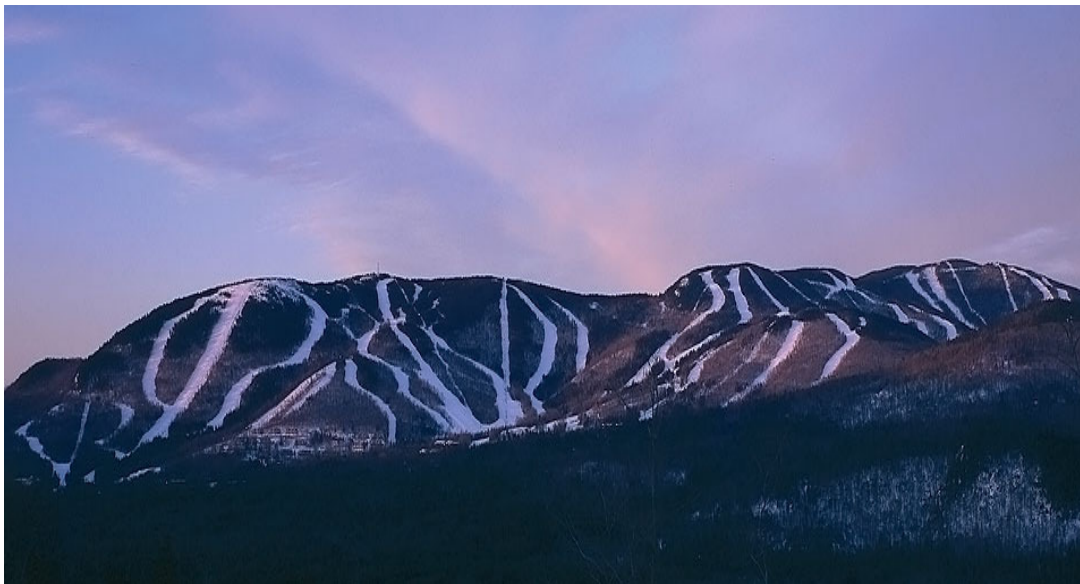


EXHIBITOR PROSPECTUS

February 1-4, 2012

**Downeast Association of Physician Assistants
Grand Summit Hotel, Sunday River Resort
Newry, Maine**

22nd Annual Winter CME Conference



The Downeast Association of Physician Assistants invites you to **JOIN US** as an exhibitor or sponsor at the 22nd Annual Winter CME Conference at Grand Summit Resort Hotel & Conference Center Sunday River in Newry, Maine February 1-4, 2012

Our program provides exhibitors the following:

- Exclusive Exhibit Hall time in the mornings and afternoons during the breaks
- An opportunity to network with PA's throughout the meeting

Questions? Contact Diane McMahon, 207.622.3374

Ext. 216 or dmcMahon@mainemed.com

Registration information : www.deapa.com/conference

*Hotel information & skiing/winter activities can be found at:
www.sundayriver.com or 1.800.207.2365 (reference group # 84U7LT)*



22nd Annual Winter CME Conference Exhibitor Information

Exhibit Setup and Breakdown

Exhibitors will have access to the Exhibit Hall beginning at 9:00 am on Wednesday, February 1st. All exhibits must be ready by 11:30 am Wednesday February 1. Breakdown must be completed by 6:00 pm on Friday, February 3. For assistance on-site contact the DEAPA registration table

Staffing

The exhibit fee includes two on-site representatives. On-site reps are welcome at breaks provided during exhibit hours and at the Reception. Name badges will not be provided to representatives

Booth Description

We offer table-top exhibits or in lieu of a table you may utilize the space for floor signage. No pipe and drape partition or formal decoration is provided.

Booth Assignments

All exhibits will be located in the same area at the hotel. Exhibits will be pre-assigned by DEAPA Staff. We ask out of courtesy that once you have set-up your exhibit that the exhibits not be moved. All refreshment breaks will be served in the exhibit area

Electrical and Internet Connections

Please indicate your electrical connection needs on the registration form so that we may plan accordingly. The additional cost for electrical connectivity is \$20.

