

21 - 24 March Madrid, Spain



COVERING MORE GROUND

Recognized around the world as the authority in clinical chest medicine, the American College of Chest Physicians (ACCP) is inviting the global community to attend CHEST World Congress 2014. The ACCP is pleased to host this congress 21 – 24 March in Madrid, Spain.

This premiere clinical event will feature simulation-based education, caseand problem-based sessions, and evidence-based medicine for clinical respirologists, intensive care physicians, and specialists in sleep medicine. CHEST World Congress 2014 will offer innovative and diverse educational opportunities similar to the annual CHEST meeting, featuring expert faculty from around the world and integrating original research and guideline recommendations from the *CHEST* journal.





Richard S. Irwin, MD, Master FCCP
Editor in Chief, CHEST Journal
Chair, Critical Care Operations
University of Massachusetts Medical School
Worchester, Massachusetts



CHEST JOURNAL FOCUS



CHEST Editor in Chief, Richard S. Irwin, MD, Master FCCP, will chair the congress. Special sessions throughout the meeting will focus on original research, evidence-based medicine, and clinical practice guidelines originally published in CHEST.

EXHIBIT OPPORTUNITIES

Exhibit at CHEST World Congress 2014 to connect with 1,500 physicians and medical professionals from around the world. Exhibit to showcase your products and services to clinicians. Meet face-to-face with attendees who want to learn about the latest treatments and devices to enhance patient care and outcomes in their communities. The congress offers over 26 hours of exhibit time in the Clinical Resource Center (exhibit hall) over a period of 4 days, with more than 11 hours unopposed.

The ACCP looks forward to welcoming you to Madrid, a modern, vibrant, cosmopolitan city.



Target Audience

Respirologists
Critical Care Physicians
Sleep Medicine Physicians
Physicians-in-Training
Heads of Departments
Cardiothoracic Surgeons
Anesthesiologists
Cardiologists
General Medicine Physicians
Physiotherapists
Nurses



AUDIENCE REACH

(*)

20% of our members are from outside the US.

ACCP MEMBERSHIP BREAKDOWNS

14,355 **United States** 589 Canada 3,648 International

70% of our attendees spend their time in **clinical care**.

75% of our attendees are in respirology, including intensive care, sleep medicine, cardiovascular disease, and pediatric pulmonology.

Members in more than 100 countries

around the world.





EDUCATIONAL CURRICULUM HIGHLIGHTS:

Pulmonary

Asthma

COPD

Interventional Pulmonology

Lung Cancer

Pulmonary Rehabilitation

Tobacco Cessation and

Prevention

Thrombosis

Venous Thromboembolism

Deep Vein Thrombosis

Pulmonary Embolism

Atrial Fibrillation

Pulmonary Hypertension

Pulmonary Arterial Hypertension

Pulmonary Hypertension

Venous Hypertension

Sleep

Obstructive Sleep Apnea

Restless Legs Syndrome

Insomnia

MARKETING AND PROMOTIONAL OPPORTUNITIES



Your participation as an exhibitor at CHEST World Congress 2014 will be a valuable contribution to the total learning experience of the meeting. There are many opportunities to increase your impact on attendees. Supporting a congress event or activity offers a more rewarding experience for attendees and increases your company's visibility. As a supporter, you will receive prominent recognition through signage and inclusion in the program guide. The ACCP encourages new and creative ideas that contribute to the quality of the meeting. For more information, contact Jeanne Schaschwary at jschaschwary@chestnet.org or +1 (847) 498-8379.

Get your message out to attendees.

These popular opportunities are reserved on a first-come, first-served basis, so don't delay.





THEATER PRESENTATIONS IN THE CLINICAL RESOURCE CENTER

Exhibitor: €10,000 Nonexhibitor: €13,000

45-min time slot, plus marketing and logistical

expenses

Audience Reach: Seating capacity approximately

100 - 125 people

Make a disease-specific presentation in a theater setting in the Clinical Resource Center (exhibit hall). Meet with attendees and key decision makers to share new research, discuss clinical protocols, conduct product demonstrations, or feature new products and services. Presentations will be made daily during the lunch break.

