



ACPH 2021

American Conference on Physician Health™

Exhibitor prospectus

Oct. 7-9 | Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch, Scottsdale, Ariz.

CONFERENCE THEME

Achieving the quadruple aim: Resilient systems in times of crisis

The American Conference on Physician Health (ACPH) is a joint conference sponsored by the Mayo Clinic, Stanford Medicine and the American Medical Association. The ACPH, which occurs every two years, **promotes scientific research and discourse on topics related to physician health and well-being.** With this year's conference undoubtedly covering topics and learning that could not be more timely and relevant,* we anticipate that interest and participation will be particularly high.



* Being a research-based conference, the agenda is determined by the abstract submissions received.

Why your organization should be part of this important event

- Promote your organization and services to over 500 attendees both In-person and virtually
- Network with physicians from around the country
- Underscore your organization's commitment to physician health as a recognized exhibitor/sponsor
- Become involved in making physician health a priority for physicians and the organizations in which they work
- Gain knowledge and insights about current and innovative research in physician health and lessons learned battling a pandemic

On behalf of our collaborators and hosts, we invite you to join us as an exhibitor and/or sponsor at this exciting and unique conference. To reserve your spot or get additional information, contact physicianhealth@ama-assn.org.

Audience

In 2019, ACPH attracted 450+ attendees from around the nation, and provided a multitude of opportunities for physicians and researchers to learn, discuss, network and broaden their horizons. Attendees typically include:

- Physicians
- Academics
- Students
- Researchers in physician health
- Physician administrators
- Physician educators
- Consultants

The 2021 ACPH has an expected attendance of over 500 people. This year's audience profile includes national attendees looking to showcase their research and bring insights and industry-proven solutions for increasing physician well-being and/or activating health system change to greater prominence.

What have past attendees had to say?

"A wide range of presentations from academic and community centers—along with very helpful 'best practices' that included learnings and pitfalls along the way. The networking opportunities were also key."

—2019 Attendee

"The networking opportunities and sharing of best practices. The plenaries were excellent. It was very interesting to hear from other industries regarding employee well-being"

—2019 Attendee

"There was a great diversity of information covering the spectrum of physician health. There was literally something important to learn no matter what practice environment you are working in."

—2019 Attendee

"Great to see how other organizations are starting to measure and implement changes to improve the well-being of health care providers."

—2019 Attendee

Confirmed speakers



J. Corey Feist, JD, MBA
Co-founder, Dr. Lorna Breen
Heroes Foundation



Jennifer Feist, JD
Co-founder, Dr. Lorna Breen
Heroes Foundation



Nadine Burke Harris, MD, MPH
California Surgeon General



Christine K. Cassel
Senior Advisor for Strategy and
Policy Department of Medicine at
the University of California, San
Francisco



Tait Shanafelt, MD
chief wellness officer,
Stanford Medicine Director,
WellMD Center Associate dean,
Stanford School of Medicine

Sponsorship packages

Some items listed may not be available if your company is an ACCME-defined commercial interest.

ACPH 2021 sponsorship packages	Premier	Gold	Silver
Welcome reception sponsor (exclusive)	☐	-	-
Exhibit hall refreshment break sponsorship	☐	-	☐
Recognition on conference website (logo with hyperlink)	Principal	Prominent	-
Recognition in final program	Principal	Prominent	-
Introduction opportunity at reception	☐	-	-
Breakfast or lunch sponsorship	-	☐	-
Introduction opportunity during meal	-	☐	-
Sponsorship and logo recognition in designated meal area that the company is sponsoring	-	☐	-
Sponsor recognition at conference opening and closing	☐	☐	-
Sponsor recognition in pre-conference communication to attendees	☐	☐	-
Sponsor recognition in post-conference email to attendees and link to company website	☐	☐	-
Company editorial with logo, hyperlink, contact information and social media links in the conference app	100 words	50 words	-
Insertion of one (1) piece of promotional literature in attendee registration packet (Planning Committee has final approval)	☐	☐	☐
Complimentary “take away” distributed to attendees in attendee registration packet (small item, e.g., pen or notepad—Planning Committee has final approval)	☐	☐	☐
Complimentary conference registrations, valued at \$925 per registration	Three	Two	One
	\$20,000	\$15,000	\$10,000

Add on for \$3,000: Opportunity to be an exhibitor includes one (1) 10x 10 ft exhibit space that will include one (1) table with drape, two (2) chairs and wireless internet access. Additional equipment will be at exhibitor’s expense (i.e., monitors, laptop).

