



Urgent Care Association of America would like to invite you to attend our 2009 Fifth Anniversary Annual Convention Exhibit Hall April 20 – 22, 2009 at Caesar's Palace in Las Vegas, Nevada. This is a very special year for us and you will not want to miss the celebration!

This will be the largest gathering of urgent care professionals of its kind. This year, we are anticipating between 750 and 1,000 in attendance. Our attendees are a combination of clinical practitioners and management staff. By clinical certification about 41% are physicians, 5% mid-levels, or 7% RN/Nurses and many have clinic ownership or a management roles. The remaining 47% of attendees are non clinicians involved in clinic oversight, management, or ownership. Our attendees come from all over the United States and Canada.

This year, we have an exciting exhibit hall planned with 100 – 10 wide by 8 deep piped and draped booths. If you have not already registered, please be certain to do so as soon as possible to secure your booth space.

We will have some special events this year to commemorate our fifth year in existence. The attendees will be playing poker with the exhibitors to win some great prizes and to generate traffic on the exhibit floor. We will have two great receptions, our preconference reception and our Gala Fifth Anniversary Celebration Reception. .

We have several great sponsorship opportunities available so don't miss out! Be sure to get registered to sponsor one of our many items or events. In our post convention survey after last year's annual convention in New Orleans, our attendees specifically requested vendors that provide the following products and services:

- Practice management
- Digital x-ray
- UC/emergency medicine books and literature
- Prescription drugs
- Lab testing instruments, iv cathalons, reclast infusion
- Occ med hearing booths and audiometers
- Drug reps for urgent care meds
- Medication dispensing
- Standardized codes for UC
- Fields involving Urgent Care Problem solving solutions such as TOT, Flow, and staffing Issues
- Auditors for billing
- Equipment

Please review the following information and get registered now for the booth and sponsorship opportunities that will be to the best advantage for your company and our attendees.

We hope that you will join us for this excellent exhibiting opportunity and be a part of UCAOA's Fifth Anniversary Celebration!

Sincerely,

John Koehler, MD
Convention Chairman

Becky Mendez
Exhibit Manager

Urgent Care Association Of America

2009

5th
Anniversary

ANNUAL CONVENTION

See Yourself at UCAOA in Vegas!



EXHIBIT & SPONSORSHIP
OPPORTUNITIES

April 20 – 22, 2008

Caesar's Palace

Las Vegas, NV

UCAOA 813-239-6429

http://ucaoa.org/getinvolved_exhibitors.php



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THE URGENT CARE INDUSTRY AND UCAOA

Urgent Care centers provide care for patients with minor problems such as cuts, scrapes, sprains, minor fractures and minor illnesses. They provide unscheduled, walk-in care for patients who need convenient access to the healthcare system. Many illnesses that are not true emergencies are seen every day in hospital Emergency Rooms, overburdening the system. Urgent Care centers play an important part in alleviating the overcrowding crisis. Patients should choose the Emergency Room instead of an Urgent Care center for anything that may be a true life-threatening emergency.

There are approximately 8,000 Urgent Care centers in the US – some are single standalone physician-owned facilities, some have multiple sites across cities, states or regions, and some are owned as part of a hospital system. This number is increasing regularly – approximately two new centers are opening nationwide every week. This growth is fueled by:

- public demand for better access
- hospitals facilitating access to their systems
- underserved communities
- entrepreneurial drive of primary care and emergency physicians

The Urgent Care Association of America is the premier membership society of urgent care centers and was founded in 2004 by seven urgent care leaders to fill a need in the professional field for an association that existed not only to encourage and facilitate the development and success of urgent care centers and the urgent care industry, but to do so as a representative of its members. The Association serves an international field, joining together the over 8,000 urgent care centers in the USA and additional centers across the world including Ireland, New Zealand and Jerusalem. UCAOA represents over 3,200 individual and center members. UCAOA provides educational programs in clinical care and practice management, sponsors the first urgent care fellowship, funds groundbreaking industry research, publishes the monthly Journal of Urgent Care Medicine and maintains an active online forum for daily exchange of best practices.

