INTERNATIONAL CONFERENCE ON

OPIOIDS

Basic Science
Clinical Pain Management
Compliance
Addiction Medicine

June 8-10, 2014

BOSTON

Joseph B. Martin Conference Center at Harvard Medical School
Boston, Massachusetts, USA

COMMERCIAL SUPPORT & EXHIBITOR PROSPECTUS
On behalf of the *Journal of Opioid Management* we invite you to participate in the 3rd Annual *International Conference on Opioids* (ICOO), June 8-10, 2014, at the Joseph B. Martin Conference Center at Harvard Medical School in Boston, Massachusetts.

The intensive 2+ day program being presented at ICOO 2014, and led by renowned specialists, brings primary care physicians, pain specialists, pharmacists and other opioid prescribers together to be informed in the uses, abuses and legal ramifications of opioids. We anticipate a sold-out gathering of opioid prescribers across all disciplines from around the world.

The *Journal of Opioid Management* is the only peer-reviewed professional journal dedicated to all aspects of the proper and adequate use of opioids. It provides education and guidance to physicians and healthcare professionals on how to safely prescribe and responsibly manage these powerful drugs.

This prospectus provides an overview of the opportunities available at ICOO 2014 to support important professional education and how to reap the benefits of face-to-face time with primary care physicians, pain specialists, and others who have a great interest in pain management and in the proper use of opioids. We have several tools available to assist you in presenting substantive and detailed information about your products and services to every one of the medical professionals attending. The levels of participation are detailed in the accompanying material, or inquire about a package designed specifically to meet your marketing goals. If you have any questions, or need additional information, we are happy to assist.

Please contact us at 781-899-2702 ext. 103, or michael_glynn@pnpco.com.

Richard A. DeVito, Jr.  
Publisher  
Journal of Opioid Management

Michael J. Glynn  
Conference Director  
International Conference on Opioids

Please visit www.opioidconference.org for further conference information.

---

**ICOO MISSION STATEMENT**

ICOO addresses all aspects of the proper use and safe management of opioids by providing education and guidance to physicians and healthcare professionals on how to safely prescribe and responsibly manage opioids, and the legal and ethical ramifications each medical professional must face.

---

**INDEX**

Exhibit Information ........................................ p. 3  
Mission Statement ........................................... p. 3  
Commercial Suppoort Levels ............................ p. 4  
Educational Support Opportunities ....................... p. 4  
Commercial Support/Exhibit Application ............ p. 5  
Exhibit Terms & Condition ............................. p. 6  
On-site Marketing Opportunities ....................... p. 7  
Deadlines ....................................................... p. 8
**EXHIBIT FACTS**

**Journal of Opioid Management (JOM)** was created to meet the challenge faced by medical professionals as they prescribe opioids, increasingly powerful, quality-of-life enhancing painkillers, for their patients. The Journal fills what has been called “a dangerous gap” in medical literature at a time when the Federal spotlight has been focused on the rising problem of abuse and addiction tied to these prescription analgesics.

**International Conference On Opioids** was created because our research showed that there was a distinct need for a conference that addresses all aspects of opioids. JOM is pleased to offer this unique forum comprised of renowned specialists in basic science, clinical application, and compliance.

The **International Conference On Opioids** is designed to enlighten primary care physicians, pain specialists, and other high prescribers of opioids with new data, essential information, and best practices every medical professional needs to know when prescribing these powerful, quality of life enhancing analgesics for their patients.

Exhibition at **ICOO 2014** gives companies a unique opportunity to showcase the latest developments and products that may be the cutting edge solution for a patient’s care.

**ICOO 2014** supports your exhibit investment with the following:
- Cutting-edge conference content that attracts a capacity audience;
- Exhibit hours that are scheduled to provide ample time to meet and share information with all conference attendees;
- Breakfast, Lunch and Refreshment breaks are scheduled in the exhibit area.
- Exhibit area is strategically located adjacent to General Session and Registration area.

As an **ICOO 2014** Supporter/Exhibitor your organization is poised to reap many benefits from direct contact with those most prone to use your products and services.

