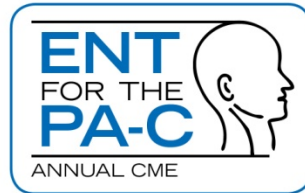


The Fourth Annual
ENT for the PA-C
April 24-27, 2014



Provided By

American Academy of Otolaryngology – Head and Neck Surgery
Society of Physician Assistants in Otorhinolaryngology - Head and Neck Surgery



Hosted By

University of Pittsburgh Medical Center Department of Otolaryngology

The Westin Convention Center
Pittsburgh, PA

Exhibitor Prospectus



Dear Exhibitor,

We cordially invite you to exhibit at The Fourth Annual *ENT for the PA-C* CME conference. This program is provided by the American Academy of Otolaryngology-Head & Neck Surgery Foundation (AAO-HNSF) and the Society of Physician Assistants in Otorhinolaryngology / Head & Neck Surgery (SPOA-HNS).

Throughout the country, over ninety thousand PAs practice in various specialty and primary care settings; writing millions of prescriptions and performing thousands of procedures each year. At the *ENT for the PA-C 2014* conference, 300 of those PAs and their nurse practitioner colleagues will be in attendance.

Exhibitors will benefit from the conference's scheduled exhibitor times each day to give maximum opportunity to interact with attendees. The exhibit hall will be in the Westin's large rotunda, centrally located between the lecture halls. Our second-floor meeting space floor plan can be viewed at http://www.starwoodhotels.com/pub/media/1370/FloorPlans_1370.pdf.

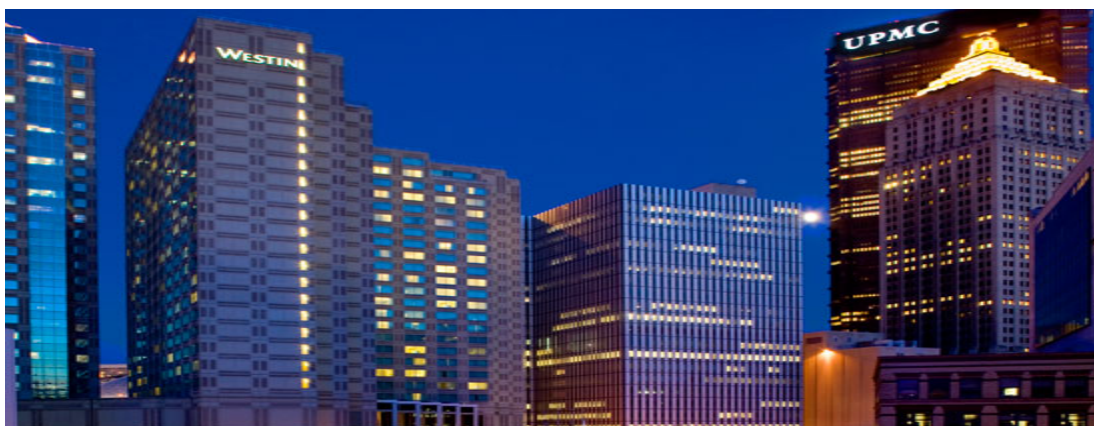
If you have questions or are interested in exhibiting, please fill out the forms provided and return to Whitney Bertram, Executive Administrator of SPOA-HNS, by emailing to admin@entpa.org. Your support of the Otolaryngology PA profession is greatly appreciated! We look forward to working with you to make this conference a success.

This program has been reviewed and is approved for a maximum of 93.00 hours (a maximum of 32 earnable by an individual) of AAPA Category 1 CME credit by the Physician Assistant Review Panel. Physician assistants should claim only those hours actually spent participating in the CME activity.



This program was planned in accordance with AAPA's CME Standards for Live Programs and for Commercial Support of Live Programs.

Meeting Site:	Westin Convention Center 1000 Penn Avenue Pittsburgh, PA 15222 412-560-6354 412-227-4504 (fax)	Shipping Address: Name of On-Site contact – (the person to pick up the packages) c/o The Westin Convention Center Pittsburgh 1000 Penn Avenue Pittsburgh, PA 15222 Hold for "ENT for the PA-C" 2014 Conference Box(es) _____ of _____ (Multiple boxes must be numbered) KELLY TAYLOR, Convention Services Manager
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Hotel Directions

From Pittsburgh International Airport

Take Route 60 towards Pittsburgh through the Fort Pitt Tunnel and exit at Liberty Avenue. Follow Liberty Avenue to 10th Street. Turn left, and the hotel is on the right. For the most convenient and least costly trip from the airport to The Westin Convention Center, Pittsburgh, take the SuperShuttle. For pricing and more information, visit the [SuperShuttle website](#).

