

26th Annual Meeting of the Associated Professional Sleep Societies, LLC



SLEEP 2012

June 9-13, 2012
Boston, Massachusetts

KEYNOTE SPEAKERS

Mark Rosekind, PhD
Robert Stickgold, PhD

SIGN UP TODAY!

INCENTIVES FOR SLEEP 2012
EXHIBITORS

See page 7 for more information

Exhibitor Prospectus



A JOINT MEETING OF THE AMERICAN ACADEMY OF SLEEP MEDICINE AND THE SLEEP RESEARCH SOCIETY

SLEEP 2012 Dates to Remember

JANUARY						
SU	MO	TU	WE	TH	FR	SA
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

11 Deadline to submit exhibit application to receive discount

31 Deadline to submit exhibit application to be considered for priority points

FEBRUARY						
SU	MO	TU	WE	TH	FR	SA
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

1 APSS begins accepting group block housing requests

APSS begins accepting affiliate meeting space requests

29 Notification of booth assignments sent via email

MARCH						
SU	MO	TU	WE	TH	FR	SA
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

26 Deadline to submit Final Program company descriptions

Exhibitor service kits available on the SLEEP 2012 website

Deadline to submit exhibit space application and be included in the Final Program

APRIL						
SU	MO	TU	WE	TH	FR	SA
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

25 Deadline to submit group block housing requests and name lists for group block housing requests approved

MAY						
SU	MO	TU	WE	TH	FR	SA
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

9 Hotel cancellations after May 9, 2012, will incur a \$25.00 cancellation fee

10 Booth cancellations/reductions received on or before May 10, 2012, will incur a penalty equal to 20% of the total contracted space cost. No refunds will be given after May 10, 2012.

Deadline to notify APSS of independent service contractors and insurance coverage

Deadline to submit requests to serve food and/or beverage from your booth

30 Deadline to submit exhibitor registrations

Deadline to submit affiliate meeting space requests

Deadline to submit exhibit space application (if space is still available)

JUNE						
SU	MO	TU	WE	TH	FR	SA
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

9-10 Exhibit move-in

11-13 Exhibit hall open

13-14 Exhibit move-out

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Contact Us

Associated Professional Sleep Societies, LLC

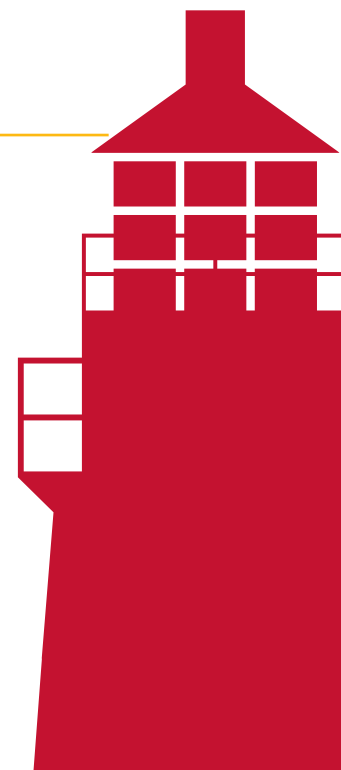
2510 North Frontage Road
Darien, IL 60561
Phone: (630) 737-9700
Fax: (630) 737-9789
Website: www.sleepmeeting.org

Advertising & Sponsorship Opportunities:

Mark McGowan, National Sales Account Executive
mmcgowan@aasmnet.org
Phone: (630) 737-9744

All Other Meeting Inquiries:

Kathy Lovato, Meeting Planner
klovato@aasmnet.org
Phone: (630) 737-9700 ext. 9369



Quick Facts

Location

Hynes Convention Center
900 Boylston Street
Boston, Massachusetts 02115

The exhibits are located in Exhibit Halls C&D at the Hynes Convention Center.

Meeting and Exhibition Schedule

Meeting dates:

Saturday, June 9 – Wednesday, June 13, 2012

Exhibit show dates:

Monday, June 11 – Wednesday, June 13, 2012

Exhibit show hours*:

Monday, June 11: 10:15am – 4:00pm
Tuesday, June 12: 10:00am – 4:00pm
Wednesday, June 13: 10:00am – 2:00pm

*Note: On Monday, the exhibit hall opens immediately following the Plenary Session. The APSS requires all booths to be staffed by 9:45am on Monday, June 11. Exhibit hours are subject to change.

Official Decorator and Drayage Contractor

The official contractor for SLEEP 2012 is:

Freeman Decorating
5040 West Roosevelt Road
Chicago, IL 60644-1474
Service Line: (773) 473-7080

Freeman Decorating will have a service counter located in Exhibit Halls C&D at the Hynes Convention Center.



About APSS: The Associated Professional Sleep Societies, LLC, was established in 1986 and is a joint venture of the American Academy of Sleep Medicine and the Sleep Research Society. The APSS publishes *SLEEP*, a monthly peer-reviewed scientific journal and organizes an annual meeting of the leading researchers and clinicians in the field of sleep medicine.



About AASM: The American Academy of Sleep Medicine emerged in 1975 as a professional membership organization dedicated to the advancement of sleep medicine. The AASM's mission is to assure quality care for patients with sleep disorders, promote the advancement of sleep research and provide public and professional education.



About SRS: The Sleep Research Society was established in 1961 by a group of researchers and is a professional membership organization for scientists and academics involved in the study of sleep. The SRS fosters the investigation of all aspects of sleep and its disorders, promotes training and education in the methodologies of sleep research, and provides forums for the exchange of scientific findings pertaining to sleep.

Why Exhibit at SLEEP 2012?

SLEEP 2012 is the premier event for the ever-expanding sleep medicine profession, bringing suppliers face-to-face with the decision makers who fuel the growth of the industry and improve the lives of thousands of people. This meeting is the largest gathering of sleep professionals in the world, attracting an international body of over 5,000 physicians, researchers, sleep technologists, students and allied health-care providers.

Just as attendees use this meeting's program material to help guide their practices, they'll look to your products and services to assist in providing better care for their patients. SLEEP 2012 agenda topics include:

- Insomnia
- Restless Legs Syndrome
- Narcolepsy
- Obstructive Sleep Apnea
- Circadian Rhythm Sleep Disorder
- And More!

Reasons to Exhibit Include:

- More than 130 exhibitors make this exposition the premier event in sleep medicine for products and services;
- Develop relationships with new prospects and strengthen ties with existing clients;
- Differentiate your company from your competition and build brand awareness of your company's products and services;
- Heighten your credibility through close association with the largest organizations devoted solely to sleep medicine and sleep research;
- Keep track of your important contacts by participating in the Lead Retrieval (new this year – we will collect the NPI number for all physicians);
- Reasonable exhibit rates;
- Refreshment breaks held on the show floor to drive attendees to the Exhibit Hall;
- The international exposure at the SLEEP meeting allows your products and services to be showcased and seen by top decision-makers from around the world; and
- 16 hours to sell products right off the show floor.

Monday, June 11:	10:15am – 4:00pm
Tuesday, June 12:	10:00am – 4:00pm
Wednesday, June 13:	10:00am – 2:00pm

Who Should Exhibit?

Companies who bring quality products and services to the sleep clinician and researcher will benefit from exhibiting at SLEEP 2012. If you offer products or services for sleep physicians or researchers you should be there.

Reach your target audience when you exhibit at SLEEP 2012! Your company will have personal and direct contact with attending physicians, researchers, sleep technologists, students and other allied health-care professionals. Establish new relationships and strengthen existing relationships by exhibiting at **SLEEP 2012**.

Who Attends SLEEP 2012?

The growth of the sleep medicine field has prompted companies to separate themselves from the competition with strategic marketing campaigns that capture the attention of sleep medicine and sleep research professionals. As the largest scientific meeting dedicated exclusively to sleep medicine and sleep research, the SLEEP meeting provides exhibiting companies with the ideal setting to reach out to the appropriate individuals to heighten awareness of your company's products and/or services.

The SLEEP meeting is attended by over 5,000 physicians, researchers, sleep technologists, students and other allied health-care professionals. Over fifty percent of the meeting's attendees specialize primarily in sleep medicine. Other specialties represented include pulmonary medicine, neurology, neuroscience, psychology, psychiatry, pediatrics and internal medicine. Attendees represent over 45 countries with eighty-five percent of attendees coming from the United States.

**40% of our members
are from the east coast!
Anticipation for Boston
is high!**

WHY ELSE SHOULD YOU EXHIBIT? BECAUSE YOUR COMPETITORS ARE HERE!

SLEEP 2011 EXHIBITOR LIST:

1800CPAP.com
2Z Medical dba Sleep Specialists LLC
ActiGraph
ADVANCE/Merion Matters
Advanced Brain Monitoring
AG Industries
Airus Life
Airway Management, Inc.
Ajinomoto USA Inc.
Ambu Inc.
Ambulatory Monitoring, Inc.
American Sleep and Cardiopulmonary Services, Inc.
Apnex Medical, Inc.
Arrow Pubs / Sleep Diagnosis and Therapy
Atlanta School of Sleep Medicine
aveoTSD (Ethics International Inc.)
BB&T Insurance Services
Beaumont Products, Inc.
BRAEBON Sensors & Home Testing
Cadwell Laboratories, Inc.
Cadwell Therapeutics
Cailor Fleming Insurance
CareFusion
Cephalon, Inc.
CHOOSE HEALTH with Project Siesta
Circadiance
CleveMed
Commercial Wall Bed Systems
Committee on Accreditation for
Polysomnographic Technologist Education
Comphy Co.
Compumedics USA Ltd.
Contour Products
Core Products International

CPAP.com
Data Sciences International
Dental Sleep Med Systems
Dolphin Imaging & Management Solutions
Electrical Geodesics, Inc. (EGI)
Elsevier Saunders Mosby
Embla
Emka Technologies
Faith Medical, Inc.
Fisher & Paykel Healthcare
Frantz Design Inc. - Myerson Tooth Co.
GE Healthcare
Gergens Orthodontic Lab
GlaxoSmithKline
Grass Technologies, An Astro-Med, Inc.
Subsidiary
Great Lakes Orthodontics Ltd.
Gyrus ACMI, L.P.
Healthpac Computer Systems, Inc.
HLS Healthcare Solutions
Hsiner Co., Ltd.
ImThera Medical, Inc.
Indigo Arc
Inspire Medical Systems, Inc.
Itamar Medical
Jant Pharmacal Corporation
Jazz Pharmaceuticals
KarmelSonix Ltd.
KEGO Corporation
Levitation Systems, Inc.
Liberty Medical
LifeWatch Services, Inc.
Market Research
Masimo
MedNet Technologies, Inc.
Merck & Co.
MVAP Medical Supplies, Inc.
Narcolepsy Network, Inc.
National Heart, Lung, and Blood Institute
National Sleep Therapy
Natus Design, Inc.
Natus Medical Incorporated
nnd Medical Technologies
NeilMed Pharmaceuticals, Inc.
Nihon Kohden America
Nonin Medical, Inc.
NorthEast Monitoring, Inc.
Northern Light Technologies
NSI
Patient Safety, Inc.
Philips Respironics
Pinnacle Technology, Inc.

Plastiflex Healthcare
Pulmodyne Inc.
Pulsar Informatics
Quantum
Radiometer America Inc.
Rematee - Anti Snore Shirt
RemSide, LLC
ResMed
Reverie
RhythmLink International, LLC
RLS Foundation
Rochester Electro-Medical, Inc.
RT Sleep Review
Salter Labs
Select Comfort
Sentec, by Master Distributors Bemis, Inc.
Silencer Products International
Sleep Center Management Institute
Sleep Health Management Resources, Inc.
Sleep Multimedia, Inc.
Sleep Strategies, Inc.
SleepCare.com
SleepEx
SleepMed Incorporated
SleepSense
SleepTech
SLEEPVirtual
SleepWorks Sleep Centers of Excellence
SNAP Diagnostics
SnuggleHose, LLC
Somaxon
Somnetics, LLC
SomnoComplete
SomnoMed
SOMNOmedics
Squire Sleep
Sunset Healthcare Solutions
Sweet Dreamzzz, Inc.
The Murphey Group, Inc.
Total Sleep Software
United Sleep Medicine
Ventus Medical
Vince and Associates Clinical Research
VitalAire
Watermark Medical, Inc.
Wolters Kluwer - Lippincott, Williams & Wilkins
World Association of Sleep Medicine (WASM)
World Sleep Federation
www.HomeApneaTest.com



Becoming an Exhibitor

Booth Pricing

Submit your application by January 11, 2012, to save significantly on your booth rental. If your application and payment are received by January 11, 2012, the amount paid for your booth rental will be applied to your point total for both this year and for SLEEP 2013.