Our Mission: The Urgent Care Association of America (UCAOA) exists to provide leadership, education and resources for the successful practice of urgent care.

Our Vision: To be the catalyst for the recognition of urgent care as an essential part of the health care system.

For additional information,
visit http://www.ucaoa.org/home_abouturgentcare.php
Or contact Becky Mendez
813-239-6429 or bmendez@ucaoa.org



GENERAL EVENT INFORMATION

- Exhibit space (six foot draped and skirted table, two chairs, and wastebasket)
- Registration for two exhibitor representatives (each additional rep \$300)
- Convention materials – disc of convention presentations provided
- Convention meals and events
- Admission to educational sessions (must preregister). Exhibitors desiring continuing education credits must pre-register for the specific program they will attend.
- Admission to opening reception and other social and networking events
- Your company's listing on the UCAOA web site for one year

EXHIBIT SET-UP DATES/HOURS

Set up – Monday, April 20, 2009 8:00 a.m. - 3:00 p.m.
Break down – Wednesday, April 22, 2009 at 2:15
(dismantling of booths prior to this time is prohibited)

Please Note: Minor revisions to the schedule are possible – updates will be available on-site.

EXHIBIT HALL SCHEDULE

Monday, April 20, 2009

8:00 a.m. – 3:00 p.m. Booth Set-up
5:30 p.m. – 6:30 p.m. Preconference Reception/
Exhibit Hall

Tuesday, April 21, 2009

7:00 p.m. – 8:00 a.m. Breakfast/Exhibit Hall
11:30 a.m. – 1:00 p.m. Lunch/Exhibit Hall
2:00 p.m. – 5:00 p.m. Exhibit Hall
6:00 p.m. – 7:30 pm Gala Fifth Anniversary
Reception/Exhibit Hall

Wednesday, April 22, 2009

7:00 a.m. – 8:00 a.m. Breakfast/Exhibit Hall
12:00 p.m. – 1:30 pm Lunch/Exhibit Hall
2:15 p.m. – 5:00 p.m. Booth Tear-down

Thursday, April 23, 2008

8:00 a.m. – 12:00 p.m. This time is allotted to schedule
appointments for meetings
with attendees

SPECIAL EVENTS

Monday, April 20, 2009

5:30 p.m. – 6:30 p.m. Preconference Reception

Tuesday, April 21, 2009

6:00 p.m. – 7:30 p.m. Gala Fifth Anniversary
Reception

DATES TO REMEMBER/DEADLINES

December 15, 2008

Early Registration discount deadline

March 16, 2009

Deadline for making hotel room
reservations at Caesar's

March 29, 2009

Final exhibitor registration deadline
for conference

April 1, 2009

Event/item sponsorship deadline

April 1, 2009

All advertising/information to be included
in convention materials due

April 20, 2009

Exhibitor setup day

Exhibit Manager Contact Information: Becky Mendez, Urgent Care Association of America

P. O. Box 777, Valrico, FL 33594-0777 • 813-239-6429 - P • 813-315-2529 - F • bmendez@ucaoa.org • www.ucaoa.org



HOTEL INFORMATION

Caesar's Palace

3570 Las Vegas Boulevard South
Las Vegas, NV 89109

Rooms at Caesar's Palace are available at \$219 (upgrades and suites available). The deadline for making hotel reservations at this rate is Monday, March 16, 2009. Cancellation policy is 72 hours prior to arrival to avoid a charge of first night's room and tax. Hotel reservations can be made:

- By phone: **866-227-5944**
- Online: <http://www.harrahs.com/CheckGroupAvailability.do?propCodeCLV&groupCode=SCUCA9>

Attendee List Rental

Attendee Lists will be emailed once prior to the convention and a complete final list will be emailed following the convention.

Giveaways

Exhibitor will be responsible for any giveaways and/or drawings. Please be sure to inform UCAOA to have items listed with date and time of drawing in the convention materials.



