

# 2007 International Conference & Exposition

October 19-21, 2007 | Hilton Portland & Executive Tower

Pre-Conference October 18 Post-Conference October 22



*strength through  
unification*



## Exhibitor Invitation

From the AAOM 2007 Conference Chair and Co-Chair



Deborah Lincoln, LAc  
Conference Chair



Travis Buckmaster LAc, PC  
Conference Co-Chair

Greetings AAOM Business Members and OM Colleagues:

The **American Association of Oriental Medicine (AAOM)** is pleased to provide this complete exhibitor prospectus for our upcoming 2007 International Conference & Exposition **AAOM's Silver Anniversary Celebration - Strength Through Unification**. The events will be held October 19-21, 2007, at The Hilton in Portland, Oregon. Exhibitor set-up will begin at 5:00 pm, October 18, 2007, with tear-down following Sunday's luncheon, October 21, 2007.

Pre-conference workshops will be held Thursday, October 18, and post-conference workshops on Monday, October 22. As in past years, our exhibit hall will open in the Hilton Grand Ballroom on Friday am, October 19, and close following lunch on October 21.

AAOM's **Pledge to YOU**, our exhibitors, is to **Go Beyond** the triumphs of our Phoenix Conference in building upon this first-rate event where, once again, your potential return on investment is evidenced in the **Benefit Package** offered. The excellence of our program grows with each successive year. The variety of speakers and mixture of workshops offered at AAOM events is truly extraordinary. This in turn heightens exhibit hall attendance. Please feel free to access additional exhibitor and conference information for the 2007 event online at [www.aaom.org](http://www.aaom.org).

We welcome the opportunity to serve you as we journey towards Expo 2007 by giving you our personal best to ensure this event is yet again rich in friendships, unforgettable experiences, and business opportunities and profits that keep you coming back year after year!

Sincerely,

Deborah Lincoln, LAc, Conference Chair

Travis Buckmaster LAc, PC, Conference Co-Chair

Don't Miss  
AAOM's Expo  
Portland 2007

The Portland Hilton  
[www.Hiltonresort.com](http://www.Hiltonresort.com)

Overnight Rooms -  
\$149 (Single/Double  
Occupancy)

Online Overnight and  
Attendee Reservations  
@ [www.aaom.org](http://www.aaom.org)



# Exhibitor Hi-Lights!

Harvest Nights-City Lights: 7:00 – 10:00 PM  
Friday Evening (\$25 per ticket)

As a Friday evening (October 19) kick-off event, we're planning Harvest Nights and City Lights to be located in the main Exhibit Hall where music, food, entertainment, and shopping (with your favorite exhibitor, of course!) will be the theme of the evening!

**Suppliers Advisory Committee:** The AAOM Suppliers Advisory Committee (SAC) is beginning its third year in existence and has quickly become an "institution" for guiding the development and management of our events to assure the needs and interests of our exhibiting community are met. The SAC meets from 2:00 PM to 3:00 PM in the main exhibit hall of each event. Our 2006 SAC advisory is guiding the "exhibitor experience" for 2007.

## The Setting...

Ahhh, Portland Green. Clean. Friendly. Vibrant.



Japanese Garden  
Portland

Maybe you've heard that the city of Portland, Oregon has been proclaimed as North America's "Best Big City," according to Money magazine. One visit will explain why. Come get a first-hand look at our unmatched natural beauty, the bustling local scene, sumptuous dining and welcoming accommodations. Though it's not easy being green, it's exactly why so many visitors flock to Portland year-round.

AAOM has never held a convention in Portland, Oregon, and we are excited

to have found this venue and to have the local support of the Oregon Medicine Society of Oregon. This assures a fun, fulfilling, and profitable event for one and all!

### Overnight Accommodations & Online Room Registration

Single and double occupancy rooms have been contracted at the low conference rate of \$149, (plus applicable state and local taxes). This year we are pleased to continue the added convenience of online overnight room reservations. You can reach our online room reservations by linking to our annual event page at [www.aaom.org](http://www.aaom.org). (Available in January 2007).



## The Benefits...

Increased Benefits and Value + Increased Foot Traffic to your Storefront = Higher Return on Investment and Customer Satisfaction for One and All!

The AAOM Annual Conference continues to grow in the quality of programming offered. Our attention to detail in conference planning and execution assures maximum interaction and exposure between the attending practitioner and our OM business community. As you have now come to expect, we are leaving *no stone unturned* to exceed last year's growth both in number of attendees and in return on investment to our Exhibitors. *In the same way that your business depends upon us, as practitioners, our business is made possible by the products and services you offer. We are all in this together.* As Co-Chairs of this conference, AAOM Staff and the Board of Directors-at-large, we are dedicated to our conference mission and are planning conference activities that are focused upon your success and growth. We look forward to seeing you as an exhibitor at the AAOM 2007 International Conference & Exposition in Portland!

