



Lyme Disease Association, Inc.

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www.LymeDiseaseAssociation.org

May, 2011

EXHIBITOR OPPORTUNITIES

The Lyme Disease Association (LDA) is pleased to announce that **Exhibitor** opportunities are now available at our 12th scientific conference, "**Lyme and Other Tick-Borne Diseases: 2011 Update for Scientists, Clinicians & Health Officials**" taking place on Saturday and Sunday, October 1 & 2, 2011, at the Hyatt Penns Landing in Philadelphia, Pennsylvania.. **The College of Physicians & Surgeons of Columbia University** is jointly sponsoring the conference with the LDA. CMEs will be available for paid CME attendees.

Based on 11 prior conferences, LDA expects that this educational event will attract hundreds of physicians and other allied health professionals from a wide range of specialties, including pediatrics, internal medicine, neurology, infectious disease, cardiology, family medicine, rheumatology, and pain management as well as complementary and alternative medicine practitioners. A direct mailing to thousands of physicians will have taken place, as this conference is designed for medical and health professionals but is open to the public. Leaders from Lyme disease groups nationwide also attend. Website information and registration for the conference attendees will be available shortly on www.LymeDiseaseAssociation.org. A schedule of speakers and topics will also be posted there.

The Lyme Disease Association is a nonprofit, all volunteer corporation whose goals are education, prevention, research funding, and patient support. About ninety-five percent of all contributions are used for funding programs. We have funded many research projects coast to coast. Many of the projects have resulted in 22 publications in peer-reviewed journals to date including *Infection*, *Infection & Immunity*, *JAMA*, *Journal of Clinical Microbiology*, *Journal of International Neuropsychological Society*, *Journal of Psychiatry & Clinical Neuroscience*, *Emerging Infectious Diseases*, *Neurology*, *The Proceedings of the National Academy of Science*, *The Psychiatric Clinics of North America*, and *Journal of Bacteriology*.

LDA and its Connecticut affiliate, Time for Lyme, partnered with Columbia University to open an endowed Lyme disease research center at Columbia in 2007. LDA recently gave a grant to establish a tissue bank at the Center. Internationally acclaimed author Amy Tan is working with the LDA on its LymeAid 4 Kids program which provides monies for children without insurance coverage for Lyme disease. LDA is an Environmental Protection Agency (EPA) partner in its PESP program, and was a collaborator with UMDNJ in an EPA-awarded grant to develop a video and an n interactive video game on prevention for middle school children who are at some of the highest risk of acquiring Lyme disease. The video and game are now on the website. LDA was a session co-chair with CDC in the recent EPA prevention conference in Virginia.

Lyme, a debilitating disease, often goes unrecognized, and it can affect every body system including the cardiac, ophthalmic, musculo-skeletal, and neurologic systems. Symptoms can range from headaches, fatigue, joint pains, blindness, and heart block, to psychiatric manifestations and seizures. Nationwide, Lyme is the most prevalent vector-borne disease in America and reported cases increased 250% from 1993 to 2008. Worldwide, Lyme is found in ~65 countries. The same ticks that carry the Lyme bacteria also harbor other deadly organisms causing diseases including anaplasmosis/ehrlichiosis, babesiosis, tick-borne Bartonellosis, and tularemia. Cases of these co-infections are rising.

This conference is an opportunity for your company to exhibit its products to a specific marketplace and to benefit a worthy cause, the eradication of Lyme and other tick-borne diseases.

Sincerely,

Patricia V. Smith

Patricia V. Smith

President
LDA

Exhibitor Opportunities
LDA/Columbia University conference October 1 & 2, 2011
Hyatt Penn's Landing, Philadelphia, PA

Two days & includes clinical sessions*

Exhibitors

A limited amount of space for exhibitors is available on a **first come, first served basis**. Each booth is **\$950** which includes 1 draped table standard table, 2 chairs. **Exhibit fee includes only one conference admission (see "entrance badge name" on form)**. One other company representative can sit at the table but must register and pay for a separate conference admission if he/she intends to enter the conference itself. Exhibit space is limited to a table. Those with a popup need to contact LDA first to see if a slot is available for a popup.

