

Corporate Support Opportunities



Scientific Assembly **18**
SAN DIEGO, CA

Connecting You to Emergency Medicine Leaders
at the world's largest and most prestigious emergency medicine conference

October 1-4, 2018 | www.acep.org/acep18 | 800.798.1822

Celebrate with ACEP!

50 years of making every
moment count – look Inside...





more than **37,000** members | Connect to the
Emergency Medicine Community Today!
emergency physicians • emergency department directors • key decision makers

Reach decision makers in emergency medicine quickly and efficiently with American College of Emergency Physicians (ACEP). More than 37,000 members turn to ACEP every day for education, research, advocacy, practice management, professional development, networking and more.

No other emergency medicine organization can match ACEP's reach and credibility. Our members are emergency physicians, emergency department directors EMS medical directors, and other key decision makers.

Corporate Support Opportunities at ACEP18

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Find a perfect solution to your branding, educational, marketing and sales needs today to leverage the College's reputation in partnership with your organization.



ACEP—You Make 50 Look Good!

For 50 years, America's emergency has been our specialty. Comforting our patients through some of their most frightening moments, emergency physicians are there 24 hours a day, 365 days a year.

ACEP's 50th anniversary reflects on the moments that matter most for our specialty, our members, our patients - moments that matter most to you.

Throughout 2018, ACEP will honor the titans of emergency medicine who blazed the trails so others could follow. We'll recognize the mavericks who practice each day with tenacity, excellence and the highest regards for their patients. And we'll highlight the pioneers who will lead us into the next era of practice.

What to Expect:

- ▶ A commemorative anniversary coffee table book capturing a day in the life of today's emergency physician through breath-taking photographs
- ▶ Social media campaigns to share the highs, lows and life-changing moments in emergency medicine
- ▶ 50th anniversary-themed podcasts on the past, present and future of emergency medicine
- ▶ Anniversary editions of ACEP Now and Medicine's Frontline
- ▶ A blow-out celebration at ACEP18 in San Diego featuring an interactive history museum that chronicles the journey of emergency medicine from battlefield to inner city to rural America and every spot in between
- ▶ And much more!

Contact us today

to find out how your company can be part of our 50th anniversary celebration!

▶ **Peggy Brock**

Director, Corporate Development
pbrock@acep.org

▶ **Lori Vega**

Director, Strategic Partnerships
lvega@acep.org

▶ **Stephanie Batson**

Sr. Manager, Exhibits & Corporate Development
sbatson@acep.org

American College of Emergency Physicians



The American College of Emergency Physicians is the oldest, largest and most prestigious national medical specialty organization representing emergency physicians. ACEP is dedicated to protecting our members' interests, demonstrating our specialty's value and shaping the future of emergency medicine. We make it easier for our members to provide the highest quality care for their patients.

In 2014, there were an estimated 141.4 million visits to emergency departments in the United States, according to the CDC. Almost 35% of the visits were made by persons under 25 years of age.

ACEP is THE go-to organization for emergency physicians worldwide

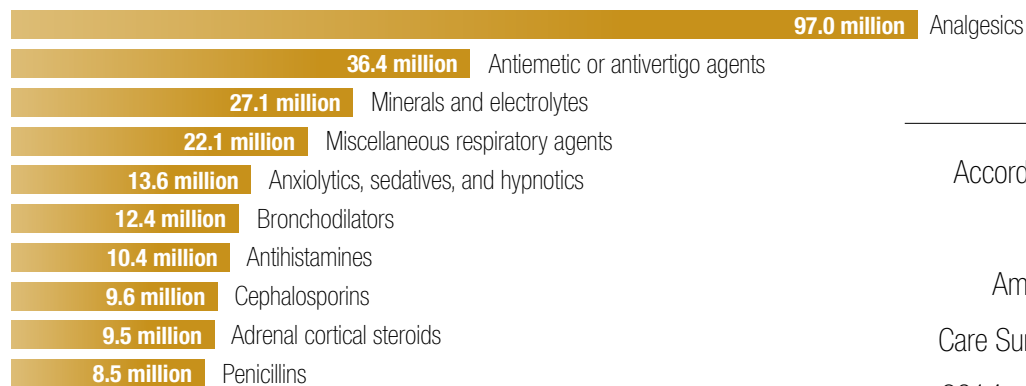
Emergency physicians have had extensive training in a wide array of clinical presentations. Each day, they treat patients with symptoms from any or all of these clinical areas:

