

2013 ACCP SIMULATION PROGRAM FOR ADVANCED CLINICAL EDUCATION

2013 MARKETING AND EXHIBIT OPPORTUNITIES

2013 ACCP Simulation Program for Advanced Clinical Education

Airway Management

Bronchoscopy

Critical Care

Mechanical Ventilation

Ultrasonography

AMERICAN COLLEGE OF
 **CHEST**
P H Y S I C I A N S[®]

2013 MARKETING AND EXHIBIT OPPORTUNITIES

2013 ACCP Simulation Program for Advanced Clinical Education

The American College of Chest Physicians (ACCP) invites you to exhibit during the 2013 ACCP Simulation Program for Advanced Clinical Education. An internationally recognized leader in continuing medical education for pulmonary, critical care, and sleep medicine, the ACCP will offer simulation courses in: airway management, bronchoscopy, critical care, mechanical ventilation, and ultrasonography. Course offerings are subject to change. Visit chestnet.org/accp/events/simulation-center for the most current schedule.

Showcase your company, products, equipment, and services to a targeted audience in pulmonary, critical care, and sleep medicine. The ACCP looks forward to your participation.

Learn More About 2013 ACCP Simulation Program for Advanced Clinical Education
chestnet.org/accp/events/simulation-center

More Opportunities

Marketing and exhibit opportunities are also available for:

- CHEST 2013
- ACCP Board Review
- ACCP Live Courses

For information, contact Kim Schrader at kschrader@chestnet.org or (847) 498-8307.

Audience Reach and Demographics

Average Attendance by Specialty Area: 2010 – 2012

(Not all courses are offered every year)

Airway Management	27
Bronchoscopy	57
Critical Care	75
Mechanical Ventilation	45
Ultrasonography	118

60% of our simulation
program **attendees** have
device decision-making
influence.

Average Age of Attendees at ACCP Simulation Courses: 2010 – 2012

(Not all courses are offered every year)

	< 35	35-40	41-45	46-50	51-55	56-60	61+
Airway Management	11%	24%	22%	9%	15%	7%	12%
Bronchoscopy	10%	20%	22%	14%	12%	11%	8%
Critical Care	16%	31%	18%	12%	8%	8%	5%
Mechanical Ventilation	8%	18%	14%	18%	8%	10%	20%
Ultrasonography	15%	26%	17%	12%	9%	11%	7%

2013 ACCP Simulation Program for Advanced Clinical Education

Anticipated 2013 Attendance: varies by course

Audience is expected to include pulmonary and critical care physicians and intensivists, pulmonary and critical care fellows, critical care nurses, nurse practitioners, respiratory therapists, and physician assistants.

AIRWAY MANAGEMENT

Essentials of Airway Management: Skills, Planning, and Teamwork

March 7
Northbrook, Illinois

July 18
Northbrook, Illinois

Difficult Airway Management: A Critical Care Approach

March 8 – 10
Northbrook, Illinois

July 19 – 21
Northbrook, Illinois

BRONCHOSCOPY

Essentials of Bronchoscopy

March 14 – 15
Orlando, Florida

August 1 – 2
Wheeling, Illinois

Endobronchial Ultrasound

March 16 – 17
Orlando, Florida

August 3 – 4
Wheeling, Illinois

CRITICAL CARE

Improving Outcomes in Critical Care: Essentials

August 15
Northbrook, Illinois

Improving Outcomes in Critical Care: Advanced

August 16 – 18
Northbrook, Illinois

MECHANICAL VENTILATION

Essentials of Mechanical Ventilation for Providers

March 28
Northbrook, Illinois

July 25
Northbrook, Illinois

Mechanical Ventilation: Advanced Critical Care Management

March 29 – 31
Northbrook, Illinois

July 26 – 28
Northbrook, Illinois

ULTRASONOGRAPHY

Ultrasonography: Essentials in Critical Care

April 12 – 14
Washington, D.C.