SPONSORSHIPS

Each item/event sponsor will receive: Listing on the UCAOA web site FAQ/Exhibit Hall page, listing in pre-convention attendee newsletters, listing in Conference Program, listing on agenda page, and signage at registration and in event area. For events, sponsor has the option of a welcome table or greeting attendees as they enter the event. For items, sponsor has the option of handing out item and greeting attendees.

Shared pricing is contingent on two committing organizations. If only one organization commits, they will be upgraded to exclusive and agree to pay full exclusive sponsorship fees.

BRIEFBAGS **SPONSORED/EXCLUSIVE**

All attendees will receive a briefbag with sponsor's logo on one side, UCAOA's on the other

SPORT BOTTLES "GO GREEN!" **SPONSORED/EXCLUSIVE**

All attendees will receive a reusable BPA-free bottle for use at water stations

POCKET AGENDA **\$1,500/EXCLUSIVE**

Foldable pocket-sized full conference agenda. Sponsor's logo on front

POCKET EXHIBIT HALL MAP **\$1,500/EXCLUSIVE**

Foldable pocket-sized exhibit hall map and exhibitor list. Sponsor's logo on front

PRECONFERENCE RECEPTION **\$3,000/EXCLUSIVE** **\$1,600/SHARED-LIMIT 2**

Opening Exhibit Hall event, Monday evening, signage and table signs with sponsor's logo and company name.

BREAKFAST **\$2,000/PRECON EXCLUSIVE** **\$3,000/MAIN CON EXCLUSIVE** **\$1,100/\$1,600/SHARED-LIMIT 2**

Four breakfasts available, sponsorship is per event. Sponsor's logo and company name on signs and table signs.

PADFOLIOS "GO GREEN" **\$8000/EXCLUSIVE**

All attendees will receive a leatherette folder with pockets to store course notes with sponsor's and UCAOA logo
(To replace course material binders)

INTERNET CAFÉ **CALL FOR RATE**

Minimum 6 computer and printer stations with high speed internet. Sponsor's name and logo on signage and screensavers/wallpaper

ONLINE LIBRARY **\$10,000/EACH-LIMIT 2**

Viewed by 600++ users, sponsors logo on each page. Free access included to all main convention registrants.

BREAK **\$1,500/PRECON EXCLUSIVE** **\$2,000/MAIN CON EXCLUSIVE** **\$800/\$1,100/SHARED-LIMIT 2**

Three breaks daily, sponsorship is per event. Sponsor's logo and company name on signs and table signs.

NOTEPADS **\$3,000/EXCLUSIVE** **\$1,600/SHARED-LIMIT 2**

All attendees will receive a notepad with sponsor's logo at bottom and UCAOA's at the top
(To replace course material binders)

NAMETAG POUCH/ LANYARDS **SPONSORED**

All attendees will receive nametag pouch with back zippered compartment and lanyards printed with sponsor's and UCAOA logo

GALA 5TH ANNIVERSARY RECEPTION **\$5000/EXCLUSIVE** **\$2600/SHARED-LIMIT 2**

Grand Tuesday night reception with special 5th Anniversary events. Sponsor's company name and logo on signage and table signs.

ATTENDEE LIST **\$1,500/EXCLUSIVE**

All attendees will receive printed attendee list. Sponsor's logo on bottom of each page.

LUNCH **\$2,500/PRECON EXCLUSIVE** **\$3,500/MAIN CON EXCLUSIVE** **\$1,300/\$1,800/SHARED-LIMIT 2**

Three lunches, sponsorship is per event. Sponsor's logo and company name on signs and table signs.

SNACK **\$1,500/EXCLUSIVE**

Specified healthy item to be served during breaks, 5 breaks available. Sponsor's logo and company name on signage and table signs.

