



Exhibitors

Checklist

for enhancing your presence at the

Managing Today's OR Suite 23rd Annual Conference

Sept 29-Oct 1, 2010, Walt Disney World Swan and Dolphin, Orlando

- Register early to get the **best booth location**. Deadline: 50% deposit before June 4, 2010; 100% of booth fee after June 4, 2010
- Register your **exhibitors in advance**: Deadline: August 2, 2010
- Provide a **25-word description** of your booth for the conference program. Deadline: August 2, 2010
- Sponsorships **increase your visibility** at the conference: Sponsor the handout kiosks or an educational session. Deadline: Anytime
- Include your **promotional material** in the registration bags. Deadline: To reserve, August 2, 2010; materials due September 1, 2010
- Reach your customers before the conference with **attendee list**. Deadline: Order the list anytime. Best used in the 30 days before the conference.
- Advertise** in the conference program book. Deadline: space reservation, August 2, 2010; materials due September 1, 2010
- Offer **CE programs in your booth**. Deadline: July 15, 2010

For more information about these opportunities, contact John Schmus, OR Manager national advertising manager, at 856/256-2315 or email at schmusj@ajj.com