NON-CME PROMOTIONAL PROGRAM OR ACTIVITY

Exhibitors: €33,000 Nonexhibitors: €41,000

Plus marketing and logistical expenses

Audience Reach: Seating capacity approximately

100 - 125 people

Four-hour time slots will be available during the evening. These activities do not compete with CME programs, affording an opportunity to present your product as a workshop and/or host a special activity—such as a poster presentation, reception, or other format—to present branded or nonbranded information to attendees.

The ACCP will provide:

- Time slots unopposed by CME programming
- Room/setup (tables, chairs, and podium)
- Standard signage outside the room to indicate this is a non-CME program
- Standard AV equipment (LCD projector, screen, microphone, light pointer)

As a supporter, you will be responsible for marketing and logistical expenses:

- Development of the program and/or the special activity
- Production and distribution of invitations

MEETING TOTE BAG

Exhibitor: €6,720 Nonexhibitor: €9,368 Audience Reach: 1,500

The tote bag will be one of the most visible elements of CHEST World Congress 2014. Attendees will receive a custom-designed tote bag for their meeting information. The bags will display the ACCP logo and the name(s) or brand logo(s) of supporting company, showcasing your corporate identity or brand each time the bag is used.



NOTEPADS AND PENS

Exhibitor: €5,000 Nonexhibitor: €6,500 Audience Reach: 1,500

A notepad and pen will be inserted in tote bags for use during or after the congress. The supporting company can include the company or brand logo on the notepads.

ADVANCE PROGRAM ADVERTISING

Exhibitor: €3,000 - €5,000 Nonexhibitor: €3,500 - €6,500 Audience Reach: Over 10,000

The advance program will contain details about the congress, including identification of topics and speakers, official events, and special activities. Promote your product or company message in the program, to be mailed to over 10,000 medical professionals.

The following ad spaces are available:

- Inside Front Cover: full page, 4-color ad (exhibitor: €5,000; nonexhibitor: €6,500)
- Inside Back Cover: full page, 4-color ad (exhibitor: €4,500; nonexhibitor: €5,500)
- Half page 4-color ad (exhibitor: €3,000;

nonexhibitor: €3,500)

 Facing Table of Contents: full page 4-color ad (exhibitor: €4,500; nonexhibitor: €5,500)



PROGRAM GUIDE ADVERTISING

Exhibitor: €3,500 - €5,000 Nonexhibitor: €4,500 - €5,500

distributed on-site to the 1,500

Audience Reach: 1,500
A program guide will be

registered attendees. The guide is the only printed program available and includes the topics and speakers in an easy-to-read "program at a glance" format. Game cards for the C-H-E-S-T Scavenger Hunt and other promotional coupons are included in the guide, making it a valuable item for attendees. As a supporter, you can place an ad to promote your company/product infor-

mation and direct attendees to your booth. An online

program, featuring full details of every session and event,

is available electronically only.

The following ad spaces are available:

- Inside Front Cover: full page, 4-color ad (exhibitor: €5,000; nonexhibitor: €6,500)
- Outside Back Cover: full page 4-color ad (exhibitor: €5,000; nonexhibitor: €6,500)
- Daily Tabs (back side): full page 4-color ad (exhibitor: €3,500 per tab; nonexhibitor: €4,500 per tab)

ADVANCE PROGRAM AND PROGRAM GUIDE ADVERTISING PACKAGE

10% Discount

Companies who sign up to advertise in both the advance program and program guide will be given a 10% discount on the overall cost.



BANNERS

Exhibitor: €4,500 - €11,500 Nonexhibitor: €5,500 - €12,500

Audience Reach: 1,500

Support banners to promote your company identity and/or brand recognition. Prices vary depending on size and location.

ESCALATOR ADVERTISING

Exhibitor: €10,000 per location Non Exhibitor: €13,500 per location

Audience Reach: 1,500

Get your message out to attendees by advertising your brand or company logo on the main escalators at the congress center. As a sponsor, you can place messaging on clings for the glass sides or chrome dividers and floor stickers at the top and bottom of the escalators.