- ▶ Abdominal and Gastrointestinal
- ▶ Cardiovascular
- ▶ Cutaneous-Dermatologic
- ▶ Disaster Medicine
- ▶ DVT/PE
- ▶ Endocrine, Metabolic, and Nutritional
- ▶ Environmental
- ▶ Head, Ear, Eye, Nose, Throat
- ▶ Hematologic
- ▶ Immune System
- ▶ Systemic Infections
- ▶ Musculoskeletal
- ▶ Nervous System
- ▶ Obstetrics and Gynecology
- ▶ Orthopedic
- ▶ Pediatric
- ▶ Psycho-behavioral
- ▶ Renal and Urogenital
- ▶ Stroke
- ▶ Thoracic-Respiratory
- ▶ Toxicologic
- ▶ Trauma

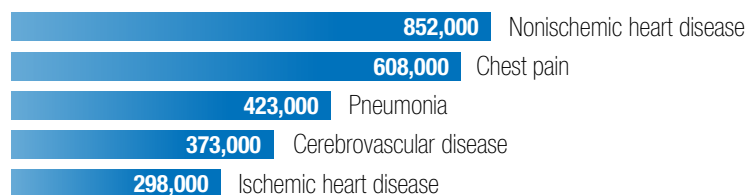
Our members are also actively involved in these practice resource areas:

- ▶ Ultrasound and other imaging devices
- ▶ Administration and Management
- ▶ Medical Education and Simulation
- ▶ Technology and Health IT
- ▶ Reimbursement and Coding
- ▶ Contracts
- ▶ Performance Improvement
- ▶ Pre-hospital Care
- ▶ Systems-based Management
- ▶ Conflict Resolution
- ▶ Faculty Development
- ▶ Research
- ▶ Risk Management, Legal, and Regulatory Issues
- ▶ Accreditation
- ▶ Compliance
- ▶ Documentation
- ▶ Telemedicine

Common Drug Categories



Leading principal hospital discharge diagnosis groups:



According to the CDC's National Hospital Ambulatory Medical Care Survey published in 2014, medications were provided or prescribed at 78 percent of emergency department visits for a total of 317 million drugs.

The Annual ACEP Meeting

The American College of Emergency Physicians' annual conference – the world's largest and most prestigious emergency medicine educational meeting – brings together more than 8,500 emergency physicians, residents, physician assistants, nurses and other emergency medicine professionals. Unsurpassed among emergency medicine conferences, ACEP18 stands alone as the most highly attended and respected event in emergency medicine. This forum for the latest and most innovative findings in emergency medicine also offers the most clinically relevant practical applications.

Nowhere else in the world is emergency medicine so well represented by emergency medicine attendees, outstanding presenters and high quality exhibitors.

Because of the robust curriculum and global thought leaders who attend ACEP18, the Emergency Medicine Residents' Association hosts its meetings and events concurrently. The Research Forum, also taking place during the annual meeting, unveils new, original science and research integrating with the educational courses, providing practical take-home solutions that will shape the future of the specialty.