## FEATURES FOR OUR EXHIBITORS...

- Initiated at our 2006 convention, we have continued to add a non-competing time frame each afternoon for our attendees to visit our exhibit hall. Beyond the Peak Exhibitor timeframes identified, our Exhibitors carry their own time slot on the conference schedule from 1:00 – 2:00 pm daily – *with no competing classes scheduled!*

### Peak Exhibitor Hours Hilton Ballroom (October 19-21, 2007)

9:30 - 10:30	AM Morning Break with our Exhibitors
12 Noon - 1:00	PM Luncheon: (Patio Dining)
1:00 PM - 2:00 pm	Exclusive Business Hours with your Favorite Exhibitors - No Classes
3:30 PM - 4:30 pm	Afternoon Break with our Exhibitors

- **Staggered Break-times:** Fifteen to thirty minute morning and afternoon breaks are spread across a one-hour time period to maintain an even flow of traffic. Additionally, AAOM requires each speaker execute an Agreement and Pledge that they will break at the designated time and accompany attendees to the exhibit area!
- **Conference Registration Located in Exhibit Hall:** To enhance foot traffic for all exhibitors, the AAOM registration will be in direct proximity of the Grand Ballroom Exhibit Hall. Morning and afternoon break stations will be located contiguous to the "prime piece of real estate" we occupy at this year's event.
- **Proximity to Classrooms:** Four classrooms are next-door neighbors to the Hilton Ballroom and the remaining classrooms are a short escalator ride to the Mezzanine floor – with each floor offering visibility to the other. The one-hour attendee lunch break (12 Noon -1:00 PM daily) will be served in our Exhibit area. Morning and afternoon breaks will also be held in the exhibit hall as well as in the exhibit foyers on both levels. Again, as initiated at our 2006 Convention, "*Munchie Sponsors*" are identified throughout the exhibit area identifying all locations where break munchies are served. Coffee and tea services are located in both the main and Mezzanine exhibit area.

- **Free Listing in Vendor Coupon Booklet:** *"A good idea became Tradition!"* Returning in 2007 by popular demand are two exhibitor/attendee attractions that were new to last year's conference. Our exhibitor coupon books (*The Little Book of BIG SAVINGS*) offers all suppliers the opportunity to feature daily specials. We were told by those advertising last year that these little coupon books became precious commodities, and in many cases they were a driving force in directing attendee traffic to your booth. We suggest that this year's exhibitors, first and foremost, do not pass on this opportunity. We'll give you more guidance later, but we recommend creating options/specials that will entice attendees to leave their classroom on break, knowing there is something of true value waiting for them at your booth!
- **Most Huggable Vendor Award:** In its inaugural debut in 2005, *The Most Huggable Vendor Award became an exhibitor favorite.* Each attendee is given five Hug Cards (the reverse of each card features a Service Card for those that prefer service to hugs). **Exhibitors, this is truly your opportunity to "reach out and touch someone."** Set yourself apart with a dazzling smile and a warm hug of welcome to passing attendees. Our attendees are instructed to "give-up" their card(s) to the most huggable vendor or to the vendor providing the best service. And what do you get from this exchange? The winner (the exhibitor with the most hug cards at close of lunch on Sunday) receives a FREE BOOTH at our 2008 Conference. Hugs have become "serious business" so *prepare for a challenge!*
- **Free Conference Registration for 2 Employees:** With each booth space purchased, AAOM provides two FREE (non-transferable) conference registrations for CLASSES ONLY. *Free Conference registration Pre-Conference workshops, the Post-Conference Workshops, all lunches, and the Saturday evening Awards Banquet.* Total Value, based on member rates for one registration, is \$383.50-\$460.20, or for two registrations it is \$767-\$920.40. For non-member rates the value is: \$676.00 - \$811.00 or \$1352 - \$1622.00 for two registrations. Registrants must be employed by your corporation and are non-transferable. Allocations are made on a first-come/first-serve basis, based upon seating/classroom capacity; early registration is recommended.

### Free Advertising-Promotion & Publicity

- **Free Event Postcards** that announce your Booth Number at the event for distribution to your customers prior to the event. These cards will be mailed to you approximately July 1, 2007.
- **Free Ad:** Free 1/2 page Black & White Ad in Conference Binder. Dimensions: 8.25" W x 5.25" H.
- **Conference Binder:** Free Listing, Booth Number and Corporate Overview in Conference Binder, plus a free listing on the conference raffle form.
- **One Free CD-ROM Conference Binder.** (AAOM Business Members receive a hard copy binder).
- **Discounted Banquet Ticket:** Discounted to \$60/Registration price: \$75
- **Pre-Conference Mailing List:** Sent September 15, 2007.
- **Pre-Conference Email Blasts:** Featuring Vendor Listing and links to Vendor Websites. July • September • October 2007
- **Post-Conference Mailing List:** Sent by November 10, 2007.

