

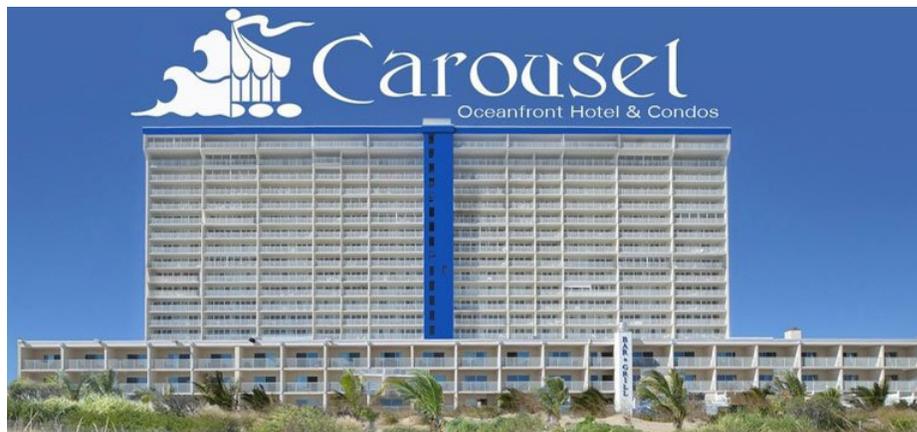
# **Conference by the Sea 2024**



**September 11, 12, 13**

## **Vendor Prospectus**

*42nd Annual Symposium & Exhibition  
Sponsored by the  
Maryland/DC Society for Respiratory Care*



**Carousel Hotel  
Ocean City, Maryland**

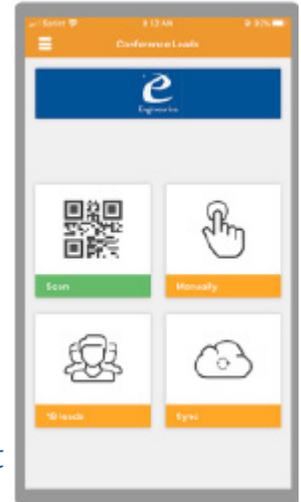
# Conference by the Sea 2024



## Exhibitor Information:

The 42st annual Conference by the Sea will be held at the Carousel Hotel in Ocean City, MD.

During the online registration process, exhibitors can choose to participate in the **“Conference Leads”** program, which enables them to access all participant information using their mobile device or tablet via the app. Additionally, exhibitors have their own dedicated administrative area where they can enter their company information, export participant data, and interact with attendees to attract attention to their booth and products. More information on the Conference Leads program and costs can be found on page 4 of this brochure. After registering online, exhibitors will receive a notification with guidance on how to activate the Conference Leads program. The app can be easily accessed on any mobile device or tablet without the need for special software or scanning devices.



**The Conference by the Sea Committee has established several new sponsorship levels for this year’s event! See page (2) in this program for rates and options.**

## Hotel Accommodations:

Hotel accommodations will be at the Carousel Hotel. A block of rooms is reserved in the name of the AARC-MD/DC Society Conference by the Sea. These rooms will be held until August 17, 2024.

Carousel Hotel, Ocean City, Maryland

1-800-641-0011

Check-in time is 4:00 p.m. and Check-out time is 11:00 a.m.

Carousel Hotel Rates

Deluxe Standard: \$107 per night

Oceanfront: \$134 per night

Two bedroom Oceanfront Condo: \$264 per night

Three bedroom Oceanfront Condo:\$303 per night

Exhibitor Coordinator

Fassil Getachew, MBA, RRT- [Fassil.Getachew@gunet.georgetown.edu](mailto:Fassil.Getachew@gunet.georgetown.edu)

Program Co-Chairs

Ed Palmer, MBA, RRT- [edward.a.palmer@medstar.net](mailto:edward.a.palmer@medstar.net)

Jen McGrain, MS, RRT- [jennifer.mcgrain@gmail.com](mailto:jennifer.mcgrain@gmail.com)