If selected as a sponsor, your company will be provided with additional information.

Exhibitor package

Some items listed may not be available if your company is an ACCME-defined commercial interest.

ACPH 2021 exhibit packages	In-person	Virtual Gold	Virtual Silver
One (1) exhibit space—10x10 space will include one (1) table and drape, two (2) chairs and wireless internet access.	☐	-	-
Branded virtual company page with videos, company bio, contact details and links	☐	☐	☐
Live prompt to visit exhibitors during breaks	☐	-	-
Opportunity to host a drawing for giveaways at their designated booth	☐	-	-
Logo recognition in the exhibit area (option to choose location and space assignment in exhibit area, on a first-come, first-served basis)	☐	-	-
Company logo displayed on main screen during live event	☐	☐	-
Recognition on conference website and app (with hyperlink)	☐	☐	-
Recognition in final program	☐	☐	☐
Insertion of one (1) piece of promotional literature in attendee registration packet (Planning Committee has final approval)	☐	☐	-
Follow-up email post-event to include a list of exhibitors	☐	☐	☐
Complimentary conference registrations (registrations are valued at \$925 per registration)	Two	One	-
	\$3,000	\$1,000	\$800

Note: You will be responsible for material left overnight at your booth. No extra security will be provided. Exhibit area will be accessible to the public.

Details regarding shipping and additional equipment requests will be sent in the information packages to exhibitors and sponsors upon confirmation of participation.

Exhibitor schedule

The conference will be held at the Hyatt Regency Scottsdale Resort & Spa in Scottsdale, Ariz., on Oct. 7–9, 2021. The final conference agenda will be posted by mid June 2021 and will establish final exhibit area traffic times. The exhibitor area will be available and active for approximately 2.75 dedicated hours.

Anticipated exhibitor area traffic times (subject to change):

- Thursday, Oct. 7, 9:30–9:45 a.m. and 2:45–3:15 p.m.
- Friday, Oct. 8, 9:45–10:15 a.m. and 5:45–6:45 p.m.
- Saturday, Oct. 9, 10:30–11 a.m.

Exhibitor set-up: Wednesday, Oct. 6, beginning at 8 p.m. All exhibits must be set up and ready to open at 8 a.m., Thursday, Oct. 7.

Exhibitor tear-down: All exhibits must be dismantled and ready for shipment by 2 p.m., Saturday, Oct. 9.

Please visit the ACPH website at www.physician-wellbeing-conference.org for more information. To reserve your spot and additional information, please contact physicianhealth@ama-assn.org.

Application and Agreement to Exhibit/Sponsor

This Application and Agreement to Exhibit/Sponsor (“Agreement”) serves as a formal request by the Exhibitor/Sponsor referenced below to reserve exhibit space or to be a sponsor at the AMERICAN CONFERENCE ON PHYSICIAN HEALTH (“Event”) at the Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch (“Venue”) on Oct. 7, 8 and 9, 2021. This document becomes a legally binding agreement only after being signed by the Exhibitor/Sponsor, approved and accepted by American Medical Association (“AMA”) and a confirmation of space has been issued with a receipt of payment acknowledged by AMA. Applications must be accompanied by payment in full and are due at the time of order. No applications will be accepted after **Friday, Sept. 24, 2021**.

