



The Ohio Chapter

AMERICAN ACADEMY  
OF ORTHOTISTS AND PROSTHETISTS, INC.

PO Box 3188, Dublin, OH 43016-0088 — (614) 659-0197; FAX (614) 336-8596  
www.ohiochapteraaop.com — richbutchko@ohiochapteraaop.com

MEMORANDUM

To: Exhibitor

From: Rich Butchko, Executive Director

Subject: 2010 Annual Spring Technical Meeting

Happy New Year! While most of the U. S. has experienced major snow storms at this point in the winter, we are already thinking about the Annual 2010 Ohio Chapter Spring meeting on April 17th.

This year's Board is hard at work developing a top-notch slate of national and internationally known presenters that is sure to draw large crowds. We are expecting a minimum of 175+ attendees this year from Ohio and the surrounding states. The meeting will be held, once again, at the exceptional four-diamond Columbus Hilton Hotel at the fun and festive Easton Town Center. This venue is a favorite of both attendees and exhibitors. Please be sure to add us your calendar

Plenty of time will be made available in our program for exhibits, so attendees will have a chance to stop by and chat with each exhibitor. Although the Chapter's meetings continue to grow, we are still "right-sized" for our exhibitor/attendee ratio.

We are looking forward to seeing you if you've exhibited with us in the past, or welcome you if you are a first-timer with the Ohio Chapter meeting. I'm sure you will find the 2010 meeting an exceptional experience for your business development.

Sincerely,

Richard W. Butchko  
Executive Director



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MEMORANDUM

From: Rich Butchko, Executive Director

Subject: New information for exhibitors

We are excited about your visit to the Ohio Chapter's Annual 2010 Spring Meeting. We hope you find our meeting profitable for your company and its relationship to practitioners.

There are three important changes to be aware of for this year's meeting:

- 1) Because the Chapter has not increased exhibit fees for quite a few years, even as costs for our two meetings have soared, we now find it necessary to increase the fees to cover these costs. However, to offset this increase a bit, you will notice that we have kept last year's fee for the early registrants.
- 2) Over the past couple of years, we have noticed a "creeping" of height, breadth, and depth of materials being used in exhibits. Because we only offer tabletop exhibits, this "spread" of signs, materials, etc. has resulted in negative comments from other exhibitors and from attendees. As a result our policy, beginning in 2010, sets maximum height of the standard tabletop exhibit at no more than 30" above the table height, and the exhibit may not be a solid background (blocking the view). You must also be able to work behind your table. The blocking of aisles is strictly prohibited, and no freestanding displays are to be placed alongside tabletop exhibits.
- 3) To offset any inconvenience and to help vendors who "must have" a small amount of additional space, we are designating wall space locations to accommodate such needs. You may request a table location against a wall on a space available basis for an additional \$25. Wall locations will allow for some small additional amount of space behind the table for a higher free-standing display than would be permitted in the center-space tables. However, this space is limited and cannot be space and is not intended to substitute for the rental of a second table. If the display and materials are such that a second table is necessary, a second table must be ordered.

Our exhibitors have been exceptionally professional throughout all dealings with the Chapter. The Board, the staff and the attendees deeply appreciate this relationship, as it is one of the reasons the Ohio Chapter is one of the best meetings in the country. Please help us to keep this meeting as great for you as it is for us.

I look forward to seeing you in April,



Ohio Chapter

AMERICAN ACADEMY OF ORTHOTISTS AND PROSTHETISTS

# Exhibitor Application and Contract

## 2010 Annual Spring Technical Meeting

Hilton Columbus — April 17, 2010

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Web-site: \_\_\_\_\_

Phone (area code): \_\_\_\_\_ — \_\_\_\_\_ FAX (area code): \_\_\_\_\_ — \_\_\_\_\_ Toll Free (area code): \_\_\_\_\_ — \_\_\_\_\_

Name of Contact Person: \_\_\_\_\_ E-mail: \_\_\_\_\_

**The rules and regulations on the reverse side of this application** have been designed for the benefit of all exhibitors. The Ohio Chapter requests the full cooperation of each exhibitor in their observance. The Ohio Chapter reserves the right to terminate the Exhibitor's display privileges at any time for a material breach of any of these terms, rules and regulations. Such termination may become effective during the Assembly at which time the exhibitor agrees to close his/her exhibit upon receipt of a notice of termination, and thereafter remove his/her exhibit from the exhibition hall as soon as possible without disruption of the meeting. Expulsion of any exhibitor under this rule shall not give rise to a claim for a refund of the fees paid by such exhibitor. By signing below and returning this completed application with appropriate fee, the above named exhibitor agrees to abide by the rules and regulations on the reverse side of this form.