<table>
<thead>
<tr>
<th>ICOO Attendees*</th>
</tr>
</thead>
<tbody>
<tr>
<td>81% of attendees write 6 or more opioid prescriptions per week</td>
</tr>
<tr>
<td>72% are M.D.s</td>
</tr>
<tr>
<td>17% are N.P.s</td>
</tr>
<tr>
<td>11% Other</td>
</tr>
<tr>
<td>54% are in Pain Management</td>
</tr>
<tr>
<td>12% are in Family Practice</td>
</tr>
<tr>
<td>77% are in Private Practice or a Hospital Setting</td>
</tr>
</tbody>
</table>

*Based on ICOO 2013 Attendees

**EXHIBIT SCHEDULE**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Saturday, June 7, 2014</strong></td>
<td>12:00 Noon - 5:00 p.m.</td>
</tr>
<tr>
<td><strong>Sunday, June 8, 2014</strong></td>
<td>7:00 a.m. - 8:00 a.m.</td>
</tr>
<tr>
<td></td>
<td>10:00 a.m. - 10:30 a.m.</td>
</tr>
<tr>
<td></td>
<td>12:00 p.m. - 1:30 p.m.</td>
</tr>
<tr>
<td></td>
<td>3:30 p.m. - 4:00 p.m.</td>
</tr>
<tr>
<td></td>
<td>6:00 p.m. - 8:00 p.m.</td>
</tr>
<tr>
<td><strong>Monday, June 9, 2014</strong></td>
<td>7:00 a.m. - 8:00 a.m.</td>
</tr>
<tr>
<td></td>
<td>10:00 a.m. - 10:30 a.m.</td>
</tr>
<tr>
<td></td>
<td>12:00 p.m. - 1:30 p.m.</td>
</tr>
<tr>
<td></td>
<td>3:30 p.m. - 4:00 p.m.</td>
</tr>
<tr>
<td><strong>Tuesday, June 10, 2014</strong></td>
<td>7:00 a.m. - 11:30 a.m.</td>
</tr>
<tr>
<td></td>
<td>11:30 a.m. - 4:00 p.m.</td>
</tr>
</tbody>
</table>

*Preliminary schedule as of 9/1/2013; subject to change.
### COMMERCIAL SUPPORT LEVELS

#### DIAMOND - Premium [1 Available] $35,000
- Premium Triple Exhibit Space (3-5’ tables)
- Premium Conference Program Guide Ad - Back Cover
- Conference Packet Insert
- Four (4) Complimentary Admissions to ICOO 2014
- Tile Ad on ICOO 2014 web site with link
- Logo in All Conference Promotional & Marketing Material (subject to deadlines)
- Logo in Conference Ad in Journal of Opioid Management
- Premium Signage at ICOO 2014
- Copy of Conference Attendee List
- One-year subscription to JOM (6 issues)

#### PLATINUM - Premium [2 Available] $25,000
- Prime Double Exhibit Space (3-5’ tables)
- Premium Conference Program Guide Ad - Inside Back Cover
- Two (2) Complimentary Admissions to ICOO 2014
- Logo in All Conference Promotional & Marketing Material (subject to deadlines)
- Logo in Conference Ad in Journal of Opioid Management
- Premium Signage at International Conference
- Copy of Conference Attendee List

#### GOLD - Corporate [4 Available] $20,000
- Double Exhibit Space (2-5’ tables)
- Full Page Conference Program Guide Ad
- Logo in All Conference Promotional & Marketing Material (subject to deadlines)
- Logo in Conference Ad in Journal of Opioid Management
- Premium Signage at International Conference
- Copy of Conference Attendee List

#### SILVER - Lunch [2 Available] $15,000
- Single Exhibit Space (5’ table)
- Level recognition in ICOO 2014 Program Guide
- Logo in Conference Ad in Journal of Opioid Management
- Signage at International Conference Lunch area
- Recognition of lunch sponsorship at ICOO 2014
- Copy of Conference Attendee List

#### BRONZE - Breakfast [2 Available] $10,000
- Single Exhibit Space (5’ table)
- Level recognition in ICOO 2014 Program Guide
- Logo in Conference Ad in Journal of Opioid Management
- Signage at International Conference Breakfast area
- Recognition of breakfast sponsorship at ICOO 2014
- Copy of Conference Attendee List

#### WELCOME RECEPTION - [1 Available] $15,000
- All attendees are invited to the opening reception at Joseph B. Martin Conference Center at Harvard Medical School. Your company will receive excellent visibility at food and beverage stations, entrance to the conference center and in the program book.

#### PADFOLIOS - [1 Available] $6,500
- Company logo will be featured on this quality item being distributed to all attendees as they register. Achieve excellent visibility during the conference and after as attendees use this durable and functional product daily.

