

2010 MID-YEAR SEMINAR



**SATURDAY-SUNDAY,
AUGUST 28-29, 2010**

The Westin Detroit Metropolitan
Airport Hotel

2501 WorldGateway Place
Detroit, MI 48242

734-942-6500



AOCOS-HNS/F Exhibit Prospectus

***Ophthalmology Program Chairman
Matthew E. Citron, DO***

***Otolaryngology Program Chairman
Dennis J. Kitsko, DO***

Letter from the Executive Vice President

Dear Prospective Exhibitor:

Please allow me to invite you to participate in our Mid-Year Seminar. This fall, along with a full day of lectures on Saturday, August 28th and a half day of lectures on Sunday, August 29th, you have an opportunity to participate as an Exhibitor in the 2010 Mid-Year Seminar of the AOCOO-HNS Foundation.

If you have participated in one of our previous meetings, you know that the Professional Program Committee continues to improve the quality of continuing medical education provided for our Osteopathic Ophthalmologists and Otolaryngologists. Following last year's successful Mid-Year Seminar held in Detroit, we are committed to returning this year to providing the same high quality, regional, mid-year educational opportunities at the Westin Detroit Metropolitan Airport Hotel.

Local representatives from pharmaceutical manufacturers and suppliers, hospital and medical equipment manufacturers and suppliers, and other suppliers of products and services that enable physicians to deliver quality patient care will find the 2010 Mid-Year Seminar to be an excellent opportunity to share information with one another.

Thank you in advance for taking a moment to review our 2010 Mid-Year Seminar Exhibit Prospectus, and should you have questions or concerns, please contact Debra Bailey the AOCOO-HNS Office (800-455-9404), and we will do our best to help you.

Alvin D. Dubin, DO, AOCOO-HNS Foundation Executive Vice President/CEO

Exhibit Rules and Regulations

Acceptance of Exhibits: The tabletop exhibitor must first make application including appropriate payment. The application is subject to the approval of the management of the Mid-Year Seminar. The right is reserved to refuse application for exhibits.

Space Assignment: Upon receipt of your application, a confirmation and receipt will be sent. Tabletop assignment is based on a first-come first-served basis the day of setup.

Payment: The cost of each tabletop exhibit is \$675.00 based on one company representative in attendance. Add \$75.00 for each additional representative. The exhibit fee is made payable to the AOCOO-HNS Foundation. If payment is not received in advance, setup may not be permitted.

Cancellation Policy: (a) If a company cancels between thirty-one (31) and sixty (60) days prior to the opening day of the meeting, it will be responsible for twenty percent (20%) of the total cost; or (b) if a cancellation occurs thirty (30) days or less prior to the opening day of the meeting, the company will be responsible for payment of the full cost.

General Conduct: The following practices are prohibited: (a) noisy electrical or other mechanical apparatus interfering with other exhibitors; (b) canvassing or distributing any material outside the exhibitor's own space; (c) publicizing and/or maintaining any extracurricular activities, inducements,

demonstrations, or displays away from the exhibit area during the meeting and exhibit hours; or (d) contests, lotteries, raffles, games of chance, or any unauthorized give-away items.

Liability: Exhibitor acknowledges that the AOCOO-HNS Foundation and the Westin Detroit Metropolitan Airport Hotel do not maintain insurance covering the exhibitor's property and that the exhibitor is responsible to obtain business liability insurance to cover damage or loss.

Setup: On Friday, August 27th, 2010 from 2:00pm-6:00pm, the Mid-Year Seminar event staff will be available at the meeting registration area to sign in attending company representatives. Setup of your tabletop exhibit may begin after 2:00pm and must be completed by 6:00pm. As a courtesy, security will be provided during hours deemed necessary. You are reminded, however, that this is an open area, and you have primary responsibility for safeguarding your merchandise. The AOCOO-HNS Foundation and the Westin Detroit Metropolitan Airport Hotel assume no liability for loss or damage through any cause of goods, exhibits, and other material owned, rented, or leased by the exhibitor.

Exhibit Hours: As a courtesy to the registrants and your fellow exhibitors, the AOCOO-HNS Foundation requests that your company representative be available at your tabletop exhibit during the following

seminar hours. Attendance following the Sunday morning roundtable breakfast is not mandatory.

Saturday, August 28th

7:00-7:30 Breakfast Roundtable in Exhibit Area
7:30-10:00 Seminar Lectures
10:00-10:30 Coffee Break in Exhibit Area
10:30-12:00 Seminar Lectures
12:00-1:00 Boxed Lunches in Exhibit Area
1:00-3:00 Seminar Lectures
3:00-3:30 Coffee Break in Exhibit Area
3:30-5:00 Seminar Lectures

Sunday, August 29th

7:00-7:30 Breakfast Roundtable in Exhibit Area
7:30-12:00 Seminar Lectures

Breakfast, Coffee Breaks and Lunch: Continental breakfast and coffee breaks will be served both days (Saturday and Sunday) in the exhibit area. Light lunch will be served (Saturday) in the exhibit area.

