

EXHIBITOR PROSPECTUS

Reach over \$1 billion in purchasing power
At the premier conference for healthcare technology management!



AAMI2012

Conference & Expo
June 2-4, Charlotte, NC

www.aami.org/expo

Reach Your Target Audience!

Meet your current and future customers face to face at the AAMI 2012 Conference & Expo—one of the nation's largest gatherings of professionals who manage, purchase, and support healthcare technologies.

1,500+ healthcare technology management professionals will attend, including biomedical equipment technicians, biomedical engineers, clinical engineers, technology asset managers, and others responsible for medical technology within hospitals, other healthcare facilities, independent-service and shared-service organizations, and consulting practices.

Attendees collectively represent over \$1 billion in purchasing power. They view the AAMI Expo as an essential source of education and information about advancements in medical technology, recent changes in equipment standards and compliance requirements, available upgrades for their current equipment, plus new equipment and services that can help them to better meet their organizations' needs.

Non-conflicting exhibit time means that educational events are not scheduled during the times the exhibits are open. That way, you have the conference attendees' undivided attention during all exhibit hours.

About AAMI

AAMI is a diverse alliance of more than 6,000 medical technology professionals united by one critical mission: increasing the understanding and beneficial use of medical technology.

AAMI's Annual Conference & Expo is the preeminent educational event where the manufacturers, distributors, purchasers, and managers of medical equipment meet to exchange information and ideas about the latest technologies and industry developments.

Promotional Opportunities

In addition to your exhibit booth, AAMI offers a variety of ways to help you better reach your target audience. These include:

- **Advertising:** *Final Program Mailer, Onsite Conference Program Book, New Product Listings, AAMI Publications, Eblasts, and Onsite Billboards*
- **Presentation opportunities:** 20-minute Product Showcases and 75-minute Symposia
- **Sponsorships:** Tote Bags, Receptions, Conference Proceedings CD-ROM, Hotel Room Key Cards, and more

Full details on these opportunities will be sent to all 2012 exhibitors.

Attendee Demographics *(based on AAMI 2011 Expo)*

Job Function

| | |
|-----|--|
| 33% | Biomedical/Clinical Engineer |
| 18% | Biomedical Equipment Technician |
| 15% | Administration/Management |
| 7% | CEO/President/Executive Director |
| 6% | Academia |
| 3% | Consultant |
| 3% | Quality Assurance and Regulatory Affairs |
| 2% | Information Systems |
| 1% | Nurse |
| 1% | Physician/Surgeon |
| 1% | Research and Development |
| 10% | Other |

Employer Type

| | |
|-----|--------------------------------------|
| 35% | Hospital |
| 23% | Government or Military* |
| 11% | Multi-Vendor/Independent Service Org |
| 10% | Manufacturer |
| 4% | College or University |
| 4% | Consulting Firm |
| 2% | Association |
| 11% | Other |

* Percentage of military attendees was higher than usual at AAMI 2011 in San Antonio, due to proximity of the national training center for military BMETs.

Purchasing Authority

| | |
|-----|-------------------------|
| 31% | Under \$10,000 |
| 13% | \$10,000–\$100,000 |
| 22% | \$100,001–\$1,000,000 |
| 7% | \$1,000,001–\$2,000,000 |
| 27% | Over 2,000,000 |

34% can authorize purchases of over \$1 million.

AAMI attendees represent over \$1 billion in purchasing authority.

This is your perfect opportunity . . .

Reach the key decision makers in the healthcare technology management community.

If you have any questions, contact Vicki Cummins, Exhibit Sales Manager, at +1-888-777-6956 or vcummins@aami.org.