Attain the highest visibility in the exhibit hall - apply for premium booth space. See pages 32-33 to view the floor plan.

Premium Booth Rental		
	On or Before January 11	After January 11
Inline 10x10 Booth:	\$2,200	\$2,400
Corner 10x10 Booth:	\$2,400	\$2,600
Island Booth, per 100 square feet*	\$2,400	\$2,600
Standard Booth Rental		
Inline 10x10 Booth:	\$2,000	\$2,200
Corner 10x10 Booth:	\$2,200	\$2,400
Island Booth, per 100 square feet*	\$2,200	\$2,400
Non-profit 10x10 Booth**	\$1,500	\$1,800

*An island booth is bordered by aisles on all four sides. Island booths are 20' x 20' or larger.

**Non-profit organizations may rent one 10' x 10' booth space at a rate of \$1,500 by submitting the application and payment by January 11, 2012, or \$1,800 if the application and payment is received after January 11, 2012. Placement of this type of booth is at the sole discretion of the APSS. Non-profit organizations may only display material of an educational nature. The APSS prohibits recruitment of membership within the exhibit hall.

What is included in the price?

Exhibit space INCLUDES:

- Draped aluminum supports, 8' high in back and 3' high on two sides (drape is not included with an island rental)
- 7" x 44" one-line identification sign with company name and booth number.
- Free 50-word company description in the SLEEP 2012 Final Program
- Four complimentary exhibit hall only registrations per 10' x 10' rental, with a maximum of 20 complimentary exhibit hall only registrations
- One complimentary full meeting registration, allowing access to the SLEEP 2012 general sessions
- 24-hour exhibit-hall perimeter security beginning with set-up and ending at the conclusion of move-out
- 2-day exhibitor move-in
- Morning and afternoon coffee breaks for attendees and exhibit personnel in the exhibit hall
- General aisle cleaning
- Exclusive sponsorship and advertising opportunities
- Access to the rental of pre- and post-meeting attendee mailing lists
- The opportunity to network and connect with the industry's top leaders and professionals
- WiFi*

*The Hynes Convention Center offers complimentary WiFi throughout the center; however, it is recommended that exhibitors who require a strong internet connection still order a dedicated internet connection for the booth.

Exhibit space DOES NOT include:

- Furniture
- Carpeting
- Utilities (electricity, phone, IP, gas, water or drain)
- Freight and material handling
- Storage of crates and empties
- Lead retrieval machines
- Cleaning services within your booth space
- Labor and other services needed for your exhibit space that are charged separately





How do I apply for a booth?

The application for exhibit space is located on pages 22-25. Confirmation of receipt of the exhibitor application will be provided within approximately five (5) business days. Notification of whether or not your application is accepted will be emailed by February 29, 2012.

Payment Information

Payment for your first choice booth location must be received in full at the time of application. Any refunds due based on actual booth assignment will be processed and returned following the final acceptance of the exhibit application and booth space notification letter. Please remit payment by credit card (Visa/MasterCard/American Express) or by check made payable to the APSS drawn on a US bank in US funds.

Booth Assignment

The APSS utilizes a system for calculating points to determine booth assignments. In recognition of the various forms of support received from the industry, **points will be calculated based on the amount contributed during the 2011 calendar-year.** Support includes exhibition, sponsorships, advertisements, educational grants, contributions or donations to the Associated Professional Sleep Societies, LLC, American Academy of Sleep Medicine, Sleep Research Society, American Sleep Medicine Foundation or Sleep Research Society Foundation. Commercial entities earn one point for every \$1,000 contributed.

The APSS will make every effort to accommodate your preferred location. Exhibitors with the most points will have priority. To benefit from your points, please send your application for exhibit space with payment by January 31, 2012. The date of receipt of an application will be used in determining booth assignments:

1) in order to break a tie in points or 2) to determine priority of space for applications received after the deadline. Applications received after January 31, 2012, will not be assigned booth space based on points. Notice of whether or not your application to exhibit is accepted and your space assignment will be emailed by February 29, 2012. **The APSS reserves the right to rearrange the floor plan in order to accommodate all requests for booth space. The APSS may also adapt the floor plan to comply with Convention Center regulations. Exhibitors will be notified via email if their booth numbers change due to any of the above circumstances.** Exhibit booths will be assigned based on the receipt of applications and following the above point system, until full capacity is reached. A waiting list will be maintained for vendors who apply after the exhibit hall is filled to capacity.

After January 31, 2012, if booth space is available, submitted applications will require review and approval prior to assignment of booth space. APSS management will monitor the status of the Exhibit Hall through May 30, 2012, to determine whether or not exhibit booth space is available.

Applications will not be accepted after May 30, 2012.

Exhibit Space Application is on pages 22-25.

Corporate Support and Advertising Opportunities

SLEEP 2012 Supporter Recognition Program

In an effort to recognize companies that support the APSS through advertising in *SLEEP*, exhibiting and sponsorship participation at the SLEEP meeting, the APSS is pleased to continue the Corporate Supporter Recognition Program! Companies will be recognized as bronze, silver or gold supporters based on their participation as advertisers in the 2011 volume-year of *SLEEP*, as an exhibitor at SLEEP 2012 or by taking advantage of advertising and sponsorship opportunities at SLEEP 2012. Make sure your company receives additional benefits such as multiple discounts, free exposure and special advertising opportunities throughout the year.

	Bronze Level \$20,000 - \$42,999	Silver Level \$43,000 - \$79,999	Gold Level \$80,000+
Recognition in Final Program	●	●	●
Recognition in issue of <i>SLEEP</i>	●	●	●
Commercial support ribbons for booth representatives' badges	●	●	●
Complimentary pre-meeting attendee mailing list rental	●	●	●
Commercial support graphic with exhibitor listing in Final Program	●	●	●
Logo on SLEEP 2012 website	●	●	●
Hyperlinked logo on SLEEP 2012 website		●	●
Company logo and hyperlink in email messages to pre-registered attendees			●
Discount on post-meeting attendee mailing list rental	15%	20%	25%
Complimentary full-meeting registration	1	2	5
Discount on full-page Final Program run-of-book ad		10%	15%

Customized Sponsorship Opportunities

Are you interested in customizing a particular sponsorship or developing a sponsorship package tailored to your needs? The APSS is interested in working with you to maximize your return on investment at SLEEP 2012. We are open to all sponsorship ideas. Does your company have a sponsorship opportunity that you use at other meetings or conventions? Perhaps it will work for SLEEP 2012! Please contact Mark McGowan, National Sales Account Executive, at sponsorships@aasmnet.org to discuss your suggestions.

Sponsorship Opportunities at SLEEP 2012

Following is a listing of SLEEP 2012 sponsorship opportunities available exclusively to exhibiting companies. In addition to the recognition that sponsorships offer, sponsors will also receive acknowledgement in the SLEEP 2012 Final Program provided commitment and payment for the sponsorship is received prior to March 26, 2012. Please contact Mark McGowan, National Sales Account Executive, via email at advertising@aasmnet.org to inquire about specific deadlines.

Print Advertising



Preliminary Program

The Preliminary Program details the events that will take place at SLEEP 2012. Over 14,000 members and prospective attendees receive this helpful planning tool prior to the SLEEP meeting. This is a perfect opportunity to open a dialogue

with prospective attendees while reaching the entire APSS community. Advertising space is reserved exclusively for exhibitors. Half-page advertisements are stacked in the back of the program.

Premium Positions:

Inside Front Cover	\$3,570
Inside Back Cover	\$3,250
Outside Back Cover	\$3,837

Run-of-Book:

Full-Page	\$2,042
½-Page	\$1,200

Ad Space Closing: January 13, 2012

Ad Materials Due: January 20, 2012

Issued: March 2012



Final Program

The Final Program is distributed on-site to all meeting attendees and contains complete details about the meeting as well as the local area. Advertising is reserved exclusively for exhibitors. Place your advertisements in the hands of thousands of attendees

at SLEEP 2012, the largest gathering of sleep specialists in the nation! Half-page advertisements are stacked in the back of the program.

Premium Positions:

Inside Front Cover	\$3,360
Inside Back Cover	\$2,877
Outside Back Cover	\$3,780

Run-of-Book:

Full-Page	\$2,000
½-Page	\$1,150

Ad Space Closing: April 6, 2012

Ad Materials Due: April 13, 2012

Issued: Upon registration at SLEEP 2012.

Contact Mark McGowan, National Sales Account Executive, via email at advertising@aasmnet.org for further information.

Online Advertising



Housing Website

Sponsorship: \$6,000 for 5 months or \$1,500 per month

In order to take advantage of special SLEEP 2012 hotel rates, attendees must go through our Housing Bureau. Highlight your company by placing your logo on the home page of the

Housing Bureau website. In 2011, over 60% of attendees utilized the site between January and May. This opportunity is available monthly or for the entire 5 months that the housing site is up.



Itinerary Planner

Sponsorship: \$15,000

Provide attendees the opportunity to make a personalized itinerary for the SLEEP 2012 meeting.

Meeting attendees go online to the meeting's Itinerary Planner site with your logo and web link displayed on the site. Attendees can search general sessions by author name, title, keyword, date and time and save those sessions of interest to a personalized itinerary.

At the meeting, computer terminals will be added to the poster hall and in general session hallways for attendees who want to look-up posters and general sessions on the fly. Computers will have the company's logo on the desktop and can be customized with company's monitor frame artwork. The itinerary planner will prove to be extremely valuable to attendees at SLEEP 2012.

On-Site Advertising



Abstract CD ROM

Sponsorship: Call for Pricing
Opportunity includes an advertisement on the back of the CD-ROM case along with a special pop-up ad each time the CD is viewed. The sponsoring company can also distribute copies of the CD-ROM from their booth which will help drive traffic. **Commitment for this item must be received by December 1, 2011.**



Aisle Signs

Sponsorship: \$2,500 per sign
The APSS utilizes hanging signs to direct attendees to specific booth numbers. Include your company name, logo and booth number on each side of the sign to pinpoint your location. Size is approximately 8' x 6' per sign (8' x 4' for your company and 8' x 2' for the SLEEP meeting logo).



Charging Station

Sponsorship: \$12,000
Offer attendees a quick "jump start" for mobile devices that are about to run out of battery power. The self-standing station, approx. 1 meter wide by 1 meter deep by 8 feet tall, will offer brand-specific charging wires (iPhone, Motorola, Blackberry, etc.) coming out of the vertical wall. There will be a shelf where mobile devices can be placed while charging. Signage for the sponsoring company will appear on all 4 sides of the station. The station will be conveniently located adjacent to Exhibit Hall C in the convention center where attendees will come for registration and poster viewing.



Hotel Keys

Sponsorship: \$25,000
Provide attendees with a customized room key available exclusively at SLEEP 2012 official hotels. Your corporate name/logo will appear on the front of the key alongside the SLEEP 2012 logo. Artwork will be coordinated between the sponsor and the hotel(s), along with key and printing costs (not included in the sponsorship amount).



Registration Fill-in Counter

Sponsorship: \$12,000
Reach attendees outside of the exhibit hall by sponsoring the Registration Fill-In Counter. This counter has a visible presence in the registration area; Sponsor can put advertisements on all four panels of the kiosk, each measuring approximately 1 meter.



Hotel Door Drops

Sponsorship: \$500/hotel for Saturday or Tuesday night; \$1,000/hotel for Sunday or Monday night

Door drops are an excellent way to communicate company news or introduce new products to attendees while they relax in their hotel rooms. Sponsors will be allowed to distribute a 1-page, double-sided flyer, no larger than 8 1/2" x 11" or a single novelty item at the Sheraton Boston Hotel, Westin Copley Place Hotel, and/or Marriott Boston Copley Place. All flyers and novelty items must be submitted in advance for approval by APSS management. Distribution will be coordinated between the sponsor and the hotel. All costs including printing and distribution are the responsibility of the sponsor. This opportunity is limited to three companies per night and is available Saturday through Tuesday.