#### CONFERENCE BAG - [1 Available] $5,000
- As they register all attendees will be given this sturdy conference bag with your company logo featured prominently on it. Perfect to hold all materials during the conference and suitable to carry important documents for some time after.

#### LANYARDS - [1 Available] $3,500
- Put your Company logo on this quality item being distributed to all attendees as they register. Achieve excellent visibility during the conference and after as attendees use this durable and functional product.

#### EXHIBIT - Single space [8 Available] $2,500
- Draped table (5’ x 30” - black linen); Two Chairs; [No pipe and drape]

#### CONFERENCE PACKET INSERTS $1,250
- Company material that will be included in Conference bag given to each attendee. All materials due by May 9, 2014.

#### ONSITE MARKETING OPPORTUNITIES
- Satellite Symposia are a great opportunity to become involved in an educational element of ICOO 2014.
- Program Guide Advertising targets ICOO 2014 attendees with information on your products and services.

See page seven for full details. If you are interested in supporting an event or activity not listed here, or require more information, please contact Michael Glynn, Conference Director, at 781-899-2702 ext. 103, or michael_glynn@pnpco.com.

### EDUCATIONAL SUPPORT OPPORTUNITIES

Provide an educational grant to support ICOO 2014. Conference support is an excellent way for your organization to show its commitment to promoting the safe and responsible use of opioids in pain management.

<table>
<thead>
<tr>
<th>Support Level</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIAMOND</td>
<td>$50,000+</td>
</tr>
<tr>
<td>PLATINUM</td>
<td>$35,000</td>
</tr>
<tr>
<td>GOLD</td>
<td>$25,000</td>
</tr>
<tr>
<td>SILVER</td>
<td>$15,000</td>
</tr>
</tbody>
</table>
Yes, I will take advantage of the following commercial support opportunity available at the International Conference on Opioids being held in Boston, MA on June 8-10, 2014.

COMMERCIAL SUPPORT LEVEL:

- [ ] DIAMOND LEVEL $__________________________
- [ ] WELCOME RECEPTION $_____________________
- [ ] PLATINUM LEVEL $_________________________
- [ ] CONFERENCE BAG $________________________
- [ ] GOLD LEVEL $_____________________________
- [ ] PADFOLIO $_______________________________
- [ ] SILVER LEVEL $___________________________
- [ ] EXHIBITOR $______________________________
- [ ] BRONZE LEVEL $__________________________
- [ ] CONFERENCE BAG INSERT $_________________
- [ ] SATELLITE SYMPOSIUM $___________________
- [ ] OTHER $_______________________________

TOTAL INVESTMENT $____________________________

Company Name ______________________________________________________________________________________________
Address _____________________________________________________________________________________________________
City __________________________________________________  State/Province _____________  Zip/Postal Code _____________
Phone _______________________  Fax  _____________________________   Website _____________________________________
Signature of authorizing person _________________________________________________________________________________
Printed name of person authorizing ______________________________________________________________________________
Title ________________________________________________________________________________________________________
PO # __________________________________________  E-mail _________________________________________________

PAYMENT:

- [ ] Make checks payable to: INTERNATIONAL CONFERENCE ON OPIOIDS, 470 Boston Post Rd, Weston, MA 02493, USA
- [ ] Credit Card: Account # _______________________________  Exp. Date _______________________  CCV ________
Advertising Contact Name: ___________________________________________________________  Phone: _____________________
Exhibit Contact Name: _____________________________________________________________  Phone: _____________________

Bill to (if different from above): ______________________________________________________________________________
Name of institution __________________________________________________________________________________________
Address _____________________________________________________________________________________________________
City ___________________________________________________________________________  State/Province _____________  Zip/Postal Code _____________
Phone _______________________  Fax  _____________________________   Email: ___________________________

Terms: All educational grants and commercial support grants must be prepaid. Educational Grant and Commercial Support benefits are subject to CME and CPE provider’s restrictions. All educational and commercial support grants must be remitted as “Unrestricted Educational Grant” provided to the International Conference On Opioids. The Commercial Support program materials must be submitted 45 days before the conference date or approval by the CME and CPE reviewer. Commercial Supporters will be issued an invoice after signing this contract. Payment is due upon receipt of invoice and no later than 30 days prior to the conference date. Commercial supporters are responsible for all costs, including any honorarium, associated with speakers they may provide. All other ICOO Terms & Conditions apply. International Conference on Opioids is a trademark of Weston Medical Publishing LLC. Journal of Opioid Management is a registered trademark of Weston Medical Publishing LLC.
1. APPLICATION AND ELIGIBILITY. Application for booth space must be made on the printed form provided by ICOO

