

# Meet The International Specialists In Aerospace Medicine And Human Performance



# 91<sup>ST</sup>

# ANNUAL SCIENTIFIC MEETING

**Aerospace Medical Association**

The International Leader For Excellence In  
Aerospace Medicine

**Sheraton Denver  
Downtown Hotel  
Denver, Colorado**

**Exhibit Dates:**

**Sunday, August 29 – Tuesday, August 31, 2021**

**Meeting Dates:**

**August 29 – September 2, 2021**

INFORMATION FOR EXHIBITORS



## WELCOME

**W**e want you to join us this August/September at the 91st Annual Scientific Meeting of the Aerospace Medical Association. At the 2019 meeting in Las Vegas, Nevada, the number of attendees was 1,643. We have a unique membership that no other professional medical organization can equal. Our members include Aerospace Medicine and Clinical Physicians, Aerospace Nurses, Physiologists, Human Performance and Human Factors experts, Aerospace Medicine

Physician Assistants, Public Health experts, Occupational Medicine physicians, Environmental Medicine experts, and a host of scientists engaged in aerospace medicine policies, operations, and research from around the world. You will have the opportunity to meet leaders, practitioners, and scientists from the FAA, NASA, the aerospace industry, the airlines, the Military Services, and consultants in the private sector. There will also be in attendance senior government, military, and airline medical personnel from over 70 countries. Approximately 25% of our members are from overseas. No matter where we come from or what we do, we are bound together by a common interest in the health and safety of all those who fly in air and space, crews and passengers, and of those who support aerospace organizations on the ground. Our Association has approximately 2,250 members providing an excellent target market for the purchase of equipment, supplies, pharmaceuticals and ancillary products. Listed below is a breakdown of the attendees at the 2019 Annual Meeting

*Denver has historically been a good draw for the Association with its beautiful downtown area nestled in the majestic Rocky Mountains. The Sheraton Downtown Denver Hotel offers Great Meeting Space where Registration, the General Sessions, and Break-out Rooms are located near the Exhibit Hall to ensure great traffic. We have seen the face-to-face meetings industry begin its comeback and are looking forward to returning with a strong AsMA Annual Meeting attendance to be joining us in August!*

Besides the regular attendees, invitations will be extended to medical schools in the state.

The attendees at our Annual Meetings have a reputation of visiting the exhibit area in force each day. Listed below is a synopsis of typical exhibitor comments from the 2019 meeting. The results are nothing unusual as our companies traditionally rate the AsMA meeting very high in terms of registrants' interest, quality, and expectations met.

### Breakdown of attendees at 2019 Annual Meeting

Aerospace Human Factors & Human Engineering .....	133
Aerospace Physiology.....	191
Aerospace and Aviation Medicine ...	714
Bioengineering .....	18
ENT .....	6
Family Practice.....	185
Internal Medicine .....	85
Military Command.....	60
Nursing/Patient Transport.....	20
Ophthalmology .....	19
Physiology .....	168
Research and Research Scientist.....	92
Sports Medicine .....	31
Surgery.....	20
Students .....	141
AsMA Staff.....	6
Exhibitors .....	67
Exhibitors Full Conference .....	26
<b>Total Registration.....</b>	<b>1,643</b>

**Registrants Interest in Products/Services- 90% stated Excellent or Good.**

**Quality of Registrant Inquiries-90% stated Excellent or Good.**

**We will exhibit in Atlanta - 90% stated Yes, with an additional 15% in the decision making process.**

AsMA leadership always encourages the registrants to visit the exhibits often. We have always considered the exhibit area an integral part of our scientific program in that there is much to be learned by talking to the company representatives and examining their products.

- **All coffee breaks will be held in the exhibit area during dedicated program intermissions** when no sessions are in progress, guaranteeing excellent traffic flow.
- **Welcome Reception held in the exhibit area.**
- **Set-up is on Sunday**, affording exhibitors savings on air fares if they arrive Saturday night.
- **Exhibiting companies' products, addresses, phone numbers, and generic emails** are listed in the program giving registrants year round accessibility to exhibitors.
- **All exhibitors will be listed on the AsMA website** as they register.
- **An exhibitor's lounge will be located in the exhibit area with free coffee service** where exhibitors can take breaks, or chat informally with customers.

Please join us in DENVER, COLORADO! You will certainly find it worthwhile because of the large attendance, the people you meet from the entire aerospace medicine community, the superb scientific sessions, and the attractions of the area itself. We will personally visit each exhibit throughout the week.

