



**Florida Medical Directors Association**  
**FMDA's "Best Care Practices" Trade Show**  
**Oct. 24–25, 2008 • Disney's Contemporary Resort • Lake Buena Vista, Fla.**

**MEETING & DISPLAY INFORMATION**

**DISPLAY DATES & TIMES** (the times below are subject to change):

**FRIDAY, OCT. 24, 2008 ~ 1:30–2:30 pm; 4:30–6 pm**

**SATURDAY, OCT. 25, 2008 ~ 7–8 am breakfast; 10:45–11:15 am coffee break; and 12:15–1:45 pm luncheon**

**SET UP: 11 am–1:15 pm, Friday, Oct. 24 • TEAR DOWN: 1:45–3:45 pm, Saturday, Oct. 25**

**LOCATION INFORMATION**

FMDA's "Best Care Practices" Trade Show will be held at **Disney's Contemporary Resort**, 4600 N. World Drive, Lake Buena Vista, FL 32830. Six-foot tabletop displays will be located in **Fantasia H**.

**ASSIGNMENT OF SPACE**

Upon receipt of the completed application to exhibit, FMDA will confirm the acceptance or rejection of your application. Each display space will be furnished with one 6-foot, draped and skirted table with two chairs. All exposed portions of a display must be finished so as not to be objectionable to other exhibitors or FMDA. Displays not conforming to these specifications will be prohibited. Assigned space may not be shared or transferred for any reason.

**TERMS & CONDITIONS**

**INSTALLATION OF EXHIBITS**

Exhibits are to be set up by **1:15 pm on Friday, Oct. 24, 2008**. In the event that an exhibitor fails to complete installation by **1:30 pm**, FMDA reserves the right to remove the display table at the exhibitor's expense and risk.

**REMOVAL OF EXHIBIT**

There will be no breaking down of exhibits before **1:45 pm, Saturday, Oct. 25, 2008**. Any exhibitor who breaks down before **1:45 pm** shall be deemed to be in violation of this agreement. All exhibits not removed by **4 pm** may be removed by the association or the hotel, at the risk and expense of the exhibitor.

**CARE OF SPACE**

The exhibitor agrees not to deface, injure, or mar the exhibit area of *Disney's Contemporary Resort* or any of the furniture or fixtures contained therein, and/or any of the property of whatever nature placed therein. The exhibitor shall be liable to the association and/or *Disney's Contemporary Resort* for any damage resulting to such furniture and fixtures contained therein and/or such property placed therein by the association that shall occur by reason of the commissions or omissions of any exhibitor and/or its agents, servants, or employees. The exhibitor shall defend and hold harmless the association from all claims and suits against said association arising from the aforesaid commissions or omissions of the exhibitor, their agents, servants, or employees. All materials used by exhibitors must conform to the requirements of the local fire department, and exhibits must meet all state and local codes.

**INSURANCE**

The association or its representatives assume no responsibility for the safety of the personnel and property of exhibitors or the personal property of their officers, agents, servants, or employees. Any exhibitor wishing to insure his/her personnel or goods against injury, theft, and damage by fire, accident, or other cause must do so at his/her own expense.

**SECURITY**

Due to the informal nature of the tabletop exhibits, we strongly encourage you to keep your display simple. If you choose to bring special equipment for your display, you are responsible for securing the equipment. FMDA will not be providing security for this area.

**EXHIBITOR CONDUCT, CONTACT HOURS, & RESTRICTIONS**

This application and agreement is subject to FMDA's Industry/Exhibitor Code of Conduct, which can be found on the back of this flier. Events that conflict with FMDA's schedule will not be allowed. There is a maximum of four (4) representatives allowed per booth, and there is a **\$50** charge for each additional representative. Exhibitors are welcome to attend all educational sessions. If contact hours are needed, a **\$50** registration fee is required per licensee. FMDA reserves the right to restrict all displays that, because of noise or other objectionable features, interfere with the orderly procedure of the exhibition; also to prohibit any display or procedure that, in its judgment, runs counter to the general character of the exhibition. Exhibitors will conduct their business in a courteous and professional manner from the confines of the display area they have rented.

**LIABILITY**

The association or its representatives shall not be liable for any damages in the event that performance of this contract is rendered impossible by any of the following causes: destruction of the hotel or any substantial portion thereof, by fire, earthquake, hurricane, the elements, or a public enemy, strikes or other public disorder; impossibility of performance created by law or any public authority; and/or for any cause beyond its control or the control of *Disney's Contemporary Resort*. The association will, however, in the event of its not being able to hold the exhibition for any of the reasons set forth above, reimburse exhibitors the amount of fees paid.

**CANCELLATION OF EXHIBIT SPACE**

Requests for cancellations of exhibit space must be presented to the association in writing. If cancellation occurs on or before **Sept. 1, 2008**, the exhibitor will receive a full refund less a **\$200** administrative fee. If cancellation occurs after **Sept. 1, 2008**, no refunds shall be due the exhibitor. An exhibitor who cancels may not transfer or assign an exhibit space.