Booth Fees

\$2,100 per 10'x 10' space for AAMI corporate-member organizations
\$2,600 per 10'x 10' space for non-corporate member organizations
\$150 premium for each corner (island booths have 4 corners)

Your booth fee includes:

- One complimentary full-conference registration for use by your staff (an \$825 value) for each 100 square feet purchased.
- Exhibitor registrations for your booth staff (10 for each 100 square feet purchased).
- A pre-show mailing list to promote your booth to attendees.
- Unlimited complimentary "Expo Plus" passes to distribute to your customers and prospects. (Each pass provides free admission to the Expo, General Sessions, and Career Center—a \$55 value.)
- A listing on AAMI's web site—including a link to your company's website.
- Your company name, address, and description listed in the *Onsite Conference Program Book*, distributed to all attendees.
- A post-show mailing list, if you complete the 2012 exhibitor survey.

Expo Schedule

Installation of Exhibits

By appointment only, for booths of 400 square feet or larger:

Thursday, May 31 2:00 PM–5:00 PM
Friday, June 1 8:00 AM–11:00 AM

For all booths:

Friday, June 1 11:00 AM–5:00 PM
Saturday, June 2 8:00 AM–2:30 PM

Show Dates and Hours

Saturday, June 2 4:30 PM–7:00 PM (*Grand Opening Reception*)
Sunday, June 3 3:45 PM–7:00 PM (*Happy Hour*)
Monday, June 4 11:00 AM–2:30 PM

Dismantling of Exhibits

Monday, June 4 2:30 PM–7:30 PM

Expo Location

The AAMI 2012 Expo will be located in the Charlotte Convention Center, in Charlotte, NC. Distinctly cosmopolitan, but with definite hometown appeal, Charlotte offers a special blend of liveliness and comfort. There are more than 150 restaurants and cafes within walking distance of the convention center. The area within 100 miles of Charlotte is home to more than 60 hospitals and medical centers, including the Carolinas Medical Center—one of the region's largest employers.

The city is an airline hub, making air access convenient and affordable. AAMI has secured discounted room rates at nearby hotels. Reservation instructions will be posted at www.aami.org/expo on December 1, 2011.

"We participate in AAMI every year because it is the largest event for Biomedical and Clinical Engineers as well as other healthcare technology professionals. It provides us with the most targeted group of customers and prospects for our market and allows us to network and collaborate with partners throughout our industry. AAMI has proven to be a cost-effective method of marketing, allowing us to maximize our exposure, while minimizing our expenses."

—Eddie Henry, Marketing Manager, Unisyn Medical Technologies, Inc.

Who Should Exhibit?

You should exhibit at AAMI 2012 if your company provides these or any other healthcare technology products or services:

Accessories & Parts
Anesthesia Equipment & Service
Asset Management & Tracking
Batteries, Battery Chargers & Analyzers
Beds & Treatment Surfaces
Biomedical Test Equipment
Blood Fluid Warming Equipment
Blood Pressure Monitors & Related Equipment
Carts
Cable & Wire Products
Clinical Information Systems (CIS)
Communication & Paging Systems
Computerized Maintenance Management Systems (CMMS)
Contract Engineering & Manufacturing Services
Defibrillators
Device Development Software
Diagnostic Imaging
Dialysis Equipment
ECG Monitoring
Education & Training
Electrical Components
Electromagnetic Field Measurement
Electrosurgery
Employment Services
Endoscopy Equipment
Endotoxin Detection Systems & Services
Equipment Calibration
Equipment Management Software
Equipment Rental
Equipment Service, Repair & Evaluation
Equipment—Used
Fetal/Neonatal/Perinatal Monitoring Equipment
Flat Panel Displays
Gas Distribution Equipment & Accessories
HIPAA Compliance & Workstation Security
Image Intensifiers
Imaging Equipment, Parts & Service
Independent Repair Services
Indoor Positioning Systems
Infusion Devices
Instrument Mounting Systems
Laboratory Services
Light Sources & Replacement Bulbs
Monitoring & Recording Equipment, Parts & Service
Mounting Systems
MRI Coil Testing
Non-Invasive Blood Pressure (NIBP) Simulators
Operating Room Equipment
PACS & DICOM
Patient-Flow Monitoring
Patient Tracking Systems
Printers
Pulse Oximeters, Accessories & Service
QA Phantoms for Ultrasound
Radio Frequency Identification (RFID)
Radiology Equipment, Parts & Service
Recruitment & Staffing
Recycling
Regulatory Compliance & Certification
Research & Development
Respiratory Products
Safety Analysis & Performance Evaluation
Sterilization & Disinfection
Suction Regulators & Systems
Surgical Instrument Repair & Maintenance
Technology Consulting & Management Services
Temperature/Humidity Monitoring & Management
Test Equipment
Ultrasound Equipment & Service
Ventilators
Video Imaging Systems & Surgical Imaging Systems
Water Treatment
Wireless Monitors & Telemetry
Workstations
X-Ray Tubes