Sincerely,

**Jeffrey Sventek, MS, CAsP**  
AsMA Executive Director

**Kristofer S. Herlitz**  
Exhibits Manager

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## GUIDELINES FOR EXHIBITING

### SPACE ASSIGNMENT

Priority in space assignment is earned on the basis of previous participation as an exhibitor since 1959; the number of advertising pages used in the Association's official journal, *Aerospace Medicine and Human Performance*, in the previous year; Corporate and Sustaining Membership; General and Award Sponsorship; and active participation in the Association's activities.

### PRESENTATION OF PRODUCTS OR SERVICES

The purpose of AsMA's exhibit program is to further the education of the registrants. The exhibits must be of an educational character, and emphasize instruments, pharmaceuticals, books, products or services for use in the registrants' medical practice, teaching, or research. Sales are prohibited on the exhibit floor and other related convention areas during the meeting.

**Sunday, August 29 10:30 a.m.-4:30 p.m. (all exhibitors must be set for the 6:30 p.m. Opening Reception held in the Exhibit Hall).**

A labor crew will be available for the set-up and dismantling of exhibits in accordance with advance orders. Exhibitors are urged to order all services in advance. A complete set of service forms will be forwarded to each exhibiting company. **All exhibit material must be unpacked by 4:30 p.m. as we must have time to set up for the 6:30 p.m. Opening Reception which will again be held in the Exhibit Hall in 2021!** Any material not unpacked by this time will be ordered set up by Exhibit Management, with the cost charged to the Exhibitor, or will be placed in storage until the exhibits close on Monday, August 30.

**PLEASE NOTE: Do not store anything of value in crates destined for storage.**

### CRATE STORAGE

Empty boxes, cartons, crates, etc. destined for storage must be removed from the exhibit area by 6:00 pm Empty stickers, which must be placed on all items destined for storage, will be available at the service desk. Containers not having empty stickers will be disposed of.

### EXHIBIT HOURS AND DATES

**Sunday, August 29 6:30 p.m.-8:30 p.m. -**

**WELCOME RECEPTION!!!!**

**Monday, August 30 9:30 a.m.-4:30 p.m.**

**Tuesday, August 31 9:30 a.m.-4:30 p.m.**

As a courtesy to the registrants and your fellow exhibitors, AsMA requires strict adherence to the opening and closing hours. 24 hour security is provided, so exhibitors may feel free to take breaks as they see fit. Deliveries and removal of supplies and equipment must be made before or after exhibit hours. A pass must be obtained from the Exhibit Manager to remove any equipment, material, etc. once the exhibit area has opened on Sunday. Once the exhibits

open on Tuesday morning, nothing may be removed from the exhibit area until the official closing time of 4:30pm, at which time no pass is required.

### DISMANTLING OF EXHIBITS

**Tuesday, August 31, 4:30pm-8:00pm**

No packing of equipment, literature, booth contents, etc. or dismantling of any booth will be permitted until the official closing time of 4:30 pm To avoid damage to your display, please remain with your exhibit until crates are returned and your material is packed.

### BOOTH DESIGN AND USE OF EXHIBIT SPACE

**All booths are 10' wide by 10' deep, or multiples thereof.**

A booth ID sign will be provided. All display material and equipment is restricted to a maximum height of 4' except for the backwall which is limited to 8' in height and 5' in depth. No exhibit may span an aisle with roof or floor covering. Exposed unfinished sides of exhibit backgrounds must be draped to present an attractive appearance. If such draping is not ordered, the Exhibits Manager will do so and charge the exhibitor. The Exhibit Hall will be carpeted so exhibitors are not required to order carpet for the 2021 meeting.

### FURNITURE/LABOR/CARPETING/RENTAL DISPLAY

The Show Decorator will send out a service kit will be sent to all exhibitors. Exhibitors may set up their own booths without the use of power tools.

### ELECTRICITY

An electrical order form will be provided in the service kits.

### BOOTH CLEANING

Arrangements for nightly cleaning are the responsibility of each exhibitor. **Any exhibitor not ordering cleaning the night prior to opening will have their booth cleaned, and will be charged accordingly.**

### FLAMMABLE MATERIALS

No volatile materials, fluids, or substances prohibited by the Atlanta Fire Department may be used. There may be no use of crepe paper or corrugated material.

### INSURANCE

Exhibitors should have portal-to-portal riders on their own insurance policy to protect against fire, loss, theft, etc. **The Aerospace Medical Association must be named as a co-insured on all policies, and a copy of the certificate must accompany the application for exhibit space. Booths will not be assigned without this certificate.**

## GUIDELINES FOR EXHIBITING *continued*

### ADVANCE REGISTRATION OF BOOTH PERSONNEL

Forms will be sent to each exhibitor for registration of up to six (6) persons per 10' x 10' booth. All changes and/or additions to the original list must be done on-site. **All badges will be distributed at the meeting.**

### LUNCHEONS AND SOCIAL EVENTS

Exhibitors are invited to purchase tickets to luncheons and social events. Below are the Monday and Tuesday luncheons.