METER BOARD AD SPACE

Exhibitor: €4,500 per 2-sided board Non Exhibitor: €5,500 per 2-sided board

Audience Reach: 1,500

High visibility and multiple impressions throughout the congress are just two reasons to place your ad graphics and message on both sides of a 1m wide x 2m high board. Located strategically throughout high traffic areas, this is a unique way to reach all attendees with your important message.

C-H-E-S-T SCAVENGER HUNT

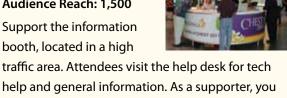
Exhibitor: €4,000 per letter Audience Reach: 1,500

C-H-E-S-T Scavenger Hunt is a game designed to attract attendees to exhibitors' booths. To play, attendees go to participating exhibit booth to collect a sticker for each letter to spell C-H-E-S-T (one exhibitor per letter). Game cards will be in the congress program guide and distributed to all attendees. Attendees who collect all stickers to spell C-H-E-S-T will be entered for a chance to win a ACCP Bookstore Gift Card (five gift cards will be given). The drawing will take place during the lunch break on the last day the exhibit hall is open. Only 5 letters are available for support, so act quickly!

HELP DESK

Exhibitor: €16,500 Nonexhibitor: €20,500 Audience Reach: 1,500 Support the information

booth, located in a high



help and general information. As a supporter, you are given recognition on signage and on select panels of the help desk unit.



PROGRAM AT A GLANCE BOARD

Exhibitor: €6,500 Nonexhibitor: €8,500 Audience Reach: 1,500

Ad space is available on the program at a glance board, a large congress directory that attendees reference daily to identify and locate sessions. The board is located in a high traffic area, making it an ideal opportunity to showcase your brand or message and exhibit booth location to attendees.

DIGITAL PLANNING TOOLS

Online Planner, Mobile Planner App, and

On-site Digital Navigator Exhibitor: €900 - €26,500 Nonexhibitor: €1,500 - €29,500

Audience Reach: 1,500 registered attendees,

plus prospective attendees

Prospective attendees will use the online planner to review the program, and registered attendees will use all the planning tools to prepare for the congress. Features include searchable exhibitor information, personalized maps and visit lists, sessions and faculty information, downloadable e-docs, and more. Support opportunities are available for mobile planner app ad space, online planner, on-site digital navigator opportunities, and

kiosk ad space for the on-site digital navigator. These are great opportunities for name and/or product recognition online before the congress, on site, and/or following the congress.

REST AND RECHARGE LOUNGE

Exhibitor: €33,000 Nonexhibitor: €37,000

Audience Reach: Approximately 1,500

Support a lounge area for attendees to rest, catch up with colleagues, and recharge their electronic devices. Your company name or product will be incorporated into the lounge title, and you will receive recognition in marketing pieces and on signage in the lounge area. Supporting the Rest and Recharge Lounge is an effortless way to increase your company's visibility.

CUSTOMIZED CUPS AND NAPKINS

Exhibitor: €10,000 Nonexhibitor: €12,500 Audience Reach: 5,000

Beverage cups and napkins are used by attendees every day, during scheduled coffee breaks in the exhibit hall. Customized cups and napkins are a reliable method of permeating the entire exhibit hall with your product logo, corporate logo, and/or booth information.





ELECTRONIC SIGNAGE

Exhibitor: €58,500 Nonexhibitor: €65,000 Audience Reach: 1,500

Digital LCD signs can be placed outside meeting rooms and in high traffic areas, such as registration and entrances to the Clinical

Resource Center. These signs display the current session title and speaker name(s) and recognize the sign supporter. As the sole supporter of signs, you can have your corporate logo or message displayed when CME programs are not being held. Your message will be displayed constantly in nonclassroom locations, such as registration, the Clinical Resource Center (exhibit hall), and other high visibility areas.

WI-FI AT THE CONGRESS CENTER

Exhibitor: €37,000 Nonexhibitor: €41,000 Audience Reach: 1,500

Support wireless Internet service at the congress center for the duration of the congress. As a supporter, you will be given prominent ad space on the HTML splash page for sponsor ads and other digital advertisements. Anyone accessing the Internet from a computer or mobile device will first be routed to this page.

