



19th Annual Scientific Meeting of SHEA

Commercial Support and Promotional Opportunities

March 19-22, 2009
Sheraton Hotel & Marina
San Diego, California

Generate a high-profile presence by supporting the 19th Annual Scientific Meeting of the Society for Healthcare Epidemiology of America (SHEA).

Acknowledgment

Supporting companies receive:

- A listing in the *Exhibitor & Satellite Symposia Guide*, distributed to all attendees onsite
- Corporate name on signs and banners in prominent conference center locations
- Slide announcements looped between sessions in meeting rooms and overflow screens

Additional recognition for SHEA Sponsors:

- Acknowledgment by faculty during the *Welcome and Awards Ceremony*
- Additional acknowledgment on meeting room and kiosk signs

To determine availability of sponsor or supporter opportunities, confirmed exhibitors may contact:

Janis L. Flemming, RN
SHEA Meetings and Program Manager
 Direct: (703) 684-1008
 Fax: (703) 684-1009
 E-mail: jflemming@shea-online.org

Added Benefits for SHEA 2009 Sponsors

Platinum	<ul style="list-style-type: none"> • Recognition during the <i>Welcome & Awards Ceremony</i> • Large linked logo on conference website • Pre-registered attendee mailing list labels • Four complimentary registrations 	\$40,000 or higher
Gold	<ul style="list-style-type: none"> • Recognition during the <i>Welcome & Awards Ceremony</i> • Pre-registered attendee mailing list labels • Linked logo on conference website • Two complimentary meeting registrations 	\$25,000
Silver	<ul style="list-style-type: none"> • Recognition during the <i>Welcome & Awards Ceremony</i> • Link to corporate site (without logo) on conference website • One complimentary meeting registration 	\$15,000
Bronze	<ul style="list-style-type: none"> • Recognition during the <i>Welcome & Awards Ceremony</i> • Link to corporate site (without logo) on conference website 	\$10,000

Awards

SHEA awards acknowledge the best efforts in infection prevention and control and healthcare epidemiology. Your organization's sponsorship demonstrates support for top quality science, implementation of best practices, and training and advancement in the field. SHEA is responsible for soliciting nominees, selecting recipients of the awards, and distributing the funds to the individuals. Awards sponsors are recognized at the podium during the Awards Ceremony.

SHEA Trainee Award

\$1,600

The SHEA Trainee Award recognizes the work of infectious diseases or healthcare epidemiology fellows doing research in infection control and/or healthcare epidemiology who submit abstracts for presentation at SHEA's Annual Scientific Meeting.

SHEA International Award

\$1,750

The SHEA International Award recognizes and supports the work of individuals outside North America who are either currently in training or have started to practice within the past 5 years, who submit abstracts for presentation at SHEA's Annual Scientific Meeting.

SHEA Travel Awards

\$12,500, 10 awards

The SHEA Travel Awards recognize and support the work of trainees who are the presenting authors on abstracts submitted for presentation at SHEA's Annual Scientific Meeting.

International Faculty Travel Sponsorship

\$20,000

SHEA's 19th Annual Scientific Meeting hosts more than a dozen international faculty members each year, representing both developed and developing nations. Addressing pressing issues in infection prevention and control from a global view is critical to the mission of SHEA and to its audience. SHEA encourages its sponsors and exhibitors to demonstrate their commitment to the expertise of our international colleagues and the diverse concerns of professionals working in this field around the world.

Communications

Full Conference Audio Recording and Slide Capture

\$100,000

SHEA's Annual Meeting is revered for its high-quality scientific presentation and a full schedule. Attendees value the ability to listen to sessions they missed due to concurrent sessions of interest or time spent in the Exhibit Hall. Sound Images (SI) will conduct digital recording and capture of all slide presentations during the 19th Scientific Meeting. Attendees access the full library via software provided on CD-ROM with the sponsor's name and logo printed on the sleeve. Sponsors may request that an SI representative hand out software at their booth, or alternatively company representatives may hand out vouchers from the booth for attendees to remit to SI onsite. Attendees will be directed to the sponsor's booth(s) in the Exhibit Hall. In addition, the supporter will receive an insert in conference bags.