### Promotion & Publicity

The annual AAOM International Conference & Exposition enjoys a nationwide prominence of being a leader in the acupuncture industry. Your participation is publicized through AAOM's website, our own publication, *The American Acupuncturist*, direct pre-convention registration

mailings, numerous E-Blasts, News Alerts, and Press Releases. The conference binder, distributed to all registered attendees, provides an exhibitor listing, booth locations, and the exhibit floor diagram.

### Conference Brochure

We are certain that you will agree that this year's speakers and event is outstanding...our best yet! You will find our conference brochure available online at [www.aaom.org](http://www.aaom.org).

### Exhibitor Sponsorship

AAOM continues to add to an already exciting array of sponsorship opportunities for exhibitors wishing to expand their presence prior to, during, and after the trade show. This being our Silver Anniversary Celebration, we anticipate our Silver, Gold and Platinum Sponsorships will be contracted early. Further, we anticipate that our more cost conscious sponsorships will be in high demand. Exhibitors will be able to view our *Silver Anniversary – Strength through Unification* sponsorship opportunities online at [www.aaom.org](http://www.aaom.org).

**Exhibit Specifications:** Expo 2007 features 87 exhibit spaces. Booth Set-Up and Booth Tear-down:

- Thursday, October 18, 2007 – 5:00 PM
- Sunday, October 21, 2007 – 2:00 PM

### Booth Locations:

Pavilion Level Foyer	1-29 Table Tops
Grand Ballroom Level Foyer	30-33 AAOM Registration
Grand Ballroom Level Foyer	34-48 Table Tops
Interior Grand Ball Room	49-57 Table Tops
Interior Grand Ball Room	58-87 Pop-up Displays

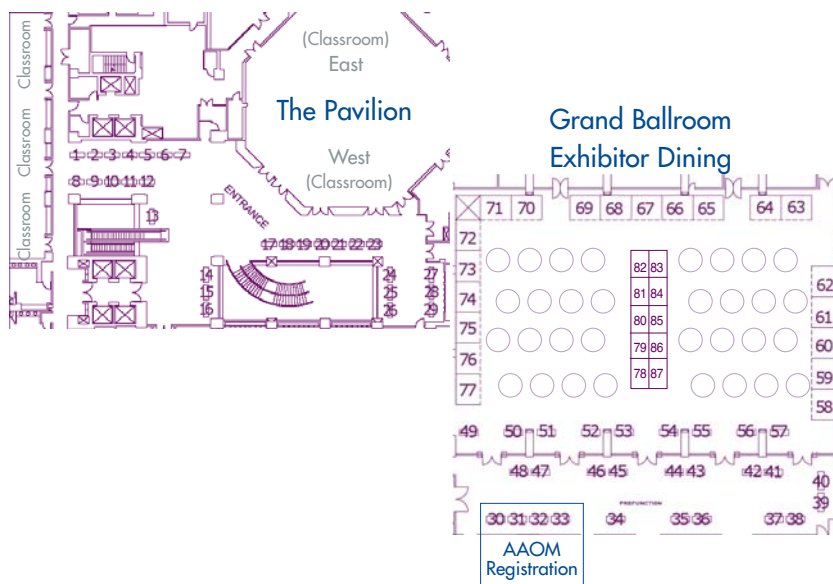
**All Booths:** Feature a 6' x 30" skirted table, two chairs, and one waste basket.

### Booth Dimensions:

- **Table-Top Booths:** Are approximately 7' wide and accommodate 6' x 36" skirted table. These booths are not appropriate for pop-up displays. (1-57)
- **Full-size Display Booths (58-67)** are 10' (Wide) x 8' (Deep) (Accommodate pop-up booths).

**Electricity and Internet Connections:** Available online at [www.aaom.org](http://www.aaom.org)

### Exhibit Floor Plans:





# Application/Contract for Exhibit Space

Please assign space for the following company. It is understood that this application becomes a contract when signed by us and accepted by AAOM. It is understood that our preferences may not be available and space will be assigned as close to our preferences as possible. We agree to abide by the Rules and Regulations governing the Trade Show as enclosed.

October 19-21, 2007  
The Hilton Hotel  
Portland Oregon

PLEASE TYPE OR PRINT CLEARLY AND FAX TO THE AAOM OFFICES AT: (916) 443-4766 (Online App Available)

Company name \_\_\_\_\_  
Mailing address \_\_\_\_\_  
City / State / Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Toll-free \_\_\_\_\_ Fax \_\_\_\_\_  
Contact person \_\_\_\_\_  
Company Profile \_\_\_\_\_  
E-mail address \_\_\_\_\_ Web page \_\_\_\_\_

LOCATION OF SPACE \*AAOM assigns space on a first-come, first-served basis, and does not guarantee assignment of choices listed.