E-PRESENTATION AREA

Exhibitor: €14,500 Nonexhibitor: €18,000 Audience Reach: 1,500

Support the e-presentation area, where attendees will view e-presentations on computers. e-Presentations are electronic versions of paper posters and can be a PowerPoint slide or a one-page PDF document. Sponsor benefits include:

- Recognition on signage
- Branding on every screensaver (subject to ACCP approval)
- Computers and staffing (provided by the ACCP)
- Acknowledgment in the program guide







EXHIBITION OPEN HOURS

Dates	Hours Open	Unopposed Time to Visit Exhibits	Lunch Break and Visit Exhibits	Unopposed Time to Visit Exhibits
Friday, 21 March, 2014	17h30 – 19h00 **			
Saturday, 22 March, 2014	08h00 – 16h30	08h00 – 09h00	14h00 – 15h00	16h00 – 16h30
		10h30 – 11h15		
Sunday, 23 March, 2014	08h00 – 16h30	08h00 – 09h00	14h00 – 15h00	16h00 – 16h30
		10h30 – 11h15		
Monday, 24 March, 2014	08h00 – 15h00	08h00 – 09h00	14h00 – 15h00	
		10h30 – 11h15		

^{**}The Opening Reception will be held in the exhibit halls from 17h30 – 19h00. The Opening Reception will provide an ideal opportunity to engage with attendees, and all exhibitors must staff their exhibits during this time. Exhibitors are welcome to provide catering in their booths.

INSTALLATION DATES

Wednesday,19 March, 2014 08h00 – 17h00

Thursday, 20 March, 2014 08h00 – 17h00

Friday, 21 March, 2014 08h00 – 13h00

DISMANTLING DATES

Monday, 24 March, 2012 15h00 – 20h00

Tuesday, 25 March, 2012 08h00 – 17h00

Hours, including installation and dismantling, are subject to change. Exhibitors will be notified if a change in hours is necessary. Final times will be listed in the Exhibition Service Kit.

EXHIBITOR PERSONNEL

Exhibitors must staff their booth during the scheduled hours. Exhibiting companies will be allowed five people per 9 m² space. Badges for preregistered personnel will be available at the Exhibitor Registration counter at the congress center. Exhibitor badges are to be worn at all times. Exhibitors' badges will allow access to all general sessions. Registration and additional fees will be required for ticketed sessions during the meeting.

SECURITY

Security service will be provided during installation, after exhibition hours, and during dismantling. The ACCP and the congress center are not responsible for any loss or damage to exhibitor property.

EXHIBITION SPACE

The commercial/technical exhibition will be held in the congress center. All space will be allocated based on a first-come, first-served basis.

PRICES

Cost per square metre (m²): €290

The minimum exhibition space that can be rented is 9 m² at the price of €290 per m² plus statutory sales tax according to European regulations. A deposit of 50% is required with application to exhibit.

The rental is for bare floor space only and does not include any wall panels, carpet, furniture, installation, dismantling, electric or shipping. A shell scheme, furniture, electric, and other items will be available to exhibitors and is charged as an additional cost via an order form provided in the Exhibition Service Kit.

Types Exhibition space:

Linear

Corner booth (2 open sides) Island booth (4 open sides)

Exhibition space includes:

- Exhibitor badges 5 per 9 m²
- 75-word company/product profile listing in the exhibit guide
- Cleaning of public areas
- Ability to book housing via CHEST World Congress
 2014 official housing bureau
- General lighting
- Roving security
- Ventilation (heating and air conditioning)

ELIGIBILITY TO EXHIBIT

All products and services to be exhibited must be directly related to the field of medicine and are subject to approval by the ACCP. Please provide the following with your application: information about the company, product literature, and promotional brochures. The ACCP reserves the right to accept or reject an application for any reason. The ACCP does not need to disclose the reason to the applicant.

To reserve exhibit space, complete the Application and Contract for Exhibit Space, and return it with a 50% deposit (50% of the total amount due) to Kim Schrader. Exhibit space will be assigned based on a first-come, first-served basis. The ACCP US tax ID is 36-2170783.