Pre-shipping

All items sent prior to the conference must be addressed to the attention of the Erica Durling, DEAPA Conference, Grand Summit Hotel, 97 Summit Drive, Newry, ME 04261. Include your name, group affiliation and February 1-4, 2012. Items should not arrive 8 or more days prior to the conference you will be subject to a storage fee of \$5.00 per box.

Lodging Accommodations:

Call the Grand Summit Hotel directly to make your lodging reservation, reference Downeast Association of Physician Assistants (DEAPA) Annual Winter CME Conference and the group code #84U7LT to receive the group discount rate. To receive discounted lodging rate, all lodging reservations must be made by January 6, 2012. The reservation number is: 1-800-207-2365 group code: 84U7LT

Cancellation Policy

No refunds will be given for any reason after January 1, 2012. Prior to that date, please contact the DEAPA Administrative Office to cancel your booth. A \$50.00 administrative charge will be withheld.

Questions?

Contact Diane McMahon 207.622.3374 ext. 216 or via email dmcMahon@mainemed.com if you have any questions.

PA's - Valued Health Care Professionals

PA's treat thousands of patients in Maine, including those who are traditionally underserved. Their role is an important one and their value is tremendous, especially when you consider that the number of uninsured Mainers is increasing.

PA's provide high quality medical care, they tend to be more available than physicians — and able to spend more time with each patient.

- PA's are educated in the medical model.
- PA's can diagnose illness, prescribe medications, and assist in surgery.
- Physician assistants are valued members of the physician-directed health care team.
- PA's are nationally certified and must be recertified periodically.
- PA's work side-by-side with physicians in every medical specialty.
- PA's can prescribe medications in all 50 states.
- PA's are competent, committed, caring, hands-on health care professionals.
- PA's deliver accessible, cost-effective health care

Currently, PA's write over 230 million prescriptions each year and make hundreds of millions of OTC recommendations annually throughout the country. Plus, over 77% of PA's are responsible for meeting with pharmaceutical representatives — many as the primary contact.

The U.S. Bureau of Labor Statistics listed the PA profession as the 12th fastest-growing in the nation, projected to double by the end of 2010. PA's are eager to exchange ideas and experiences with their colleagues and with professional representatives. They are highly motivated to stay current about the latest products and innovations, eager to learn, and easily adapt positive changes into their practices.

Preliminary Program Agenda

Wednesday, February 1

11:30-12:45 Registration & Visit the Exhibitors

- 12:45-1:00 Welcome & Conference Objectives— *Cheryl DeGrandpre, PA-C, Chair, DEAPA CME Committee*
1:00-2:00 Sudden Cardiac Death in Young Athletes — *Andrew Perron, MD*
2:00-3:00 Back Pain: What we know, what we think we know, and what we don't know — *Andrew Perron, MD*
3:00-3:30 Exhibit Break & Registration
3:30-4:30 AAPA Update—House of Delegates — *Alan Hull, PA-C*
4:30-6:00 Geriatric Medicine — *Marilyn Gugliucci, PhD*
6:15 Non CME Buffet Dinner/Product Theater Program— Teva Respiratory

Thursday, February 2

- 6:30 -7:30 Females in the Correction System: A Growing Trend — *Shirley Ala, PA-C*
7:30-7:45 Exhibit Break
7:45-9:45 Breakout I— Splinting and Casting — *David Gallant, RN, OTC (Limit 20-25)*
7:45 -8:45 Breakout II—Evidence Based Updates in the Treatment of Atrial Fibrillation —*Elisabeth Fowlie-Mock, MD*
8:45 -9:45 A Review of the Evidence Based Treatments for Adult Type 2 Diabetes — *Erika Pierce, PA-C*
9:45-10:00 Exhibit Break
10:00-11:00 Dermatology 102 — *Alan White, PA-C*
11:00-11:15 Exhibit Break
11:15-12:15 Drug Diversion Trends*—Maine DEA Agents, *Tony Milligan; Terrance McCormick*
12:15-1:15 Lunch/Product Theater Program for Registrants by URL Pharma
1:15 - 5:30 Network with Exhibitors & Winter Activities
5:30-6:30 Reception & UNE PA Alumni Gathering
6:30 Behind the Scenes with DEAPA (A brief meeting to update on DEAPA happenings)