Hotel TV Channel

Sponsorship \$10,000
Get your message to everyone staying at the SLEEP 2012 headquarter hotel. While attendees are in their rooms, your commercial can be playing continuously (pending approval) on your own dedicated TV channel. Reach attendees before they set foot on the show floor each day!



Registration Kick Panels

Sponsorship: \$3,000 per panel
Upon arrival, attendees pick up their materials and credentials at the registration counters prior to going into the meetings and Exhibit Hall. The front of each counter will offer a display area of approx. 77.5"W x 27"H.

Attendee Experiences



The Cyber Café

Sponsorship: \$15,000

A Cyber Café, located within in the SLEEP Exhibit Hall, will be available for attendees to browse the internet. Your company name/logo will be prominently displayed within the Cyber Café and will also be included on multiple locator signs throughout the exhibit floor. Help attendees stay connected while promoting your company by sponsoring the Cyber Café.



General Session Refreshment Breaks

Sponsorship: \$500

Exhibitors have the exclusive opportunity to become co-sponsors of the daily breaks. Sponsors will receive recognition on signage placed at the beverage stations as well as a personalized sign to display in your booth. Coffee breaks are served each morning and beverage breaks are served each afternoon, Monday through Wednesday. The breaks occur on the exhibit floor. To participate in this opportunity, check the box on your exhibit application and add the total to your booth space amount.

Course Coffee Break

Sponsorship: \$3,000 for both days

Over 1,800 SLEEP 2012 attendees will arrive early in Boston to participate in postgraduate courses. Reach these attendees before the exhibit hall opens! This sponsorship opportunity is available in the morning and afternoon of postgraduate course days, Saturday, June 9 and Sunday, June 10. Coffee service, complete with your corporate name and logo appearing on signage near the coffee service area, will be provided in the mornings with cold beverages provided in the afternoons. Styrofoam cups with your company's logo may also be included with the sponsorship for an additional fee.

Evening Poster Receptions

Sponsorship \$15,000

So many posters, so little time? That's what we thought too! In order to allow SLEEP 2012 attendees more time to review the science of the meeting and more time networking with colleagues,

the poster viewing sessions will be hosted on Monday and Tuesday evening and Wednesday afternoon. Poster receptions will include a cash bar and light refreshments on Monday & Tuesday evening. Sponsoring company will receive recognition in the Final Program, verbally during the event and via signage displayed outside of the event.



Friends of the Foundation

Sponsorship: \$2,500 for 10 guests, \$5,000 for 20 guests or \$10,000 for 30 guests. (A portion of your contribution may be tax deductible.)

The *Friends of the Foundation* Networking Reception will be held on Sunday, June 12, at the Sheraton Boston. Companies interested in becoming *Friends of the Foundation* have three options, all of which will be recognized by on-site signage and verbal recognition at the reception. This is a once-a-year opportunity to support vitally needed research, network with SLEEP 2012 attendees and be recognized by the sleep medicine community for your generosity.



Photo Booth

Sponsorship: \$6,500

What better way to remember time spent at SLEEP 2012 than by having a souvenir photograph to take back to the office, hospital or sleep center! An on-site photo booth will be placed at the *Friends of the Foundation* Networking Reception and will offer a strip of pictures complete with the SLEEP 2012 logo along with your company logo in the background. Sponsorship includes recognition on signage and verbally at the reception.



Speaker Ready Room

Sponsorship: \$1,500

Put your brand in front of the people who *know* sleep medicine. Speakers at SLEEP 2012 take advantage of this room to prepare for their presentations. Sponsorship includes a company name/logo screensaver on each of the ten computer monitors in the room plus signage outside of the room.



Promotional Items



Boston Map

Sponsorship: \$15,000

Few cities are as steeped in history as Boston is and this handy, fold up map measuring only 2-1/2" x 3-1/2" will easily fit into a shirt pocket or purse and will help guide attendees all over town. The front cover will feature a photo of Boston and the SLEEP 2012 logo while the back cover will contain your product and booth information. Fully opened and now measuring 9" x 16", the opposite side of the map offers the perfect canvas for more detailed information from the sponsoring company. Distributed on site to **ALL** attendees.



Tote Bags

Sponsorship: \$500 to give-away in your booth.

Provide attendees with a convention tote branded with your company's logo directly from your booth! Companies may distribute their own tote bags provided they pay to participate in the program.

Sponsorship Application is on pages 26-28.



Lanyards

Sponsorship: \$10,000

Each attendee receives a name badge accompanied by a highly visible lanyard adorned with your corporate name and logo alongside the SLEEP 2012 logo. Lanyard selection and imprint color are at the discretion of the APSS.



Notepads

Sponsorship: \$10,000

SPONSOR BOTH THE NOTEPADS AND PENS FOR \$15,000.

Each meeting attendee receives an 8 1/2" x 11" notepad as part of their registration packet. The notepad design includes the SLEEP 2012 logo along with your corporate name and logo. Imprint colors and notepad selection are at the discretion of the APSS.



Pens

Sponsorship: \$10,000

SPONSOR BOTH THE NOTEPADS AND PENS FOR \$15,000.

Each meeting attendee also receives a pen with the SLEEP 2012 logo along with that of the sponsoring company in their registration packet. The imprint colors and pen selection are at the discretion of the APSS.



Guidelines for Industry Supported Events

Industry Supported Event

Provide meeting attendees with an informative, one and a half- to three-hour satellite symposium, coordinated by your company. To participate, an Industry Supported Event proposal must be submitted for acceptance. Exhibition at the meeting is not required in order to host an Industry Supported Event.

We invite you to submit a proposal for an Industry Supported Event. The APSS defines an Industry Supported Event as:

- An educational program that is commercially supported.
- An educational program that may or may not offer continuing medical education credit for physicians.
- An educational program that is planned and implemented by an organization other than the APSS.
- An educational program that is not part of the official APSS scientific program, but is held in conjunction with the SLEEP 2012 meeting.
- An educational program planned for a 1.5-3 hour time period during the allowable dates below.

Attendance at previous Industry Supported Events has ranged from 200-300 participants. The APSS does not guarantee attendance levels at Industry Supported Events.

Available Dates and Times

The APSS is accepting applications for both morning and evening Industry Sponsored Events. The following dates and times are available*:

- Saturday, June 9: 6:15pm – 9:15pm
- Monday, June 11: 6:15am – 7:45am or 6:15pm – 9:30pm
- Tuesday, June 12: 6:15am – 7:45am or 6:15pm – 9:30pm
- Wednesday, June 13: 6:15am – 7:45am

*Industry Supported Events may not begin earlier than the times indicated above, including registration.

Industry Supported Events Sponsorship Fee

The sponsorship fee for holding a morning Industry Supported Event is \$12,000. The fee for holding an evening Industry Supported Event is \$20,000. A commercial company may opt to host one (1) morning event and one (1) evening event for a sponsorship fee of \$30,000. Of this, \$2,000 must be submitted with the application. If the Industry Supported Event is approved, the remaining balance is due by **Monday, February 29, 2012**. The deposit of \$2,000 is fully refundable in the instance an Industry Supported Event application is not accepted. The sponsorship fee includes: consideration of proposal by the APSS Program Committee, one complimentary rental of the pre-registration mailing list, a link to the organizer's website, one 1/3 page ad in the SLEEP 2012 Final Program (placement is at the discretion of the APSS), and inclusion in one SLEEP 2012 pre-meeting e-blast that goes out to all pre-registered attendees (email is distributed by the APSS and content is at the discretion of the APSS). If you plan to create any enduring materials based off of your Industry Supported Event, you must notify the APSS within 90 days following SLEEP 2012.

Submission Deadline

In addition to the application, the proposal must contain the following information:

- Event Speakers and Contact Information
- Event Outline and Schedule
- Content Description

Proposals for Industry Supported Events should be submitted to the APSS Meeting Department by **December 30, 2011**. Applications will be accepted after this date if the SLEEP 2012 meeting can support additional sessions based on submissions that have already been received and accepted.

Faculty Selection Criteria

The APSS strongly recommends that organizers require their faculty to be committed to no more than two Industry Supported Events, regardless of the named industry supporter or organizing company. Further, faculty names must be, at a minimum,

tentatively confirmed and listed as part of the application in order to be considered. Upon review of the applications, the Program Committee may elect to offer feedback to Industry Supported Event organizers if potential speaker overlap is apparent. However, it is the responsibility of the speaker to make arrangements if they are ultimately scheduled to present in overlapping events.

Selection and Scheduling Procedures

Industry Supported Events are reviewed and accepted by the APSS Program Committee. The Committee accepts Industry Supported Events based on content, agenda and overall coordination with the SLEEP 2012 meeting. The APSS currently does not limit the number of Industry Supported Events accepted. The Program Committee reserves the sole right to accept and schedule all Industry Supported Events. In an effort to encourage attendance at these events, the Program Committee attempts to schedule similar sessions on different days. Scheduling is primarily based on a first-come, first-served basis. Notification of acceptance and assigned date/time will be provided in writing at the end of January 2012. The balance of the sponsorship fee will also be invoiced at this time and is due by **Monday, February 29, 2012**.

Cancellation

Notice of cancellation must be submitted in writing. The cancellation of an Industry Supported Event that has been accepted is entitled to a refund equal to 30% of the total sponsorship fee provided notice is received prior to Monday, April 2, 2012. Cancellations after April 2, 2012, are not entitled to a refund.

Continuing Medical Education

Continuing Medical Education (CME) credit is not provided by the APSS or the American Academy of Sleep Medicine for Industry Supported Events. Those who elect to offer CME credit must obtain sponsorship from another Accreditation Council for Continuing Medical Education (ACCME) accredited provider. All Industry Supported Events offering CME credit must comply with the ACCME Essential Areas and Elements and the Standards for Commercial Support for Continuing Medical Education.

Logistical Planning

The following, if applicable, including all expenses, become the responsibility of the Industry Supported Event organizers:

- Meeting space (site selection and contracts)
- Audiovisual
- Catering
- Decorating
- Transportation
- Entertainment

The APSS Meeting Department will assist when possible in securing meeting space at the headquarter hotel or overflow hotels if requested. Below please find a list of the APSS contracted properties*:

1. Sheraton Boston Hotel – HEADQUARTER HOTEL
2. Hilton Boston Back Bay

3. Marriott Boston Copley Place
4. Westin Copley Place Hotel

Details of the final logistics for an Industry Supported Event must be submitted to the APSS Meeting Department no later than March 26, 2012.

**The APSS must approve all affiliate requests for function space and guest room accommodations at properties with which it has contractual obligations.*

Signage

The APSS allows ONE sign measuring no larger than 24” x 36” to be placed in the registration area at Hynes Convention Center up to one day prior to the scheduled Industry Supported Event program. Organizers of an Industry Supported Event may provide additional signage in the hotel where the program is being held, and must follow the guidelines of the hotel. Signage may not be placed in hotels other than the one hosting the Industry Supported Event. All signage must receive APSS approval prior to print. Flyers or handouts are prohibited unless prior approval is obtained.

Promotion

Industry Supported Event organizers have the following opportunities to advertise an event: mailing list rental of SLEEP 2012 meeting attendees, mailing list rental of SRS/AASM membership lists and advertising in the SLEEP 2012 Final Program. The APSS requires that any and all promotion of Industry Supported Events receive APSS approval. Organizers should allow one business week for the approval process. Please keep the approval process in mind when planning promotional materials so as not to strain design and print timelines. Promotional materials include but are not limited to: invitations, announcements, solicitations, advertisements and signage. Contact the APSS Meeting Department or visit the SLEEP 2012 website at www.sleepmeeting.org for additional information on promotional opportunities.

Use of APSS and SLEEP 2012 Name and Logo

The APSS and SLEEP 2012 name, logo, acronym and any reference to the meeting are proprietary and may not be used in signs, advertisements or promotions without consent and approval by the APSS. This guideline applies before, during and after the SLEEP 2012 meeting.

Questions

All questions regarding Industry Supported Events may be directed to Kathy Lovato, Meeting Planner, at (630) 737-9700 or klovato@aasmnet.org.

**Industry Supported Event
Application is on page 29.**



Guidelines for Industry Product Theaters

Industry Product Theater

Provide information regarding your products or services to attendees during a special one-hour presentation in a theater located adjacent to the SLEEP 2012 Exhibit Hall. The APSS does not permit CME to be offered by any organization for events held in the Industry Product Theater.