PRODUCT DESCRIPTION

Product descriptions are a required part of the application process. The product description will appear in the exhibit directory. All descriptions should be in sentence form and no longer than 75 words.

DEPOSIT

A deposit of 50% of the total amount due is required to reserve exhibit space. Checks should be made payable to the American College of Chest Physicians. Applications will not be processed without a deposit. Send your completed application and deposit to Kim Schrader. Applications submitted after 1 September 2013 should include full payment.



BALANCE DUE

Exhibitors will be invoiced for the balance due after the application has been accepted. Full payment is due by 1 September 2013. If full payment is not received by this date, exhibition space will be released.

CANCELLATION POLICY

Cancellations or requests to reduce booth space must be sent to Kim Schrader in writing. A refund, less 10% of the total booth fee, will be given on cancellations made by 1 September 2013. All notices of cancellation must be in writing and will be deemed given when received by Kim Schrader.

BOOTH RELOCATION

If it becomes necessary to relocate an exhibitor after a contract has been accepted, the ACCP will contact the company involved. Every effort will be made to reassign the exhibitor to a similar space.







Application and Contract for Exhibit Space



Complete both sides of the form—applications will be processed only if all questions are answered and the form is signed. Incomplete applications will be returned to sender.

Exhibiting Company (Booth) Information <i>address EXACTLY as you wish them to appear in the Exhi</i>		Direct Contact In	nformation (for business correspor	ndence)
	NAME OF PERSON COORDINATING EXHIBIT			
BOOTH NAME		MAILING ADDRESS (NO PO	O BOXES)	
ADDRESS		CITY	STATE/PROVINCE	ZIP/POSTAL CODI
CITY STATE/PROVINCE	ZIP/POSTAL CODE			
COUNTRY		COUNTRY		
		TELEPHONE	MOBILE	
COMPANY TELEPHONE		E-MAIL ADDRESS (MANDA	ATORY)	
WEBSITE ADDRESS				
Description for Exhibits Guide		Booth Request		
Submit in 75 words or less a description of the p	roducts, equipment,	Price per m² €290		
services, or facility that will be exhibited. Descrip as you submit it. The ACCP reserves the right to e to style and limit length, when necessary. You ca kschrader@chestnet.org. All exhibits are subject	edit text to conform n also e-mail it to:	•	x according to European regular 9 m². Please note that a waste fo	
by the ACCP. Due by 1 September 2013.	Requested Sizem xm			
		Total Duo		
		Total Due		
Please check the appropriate category for you Airway Monitoring Association/Society Nonprofit	ur company.	Credit card #	asterCard	·
☐ Critical Care ☐ Other ☐ Diagnostics ☐ Pharmaceutical		Signature		
☐ Education ☐ Publisher				
☐ EHR/EMR ☐ Recruiter ☐ Equipment ☐ Services				
☐ Home Care ☐ Sleep				
☐ Information ☐ Telemedicine				
Technology				
Please indicate which marketing and promo The ACCP will contact you with additional in		are interested in learnin	ng more about.	
☐ Theater Presentations in the Clinical Re-	Banners		☐ Customized Cups and	Napkins
source Center	Escalator Advertision	ng	☐ Electronic Signage	
☐ Non-CME Promotional Program or Activity ☐ Meter Board Ac		ace	☐ Wi-Fi at the Congress C	Center
☐ Meeting Tote Bag ☐ C-H-E-S-T Scaveng		er Hunt	e-Presentation Area	
Notepads and Pens	☐ Help Desk			
Advance Program Advertising	Program at a Gland	ce Board		
☐ Program Guide Advertising	☐ Digital Planning To	ools		
Advance Program and Program Guide Advertising Package	☐ Rest and Recharge	Lounge		

Application and Contract for Exhibit Space

Exhibit Space Agreement

Thank you for your interest in utilizing exhibit space at CHEST World Congress 2014 (the "Meeting"). By signing and dating this Exhibit Space Agreement ("Agreement") in the space below, Exhibitor acknowledges and agrees to the following terms of participation in the Meeting:

- Designation of Exhibit Space. Exhibitor will occupy the exhibit space identified on the other side of this Agreement (the "Exhibit Space") during the designated time frame, specifically, the booth size and applicable dates/times for the Exhibit Space.
- 2. Description of Exhibited Content. Exhibitor will use the Exhibit Space to exhibit specific products, equipment, services, and/or facilities in conformance with the description listed on the other side, which was originally provided by Exhibitor. This description will appear in the Program Guide for the Meeting, without change, except for edits made for the purpose of conforming the description to ACCP's style and word count restrictions.
- 3. Cost and Payment Terms. The other side lists the total cost for the booth size chosen for the Exhibit Space. Exhibitor agrees to pay a deposit equal to fifty percent (50%) of the total cost, upon signing this Agreement, and agrees to pay the balance on or before the final payment date of 1 September 2013. Exhibitor acknowledges that if Exhibitor does not make payment(s) to the ACCP as and when required, the ACCP will have no further commitment to Exhibitor and will be entitled to offer the Exhibit Space to others immediately.
- 4. Compliance With ACCP Policies. Exhibitor agrees to fully comply with the requirements listed in the ACCP Exhibit Prospectus located at www.chestnet.org and any other future ACCP directives that relate to the Exhibit Space and the Meeting. In addition, Exhibitor agrees to maintain the highest level of integrity at the Meeting and in all interactions with Meeting attendees.

5. Cancellation.

- (A) If, for any reason, Exhibitor decides not to use the Exhibit Space as outlined in this Agreement, the ACCP will provide a refund of amounts paid, less 10% of the total cost for the Exhibit Space, provided, however, that the ACCP will not provide any refund whatsoever if cancellation is made after the final payment date of 1 September 2013.
- (B) If the ACCP cancels the Meeting due to inclement weather or other force majeure event beyond its control, the ACCP will provide Exhibitor with a credit toward exhibit space at a future ACCP meeting. The amount of the credit will equal the amount paid by Exhibitor up to the date of cancellation.
- 6. Indemnification. Exhibitor agrees to indemnify and hold harmless the ACCP, its affiliates, and their respective officers, directors, members, employees, and agents from and against all claims, demands, damages, judgments, losses, penalties, liabilities, liens, and expenses incurred by any of them as a result of or relating to any breach of Exhibitor's obligations under this Agreement.
- 7. Miscellaneous. This Agreement will be interpreted in accordance with Illinois law, without regard to its choice of law provisions. This Agreement represents the entire agreement of the parties related to its subject matter and may not be modified in any way without the written consent of both parties.

Please sign and date below, and return to the ACCP c/o Kim Schrader, Exhibits Director, 3300 Dundee Road, Northbrook, IL 60062, or kschrader@chestnet.org, together with the required payment.

Agreed to and accepted by:

Company Name:	
Print Name:	
Title:	
Date:	



21 - 24 March Madrid, Spain

Application checklist

- Complete both sides of the application (incomplete applications will be returned)
- Sign the application
- Include the product description
- Include the deposit

A deposit of 50% of the total amount due must accompany the Application and Contract for Exhibit Space.
Telephone requests for space cannot be honored. Full payment for booth space is due on or before 1 September 2013.

Cancellations or requests to reduce booth space must be sent in writing to Kim Schrader. A refund, less 10% of the total booth fee, will be given only on cancellations received in writing by Kim Schrader on or before 1 September 2013.

ACCP US Tax ID 36-2170783

Mail deposit and application to:

Kim Schrader
Exhibits Director
American College of Chest Physicians
3300 Dundee Road
Northbrook, IL 60062 USA
+1(847) 498-8307
kschrader@chestnet.org

For ACCP use			
Date/Dep. Rec'd			
Total Cost			
Space Assigned			
Acct#			



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IMPORTANT DATES

Call for Sessions 28 January 2013 – 15 March 2013

Call for Abstracts and Case Reports

21 June 2013 – 04 October 2013

Early Registration Opportunity

30 August 2013 – 18 December 2013