



December 4, 2009

Dear Colleague,

The 2010 American Osler Society and American Association for the History of Medicine meetings will take place at the Kahler Grand Hotel in Rochester, Minnesota. Based on discussions that members of the Local Arrangements Committee had with several book exhibitors during the meeting in Cleveland, we are happy to announce the following arrangements for the combined meetings.

1. The book exhibit will begin at the close of the American Osler Society meeting. This will allow members of that organization to visit the book exhibit even if they are not staying for the meeting of the American Association for the History of Medicine.
2. Individuals interested in attending the book exhibit will not be required to register for either meeting. It will be open to anyone.
3. To accommodate the AOS schedule, set up will be from 8 to 11 a.m. on Thursday, April 29. The exhibit will open at 12:30 p.m.

We believe that these special arrangements should increase the amount of traffic through the exhibit significantly. This should translate into increased sales by the dealers who participate in the exhibit.

The book exhibit will be held in Windsor Hall (4294 sq. ft.), a secure room on the subway level of the hotel adjacent to the registration area and three of the concurrent sessions. It will be locked at night and 24 hour security will be provided until the close of the book fair on Saturday evening.

Cost: The total cost for an 8ft table will be \$350 U.S. The cost for additional tables is \$200 U.S. each. This cost covers the entire book exhibit period.

Make Checks Payable to: **Mayo Clinic**

Mailing address: **Mayo Clinic**
200 First Street SW
Plummer 2-60 Attn. Kari Schilling
Rochester, MN 55905

Hours: The hours of the exhibit will be as follows:

Thursday, April 29: 8 a.m. - 11 a.m. (setup only)

Thursday, April 29: 12:30 - 5 p.m.

Friday, April 30: 9 a.m.-5 p.m.

Saturday, May 1: 9 a.m. - 5 p.m.

Saturday, May 1: 5 p.m. - 10 p.m. (dismantling of exhibits)

Exhibitor Registration:

To register please fill out the attached exhibitor registration form. You must also sign and return the attached Letter for Agreement. Please fax these two materials to my **Attn. Nicki Smith 507-266-5045**. You will receive a confirmation letter two weeks before the course.

Exhibitor materials must be received by **Monday, March 29th**.

There will be a maximum of 35 – 8ft tables available for reservation on a first-come, first-serve basis. Tablecloths and skirting for each table will be provided free of charge. Please note that we will coordinate the allocation of display space in the exhibit hall.

Internet Access Costs: The Kahler Grand Hotel will provide high-speed internet access in the exhibit hall.

Independent Transportation of Books: Exhibitors may ship materials directly to the hotel where they will be stored in a locked room. The room will be available for storage/retrieval from Monday, April 26 through Thursday, April 29. Shipments should arrive at the Kahler Grand Hotel no earlier than Monday, April 26, as the storage room will not be available until this date. All shipped materials must be removed from the room by 7 p.m. Thursday, April 29. The hotel representative is Ms. Phyllis Berman and she may be reached at pberman@sunstonehotels.com or 507-285-2741.

Packages for meetings may be delivered to the hotel three (3) working days prior to the first meeting date. Packages must also be picked up from the hotel, to be shipped back, no later than three (3) working days following the last meeting date. The exhibitor is responsible for coordinating the shipping of all materials to and from the hotel, including labeling all boxes and contacting the appropriate shipping company to schedule pick up.

For any packages delivered to the hotel, please label all packages shipped here as follows, and be sure a *return address* is included:

Addressee (person in charge of exhibit)
Date of arrival
Name of event: Book Exhibit, AAHM Conference
Name of hotel representative: Ms. Phyllis Berman
Kahler Grand Hotel, Windsor Hall
200 SW Second Avenue
Rochester, MN 55902

If there is to be more than one package, please indicate “1 of 2”, etc.

Advertising in the Conference Program: Arrangements to advertise in the conference program can be made with our local program coordinator, Renee Ziemer (ziemer.renee@mayo.edu or 507-284-2585). The cost for a full page ad is \$250 and additional pages \$175. Please finalize plans for advertising by **January 16, 2010**.

We hope this information helps you in your preparations, and we look forward to working with you in the months ahead.

Yours sincerely,

Nicki Smith
Mayo Clinic School of Continuing Professional Development