Meeting Rooms: The educational sessions and exhibit area are located inside the Westin Detroit Metropolitan Airport Hotel on the Conference Level as follows:

Ophthalmology Sessions	Wright Room
Otolaryngology Sessions	Lindbergh Ballroom C
Exhibit Area	Lindbergh Ballroom A-B

General: All matters and questions not covered by these regulations are at the discretion of the AOCOO-HNS Foundation and/or Executive Meeting Staff. These regulations may be amended at any time, and all amendments that may be so made shall be equally binding upon publication.

Future Meeting Information:

95th Annual Clinical Assembly, May 4-8, 2011
Loews Ventana Canyon Resort in Tucson, Arizona

Book Your Room Early

Call 734-942-6500

Westin Detroit Metropolitan Airport Hotel Detroit
2501 Worldgateway Place, Detroit, MI 48242

Rates per night for guest suites are **\$135.00/single or double**, and reservations must be made by Monday, August 4th, 2010. After this date, the AOCOO-HNS Foundation cannot guarantee a room at our meeting rate.

The Westin Detroit Metropolitan Airport Hotel, located in the new world-class McNamara Terminal, offers a private security entrance, the latest in technology, and Detroit's most stylish and comfortable

surroundings. A place where you can actually relax while you travel!

Each of the guest rooms features the Heavenly Bed® and Heavenly Bath® as well as high-speed internet access. Rejuvenate with a workout at the Westin WORKOUT® Powered by Rebok Gym, a swim in the indoor pool, or with spa services and massage treatments. Spend your evening in the Dema Restaurant, offering modern cuisine with an Asian flair.

A new Transportation Security Administration pilot program, Beyond the Screening Point, gives registered overnight guests access to nearly 90 shops and restaurants in the McNamara Terminal.

Educational Information

Matthew E. Citron, DO

Ophthalmology Program Chairman

Dennis J. Kitsko, DO

Otolaryngology Program Chairman



Program Purpose: The AOCOO-HNS Foundation is committed to providing the highest quality continuing medical education by developing, monitoring, and maintaining educational standards for ophthalmology, otolaryngology-head and neck surgery, and facial plastic surgery. Consistent with this goal is the recognition that continuing medical education for the members is essential. The CME programs sponsored

by the AOCOO-HNS Foundation are designed to assist in keeping the members informed of pertinent new developments in the diagnostic and therapeutic aspects of patient care as they relate to ophthalmology, otolaryngology-head and neck surgery, and facial plastic surgery.

The scope of the programs offered by the AOCOO-HNS Foundation is a result of recommendations by the Foundation Board of Directors and the Professional Program Committee Chairmen and Members, Executive Meeting Staff, and attendees.

Application for Tabletop Exhibit

*Mid-Year Seminar of the AOCOO-HNS Foundation
Westin Detroit Metropolitan Airport Hotel
Detroit, Michigan
Saturday, August 28th and Sunday, August 29th, 2010*

(Company Name) _____ requests a tabletop space be reserved for its use in the exhibit area of the 2010 Mid-Year Seminar to be held at the Westin Detroit Metropolitan Airport Hotel in Detroit, Michigan. Tabletop space is selected on a first-come, first-served basis by the company representative the day of exhibit setup.

A brief (100 word maximum) description of products and/or services MUST be submitted with your application for approval by the 2010 Professional Program Committee and inclusion in the official program. Descriptions may be edited at the discretion of the Committee.

Cost: \$675.00 (one company representative)
\$75.00 (for each additional company representative) **TOTAL** _____

Method of Payment:

____ Check Check # _____
____ Credit Card Visa _____ MasterCard _____ Discover _____ AmericanExpress _____
Account # _____
Expiration Date _____ 3 or 4 digit security code _____
Credit Card billing address (if different from address below)

Make payment in U.S. funds to the AOCOO-HNS Foundation and return with application to:
4764 Fishburg Road, Suite F, Huber Heights, OH 45424 — FAX 937-233-5673
Direct inquiries to: AOCOO-HNS Administrative Staff - 800-455-9404, Email: aocoohns@yahoo.com

We agree to abide by the Exhibit Rules and Regulations set forth in this Exhibit Prospectus.

Please type or print company name as you wish it to appear in the Official Program.

Company _____

Address _____ Website _____

City _____ State _____ Zip _____

Phone (____) _____ Fax (____) _____ Email _____

Contact Person _____ Title _____

Signature _____ Date _____

List of Company Representatives (if different from contact person listed above)