Name of Authorizing Person: \_\_\_\_\_ Title: \_\_\_\_\_

Signature of Authorizing Person: \_\_\_\_\_ Date: \_\_\_\_\_

**Description of Exhibit:** (Please attach, or e-mail to [richbutchko@ohiochapteraaop.com](mailto:richbutchko@ohiochapteraaop.com), a brief description of your products and services of not more than 100 words which will be included in the **Attendees' Exhibitor Directory**)

### Competitors from whom you would desire separation

(Please provide names. Special requests here may affect table location): \_\_\_\_\_

### EXHIBITOR REGISTRATION \*

#### Attendees (2 per table):

#### Additional Name (@ \$75):

1) Name: _____	2) Name: _____	3) Name: _____
Title: _____	Title: _____	Title: _____
Phone: _____	Phone: _____	Phone: _____
E-mail: _____	E-mail: _____	E-mail: _____

#### EXHIBIT FEE PER TABLE

Early Registration	Regular	Late Registration**	Wall	Additional	Total
Before 1/31/10	2/1/10-3/31/10	After 4/1/10	Location**	Attendee	
(\$395/table)	(\$425/table)	(\$550/table)	\$75	\$25	
No. Tables: _____	X <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	+	_____ = \$ _____

\* Dates for registration are based on either postmark date (if by regular mail) or time-date stamp (if registering via fax or web-site).

\*\* On space available basis only.

Exhibit Fee includes: Listing in Exhibitor Directory, 6' draped table(s), Breaks, Exhibitor's Reception (4/16/10) Continental Breakfast and Lunch. Attendance at meeting on a space available basis.

You may also choose to register online at [www.ohiochapteraaop.com](http://www.ohiochapteraaop.com)

#### Payment by Credit Card



Amount to be Charged: \$ \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: (Mo.) \_\_\_\_\_ (Yr.) \_\_\_\_\_

Print Card holder's Name: \_\_\_\_\_ Signature: \_\_\_\_\_

**Payment by check.** Enclose application and check made payable to:

**Ohio Chapter, AAOP**  
**PO Box 3188**  
**Dublin, Ohio 43016**

**Cancellation Policy:** Full refunds, minus a 10% processing fee, will be provided up to 4/1/10. Sorry, no refunds after 4/1/10. **Cancellations must be in writing** to be eligible for refund.

**Note:** Space assignments will be made on a "first-come-first-served", space-available basis upon receipt of completed application and payment. Exhibits will be limited to confirmed applicants only. **Application deadline: 4/9/10**

## **Exhibitor Contract Rules and Regulations**

### **Payment and Cancellations**

In applying for space, the Exhibitor will submit payment for the space with the application (deadline for applications: 4/9/10). In the event of cancellation by the exhibitor after 4/9/10, the Ohio Chapter shall have the right to rent the space to anyone else without obligation to return the amount already paid, with the express right to retain any payment as liquidated damages. Payments refunded are subject to a 10% penalty charge.

### **Exhibit Space and Equipment**

The exhibit price shall include one 6'x24" draped table, morning and afternoon breaks, continental breakfast, lunch and attendance at meeting (space available basis only). Any other furnishings, equipment, services, etc. required by each Exhibitor shall be at his/her own expense and responsibility, and may be ordered through the Hilton at 614/416-8405 or through the Executive Director of the Ohio Chapter at 614/659-0197. Exhibits shall not extend beyond the dimensions of the table, nor to a height greater than four feet (including table).

### **Set-up, Dismantling and Removal of Exhibits**

Exhibitors will be permitted to set up their exhibits between 4:30 and 6:00 PM on 4/16/10, or from 6:00 AM to 8:00 AM on 4/17/10. Other than that normally provided by the hotel, additional security will neither be provided by The Ohio Chapter nor the Hilton Columbus. Exhibitors should take this into consideration in planning when to set-up their exhibits. Under no circumstances may dismantling occur before the end of the afternoon break on 4/17/10. Exhibitors will have until 5:30 PM to remove their exhibits.