Exhibitor information

As it should appear in printed materials (please print or type)

Company name (hereinafter referred to as “Exhibitor”):

(Please indicate how you would like your company name to appear on promotional literature)

Name of contact person

Address

City

State

ZIP code

Phone

Email address

Website address

Contact information for correspondence/agreement/payment

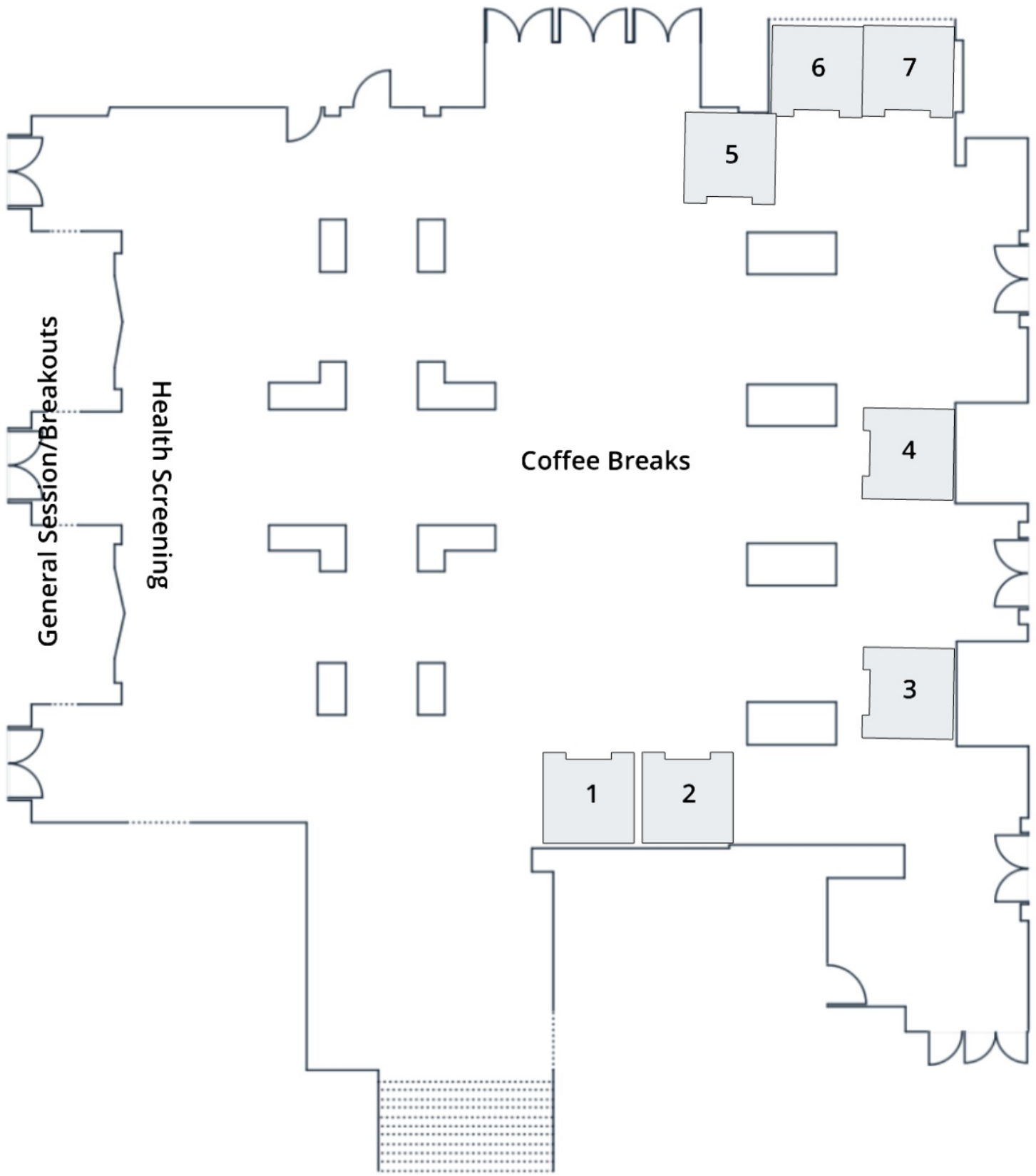
Please send all correspondence regarding the Event to:

Ms. Ashley Cummings
Programming and Events Manager
American Medical Association
AMA Plaza
330 N. Wabash Ave., Suite 39300
Chicago IL 60611-5885

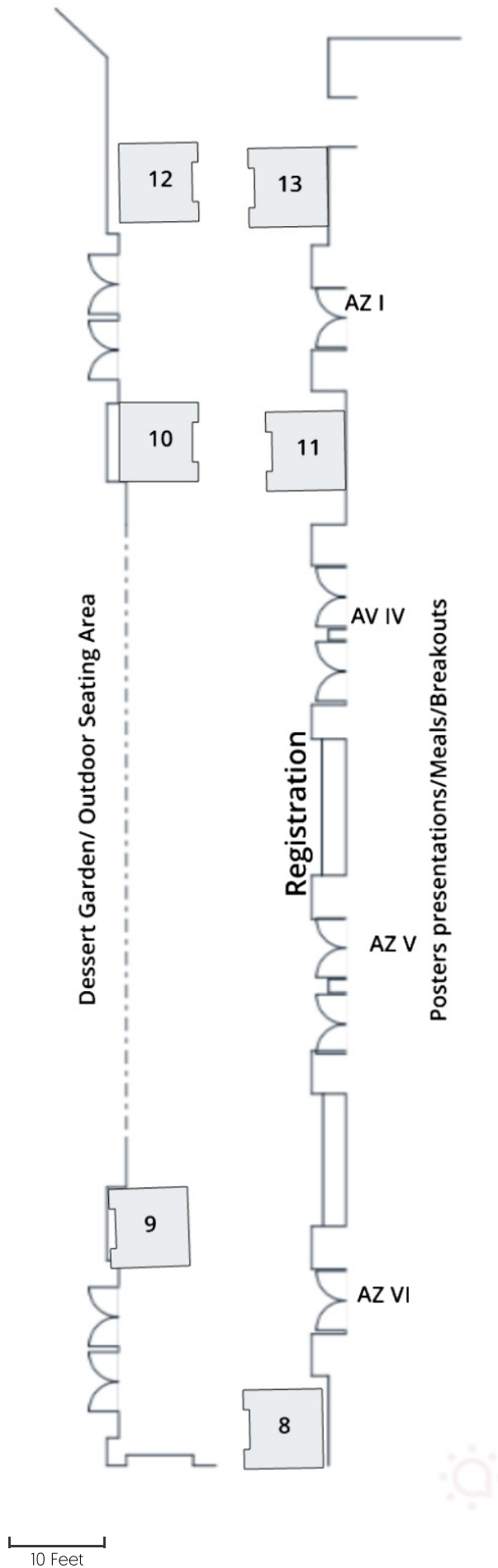
Exhibit tables

Each 10x10 exhibit table includes:

- One (1) table
- Drape
- Two (2) chairs
- Wireless internet access



10 Feet



All other costs associated with the exhibit will be the responsibility of the Exhibitor including, but not limited to, shipping charges, electric, phone, monitors and laptops. The cost for each exhibit table starts at \$800 and goes to \$3,000. Full payment must accompany this Exhibitor's submission of its application hereunder. Exhibit space is limited and requests will be filled on a first-come, first-served basis. Some items listed in the prospectus may not be available if you are an [ACCME-defined commercial interest](#).

Exhibitor schedule

The Conference will be held at the Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch in Scottsdale, AZ on Oct. 7-9. The final conference agenda will be posted by early June 2021 to determine final exhibit area traffic times, but the exhibitor area will be available and active for approximately 2.75 hours.

Anticipated exhibitor area traffic times (subject to change):

Thursday, Oct. 7, 9:30–9:45 a.m. and 2:45–3:15 p.m.