From East

Take the Pennsylvania Turnpike to Exit 57 to 376 West. Take 376 West to Exit 1C (Grant Street). Take Grant Street to 11th Street and turn left. Go 1 block to Pennsylvania Avenue. Turn left and go 1 block to 10th Street. Turn left on 10th Street, and the hotel entrance is on the left.

From North

Take Interstate 79 South to Interstate 279 South. Follow the signs to Interstate 579 South and cross over Veterans Bridge. Take the 7th Avenue Exit. Proceed to the second light and turn right. Pass the next light and the hotel's driveway is on the right.

From South

Take I-79 North to the Pittsburgh Exit. Take I-279 North across Fort Pitt Bridge into the city. Follow the signs to Liberty Avenue. Take Liberty Avenue to 10th Street and turn left. The hotel entrance is on the right.

Accommodations

SPAO-HNS has secured a reduced hotel rate of \$129/night plus taxes for a standard room (single occupancy). To make reservations, please visit <https://www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=1311052349&key=7CBB4> or call 888-627-7053 and identify yourself as an attendee of the ENT for the PA-C to receive the discounted room rate.

Reduced group rates for other room types are as follows:

Corner Suite - \$189

Business Suite - \$229

Parlor Suite - \$279

Luxury Suite - \$1129

Additional Person - \$10



Event Schedule and Exhibit Hours

Thursday, April 24, 2014

3:00 -8:00pm Exhibitor Set Up: Rotunda 2nd floor

Friday, April 25, 2014

7:30 -10:00am	Lecture Sessions
10:00-10:30am	Break with Exhibitors
10:30am- 12:30pm	Lecture Sessions
12:30- 1:30pm	Lunch with Exhibitors
1:30- 3:30pm	Lecture Sessions
3:30-4:00pm	Break with Exhibitors
4:00-6:00pm	Lecture Sessions

Saturday, April 26, 2014

8:00 -10:00am	Lecture Sessions
10:00-10:30am	Break with Exhibitors
10:30am- 12:30pm	Lecture Sessions
12:30- 1:30pm	Lunch with Exhibitors
1:30- 3:30pm	Lecture Sessions
3:30-4:00pm	Break with Exhibitors
4:00-6:00pm	Lecture Sessions
7:00pm	Reception (tentative)

Sunday, April 27, 2014

8:00 -10:00am	Lecture Sessions
10:00-10:30am	Break with Exhibitors
10:30am- 12:30pm	Lecture Sessions
12:30- 1:30pm	Lunch with Exhibitors
1:30- 3:30pm	Lecture Sessions
3:30-4:00pm	Fundraiser Drawing
4:00pm	Adjourn



Contribution Levels and Exhibit Opportunities

Grand Benefactor – \$10,000 or Greater

Includes an exhibit table, name recognition of support, **full page** ad in conference program, special mention on the SPAO-HNS Web site (www.entpa.org) and in the SPAO-HNS newsletter *The Vanguard*.

Platinum Contribution – \$7,500

Includes an exhibit table, name recognition of support, **half page** ad in conference program, special mention on the SPAO-HNS Web site (www.entpa.org) and special mention on the SPAO-HNS newsletter *The Vanguard*.

Gold Contribution – \$5,000

Includes an exhibit table, **half page** ad in conference program, special mention on the SPAO-HNS Web site (www.entpa.org)

Silver Contribution – \$3,500

Includes an exhibit table and **quarter page** ad in conference program, special mention on the SPAO-HNS Web site (www.entpa.org).

Friend Contribution – \$2,000

Includes an exhibit table and **quarter page** ad in conference program.

For exhibit booth space only, please use the following pricing information:

Single exhibit table – \$400

All exhibit opportunities offer a 6' table and listing in the final program.

Additional Support Opportunities

- Welcome Reception – \$7,500
- Exhibitor Lunches (mentioned in conference program and announced in sessions) – \$4,500
- Continental Breakfast – \$3,500
- Refreshment Break – \$2,000
- Registration Bags – \$2,500
- Lanyards – \$600



Shipping & Delivery

Please advise hotel in advance of arrival time and date of any goods to be delivered to the hotel. Due to storage of space limitations, these goods should in no event arrive more than three (3) days prior to group's function. ***Items must be labeled as follows:***

Name of Exhibiting Company and On-Site contact – address to the person that will be looking for the packages

c/o The Westin Convention Center Pittsburgh

1000 Penn Avenue

Pittsburgh, PA 15222

Hold for "ENT for the PA-C" 2014 Conference

Box(es) _____ of _____ (Multiple boxes must be numbered)

KELLY TAYLOR, Convention Services Manager

Box deliveries will be assessed a handling fee by the hotel; fee is determined by weight as shown below. The hotel will not be responsible for the safe keeping of personal or rented equipment.