# Conference by the Sea 2024



## Sponsorship Levels:

Exhibitor Sponsor Level	Features
<b>Starfish Exhibitor</b> \$850 	8 x 8 booth with draping, 2 chairs back/side curtain 2 exhibitor registrations Company Sign at Booth
<b>Sand Crab Exhibitor</b> \$1325 One Available 	8 x 8 booth with draping, 2 chairs back/side curtain Company Sign at Booth 2 exhibitor registrations Access to the Conference Leads Program Student Sputum Bowl sponsor
<b>Low Tide Exhibitor</b> \$2000 Three Available 	8 x 8 booth with draping, 2 chairs back/side curtain 2 exhibitor registrations Company Sign at Booth Access to the Conference Leads Program Early access to exhibit booth location selection Breakfast sponsor with recognition via conference app and signage
<b>High Tide Exhibitor</b> \$2500 Two Available 	8 x 8 booth with draping, 2 chairs back/side curtain 4 exhibitor registrations Company Sign at Booth Access to the Conference Leads Program Early access to exhibit booth location selection Lunch Sponsor with recognition via conference app and signage
<b>Atlantic Exhibitor</b> \$3000 One available 	8 x 8 booth with draping, 2 chairs back/side curtain 4 exhibitor registrations Company Sign at Booth Access to the Conference Leads Program First choice of Exhibit booth location Welcome Party Sponsor with recognition via conference app, signage and social media promotion

**\*Prizes awarded for top 3 exhibitor booths!**

**\*Patio Welcome Party!**

# Conference by the Sea 2024



## Program:

### Wednesday, September 11, 2024

8:00 am - 5:00 pm	Symposium Lectures
12:00 pm - 5:00 pm	Vendor Registration & Set up
5:00 pm - 6:30 pm	Wine & Cheese Reception
8:00 pm - 10:30 pm	Welcome Party

### Thursday, September 12, 2024

8:00 am - 9:00 am	Continental Breakfast
9:00 am - 4:00 pm	Exhibits Open
9:00 am - 11:00 am	Symposium Lectures
11:00 am - 12:00 pm	Exclusive Vendor Time
12:00 pm - 1:00 pm	Lunch
1:00 pm - 5:00 pm	Symposium Lectures
5:00 pm - 7:00 pm	Beach Activities/Social
7:00 pm - 9:00 pm	Sputum Bowl Competition

### Friday, September 13, 2024

8:00 am - 9:00 am	Continental Breakfast
9:00 am - 12:00 pm	Symposium Lectures

## Participant Conference Registration Rates:

The following lists the tuition rates and categories for participant registration. Pre-Register by mail or fax by September 5, 2024.

### Full Conference Rates:

AARC Member .....	\$299
AARC Student Member.....;	\$99
All Non-AARC Members .....	\$335
Student Non-Member .....	\$109
Spouse of Registered Attendee (NO CEU's).....	\$109

# Your Reliable Lead Management System

Smart · Simple · Secure

## Lead Retrieval Solution

- Capture leads anytime, anywhere using your personal Android or iOS device
- Create custom qualifying questions
- Allows personalized note taking
- Instantly email leads to yourself
- Easily import leads into your CRM
- Generate lead reports and analytics
- No Wi-Fi required



System Requirements:  
**Apple iOS** – compatible with phone, touch and iPad devices (iOS 10.0 or higher)  
**Android** – compatible with phone and tablet devices (4.3 Jelly Bean or higher)

**Purchase Now**



<http://confrac.com/#/?domain=EMLRC24>

## Capture Every Prospect!

Engineerica is the official and exclusive lead retrieval supplier for the Conference by the Sea 2024.

Not everyone at the show will have a business card. However, everyone will have a name badge to scan. You have made an investment to attend the Conference by the Sea 2024. How do you maximize your opportunities? Provide your staff with Conference Leads to easily capture information. A simple scan guarantees accurate attendee contacts. Our system allows custom qualifying questions and notes to handle each lead and follow up in a timely manner.

With Conference Leads you'll be able to capture lead information securely on your smart device and later sync it to the cloud. Regardless of the quality of the Wi-Fi connectivity available at the event, your leads will always be safe and accessible.

## Conference Leads Pricing

	EARLY REGISTRATION	REGULAR REGISTRATION	ON-SITE REGISTRATION
FIRST LICENSE	\$169	\$199	\$249
ADDITIONAL LICENSES	\$119	\$149	\$199

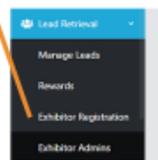


# Conference Leads - Quick Start Guide Exhibitor Admin

## Conference Tracker App Exhibitor Admin

### Register

You should set the device to the room you are in for signing in/out attendees so the device can pull the schedule for the conference



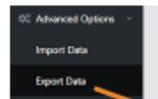
Exhibitor Administrator		Company	
	ExAdmin One exadmin@one.com	OxyClean	...
	ExAdmin Two exadmin@one.com	Company A	...
	Juan Pacheco juan@jan.com	C1	...

### Create Passwords

Click on Exhibitor Representatives to create secure passwords for your reps.