Individual Session Audio Recording and Slide Capture

\$5,000 per session

Exhibitors may want to draw attention to one or a series of sessions on topics of relevance. Sponsors of individual sessions or tracks have the option of distributing vouchers for SI software or having an SI representative in their booth to distribute the software. Attendees are directed to the sponsor's booth. Supporters also receive an insert in conference bags.

Cyber Café

\$15,000

The Cyber Café is traditionally a highly-trafficked location where meeting attendees gather to network and conduct business onsite. Sponsorship of the Cyber Café provides exceptional visibility for the company that wants to offer a valued personal service to attendees. The sponsor's logo will appear on Cyber Café signs, banners, and monitor home screens, and a half-page advertisement is printed in the *Exhibitor & Satellite Symposia Guide*.

Meeting WiFi Connectivity

\$10,000

For attendees traveling with their laptops or other devices, having connectivity throughout the meeting venues is of enormous value. Sponsorship of this service will be acknowledged in meeting room looped slides, in the *Exhibitor & Satellite Symposia Guide* and conference bag inserts.

Promotional Opportunities: Specialty Conference Items

Please note: SHEA is carefully monitoring evolving changes in mandatory and voluntary restrictions on corporate support for medical education activities. We are vigilant in complying with ACCME standards for industry support and have also taken into account the recent voluntary PhRMA Code and emerging state law in this area. For that reason, many of our traditional specialty items will not be available as part of sponsorship this year. SHEA encourages interested supporters to contact us for further discussion to ensure that we offer ample visibility for your organization while complying with the changing requirements.

Exhibitor & Satellite Symposia Guide

\$10,000

This glossy full-color guide is provided to all attendees onsite. The book includes the listing of SHEA Sponsors, a comprehensive directory of exhibitors and their products, the Exhibit Hall map, advertisements, and a guide to the satellite symposia held at SHEA 2009. The supporter receives a full-page color advertisement on either the inside front cover or outside back cover.

Note: item produced by SHEA

Pocket Programs

\$8,000

This convenient agenda-at-a-glance program schedule – designed to fit into SHEA 2009 badge holders – is distributed to all attendees onsite with the *Exhibitor & Satellite Symposia Guide*, and is one of the most frequently used items at the meeting. The planner includes a day-by-day grid of the entire program, including exhibit hours. The supporter's corporate name and logo may be displayed on the programs.

Note: item produced by SHEA

Promotional Opportunities: Advertising

Conference Bag Insert

\$5,000

Attract new clients and gain visibility even before the Exhibit Hall opens. Be sure all attendees hear your message. Sponsors and exhibitors' personally designed flyers or specialty advertisements are inserted into the meeting bags provided to all attendees.

Note: item produced by the supporter

Door Drops

\$3,000 + hotel fees

Gain the extra edge by arranging for a hotel door drop of marketing materials. More than 80 percent of SHEA attendees stay in the conference hotel. Exhibitors desiring to conduct a door drop must submit a request to and receive approval from SHEA. A minimum of two weeks is required for the approval process. Approval will only be granted for written material of a scientific nature that refers to an approved event or is an invitation. Copy should not contain any reference to specific posters or sessions. SHEA verifies the content of each piece and reserves the right to deny any request for content or submission after February 19, 2008. Supporters are also responsible for hotel fees (\$1.50 outside door and \$2.50 in-room).

Note: item produced by the supporter with approval from SHEA

Hotel Key Cards

\$5,000 + hotel fees

Gain the benefit of repeat advertising by sponsoring the headquarters hotel room key cards for SHEA attendees. The sponsor will be provided contact information for the hotel and is responsible for all charges including additional fees levied by the hotel (\$1-3 per card). The 19th Annual Scientific Meeting logo and sponsor's corporate name and logo are displayed on the cards.

Advertising in the *Exhibitor & Satellite Symposia Guide*

Variable

Display your company's message or product on a full color, glossy paper advertisement in the *Exhibitor & Satellite Symposia Guide*, distributed to attendees with their registration materials. Ads are due to SHEA Headquarters by 5:00 p.m. ET on January 12, 2008.

