

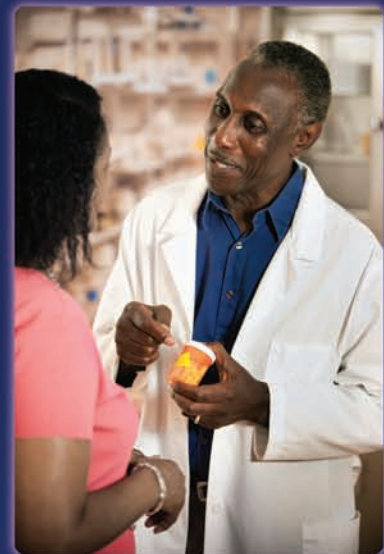


# ACCP

AMERICAN COLLEGE OF CLINICAL PHARMACOLOGY

*Advancing Clinical Care through Pharmacology®*

2012 **SAN  
DIEGO**



## **Translating Clinical Pharmacology Research into Optimized Patient Care**

*The American College of Clinical Pharmacology (ACCP)  
invites you to Exhibit or Sponsor at the 2012 ACCP Annual Meeting,  
September 23 – 25, 2012, at the Sheraton San Diego Hotel & Marina in California.*



# ACCP

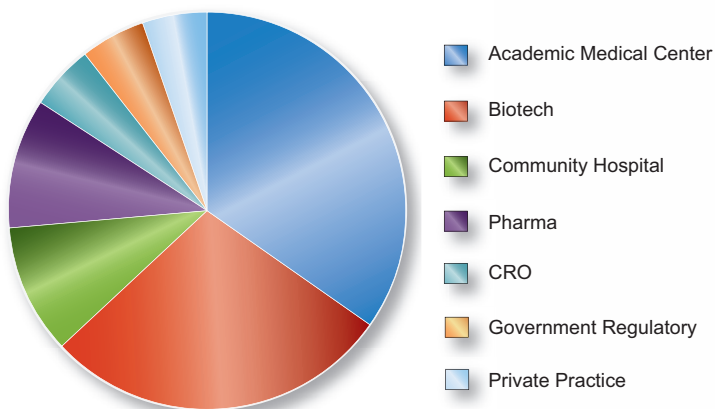
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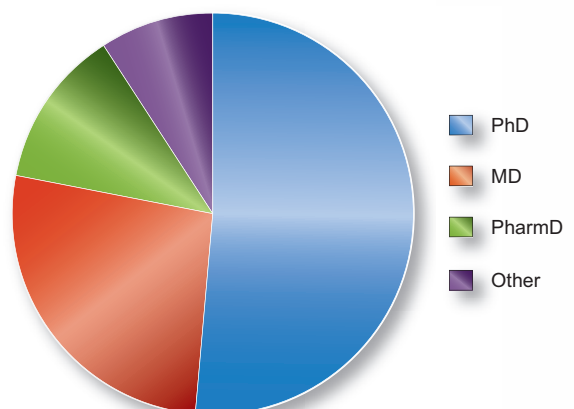
## Who We Are

Boasting a rich 40-year history, ACCP has a diverse global membership dedicated to improving the quality of patient care by optimizing the use of therapeutics. The College achieves this by providing Continuing Education to a broad range of clinicians and healthcare professionals involved in patient care and research. Individuals can participate in meetings or in online and Internet enduring educational activities that provide a forum for new scientific ideas and bring together healthcare professionals of various disciplines to meet and discuss areas of common interest. ACCP is one of the few organizations to still offer Continuing Medical Education (CME) and Continuing Pharmacy Education (CPE) credit for qualified professionals. In addition to collegial exchange and networking opportunities, ACCP publishes *The Journal of Clinical Pharmacology* and the *Clinical Pharmacology in Drug Development* eJournal, both of which are provided to Members at no additional cost.

Distribution of ACCP Membership by Organizational Affiliation



Distribution of Membership by Degree



# 2012 SAN DIEGO

Translating Clinical Pharmacology Research  
into Optimized Patient Care



## ***Vision & Mission***

- To improve health by optimizing therapeutics;
- Provide innovative leadership and interdisciplinary education that will enable the generation, integration and translation of scientific knowledge to optimize research, development and utilization of medication for the benefit of all.

## ***Why Should You Exhibit at, Sponsor or Support the 2012 ACCP Annual Meeting?***

ACCP's meeting attendees have indicated that exhibits help them evaluate and plan future purchases for their own clinical and research institutions and private practices. Attendees are particularly interested in new, cutting-edge tools to increase the efficiency of patient care and drug development. Get direct access to decision makers who are seeking face-to-face interactions and who are interested in more information from valuable product and service providers that can help them achieve their goals. Exhibiting at the ACCP Annual Meeting directly positions you to present your products, solutions or services and can help your company meet sales and business development objectives. Typical ACCP Annual Meeting attendees consist of a blend of:

- Clinical Pharmacologists
- Primary Care and Other Physicians
- Pharmacists
- Physician Assistants
- Clinical Research Associates and Managers
- Basic Scientists Involved in Drug Development
- Students & Trainees in the above noted disciplines

If you are looking to market your product or service, network with peers or make new contacts, the 2012 ACCP Annual Meeting is the place to be! You won't find a better opportunity to interact with your target audience than at the ACCP Annual Meeting. Please take a moment to peruse the educational sessions currently planned. We are confident that these sessions will encourage you to make your commitment without hesitation.

