



2015 Exhibitor and Meeting Sponsor Prospectus

- February 6, 2015 -

Renaissance Westchester Hotel • 80 West Red Oak Lane • West Harrison, New York

Join Us!

For the 2015 New York Chapter ACP
Annual Scientific Meeting

- Become one of the dozens of successful exhibitors to sponsor our event!
- Expand your product's reach with over 200 chapter member physicians in attendance!
- Several pricing options for sponsorship and marketing opportunities!



Why Partner with the New York Chapter American College of Physicians?

NYACP is New York's largest medical specialty organization representing over 12,000 physicians specializing in general and subspecialty Internal Medicine. The mission of the NYACP is to enhance the quality and effectiveness of health care by fostering excellence and professionalism in the practice of medicine.

This exclusive annual event gathers together Doctors of Internal Medicine for one day of educational sessions, knowledge sharing, networking and exhibits. Internists specialize in adult medicine in both general and subspecialty fields and focus on the prevention, detection and treatment of illnesses in adults. The practices reflected by our attendees range from private practice, multi-specialty practice, chief medical officers, medical directors, chief medical information officers, program directors, clerkship directors, hospitalists and academicians.

This event will provide opportunities to reach the 250+ physicians and medical students expected to attend.

Exhibitor Schedule

Friday, February 6, 2015

Exhibit Setup	7:00 am
Exhibits Open	7:30 am
Exhibit Breakdown	1:00 pm

Exhibit Location and Host Hotel

Westchester Renaissance Hotel

80 West Red Oak Lane
West Harrison, NY 10604
(800) 845-5100

NYACP Annual Meeting

Membership Makeup

Source: 2013 Annual Scientific Meeting

Age Group	Attendees %
20's	2%
30's	11%
40's	29%
50's	31%
60's +	26%
Unspecified	1%

Gender	Attendees %
Female	31%
Male	67%
Unspecified	2%

Extend Your Reach. Collaborate.

The NYACP Annual Conference gives you a unique opportunity to collaborate and meet physicians in practice, as well as market your brand and discuss your services. This interactive environment puts you in close proximity to our educational events where physicians can be informed of your services and you can develop rewarding relationships and fruitful business opportunities!

Please note that full payment must be received with your signed application. The contributions to NYACP are directed to our C-3 Not-For-Profit Corporation. Our tax ID no. is: 52-1289396.

We offer our Basic Exhibit Package that covers the essentials, as well as Silver, Gold, and Platinum options that are more inclusive. A comprehensive package breakdown is on the following page.

The Basic Exhibit Package - \$1,500:

All exhibitors and sponsors receive these core benefits:

- Two (2) complimentary conference registrations to attend all functions
- One (1) exhibit table measuring 6 feet long, two (2) chairs and standard electrical hook-up
- Company logo in on-site final syllabus
- Company logo on sign at registration area recognizing participation
- Company logo included in plenary acknowledgement
- Final list of attendees (names only) at conclusion of conference
- Internet connection available for an extra fee

The Bronze Level Package - \$2,000

The Bronze Level Upgrade includes these additional benefits:

- 1/4 Page Advertisement in the final syllabus
- Exclusive Co-Sponsorship of AM Break

The Silver Level Package - \$2,750

The Silver Level Upgrade includes these additional benefits:

- 1/2 Page Advertisement in the final syllabus
- Exclusive Co-Sponsorship of AM Break
- Exclusive Co-Sponsorship of the Leadership Reception

The Gold Level Package - \$3,500

The Silver Level Upgrade includes these additional benefits:

- Full Page Advertisement in the final syllabus
- Exclusive Co-Sponsorship of the Leadership Reception
- Exclusive Co-Sponsorship of AM Break
- Exclusive Co-Sponsorship of the Abstract Competition

Full breakdown on following page -->

The Exhibit Packages

	SPONSORSHIP LEVELS			
	Gold \$3,500	Silver \$2,750	Bronze \$2,000	Basic \$1,500
List of Additional Opportunities				
Exclusive Co-Sponsorship of Abstract Competition	X			
Exclusive Co-Sponsorship of AM Break	X	X	X	
Exclusive Co-Sponsorship of Leadership Reception (Invitation Only - Thurs. February 5, 2015 6pm-8pm)	X	X		
Full Page Advertisement in final syllabus	X			
1/2 Page Advertisement in final syllabus		X		
1/4 Page Advertisement in final syllabus			X	
Two complimentary conference registrations to attend all functions	X	X	X	X
One 6 foot exhibit table, two chairs and electrical hook up	X	X	X	X
Company logo in on-site final syllabus	X	X	X	X
Company logo on sign at registration area recognizing participation	X	X	X	X
Company logo included in PowerPoint slides at plenary and general sessions	X	X	X	X
Final list of attendees at conclusion of conference (name only)	X	X	X	X

Additional Support and Marketing Opportunities

Maximize your return on investment with these additional support and marketing opportunities before and throughout the conference. Companies are invited to contribute to the meeting as supporters.