### **Use of Exhibit Space**

The exhibitor is permitted to demonstrate equipment and to make informational presentations regarding products or services in his/her exhibit space only. All demonstrations and exhibits must be confined to the exhibit areas responsible for such demonstrations or exhibits. During the time the Ohio Chapter's educational programs and sessions are being presented, exhibitors shall not conduct hands-on demonstrations, lectures or other presentations except in the space allocated to them pursuant to this agreement. Offering specific employment, whether such offer be written or verbal, on the floor of the exhibit area during regular exhibiting hours is strictly prohibited.

### **Space Assignment**

Neither this contract, nor the exhibit booth shall be assigned, sublet or transferred, in whole or in part, by applicant, except with prior written consent of the Ohio Chapter.

### **Objectionable Material and Activities**

Any person modeling or demonstrating a product or appliance must remove or cover such product or appliance when traveling to or from the assigned exhibitor's booth or when walking throughout the exhibit area. All booth personnel, models and demonstrators must be registered as exhibitors. No exhibitor shall assign, sublet, or share the whole or any part of the exhibit space rented, without the prior written consent of the Ohio Chapter. No alcoholic beverages are permitted in booths or elsewhere in the exhibit area. The Ohio Chapter reserves the right to request modification of any questionable exhibit or activity. There may be no printed advertising of hospitality rooms. Distribution of exhibition material and/or samples must be confined to the Exhibitor's area.

### **Decorating, Storage, Shipping & Handling, and Electrical Services**

Exhibitors may make prior arrangements either through The Ohio Chapter, or the Hilton Columbus for necessary labor as may be required to assist in the unpacking, assembly, dismantling, packing and shipping of displays. At the Hilton, contact Adam Yezzi at 614/416-8405. Exhibitors may ship their displays and materials to: Ohio Chapter—AAOP Meeting, Hilton Columbus, 3900 Chagrin, Columbus, Ohio 43219. Services/labor/equipment other than specified in "Exhibit Space and Equipment" above will be at exhibitor's own expense.

### **Indemnification and Insurance**

The exhibitor, by signing this contract, agrees to indemnify, defend and hold harmless the Ohio Chapter, its officers, directors, agents, and employees, and each of them, from and against any and all actions, causes of action, claims, demands, liabilities, losses, damages, costs or expenses, of whatever kind and nature, including judgements, interest and attorneys' fees which the Ohio Chapter, its officers, directors, agents and employees, and each of them, shall or may at any time, or from time to time, subsequent to the date of this agreement, sustain or incur, or become subject to, involving, with respect to or relating to the exhibitor's breach of any of its warranties and representations contained herein or the performance, transmission or other use of any copyrighted music at the Ohio Chapter's Spring, 2009 Technical Meeting or at any function which is part of or affiliated with or taking place at the time of or in conjunction with the Spring, 2009 Technical Meeting. The exhibitor agrees to obtain and keep in force General Liability Insurance covering the event described in this contract with limits of not less than \$1,000,000 per occurrence and to provide the Chapter with a certificate of insurance naming the Chapter as and additional insured.

### **Dress Code**

Any exhibitor or other attendee wearing any exhibitor's product in the exhibit hall (other than the vendor's immediate booth area) or any other areas of the hotel which are rented by the Ohio Chapter must cover the product if at all possible. All exhibitor's attire outside of the booths must be appropriate and in keeping with the professional department of the Ohio Chapter Assembly.

### **Admissions**

The Ohio Chapter will have sole control over all admissions of persons to the assembly and its exhibit area.

### **Attendance at Sessions**

Exhibitors may attend any of the educational sessions they wish without charge — space permitting — after duly registered attendees are seated. However, Exhibitors who are ABC Certified Practitioners attending educational sessions, and wish to apply for Professional Continuing Education credit (PCE's), must complete the Meeting Registration form and pay the appropriate member or non-member registration fees as outlined on the Meeting Registration form.

### **Rules and Regulations**

Exhibitor agrees to conform to all fire, etc. rules and regulations as provided and interpreted by the Ohio Chapter and hotel representatives. All exhibit decorations must be fire retardant. No open flames or tanks or containers of combustible materials may be used, nor may canopies be erected over exhibits.