Focused Thoracic and Vascular Ultrasound

May 2 – 3
Wheeling, Illinois

September 19 – 20
Wheeling, Illinois

Critical Care Echocardiography

May 4 – 5
Wheeling, Illinois

September 21 – 22
Wheeling, Illinois

Advanced Critical Care Echocardiography

May 31 – June 2
New York, New York

Marketing Opportunities

The ACCP offers many opportunities to increase your impact on simulation program attendees. Get your message out to attendees through one or more of these popular marketing opportunities.

Non-CME Education Program or Promotional Activity

Present your product as a workshop and/or host a special activity, such as a poster presentation, reception, and other format, to present information to attendees. For more information or to reserve space, contact Lisa Stanick at Istanick@chestnet.org or (847) 498-8324.

Attendee Tote Bags

Showcase your corporate identity and brand on a custom-designed tote bag used by attendees for course materials. The bags will display the ACCP logo and the name or brand logo of the supporting company, showcasing your corporate identity or brand each time the bag is used. The tote bag is one of the most visible elements of the courses.

Tote Bag Insert

Provide a flier, brochure, or promotional item for insertion in the tote bag distributed to all registered attendees.

Program Notepads & Pens

Provide notepads and pens that include your logo or brand to be given to attendees for use during and after the courses.

Badge Lanyards

Get constant exposure through this exclusive opportunity. Place your company logo on the lanyards distributed to all registrants during registration.

Meter Board Ad Space

High visibility and multiple impressions throughout the meeting are just two reasons to place your ad graphics and message on both sides

of a 38-1/2" W x 87" H board (does not include bleed). These boards will be located strategically throughout high-traffic areas.

Customized Cups & Napkins

(to be used during coffee breaks)

Place your product or corporate logo on 6 oz. cups and napkins to be used daily by attendees during scheduled coffee breaks.

WiFi in Meeting Rooms

Provide free wireless service in the session room. Attendees use Internet service to access the course materials. Receive prominent space on the splash page for ads. Users will be exposed to this page when using a computer or mobile device.

**For more information and pricing,
contact Jeanne Schaschwary.**

jschaschwary@chestnet.org

(847) 498-8379

Exhibit and In-Kind Opportunities

EXHIBIT OPPORTUNITIES

Overall Simulation Program

Cost: \$25,000

- 6' tabletop exhibit space for all courses
- Recognition on website and signage
- Recognition by program chair to attendees
- Attendee list (name, city, state) from each course
- Question and answer session with the faculty at each course
- Opportunity to conduct a product theater presentation at select courses (available on a first come basis).
Company to pay cost of food, beverage, and audiovisual.
- Discount on exhibit space at CHEST 2013, ACCP Board Review, and live courses

Specialty Area

Cost: \$5,000

- 6' tabletop exhibit space for each course within the chosen specialty area
- Recognition on website and signage
- Recognition by program chair to attendees
- Attendee list (name, city, state) from each course within the chosen specialty area
- Question and answer session with faculty of each course within the chosen specialty area
- Opportunity to conduct a product theater presentation at select courses (available on a first come basis).
Company to pay cost of food, beverage, and audiovisual.
- Discount on exhibit space at CHEST 2013, ACCP Board Review, and live courses

Individual Course

Cost: \$1,000

- 6' tabletop exhibit space
- Attendee list (name, city, state)

IN-KIND DONATIONS

Overall Simulation Program

Value of Equipment: \$3,000,000 minimum

- Shared table for product brochures in exhibit space
- Recognition on website and signage
- Recognition by program chair to attendees
- Attendee list (name, city, state) from each course within the chosen specialty area
- 50% discount on exhibit space at CHEST 2013 and ACCP Board Review
- Complimentary 6' tabletop exhibit space at ACCP live courses where equipment is used

Value of Equipment: \$1,000,000 minimum

- Shared table for product brochures in exhibit space
- Recognition on website and signage
- Recognition by program chair to attendees
- Attendee list (name, city, state) from each course within the chosen specialty area
- 50% discount on exhibit space at CHEST 2013, ACCP Board Review, and ACCP live courses

Value of Equipment: \$250,000 minimum

- Shared table for product brochures in exhibit space
- Recognition on website and signage
- Recognition by program chair to attendees
- Attendee list (name, city, state) from each course within the chosen specialty area
- 25% discount on exhibit space at CHEST 2013, ACCP Board Review, and ACCP live courses