- Not For Students Only: How to Start and Manage Your Career in the Pharmaceutical Industry
- Update on the Pharmacologic Management of Asthma in Children
- Update on Psychotropics: New Agents and Guidelines
- Evaluating Drug-Drug Interactions with Therapeutic Proteins
- Developing Issues in Pediatric Clinical Pharmacology
- The Changing Face of Pediatric Drug Development
- The Evolving Face of First-in-Human (FIH) Studies from the Investigators' Perspective
- Innovations in Drug Therapies – The Future is Now
- Pharmacometrics Influencing Hospital-based Pharmacotherapy
- Clinical Translational Biomarkers Facilitating Transition From Bench to Bedside: Basic Concepts, Successful Case Studies and Regulatory Viewpoints
- Speeding Up the Development of New Anti-infective Drugs to Combat Drug Resistance
- Hepatitis C – An Expanding Area of Drug Development and Clinical Pharmacology
- Chronic Pain: Underdiagnosed, Undertreated and Misunderstood
- "Return on Investment" in Pharmacometrics



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We invite you to commit now to become an Exhibitor or Sponsor of the 2012 ACCP Annual Meeting. Commercial support of the 2012 ACCP Annual Meeting will boost visibility to key audiences. Your support will elevate awareness of your organization while sustaining education for practitioners, pharmaceutical and biotechnology professionals and students in direct patient care, clinical and preclinical research, regulatory, academia, private practice and related specialties under the umbrella of clinical pharmacology and drug development. **Reserve your space now** by contacting Tami Stevens at [TStevens@ACCP1.org](mailto:TStevens@ACCP1.org) or 240-399-9070, ext. 4. **Deadline for final Exhibitor, Sponsor or Support commitments is June 15, 2012.**

## ***Cancellation Policy***

Cancellations in writing will be accepted until June 14, 2012. Cancellations of Exhibitor commitments are subject to a \$500 administrative fee.

## ***Educational Grants***

Educational grants are used to support ACCP Annual Meeting live educational events, as well as online and Internet enduring materials. For more information, please contact the ACCP Executive Office at 240-399-9070 to obtain additional information.

## ***Compliance with PhRMA Code***

ACCP asks that Exhibitors, Sponsors and Supporters comply with the PhRMA Code on Interactions with Healthcare Professionals, [http://www.phrma.org/sites/default/files/108/phrma\\_marketing\\_code\\_2008.pdf](http://www.phrma.org/sites/default/files/108/phrma_marketing_code_2008.pdf).





## Support Opportunities

### Logos and company names prominently displayed in:

- ACCP Final Program, including company description (must be received by 6/1/12)
- A first quarter issue (2013) of *The Journal of Clinical Pharmacology*
- Annual Meeting portion of the ACCP website
- Electronic Syllabus for the Annual Meeting
- Appropriate signage at the Annual Meeting

## Specific Levels of Support

### PLATINUM

#### PLATINUM Level Support of \$10,000+ Annually includes:

- Two complimentary Annual Meeting Registrations (Continuing Education credit cannot be earned through this mode of registration; payment is required to earn credit as enforced by the accreditation guidelines)
- One full-page color ad in the ACCP Final Program
- Complimentary one-page insert in all attendee meeting materials
- Recognition at all educational events
- Recognition with logo in ACCP HTML Newsletter in August and September

### GOLD

#### GOLD Level Support of \$5,000+ Annually includes:

- Two complimentary Annual Meeting Registrations (Continuing Education credit cannot be earned through this mode of registration; payment is required to earn credit as enforced by the accreditation guidelines)
- One half-page color ad in the ACCP Final Program
- Complimentary one-page insert in all attendee meeting materials
- Recognition at all educational events
- Recognition with logo in ACCP HTML Newsletter in August and September

### SILVER

#### SILVER Level Support of \$3,000+ Annually includes:

- One complimentary Annual Meeting Registration (Continuing Education credit cannot be earned through this mode of registration; payment is required to earn credit as enforced by the accreditation guidelines)
- One quarter-page color ad in the ACCP Final Program
- Complimentary one-page insert in all attendee meeting materials
- Recognition at all educational events



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### ***Mobile App – \$5,000 - Exclusive Opportunity***

An unparalleled opportunity to get your brand/company information in front of meeting attendees. During the meeting, the mobile app will provide a rich, easy-to-navigate tool containing all meeting logistics and information. After the meeting, they'll continue to utilize the mobile app to recall contacts they made.

***The mobile app must be reserved by June 1, 2012.***

### ***Coffee Breaks – \$3,000 - Exclusive or Shared Sponsorship(s)***

Scheduled refreshment breaks during educational Symposia are held inside the Exhibit Hall, Sunday through Tuesday.