Future ACEP Annual Meetings

2019

ACEP19, October 28-31 Denver, CO

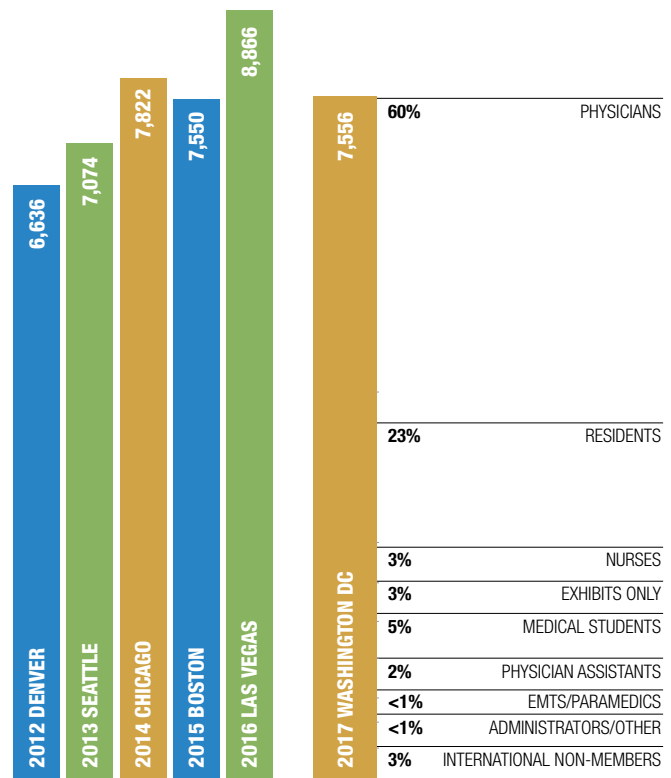
2020

ACEP20, October 26-29 Dallas, TX

2021

ACEP21, October 25-28 Boston, MA

Total Professional Attendance for Past Annual Meetings



Exhibits

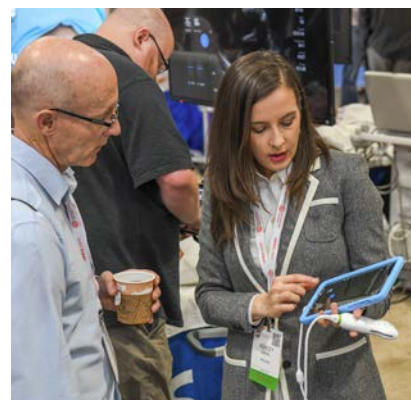
Be part of the largest exhibit program in the emergency medicine specialty, featuring more than 400 companies! Our past exhibitors give the exhibit program rave reviews with 98% stating that they achieved their goals for exhibiting. Put the power of ACEP's annual meeting to work for you – secure your space today!

Dates October 1-3, 2018

Location San Diego Convention Center

Exhibit Space Rate from \$29.50 / sq. ft.

Attendees More than 8,500 emergency medicine professionals



Benefits of Exhibiting Include:

- ▶ 7" x 44" booth identification sign
- ▶ Pipe and show color drape for non-island booths
- ▶ Listing of company information on ACEP Website, Onsite Program, and the Conference Mobile App
- ▶ Exhibitor Thank You Reception
- ▶ 5 exhibitor badges per 100 square feet of space rented
- ▶ 5 guest passes per 100 square feet of space rented



Market Sectors Represented:

- | | | |
|---------------------------------|---------------------------------------|-----------------------|
| ▶ Billing/Coding Services | ▶ Emergency Medical Equipment | ▶ Pharmaceuticals |
| ▶ Cardiovascular | ▶ Imaging/Ultrasound Equipment | ▶ Publications |
| ▶ Computer Software/Hardware | ▶ Insurance/Risk Management | ▶ Recruiting |
| ▶ Consulting Services | ▶ Market Research | ▶ Safety |
| ▶ Diagnostic Products/Services | ▶ Non-Profit Organization/Association | ▶ Staffing/Management |
| ▶ Documentation Services | ▶ Ophthalmic Products | ▶ Wound Care Products |
| ▶ EDIS | ▶ Orthopedic Products | |
| ▶ Educational Products/Services | ▶ Patient Monitoring | |

For more information about exhibiting, advertising and corporate support opportunities:

Stephanie Batson • Sr. Manager, Exhibits & Corporate Development • 800-798-1822, ext. 3274 • sbatson@acep.org • acep.org/support

Corporate Support Benefits

ACEP18 offers many unique corporate support opportunities designed to fit any budget or need.

Levels of support are listed below. Your total investment will determine your company's level of recognition.

ACEP recognizes corporate supporters for their overall support of ACEP18 at the levels noted below. All supporters receive the benefits outlined in addition to benefits associated with a specific opportunity you may support (such as the Gala, Tote Bag, General Session, etc.). Companies at the higher levels receive top billing in the benefits listed below.*

Levels of Support	Diamond Patron \$30,000 +	Platinum Patron \$20,000 to \$29,999	Gold Patron \$10,000 to \$19,999	Silver Patron \$5,000 to \$9,999	Bronze Patron \$2,500 to \$4,999
Logo in the ACEP18 onsite program	✓	✓	✓	✓	✓
Logo on the ACEP18 website	✓	✓	✓	✓	✓
Logo on sponsor recognition sign at ACEP18	✓	✓	✓	✓	✓
Acknowledgement on the ACEP18 mobile app	Logo	Logo	Logo	Name	Name
Acknowledgement in the ACEP18 onsite daily newspaper	Logo	Logo	Name	Name	Name
Pre- or post-show registrant mailing list (mail piece must be approved by ACEP)	✓	✓	✓	✓	✓
Priority points based on level of support. Priority points are the primary factor in determining your company's booth placement in the ACEP19 Exhibit Hall.	20 points	16 points	12 points	8 points	4 points

*These benefits do not apply to the support of some items in the catalog (Product Showcases, Exhibits, Satellite Symposia, etc.)