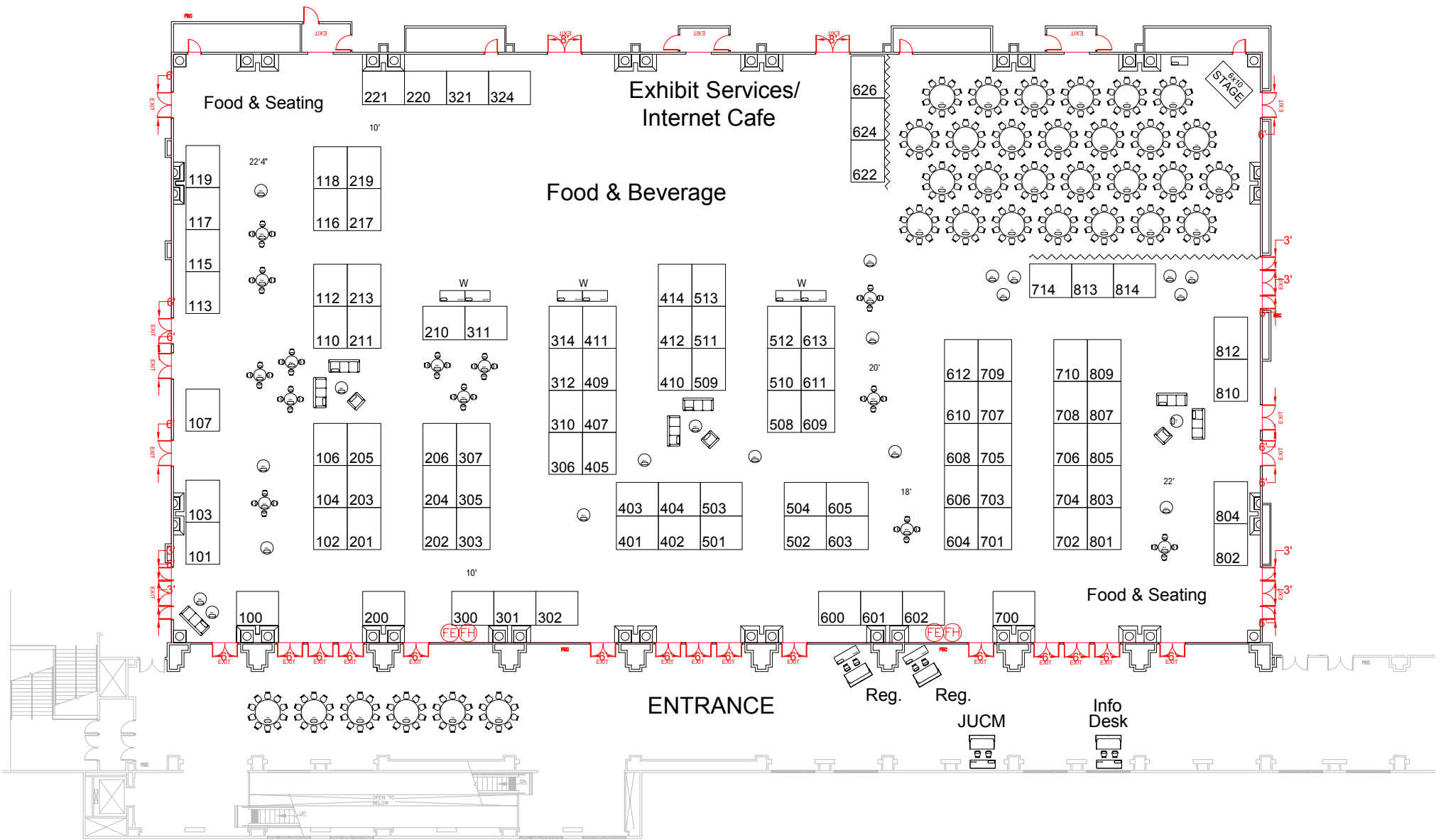
SATELLITE EVENTS

- CME Events
- Focus Groups
- Promotional/Social Events
- Product Theater

With over 750 urgent care professionals gathering in Las Vegas, it's a great time for your company to host a satellite event. Visit www.ucaoa.org or contact Becky Mendez: 813-239-6429 or bmendez@ucaoa.org for detailed information on hosting a satellite event. Space is very limited.
Registration Deadline: January 15.



