



*American College of Legal Medicine*  
50<sup>TH</sup> Annual Meeting  
March 4-7, 2010  
Caribe Royal Orlando Hotel and Convention Center  
Orlando, FL

# 2010

Industry Partnership and Exhibitor  
Prospectus



## 2010 Annual Meeting

### GENERAL INFORMATION

The American College of Legal Medicine is accredited by the Accreditation Council for Continuing Medical Education (ACCME).

The American College of Legal Medicine is a professional community of physicians, attorneys, dentists, healthcare professionals, administrators, scientists, and others with a sustained interest in medical-dental-legal affairs.

**Official Meeting Dates:** March 4-7, 2010

**Hotel & Meeting Location:** **Caribe Royale Orlando Hotel**  
8101 World Center Drive  
Orlando, FL 32821  
(407) 238-8000

### SUPPORTING THE AMERICAN COLLEGE OF LEGAL MEDICINE

Deliver your message in a professional, focused, and educational environment. The American College of Legal Medicine presents you with networking opportunities to build relationships with new and existing customers. Choose a standard exhibit booth or an Industry Partnership package, which provides extended promotional visibility for your company beyond the annual meeting.

### **EXHIBITING**

The expected 350 attendees want to meet you face-to-face and examine your products and services first-hand. By exhibiting at the meeting, your company will be listed in promotional materials and the program book. Space is limited, so act quickly!

### **INDUSTRY PARTNERSHIP PACKAGES**

Secure prime exhibit location and optimum visibility with a Benefactor, Platinum, or Gold Industry Partnership package. In addition to your exhibit, participation in this program includes the pre-attendee registration list, Board of Governors' participation with ACLM Board of Directors, your company logo and recognition in annual meeting program book and signage, welcome reception refreshments at your exhibit area, a full page ad in the ACLM post-meeting newsletter, and discounts on other advertising opportunities. Please refer to the Industry Partnership details in this prospectus for a complete list of benefits.

**CORPORATE FUNCTIONS MAY NOT BE HELD CONCURRENT WITH OFFICIAL ACLM SCIENTIFIC OR SOCIAL FUNCTIONS. ANY FUNCTION, REGARDLESS OF SIZE AND LOCATION, MUST BE APPROVED BY THE ACLM INDUSTRY RELATIONS DEPARTMENT.**

*For more information about exhibits, sponsorships, or advertising options or to support the American College of Legal Medicine through an educational grant, please contact the Industry Relations team at the ACLM office:*

**American College of Legal Medicine, Two Woodfield Lake, 1100 E Woodfield Road, Suite 520, Schaumburg, IL 60173**  
**Phone: (847) 969-0283 Fax: (847) 517-7229**  
**[www.aclm.org](http://www.aclm.org)**

Donna Kelly  
Director, Industry Relations  
[donna@wjweiser.com](mailto:donna@wjweiser.com)

Michelle Hoyt  
Manager, Industry Relations  
[michelle@wjweiser.com](mailto:michelle@wjweiser.com)

### **IMPORTANT EXHIBIT INFORMATION AND DATES**

**Exhibit Description:** 6 foot table with (1) one table, (2) two chairs and (1) wastebasket. Additional service information will be made available approximately three-four weeks prior to the meeting.

**Payment Options:** Payment is due no later than February 1, 2010.  
***Acceptable payment method is by check, Visa, Master Card, or American Express.***

**Please make checks payable to:**  
American College of Legal Medicine  
1100 E. Woodfield Rd, Ste. 520  
Schaumburg, IL 60173  
FIN #36-2552873

**Cancellations & Refunds:** The American College of Legal Medicine requires that all cancellations must be in writing. The following refund schedule applies:

- Cancellation on or prior to February 1, 2010, exhibit fee will be refunded less \$250 administration fee.
- Cancellation after February 1, 2010, no portion of the original exhibit fee will be refunded.