2. EXHIBIT SPACE PRICE. Prices per Single Space—$2,500; Double Space—$5,000; Triple Space—$7,500; Single space

3. PAYMENT DATES. No booths will be guaranteed until Conference Management receives full payment of the total booth space, along with a signed contract. Full payment is not received by May 2, 2014, Conference Management will have the right to reassign the space to other applicants if arrangements are not made at amounts paid hereunder will be applied first to any outstanding obligations due Conference Management by the exhibitor, and to the amounts due in accordance with this paragraph hereafter, that any resulting rearrangements must be paid within

4. CANCELLATION OF BOOTH SPACE. In the event that the exhibitor notifies Conference Management in writing of the exhibitor's intent to repudiate the contract after acceptance but prior to February 14, 2014, a full refund of monies received, minus a $250 administrative fee, will be made. A penalty of 50% of the cost of the total booth space contracted will be imposed for a written cancellation received between February 14, 2014, and May 2, 2014. No refunds will be made for cancellations accepted after May 2, 2014.

5. ASSIGNMENT OF EXHIBIT SPACE. Space will be assigned beginning January 1, 2014, according to the date on which the contract and deposit are received, the availability of the requested area, amount of space requested, special needs, and compatibility of the exhibitor's products with Conference Management's aims and purposes.

6. EXHIBIT SPACE, FURNISHINGS, EQUIPMENT, AND SERVICE. Exhibit displays must project such as to obstruct the view of the adjacent booths, including outside contractor personnel shall confine their activities to the booth in which they are working and will not be

7. CONDUCT OF EXHIBITS. The advertisement or display of goods or services other than those manufactured, distrib-

8. INSTALLATION/DISMANTLING. INSTALLATION. All exhibits must be set up by 5 pm, Saturday June 7, 2014 without exception. Assembly of exhibits during regular show hours will not be permitted. Booths will be permitted. The exhibitor expressly agrees that any exhibit material remaining in the exhibit hall after the contracted move-out time has terminated or any damaged exhibits left behind may be removed and disposed of at the expense of the exhibitor. The exhibitor also agrees that the Conference Center will provide storage for incoming freight, delivery to the booth, and removal, storage, and return of empty crates, and removal and shipment of outbound freight. All charges are based on inbound weights. All shipments are at the risk and expense of the exhibitor. Exhibit material cannot be received at the convention center prior to the show dates. Such freight will be directed to and stored at Conference Management’s designated freight handling and storage area at the exhibitor's expense.

9. LIABILITY FOR DAMAGES OR LOSS OF PROPERTY. Guard service is provided by Conference Center during nor-

10. CONTRACTOR AND LABOR COORDINATION. The Conference Center will have control of all inbound and outbound freight to prevent congestion in the loading and unloading area, in the aisles, and in any freight traffic area. The Confer-

11. HOSPITALITY AND ENTERTAINMENT. Hospitality suites or events sponsored by the exhibitors must be approved by Conference Management. All exhibitors are asked to provide enough non-food refreshments to accommodate the expected number of attendees in order to comply with the standards set by the Conference Center.

12. EXHIBIT STAFF REGISTRATION. Prior to May 2, 2014, registration of two (2) representatives per paid Single Space will be complimentary, provided the registrations are received by Conference Management before May 2, 2014. There will be a $25 charge for the registration of additional booth representatives who are not part of the 2-per-booth allotment.

After May 2, 2014 an onsite $25 service fee will be incurred for the following:

A. Registration of each representative
B. Each name change
C. Each lost badge or name substitution.

Each exhibitor who registers in advance will have a printed exhibitor badge available at the exhibitor registration area at the convention center. This badge will entitle registered exhibitors admission to the exhibit area only.

14. SPECIAL VISUAL AND SOUND EFFECTS. Audiorvisual and other sound and attention-getting devices and effects are not permitted or allowed in any place other than in the exhibitor's display. Use of music beyond normal levels of conversation in the exhibit area shall not create noise levels objectionable to neighboring exhibitors.