**MATERIAL SHIPPING & HANDLING**

We recommend whenever possible that exhibitors hand-carry their materials to the hotel. The hotel cannot accept shipments until three (3) days prior to FMDA's 17<sup>th</sup> Annual Conference. Outgoing shipment with Federal Express and UPS is available at the Package Center. A shipping and handling fee of \$5 per package is charged for other carriers. Packaging materials such as tape, bubble wrap, or other protective materials and necessary labeling are also available in the Package Center. Prices will vary with the size, weight, and content of the shipment. When sending shipments to the hotel, please label them in the following manner:

- Attention:** Name of person who will accept delivery of the item(s)
- Hold for Arrival:** Date item will be picked up
- Convention Name:** Florida Medical Directors Association
- FedEx or UPS:** Walt Disney World, Disney's Contemporary Resort, 4600 N. World Drive, Lake Buena Vista, FL 32830
- US Post Office:** Walt Disney World, Disney's Contemporary Resort, P.O. Box 10,000, Lake Buena Vista, FL 32830

*Note:* All items received at the hotel are subject to a charge of \$40/CWT with a \$5 minimum for receiving, storage, and one-time delivery. Additional movements will incur additional labor charges. To confirm arrival of package, call the Package Center at (407) 824-3207.

**HOTEL RESERVATIONS**

FMDA has reserved a block of rooms at Disney's Contemporary Resort. The group rate is \$175 single/double occupancy. To make a reservation, please call (407) 824-3869 and mention you are attending the Florida Medical Directors Association conference. To guarantee rate and room availability, you must make your reservations no later than Sept. 3. This special group rate will be applicable three (3) days prior to and three (3) days following the main program dates, subject to availability. Free self-parking is available.

**APPLICATION to EXHIBIT**

**Florida Medical Directors Association • FMDA's "Best Care Practices" Trade Show • Oct. 24-25, 2008  
Disney's Contemporary Resort • Lake Buena Vista, Florida**

DATE: \_\_\_\_\_, 2008

Please reserve for our use, at FMDA's 17<sup>th</sup> Annual Trade Show, display space as requested below. We understand that our use of this space is subject to the conditions and terms outlined in this agreement, which, upon acceptance by the Florida Medical Directors Association, shall become a binding agreement between our organization and FMDA. **Each 6-foot tabletop display area costs \$2,500\*** if paid by **check** or by **credit card** (plus applicable charges) at [www.fmda.org](http://www.fmda.org). You may also pay by **credit card** by calling (866) 462-2838. An exhibitor may not share any part of its booth with another vendor, whether or not it is a related company. Full refunds apply to vendors whose application to exhibit is not accepted. This application is not considered accepted unless it is signed by an authorized representative of FMDA.

**Print exactly as name should appear in program and promotional material.**

Organization Name \_\_\_\_\_ Contact Person \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_ E-mail \_\_\_\_\_

Booth representatives (maximum of 4 representatives allowed per booth, with a \$50 charge for each additional representative):

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_

**Description of Organization or Service:** If you would like to be included in the onsite trade show material, please e-mail a 50-word maximum description of your company, its products and/or services to [ian.cordes@fmda.org](mailto:ian.cordes@fmda.org) by Sept. 1, 2008.

When making display assignments, please avoid the following competitors (if possible): \_\_\_\_\_

**ELECTRICAL POWER & UTILITIES**

**We request electrical service.** A. Contact Ian Cordes at FMDA, in advance, for your electrical needs. You will be charged a prorated amount along with other exhibitors. B. For any onsite audiovisual equipment or entertainment needs, contact **Kathy Goddeau**, Senior Catering & Convention Services Manager, at (407) 824-1175, or e-mail her at [Kathleen.M.Goddeau@disney.com](mailto:Kathleen.M.Goddeau@disney.com). C. For any telecommunications needs, contact **SmartCity** at (866) 288-2321.

**Number of 6-foot display tables ordered:** \_\_\_\_\_.

- A check for **\$2,500\* per display** is enclosed, for a total of \$ \_\_\_\_\_, **OR**
- A credit card payment of **\$2,500\* per display** (plus applicable charges), for a total of \$ \_\_\_\_\_, was made at [www.fmda.org](http://www.fmda.org) on \_\_\_\_\_ (date), **OR**
- \*Vendor & Organizational Affiliate members:** There is **\$100 member discount** per table.