Choices\* 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_ 4) \_\_\_\_\_ 5) \_\_\_\_\_ 6) \_\_\_\_\_

DESCRIPTION OF PRODUCTS TO BE DISPLAYED (25 words or less—may be edited for Convention Program and AAOM web site)

Authorized signature \_\_\_\_\_ Date \_\_\_\_\_

Booth Numbers	Location	Early Bird Member Rate	Early Bird Non-Member Rate	Post Early Bird Member Rate After 7.1.2007	Post Early Bird Non-Member Rate After 7.1.2007	# of Booths Req.	Total Cost
1-29	Table Tops - Pavilion Level Foyer	\$ 695	\$875	\$875	\$1,052	\$	
34-48	Table Tops - Grand Ballroom Level Foyer	\$880	\$1,056	\$1,056	\$1,232	\$	
49-57	Interior Grand Ballroom Table Tops	\$745	\$925	\$925	\$1,005	\$	
58-87	Interior Ballroom Grand Ballroom-Pop-up Displays	\$1,050	\$1,225	\$1,225	\$1,400	\$	

\*Attendants' names 1) \_\_\_\_\_ 2) \_\_\_\_\_

\*\*Registrant's names 1) \_\_\_\_\_ 2) \_\_\_\_\_

\*Each booth allows for two booth attendants \*\*Each booth allows 2-Free (non-transferable) conference registrations (workshops only).

\*\*Requires completion of conference registration for each non-transferable conference attendee.

AAOM Member Booth Sales: October 21, 2006  
AAOM 2006 Exhibitors: November 6, 2006  
General Public Booth Sales: November 20, 2006  
Early Bird Rates: Through June 31, 2007  
50% at time of reservation and contract

Outstanding Balance: Due June 31, 2007  
After June 31, 2007: Full amount due on contract execution  
Booths available on a first come-first serve basis  
**Note:** Table Top Booths due not allow pop-up or wall displays.

This agreement **must be accompanied by a deposit of 50%** of the total cost of space reserved. Cancellation of space and refund of fees paid must be in writing and must be received by Show Management on or before the following dates: 75% through May 31, 2007; 50% beginning June 1, 2007; 0% beginning August 1, 2007. The cancellation fee is a percentage of the total booth rental fee. Invoices will be sent June 1, 2007 for the remaining balance. Balance due 30 days after invoice date. Exhibit space contracts with unpaid balances on July 1, 2007, may be cancelled by AAOM with no refund due. All contracts received after June 1, 2007, must be accompanied by full payment for space reserved.

Total Number of Booths Reserved \_\_\_\_\_

Total Cost of Space \_\_\_\_\_

50% Deposit Enclosed \_\_\_\_\_

METHOD OF PAYMENT (Company Check or Credit Card)

Card # \_\_\_\_\_ Exp. date \_\_\_\_\_

Signature \_\_\_\_\_

**Important** The person executing this contract has read and agrees to AAOM's Contract Terms and Conditions, Expo 2007, available online under Vendor Information/General Information.



Sign and return this application/contract and payment to:  
Conference 2007  
AAOM Headquarters  
PO Box 162340, Sacramento CA 95816  
TEL: 866-455-7999 FAX: 916-443-4766  
www.aom.org

### For AAOM office use only

Date recd \_\_\_\_\_ Deposit Amount \$ \_\_\_\_\_

Check # \_\_\_\_\_ Balance Due \_\_\_\_\_

Booth(s) Assigned \_\_\_\_\_

Accepted, Conference Manager, AAOM \_\_\_\_\_

### 3-Step Application Process

This contract provides a price chart for Early Bird and Regular registration for members and non-members.

1. To designate and purchase your booth, complete the enclosed Application/Contract for Exhibit Space and return with the required deposit.
2. Use the floor plan to determine your desired space location. Exhibitors request exhibit space by indicating the booth number(s) desired. Please identify your first six choices.
3. Execute and Email or Fax Agreement

(Important: The person executing this contract has read and agrees to AAOM's Contract Terms and Conditions, Expo 2007, available online under Vendor Information/General Information at [www.aom.org](http://www.aom.org).)

### Note:

- **AAOM staff allocates booth space on a first-come/first served basis** and will notify the registrant within 24 hours following booth designation/assignment.
- **Booth sizes requested** other than those shown may be considered according to limitations placed by the local governing bodies of the city, convention hotel, and AAOM. An application is not considered valid unless a deposit accompanies it; and your booth selection will not be held.
- **Security:** Exhibitors are responsible for the security of their booth merchandise. While the exhibit hall will be locked at the appropriate time each evening, it is recommended that booths located in the Front Foyer remove all items of value once the exhibit area has closed for the day. AAOM will not be held responsible for any security complication.