Exhibitors must complete the information below, complete and sign the enclosed Conference Exhibitor Agreement, and will receive to complete the Hotel form if ordering electric, internet, etc. from the hotel.

Payment signifies agreement to all terms.

Please Print

Company Name: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Telephone (with area code): () _____ Fax:() _____

E-Mail Address: _____

Exhibitor Entrance Badge Name (one) _____

Other Company Representative, (one non conference attendee) _____

Number of exhibit spaces needed: _____ (ea. \$950)

Please indicate the Product or Service you will promote at the conference: _____

Email macavitypl@hotmail.com with questions.

Deadline for name inclusion in Conference Program is Wednesday, September 7, 2011

***NOTE: Exhibitors will need to break down by 5:15 PM Saturday and reset on Sunday**

CHECKS MUST BE INCLUDED WITH SIGNED FORMS

Please make checks/money orders payable to Lyme Disease Association, Inc. & send to:

LDA PO Box 1438 Jackson New Jersey 08527

Sorry, no credit cards are accepted

Conference Exhibitor Agreement

This Agreement is made by and between The Lyme Disease Association, Inc. ("host"), Columbia University and _____ ["Company"] pursuant to which the Company will exhibit at the Columbia University CME activity entitled Lyme and Other Tick-Borne Diseases: 2011 Update for Scientists, Clinicians & Health Officials on October 1 and 2, 2011.

_____ (Company) will pay to The Lyme Disease Association, Inc. the sum of \$_____ for exhibition space for this period. The installation and display of such an exhibit is approved on the following terms and conditions:

1. Host represents and warrants that the Promotional Opportunities will (i) neither influence planning nor interfere with the presentation of any educational activity held as part of the Conference, (ii) not be permitted in the same room of, or in any obligate path to, any educational activity held as part of the Conference immediately before, during, or immediately after such educational activity. Host shall not permit any product advertisements for Company products in any materials disseminated in the same rooms where any educational activity is being conducted at the Conference.
2. Company will be provided with space to exhibit. If the Conference is not conducted, or if the exhibition space is not provided, Host will promptly refund the Exhibit Fee to Company.
3. The Exhibit Fee charged to the Company represents the relative fair market value and is the same as those charged to other exhibitors covered under this Agreement.
4. On behalf of itself, its employees, agents, and/or any of its subcontractors, Host represents and warrant that all of its activities undertaken hereunder and at the Conference will comply with all applicable federal, state and local laws, rules, regulations, codes, ordinances, orders, policies and guidelines of all courts and governmental authorities.
5. The Host represents and warrants that it has all necessary clearances, consents, licenses, releases and/or authorizations to conduct the Conference and receive the Exhibit Fee.
6. This Agreement states the entire agreement and understanding of the parties with respect to the subject matter set forth herein, and shall supercede all prior oral and written agreements between the parties on this subject matter.
7. The Agreement may not be modified without the written approval of the Host.
8. Company will pay to Host the Exhibit Fee along with a fully signed copy of this Agreement.

Conference Exhibitor Agreement (continued)

9. Exhibitor hereby agrees to protect, indemnify, defend and save Columbia University and the Lyme Disease Association, Inc. harmless against all claims, losses, and damages to person or property, governmental charges or fines and attorney fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the Exhibition Premises.
10. Exhibitor understands that Columbia University's insurance does not cover Exhibitor's property nor does the Lyme Disease Association's insurance cover Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses.

Name of Exhibiting Company: _____
(please print)

Representative Signature: _____ **Date:** _____

Print Name: _____ **Title:** _____

Name of Host Organization: LYME DISEASE ASSOCIATION, Inc.

Representative Signature: _____ **Date:** _____

Print Name: _____ **Title:** _____

Lyme Disease Association, Inc. EIN # 22-3123551

Name of CME Provider: Columbia University College of Physicians and Surgeons.

Representative Signature: _____ **Date:** _____

Print Name: _____ **Title:** _____

Please Sign & Return to the Lyme Disease Association as soon as possible to:

LDA/Smith
PO Box 1438
Jackson, NJ 08527

wpa.exhibitor agreement.january 2009