### **Assignment of Space:**

Exhibit space will be assigned at the sole discretion of the American College of Legal Medicine. Factors affecting exhibit location include support level, the date the registration form was received by the ACLM office, the number of exhibits, and proximity of competitors.

### **EXHIBIT SCHEDULE**

*(Times are for Dentistry Conference exhibits only and are subject to change without notice)*

**Exhibit Set Up:** Thursday, March 4, 2010  
3:00 p.m. to 6:00 p.m.

**Exhibit Hours:** Friday, March 5, 2010  
7:30 a.m. to 6:00 p.m.

Saturday, March 6, 2010  
7:30 a.m. to 5:00 p.m.

**Exhibit Teardown:** Saturday, March 6, 2010  
After 5:00 p.m.

### **Registration:**

To pre-register your staff members, please list the names of those representative(s) working in the booth on the Exhibitor Registration Form. Only employees of the exhibiting company, or its agents, will be issued a badge. Booths must be manned the entire time the exhibit area is open.

2009 American College of Legal Medicine 2 <sup>nd</sup> Annual Legal Aspects of Dentistry Conference <b>INDUSTRY PARTNERSHIP PACKAGES</b>	Platinum \$10,000 or More	Gold \$5,000- \$9,999	Silver \$2,500- \$4,999	Exhibit Only \$1,500
SELECT ANOTHER ITEM BASED ON MENU ON NEXT PAGE				
<b>ADS AND MAILINGS</b>				
Door Drop	X			
Full Page B&W Ad In The Exhibit Guide	X			
Full Page B&W Ad In Newsletter	X			
Pre-Registration & Post Conference Attendee List/Labels	X	X		
Pre-Registration List/Labels Received Upon Arrival	X	X	X	X
One Set Membership Mailing Labels	X	X		
½ Page B&W Ad In Exhibit Guide		X		
½ Page B&W Ad In Newsletter		X		
<b>RECOGNITION</b>				
Company Logo Displayed On Screen	X	X		
Company Logo Displayed On Website	X	X		
Company Logo Displayed On Signage	X	X		
Company Logo Displayed In Annual Meeting & Mid-Year Syllabus	X	X		
Company Logo Displayed In Exhibit Guide	X	X		
Company Logo Displayed In Newsletter	X	X		
Company Sponsorship Recognized On Website	X	X	X	X
Company Sponsorship Recognized On Signage	X	X	X	X
Company Sponsorship Recognized In Annual Meeting & Mid-Year Syllabus	X	X	X	X
Company Sponsorship Recognized In Exhibit Guide	X	X	X	X
Company Sponsorship Recognized In Newsletter	X	X	X	X
Product Information Listed In Exhibit Guide	X	X	X	
Receive All Newsletters	X	X	X	
<b>EXHIBIT SPACE AND BADGES</b>				
8' x 30' Exhibit Space In Prime Location-----10 Exhibit Badges	X			
8' x 20' Exhibit Space In Featured Location-----8 Exhibit Badges		X		
8' x 10' Exhibit Space In Featured Location-----6 Exhibit Badges			X	
6' Tabletop Exhibit Space-----4 Exhibit Badges				X
<b>BOARD OF GOVERNORS' MEETING</b>				
(6) Six Attendees	X			
(4) Four Attendees		X		
(2) Two Attendees			X	
<b>EDUCATIONAL SESSION PASSES</b>				
(6) Six Tuition Passes	X			
(4) Four Tuition Passes		X		
(2) Six Tuition Passes			X	
<b>ANNUAL BANQUET</b>				
(8) Eight Tickets	X			
(6) Six Tickets		X		
(4) Four Tickets			X	

<b>FRIENDS OF ACLM</b>	<b>CONTRIBUTION RANGE</b>
For Individuals who wish to show their support for the ACLM Acknowledgement as Friends of ACLM in the Annual Meeting Syllabus	\$500 TO \$2,499