### Login

After registration you will need to access your web portal go to [conftrac.com](http://conftrac.com) and login using your registration information



	Sessions	Leads	Raw Swipes

### Export Leads

Under Advanced Options select Export Data. This is where you can download an Excel/CSV/HTML file format of the leads for your entire company including the representative who captured the lead at the conference. Now simply upload the data to your CRM or other databases

### Qualifying Questions

To create custom qualifying questions on the app you'll need to click on Leads>Edit Leads Survey in the web interface first

The Leads Survey allows you to add any text, lists, checkboxes, and options such as required responses for a question in the survey

### Lead Analytics

Under Leads Retrieval-> Manage Leads-> Analytics, you can view leads analytics sorting data by general numerical data, leads by date, leads percentage by representative, leads by representative, and leads by time of day

## Register

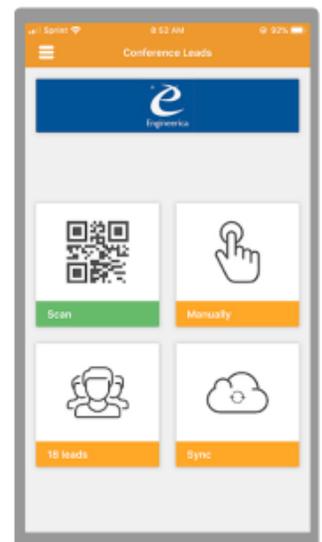
Register using the link sent to you by your conference organizer. You will create your user login information during the registration process.

You can locate your domain in the registration link: it will look similar to the one below

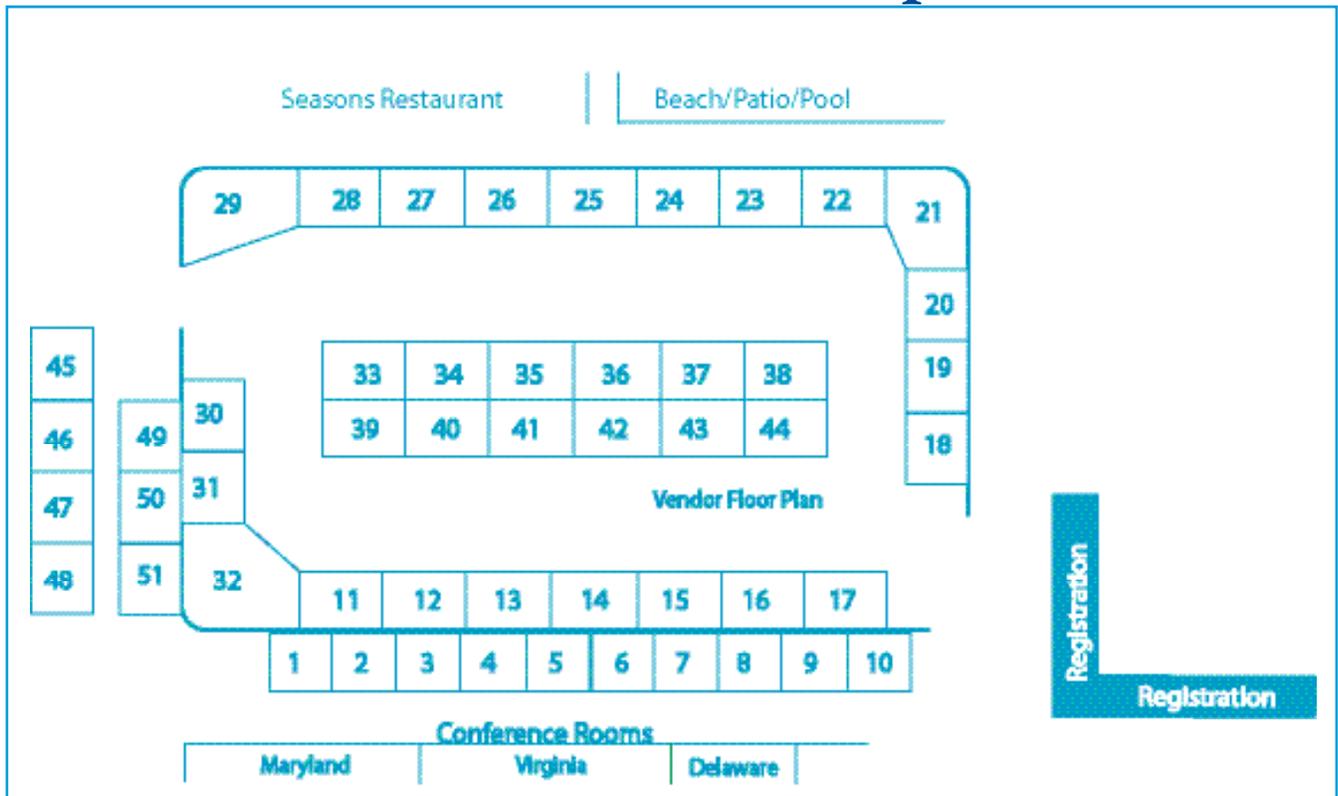
<http://www.conftrac.com/domain/exhibitor>