Receptions and Networking Events



Kickoff Party

Exclusive

Investment from \$300,000

On the first night of ACEP18, this high-energy, street party takes over San Diego's famed Gaslamp District. This introduction to ACEP18 launches ACEP's 50th Anniversary Celebration and provides the first networking opportunity and corporate exposure for the conference. These social aspects of the ACEP annual meeting are just as important to the attendees as the education. They can catch-up with their friends and colleagues as they spend the evening relaxing and enjoying the host city. The Kickoff Party is an excellent venue to announce and promote your company's products and services.



Closing Celebration

Exclusive

Investment from \$225,000

ACEP closes its 50th anniversary celebration with a bang this year, as ACEP18 attendees explore Petco Park with exclusive field access, live music and a fireworks display like never seen before at an ACEP conference! This is an excellent opportunity to have your company's products and services be associated with the attendees' take-home memories of their experience. This is certain to be a highlight of ACEP18—don't miss the fun!



President's Awards Gala

Investment from \$25,000 each

More than 600 emergency medicine leaders and VIPs attend this upscale, elegant black tie event. Recently revamped and reimagined, this ceremony, full of luxury and sophistication, provides a stylish venue to honor the ACEP Leadership Award winners and to welcome our newest class of distinguished FACEP members. This event was the talk of the conference last year—and you will want your name in that conversation during ACEP's golden anniversary!



Special Interest Sections*

Investment from \$5,000 each

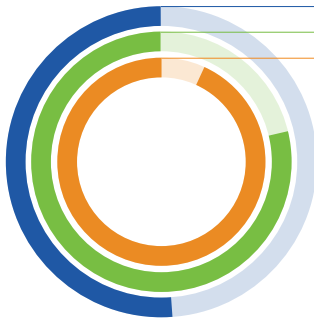
ACEP has more than three dozen special interest sections that allow ACEP members with similar areas of expertise to discuss and share information of specific importance to their emergency medicine practices. Section membership is voluntary, and these ACEP members are highly vested and intimately engaged in these practice areas, providing practice resources, shaping the related policies and serving as the specialty's experts in these areas.

depending on the costs associated with the Section event and benefits

*This opportunity does not qualify for the Corporate Support Benefits as defined on page 8

Many of ACEP's Sections host their annual business meetings and luncheons at ACEP18 and your company may consider supporting a section event. Section support allows your company to network with targeted emergency physicians, be recognized by section leaders, and some sections allow a corporate educational presentation to the members at the section meeting. If your company is interested in a specific section, a proposal will be provided. To review a complete list of sections, please visit www.acep.org/sections

Technology Opportunities



93%
use a smartphone

78%
own a tablet

53%
use their mobile device
to access information
related to their practice
5-7 days a week

Indicators from a recent survey of
ACEP members' interaction
with technology

Because emergency physicians are not office-based, their interaction with mobile technology is stronger than most other specialists. We have found our members to be early adopters and vocal proponents of software, apps and devices that they find useful, convenient and time-saving.



Mobile App

Exclusive

Investment from \$25,000

On-the-go alignment of your brand with the ACEP annual meeting connects your products and services with attendees before and during the conference. Last year, more than 65% of the attendees downloaded the app and were exposed to our partner every time they checked the schedule, posted in the activity feed or researched the courses. This highly visible opportunity features prominent corporate logo placement and reaches the most tech-savvy members on their devices constantly being accessed. The mobile app supporter will be able to have a collateral piece in the attendee tote bag.



Charging Station

Investment from \$15,000

per unit (multiple available)

Promote your products and services on a highly visible and frequently used charging station located in high-traffic locations throughout the convention center. Conference attendees use the charging station to recharge their cell phones and other electronic devices. These stations will include the supporter's graphic and a non-interactive video loop.



Wifi Support

Exclusive

Investment from \$30,000

The need for Internet access throughout the convention center in this age of paperless meetings and constant connectivity is priceless. Your company's name can be featured on the splash page for the complimentary WiFi throughout the center where attendees and exhibitors alike are accessing course syllabi, the ACEP mobile app, e-mail, conference evaluations, and more.