Friday, Oct. 8, 9:45–10:15 a.m. and 5:45–6:45 p.m.

Saturday, Oct. 9, 10:30–11 a.m.

Exhibitor set-up

Wednesday, Oct. 6, beginning at 8 p.m. All exhibits must be set up and ready to open at 8 a.m.,

Thursday, Oct. 7.

Exhibitor tear down

All exhibits must be dismantled and ready for shipment by 2 p.m., Saturday, Oct. 9.

Preferred booth locations in order of preference

Write preferred booth number as indicated on floor plan:

Choice #1 Table location:

Choice #2 Table location:

Choice #3 Table location:

Sponsorship opportunities

Items that can be sponsored can be found in the marketing prospectus. Complimentary conference registrations included with sponsorship packages are valued at \$970 per registration. Some items listed may not be available if you are an [ACCME-defined commercial interest](#).

Sponsorship levels

Please select one Sponsorship Level (if applicable)

*Prices are subject to increase depending on food/beverage items selected

Premier \$20,000

Gold: \$15,000

Silver: \$10,000

Add-on exhibitor space: \$3,000

Payment

Based on the prices listed above, please enter your payment totals in the fields below.

Sponsorship total:

Exhibit booth total:

TOTAL PAYMENT DUE,

- Payment by check only
- Check made payable to **American Medical Association**

Mail check and signed form to: American Medical Association
AMA Plaza
Attn: Remittance Control – ACPH
330 N. Wabash Ave., Suite 39300
Chicago IL 60611-5885

Exhibitor description

Please add your organization's products and services as it should appear in printed materials in 50 words or less in the space provided.

Sponsor description

Please add your organization's products and services as it should appear in printed materials in 100 words or less if a Premier sponsor, or 50 words or less if a Gold sponsor in the space provided.

Exhibitor rules and regulations

The Exhibitor Rules and Regulations are attached hereto and are incorporated herein by reference. Exhibitor agrees to comply with such Exhibitor Rules and Regulations.

Badge information (name/company/credential)

1. _____
2. _____
3. _____
4. _____

Indemnification and insurance

Exhibitor shall protect, indemnify, defend, and hold the AMA, the co-hosts of the Event (the Board of Trustees of the Leland Stanford Junior University, on behalf of its School of Medicine's WellMD Center ["Stanford"] and Mayo Clinic), the Venue and all other exhibitors, and each of their respective parents, subsidiaries and affiliates, trustees, officers, directors, employees and agents harmless from and against all claims, liability, actions, judgments, losses, costs, fines, and expense (including reasonable attorneys' fees) arising out of or related to (i) Exhibitor's use of the Venue, its participation as an Exhibitor at the Event, the conduct of Exhibitor's business, or from any activity, work or things that may be permitted or suffered by Exhibitor in or about the Event and/or the Venue; (ii) any breach or default in the performance of any obligation on the Exhibitor's part; and (iii) any negligence of Exhibitor or any of its agents, contractors, employees, and invitees.

Insurance coverage will not be afforded to Exhibitor by any party associated with the Event, including the AMA and the Venue.

Exhibitor shall carry and maintain during the term of the Event, at the Exhibitor's sole cost and expense, as a minimum, the following insurance with insurers rated A- or better by A.M. Best:

1. Workers Compensation as required by the state where the work is to be performed and Employer's Liability insurance with limits of at least \$500,000; and
2. Commercial General Liability including, but not limited to premises and operations, products/completed operations, contractual liability, independent contractors and personal/advertising injury liability coverage with limits of at least \$1,000,000 per occurrence and \$2,000,000 aggregate.

Coverage provided shall be primary and noncontributory or excess over other valid insurance, which may be available to AMA. Exhibitor shall submit to the AMA, whenever requested by the AMA, a certificate of insurance that evidences the required insurance coverages and inclusion of the AMA as an additional insured on the commercial general liability insurance policy. All certificates shall state that coverages afforded will not be cancelled, non-renewed or materially reduced without thirty (30) day advance written notice to the AMA.