#### Monday, August 30, 2021, 12:00pm - 2:00pm

- Civil Aviation Medical Association Luncheon - \$50.00
- Society of USAF Flight Surgeons Luncheon - \$50.00
- US Navy Luncheon - \$50.00
- Society of US Army Flight Surgeons Luncheon - \$50.00
- Aerospace Human Factors Association Luncheon - \$50.00
- AsMA Corporate Forum Luncheon - Free to all Corporate Members of AsMA and Paid Exhibitors.

#### Tuesday, August 31, 2021, 12:00pm - 2:00pm

- AsMA Annual Business Meeting (Lunch Optional) - \$50.00

### DISTRIBUTION OF GIVEAWAYS

All give-aways must be in the professional interest of the registrants, and useful to them at the meeting or in their practice. All giveaways should have a value of \$10 or less and must be approved in advance by the Exhibit Manager.

### SELLING OF PRODUCTS OR SERVICES

Sales and order-taking are permitted provided that all transactions are conducted in a manner consistent with the professional nature of the exhibits. Exhibitors selling tangible goods must meet requirements of the City of Denver. Exhibitors should contact the City of Denver Treasury Division and review the Denver Ordinance, Tax Rules and Tax Guide [here](#). Further details are available [here](#).

### SECURITY

24 Hour security will be provided in the Exhibit Area beginning Sunday.

### GENERAL CONDUCT OF EXHIBITS

The following practices are prohibited:

1. Noisy electrical or other mechanical apparatus interfering with other exhibitors.
2. Canvassing or distributing any material outside the exhibitor's own space.
3. Sub-leasing of exhibit space.
4. Publicizing and/or maintaining any extra-curricular activities, inducements, demonstrations, or displays away from the exhibit area during the official meeting and exhibit hours.

5. Contests, raffles, games of chance, lotteries or other special discount offers.
6. Wearing of buttons, unofficial name badges, company name plates, etc., which obscure the official AsMA badge.
7. Entry into another exhibitor's booth without permission.

Relevant portions of the foregoing are applicable to non-exhibitors at all times. Character of the exhibits is subject to approval by AsMA. The right is reserved to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail or close exhibits, or parts of exhibits, which reflect unfavorably upon AsMA. This applies to displays, novelties, literature, conduct of persons, etc.

### BOOTH SPACE CANCELLATIONS

#### It is agreed that:

- (a) If a company cancels its space more than 90 days prior to the meeting, the deposit will be retained.
- (b) If a company cancels its space less than 90 days prior to the meeting, and the exhibit area is not sold out, 100% of the booth cost will be retained.
- (c) If a company cancels its space, and the exhibit area is sold out, the deposit will be retained. No refunds will be made until after the meeting.

### LIABILITY

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and save the Aerospace Medical Association, The Herlitz Company, LLC, the Sheraton Denver Downtown Hotel and all employees and agents of the above against all claims, losses, and damages, to persons or property, governmental charges or fines, and attorney's fees arising out of, or caused by exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Sheraton Denver Downtown Hotel, its employees, and agents. In addition, Exhibitor acknowledges that the Aerospace Medical Association, The Herlitz Company, LLC and the Sheraton Denver Downtown Hotel, do not maintain insurance covering exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property insurance covering such losses by the Exhibitor.

*Please address all communications pertaining to exhibits to:*

**The HERLITZ COMPANY**  
777 Westchester Avenue; Suite 101  
White Plains, NY 10604  
t 1-914-705-5420 c 1-914-424-4247  
Email: kris@herlitz.com



## 2016-2019 EXHIBITORS

Aerospace Medical Association Foundation  
 AFBA - Armed Forces Benefit Association  
 Affinity eHealth  
 Air Force Civilian Service  
 Air Force Recruiting Services  
 Air Force Reserve Command History & Heritage Office  
 American Board of Preventive Medicine - ABPM  
 American Osteopathic College of Preventive Medicine  
 AMST - Systemtechnik GmbH  
 Aqua Innovations Ltd.  
 Banyan  
 CAE Healthcare  
 Casa Palmera  
 Chewpd  
 Concentra  
 CRC Press / Taylor & Francis Group  
 Defender Pharmaceuticals  
 Environics, Inc.  
 Essex Industries  
 ETC - Environmental Tectonics Corporation