Promotional Opportunities



Tote Bag with Business Card Insert

Exclusive

Investment from \$50,000

All attendees will receive an official ACEP18 tote bag.

With your exclusive support, your company name and/or logo will be printed on one side of the bag. You may include promotional literature in the bag and your logo will be featured on signage in the registration area. Deadline to confirm support is **March 31, 2018**.

Pens

Exclusive

Investment from \$20,000

A pen advertising ACEP's future meetings

will be included in tote bags of all the attendees. Your logo will be featured on the pen. You may include promotional literature in the attendee tote bag.



Highlighters

Exclusive

Investment from \$20,000

A highlighter advertising ACEP's future meetings

will be included in tote bags of all the attendees. With your exclusive support, your logo will be featured on the highlighter. You may include promotional literature in the attendee tote bag.

Lanyards

Exclusive

Investment from \$30,000

Receive eye-level recognition by featuring your

corporate logo on these exclusive lanyards given to every attendee. Supporter provides lanyards. You may include promotional literature in the attendee tote bag.



Conference Notebook

Exclusive

Investment from \$30,000

Attendees use their conference notebook hourly as

they take notes during the educational courses. Your messaging on the conference notebook captures their attention and instills your brand. You may include promotional literature in the attendee tote bag. Deadline to confirm support is **March 31, 2018**.

Hotel Key Cards

Investment:

\$5,000/hotel

1,000+ rooms on peak

\$2,500/hotel

500-999 rooms on peak

\$1,000/hotel

<100-499 rooms on peak

Ensure your brand is in the hands of conference attendees with your message on one-side of every hotel key card at selected hotels. Supporter works directly with each hotel and pays production and distribution fees. Only one supporter per hotel.

Promotional Opportunities



Relaxation Stations

Investment from \$15,000

per station (2 available)

Five-minute chair massages release stress for our attendees. These very popular stations are located in two locations on the Exhibit Hall floor. Consider increasing traffic to your exhibit booth by distributing massage tickets. That's right – if they want a massage, they must come to you first!



Coffee Breaks

Investment

\$10,000 each (7 available)

Or two for **\$18,500**

These conference respites provide excellent branding and networking opportunities with conference attendees. Traditionally, six coffee breaks are in the Exhibit Hall and another break on Thursday morning in the course room corridor. Your logo will be featured on signage in each lounge area. You also have the opportunity to supply company-branded coffee cups and/or napkins, a sign for each break station, and your company's collateral materials.



Seating Cubes

Investment

\$7,000 for 10 cubes
(multiple available)

Give attendees a place to take a load off their feet with seating cubes that will be placed in high-traffic areas around the convention center and Exhibit Hall. Each cube will have your corporate or brand logo on all four sides. Cubes will be sold in sets of 10. Discounts will be given for 3 or more sets of 10 cubes.



Product Showcase*

Investment

\$25,000

afternoon time slot

\$35,000

lunch time slot

*This opportunity does not qualify for the Corporate Support Benefits as defined on page 8

Increase your company's visibility at ACEP18 by presenting a Product Showcase! These are non-CME events that can be used as an "infomercial" for your company's product or service. Your 45-minute presentation will take place in the Exhibit Hall. ACEP will provide a basic A/V setup and a boxed meal for the first 150 people through the door. These events are sold on a first-come, first-served basis. Given the popularity of past showcases, they will sell out quickly!

Education Opportunities



General Session Exclusive

Investment from \$25,000

Align your products or services with this featured session at ACEP18 and capitalize on the excitement of the conference. Your company will be recognized on a slide during the General Session. You may also promote your product or service by distributing a promotional flyer on each chair at the General Session that can be used to generate leads and traffic to your booth in the Exhibit Hall. (*Sponsor is responsible for arranging labor and payment for flyer distribution.*)



Satellite Symposium* Investment

\$20,000 - \$25,000

Continuing medical education activities developed outside of ACEP are offered to expand the education opportunities at ACEP18. Proposals must be submitted and approved by **April 30, 2018**. (*If space is still available, applications will be accepted after the deadline date.*)

*This opportunity does not qualify for the Corporate Support Benefits as defined on Page 8.



Research Forum* Investment

\$10,000 - \$25,000

Held in tandem with ACEP18, the three-day *Research Forum* gives more than 1,500 researchers, young investigators, program directors and other emergency medicine leaders a forum to present original research. *Research Forum* is integrated among the ACEP18 educational courses and provides oral research presentations, poster presentations, and highlights of EM research. By supporting *Research Forum*, your company has the opportunity to brand its name at the event through signage, recognition at the *Research Forum* Luncheon, and to network with research leaders at the Forum and the Forum Reception.