We invite you to submit an application for an Industry Product Theater. Exhibition at the meeting is a requirement in order to host an Industry Product Theater.

Available Dates and Times

The following dates and times are available*:

- Monday, June 11: 12:30pm – 1:30pm
- Tuesday, June 12: 12:30pm – 1:30pm
- Wednesday, June 13: 12:30pm – 1:30pm

*Presentations may not begin earlier than the times indicated above; registration may not begin before 12:00pm.

Industry Product Theater Sponsorship Fee

The sponsorship fee for hosting an Industry Product Theater is \$12,000 per day. The sponsorship fee is due with submission of the application. The sponsorship fee includes: one product theater located on the Exhibit Hall floor set classroom-style for 150, a standard audiovisual package, a podium and one (1) six-foot, skirted table at the back of the room for promotional materials or food and beverage, one complimentary rental of the pre-registration mailing list, and inclusion in one SLEEP 2012 pre-meeting e-blast that goes out to all pre-registered attendees (email is distributed by the APSS and content is at the discretion of the APSS).

Submission Deadline

Applications for Industry Product Theaters should be submitted to the APSS Meeting Department by **March 9, 2012**. This opportunity has limited availability; applications will be reviewed on a first-come, first-served basis.

Selection and Scheduling Procedures

Industry Product Theater applications are reviewed and accepted by the APSS management on a first-come, first-served basis. The availability of Industry Product Theaters is limited; sponsors are encouraged to submit their applications as soon as possible. The APSS does not guarantee that the Industry Product Theaters will be unopposed. The APSS reserves the sole right to accept or reject any application, as well as to schedule the Industry Product Theaters. Notification of acceptance and assigned date/time will be provided in writing within 14 business days from the receipt of the application.

Cancellation

Notice of cancellation must be submitted in writing. The cancellation of an Industry Product Theater that has been accepted is entitled to a refund equal to 30% of the total sponsorship fee provided notice is received prior to Monday, April 2, 2012. Cancellations after April 2, 2012, are not entitled to a refund.

Continuing Medical Education

Continuing Medical Education (CME) credit is not provided by the APSS or the American Academy of Sleep Medicine for Industry Product Theaters. Companies may *not* offer CME for their presentations.

Food and Beverage

Sponsors are encouraged to provide food and beverage at this event, as it is over the lunch break; however, the costs and planning of the food and beverage is the responsibility of the sponsor. Any food and beverage must be ordered through Levy Catering at the Hynes Convention Center.

Audiovisual

A standard audiovisual package will be included in the Industry Product Theater fee. All materials will be set-up by Freeman Audiovisual and include: screen, LCD projector, podium microphone, aisle microphone and table microphone. Any

additional audiovisual equipment is the responsibility of the sponsor. All audiovisual equipment or labor must be ordered from Freeman Audiovisual.

Signage

The APSS allows ONE sign measuring no larger than 24" x 36" to be placed in the registration area at the Hynes Convention Center up to one day prior to the scheduled Industry Product Theater, as well as ONE sign measuring no larger than 24" x 36" to be placed outside of the Industry Product Theater on the day of the scheduled Industry Product Theater. Organizers of an Industry Product Theater may provide additional signage in their exhibit booth. Signage may not be placed in any other locations. All signage must receive APSS approval prior to print. Flyers or handouts are prohibited unless prior approval is obtained.

Promotion

Industry Product Theater sponsors have the following opportunities to advertise their event: mailing list rental of SLEEP 2012 meeting attendees, mailing list rental of SRS/AASM membership lists and advertising in the SLEEP 2012 Final Program. The APSS requires that any and all promotion of Industry Product Theaters receive APSS approval. Promotional materials include but are not limited to: invitations, announcements, solicitations, advertisements and signage. Contact the APSS Meeting Department or visit the SLEEP 2012 website at www.sleepmeeting.org for additional information on promotional opportunities.

Use of APSS and SLEEP 2012 Name and Logo

The APSS and SLEEP 2012 name, logo, acronym and any reference to the meeting are proprietary and may not be used in signs, advertisements or promotions without consent and approval by the APSS. This guideline applies before, during and after the SLEEP 2012 meeting.

Questions

All questions regarding Industry Product Theaters may be directed to Mark McGowan, National Sales Executive, at (630) 737-9744 or mmcgowan@aasmnet.org.

Our participation in the SLEEP 2011 conference was very productive. Our meetings and discussions with sleep medicine researchers, physicians, technicians and other attendees served as a good sounding board for our current and developing product line. We will most certainly attend next year.

**-Eyal Golan,
Jant Pharmacal
(first-time exhibitor)**

**Industry Product Theater
Application is on page 30.**

Guidelines for Executive Suites

We invite you to submit an application for an Executive Suite. Exhibition at the meeting is a requirement in order to rent one of the Executive Suites. In addition to the standard sponsorship rules and regulations, the following regulations will apply:

Available Dates and Times

Rental of an Executive Suite will grant exhibitors access during the following times:

- Monday, June 11: 9:15am – 5:00pm
- Tuesday, June 12: 9:00am – 5:00pm
- Wednesday, June 13: 9:00am – 3:00pm

One key will be issued to the exhibiting company; **this will be the ONLY key for the suite.** This means, all catering and cleaning orders will require an exhibitor to be present to unlock the room and the exhibiting company will be responsible for any fees for unlocking the door should the key be lost.

Rental Fee

The rental fee for an Executive Suite is **\$7,500** for a 3-day rental. Suites may not be rented on a “per day” basis. The payment is due with submission of the application. The rental fee includes: one 18’x18’ carpeted executive suite located adjacent to the Exhibit Hall floor, with 8’ high grey hard walls (no ceiling), one lockable door, and a small identification sign posted on the door listing the company name and suite number.

Safety & Design Regulations

The suite may NOT be used for empty crate storage. Graphics may NOT be placed on the outside walls and/or door. Hanging signs will not be permitted above the suites.

Submission Deadline

This opportunity has limited availability; applications will be reviewed on a first-come, first-served basis.

Cancellation

Notice of cancellation must be submitted in writing. The cancellation of an Executive Suite that has been accepted is entitled to a refund equal to 30% of the total sponsorship fee provided notice is received prior to Wednesday, April 2, 2012. Cancellations after April 2, 2012, are not entitled to a refund.

Continuing Medical Education

Continuing Medical Education (CME) credit is not provided by the APSS or the American Academy of Sleep Medicine for Executive Suites. Companies may *not* offer CME for their presentations and/or suite activities.

Food and Beverage

Exhibitors may place food and beverage orders to be delivered to their suite; any food and beverage must be ordered through Levy Catering.

Audiovisual

Any necessary audiovisual equipment is the responsibility of the exhibitor. All audiovisual equipment or labor (i.e., microphones, laser pointers, screens, etc.) must be ordered from Freeman Audiovisual.

Signage

The APSS will provide ONE small, identification sign measuring no larger than 5” x 12” to be placed on the door of the Executive Suite. Exhibitors with an Executive Suite may provide additional signage in their exhibit booth directing attendees to their suite and one sign measuring no larger than 24”x36” to be placed directly outside of the suite. Signage may not be placed in any other locations. All signage must receive APSS approval prior to print.

Questions

All questions regarding Executive Suites may be directed to Mark McGowan, National Sales Account Executive, at (630) 737-9744 or mmcgowan@aasmnet.org.

The conference was a blast! We received many compliments and a great deal of encouragement from experts and academia. We also got a lot of interest from other businesses to partner with them.

**-John W. Schultz,
Squire Sleep Systems
(first-time exhibitor)**



Planning for SLEEP 2012

Exhibitor Registration

Exhibitor Registration Hours:

Friday, June 8:	4:30pm – 6:00pm
Saturday, June 9:	6:30am - 5:30pm
Sunday, June 10:	6:30am - 5:30pm
Monday, June 11:	6:30am - 5:30pm

Each exhibiting company receives four complimentary Exhibit Hall pass registrations per 10' x 10' booth rental, with a maximum of 20 complimentary Exhibit Hall pass registrations. These registrations allow entrance to the Exhibit Hall only. Additional Exhibit Hall pass registrations may be purchased for a \$75.00 fee.

Exhibiting companies also receive one complimentary exhibitor full-meeting registration, which includes entrance to the Exhibit Hall and general sessions. Any additional individual exhibitors who wish to attend any scientific portion of the meeting will be required to register as an exhibitor full-meeting attendee and pay the required fees.

The APSS requires exhibitors to register prior to the meeting. If a company representative chooses to register on-site or is not pre-registered, the individual must provide proof of affiliation, such as a business card, and provide payment. Please expect delays at the exhibitor registration counter if registering on-site.

On-site changes to pre-registered company representatives are to be made by the primary company contact designated on the application. No swapping or substituting of badges is approved unless permitted by the primary company contact.

Exhibitor badges will be distributed at the exhibitor registration counter during SLEEP 2012. Company representatives and meeting attendees must wear a badge in order to enter the Exhibit Hall. Badges must be worn at all times. Altering an exhibitor badge with the insertion of a business card is not permitted. Guest badges will not be issued for exhibitors' guests.

Early Access for Exhibitors

Booth personnel are permitted access to the Exhibit Hall two hours before and one hour after the official exhibit hours. An exhibit badge is required for entrance. Admittance during move-in or move-out times is limited to those individuals employed by the exhibiting company or directly responsible for installation/dismantling.

Exhibit Colors

Drape colors are gold and white. The aisle carpet color is charcoal.

Final Program Listing

Each exhibiting company is entitled to one 50-word description of company products and/or services for print in the SLEEP 2012 Final Program. Word limitations for the descriptions will be enforced. Descriptions longer than the allowable limit will be edited by the APSS without approval from the exhibiting company. The company name, city, state/province, country and toll-free number and website will automatically be printed in the program and are not included in the 50-word count. The description should be submitted type written or via email to Kathy Lovato, Meeting Planner, at klovato@aasmnet.org by no later than Friday, March 26, 2012. Company descriptions that are received after this date will not be included in the Final Program.

Companies may upgrade their final program listing. Upgrade includes your company's 4-color logo as well as your entire description in bold. **Cost: \$100**

Companies may also add a QR Code to their company description. QR Code will be hyperlinked to a website of company's choice. **Cost \$100.**

Choose **BOTH** upgrades and save! Add-on the Company Description Upgrade AND the QR Code for **\$175.00!** Please refer to the exhibit space application on pages 22-25 to add this upgrade to your final program listing.

Move-in/Move-out

Exhibit move-in will begin on Saturday, June 9 from 12:30pm until 5:00pm, and continue on Sunday, June 10 from 8:00am until 5:00pm. All crates and carts must be removed from the Exhibit Hall by 5:00pm on Sunday. Company representatives may continue working in their booth until 9:00pm on Sunday with prior approval. Exhibit space not occupied by 5:00pm on Sunday, June 10 will be forfeited and crates will be removed at the exhibitor's expense. Space may be resold or reassigned without refund.

Exhibit move-out may not begin before 2:00pm on Wednesday, June 13 and must be completed by 12:00pm on Thursday, June 14. Packing/dismantling of exhibits is strictly prohibited prior to the official closing time. Exhibit space not cleared by 12:00pm on Thursday, June 14 will be dismantled at the exhibitor's expense and liability. Exhibitors who do not comply with these times may jeopardize participation at future SLEEP meetings.

Note: Move-in/Move-out times are subject to change.

Lead Retrieval

Lead retrieval systems will be offered to exhibiting companies. Each badge will have a 1-D bar code that will enable the exhibiting companies to easily gather contact information from the attendees. Detailed information will be provided in the exhibitor service kit. **NEW THIS YEAR!** We will collect the National Provider Identifier (NPI) number from physicians during the registration process.

Ceiling Height

Ceiling height at Hynes Convention Center Halls C & D varies from 15 feet to 42 feet. Inline and corner booths are restricted to 8' high max build height regardless of booth assignment. Island booths sized 20' x 20' and larger are restricted to 22' high max build height in Hall D and 12' high max build height in Hall C. There are, however, some areas located in the Hall D where the ceiling height drops to 20 feet. In those instances, a 12' high max build height will be enforced. Two-story or multi-level booth designs will not be permitted. Please refer to the floor plan on pages 32-33 for specific heights in the hall. Further information regarding booth construction and hanging sign lengths will be included in the Exhibitor Service Kit available in March.