FLOOR PLAN



BOOTH PRICING

Booth #	Standard/ Premium/ Corner	Price
100	C	\$2,750.00
101	C	\$2,750.00
102	C	\$2,750.00
103	C	\$2,750.00
104	S	\$2,500.00
106	C	\$2,750.00
107	C	\$2,750.00
110	C	\$2,750.00
112	C	\$2,750.00
113	C	\$2,750.00
115	S	\$2,500.00
116	C	\$2,750.00
117	S	\$2,500.00
118	P	\$3,000.00
119	P	\$3,000.00
200	C	\$2,750.00
201	C	\$2,750.00
202	C	\$2,750.00
203	S	\$2,500.00
204	S	\$2,500.00
205	C	\$2,750.00
206	C	\$2,750.00
210	P	\$3,000.00
211	P	\$3,000.00
213	P	\$3,000.00
217	P	\$3,000.00
219	P	\$3,000.00
220	P	\$3,000.00
221	P	\$3,000.00
300	C	\$2,750.00
301	S	\$2,500.00
302	P	\$3,000.00
303	C	\$2,750.00
304	C	\$2,750.00

Booth #	Standard/ Premium/ Corner	Price
305	S	\$2,500.00
306	C	\$2,750.00
307	C	\$2,750.00
310	C	\$2,750.00
311	P	\$3,000.00
312	S	\$2,500.00
314	P	\$3,000.00
321	P	\$3,000.00
324	P	\$3,000.00
401	P	\$3,000.00
402	P	\$3,000.00
403	P	\$3,000.00
404	P	\$3,000.00
407	P	\$3,000.00
409	S	\$2,500.00
410	P	\$3,000.00
411	P	\$3,000.00
412	S	\$2,500.00
414	P	\$3,000.00
501	P	\$3,000.00
502	P	\$3,000.00
503	P	\$3,000.00
504	P	\$3,000.00
508	P	\$3,000.00
509	P	\$3,000.00
510	S	\$2,500.00
511	S	\$2,500.00
512	P	\$3,000.00
513	P	\$3,000.00
600	P	\$3,000.00
601	S	\$2,500.00
602	C	\$2,750.00
603	C	\$2,750.00
604	C	\$2,750.00

Booth #	Standard/ Premium/ Corner	Price
605	C	\$2,750.00
606	S	\$2,500.00
608	S	\$2,500.00
609	P	\$3,000.00
610	S	\$2,500.00
611	S	\$2,500.00
612	P	\$3,000.00
613	P	\$3,000.00
622	P	\$3,000.00
624	P	\$3,000.00
626	P	\$3,000.00
700	P	\$3,000.00
701	C	\$2,750.00
702	P	\$3,000.00
703	S	\$2,500.00
704	S	\$2,500.00
705	S	\$2,500.00
706	S	\$2,500.00
707	S	\$2,500.00
708	S	\$2,500.00
709	P	\$3,000.00
710	P	\$3,000.00
714	P	\$3,000.00
801	P	\$3,000.00
802	P	\$3,000.00
803	S	\$2,500.00
804	C	\$2,750.00
805	S	\$2,500.00
807	S	\$2,500.00
809	C	\$2,750.00
810	C	\$2,750.00
812	C	\$2,750.00
813	S	\$2,500.00
814	C	\$2,750.00



POINT SYSTEM

BOOTH AND SPACE ASSIGNMENT:

Booth space is assigned by UCAOA based on the point system, then date received, then any special considerations such as proximity to other exhibitors, and then on a first come, first served basis. Since the point system is based on exhibit history, prime spaces likely will be assigned to long-term exhibitors. UCAOA reserves the right to place reasonable limitations on the number of booths to be rented to any exhibiting company.