*I have read the terms of this agreement and accept the stipulations as outlined, as the authorized representative of this company.*

Signature \_\_\_\_\_ Name \_\_\_\_\_ Title \_\_\_\_\_

Application to exhibit approved by FMDA: \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

**Make all payments payable to "FMDA" and return to:** Ian L. Cordes, Executive Director  
Florida Medical Directors Association • 200 Butler Street, Suite 305, West Palm Beach, FL 33407

**Tel: (561) 659-5581 • Fax: (561) 659-1291 • E-mail: [ian.cordes@fmda.org](mailto:ian.cordes@fmda.org)**

**FMDA is a not-for-profit corporation. Its federal tax identification number is 59-3079300.**

# SPECIAL SUPPORT OPPORTUNITIES

## “Best Care Practices” Trade Show

In conjunction with FMDA’s and FL-ASCP’s annual meetings, and in collaboration with AAHCP and FGS

Florida Medical Directors Association  
Florida Chapter of the American Society of Consultant Pharmacists  
American Academy of Home Care Physicians  
Florida Geriatrics Society

### A. EDUCATIONAL SUPPORT

1. *Saturday morning’s panel discussion featuring national leaders representing AMDA, ASCP, AAHCP, etc.* ----- \$7,500
2. *Industry-supported symposia (ISS):* ----- \$12,500–\$17,500  
*Ask us for a copy of the “2008 ISS Application & Guidelines”*
3. *Non-CME/CPE/CE Presentation Opportunities (starting at):* ----- \$2,000  
*Ask us for a copy of the “Non-CME/CPE/CE Presentation Opportunities Application & Guidelines”*

### B. GENERAL & NON-EDUCATIONAL SUPPORT

1. Annual Luncheon in exhibit hall (**Supported by Pfizer**) ----- \$15,000
2. Grand Support Levels -----
  - a. Gold ----- \$10,000
  - b. Silver ----- \$7,500
  - c. Bronze ----- \$5,000
3. Saturday morning Continental Breakfast ----- \$7,500
4. Welcome reception on Friday evening ----- \$7,000
5. Sunday morning Breakfast ----- \$5,500
6. Saturday evening President’s Wine & Cheese Reception (**Supported by Weyeth**) ----- \$5,000
7. Sunday morning Refreshment Break ----- \$3,500
8. Tote bags with your company’s logo (**Supported by Boehringer Ingelheim**) ----- \$3,000
9. Annual program syllabus on CD with your company’s logo (**Supported by Watson Pharma**) ----- \$2,500
10. Saturday morning Coffee Break ----- \$4,500
11. Saturday afternoon Coffee Break ----- \$4,500
12. Name badge holder with your company’s logo (**Supported by American Health Associates**) ----- \$1,500
13. Welcome reception entertainment for Friday evening ----- \$1,250
14. Friday Board Meeting ----- \$1,250
15. Sunday Board Meeting (**Supported by American Health Associates**) ----- \$1,250
16. T-shirts with your company’s logo ----- Call FMDA
17. Other support ----- Call FMDA

### SUPPORTERS WILL RECEIVE:

- ✓ Recognition in the FMDA *Progress Report* newsletter
  - ✓ Recognition in annual program’s printed materials
  - ✓ Recognition on the FMDA website at [www.fmda.org](http://www.fmda.org)
  - ✓ Recognition in the annual program brochure, if commitment is made by **August 1, 2008**
  - ✓ Recognition in the annual program syllabus
  - ✓ Special signs prominently displayed at supported function(s)
  - ✓ Introduction at supported function(s)
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**Florida Medical Directors Association**  
200 Butler Street, Suite 305  
West Palm Beach, FL 33407  
**(561) 659-5581 • fax: (561) 659-1291**  
**www.fmda.org**

Address Service Requested

PRESORTED  
FIRST-CLASS MAIL  
US POSTAGE  
**PAID**  
WEST PALM BCH FL  
PERMIT NO. 3086

***Visit [www.fmda.org](http://www.fmda.org) today and sign up to exhibit!***

**Florida Medical Directors Association**  
**Industry/Exhibitor Code of Conduct** *(Revised: March 2007)*

FMDA leadership has devised this Code of Conduct based on AMDA and FMDA guidelines. All exhibitors, grantors, hosts of industry-supported symposia, and third parties who may be involved either directly or indirectly, are required to agree to this Code when they submit an application to exhibit.

1. Exhibiting/participating in the FMDA meeting is a privilege and not a right.
2. FMDA reserves the right to reject an application to exhibit without giving a reason.
3. Potential exhibitors are invited to complete the Application to Exhibit form.
4. By submitting the form, potential exhibitors agree to the following:
  - a. To set up the exhibit during the designated time,
  - b. To staff the exhibit booth during exhibit hours,
  - c. Not to remove the exhibit before the conclusion of exhibit hours, and
  - d. Conduct themselves in a courteous and professional manner — by respecting others and expecting respect, especially when in conversation with customers.
5. Potential exhibitors also agree to:
  - a. Refrain from holding any long-term care-related meetings or receptions within 10 miles of the location of the FMDA annual meeting, within 24 hours of the beginning or end of the FMDA meeting unless specific written/e-mail consent is obtained from the chairman of the FMDA Industry Advisory Board (IAB).
  - b. Unless authorized in writing/e-mail by IAB chairman, refrain from entertaining groups of FMDA meeting registrants during the FMDA annual meeting — unless there is a clearly designated time to do so — as this reduces the value of the meeting to exhibitors and donors of educational grants.
  - c. If in doubt about the propriety of a planned event, ask for guidance from FMDA.