Value of Equipment: \$25,000 minimum

- Shared table for product brochures in exhibit space
- Recognition on website and signage
- Recognition by program chair to attendees
- Attendee list (name, city, state) from each course within the chosen specialty area
- 10% discount on exhibit space at CHEST 2013, ACCP Board Review, and ACCP live courses

Specialty Area

Value of Equipment: \$5,000 minimum

- Shared table for product brochures in exhibit space
- Recognition on website and signage
- Recognition by program chair to attendees
- Attendee list (name, city, state) from each course within the chosen specialty area
- 10% discount on exhibit space at CHEST 2013, ACCP Board Review, and ACCP live courses

Individual Course

Value of Equipment: \$1,000 minimum

- Shared table for product brochures in exhibit space
- Attendee list (name, city, state)

**For more information,
contact Kim Schrader.**

kschrader@chestnet.org

(847) 498-8307

Exhibit Application

2013 ACCP Simulation Program for Advanced Clinical Education

Company _____

Address _____

Address _____

City | State | Zip | Country _____

Telephone _____

e-Mail _____

Contact Name _____

Title _____

Payment

☐ Check Enclosed

☐ VISA ☐ MasterCard ☐ American Express

Credit Card # _____

Expiration Date _____

Name on Credit Card _____

Signature of Card Holder _____

The ACCP reserves the right to accept or reject an application at its sole discretion, for any reason, without disclosure to the applicant. Space cancellation can be made 90 days prior to the live course and will result in a cancellation fee of \$200. Space cancellation less than 90 days prior to the live course will not be refunded. Cancellation notification must be made in writing to Kim Schrader.

Return application and payment to:

Kim Schrader, Exhibits Director
American College of Chest Physicians
3300 Dundee Road
Northbrook, Illinois 60062
e-Mail kschrader@chestnet.org
Phone (847) 498-8307
Fax (847) 498-8357

Exhibit Costs:

Indicate at which level you wish to exhibit.

☐ Overall Program: Exhibit, \$25,000

☐ Specialty Area: Exhibit, \$5,000
(Indicate specialty below)

☐ Airway Management ☐ Bronchoscopy ☐ Critical Care
☐ Mechanical Ventilation ☐ Ultrasonography

☐ Individual Course: Exhibit, \$1,000
(Indicate course below)

AIRWAY MANAGEMENT

- ☐ Essentials of Airway Management:
Skills, Planning, and Teamwork | March 7
- ☐ Essentials of Airway Management:
Skills, Planning, and Teamwork | July 18
- ☐ Difficult Airway Management:
A Critical Care Approach | March 8 – 10
- ☐ Difficult Airway Management:
A Critical Care Approach | July 19 – 21

BRONCHOSCOPY

- ☐ Essentials of Bronchoscopy | March 14 – 15
- ☐ Essentials of Bronchoscopy | August 1 – 2
- ☐ Endobronchial Ultrasound | March 16 – 17
- ☐ Endobronchial Ultrasound | August 3 – 4

CRITICAL CARE

- ☐ Improving Outcomes in Critical Care: Essentials | August 15
- ☐ Improving Outcomes in Critical Care: Advanced | August 16 – 18

MECHANICAL VENTILATION

- ☐ Essentials of Mechanical Ventilation for Providers | March 28
- ☐ Essentials of Mechanical Ventilation for Providers | July 25
- ☐ Mechanical Ventilation:
Advanced Critical Care Management | March 29 – 31

ULTRASONOGRAPHY

- ☐ Ultrasonography: Essentials in Critical Care | April 12 – 14
- ☐ Focused Thoracic and Vascular Ultrasound | May 2 – 3
- ☐ Focused Thoracic and Vascular Ultrasound | September 19 – 20
- ☐ Critical Care Echocardiography | May 4 – 5
- ☐ Advanced Critical Care Echocardiography | May 31 – June 2



American College of Chest Physicians

3300 Dundee Road
Northbrook, Illinois 60062-2348
Phone (847) 498-1400
Fax (847) 498-8357

chestnet.org