*This opportunity does not qualify for the Corporate Support Benefits as defined on Page 8.

Education Opportunities



Cadaver Labs*

The Cadaver Labs have been a major educational value to ACEP members and sell out every year, providing invaluable, in-depth hands-on training for emergency physicians.

Investment

\$5,000 - \$10,000

Multiple opportunities available
Cash and equipment/supplies may be contributed.

*This opportunity does not qualify for the Corporate Support Benefits as defined on Page 8.

Advanced Life-Saving Procedural Skills

8:00 am – 12:00 pm

on the day prior to the annual meeting

Procedures Covered:

- ▶ Central venous access by the internal jugular, subclavian, and femoral approach
- ▶ Intraosseous catheter placement
- ▶ Venous cutdowns
- ▶ Tube thoracostomy
- ▶ Lateral canthotomy
- ▶ Nerve blocks



Heroic Emergency Procedural Skills

1:30 pm – 5:30 pm

on the day prior to the annual meeting

Procedures Covered:

- ▶ Cricothyrotomy
- ▶ Pericardiocentesis
- ▶ Cranial burr holes
- ▶ Intraosseous catheter placement
- ▶ Thoracotomy
- ▶ Intra-articular access



Emergency Ultrasound Management Course*

Held the day prior to ACEP18, this management course brings together more than 100 emergency physicians who have an interest and focus in emergency medicine

ultrasound. This "how-to" course is recommended for both community and academic programs to learn the A-to-Z of creating a successful Emergency Ultrasound Program. Taught by leading emergency ultrasound experts, it covers topics from purchasing a machine to billing and how to design your institution's ultrasound program. Corporate supporters have an opportunity to attend the Emergency Ultrasound Management Course. Your company also will be recognized in the onsite program, on the ACEP website, and on signage at the course.

Investment

Support levels range from
\$5,000 - \$15,000

Multiple opportunities are available

*This opportunity does not qualify for the Corporate Support Benefits as defined on Page 8.

Education Opportunities



Urgent Matters Conference*

Investment

From \$5,000

*This opportunity does not qualify for the Corporate Support Benefits as defined on Page 8.

This pre-conference event will bring together emergency medicine thought leaders, in collaboration with the ACEP

Quality Improvement and Patient Safety Section and Urgent Matters.

Attendees will learn from national leaders about how to develop, assess, and implement patient safety interventions, and how innovations can not only benefit patients but also improve crowding and the hospital's bottom line. Corporate supporters will be recognized at the conference for their support and in all promotions of the event, both before and during the conference. Supporters also will be provided two complimentary registrations to attend the Urgent Matters Conference.



International Ambassador Conference

Investment

\$5,000 - \$15,000

*This opportunity does not qualify for the Corporate Support Benefits as defined on Page 8.

The International Ambassador Conference, hosted prior to the beginning of ACEP18, brings together international

leaders from more than 60 countries to share best practices in emergency medicine. This conference offers your company a unique opportunity to connect with and gather feedback from emergency physician leaders from around the world. Brand your company as a leader in international EM and present your company's international initiatives while participating in the conversation on how to improve emergency care on a global scale.



Specialized Opportunities



Health and Wellness Opportunity in the ACEP Resource Center

Wellness Center

Investment

From \$10,000 - \$25,000

Located within the ACEP Resource Center, the Wellness Center is one of the most valuable features offered at ACEP18, assessing attendees' health and burnout potential. More than 1,500 conference attendees visit the Wellness Center in the Exhibit Hall.

The supporter for this opportunity will be prominently recognized in the high-traffic Wellness Center, be mentioned in the onsite program and daily onsite newspaper. You may educate and provide information to attendees in the Wellness Center about your product or service. Availability permitting, your exhibit booth can be positioned near the Wellness Center to generate increased traffic.



Market Research Opportunity

Focus Group*

Investment

From \$10,000

per focus group

Honorariums and food/beverage are additional costs

*This opportunity does not qualify for the Corporate Support Benefits as defined on Page 8.

ACEP offers numerous market research opportunities for companies to learn more about their customers' needs and interests. ACEP will work with your company to host a focus group at ACEP18 and help you recruit the emergency physicians you wish to target for a focus group. Focus groups require that the company provide an honorarium to the participants. ACEP provides the room at no additional cost to your company. Audio-visual equipment, food and beverage for your focus group are optional and available at an additional cost.