<b>2010 American College of Legal Medicine Legal Aspects in Dentistry Conference ADVERTISING AND SUPPORT OPPORTUNITIES</b>	
	<b>PRICES</b>
<b>SPONSORSHIPS</b>	
Presidents Welcome Reception	\$10,000
Pre Banquet Reception	\$10,000
Annual Banquet Entertainment	\$5,000
Registration Partner sponsor badges and lanyards	\$5,000
Advertisement or Company Logo on Official ACLM Conference Notebooks	\$5,000
Advertisement or Company Logo on Official Conference Bags	\$5,000
Hotel Room Key Card Sponsor (Plus Production and Hotel Fees)	\$5,000
Break Sponsor	\$2,500
Poster Sessions	\$2,500
<b>ADVERTISEMENTS</b>	
Full Page COLOR Ad on Back Cover of Program Book	\$5,000
Full Page COLOR Inside Tab Ad In Program Book	\$2,500
Full Page B&W Ad In The Exhibit Guide	\$500
½ Page B&W Ad In Exhibit Guide	\$250

**For more information, please contact Michelle Hoyt or Mary Tully in the ACLM Industry Relations Department at (847) 969-0283 or [michelle@wjweiser.com](mailto:michelle@wjweiser.com) or [mary@wjweiser.com](mailto:mary@wjweiser.com)**



***Please complete and submit the exhibitor registration form on the next page and return to the Industry Relations Department:***

**ACLM**  
**Two Woodfield Lake**  
**1100 E. Woodfield Road, Ste. 520**  
**Schaumburg, IL 60173**  
**847-969-0283 phone**  
**847-517-7229 fax**  
[www.aclm.org](http://www.aclm.org)

***Thank you for supporting the ACLM in 2010!***

# EXHIBITOR AND INDUSTRY PARTNERSHIP REGISTRATION FORM

March 4-7, 2010---Orlando, FL

## AMERICAN COLLEGE OF LEGAL MEDICINE---LEGAL ASPECTS IN DENTISTRY CONFERENCE

The ACLM offers additional opportunities for increased visibility and exhibit traffic, exceptional networking opportunities, advertising, and outreach beyond the meeting to our general membership through Industry Partnership promotional package and sponsorships. Please contact us for additional information on how to maximize your ACLM experience.

- My Company would like to become an Industry Partner. (*Exhibit space in featured location included.*)
- Platinum (\$10,000 or higher) Amount \_\_\_\_\_  Gold (\$5,000-\$9,999) Amount \_\_\_\_\_
- Silver Level (\$2,500-\$4,999) Amount \_\_\_\_\_  FRIENDS OF ACLM (\$500-\$2,499) Amount \_\_\_\_\_
- My Company plans on EXHIBITING at the ACLM Annual Meeting  
My company would like \_\_\_\_\_ 8' x 10' exhibit space (s) at \$1,500 each.  
(*Table-top locations are 6' only and will be assigned in part on a first-come, first-serve basis*)

### PLEASE NOTE:

*This form must be returned to reserve exhibit space.*

Corporate functions may not be held concurrent with official ACLM scientific or social functions. Any function, regardless of size or location, must be approved by the ACLM Industry Relations Department, (847) 969-0283.

### FOR EXHIBIT FEE:

Please make checks payable to: **American College of Legal Medicine**  
FIN #36-2552873

Check  Visa  Master Card  American Express

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

QUESTIONS? Contact Michelle Hoyt or Mary Tully at The ACLM office  
(847) 969-0283

### CORPORATE OFFICE

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Please list any competitors you do NOT want to exhibit near or next to: \_\_\_\_\_

### EXHIBITOR CONTACT

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Company Product: \_\_\_\_\_

Product Application: \_\_\_\_\_

### Agreement:

I am an authorized representative for this company with full power and authority to sign this application for exhibit space. The company agrees to comply with all of the rules and regulations stated in the Exhibitor Prospectus, as well as all policies added after the publication of the prospectus, which we accept as part of the agreement.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

***Thank you for choosing to support the ACLM in 2010!***

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