### **Security**

Neither the Ohio Chapter nor management of the hotel will provide security for the protection of exhibitor's property, nor will their officers, directors, agents and employees be responsible for any personal injury to the exhibitor or its agents, for the safety of the Exhibits against robbery, or damage by fire, accidents or other causes. The exhibitor is urged to take all such steps, measures and precautions as may be necessary to protect itself, its agents, representatives, employees and guests, as well as its exhibits, displays and property, against all possible injury, damage, loss, and destruction during set-up, at the show and during the move out.

### **General**

Breaches or infractions of these terms, rules and regulations, by an exhibitor in any year may be considered by the Ohio Chapter in determining whether to accept an application for exhibition space in any subsequent year; and, infractions of the spirit of the rules by potential Exhibitors at any time may be considered in determining whether or not to accept an application from such person or company seeking to exhibit at the Assembly.



The Ohio Chapter  
**AMERICAN ACADEMY**  
**OF ORTHOTISTS AND PROSTHETISTS, INC.**

**2010 Annual Spring Technical Meeting — April 17, 2010**

*Hilton Hotel Columbus  
 Columbus, Ohio*

**Sponsored Activities/Items — Application Form**

**Estimated Meeting Attendance = 175 +**

**Sponsorship<sup>(1)</sup> (please see reverse side for descriptions)**

<b>Sponsorship Opportunities</b>	<b>Per Share of Sponsorship</b>	<b>Maximum Shares</b>	<b>Preferences<sup>(1)</sup> (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>)</b>	<b>Total Amount</b>
Continental Breakfast	\$450	2	_____	\$ _____
Morning Break	\$375	2	_____	\$ _____
Afternoon Break	\$375	2	_____	\$ _____
Attendee's Notepads	\$1,000	1	_____	\$ _____
Vinyl Portfolios	\$1,200	1	_____	\$ _____
Printed Meeting Program	\$1,200	1	_____	\$ _____

**Display Ads in Meeting Program**

<b>Ad Size</b>	<b>Per Ad</b>	
Full Page	\$250	\$ _____
Full Page (upgrade) <sup>(2)</sup>	\$75	\$ _____
½ Page	\$175	\$ _____
¼ Page	\$100	\$ _____

*Deadline for receipt of camera-ready ad is 4/9/10  
 Call for technical submission information.*

**Total Amount to be invoiced =** \$ \_\_\_\_\_

<sup>(1)</sup> Sponsorships will be available on a first-come, first-served basis until sponsorships are filled, at which time, the sponsorship for the particular item will be closed. Invoices will be sent to sponsors after events/activities are closed. No applications for sponsorship will be accepted after 4/9/10.

<sup>(2)</sup> Ad upgrades are available only to sponsors of major events/activities. Please see reverse for details)

\_\_\_\_\_  
 Company Name

\_\_\_\_\_  
 Authorizing Person's Name (printed)

\_\_\_\_\_  
 Signature

\_\_\_\_\_  
 Date

**Please keep a copy of this form and return the original to:**

**Ohio Chapter, AAOP  
 PO Box 3188  
 Dublin, Ohio 43016-0088**

# Description of Sponsored Activities/Items

Sponsorship of activities and events is offered on a “share” basis. A vendor may purchase any number of shares desired, either in a single activity/item category, or across multiple activities/events. Once all the shares are purchased for an activity/item, sponsorship for that activity/item will be closed. Shares are on a first-come-first-served basis. If a vendor’s first choice is closed, then the vendor’s indicated second choice is selected, unless it is closed also, in which case the third choice will be selected. **By signing the reverse side of this form and returning it to the Ohio Chapter, the vendor agrees to purchase the number of shares he/she has indicated, and for which sponsorship is available, and pay the amount indicated upon receipt of an Ohio Chapter—AAOP invoice.**

Your sponsorship includes: 1) placing your name, with the other sponsors (“shareholders”) of the event, on a prominently located sign adjacent to the event; 2) placing your company name on a special poster in the registration area of the Saturday meeting listing all sponsors; 3) printing your company’s name and product/service description in a special listing in the Meeting Program, and, 4) for sponsors of **major items** (reception, meeting program, continental breakfast, and/or breaks) a free ½ page ad in the Exhibitor Directory (contingent upon receipt of camera-ready ad before 4/9/10); and, 5) for sponsors of these same **major items** a one-time-use-only set of labels of the Academy Mailing list (1,000 + names from Ohio and surrounding 5 states) which may be used to send letters or notices of the vendor’s presence at the meeting). Those sponsors of **major items** eligible for the free ½ page ad who wish to upgrade to a full-page ad, may do so at a special rate of \$75. Camera-ready ad/copy must either be e-mailed or included with payment (contact Ohio Chapter for specific formats for graphics).