Friday, February 3

- 6:30-7:30 Assessment and Treatment of Head Injuries in School Age and College Athletes— *Chris Lutrzykowski, MD*
7:30-7:45 Exhibit Break
7:45-8:45 Urological Issues in the Primary Care Setting: When to Refer — *Suzanne Merithew, PA-C*
8:45-9:45 Downeast Dangers — *Tamas Peredy, MD*
9:45-3:00 Network with Exhibitors & Afternoon Break for Winter Activities
11:15-12:15 Lunch/Product Theater for Registrants—Pending
3:00-4:00 Opioids ...Better the Devil You Know* — *Amy Bosinske, PA-C*
4:00-4:15 Exhibit Break
4:15-5:15 Naturopathic medicine in Primary Care — *Barb MacDonald, ND*
5:15-6:30 NCCPA Update and Avoiding Professional Pitfalls and Litigation — *Erich Fogg, PA-C*
7:00-9:00 Friday Night Banquet

Saturday, February 5

- 6:30-7:30 Pulmonary Hypertension — *Joel Wirth, MD*
7:45-8:45 Evaluating Heart Murmurs — *John Raymond, PA-C*
8:45-9:45 Abnormal Menstrual Bleeding— *Michael Drouin, MD*
10:00-11:00 Optimal Medication Use in Older Adults — *Kenneth McCall III, PharmD*
11:00-12:00 Epidemiological Analysis of the Maine PMP Data* — *Kenneth McCall III, PharmD*
12:00-12:15 Wrap Up, Complete Evaluations & Pick up CME Certificates

*Talk meets Specialty CME Requirements for Maine PAs with Schedule II prescribing privilege



Downeast Association of Physician Assistants

The 22nd Annual Winter CME Conference - February 1—4, 2012

Grand Summit Hotel & Conference Center , Sunday River, Newry, Maine

Exhibitor Registration Form

Company _____

Primary Contact Information

Name _____

Street _____

City _____ State _____ Zip _____

Cell Phone _____ 1-800 # _____ ext. _____

Fax _____ Email _____

List representatives attending this meeting. Two representatives are included in the exhibit registration fee. (Note we do not provide name badges for exhibitors)

1. _____

2. _____

Electrical Outlet Required: ___ Yes (\$20 Additional fee) ___ No Additional Requirements: _____

Booth Fee: (Booth fee includes exhibit booth, two on-site representatives, refreshment breaks held during exhibit hours on Wednesday, Thursday, Friday and the Reception)

\$750 for booth

Sponsorship Opportunities (Sponsors providing at least \$1,250 will get a complimentary booth)

Platinum Level \$5,000 (Includes booth, 6 tickets for all meal functions including Banquet, one half page ad in program)

Gold Level \$2,500 (Includes booth, 4 tickets to all meal functions including Banquet, one quarter page ad in program)

Silver Level \$1,250 (Includes booth, 2 tickets to all meal functions including Banquet, acknowledgement on promotional materials)

Exhibitor Breaks (\$400 each) (Three exhibitor breaks available)

Programs (\$800)

Attendee Gifts (\$1500)

Program material flash drives (\$500)

Name badges (\$400)

TOTAL FEE: \$

DEAPA Tax ID Number: 01-0368278

Please submit this form and Check Payable to DEAPA to:

DEAPA Administrative Office, 30 Association Drive, PO Box 190, Manchester, ME 04351-0190 or FAX: 207-622-3332

PLEASE COMPLETE AND RETURN BY JANUARY 1, 2012

Questions? Please contact Diane McMahon at 207-622-3374 ext. 216 or via email at dmcMahon@mainemed.com

DEAPA Administrative Purposes Only:

Date Payment Received: _____ Check #: _____ Amt. Paid: \$ _____

Special Instructions: _____



Downeast Association of Physician Assistants
30 Association Drive, PO Box 190
Manchester, Maine 04351-0190

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