If the AMA cannot hold the Event due to any cause beyond its control, or if the Event area is uninhabitable due to acts of God or any cause beyond the AMA's control during any part or whole of the exhibition, AMA and its subsidiaries are not responsible and Exhibitor hereby waives any claim against AMA and its affiliates for any alleged losses or damages which may arise from such inability to occupy assigned space.

General

Any notices required or permitted hereunder shall be given to the appropriate party at the address specified herein or at such other address as the party shall specify in writing. Such notice shall be deemed given upon personal delivery or upon being sent by certified or registered mail, postage prepaid, three (3) days after the date of mailing. Exhibitor agrees to be bound by the decisions of the AMA in interpreting this Agreement.

This Agreement, including the attached Exhibitor Rules and Regulations, (i) constitutes the entire agreement of the parties with respect to the subject matter hereof, (ii) may be modified only by written amendment signed by both parties, (iii) may not be assigned in whole or in part by Exhibitor nor may Exhibitor subcontract any of the services to be provided hereunder without the prior written approval of the AMA, (iv) shall be governed by the internal laws of the State of Illinois without regard to choice of law principles and (v) shall not become effective until signed by duly authorized representatives of both parties. If any provision of this Agreement is determined to be invalid or unenforceable in any jurisdiction, the remaining provisions herein shall remain in full force and effect in such jurisdiction and shall be liberally construed so as to effectuate the purposes and intent of the parties. The failure of either party to enforce any right or obligation under this Agreement shall not be deemed a waiver thereof and shall not prevent the later enforcement of any right or obligation hereunder.

EXCEPT FOR EXHIBITOR'S OBLIGATIONS OF INDEMNIFICATION, IN NO EVENT SHALL EITHER PARTY BE LIABLE IN CONNECTION WITH THIS AGREEMENT OR THE SERVICES FOR ANY INDIRECT, SPECIAL, PUNITIVE, CONSEQUENTIAL OR INCIDENTAL DAMAGES.

Acceptance

Exhibitor/Sponsor, by its undersigned duly authorized representative, agrees to comply with all terms and conditions contained in this Agreement, including the attached Exhibitor Rules and Regulations, and any requirements and/or rules provided by the Venue.

Signature

Name/Title

Date

Exhibitor Rules and Regulations for 2021 ACPH

These Exhibitor Rules and Regulations are subject to and incorporated by reference into the ACPH 2021 Application and Agreement (the "Agreement").

1. GENERAL: The 2021 American Conference on Physician Health ("ACPH") is hosted by the American Medical Association ("AMA") on behalf of the ACPH. The ACPH is designed to provide a showcase of products and services related to the health of physicians.

Applications are due by September 24, 2021. AMA reserves the right to refuse any prospective Exhibitor/Sponsor whose display of goods or services is not, in the opinion of AMA, likely to be compatible with the general character and objectives of the Event.

AMA does not guarantee that any space will be available to any prospective Exhibitor. If space is not available, a waiting list will be developed in the order of the date of receipt of each completed and paid-in-full Agreement. AMA will refund all payments received with the Agreement on exhibit space to any prospective Exhibitor for whom Event space is not available.

2. TABLES, BADGES, AND REGISTRATION: Exhibit tables are being offered. Exhibitor table applications and payment are due at time of order to ensure reservation of an exhibit table.

Exhibitor receives two (2) full conference registrations per 10' x 10' booth space purchased. Registrations are not transferable.

3. ASSIGNMENT OF TABLES: Applications received with total payment from prospective Exhibitors will be recorded in order of receipt. If two applications for the same space are received at the same time, priority will be given to the prospective exhibitor with the longest consecutive AMA exhibiting history, as determined by the AMA. In the event of a conflict regarding space or other imperative conditions, the AMA shall have the right to assign space to Exhibitor and/or rearrange the floor plan, and/or reallocate any exhibit at any time before or during the Event.