Handling & Storage Fees:

0-5 Pounds	\$5.00 each
6-20 Pounds	\$10.00 each
21-50 Pounds	\$15.00 each
Over 50 Pounds	\$25.00 each
Crates / Pallets	\$75.00, may increase based on size and weight



Exhibitor Registration Form

Please print or type

Exhibitor Package Selection (check one):

Grand Benefactor Platinum ☐ Gold ☐ Silver ☐ Friend ☐

Exhibit Table Only ☐

We would like to also provide funding to support:

Reception ☐ Lunch ☐ Breakfast ☐ Break ☐ Lanyards ☐ Bags ☐

We will need electrical access:

Yes ☐ No ☐

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Company Web site _____

Fax _____

Contact Name _____

Title _____

Name as it should read in program _____

Signature of authorized representative _____

Graphics for advertising support of our event must be provided in both black and white and color with a minimum 300 dpi resolution. Send exhibit description by e-mail to: mercadopa@aol.com

Payment Information for Exhibitors/Grantors

Thank you for your generous support of the Third Annual ENT for The PA-C. All payments should be made payable to the "Society of Physician Assistants in Otorhinolaryngology" or "SPOA-HNS." The applicable tax ID number is **38-3045692**. A W-9 form will be provided upon request. For questions, please contact our offices at 800-863-1207.

Completed form and payments should be mailed to:

SPOA-HNS

2415 Westwood Avenue, Suite B

Richmond, VA 23230



Conditions of Agreement

1. Statement of Purpose: Program is for scientific and educational purposes only and will not promote a company's products, directly or indirectly.

2. Control of Content & Selection of Presenters & Moderators: AAO-HNSF and SPAO-HNS are ultimately responsible for control of content and selection of presenter and moderators. Company or its agents will respond only to AAO-HNSF and SPAO-HNS initiated requests for suggestions of presenter or sources of possible presenters. Company will suggest more than one name (if possible); will provide speaker qualifications; will disclose financial or other relationships between company and speaker; and will provide this information herein. AAO-HNSF and SPAO-HNS will seek suggestions from other sources and will make selection of presenter(s) based on balance and independence.

3. Disclosure of Financial Relationship: AAO-HNSF and SPAO-HNS will ensure disclosure to the audience of (a) company funding and (b) any significant relationship between the sponsor and the company (e.g. grant recipient) or between individual speakers or moderators and the company.

4. Content Involvement: There will be no "scripting" emphasis or influence on content by the company or its agents.

5. Ancillary Promotional Activities: No promotional activities or advertisements will be permitted in the same room as the educational activity.

6. Objectivity & Balance: AAO-HNSF and SPAO-HNS will make every effort to ensure that data regarding the company's products (or competing products) are objectively selected and presented including balanced discussion of prevailing information on the product(s) and or alternative treatments.

7. Limitations of Data: AAO-HNSF and SPAO-HNS will ensure to the extent possible disclosure of limitations of data (e.g. ongoing research, interim analysis preliminary data, or unsupported opinion).

8. Discussion of Unproved Uses: AAO-HNSF and SPAO-HNS will require that presenters disclose when a product is not approved in the United States for the use under discussion.

9. Opportunities for Debate: AAO-HNSF and SPAO-HNS will ensure opportunities for questioning or scientific debate.

10. Independence of Sponsor in the Use of Contributed Funds: Funds should be in the form of a non-restricted educational grant made payable to the Society of Physician Assistants in Otorhinolaryngology-Head & Neck Surgery (SPAO-HNS), (Tax ID# 38-3045692) and mailed to 2415 Westwood Avenue, Suite B Richmond, VA 23230, attention Whitney Bertram.

All other support associated with this CME activity (e.g. distributing brochures, preparing slides) must be given with the full knowledge and prior approval of the AAO-HNSF and SPAO-HNS office of CME. No other funds from the commercial company will be paid to the program director, faculty or others involved with the CME activity (e.g. additional honoraria, extra social events, etc.). The terms, conditions, and purposes of the educational grant will be documented in this letter of agreement.