Space is limited, so act now!

To reserve space, complete and return the Exhibitor Space Contract. If you need more information, visit www.aami.org/expo, or contact Vicki Cummins at +1-888-777-6956 or vcummins@aami.org.

2011 Exhibitors

24x7 Magazine

AAMI Knowledge Exchange

Advanced Ultrasound Electronics

Advantage Medical Cable & Electronics

AeroScout

Agfa HealthCare

AiRISTA, LLC

AIV, Inc.

Alco Sales & Service Co.

AllParts Medical LLC

Alpha Source, Inc.

American College of Clinical
Engineering (ACCE)

Amico Accessories

Ampronix

Anton/Bauer, Inc.

ARAMARK Healthcare—

Clinical Technology Services

Ardu Medical, Inc.

Atlas Specialty Lighting

Awarepoint

Axess Ultrasound

Baxter Healthcare Corporation

BC Group International, Inc.

Belimed, Inc.

Bender Inc.

BETA Biomed Services, Inc.

Bioconnect

Biomedical Engineering Society of
Texas (BEST)

Bio-Medical Equipment Service Company

Biomedical Maintenance in the Department
of Defense

Block Imaging Parts & Service, Inc.

Bridgeport Magnetics Group, Inc.

C&G Technologies

CABMET

California Medical Instrumentation
Association (CMIA)

Call2Recycle®

Cascade Survey Research, LLC

CASMED

CenTrak, Inc.

Clinical Dynamics Corporation

Colin/Mediana Tech

Complete Medical Services

Conquest Imaging

Controlled Power Company

Covidien

CPN Power, Inc.

CREST Services

Crothall Clinical Equipment Services

CTI Productions, Inc.

Curbell Electronics, Inc.

Datrend Systems Inc.

Department of Veterans Affairs (HRRO)

DeVry University

Digitec Medical Service Corporation

DMS Topline Medical

DOTmed.com, Inc.

Dräger Medical, Inc.

Dranetz

Dunlee

ECRI Institute

Ekahau, Inc.

Epec Engineered Technologies

EQ2 Inc.

Express Systems & Parts Network, Inc.

Facilities Survey, Inc.

First Call Parts

Fluke Biomedical

FOBI

Four Rivers Software Systems, Inc.

GCX Corporation

GE Healthcare

General Anesthetic Services, Inc.

Genesis Medical Imaging, Inc.

GMI

Government Liquidation

Great American Insurance Group

Healthcare Technology Management

HES

HMT Canada MB Inc.

IAMERS

IBM Corporation

IHE Patient Care Device Domain

Cosponsored by HIMSS and ACCE

Imaging Services

IMS—Integrated Medical Systems

International, Inc.

Indiana University—Purdue

University Indianapolis

Integrated Services

Integrity Biomedical Services, LLC

Intelligent InSites, Inc.

Interpower Corporation

ISS Solutions

Kopp Development Inc.

Life Systems, Inc.

Lighthouse Imaging Corporation

Masimo

Mauil Biomedical Training, LLC

Mayer Computer Services, Inc.

McRoberts Security Technologies

MD Publishing

MedEquip Biomedical

Mediaid Inc.