Initial space assignments will take place one month prior to early registration cut-off date. Early registration forms accompanied by the \$1,000 deposit must be received prior to that date. If multiple companies have the same number of priority points, space will then be assigned based on date of receipt. All point system participants must have their registration forms in prior to the early registration cut-off date. After that date, booths will be assigned on a first come, first served basis. Points will be awarded as follows: If a company does not exhibit one year, they lose all points accumulated. Exhibiting companies involved in mergers or acquisitions will receive the points that were earned by the company with the most favorable exhibit history. Points are not combined to arrive at an exhibiting company's point status.

POINT SYSTEM:

Points are awarded using the following system.

- 1 point for each year exhibited during all consecutive years at UCAOA events.
- 1 point for each booth purchased during all consecutive years at UCAOA events.
- All accumulated points deducted for early tear-down at UCAOA events.
- Points awarded for financial support, JUCM and web advertising and/or sponsorships at UCAOA events:
 - 1 point for under \$999
 - 2 points for \$1,000 - \$4,999
 - 3 points for \$5,000 - \$9,999
 - 4 points for \$10,000 - \$14,999
 - 5 points for \$15,000 - \$19,999
 - 1 additional point for each additional \$5,000 increment

HOW IT WORKS:

- ABC Company exhibits in 2005, 2006, and 2007 = 3 points.
- ABC Company had 1 booth in 2005, 1 booth in 2006, and 2 booths in 2007 = 4 points
- ABC Company sponsored a lunch in 2005 for \$1,500, 2 breaks in 2006 for \$1,000 and brief bags in 2007 for \$1,900 = 3 points
- Total points earned by ABC Company going into 2008 = 10
- If ABC Company returns for at least one UCAOA event for each consecutive year, points will continue to accumulate. If ABC Company does not attend at least one event in 2008, all points will be lost and will begin accumulating again the next year of exhibiting.

If you have any questions please contact Becky Mendez 813-239-6429 or bmendez@ucaoa.org.



PME SERVICES INFORMATION

Exhibitor Receiving, Shipping & Storage
Equipment Rentals/Electrical Connections, etc.

Arrangements for any additional audiovisual equipment,
electrical, phone, or Internet connections, etc. should be
made directly with John Gillen of PME Services, Inc.

John Gillen

PME Expo Services
4630 S. Kirkman Rd., Suite 128
Orlando, Florida 32811

T: 407-654-0749

F: 407-656-7234

john@my-pme.com <<mailto:john@my-pme.com>>

www.pmeexpo.com <<http://www.pmeexpo.com/>>



EXHIBITOR GUIDELINES

UCAOA provides these Exhibitor Guidelines, revised and adapted to meet the specifications of this event, intending to maintain a peaceful and productive environment for all exhibitors.

GENERAL:

By registering for exhibit space, the company agrees to adhere to all conditions and regulations outlined in this package and are a part of all space contracts. The following rules and regulations have been designed for the benefit of all exhibitors. UCAOA requires the full cooperation of exhibitors in their observance.

Exhibitors or their representatives who fail to observe these conditions of contract or who, in the sole and absolute discretion of the association, conduct themselves improperly, may be dismissed without refund or appeal for redress.

EXHIBIT SET-UP:

Exhibits should be constructed so that no copy appears higher than 8 feet from the floor and no structure exceeds a height of 10 feet. End cap exhibits are not authorized unless specially arranged with the association.

No part of any exhibits and no signs should be pasted, nailed, or otherwise affixed to walls, doors, etc., in a way that might cause any damage, loss, expense, and/or cost.

In order to conform to union contract rules and regulations, where applicable, it will be necessary that all exhibitors use qualified union personnel for the various services required for installation and dismantling of exhibits and for material handling within the show.

EXHIBIT PRESENTATION:

Interviews, demonstrations, distribution of literature, samples, and detailing should take place inside the booth.

Motion picture projectors and apparatus must conform to fire regulations of the hotel. Only safety film may be used.

Sound film may be exhibited only in an enclosed room or soundproof booths. Silent films should be arranged so aisles are not blocked. Projection of motion pictures must be supervised by a licensed operator where required.

