

## MEETING / SPECIAL EVENTS ROOM REQUEST GUIDELINES

AADE has outlined the following Meeting/Special Event Guidelines in order to aid exhibitors and approved partners as they plan their overall participation at AADE17. The following guidelines are designed to provide every attendee with the same positive experience and to ensure that AADE is consistent in its relationship with exhibitors and partners.

### **GENERAL GUIDELINES:**

An exhibitor may request permission to host a meeting or special event for non-CE programs, such as focus groups, receptions, rehearsal rooms, sales force training or debriefing, etc., at the AADE Annual Meeting & Exhibition. The AADE Meeting Services Department expedites the approval process and assists in finding a location that meets your event needs. **All space is reserved on a first-come, first-serve basis and availability is not guaranteed.** Organizers of events held around an AADE17 Meeting/Event are required to inform AADE Meeting Services in writing of the intended time of event at least 30 days prior to the event and prior to booking. If these scheduled times do not fall into AADE17 guidelines, AADE Meeting Services will notify the organizer to change their times/dates accordingly.

- All Meetings / Special Events must be approved by AADE prior to execution. Requests may not be made directly to the center or any hotel in the AADE17 block
- Exhibitors or approved partners wishing to host a meeting or special event must complete a Meeting Request Form or Special Event Agreement.
- If an exhibitor or approved partner is interested in securing space for an event/function at any other host city venue, they may contact the venue/host city directly, but must first receive approval from AADE Meeting Services on the date and time of the proposed event.
- Return completed forms to the AADE Meeting Services Department.
- Forms must have payment information completed before room can be assigned.

### **SCHEDULE:**

The Schedule at a Glance outlines all official AADE17 events. AADE17 events are defined as scheduled CE sessions, exhibit floor hours, Product Theatres, Corporate Symposia, and All-Attendee events. Meetings / Special Events may not conflict with AADE17 events.

If the intended audience is exhibitors only, and they are registered as "exhibitors", space may be requested Wednesday, August 2 – Monday, August 7 from 6:00 am – 6:00 pm. Rehearsal space for Product Theatre and Corporate Symposia may also be requested during these times. *Room availability may be limited at these times due to official AADE Annual Meeting use.*

If the intended audience includes registered attendees, requests will only be approved at the following times:

<u>DATE</u>	<u>TIME</u>
Thursday, August 3	5:00 pm – 11:00 pm
Friday, August 4	6:00 am – 7:30 am; 6:00 pm – 11:00 pm
Saturday, August 5	6:00 am – 7:30 am; 6:00 pm – 11:00 pm
Sunday, August 6	6:00 am – 7:30 am
Monday, August 7	6:00 am – 7:30 am

**SPECIAL NOTE FOR EXHIBITORS: A reduction in priority points or a monetary penalty will be accessed to exhibitors and approved partners who host events in conflict with these schedule guidelines.**

### **INVITATION/REGISTRATION:**

Exhibitors and approved partners are responsible for their own invitation and registration process. Invitations must be approved by AADE prior to sending. The Exhibitor Service Kit details how to purchase mailing labels for members and pre-registered participants. AADE does provide marketing assistance with sponsorship events and larger special events. This information is disclosed in the Special Event Agreement.

AADE Meeting Services Department  
 200 W. Madison, Suite 800 Chicago, IL 60606  
 Questions can be directed to: Leah Johnson, Meeting Planner  
 Phone: (800) 338-3633 ext. 4817 Fax: (312) 601-4856 Email: [ljohnson@aadenet.org](mailto:ljohnson@aadenet.org)

### **MEETING GUIDELINES:**

Meetings are defined as 100ppl or less. Anything larger will be considered a special event. **All space is reserved on a first-come, first-serve basis and availability is not guaranteed.**

#### **Approval Process:**

- Complete a Meeting Request Form (including payment information) for each meeting and return to Leah Johnson in the AADE Meeting Services Department (contact info listed below).
- A confirmation letter with your room assignment and contact information for catering and AV will be emailed to the contact listed on the Meeting Request Form.
- An exhibitor is responsible for all costs incurred for AV, food service, lock changes or special set. All arrangements will be made directly with the assigned venue and appropriate vendors.

#### **Scheduling Fee:**

The following non-fundable scheduling fee will be charged for each meeting room request. Per room, per day.

<b>Morning Meeting Session</b> (6:00 am – 11:00 am)	\$600
<b>Afternoon Meeting Session</b> (12:00 pm – 5:00 pm++)	\$600
<b>All Day Meeting</b> (6:00 am – 6:00 am following morning)	\$1,000

### **SPECIAL EVENT GUIDELINES:**

Special Events are defined as 101ppl or more. Special Events will be classified into two categories: small special events, and large special events. AADE provides additional services for large special events - see the Special Event Agreement for a list of these benefits. **All space is reserved on a first-come, first-serve basis and availability is not guaranteed.**

#### **Approval Process:**

- Complete a Special Event Agreement (including payment information) for each request and return to Leah Johnson in the AADE Meetings Services Department (contact info listed below).
- A confirmation letter with your room assignment and contact information for catering and AV will be emailed to the contact listed on the Special Event Agreement.
- Prior to print, a copy of the invitation and invite list must be sent to AADE for approval (if applicable).
- All arrangements will be made directly with the assigned venue.
- AADE requests that you collect your materials and signage at the end of the event.

#### **Scheduling Fee:**

The following non-refundable scheduling fee will be charged for each special event.

<b>Small Special Events</b> (101ppl – 200ppl)	\$3,500
<b>Large Special Events</b> (201ppl -600ppl)	\$5,000

### **Questions:**

These guidelines have been put in place to ensure AADE is consistent in its relationships with all exhibitors and partners at the AADE Annual Meeting and Exhibition. The goal is to ensure that AADE and partners meet AADE Educational Accreditation Standards while providing an enjoyable experience for all registered guests. If you have any questions please do not hesitate to contact Leah Johnson in the AADE Meeting Services Department

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