Medical Optics, Inc.

Medical Parts Xchange

MediSend International

MEDRAD, Inc.

MEDX, Inc.

Megamation LLC

MK Battery

Modern Biomedical & Imaging, Inc.

Modern Medical Systems Co.

mVisum, Inc.

National Safety Technologies

Netech Corporation

Nihon Kohden America, Inc.

North Texas Biomedical Association (NTBA)

Northeast Electronics, Inc.

Ohio Medical Corporation

OHMIC Instruments Company

OMED of Nevada, LLC

Operation Smile, Inc.

Ozark Biomedical

Pacific Medical LLC

PartsSource

Philips Healthcare

Phoenix Data Systems, Inc.

Physio-Control

Pioneer Biomedical

Platinum Medical Imaging

Prescott's, Inc.

Primex Wireless

Priority One™

Pronk Technologies

Propper Manufacturing Co., Inc.

Qualstar Corporation

Quest International, Inc.

RadarFind, a TeleTracking

Technologies Company

Radcal Corporation

Radianse

ReMedPar

Renovo Solutions

Replacement Parts Industries, Inc.

Rigel Medical — a Seaward Group Company

Rimkus Consulting Group

RSTI

RTI Electronics, Inc.

The Schneider Group, Inc.

Simulation Lab

Skytron

Sodexo CTM

Soma Technology, Inc.

Sonitor Technologies Inc.

SONODEPOT, Inc.

SouthEast Texas Clinical Engineering

Society (SETCES)

Southeastern Biomedical Associates, Inc.

Spacelabs Healthcare

Spectrum Surgical Instruments

Spectrum Technologies, Inc.

St. Croix Systems Corporation

Stephens International Recruiting, Inc.

Summit Data Communications, Inc.

TeleHealth Services

Tenacore Holdings Inc.

Tesseract

TMA Systems

TOG

Tracelogix Corporation

TransAmerican Medical Imaging

Tripp Lite

Trisonics, Inc.

TSI Incorporated

Ultra Solutions, LLC

Unfors Instruments, Inc.

Unisyn Medical Technologies, Inc.

United Medical Instruments

US Med-Equip, Inc.

Varian Interay

Versus Technology, Inc.

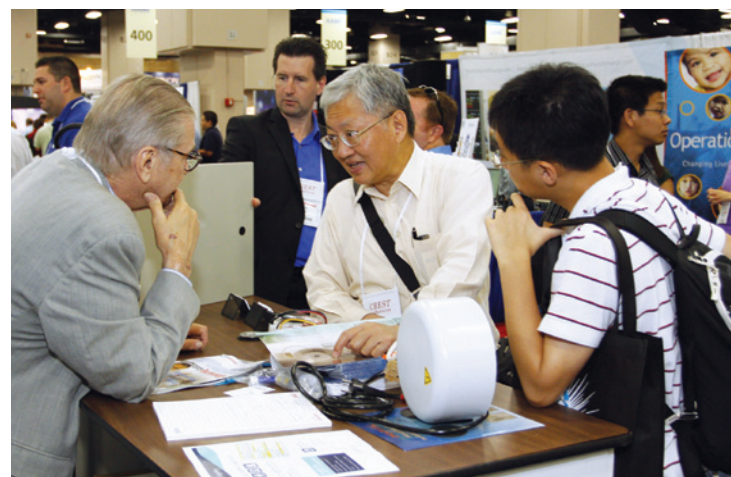
VIDCO, Inc.

Visionic Technologies

Welch Allyn, Inc.

Zetta Medical Technologies, LLC.

ZOLL Medical Corporation



"This year's AAMI was a great show for us. We had a huge increase in leads over last year. And the majority of the time our booth was at capacity with both customers and prospects. There was also a very strong military and VA presence. We have increased our booth size for 2012."

—Marcia Haskell, Event Marketing, Global Integrated Communications, Philips Healthcare