Exhibitors with audible electric sound motion pictures, or other exhibits or devices that the association, in its sole and absolute discretion, deems objectionable to other exhibitors will be required to discontinue using all exhibits and/or devices so determined to be objectionable.

Prize contests and drawings must be approved by UCAOA prior to the meeting.

EXHIBIT TEAR-DOWN:

Before any exhibit may be removed from the building, exhibitors must make arrangements satisfactory to the association and the decorator for the payment of any charges incurred by the exhibitor in connection with his exhibiting therein.

Early departures are emphatically prohibited by UCAOA. Violation of this guideline will result in the loss of all accumulated points.

CANCELLATION:

Cancellation by paid registrants is required in writing to the attention of **Becky Mendez, UCAOA Exhibit Manager, P.O. Box 777, Valrico, FL 33595-0777**.

Deposit is *nonrefundable* after convention brochure goes to print with exhibitor company name listed. Cancellations received from paid registrants prior to January 20, 2009 are entitled to 100% refund of paid fees and sponsorships. Cancellations received January 21 through March 1, 2009 are entitled to a refund of 50% of paid fees and no refund of sponsorships. *There will be no refunds of fees or sponsorships after March 2, 2009.*



EXHIBITOR REGISTRATION
UCAOA 2009 Spring Fifth Anniversary National Convention
April 20 – 22, 2009
CAESAR'S PALACE, LAS VEGAS, NV

Company:							
Sales Contact:				Sales Email:			
Address:				City	ST	Zip	
Phone:				Fax:			
Conference Contact: (TO RECEIVE INFO UPDATE EMAILS)				Email:			
				Phone:			
Website:							
CHECK HERE TO USE 75-WORD DESCRIPTION from 2008 SPRING: _____ from 2008 FALL: _____							
Exhibitor Reps (2 incl. in booth fees – each addl \$300): Email:							
1.							
2.							
3.							
4.							
Change of registered representatives MUST be made 30 days prior to event. Late representative changes made after this date incur a \$50 late registration fee.							
Exhibit Space Selection: <i>UCAOA DOES NOT GUARANTEE EXHIBIT SPACE</i>							
<i>Assignment of Booth Number will be made upon receipt of all required forms and documents!</i>							
Booth # Selection:		1 st	2 nd	3 rd	4 th	5 th	6 th
7 th	8 th	9 th	10 th	11 th	12 th	13 th	14 th
Fees: (Incl. Meals/Events)				10' W X 8' D		\$	
<i>Deduct 10% if registered by December 15, 2008</i>						\$	
Sponsorship:						\$	
Add \$300 for each exhibitor representative over 2						\$	
TOTAL AMOUNT CHARGED/ENCLOSED						\$	
Method of payment: MasterCard or Visa Only (sorry, no American Express)							
Check enclosed: _____ MasterCard: _____ Visa: _____ Expiration Date: _____							
Credit Card Number:							
Name on Credit Card:							

1. Registration form must be submitted by December 15, 2008 to receive early registration 10% discount.
2. Deposit is nonrefundable after convention brochure goes to print with exhibitor company name listed.
3. Electronic 75-word or less description must be received prior to booth space confirmation (or use prior year's).
4. Registrations should be submitted no later than March 19, 2009. Checks are NOT accepted after this date.
5. Exhibit Booths are 10' W by 8' D. Make certain your display is not larger than this area. Displays extending beyond exhibit booth parameters may be removed at the discretion of UCAOA.
6. Please call **813-239-6429** if you need assistance or have questions. To pay by check, enclose payment with completed registration form and return to: UCAOA, Attn: Becky Mendez, P. O. Box 777, Valrico, FL 33595-0777. To pay by credit card, payments/registration can be mailed, faxed to 813-315-2529 or emailed to bmendez@ucaoa.org. Call to confirm faxed registration forms.
7. All paid registrants agree to abide by and adhere to the Exhibitor Guidelines. Please review these in full. Signature below confirms acknowledgement.

Electronic 75-word description has been forwarded to UCAOA. Registration Packet reviewed in full,

completed and accepted by: _____