Lighting

Overhead or truss lighting systems, attached to the facility steel structure, are permitted ONLY for island booths measuring 600 square feet or larger. Exhibitors wishing to hang lighting systems will be required to submit the appropriate forms to Freeman Decorating and the APSS Meeting Department. All requests must be reviewed and approved by the APSS. Lighting instruments, regardless of the type, must be positioned inside the perimeter boundaries of the purchased floor space. Projecting light beams or images outside the perimeter boundary of the booth (including external aisles) is prohibited. Special effects (spinning, rotating, and pulsating) must not interfere with other exhibits or detract from the professional atmosphere of the exhibition. Companies wishing to utilize overhead or truss

lighting must check the box on the exhibitor space application as well as include the appropriate fees outlined below:

600-799 sq. ft. = \$100	1000-1399 sq. ft. = \$150
800-999 sq. ft. = \$125	1400+ sq. ft. = \$200

****Please note for Boston: Low ceiling heights in Hall C limit the use of truss lighting or hanging signs. Please reference the floor plan on pages 32-33 for more information.**

Tote Bags

Exhibitors will be permitted to distribute their company's tote bags by participating in the tote bag program. Please refer to page 13 for more information.

Sponsorship: \$500 to give-away in your booth.

Mailing Lists

Exhibiting companies will be allowed to purchase pre- and post-meeting mailing lists. Mailing lists are provided in label format. An electronic version may be provided to an established bonded third-party mail house. A rental agreement along with a proof of the mailing piece must be submitted and approved by APSS management before the labels or electronic mailing list will be provided. Please allow one week for processing. Use of the APSS/SLEEP logo is prohibited unless prior authorization has been received. Post-meeting mailing lists are available for purchase until July 27, 2012. Exhibiting companies are permitted to purchase one post-meeting mailing list. For more information, contact the Kathy Lovato, Meeting Planner, at (630) 737-9700.

Affiliate Function, Hospitality Suite and Meeting Room Requests

Hosting ancillary meetings, social or educational forums, or opening a hospitality suite, requires approval from the APSS management. Requests for all function space at the APSS contracted hotels must be arranged and approved through the APSS. Space requests for events to be held in the Hynes Convention Center will not be approved.

In order to fully promote the educational activities of the meeting and the visitation of the Exhibit Hall, the APSS prohibits the use of hospitality suites and meeting rooms during the scientific program on June 10 from 1:00pm to 10:00pm and June 11-13 from 8:00am to 6:00pm. Companies that do not exhibit at SLEEP are not allowed to host hospitality functions, conduct market research or distribute handouts.

To receive permission for a meeting room or hospitality suite, please submit the form on page 31 to Kathy Lovato, Meeting Planner, at klovato@aasmnet.org. Please allow approximately 5-7 business days to process the request. The deadline for meeting room or hospitality suite requests is Friday, May 30, 2012.

Affiliate Meeting Application is on page 31.

Housing Information

All hotel room reservations must be made through the SLEEP Housing Bureau. Companies or organizations planning to reserve a block of 10 or more sleeping rooms must receive approval from the APSS Meeting Department. Blocks of 10 or more rooms will not be permitted at the Sheraton Boston Hotel, the SLEEP 2012 headquarter hotel. In order to receive approval, submit the housing request form on page 31 to the APSS Meeting Department via fax to (630) 737-9789 or via email to Kathy Lovato at klovato@aasmnet.org. The Meeting Department will begin accepting housing request forms on February 1, 2012. Allow approximately one week for requests to be reviewed. The deadline to submit housing requests is April 25, 2012.

The APSS will only approve a block if it is equal to or less than the number of rooms that the group utilized during the previous year's annual meeting. If exhibiting companies require additional accommodations, please provide the rationale on the housing request form.

Housing Policies & Procedures (For Group Blocks of 10 or More Sleeping Rooms)

The following policies and procedures apply to the official APSS hotels for the SLEEP 2012 26th Annual Meeting, June 9-13, 2012, in Boston, Massachusetts.

- All group blocks of 10 or more sleeping rooms require written approval from the APSS. Email Kathy Lovato at klovato@aasmnet.org to submit your request. Approval is required prior to making reservations with the SLEEP Housing Bureau. All requests **must** include:
 1. Date of arrival and departure
 2. Number of rooms required
 3. Preferred location
- After receiving approval from the APSS, arrange your company's accommodations with the SLEEP Housing Bureau. You will be asked to provide a credit card deposit to hold the reservation.
- Reservations may be made beginning in early 2012. Visit www.sleepmeeting.org for further information.
- Any cancellations after May 9, 2012, will incur a \$25.00 cancellation fee.

Sheraton Boston Hotel – HEADQUARTER HOTEL

39 Dalton Street, Boston, MA 02199
Connected to Convention Center

Hilton Boston Back Bay

40 Dalton Street, Boston, MA 02115
1 Block from Convention Center

Marriott Boston Copley Place

110 Huntington Avenue, Boston, MA 02116
2 Blocks from Convention Center

Westin Copley Place Hotel

10 Huntington Avenue, Boston, MA 02116
3 Blocks from Convention Center

The Midtown Hotel

220 Huntington Avenue, Boston, MA 02115
4 Blocks from Convention Center

**Housing Request Application
is on page 31.**



Application for Exhibit Space



SLEEP 2012 26th Annual Meeting of the APSS

Hynes Convention Center, Boston, Massachusetts, June 9-13, 2012

Exhibit Dates: June 11-13, 2012

Deadline for consideration of points: January 31, 2012

COMPANY INFORMATION

Please type or clearly print the company name as it should appear in the Final Program. Use upper and lower case.

Company Name: _____

Primary Contact Person & Title: _____
(This person should receive all pre-meeting communications)

Address: _____

City _____ State _____ Postal Code _____ Country: _____

Telephone: _____ / _____ Fax: _____ / _____ Email: _____

Final Program/Toll-free number: _____ / _____ Website: _____
(Phone number to be included within the Final Program) (Website to be included within the Final Program)

On-site Contact Person & Title: _____
(This person will be present at the meeting and can make decisions regarding badge allotments.)

On-site Contact Phone Number: _____ / _____
(This is the number we can call to reach the on-site contact while in Boston.)

RATES & SELECTIONS

The APSS makes every effort to accommodate your booth preferences. Please indicate booth numbers in order of preference (*see floor plan for booth numbers*):

1st choice _____ 2nd choice _____ 3rd choice _____ 4th choice _____

	Premium Booth Rental On or Before January 11	Premium Booth Rental After January 11	Standard Booth Rental On or Before January 11	Standard Booth Rental After January 11
Inline 10x10 Booth:	\$2,200	\$2,400	\$2,000	\$2,200
Corner 10x10 Booth:	\$2,400	\$2,600	\$2,200	\$2,400
Island Booth, per 100 square feet*	\$2,400	\$2,600	\$2,200	\$2,400
Non-profit 10x10 Booth			\$1,500	\$1,800

*An island booth is bordered on all four sides by aisles.

Total payment for largest requested booth: \$ _____

While all preferences will be considered, requests to be near (*or distanced*) from particular companies may hinder your requested placement as indicated above.

Exhibitors we wish to be near: _____

Exhibitors we do **NOT** wish to be near: _____

COMPANY DESCRIPTION

Each company will be listed alphabetically in the Final Program. This listing is to include company name, city, state, country, toll-free number, website address and a 50-word description. **Descriptions longer than 50 words will be edited at the discretion of the APSS.** If a description is not received, only the company name, city, state and country listed on this application will be used. The description should be emailed to klovato@aasmnet.org. Deadline to submit description is Friday, March 26, 2012. If your company plans to upgrade your exhibitor listing for \$100 or include a QR Code for \$100, the 4-color company logo and/or QR Code information is due by Friday, March 26, 2012 via email to klovato@aasmnet.org.

Check this box if your company wishes to upgrade its exhibitor listing. Please add the appropriate amount to your grand total for booth space.

EXHIBIT HALL SALES

- Company will not participate in exhibit hall sales.
- Company intends to participate in exhibit hall sales. The company and all affiliates have reviewed the APSS rules and regulations and agree to comply with the policies of the APSS, the Hynes Convention Center, the city of Boston and the state of Massachusetts. Please provide a list of all products and/or services to be sold at SLEEP 2012.

HANDOUTS/GIVE-AWAYS

Handouts and give-aways, with the exception of company literature, must be approved by the APSS.

I/we request permission to distribute, in the manner of handouts, give-aways, drawings and/or contests the following materials (please enclose sample if possible):

- Check this box if your company plans to serve catered food and/or beverage from your booth.
- Check this box if your company would like to have **truss lighting** in the booth. Please add the appropriate fees to your grand total.
- Check this box if your company would like to become an official sponsor of the **refreshment breaks**. Please add \$500 to your grand total below.
- Check this box if your company would like to **distribute tote bags** from your booth. Please add \$500 to your grand total below.

HANGING SIGNS

- By checking this box, your company is notifying the APSS of the intent to hang a sign within the company's designated booth space. The company and all affiliates agree to comply with the rules and regulations of the APSS and the Hynes Convention Center during installation, exhibition and dismantling. Please refer to page 20 to see which booths are in the designated hanging sign area.

\$ _____ Final Program Upgrade (Add \$100)
\$ _____ QR Code Upgrade (Add \$100)
\$ _____ Program Upgrade/QR Code Combo (Add \$175)
\$ _____ Exhibit Space Total
\$ _____ Truss Lighting Upgrade (See chart on page 20 for pricing)
\$ _____ Refreshment Break Sponsor (Add \$500)
\$ _____ Meeting Bag Sponsor (Add \$500)
\$ _____ **GRAND TOTAL**

Payment Information

Personal Check or Money Order (Checks and international money orders should be made payable to the APSS. Checks will not be accepted unless they are made in U.S. funds drawn on a U.S. bank.)

Credit Card Please charge (Grand Total): \$ _____ to my (circle one) VISA / MasterCard / American Express

Card Number: _____ Expiration Date: ____/____/____ Validation Code*: _____

Name on Card: _____ Signature: _____ Billing Zip Code: _____

**For VISA or MasterCard, the validation code is the last three digits in the signature box. For an American Express, the validation code is the four numbers above the credit card number.*

AGREEMENT/SIGNATURE

We agree to abide by the exhibit rules and regulations and any amendments thereto, all of which are indicated in this prospectus, and are a part of this application. If an exhibitor cancels or reduces their exhibit space prior to **May 10, 2012**, they will be responsible for 20% of the total contracted space costs. No refunds will be issued for cancellations/reductions after **May 10, 2012**.

Signature _____ Title _____

(Authorized Representative)

Printed Name: _____ Date ____/____/____

Please return this completed application as soon as possible to:

APSS Meeting Department, Attn: Kathy Lovato
2510 North Frontage Road, Darien, IL 60561

Phone: (630) 737-9700 | Fax: (630) 737-9789 | Email: klovato@aasmnet.org

Rules and Regulations

ACCESS TO EXHIBIT HALL

No one under the age of 16 is allowed on the exhibit floor at any time. This includes move-in and move-out. All company representatives must wear their exhibitor badges at all times. Independent service contractors must wear a badge in order to access the Exhibit Hall for booth installation. Contractors may pick up a badge at the SLEEP 2012 exhibitor registration counter.

AMERICANS WITH DISABILITIES ACT

Each exhibitor is responsible for compliance with the Americans with Disabilities Act (ADA) within its booth and assigned space.

