



From Vision to Reality:

PURPOSE, INCLUSION, AND EMPOWERMENT

EXHIBITOR PROSPECTUS



2020 ASPE ANNUAL CONFERENCE
JUNE 7-10, 2020 • PORTLAND, OREGON, USA
PORTLAND MARRIOTT DOWNTOWN WATERFRONT



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WELCOME FROM THE PRESIDENT



The Association of Standardized Patient Educators (ASPE) invites you to become a supporter of our 2020 Annual Conference in Portland, Oregon, USA, June 7-10, 2020, by showcasing your company in our exhibit hall. The conference theme this year is From Vision to Reality: Purpose, Inclusion, and Empowerment. Our members are eager to hear about your products and services and this is your opportunity to reconnect with current clients and build new relationships with key decision-makers and end users in the human simulation education profession.

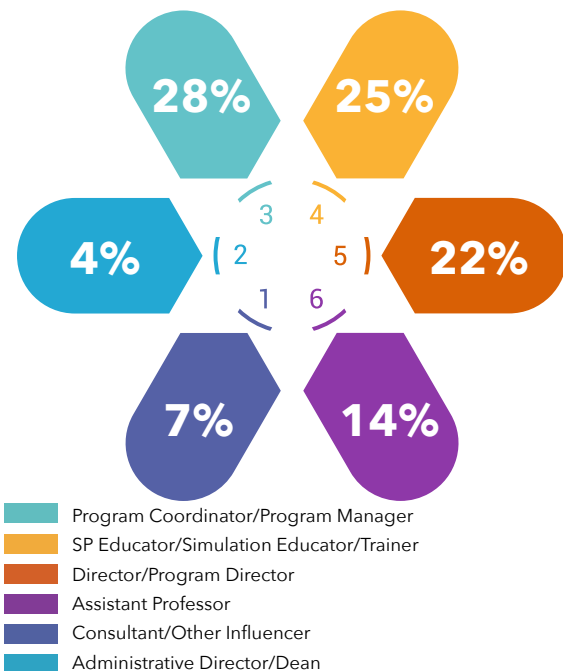
Simulation continues to grow around the world, inspiring our members to constantly seek innovative products that support simulation modalities of learning. Our exhibitors have become an invaluable part of the educational and networking experience anticipated by our conference attendees who represent an international audience of educators, clinicians and administrators.

Unlike other conferences, exhibitors are encouraged to attend sessions and learn more about integrating their products and current methodology to contribute to the field. Please take the time to review the opportunities available to your company and consider becoming a part of the community of human interaction experts. I look forward to meeting each of you personally at the 2020 ASPE Annual Conference in Portland!

Robert MacAuley, MMHPE, CHSE, ASPE President

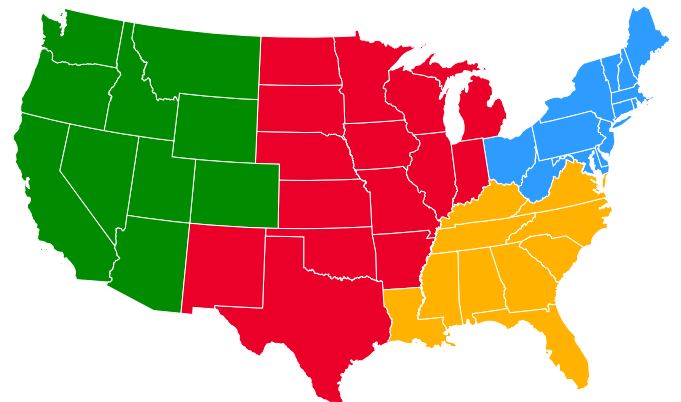
Connect with YOUR Target Audience

ASPE brings key decision makers to the Exhibit Hall



Expand YOUR Reach

ASPE attendees represent



Green region: 7.20%
 Red region: 36.72%
 Orange region: 17.87%
 Blue region: 23.57%
 Attendees from the 48 Contiguous US States; 10+ Countries Represented

EXHIBITOR INFORMATION

DETAILS

LOCATION

Portland Marriott Downtown Waterfront
1401 SW Naito Pkwy
Portland, OR, USA

EXHIBIT HALL HOURS

Sunday, June 7: 2:30 pm – 7:00 pm
Monday, June 8: 7:15 am – 6:15 pm
Tuesday, June 9: 7:30 am – 3:15 pm

EXHIBITOR SET-UP

Sunday, June 7: 10:00 am – 2:30 pm

EXHIBITOR TEAR-DOWN

Tuesday, June 9: 3:15 pm – 5:30 pm

*Exhibit hours are subject to change.