Cover (inside back):	\$3,000	Half Page:	\$500
Full Page:	\$1,000	Business Card:	\$300

SHEA Website Link

Variable

Feature your company's name or logo linked on SHEA's *Sponsors and Exhibitors* webpage. Sign up early! Your link will be posted within one week of receipt of payment and removed one week following SHEA 2009.

Link with Logo:	\$500	Link without Logo:	\$250
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Attendee Pre-Registration Mailing Labels

\$500 per list

Increase product recognition and booth traffic by sending collateral materials in advance of the Annual Scientific Meeting. Pre-registrant mailing labels are produced only for sponsoring companies or exhibitors.

Specific procedures apply:

- Send a sample copy of the actual mail piece for approval no later than February 19, 2009. SHEA approval takes a minimum of two weeks.
- Send the completed SHEA order form accompanied by full payment directly to:

SHEA c/o Experient
PO Box 590
Frederick, MD 21705
Fax: (301) 694-5124
Phone: (301) 694-5243

- Mailing lists are available for one-time use only by the requesting party and cannot be reproduced, reused in any form, or resold to another user.

Post-Conference Marketing List

\$1,200 per list

Reach 100 percent of SHEA attendees by purchasing SHEA's registration mailing list, printed on pressure sensitive labels and mailed to you. Procedures related to pre-registration lists apply as listed above.

Satellite Symposia

Satellite symposia are non-commercial scientific sessions designed for 19th Annual Scientific Meeting attendees. All symposia must meet the standards and integrity of SHEA, be scheduled only during designated times, and be approved by the SHEA Annual Meeting Program Committee. Please refer to the guidelines below for further details.

A \$15,000 fee applies for conducting a satellite symposium at the 19th Annual Scientific Meeting. This fee includes:

- Room Rental
- Application Fee
- Two mailing lists: early pre-registrants and final pre-registrants
- Listing and description in *Exhibitor & Satellite Symposia Guide*
- Onsite directional signage

Guidelines for Symposia

- Proposals must be submitted to SHEA for approval no later than Monday, January 12, 2009. Sponsors will receive notification of SHEA approval within 14 days of receipt of the proposal. Applications should outline topics, course descriptions, speakers, date/time and expected attendance.
- Full payment of \$15,000 must be received with the application for review and approval to occur.
- *SHEA requires satellite symposia sponsors to offer CME credits for their sessions.*
- SHEA upholds its policy that symposia held on related topics do not occur concurrently.
- Symposia should not compete with SHEA sessions.

	End Before	Begin After
Thursday, March 19:	12:00 p.m.	9:00 p.m.
Friday, March 20:	7:00 a.m.	7:00 p.m.
Saturday, March 21:	7:00 a.m.	7:00 p.m.
Sunday, March 22:	7:00 a.m.	12:00 p.m.

- Presentations may not duplicate topics that are part of the official Scientific Meeting program.
- All meeting presentations and the information therein are embargoed by SHEA until the conclusion of the referenced Annual Scientific Meeting session. All sponsors, agents, and presenters must abide by SHEA policies, including the embargo policy.
- All satellite symposia must be held at the Sheraton San Diego Hotel & Marina.
- The symposium sponsor is responsible for arranging and paying for food, beverage, additional signage, registration, and audiovisual equipment and services. Sponsors are asked to use SHEA's audiovisual company, Freeman Audio Visual Solutions. Please contact Michael Maling at michael.maling@freemanco.com or (404) 253-6508.
- Pre-conference marketing is the responsibility of the sponsor.

Policies

- SHEA must grant approval for support of all items, events, or activities at the 19th Annual Scientific Meeting
- Product names or product-group messages may not be used on supported items or services for the 19th Annual Scientific Meeting, *with the exception of Exhibit Hall opportunities (coffee and lunch breaks, Opening Reception)*
- "Note: produced by supporter" indicates that the sponsor is responsible for purchase, production, and delivery of items
- SHEA requires a signed *Letter of Agreement* containing language stipulated by the Accreditation Council for Continuing Medical Education (ACCME)
- SHEA headquarters staff must approve all artwork prior to the production of supported items
- SHEA requires written authorization sent directly to SHEA from the exhibitor or sponsor before SHEA will accept inquiries or provide information to agents and third-parties
- All 2009 support and sponsorship opportunities are assigned on a first-come, first-assigned basis



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