BOOTH CONDUCT

No exhibitor may operate in a way that interferes with the rights of another exhibitor. Exhibits and display materials may not span beyond the space allotted. All exhibits should be presented in a professional manner. Operation of sound devices is allowed if the volume is not disturbing to other exhibitors as determined by APSS management. The APSS reserves the right to curtail exhibits or parts of exhibits that are deemed inappropriate or unprofessional. The following practices are disallowed by the APSS:

- Loud electrical or other mechanical apparatus disturbing other exhibitors
- Theater seating arrangements for more than 5 individuals and/or presentation stages
- Use of professional actors, magicians or performers (may be allowed with prior approval)
- Canvassing outside the booth including aisles, entrances or any other public space
- Entering another exhibitor's booth without permission
- Live music
- Displaying or distributing helium balloons
- Door drops at the official meeting hotels (sponsorship opportunity)
- Photographs of attendees or another exhibitor's booth without permission
- Smoking in or around the Exhibit Hall or meeting space
- Threats from exhibiting companies to staff or individuals representing other exhibiting companies

BOOTH CONSTRUCTION

Each exhibit booth space, with the exception of island booths, will have an 8' draped background and 3' side drapes. Within perimeter and in-line booths, all display material is restricted to a maximum height of 4' in the front 5' of the booth, and a maximum height of 8' in the back 5' of the booth. An island display, bound on four sides by aisles, may use the full cubic content of space. The floor support may not exceed 22' in height in Hall D and 12' in height in Hall C, and sufficient see-through areas must be provided to ensure the view of adjacent exhibits. Any variations must be approved in advance by the APSS. Company name, product, logo or floor support may not exceed 22' in height in Hall D and 12' in height in Hall C. No exhibit may span an aisle by roofing or floor covering. Double decker or two story booths are not allowed.

Exposed, unfinished sides or exhibit backgrounds must be draped to present an attractive appearance. Inspection of the exhibits will be made during set-up and exhibitors will be notified if any deviation from the APSS exhibit rules is noted. In the event the exhibitor is not available, the decorator, with the approval of the APSS, will provide draping deemed necessary and submit charges to the exhibitor.

CANCELLATIONS, REFUNDS & REDUCTIONS IN SPACE

All notices of cancellation must be received in writing. The date of receipt of such notice will be used as the official cancellation/reduction date. Notices received prior to May 10, 2012, will incur a penalty equal to 20% of the total contracted space costs. Refunds will not be given for cancellations/reductions received after May 10, 2012. The APSS reserves the right to reassign booth space and/or booth numbers for any company who reduces their booth size.

All refunds due based on actual booth assignment will be processed and returned following the booth assignment notification letter.

CARPETING

The Hynes Convention Center is a non-carpeted Exhibit Hall. **All exhibiting companies are required to carpet the full extent of the square footage assigned. This applies to all booth types (in-line, corner and island).** Carpet must be ordered

through Freeman Decorating; additional information and pricing details will be available in the Exhibitor Service Kit in late March.

DEMONSTRATIONS/PROMOTIONAL ACTIVITIES

All demonstrations and promotional activities shall be confined to the space allotted to each exhibiting company in the Exhibit Hall. Exhibitors and their personnel, or any other company/organization, including those not exhibiting in the Exhibit Hall, are prohibited from displaying or demonstrating products, soliciting orders or distributing advertising materials anywhere in APSS contracted space to include but not limited to convention centers, conference centers and hotels. Theatre seating in an exhibitor's booth may not exceed seating for 5 individuals.

DRESS CODE

The dress code at SLEEP 2012 is business casual. All exhibitors are required to adhere to this dress code; the APSS reserves the right to remove any exhibitor who does not comply with this dress code from the Exhibit Hall or meeting space.

FINANCIAL STANDING

At any time leading up to SLEEP 2012, if it is determined that an exhibiting organization is not in good financial standing with the APSS, AASM or SRS, the APSS reserves the right to cancel the booth rental and apply that money to the outstanding debts of the exhibiting organization. The organization will be informed of this decision and will have 30 days to cure all debts. Only organizations in good financial standing will be allowed to exhibit at SLEEP 2012.

FDA REGULATIONS

Exhibitors should be aware of the Food and Drug Administration (FDA) restrictions on the promotion of investigational and pre-approved drugs and devices. The FDA also prohibits the promotion of approved drugs for unapproved purposes.

FIRE REGULATIONS

The Fire Department has strict rules concerning fireproofing of all material used in booth construction and furnishings, as well as securing oxygen tanks and other flammable substance. Should your exhibit include an oxygen tank or other flammable substance, please be sure it is properly secured. It is necessary for you to bring the manufacturer's certification that your booth materials are fireproof. If inspection indicates that an exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, the APSS reserves the right to cancel all or part of the exhibit proven to be irregular. If exhibitors fail to comply with applicable fire regulations, the APSS is not obligated to monetarily refund any exhibitors.

Fire regulations prohibit the storage of empties behind any exhibit or drapery. Exhibitors may maintain a one-day supply of materials within their booth. All excess materials must be removed from the exhibit floor.

FOOD AND BEVERAGE DISTRIBUTION

Exhibiting companies will be allowed to distribute small, bite-sized individually wrapped candies. Distribution of any other food or beverage items requires approval from the APSS and is subject to the rules and regulations of the Hynes Convention Center and Levy Catering. Any companies distributing samples of their food or beverage product may be required to obtain a permit from the City of Boston. All requests should be submitted in writing to the APSS by no later than May 10, 2012. Permission will be granted on a limited basis and the APSS reserves the right to deny permission for any food and beverage distributions. Exhibitors may not dispense alcoholic beverages of any kind.

HANDOUTS AND GIVE-AWAYS

Handouts and give-aways, including prize contests and drawings, are permitted.

Please indicate on the enclosed application the intended handouts/give-aways. Permission for all handout and give-away items must be obtained prior to the opening of the Exhibit Hall and materials will only be distributed inside assigned booth space. Any distributed leaflets are limited to information about the company's products/services. Exhibitors may not hand out flyers of any kind announcing events occurring at times other than the dates of the SLEEP 2012 meeting unless prior approval has been granted. The APSS in its sole discretion shall have the right to prohibit the distribution of any samples or handouts that violates Exhibit Hall policies, deems objectionable or is otherwise inappropriate.

The distribution of bags within your exhibit space is permitted provided that your company pays the sponsorship fee to participate in the program. See page 23 to add bag handouts to your booth space total.

INDEPENDENT SERVICE CONTRACTORS

Exhibitors may opt to use independent service contractors for installation and dismantling of exhibit booths. If such contractors are used, the exhibiting firm has the responsibility of notifying the APSS in writing using the form contained in the Exhibitor Service Kit. Without such notification, the independent contractor will not be permitted to set up your booth. **Independent service contractors are responsible for notifying the APSS of the booths they will be working in and must provide proof of insurance coverage by May 10, 2012.** Communication with an independent contractor, including the rules and regulations of this prospectus, service kit and all other exhibit information is the responsibility of the exhibiting company with which the APSS has a contractual agreement.

Independent service contractors must wear a badge in order to access the Exhibit Hall for booth installation. Contractors may pick up a badge at the SLEEP 2012 exhibitor registration counter.

LIABILITY

The APSS is not and will not be liable or responsible for any injuries, theft, loss, damage of whatever nature, direct or indirect, to exhibitors, their employees, agents, goods or property of any of the foregoing from any cause or omission whatsoever.

The exhibitor agrees to protect, save and hold the Associated Professional Sleep Societies, LLC and the Hynes Convention Center, and all agents and employees thereof (hereinafter collectively called Indemnities) forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitor, and further, the exhibitor shall, at all times, protect, indemnify, save and hold harmless the indemnities against and from any and all losses, costs, damages, liability or expenses (including attorney's fees) arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees or business invitees, which arise from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises, the convention center or any part thereof.

All exhibitors must make provisions for the safeguarding of their own goods, materials, equipment and display at all times and are responsible for obtaining insurance in such amounts as deemed appropriate to comply with the exhibitors' obligations herein and for the exhibitors' own protection. The space occupied by each exhibitor must be surrendered in the same condition as it was at the time of the exhibitors' use and occupation thereof (ordinary wear and tear expected).

APSS shall have sole power in the interpretation and enforcement of all regulations contained herein, and the power to make amendments thereto and such further regulations shall be considered necessary for the proper conduct of the exhibition. Such decisions shall be binding upon exhibitors.

PHOTOGRAPHY AND VIDEO RECORDING

Photography or video recording, other than by the APSS or press approved by the APSS, is prohibited during installation, exhibition and dismantling. No cameras will be allowed on the exhibit floor or in the meeting rooms during these times. Exhibitors have control over their rented space and may prevent those considered their competitors from gaining access to photographing, videotaping or otherwise mechanically recording their exhibits or presentations. If meeting attendees are photographing, videotaping or otherwise mechanically recording exhibits or presentations, exhibitors should promptly notify meeting staff. Violation of this rule could result in the confiscation of the film or recording device, deduction of points and/or the removal of the individual or exhibiting company from the Exhibit Hall, meeting room or convention center.

REJECTION OF APPLICATION

The APSS reserves the right to reject an application, refuse rental of display space, cancel booth space after an application is approved, or curtail or close exhibits or parts of exhibits at any time prior to or during SLEEP 2012 26th Annual Meeting of the Associated Professional Sleep Societies, LLC if a person or company's conduct or display of goods is incompatible with the general character and educational objectives or reflects unfavorably on the character of SLEEP 2012 26th Annual Meeting of the Associated Professional Sleep Societies, LLC. The enforcement of this right is at the sole and absolute discretion of APSS management.

PLEASE INITIAL HERE _____

SECURITY

The Hynes Convention Center will provide security to monitor the hall during move-in, exhibition and move-out. The APSS is not responsible in any manner for the guard's actions, omissions or damages, or claims which may result from such actions or omissions. Neither the APSS nor the Hynes Convention Center will assume responsibility for exhibitors' property. Valuable items should be placed in a locked compartment in the booth or removed from the hall after show hours. If exhibitors would like their own security, they are also required to use the services of the Hynes Convention Center.

SELLING PRODUCTS

The APSS will permit on-site sales within the SLEEP 2012 Exhibit Hall. In order to conduct on-site sales, exhibitors must strictly adhere to all applicable rules, policies and procedures prior to, during and following the annual meeting. Exhibitors choosing to participate in direct sales must clearly indicate such intent on their application and contract for exhibit space. Exhibitors are solely responsible for (i) paying all applicable state and/or city sales taxes; (ii) complying with all tax laws, regulations and policies of the meeting's host city and state; and (iii) complying with any other associated tax laws, policies, regulations or requirements. The APSS is not responsible or accountable in any way for sales conducted within the Exhibit Hall, collection or payment of sales tax, compliance with applicable tax laws, or for any violations made by an exhibiting company concerning sales tax, or any other applicable tax laws, policies, regulations or requirements.

The exhibitor must provide all information and complete all applications requested from the host convention center, host city and/or host state prior to, during and following the annual meeting. The APSS is not liable for providing an exhibiting company's relevant information.

Massachusetts law requires all exhibitors making sales in the Exhibit Hall to (i) obtain a Massachusetts sales and use tax permit prior to the date of the meeting; and (ii) report and pay the appropriate business and occupancy taxes and collect the appropriate retail sales tax on all applicable sales. Exhibitors failing to comply with the laws regarding Exhibit Hall sales will be removed from the Exhibit Hall. Exhibitors must provide APSS with a list of products and/or services that are intended for sale during the annual meeting no later than May 10, 2012. The APSS may decline the sale of any product and/or service within the Exhibit Hall, in its sole and absolute discretion. Sales cannot be conducted outside of the SLEEP 2012 Exhibit Hall at any time during the annual meeting. All exhibitors are required to adhere to the rules and regulations outlined within the exhibitor prospectus; the APSS reserves the right to remove any exhibitor who does not comply with the Exhibit Hall or meeting space's rules and regulations.

STAFFING OF EXHIBITS

Exhibits must be staffed and operational at all times during show hours. Exhibitors vacating their booth before the closing of each day or prior to the final close of the show will incur a loss of priority points and may be denied exhibit space at future SLEEP meetings. Move-out may not begin before 2:00pm on Wednesday, June 13, 2012.

SUBLETTING/SHARING

No subletting or sharing of exhibit space is allowed. Exhibitors may show only products or services manufactured or dealt by them in the regular course of business. The featuring of a name or advertisement of a non-exhibiting firm or business is prohibited.

UNIONS AND CONTRACTORS

Exhibitors agree to abide by the rules and regulations concerning local unions having agreements with the exposition facility or with authorized service contractors employed by exhibit management. Only the official contractors designated by exhibit management will be permitted in exhibit areas unless otherwise authorized by exhibit management. Exhibitors are cautioned to observe the regulations as provided herein. Failure to comply with these or any other regulation or any amendments thereto may be sufficient cause to require the immediate removal of the offending exhibitors.