## Description of Sponsored Activities/Items:

### Buffet Continental Breakfast:

This will be held from 7:30–8:30 a.m. on 4/17/10. Signs listing sponsoring vendors will be placed near the breakfast area, and special mention will be made in program. Meeting registration will be held concurrently in the same area.

### Morning and Afternoon Breaks:

A station will be set up for each of these breaks. Each break will be 15 minutes in length. Sponsors’ names will be listed on signs adjacent to the break areas.

### Lunch Tables:

Sponsors of lunch tables will have their names displayed prominently at the entrance to each lunch location and on their sponsored table’s centerpiece, and special mention will be made in program.

### Attendee’s Notepads:

Each attendee will receive a notepad for taking notes during the meeting. Sponsorship of this item will provide for the sponsor’s company name to be printed on the bottom of each sheet of each pad, and special mention will be made in program.

### Portfolios:

Each attendee will receive a vinyl portfolio for carrying papers, program, exhibitor handouts etc. Sponsor’s name and logo will be printed on the outside along with the Ohio Chapter meeting name.

### Program Book:

The Meeting Program book contents will include (in order from front to back): Program book sponsor’s name/ad (full-page), inside front cover; a welcome letter from the president; a listing of the board of directors; an agenda for the meeting; a summary of sessions (with presenter biographies and session descriptions); a listing of sponsoring vendors with product/service descriptions; and, purchased ads from vendors. This sponsorship fee for the Program Book option allows a vendor to underwrite some of the printing of the program.

## Logos and Trademarks

In each case of sponsorship, if the vendor wishes, he or she may provide the Ohio Chapter with a copy of his or her company’s logo or trademark, with written permission to reproduce it for use in creating signs/posters. As an alternative to the use of a logo or trademark, written permission to electronically scan all or part of the company’s letterhead for possible use in signs may be provided. The Ohio Chapter’s intention is to display the vendors’ names in a way that supports the visual image with which the vendor company wishes to be associated. No other use of the company’s logo, trademark or letterhead will be made other than for use in signs or posters for sponsored events for the 2009 Annual Ohio Chapter Spring Technical Meeting. All signs (including use of scanned images) will be in black & white only and listing of vendors’ names will be alphabetical. In the event the vendor does not wish to grant permission for use of scanned letterhead, logo or trademark — for whatever reason — attempts will be made to closely match fonts/style with the vendors’ style. The vendor is under no obligation to provide logo, trademark, or letterhead for this use, nor is the Ohio Chapter obligated to use such company marks if received. At the close of the meeting, the vendor may elect to retain any signage that contains their company name for future use, if desired.



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## 2010 Annual Spring Technical Meeting

### Additional Exhibitor Information:

Set-up for exhibits will be from 4:30–6:00 PM on Friday followed by the “Exhibitors’ Reception” from 6:00-7:30 PM in the exhibit area. For those not setting up on Friday, set-ups may be done anytime before 8:00 AM on Saturday (4/17/10). Please remember that the Ohio Chapter’s meeting only allows table-top setups.

For shipping information, please use address label below. For additional questions, service needs, please contact Rich Butchko, Executive Director of the Ohio Chapter at (614) 659-0197 (e-mail [richbutchko@ohiochapteraaop.com](mailto:richbutchko@ohiochapteraaop.com)) or Adam Yezzi at the Hilton at (614) 416-8405 or through the at (614) 659-0197. Shipping information for exhibitors at the 2010 Ohio Chapter--AAOP Spring Technical Meeting

Please include the following information on materials you ship to the hotel

### Shipping Label

Ohio Chapter--AAOP  
2010 Annual Spring Technical Meeting (April 16–17, 2010)  
C/O The Hilton Columbus  
3900 Chagrin Drive  
Columbus, Ohio 43219  
Hold for Ohio Chapter--AAOP  
(contact name: \_\_\_\_\_)  
(date of arrival \_\_\_\_\_ Daytime phone # \_\_\_\_\_)

NOTE: Due to the limited storage space at the Hilton, no packages will be accepted outside 3 business days prior to 4/17/10. A 70-pound limit applies per container.