HOTEL RESERVATIONS

Please contact the Portland Marriott Downtown Waterfront by phone at 503-226-7600. Reservations must be received by the hotel prior to Thursday, May 14, 2020, to guarantee the ASPE room rate. Reservations made after this date will be on a space availability basis only. Reservations can be made by calling and requesting the ASPE room block rate. Credit card number for the first night's lodging per room must be submitted upon making room reservation. Room rates: \$199.00 plus tax per night, single/double.

MORE WAYS TO CONNECT

Take your engagement with attendees even further with these exclusive opportunities! Check out Supporter and Sponsorship Opportunities on page 4.

YOUR EXHIBIT SPACE INCLUDES:

Double Table Top Exhibitor - \$2,600

- 2 Complimentary 6' draped tables and 4 chairs
- FREE listing in onsite program
- 4 complimentary company representative exhibitor registrations
- Opportunity to participate in the Attendee Drawing to be held on Tuesday, June 9, in the Exhibit Hall

Table Top Exhibitor* - \$1,450

- 1 Complimentary draped table and 2 chairs
- FREE listing in onsite program
- 2 complimentary company representative exhibitor registrations
- Opportunity to participate in the Attendee Drawing to be held on Tuesday, June 9, in the Exhibit Hall

Non-Profit Discipline-Based Academic Society Exhibitor* - \$525

- 1 Complimentary 6' draped table and 1 chair
- FREE listing in onsite program
- 1 complimentary company representative exhibitor registration (with proof of tax-exempt status)
- Opportunity to participate in the Attendee Drawing to be held on Tuesday, June 9, in the Exhibit Hall

**Please note: If your display requires more space than (1) 6-foot table for any reason, you will be required to purchase an additional table. This includes the use of medical beds.*

***Double table top exhibit booth is a \$300 discount. An additional booth may be purchased at an additional discount of \$150, based on availability.*

2020 ASPE Annual Conference

SPONSORSHIP OPPORTUNITIES

Platinum Sponsor \$7,500

Choose (1): ☐ ASPE Plenary Session* ☐ Event Mobile App ☐ WiFi for Meeting Area

Sponsorship Includes:

Company Name, Logo and 100 Word Marketing Description on Registration Site with Hyperlink to Site, Event Mobile App and Promotional Materials (Printed and Electronic, up to 3 months before conference)
Signage Recognition for Sponsored Function (if applicable)
2 Complimentary 6' Tables in Exhibit Hall with Priority Placement (with 4 Chairs and Small Wastebasket)
4 Complimentary Company Representative Exhibitor Registrations
Sponsored Tab in Event Mobile App
Attendee List Pre and Post Conference (Excel Format)
Complimentary Full Page Ad in Printed Program
Complimentary Tote Bag Insert
Complimentary Push Notification in Event Mobile App
Sponsor Ribbons for Company Representatives
Company Shout-Out from Official ASPE Facebook Page
Email Invitation to All Registered Attendees for Sponsored Session (if applicable)
Right of First Refusal for Sponsored Item at Next Conference

Gold Sponsor \$5,000

Choose (1): ☐ Welcome Reception ☐ Tote Bags ☐ Real World Technology Session**

Sponsorship Includes:

Company Name and Logo on Event Mobile App and Promotional Materials (Printed and Electronic)
Signage Recognition for Sponsored Function (if applicable)
1 Complimentary 6' Table in Exhibit Hall with Priority Placement (with 2 Chairs and Small Wastebasket)
2 Complimentary Company Representative Exhibitor Registrations
Sponsored Tab in Event Mobile App
Attendee List Pre and Post Conference (Excel Format)
Complimentary Half Page Ad in Printed Program
Complimentary Tote Bag Insert
Complimentary Push Notification in Event Mobile App
Sponsor Ribbons for Company Representatives
Company Shout-Out from Official ASPE Facebook Page
Email Invitation to All Registered Attendees for Sponsored Session (if applicable)
Right of First Refusal for Sponsored Item at Next Conference

Silver Sponsor \$2,500

Choose (1): ☐ Continental Breakfast (2 Available) ☐ Notepads and Pens ☐ Reusable Water Cups

Sponsorship Includes:

Company Name and Logo on Event Mobile App and Promotional Materials (Printed and Electronic)
Priority Placement in the Exhibit Hall if a booth is purchased
Signage Recognition for Sponsored Function (if applicable)
Sponsored Tab in Event Mobile App
Signage Recognition for Sponsored Function (if applicable)
Attendee List Pre and Post Conference (Excel Format)
Complimentary Quarter Page Ad in Printed Program
Complimentary Tote Bag Insert
Complimentary Push Notification in Event Mobile App
Sponsor Ribbons for Company Representatives
Company Shout-Out from Official ASPE Facebook Page
Right of First Refusal for Sponsored Item at Next Conference