Advertising Opportunities



Aisle Signs*

Call for Pricing

Attendees can't miss your company's brand on these directional signs that mark the aisles in the Exhibit Hall. Purchase an aisle sign that will display your company or product logo. As an added bonus, you'll increase your visibility even more with a floor decal at the base of the corresponding aisle.

Please visit our site www.acep.org/ACEP18/support and click on "Onsite Banner Advertising" to see the placement options and get more details.



Escalator Clings/Runners*

Call for Pricing

There's only one way to get to and from the courses each day and you can be there, too! Make the most of attendee's focused attention while riding the escalator with your brand and messaging.

Please visit our site www.acep.org/ACEP18/support and click on "Onsite Banner Advertising" for availability and details.



Hanging Banners*

Call for Pricing

(multiple available)

Attendees can't miss your company's brand on these highly visible signs located throughout the convention center lobby. Purchase a sign that will have your company's customized messaging in a place where attendees will see it every day of ACEP18.

Please visit our site www.acep.org/ACEP18/support and click on "Onsite Banner Advertising" to see the placement options and get more details.

*Please note that these advertising and onsite presence opportunities do not qualify for the Corporate Support Benefits as defined on Page 8.

Want to recognize ACEP's 50th Anniversary?

Use one of these opportunities to show your support of emergency medicine!



Advertising Opportunities



Onsite Program*

Almost hourly, attendees refer to our onsite program for course details, locations, ancillary programs and exhibit hours. Reinforce your messaging by advertising in the most referred-to resource of ACEP18. We will be happy to work out the details and find the best ad approach for your needs.

Contact:

Maureen Mauer, Ascend Integrated Media, 913.780.6633, mmauer@ascendmedia.com



Onsite Daily Newspaper*

Make your support investment newsworthy with your brand prominently positioned on the pages of each issue of the daily newspaper at the annual meeting. One preview issue is sent as a ride-along to ACEP Now (circulation of 39,000 emergency physicians) a month before the ACEP annual meeting and then three onsite editions are delivered each morning to the attendees' hotel rooms. The printed publication is augmented with a daily e-newsletter sent to the entire ACEP membership, which enables you to reach attendees and non-attendees with your advertising message. Our publishing partner, Wiley, will be happy to work out the details and find the best ad approach for your needs.

Advertising Sales Contact:

Kevin Dunn, Recruitment Advertising, Wiley, 201-767-4170, kdunn@cunnasso.com

Kelly Miller, Display Advertising, Wiley, 856-768-9360, kmiller@mrsvica.com



Doctor's Bag*

Have a special ACEP18 event that needs promotion? Want to give out samples of a new product? How about driving interaction at your Exhibit Hall booth? An insertion in our Doctor's Bag is the best approach for these unconventional targeted advertising opportunities. The Doctor's Bags are delivered the first two days of the ACEP annual meeting to attendees' hotel rooms. Our partner, Wiley, will be happy to work out the details and find the best ad approach for your needs.

Advertising Sales Contact:

Kevin Dunn, Recruitment Advertising, Wiley, 201-767-4170, kdunn@cunnasso.com

Kelly Miller, Display Advertising, Wiley, 856-768-9360, kmiller@mrsvica.com

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Contact Information



Peggy Brock

Director of Corporate Development

- ▶ 800-798-1822, ext. 3170
- ▶ pbrock@acep.org

Lori Vega

Director of Strategic Partnerships

- ▶ 800-798-1822, ext. 3110
- ▶ lvega@acep.org



Stephanie Batson

Sr. Manager, Exhibits & Corporate Development

- ▶ 800-798-1822, ext. 3274
- ▶ sbatson@acep.org

American College of Emergency Physicians

- ▶ 4950 W. Royal Ln.
Irving, Texas 75063

Mailing Address

- ▶ Post Office Box 619911
Dallas, Texas 75261-9911

Phone / Fax

- ▶ 800-798-1822
- ▶ 972-580-2816 (Fax)

Web Site

- ▶ acep.org

Learn More Online at

- ▶ acep.org/support





Connecting You to Emergency Medicine Leaders at the world's largest and most prestigious emergency medicine conference



October 1-4, 2018 | San Diego, CA | www.acep.org/acep18 | 800.798.1822