USE OF APSS AND SLEEP 2012 NAME/LOGO

The Associated Professional Sleep Services, LLC (APSS) and SLEEP 2012 name, logo and acronym are proprietary and may not be used in signs, advertising, promotions or on any product literature either inside or outside the Exhibit Hall. This rule applies before, during and after the SLEEP meeting, unless prior authorization has been received from the APSS.

Sponsorship Application



SLEEP 2012 26th Annual Meeting of the APSS

Hynes Convention Center, Boston, Massachusetts, June 9-13, 2012

Sponsor Information

Company Name: _____

Contact Person & Title: _____

Address: _____

City _____ State _____ Postal Code _____ Country: _____

Telephone: _____ / _____ Fax: _____ / _____ Email: _____

Sponsorship Opportunities

- | | | | |
|------------------------------------------------------|------------------|---------------------------------------------|-----------------------------|
| <input type="checkbox"/> Hotel Keys | \$25,000 | <input type="checkbox"/> Lanyards | \$10,000 |
| <input type="checkbox"/> Abstract CD ROM | call for pricing | <input type="checkbox"/> Executive Suite | \$7,500 |
| <input type="checkbox"/> Cyber Café | \$15,000 | <input type="checkbox"/> Housing Website | \$6,000 or \$1,500 per mo. |
| <input type="checkbox"/> Boston Map | \$15,000 | <input type="checkbox"/> Photo Booth | \$6,500 |
| <input type="checkbox"/> Notepads/Pens Combined | \$15,000 | <input type="checkbox"/> Reg Kick Panels | \$3,000 each (x) _____ qty. |
| <input type="checkbox"/> Notepads | \$10,000 | <input type="checkbox"/> Aisle Signs | \$2,500 each (x) _____ qty. |
| <input type="checkbox"/> Pens | \$10,000 | <input type="checkbox"/> Speaker Ready Room | \$1,500 |
| <input type="checkbox"/> Evening Poster Presentation | \$15,000 | <input type="checkbox"/> Hotel Door Drops | call for pricing |
| <input type="checkbox"/> Charging Station | \$12,000 | <input type="checkbox"/> Refreshment Break | \$500 |
| <input type="checkbox"/> Fill-In Counter | \$12,000 | <input type="checkbox"/> Tote Bags | \$500 |
| <input type="checkbox"/> Hotel TV Channel | \$10,000 | <input type="checkbox"/> Other: _____ | \$ _____ |

\$ _____ **GRAND TOTAL**

Please contact Mark McGowan, National Sales Account Executive at (630) 737-9744 to inquire about the availability of sponsorship opportunities prior to submitting this application.

Payment Information

Personal Check or Money Order (Checks and international money orders should be made payable to the APSS. Checks will not be accepted unless they are made in U.S. funds drawn on a U.S. bank.)

Credit Card Please charge (Grand Total): \$ _____ to my (circle one) VISA / MasterCard / American Express

Card Number: _____ Expiration Date: _____ / _____

Validation Code*: _____ Billing Zip Code: _____

Name on Card: _____ Signature: _____ Billing Zip Code: _____

**For VISA or MasterCard, the validation code is the last three digits in the signature box. For an American Express, the validation code is the four numbers above the credit card number.*

Payment in full must accompany this application and agreement and be received by the APSS via postal mail at 2510 North Frontage Road, Darien, IL 60561 or via fax to (630) 737-9789. Sponsorships are non-refundable. The person signing this document expressly represents and warrants to the APSS that they are authorized by Sponsor to bind it to sponsorship agreement terms and conditions hereof. The person signing this document understands and agrees that they are personally bound and liable pursuant to the sponsorship agreement terms and conditions hereof in the event such authority to bind the Sponsor does not actually exist. **The undersigned acknowledges that they have read and accept the sponsorship agreement terms and conditions as set forth in this contract.**

Signature _____ Title _____
(Authorized Representative)

Printed Name: _____ Date _____ / _____ / _____

See attached sponsorship agreement terms and conditions and please initial where indicated.

SPONSORSHIP AGREEMENT TERMS AND CONDITIONS

The sponsorship opportunities detailed on the front/first page of this SPONSORSHIP AGREEMENT (the “Agreement”) is being organized by the Associated Professional Sleep Societies, LLC (“APSS”), an Illinois non-for-profit corporation. You, the Sponsor (hereafter the “Sponsor”), agree to abide by the terms and conditions herein and those set forth on the front/first page of this Agreement.

1. **SPONSORSHIP.** APSS, in furtherance of its tax-exempt purposes, conducts sponsorship opportunities indicated on the front/first page of this Agreement, hereinafter as “Events”. The Events are included in the SLEEP 2012 26th Annual Meeting of the Associated Professional Sleep Societies, LLC. Sponsor desires to sponsor the Events; and APSS desires to permit Sponsor to sponsor the Events on a non-exclusive basis in exchange for certain compensation. During the Term of this Agreement (as defined herein):

(a) APSS shall identify and acknowledge Sponsor as a sponsor of the Events, as permitted in connection with qualified sponsorship payments under Section 513(i) of the Internal Revenue Code of 1986, as the same may be amended or supplemented (the “Code”), and the Treasury regulations thereunder. Such identification and acknowledgment shall include displaying Sponsor’s corporate logo and certain other identifying information (as permitted in connection with qualified sponsorship payments under Section 513(i) of the Code and the Treasury regulations thereunder) on the said and applicable Events in connection with the Events, as well as on other appropriate promotional media and materials in connection with the Events. The placement, form, content, appearance, and all other aspects of such identification and acknowledgment shall be determined by APSS in its sole discretion.

(b) Sponsor shall provide to APSS, and allow it to use its trademarks, servicemarks, logos and other information, content and materials (in printed, electronic and/or other form) (collectively, the “Sponsor Marks”) in connection with Sponsor’s sponsorship of the Events; provided, however, that all uses of Sponsor’s Marks shall be determined by APSS in its sole discretion and shall be in accordance with Section 2 below.

2. **LIMITED LICENSE TO APSS.**

(a) Subject to the provisions of this Agreement, Sponsor hereby grants to APSS a non-exclusive, nontransferable, revocable license to use the Sponsor Marks solely in connection with Sponsor’s sponsorship of the Events (the “APSS License”). APSS shall have no right to sublicense the Sponsor’s Marks.

(b) All uses of the Sponsor Marks by APSS shall be in connection with goods and/or services of a consistently high standard of quality, commensurate with the current standards and reputation for quality associated with APSS, and the provision of the goods and/or services under the Sponsor Marks shall not reflect adversely upon the Sponsor Marks or Sponsor.

(c) Except as expressly granted to APSS under the terms of this Agreement, all right, title and interest in and to the Sponsor Marks shall at all times remain with Sponsor. APSS shall not

take any action that is inconsistent with Sponsor’s ownership of the Sponsor Marks or that would impair Sponsor’s rights in the Sponsor Marks, and all goodwill and benefits accruing from use of the Sponsor Marks shall inure to the benefit of Sponsor. APSS shall not, at any time, seek to register the Sponsor Marks.

(d) Sponsor represents and warrants to APSS that (i) it has the full right, power and authority to license the Sponsor Marks to APSS pursuant to this Section 2; and (ii) use of the Sponsor Marks by APSS pursuant to the terms of this Agreement will not infringe upon the proprietary rights of any person or entity.

(e) Sponsor hereby represents and warrants to APSS that as of the date hereof (i) Sponsor is a corporation duly organized, validly existing and in good standing under the laws of their residing State or Providence, and the execution, delivery and performance of this Agreement have been duly authorized by all necessary corporate action; (ii) this Agreement is the legal, valid, and binding obligation of Sponsor, enforceable against Sponsor in accordance with its terms; and (iii) none of the execution, delivery or performance of this Agreement by Sponsor will conflict with, result in a breach or violation by Sponsor of or constitute a default under, any of the terms, conditions or provisions of any contract, agreement or other instrument to or under which Sponsor is bound or affected.

3. **TERM.** The Term of this Agreement will commence on the date and year first set forth on the front/first page of this Agreement and will terminate immediately upon conclusion of the Events (“Term”), unless terminated earlier by either party as set forth in Section 8 below.

4. **CONTRIBUTION SCHEDULE.**

(a) Sponsor agrees to make a cash contribution to APSS in the total amount stated on the front/first page of this Agreement in a single lump-sum with the submission of this Agreement. Sponsor acknowledges that no part of the sponsorship fee shall be returned to the sponsor.

(b) The cash contribution known as the “sponsorship fee” is compensation to the APSS for the Sponsor License, right to sponsor the event and right to receive marketing benefits from being acknowledged by APSS as a sponsor of the Event during the terms of this agreement. Sponsor agrees that the sponsorship fee is an accurate representation of the rights provided and will not request documentation of expenses from the APSS.

(c) To the extent that any portion of a payment under this Section 4 would not (if made as a separate payment) be deemed a qualified sponsorship payment under Section 513(i) of the Code, such portion of such payment and the other portion of such payment shall be deemed and treated as separate payments.

5. **OBLIGATIONS.** The Sponsor agrees to adhere to applicable Events deadlines and provide artwork for the Events by the deadlines put forth by the APSS. The sponsor will be forwarded a detailed schedule after execution of this Agreement. If submission deadlines are missed it could result in loss of benefits or opportunities associated with the said Event(s). If Sponsor fails to meet the deadlines, Sponsor is still held liable for the cash contribution outlined in Section 4.

6. **RELATIONSHIP OF PARTIES.** The relationship of sponsor and APSS to each other is that of independent contractors. Nothing herein shall create any association,

joint venture, partnership or agency relationship of any kind between the parties. Neither party is authorized to incur any liability, obligation or expense on behalf of the other, to use the other's monetary credit in conducting any activities under this Agreement, or to represent that APSS is in the business of providing the products and/or services provided by Sponsor.

7. **INDEMNIFICATION.** Sponsor hereby agrees to indemnify, save and hold harmless APSS and its subsidiaries, affiliates, related entities, partners, agents, officers, directors, employees, attorneys, heirs, successors, and assigns, and each of them, from and against any and all claims, actions, demands, losses, damages, judgments, settlements, costs and expenses (including reasonable attorneys' fees and expenses), and liabilities of every kind and character whatsoever, which may arise by reason of: (i) any act or omission by Sponsor or any of its officers, directors, employees or agents; (ii) any use of Sponsor's name, trademarks, service marks, logo, website or other information, materials, products or services provided by Sponsor; and/or (iii) the inaccuracy or breach of any of the covenants, representations and warranties made by Sponsor in this Agreement. This indemnity shall require the payment of costs and expenses by Sponsor as they occur. APSS shall promptly notify Sponsor upon receipt of any claim or legal action referenced in this Section 7. The provisions of this Section 7 shall survive any termination or expiration of this Agreement.

8. **TERMINATION.** This Agreement shall terminate: (i) upon the occurrence of a material breach of a material provision by one (1) of the parties hereto if such breach is not cured within thirty (30) days after written notice of such breach is received by the breaching party from the non-breaching party identifying the matter constituting the material breach; or (ii) at any time upon the mutual written consent of both parties.

9. **WARRANTIES.** Sponsor and APSS covenants, warrants and represents that it shall comply with all laws and regulations applicable to this Agreement and the performance of the parties' obligations hereunder, and that it shall exercise due care and act in good faith at all times in the performance of its obligations hereunder. The provisions of this Section shall survive any termination or expiration of this Agreement.

10. **WAIVER.** Either Sponsor's or APSS' waiver of, or failure to exercise, any right provided for in this Agreement shall not be deemed a waiver of any further or future right under this Agreement.

11. **GOVERNING LAW.** All questions with respect to the construction of this Agreement or the rights and liabilities of the parties hereunder shall be determined in accordance with the laws of the State of Illinois. Any legal action taken or to be taken by either party regarding this Agreement or the rights and liabilities of parties hereunder shall be brought only before a federal, state or local court of competent jurisdiction located within the State of Illinois. Each party hereby consents to the jurisdiction of the federal, state and local courts located within the State of Illinois.

12. **HEADINGS.** The headings of the various paragraphs hereof are intended solely for the convenience of reference and are not intended for any purpose whatsoever to explain, modify

or place any construction upon any of the provisions of this Agreement.

13. **ASSIGNMENT.** This Agreement may not be assigned, or the rights granted hereunder transferred or sub-licensed, by either Sponsor or APSS without the express prior written consent of the other party.