### ***Lunch during the Awards Sessions – \$7,000 - Exclusive or Shared Sponsorship(s)***

Choose from three lunches for Annual Meeting attendees during the Awards Sessions and/or Keynote Presentations on Sunday, Monday or Tuesday.

### ***Wine and Cheese & Poster Receptions – \$5,000 - Exclusive or Shared Sponsorship(s)***

Exclusive or shared opportunity to provide wine and cheese for Annual Meeting attendees at one of two receptions in the Exhibit Hall, available for Sunday and Monday.

### ***Breakfast Poster Reception – \$5,000 - Exclusive or Shared Sponsorship(s)***

Exclusive or shared opportunity to provide breakfast for Annual Meeting attendees at the Tuesday morning Poster Session and Continental Breakfast in the Exhibit Hall.

### ***Student Networking Wine and Cheese Reception – \$3,000 - Exclusive Opportunity***

Exclusive opportunity to prominently display your company name and logo while Students & Trainees are gathered at a Wine and Cheese Reception to network with experts in the field of clinical pharmacology.

### ***Regents/Awards Reception and Dinner – \$5,000 - Exclusive Opportunity***

Exclusive opportunity to sponsor the recognition of all 2012 ACCP Award Winners and ACCP Regents. Your company name and logo will be prominently displayed at the entrance to the invitation-only dinner, and two (2) company representatives will be invited to attend this dinner and will be acknowledged during the event.



### ***Hotel Guest Room Key Cards – \$5,000 - Exclusive Opportunity***

Hotel guest room key cards will be used for the duration of the entire meeting, providing visibility for your company name or product. The keys will be distributed to all attendees upon check-in. ***This item must be reserved by June 1, 2012.***

### ***Meeting Bag Inserts – \$2,000 - Available to All***

ACCP will be happy to insert your company's promotional flyers in the Annual Meeting attendee tote bags. All promotional pieces must be approved in advance by ACCP. Price reflects one promotional piece.

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#### ***\* Tote Bags \$4,000 – Exclusive Opportunity***

Exclusive opportunity to sponsor tote bags with your company name and logo that will be provided to all Annual Meeting attendees.

#### ***\* Lanyards \$2,500 – Exclusive Opportunity***

Exclusive opportunity to sponsor lanyards with your company name and logo that will be provided to all Annual Meeting attendees.

***\* These items must be reserved by June 1, 2012.***

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## **Additional Advertising Opportunities**

### ***Final Program Advertising***

*Limited advertising opportunities are available in the 2012 ACCP Final Program, the dimensions of which are 8 1/2" x 11". Programs are distributed to all Annual Meeting attendees and participants.*

**Rates are as follows:**

**Back Cover \$4,000 • Inside Back Cover \$3,000**

**Full Page \$2,000 • Half Page \$1,200**

**Quarter Page \$750**

**Deadline for submission of ads is June 15, 2012.**



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## Exhibitor Registration Form

2012 ACCP Annual Meeting

EXHIBIT COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ COUNTRY \_\_\_\_\_ ZIP \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

PHONE \_\_\_\_\_ CELL PHONE \_\_\_\_\_ FAX \_\_\_\_\_ EMAIL \_\_\_\_\_

EXHIBIT FEE (Includes Two Exhibit Personnel\*): \$2,000 \_\_\_\_\_

EXHIBIT FEE (Includes Two Exhibit Personnel PLUS One Full Registration to the Annual Meeting\*): \$2,550 \_\_\_\_\_

ADDITIONAL EXHIBITOR FEE: \$200 each \_\_\_\_\_

A/V Requirements? (Please specify) Costs incurred to provide this equipment will be billed to the Exhibitor.

\_\_\_\_\_

METHOD OF PAYMENT (check one):

Check (Payable to ACCP) in US Dollars drawn on a US Bank

VISA    American Express    MasterCard    Bank Transfer

Cardholder name (print): \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ / \_\_\_\_\_

Authorized signature: \_\_\_\_\_

Amount in US Dollars authorized to charge: \_\_\_\_\_ For 2012 ACCP ANNUAL MEETING EXHIBIT FEE

Complimentary Exhibit Staff Person #1: Name \_\_\_\_\_ Cell Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Country \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Complimentary Exhibit Staff Person #2: Name \_\_\_\_\_ Cell Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Country \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Additional (\$200 Fee) Exhibit Staff Person #3: Name \_\_\_\_\_ Cell Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Country \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Additional (\$200 Fee) Exhibit Staff Person #4: Name \_\_\_\_\_ Cell Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Country \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

\*Continuing Education credit cannot be earned through this mode of registration; payment is required to earn credit as enforced by the accreditation guidelines.

COPY THIS PAGE AS REQUIRED FOR ADDITIONAL EXHIBITOR PERSONNEL.

DESCRIPTION OF COMPANY: (50 words or less) Must be included with payment. Alternatively, please send your company description and high-resolution logo in EPS, JPEG, PNG, or GIF format to TStevens@ACCP1.org at the time of Exhibitor registration.

\_\_\_\_\_  
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