Expo Enterprise  
 Footbeat  
 General Sleep Corporation  
 Gentex Corporation  
 Global Aviation Data / GlobaLog  
 GO2Altitude  
 Good-Lite Company  
 GyroStim  
 Harvard T.H. Chan School of Public Health  
 Human Solutions of North America, Inc.  
 INNOVA Systems, Inc.  
 JFJ Consulting GmbH  
 KBRwyle  
 King's College London  
 Konan Medical  
 MASIMO  
 Medlock Consulting  
 Monash University Aviation Medicine  
 Naval Aviation Museum Foundation, Inc.  
 Naval Medical Research Unit - Dayton  
 Night Readiness, LLC  
 North American Rescue LLC  
 Omega Laboratories  
 OxyHeal Health Group

Percepto, Inc.  
 Remote Diagnostic Technologies Ltd.  
 Tactical Defense Media  
 Talbott Recovery  
 Teledyne Brown Engineering Inc  
 The Henry M. Jackson Foundation for the Advancement of Military Medicine  
 Thermo Fisher Scientific  
 U S D T L, United States Drug Testing Labs  
 U.S. HealthWorks  
 Undersea & Hyperbaric Medical Society - (UHMS)  
 University of Texas Medical Branch Aerospace Medicine  
 US Air Force 348th Health Professions  
 USAA / United Service Automobile Association  
 USAF School of Aerospace Medicine  
 UTMB / Aerospace Medicine Residency  
 Wright State University - Aerospace Medicine  
 Wyle  
 ZOLL Med

## EXHIBIT HALL FLOOR PLAN



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## APPLICATION FOR EXHIBIT SPACE 2021 AEROSPACE MEDICAL ASSOCIATION

SHERATON DENVER DOWNTOWN HOTEL • DENVER, COLORADO • EXHIBIT DATES - AUGUST, 29, 30 AND 31, 2021

### BOOTH SIZES

All booths are 10' wide x 10' deep unless otherwise noted.

### RENTAL RATES

Each corner booth is US\$2,200.00.

Each in-line booth is US\$2,050.00

Corporate Members receive a 10% discount.

First Time Exhibitors receive a 25% discount.

Non Profit/Scientific Exhibits are \$650.00 per booth.

### FOR OFFICE USE ONLY

Points \_\_\_\_\_

Booth Assignment \_\_\_\_\_

Booth Size \_\_\_\_\_

Cost of Booth(s) \_\_\_\_\_

Deposit Received/Date \_\_\_\_\_

Balance Due by 5/28/21 \_\_\_\_\_

Refund \_\_\_\_\_

Description Received/  
Date \_\_\_\_\_

\_\_\_\_\_, 2021 (Today's Date )

*You are hereby authorized to reserve space for our use at the 91<sup>st</sup> Annual Scientific Meeting.*

Please list eight (8) choices of exhibit space. Since many companies will apply for the same space, we suggest you not concentrate your choices in one area.

We request \_\_\_\_ # of spaces.

Our Choices are:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_
5. \_\_\_\_\_ 6. \_\_\_\_\_ 7. \_\_\_\_\_ 8. \_\_\_\_\_

A 50 word description of products/services to be exhibited must accompany your application for review and inclusion in the program - these need to be **submitted via email** as an attachment to [kris@herlitz.com](mailto:kris@herlitz.com). Descriptions may be edited for uniformity. Descriptions will be placed Online, in the Meeting App, and in the extensive On-Site Addendum

**If possible, we wish to avoid being assigned next to or opposite the following companies:**

\_\_\_\_\_

We agree to abide by all the Guidelines for Exhibiting, and to adhere to the opening and closing times set forth in the accompanying brochure.

Please print Company Name as you wish it to appear on badges and in the program.

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City/State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Website \_\_\_\_\_

Email \_\_\_\_\_

Per \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Important:** We are including a deposit of \$1,000.00 (Non Profit/Scientific booth deposit is \$650.00) for each booth requested. We agree to pay the balance by May 28, 2021.

Payment Method:  Amex  MC  Visa  Check payable in U.S. dollars and drawn on a U.S. bank to: Aerospace Medical Association

Card # \_\_\_\_\_ Card Security Code: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Name on Card \_\_\_\_\_

Signature: \_\_\_\_\_

Please forward checks to:

**The HERLITZ COMPANY**

777 Westchester Avenue; Suite 101 • White Plains, NY 10604  
t 1-914-705-5420 c 1-914-424-4247 • E-mail: [kris@herlitz.com](mailto:kris@herlitz.com)