The **email address** (username) and **password** entered here will be used to login to your **Conference Leads app and web portal**. Be sure to store your password in a secure place. If the administrator will be using the Conference Leads, check the box called **"Enable Conference Leads."** If the administrator will not be using lead retrieval, then the first box should remain unchecked.

To register for lead retrieval licenses, check the Register Representatives box and check the Enable Conference Leads for each representative.



# Exhibitor Floor Map:



## Exhibitor Regulations

### 1. Management:

The MDDC Society for Respiratory Care is herein referred to as the Management.

### 2. Application:

Cancellation prior to August 1st, 2024. \$100 fee will be deducted from original payment. Registrations received after September 8th, 2024 add \$100 late fee.

### 3. Arrangements:

The booth price includes one draped table, 2 chairs and back/side curtain.

### 4. Exhibit Hours:

Wednesday, September 11, 5 pm -6:30 pm and Thursday September 12th, 9 am -4 pm.

### 5. Assignment:

No exhibitor shall assign, sublet or share any space without the permission of the management. Management reserves the right to remove an exhibitor in violation of this rule and exhibitor forfeits total amount of booth payment.

### 6. Liability:

Exhibitor assumes full responsibility for safety of their exhibit.

### 7. Registration:

Two additional exhibitors from the same company may register to be at the booth for an additional fee of \$50 each.

### 8. Lectures:

All registered exhibitors with badges will be admitted to the general lectures without additional costs. Exhibitors who attend talks are eligible to earn CRCE's.

### 9. Agreement:

The submission of an application with fees constitutes an agreement between exhibitor and management. Exhibitor agrees to abide by all the rules and regulations herein.

### 10. Electrical Power:

One electrical socket will be provided for your booth upon request at the cost of \$30. All power for exhibitor booths is 110 volts, single phase. Please provide your own extension cords if possible. Additional outlets are \$30 per outlet and extension cords are \$10 per extension cord.

# Exhibitor Application:



QR Code: Register & Pay Online

Register & Pay online at: <https://conftrac.com/#/?domain=EMLRC24>

Additional conference information: [www.conferencebythesea.net](http://www.conferencebythesea.net)

## 1. Exhibitor Booth Registration Application:

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Contact Phone # \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ email: \_\_\_\_\_

## 2. Exhibitor Name Badges: (2 badges are included) additional badges purchased on site.

Exhibitor #1 Name \_\_\_\_\_ Exhibitor #2 Name \_\_\_\_\_

Exhibitor #3 Name \_\_\_\_\_ Exhibitor #4 Name \_\_\_\_\_

3. Do you need electrical power?  YES  NO

## 4. Booth Location Request:

First Choice Booth # Location \_\_\_\_\_ Second Choice Booth Location \_\_\_\_\_

## 5. Choose Your Selection

Amount:

<input type="checkbox"/> Starfish Exhibitor (\$825 per booth) <input type="checkbox"/> 1 booth <input type="checkbox"/> 2 booths	\$
<input type="checkbox"/> Sand Crab Exhibitor (\$1325.00)	\$
<input type="checkbox"/> Low Tide Exhibitor (\$2000)	\$
<input type="checkbox"/> High Tide Exhibitor (\$2500.00)	\$
<input type="checkbox"/> Atlantic Exhibitor (\$3000.00)	\$
<input type="checkbox"/> Power Outlets [1 outlet \$30.00] {2 outlets \$60}	\$
<input type="checkbox"/> Extension Cord [1 cord \$30.00] {2 cords \$60}	\$
<b>TOTAL AMOUNT</b>	\$

## 6. Payment Information: (Make Checks Payable to: MDDC Society for Respiratory Care)

Payment Type:  Check  Visa  Mastercard  American Express  Discover

Credit Card # \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_

Security Code: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Total Amount \$ \_\_\_\_\_

**Mail, fax, or email completed form and payment to:**

Becca Gordon  
Conference by the Sea 2024  
16210 McMullen Hwy, SW  
Cumberland, MD 21502

email: [becca@hgcpa.tax](mailto:becca@hgcpa.tax)  
Fax 301-729-4772

**For invoicing information, use above email.**