Please note that, in accordance with ACCME guidelines, exhibit space is separate from educational sessions.

ATTENDEE REGISTRATION TOTE BAG

\$2,500 Exclusive Opportunity

Each attendee receives a bag at registration with their conference materials. This item will commemorate the NYACP 2015 Annual Conference and feature both the sponsor and NYACP logos. Item is selected by NYACP.

CONFERENCE SEAT DROP \$485

Your company brochure or marketing flier will be placed on all seats during a General Session. Sponsor to provide item and ship directly to conference site. Item must be pre-approved by NYACP.

Join the Dozens Who Have Sponsored the Conference Before!

Abbott Laboratories
American College of Physicians
BMIQ
Bristol Myers-Squibb
Cardiodynamics
CompuGroup Medical
Datel Solutions
Eclipsys Corporation
Eli - Lilly and Company
Empire Blue Cross Blue Shield
Epocrates
GE Healthcare
Greenway
Healthcare Information & Management Systems Society
Hispanic Community Health Study/ Study of Latinos
IM Research and Service Corp.
Iroquois Healthcare Association
Janssen Pharmaceuticals
Kern, Augustine, Conroy and Schoppman, P.C.
Medical Liability Mutual Insurance Company
Merck Pharmaceuticals
Nixon Uniform Service and Medical Wear
New York Chapter, American College of Physicians
New York City REACH

New York eHealth Collaborative
New York State Health Foundation Diabetes Campaign
New York State Office for the Aging
Novartis
Novo-Nordisk
NYSDOH Bureau of Narcotic Enforcement
NYS Older Adult Fall Prevention Program
Oppenheimer and Company, Inc.
Otsuka America Pharmaceutical, Inc.
Paragon Private Health
Pfizer Pharmaceuticals
Physicians for a National Health Program
ProSperus
Purdue Pharmaceuticals Inc.
Roche Pharmaceuticals
Sanofi-Aventis
Shiel Medical Laboratory
Smoker's Quitline
Takeda
United States Air Force
US Army Healthcare Recruiting Team
Virtual Officeware, Inc.
Wyeth Pharmaceuticals

NYACP Exhibit Policies

Exhibits are limited to those whose products and services are of interest to physicians in internal medicine.

Full payment is required with your signed application to reserve booth space. Upon receipt of payment, exhibitors will receive an exhibitor kit outlining instructions for shipment and any special needs, such as internet access and electricity. *(fees may apply)*

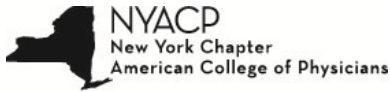
It is the responsibility of the exhibitor if the exhibit requires additional services from a decorating company.

Things to Remember:

The fee for the exhibit space in 2015 is \$1,500 for one six-foot table in the exhibit hall at the hotel on the same floor as our meeting rooms.

You will be centrally located in the registration area, between the breakout sessions and the general session, which will ensure a good flow of traffic.

In addition, the morning and afternoon breaks will be placed in the exhibit area.



2015 Annual Conference Sponsorship and Exhibitor Application Form

NYACP Annual Scientific Meeting - February 6, 2015 - Westchester Renaissance Hotel, New York

To reserve your exhibit space and sponsorship, complete this application form and submit with your full payment to Karen Tucker, CMP, NYACP Director of Education by fax (518) 427-1991 or by mail 744 Broadway, Albany, New York 12207

You may also apply online at: <https://www.nyacp.org/sponsorship>

Sponsorship Levels

- Basic Level - \$1,500
- Silver Level - \$2,750
- Bronze Level - \$2,000
- Gold Level - \$3,500

Additional Opportunities

- Registration Bag - \$2500
- Seat Drop - \$485

Company Name _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

Company Representative _____ Title _____ Email _____

Company Representative _____ Title _____ Email _____

Method of Payment

- Check — Payable to New York Chapter ACP
- Visa
- MasterCard
- American Express
- Discover

Name on Credit Card _____

Credit Card Number _____

Signature _____

V Code - Card Verification _____

Expiration Date _____

\$

GRAND TOTAL _____

Questions? Please Contact: Karen Tucker, CMP, NYACP Director of Education Phone: (518) 427-0366 Fax: (518) 427-1991 Email: ktucker@nyacp.org

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