**PLEASE NOTE: This sponsorship level does not include an exhibitor table.*

Bronze Sponsor \$1,000

Choose (1): ☐ Refreshment Break (4 Available) ☐ Attendee Lanyards ☐ Luggage Tags ☐ Reusable Coffee Sleeves

Sponsorship Includes:

Priority Placement in the Exhibit Hall if a booth is purchased
Company Name and Logo on Event Mobile App and Promotional Materials (Printed and Electronic)
Signage Recognition for Sponsored Function (if applicable)
Attendee List Pre and Post Conference (Excel Format)
Complimentary Business Card Sized Ad in Printed Program
Sponsor Ribbons for Company Representatives
Right of First Refusal for Sponsored Item at Next Conference

**PLEASE NOTE: This sponsorship level does not include an exhibitor table.*

*Ability to add collateral items on tables (highlighters, sticky notes, etc.) during session. Company to provide items.

**Please note that Real World Technology Sessions are open to registered attendees and SP educators only. Exhibit personnel from other companies are not eligible to attend, participate or observe these specialty sessions. Requests for special setups or additional AV may result in additional charges by the hotel and will be the sole responsibility of the company holding the session.

**Includes breakout room for an educational program (90 minutes), abstract included in conference program materials, "teasers" included in pre-conference marketing e-mail blasts.

APPLICATION FOR SPONSORSHIP & EXHIBITING OPPORTUNITIES

Association of Standardized Patient Educators Annual Conference

June 7-10, 2020 • Portland Marriott Downtown Waterfront • Portland, Oregon, USA

Sponsor Category - Please Check One

Platinum Sponsor \$7,500	<input type="checkbox"/> ASPE Plenary Session	<input type="checkbox"/> Event Mobile App	<input type="checkbox"/> WiFi for Meeting Area
Gold Sponsor \$5,000	<input type="checkbox"/> Welcome Reception	<input type="checkbox"/> Tote Bags	<input type="checkbox"/> Real World Technology Session
Silver Sponsor \$2,500	<input type="checkbox"/> Continental Breakfast (2 available)	<input type="checkbox"/> Notepads and Pens	<input type="checkbox"/> Reusable Water Cups
Bronze Sponsor \$1,000	<input type="checkbox"/> Refreshment Break (4 available)	<input type="checkbox"/> Attendee Lanyards	<input type="checkbox"/> Luggage Tags
	<input type="checkbox"/> Reusable Coffee Sleeves		
A La Carte	<input type="checkbox"/> Bag inserts (must be approved by HQ) - \$500	<input type="checkbox"/> Sponsored Tab in Mobile App - \$100	

Advertise in the Onsite Program

Advertising in the onsite program give yours company high visibility during the conference. Deadline for submitting ads is April 27, 2020. Please submit a high resolution .pdf, .tiff, .eps (fonts converted to outlines), or .jpg file. Trim size is 8-1/2" x 11". For full bleeds, add 1/8" to trim size.

Program Advertising Rates:

<input type="checkbox"/> Inside Front Cover (4-color) - live area: 7-1/2" x 10"	\$1,000
<input type="checkbox"/> Inside Back Cover (4-color) - live area: 7-1/2" x 10"	\$1,000
<input type="checkbox"/> Full Page (4-color) - live area: 7-1/2" x 10"	\$500
<input type="checkbox"/> Half Page (4-color) - live area: 7-1/2" x 5"	\$375
<input type="checkbox"/> Quarter Page (4-color) - live area: 3" x 5"	\$250
<input type="checkbox"/> Business Sized Ad (4-color) - live area: 3" x 2"	\$125

Rules & Details

EXHIBIT REPRESENTATION: Exhibits must be staffed by a company representative during the scheduled exhibit times. All company representatives must be pre-registered. Each representative will be issued an exhibitor's badge to be worn at all times.

CANCELLATIONS: Cancellation requests must be received in writing no later than April 3, 2020, and are subject to a \$250 cancellation fee per exhibit. Should the exhibitor cancel after the deadline, no refunds will be given. No refunds for additional representatives.

OTHER BOOTH REQUESTS: Additional innovations for use of exhibit space are welcome! Please contact ASPE Meeting Planner, Amy Witt, 407-774-7880 or awitt@kmgnet.com for assistance.

SHIPPING: Exhibitors are required to make individual arrangements for shipping/handling. Details for shipping will be sent to the official contact person.

EXHIBITOR SPONSORED MEETINGS OR SOCIALS: Exhibitors are welcome to sponsor small meetings, user group sessions, and social activities. ASPE will work with you to provide times when members are not participating in any scheduled conference activities. Please contact ASPE to avoid a potential scheduling conflict!

SOUND DEVICES/NOISE LEVEL: Noise level from any product demonstration or sound system must be kept to a minimum and may not interfere with other exhibits or educational activities. Exhibits will not interfere with the use of other exhibits made, impede access to them, or impede the free use of the aisle.