4. EXHIBITOR SET UP: At the time of writing these Rules and Regulations, it is planned that set up must be completed by October 7, 2021 at 8am. After this hour, no installation work will be permitted without special permission from the AMA.

5. REMOVAL OF EXHIBITS: All exhibits must remain intact until Saturday, October 9, 2021 at 12:45 p.m. and may not be dismantled or removed until that hour without prior permission from the AMA Exhibits Manager. Exhibits must be packed and ready to ship by Saturday, October 9, 2021, at 2:00 p.m.

6. SUBLETTING OF SPACE: Exhibitor may not assign or sublet any space and may not advertise or display goods other than those manufactured or sold by it in the regular course of its business. Exhibitor may not switch locations without the prior permission from the AMA Exhibits Manager. Failure to adhere to these requirements to do so may result in immediate termination of the Agreement.

7. CANCELLATIONS; TERMINATION; REFUNDS: Cancellation of a confirmed exhibit space must be directed in writing to Ashley Cummings at the AMA. Cancellations made on or before September 1, 2021 will receive 50 percent of the total Exhibitor/Sponsor fee. No refunds whatsoever will be made on cancellations made on or after September 1, 2021. If Exhibitor fails to pay, when due, the balance of any sum required by the Agreement, the AMA reserves the right to terminate this Agreement immediately without refund of any monies previously paid. No refunds whatsoever will be made in the event that Exhibitor fails to show for all or part of the Event or is evicted during the Event for violating the Agreement, including these Rules and Regulations. AMA is not liable for any rental or other exhibition expenses.

8. ADMITTANCE: Admittance to the Venue's exhibit hall is limited to those two registered attendees whose names have been provided by the Exhibitor under Section 2.

9. LIABILITY: Neither the AMA, Mayo Clinic or Stanford, and their respective members, officers, trustees, representatives, or employees, will be responsible for any injury, loss or damage suffered or incurred by Exhibitor, its employees, agents, invitees, or Exhibitor's property, from any cause whatsoever, that is the result of or arises out of the Event, including set up and tear down. Exhibitor assumes full responsibility and liability for property damage, personal injury or death to any party, that is the result of or arises out of any Exhibitor acts or omissions, including Exhibitor's special functions, if applicable.

Exhibitor must make provision for the safeguarding of its goods, materials, equipment, and display at all times. General overall security will be provided by the Venue during the Event. The furnishing of such security shall not be deemed to affect the non-liability of AMA, Mayo Clinic, or Stanford, or their respective members, officers, trustees, representatives or employees.

The performance of the Agreement by AMA or Exhibitor shall be subject to force majeure, including but not limited to acts of God, fire,

flood, natural disaster, war or threat of war, acts or threats of terrorism, civil disorder, unauthorized strikes, governmental regulation or advisory, recognized health threats as determined by the World Health Organization, the Centers for Disease Control, or local government authority or health agencies (including but not limited to the health threats of COVID-19), curtailment of transportation facilities, or other similar occurrence beyond the control of the parties, where any of those factors, circumstances, situations, or conditions or similar ones prevent, dissuade, or unreasonably delay at least 25 percent of prospective Event attendees from appearing at the hotel, or where any of them make it illegal, impossible, inadvisable, or commercially impracticable to hold all or some of the Event, or to fully perform the terms of the Agreement. The Agreement may be cancelled by either party, without liability, damages, fees, or penalty, and any unused deposits or amounts paid shall be refunded, for any one or more of the above reasons, by written notice to the other party.