14. **HEIRS, SUCCESSORS AND ASSIGNS.** This Agreement shall be binding upon and inure to the benefit of each party, its subsidiaries, affiliates, related entities, partners, shareholders, agents, officers, directors, employees, heirs, successors, and assigns, without regard to whether it is expressly acknowledged in any instrument of succession or assignment.

15. **COUNTERPARTS.** This Agreement may be executed in one (1) or more counterparts, each of which shall be deemed an original and all of which taken together shall constitute one (1) and the same instrument.

16. **ENTIRE AGREEMENT.** This Agreement: (i) constitutes the entire agreement between the parties hereto with respect to the subject matter hereof; (ii) supersedes and replaces all prior agreements, oral and written, between the parties relating to the subject matter hereof; and (iii) may be amended only by a written instrument clearly setting forth the amendment(s) and executed by both parties.

17. **NOTICE.** All notices or communications required or permitted hereunder must be in writing and shall be deemed to have been duly given (a) upon delivery, if delivered personally; (b) on the first business day after transmission, if delivered by facsimile transmission and such delivery is confirmed telephonically; or (c) on the first business day after the mailing or sending of such notice by commercial overnight courier (e.g. Federal Express), to the following addresses: If to APSS: Associated Professional Sleep Societies, LLC, Attention: Executive Director, 2510 North Frontage Road, Darien, IL 60561, Ph. (630) 737-9700, Fax (630) 737-9789. With a copy to: Jed R. Mandel, Chicago Law Partners, LLC, 333 West Wacker Drive, Suite 810, Chicago, IL 60606, Ph. (312) 929-1960, email jmandel@clpchicago.com. If to Sponsor: the address indicated on the front/first page of this Agreement.

18. **SEVERABILITY.** All provisions of this Agreement are severable. If any provision or portion hereof is determined to be unenforceable in arbitration or by a court of competent jurisdiction, then the remaining portion of the Agreement shall remain in full effect.

19. **REJECTION OF APPLICATION.** The APSS reserves the right to reject a sponsorship application if a company is incompatible with the general character and educational objectives or reflects unfavorably on the character of SLEEP 2012 26th Annual Meeting of the Associated Professional Sleep Societies. The enforcement of this right is at the sole and absolute discretion of APSS management.

Application to Host Industry Supported Event



SLEEP 2012 26th Annual Meeting of the APSS

Hynes Convention Center, Boston, Massachusetts, June 9-13, 2012

Submission Deadline: December 30, 2011

My signature below verifies that I have read and understand the conditions of this application, as well as the conditions and regulations published in the "Guidelines for Industry Supported Events" document. By signing below, I am indicating my company's agreement to be bound by any and all such conditions and regulations. I accept responsibility for informing all of our employees, speakers, supporters and event organizers of these conditions and for ensuring that they will abide by them also. I further understand the penalties, which may be assessed if we are in violation of these conditions. I also understand the cancellation policy for canceling our event.

Signature: _____
(Authorized Industry Supported Event Representative)

Date ____/____/____

\$2,000 payment enclosed made payable to APSS
(U.S. Funds drawn on a U.S. Bank)

Name of Event: _____

Please indicate where and when you propose to hold your event:

Requested Location (1st Choice): _____

Requested Location (2nd Choice): _____

(Selection of a venue is the responsibility of the event organizer)

Date/Time will be determined by the APSS Program Committee:

Requested Date (1st Choice): _____

Start Time: _____ End Time: _____

Requested Date (2nd Choice): _____

Start Time: _____ End Time: _____

Will there be food and beverage as part of the event?

Yes or No

Planning Organization Contact Information:

Organization: _____

Contact Person & Title: _____

Address: _____

City _____ State _____

Postal Code _____ Country: _____

Telephone: _____ / _____

Fax: _____ / _____

Email: _____

Commercial Organization Contact Information:

Organization: _____

Contact Person & Title: _____

Address: _____

City _____ State _____

Postal Code _____ Country: _____

Telephone: _____ / _____

Fax: _____ / _____

Email: _____

Will there be CME offered? Yes or No

CME Provider Contact Information:

Organization: _____

Contact Person & Title: _____

Address: _____

City _____ State _____

Postal Code _____ Country: _____

Telephone: _____ / _____

Fax: _____ / _____

Email: _____

Please attach the following information:

Event Speakers and Contact Information Event Outline and Schedule Content Description

Application must be received by the APSS Meeting Department by December 30, 2011. Please address applications with attachments to:

APSS Meeting Department | Attn: Kathy Lovato

2510 North Frontage Road, Darien, IL 60561

Phone: (630) 737-9700 | Fax: (630) 737-9789 | Email: klovato@aasmnet.org

Application to Sponsor Industry Product Theater



SLEEP 2012 26th Annual Meeting of the APSS

Hynes Convention Center, Boston, Massachusetts, June 9-13, 2012

Submission Deadline: March 9, 2012

My signature below verifies that I have read and understand the conditions of this application, as well as the conditions and regulations published in the "Guidelines for Industry Product Theaters" document. By signing below, I am indicating my company's agreement to be bound by any and all such conditions and regulations. I accept responsibility for informing all of our employees, speakers, supporters and event organizers of these conditions and for ensuring that they will abide by them also. I further understand the penalties, which may be assessed if we are in violation of these conditions. I also understand the cancellation policy for canceling our product theater.

Signature: _____
(Authorized Company Representative)

Date ____/____/____

\$12,000 payment enclosed made payable to APSS
(U.S. Funds drawn on a U.S. Bank)

Name of Event: _____

Date will be determined by the APSS Meeting Department:

Theaters are available during lunch (12:30pm – 1:30pm) on Monday, June 11, Tuesday, June 12 and Wednesday, June 13, 2012.

Requested Day (1st Choice):

Requested Day (2nd Choice):

Will there be food and beverage as part of the event?

Yes or No

Please attach the following information:

Event Speakers and Contact Information Event Outline and Schedule Content Description

Application must be received by the APSS Meeting Department by **March 9, 2012**. Please address applications with attachments to:

APSS Meeting Department | Attn: Kathy Lovato

2510 North Frontage Road, Darien, IL 60561

Phone: (630) 737-9700 | Fax: (630) 737-9789 | Email: klovato@aasmnet.org

Housing Request Application For Group Blocks of 10 or More Rooms



SLEEP 2012 26th Annual Meeting of the Associated Professional Sleep Societies, LLC

Hynes Convention Center – Boston, Massachusetts, June 9-13, 2012

Exhibiting Company: _____

Primary Contact Name: _____

Address: _____

Telephone: _____ / _____ Email: _____

Date(s) of Arrival: _____ Date(s) of Departure: _____

Number of Rooms Required*: _____

Preferred Location(s): _____

Additional Information/Comments: _____

*The APSS will only approve a block of rooms if it is equal to or less than the number of rooms that the group utilized during the previous year's annual meeting. If the group requires additional accommodations, please provide the rationale in the additional information/comments space above.

Affiliate Meeting Request Application

SLEEP 2012 26th Annual Meeting of the Associated Professional Sleep Societies, LLC

Hynes Convention Center – Boston, Massachusetts, June 9-13, 2012

Exhibiting Company: _____

Primary Contact Name: _____

Address: _____

Telephone: _____ / _____ Email: _____

Date(s) of Arrival: _____ Date(s) of Departure: _____

Number of Rooms Required*: _____

Preferred Location(s): _____

Estimated Attendance: _____ Estimated Number of SLEEP Participants: _____

Purpose of Meeting: _____

Food, Beverage and Audio Visual Requirements: _____


Additional Information/Comments: _____


*Affiliate functions may not be scheduled during the following blackout program hours:


Sunday, June 10: 1:00pm – 10:00pm
Monday, June 11 – Wednesday, June 13: 8:00am – 6:15pm


SLEEP 2012 | Level 2: Exhibit Hall C


Legend

 = 17'4" Ceiling Height

 = 16'6" Ceiling Height

 = 20'

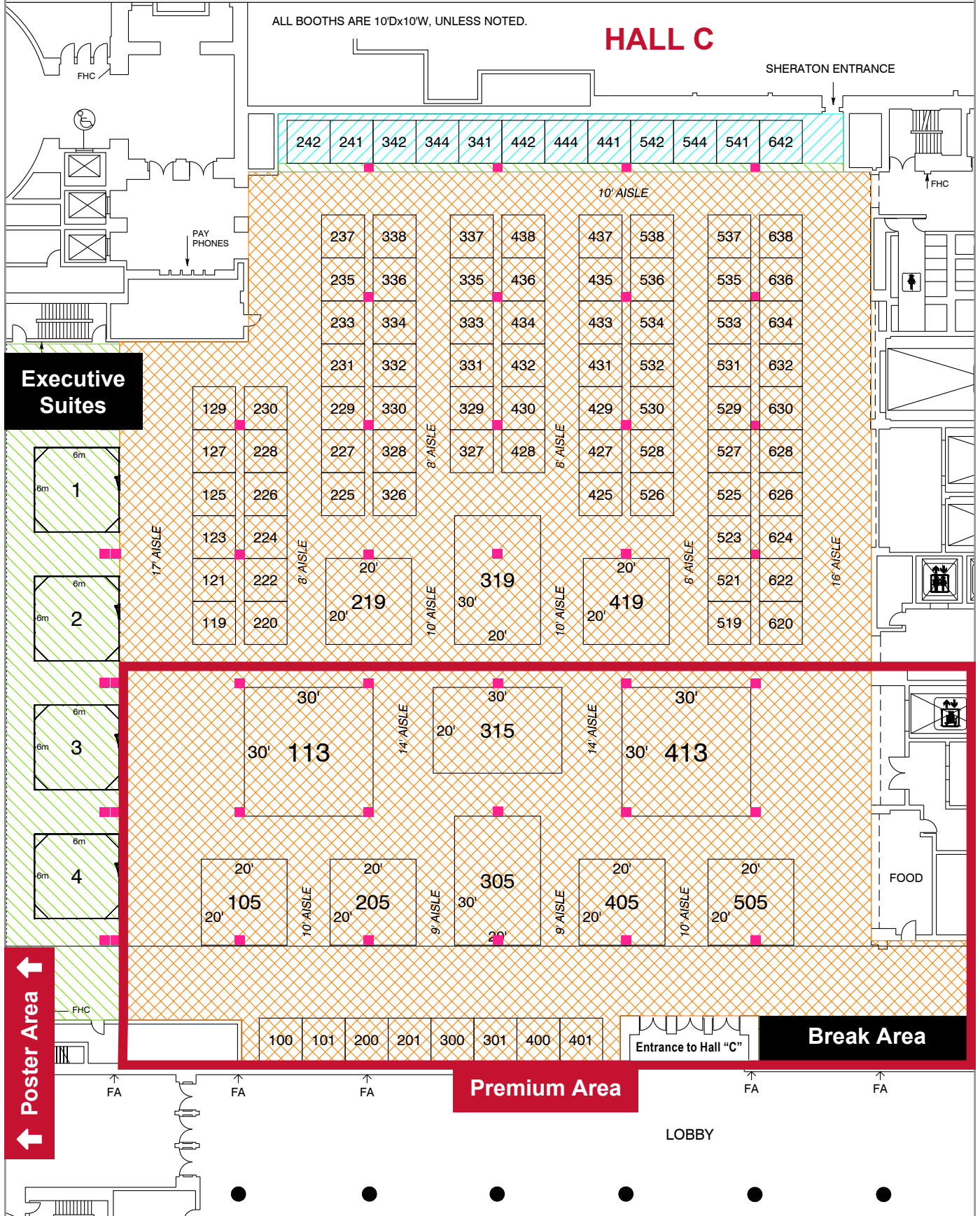
 = Column

 = 42'

ALL BOOTHS ARE 10'Dx10'W, UNLESS NOTED.

HALL C

SHERATON ENTRANCE



Executive Suites

1

2

3

4

↑

Poster Area

↑


Break Area


Premium Area


LOBBY


SLEEP 2012 | Level 2: Exhibit Hall D


Legend

 = 17'4" Ceiling Height

 = 16'6" Ceiling Height

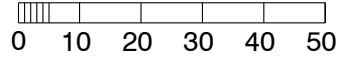
 = 20'

 = Column

 = 42'

HALL D

SCALE IN FEET



SHERATON ENTRANCE

NORTH