15. UNACCEPTABLE EXHIBITS. The exhibitor agrees not to use any displays that Conference Management deter-

16. INSURING EXHIBITS. The exhibitor must comply with all applicable US Food and Drug Administration (FDA) reg-

17. MUSIC LICENSING. The exhibitor represents and warrants that it shall comply with all copyright restrictions

18. UNACCEPTABLE EXHIBITS. The exhibitor agrees not to use any displays that Conference Management deter-

19. LIABILITY FOR DAMAGES OR LOSS OF PROPERTY. Guard service is provided by Conference Center during nor-

20. SHIPPING INSTRUCTIONS. Information on shipping methods and rates will be sent to each exhibitor by the Conference Center. All shipments will be billed to the exhibitor. All packages will be held in the Conference Center for purposes of general security in the exposition premises, the exhibitor shall protect, indemnify, and hold harmless Conference Management, the exhibitor facility, and Conference Center from and against all losses, damages, and expenses by reason of theft, pilferage, damage, destruction, loss of property or income that might be derived therefrom occurring in or about the exposition premises or entertainments thereto or therein from, including that caused by or resulting from the negligence of Conference Management. The exhibitor expressly agrees that any exhibit remaining in the exhibit hall after the contracted move-out time has terminated or any damaged exhibits left behind may be removed and disposed of at the expense of the exhibitor. The exhibitor also agrees that the Conference Center will provide storage for incoming freight, delivery to the booth, and removal, storage, and return of empty crates, and removal and shipment of outbound freight. All charges are based on inbound weights. All shipments are at the risk and expense of the exhibitor. Exhibit material cannot be received at the convention center prior to the show dates. Such freight will be directed to and stored at Conference Management’s designated freight handling and storage area at the exhibitor'
ONSITE MARKETING OPPORTUNITIES

SATELLITE SYMPOSIUM - Non-CME [1 Available]

Investment: $25,000 (on-site)
$35,000 (off-site)

★ Single Exhibit Space (5’ table)
★ Full Page Conference Program Guide Ad
★ Recognition and/or Logo in All Conference Marketing Material (subject to deadlines)
★ Logo in Conference Ad in Journal of Opioid Management
★ Signage at International Conference Symposium area
★ Recognition of Symposium sponsorship at ICOO 2014
★ Copy of Conference Attendee List

PROGRAM BOOK ADVERTISING

Introduce a new product or service provided by your company with targeted advertising to attendees at the conference and throughout the year; an excellent way to heighten your company’s profile in the industry.

DIMENSIONS: TYPE BLEED
Full Page 7” x 10” 8-11/16” x 11-3/16”

RATES:
Full Page (B & W) $2,250
Color Rates (4-color) additional: $ 625

Cover Rates (includes 4-color process)
Inside front cover $2,750
Back cover $3,500
Inside back cover $2,750

MECHANICAL SPECIFICATIONS:
Finished Trim Size: 8-1/2” x 11” Includes 1/8” trim outside and bottom, and 3/16” trim top and gutter. Allow at least 3/8” safety for live matter all edges.

HALFTONE SCREEN: 133 line screen

PRODUCTION REQUIREMENTS
Electronic Files: All materials must have register marks, center marks, and trim marks clearly indicated. Color ads require a Matchprint or similar. All color ads must be PDF/X-1A (SWOP) compliant and must include high-res tiff preview and all fonts. Maximum print density 4/c is 270%.

Ad Placement Deadline: .................. April 11, 2014
Ad Materials Submission Deadline: .......... April 25, 2014

EXHIBITOR FLOOR PLAN

INSTALLATION
The International Conference on Opioids 2014 will be held at the Joseph B. Martin Conference Center at Harvard Medical School in Boston, MA. Exhibit space is limited and all exhibitors must be set up by 5:00 p.m. on Saturday, June 7, 2014. Special accommodations may be made for display configurations requiring additional set-up time. Please contact conference management for details at 781-899-2702.

DISMANTLING
The official closing time of the exhibits is 11:30 a.m. on Tuesday, June 10, 2014. All exhibit materials must be packed and removed from the exhibit area no later than 5:00 p.m. on Tuesday, June 10, 2014.
Your Opportunity Is Here....

to meet face-to-face with multidisciplinary medical professionals in the study and clinical use of opioids.

INTERNATIONAL CONFERENCE ON

OPIOIDS

www.opioidconference.org