10. SPECIAL SOUND EFFECTS/ GIVEAWAYS/SOLICITATION/MUSIC:

Objectionable audible or visual attention-getting devices or effects and offensive odors and/or fragrant flowers are prohibited on the Event exhibit floor. Any special promotions or stunts planned for the exhibit floor or in the area must be approved by the AMA Exhibits Manager. Distribution of circulars or promotional materials may be made only from the display area assigned to Exhibitor presenting such material or as approved by AMA Exhibits Manager. Sampling shall not interfere with other exhibitors' space. Exhibitors are not permitted to conduct contests or drawings in their tables without the permission of AMA. Films of purely entertainment character, without educational or informative values, are not permitted. Exhibitor music during the Event must be approved in advance by the AMA Exhibits Manager to confirm ASCAP or BMI fee payment. Exhibitor must receive approval for the musical presentation from the AMA Exhibits Manager and pay all associated fees.

11. ENTERTAINMENT AND PRIVATE MEETINGS:

AMA reserves the right to control all Event function space. Exhibitor functions during Event are subject to prior AMA approval. Function approval forms will be provided for Exhibitor upon request to AMA Exhibits Manager. Hospitality rooms may not be open during the hours of any official AMA function. Signage will only be allowed in AMA designated areas and must be approved by AMA prior to display.

12. EXHIBITOR CONDUCT: After exhibits are in place and properly set up, Exhibitor is not allowed on the exhibit floor other than show hours, one hour before and after show hours and during set-up/tear down times. Exhibitor and its representatives shall not congregate or solicit trade in the aisles. The prior written consent of AMA is required for the use of any live model, demonstrator, solicitor or device for the mechanical reproduction of sound. Such use shall be confined to the exhibit space. AMA in its sole discretion may withdraw its consent at any time, in which event Exhibitor shall terminate such activity. All promotional plans must be submitted to AMA for approval.

Cocktail parties or social gatherings of any kind shall not be held during exhibit hours. Exhibitor shall refrain from any action that will distract attendees from attendance at the Event during open hours. Exhibitor shall not lead attendees from one exhibit space to another or to elevators or escalators. Exhibit space shall not be used for entertaining. Exhibitor shall not enter into another exhibitor's space without invitation or when unattended.

Exhibitor, its employees and representatives shall conduct itself in accordance with standards of decency and good taste.

13. FIRE REGULATIONS: Fire regulations prohibit the use of paper (crepe or corrugated), cardboard or other flammable materials for booth decorations. All materials in exhibit areas must be nonflammable. Electric signs and equipment must be wired to meet local fire code specifications. Fire extinguishers on walls or elsewhere must not be removed or obstructed.

14. EXHIBITOR SERVICE KIT: Exhibitor is responsible for all exhibit production. Exhibitor must arrange shipping and receiving details with the Event hotel.

15. CARE OF EXHIBIT SPACE: Exhibitor shall be responsible for properly maintaining its space. Exhibitor may not place anything in the aisles during exhibit hours. Exhibitor is not permitted to have backdrops or any part of a display exceeding 8' in height. For all tables, no part of a display in the front half of the booth may be higher than 48". Any display, fixtures/products or material over 48" in must be at least 10 linear feet away from any adjacent booth. No signs shall be affixed to walls, drapes, electrical outlets, etc., by the use of nails, tacks, staples or tape. Any damage to facility through carelessness of Exhibitor, its employee or agents must be paid by Exhibitor. If Exhibitor distributes stickers, Exhibitor is responsible for removing them from any part of the premises. When Exhibitor leaves tables during show hours, Exhibitor is required to leave a sign indicating when they will be back.

16. AMENDMENTS: AMA reserves the right to interpret, amend and enforce these Rules and Regulations. Written notice of any amendments or interpretations shall be given to Exhibitor. Exhibitor, on behalf of itself, its employees, agents, and guests, agrees to abide by these Rules and Regulations and with any subsequent amendments or interpretations, unless the Agreement is terminated. All matters and acquisitions not covered by these Rules and Regulations are subject to the decision of the AMA.

17. PRIVATE APPOINTMENTS: If Exhibitor utilizes the exhibit time allotted for private appointments, Exhibitor is required to use scheduled appointments. Exhibitor must greet guest(s) at the exhibit hall entrance, escort them to Exhibitor table, and escort guest(s) back to the entrance when finished.