SUBLETTING OR SHARING OF SPACE: Subletting or sharing of exhibit space is not permitted.

LIABILITY: Each Exhibitor agrees to protect, save and hold the Hotel, ASPE, 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 Exhibitor or those holding under the Exhibitor. Further, 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 by reason of any accident or bodily injury or other occurrence to any person or persons, including Exhibitor, its agents, employees and business invites, which arises from or out of the exhibition premises, the hotel or any part thereof. ASPE authorizes Exhibitor, under the terms set forth, to exhibit products, services, and materials applicable to the patient educator profession in table space to be designated by ASPE in the exhibit area of the hotel during the 2020 Annual Conference at the fee specified for locations assigned. Exhibitors shall indemnify and hold harmless ASPE and the Hotel and its servicing agents from all liability (damage or accidental) which might ensue from any cause resulting from or connected with transportation, placing, removal or display of exhibits. Exhibitors will comply with all Americans With Disabilities Act regulations in the design of the booth. Exhibitor assumes responsibility and agrees to indemnify and defend ASPE and the Hotel and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither ASPE nor the Hotel maintains insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance. This contract is not assignable. Exhibitors requiring music at their exhibit booth must obtain their own music license. No prior or present agreements or representations shall be binding upon the parties unless included in this contract. No modification or change in this contract shall be valid or binding upon the parties unless in writing and executed by the party intended to be bound by it. This agreement is irrevocable and becomes effective when signed by a representative of ASPE.

Make checks payable to ASPE and mail to 222 S. Westmonte Drive, Suite 111, Altamonte Springs, FL 32714

Arrangements for electricity or Internet access must be made directly with the conference hotel and at the expense of the exhibiting company.

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Association of Standardized Patient Educators Annual Conference
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Company Name (as you wish it to appear in program) _____

Contact Name* _____ ☐ Attending ☐ Contact Only

Address _____

City/St/Zip _____

Telephone _____ Website _____

Email* _____

**Please note, all correspondence will be sent to this person/email.*

I do not wish my booth adjacent to _____

☐ We will donate a door prize. ☐ We will sponsor or co-sponsor an event or item. (Please complete enclosed sponsor form.)

Description of Product/Service: (50 words or less. Include here or email to awitt@kmgnet.com.) _____

Name of Representatives (if applicable)	City/State	Email
1. _____	_____	_____
2. _____	_____	_____
3. _____ <i>additional \$350 fee may apply</i>	_____	_____
4. _____ <i>additional \$350 fee may apply</i>	_____	_____

Tables will be assigned on a first-come, first-served basis. Cancellation up to April 3, 2020, will result in a refund minus \$250 administrative fee. NO REFUNDS FOR CANCELLATIONS RECEIVED AFTER APRIL 3, 2020.

Authorized Signature _____ Date _____

FOR CHARGES ONLY

AmEx/VISA/MC # _____

Exp. Date _____ Amount to Charge \$ _____

Name of Cardholder _____ Signature of Cardholder _____

CVW Code _____ Credit Card Billing Address ☐ Same as above

Address _____

City/St/Zip _____

Return this form and make checks payable to:
ASPE, 222 S. Westmonte Drive, Suite 111 • Altamonte Springs, FL 32714
407-774-7880 • Fax: 407-774-6440



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Don't miss your chance to be highlighted as a Sponsor for the 2020 ASPE Annual Conference! We can't guarantee your company information will be shared with attendees if we have not received your information by the following deadlines:

CRITICAL DEADLINES

MARCH 20, 2020

Real World Technology Sessions - Teaser

APRIL 3, 2020

Real World Technology Sessions – Abstracts

APRIL 24, 2020

High resolution company logos
Company website and social media links
Please note: logo will not be included if not provided.

APRIL 29, 2020

Insert for attendee tote bag
Ad to be included in on-site printed program

MAY 3, 2020

Complete and return Exhibitor and Sponsor forms by mail, fax, or email:
Company description
Attending representatives names

ADD YOUR NAME TO THE LIST OF THE MOST PROMINENT COMPANIES IN SIMULATION CARE

2019 Exhibitors

Avkin	iSimulate	Society for Simulation in Healthcare
B-Line Medical	Katmai	Stealth Simulation
CAE Healthcare	KbPort	Tall Tree, LLC
Cardionics	Lecat's Ventriloscope®	UCF College of Medicine
Echo Healthcare	Level 3 Healthcare	UIC Graham Clinical Performance
Education Management Solutions	OtoSim	Center
i-Human Patients	Sim VS	VERA-PCS
	SP Management Systems	

Please send this information to Amy Witt, Meeting Planner,
at awitt@kmgnet.com. Have any questions?
Contact Amy at 407-774-7880. 222 S. Westmonte Dr., #111, Altamonte Springs, FL 32714