International Cancer Education Conference
Revolutionizing Cancer Education Globally Through Technology Across Generations
18-20 September 2019 • Salt Lake City, Utah, USA

2019.attendicec.org

2019 Exhibitor and Marketing Opportunities Prospectus
International Cancer Education Conference, 154 Hansen Road, Suite 201, Charlottesville, VA 22911
Tel: +1.434.284.4445 | Fax: +1.434.977.1856 | email: info@attendicec.org
The International Cancer Education Conference, hosted by AACE, CPEN, and EACE, promises to be an exciting opportunity for you to reach key decision makers and an extremely committed audience of cancer educators. Their combined members improve cancer outcomes through development, implementation, and evaluation of evidence-based education programs for medical and healthcare professionals, communities and special populations, consumers, patients, and their caregivers. These are the national and international leading specialists in cancer education, survivorship, and palliative care focused on advocacy, scientific investigation, program and curriculum development, skill training, surveillance, and evaluation. We look forward to talking with you in Salt Lake City, Utah!

ICEC Attendees Are...

- Oncologists
- Physicians
- Surgeons
- Nurses
- Allied Health Professionals
- Social Workers
- Patient Navigators
- Health Educators
- Librarians
- Public Health Professionals
- Pharmacists and Pharmacology Professionals
- Residents, Fellows, and Students
- Survivors

And many other members of the cancer care community!

As a 2019 exhibitor you will:
- **Gain exposure** to a highly targeted audience of cancer education professionals committed to improving cancer patient outcomes
- **Network** with attendees, speakers, industry peers, and international leaders in cancer education programs and research, including via an active conference social media hashtag (#ICEC19)
- **Gather sales leads** and conduct valuable market research
- **Make new contacts** and meet current clients during many face-to-face opportunities, including breakfasts, breaks and two dedicated poster and exhibitor sessions, all guaranteed to promote traffic
- **Align your organization** with highly respected cancer professionals
Exhibiting in Salt Lake City shows your support for the cancer education community. Contact our Conference Director, Lynne Valentic, at lvalentic@aaceonline.com for more information.

**Non-Profit Exhibitor—$600**

Non-profit and institute organizations may apply for discounted exhibit space at a price of $600 with a copy of their tax-exempt certificate. Includes conference registration for one booth representative (*additional booth reps can register for $425 each on the exhibit registration form*) and listing in the Conference Guide and on the website.

**Advocating Exhibitor—$1,400**

For-profit organizations may apply for an exhibit space including conference registration for one booth representative (*additional booth reps can register for $600 each on the exhibit registration form*) and listing in the Conference Guide and on the website.

**Enriching Exhibitor—$3,400**

- Registration for two booth representatives
- Logo featured on one eblast to the ICEC mailing list
- Priority recognition in the plenary sessions, in the Conference Guide, and on signage
- 15% discount on additional advertising and sponsorship opportunities (see page 5)

**Sustaining Exhibitor—$4,900**

- Registration for three booth representatives
- Logo featured on two eblasts to the ICEC mailing list
- The option of hosting an ancillary meeting (food, audio-visual, and meeting space rental, if applicable, at your expense) at a time that does not conflict with the conference program
- Opportunity to be introduced and recognized at the Welcome Reception
- Highest priority recognition in the plenary sessions, in the Conference guide, and on signage
- 30% discount on additional advertising and sponsorship opportunities (see page 5)

**Advertising Opportunities** *(View Sponsorship Opportunities on page 5)*

**Conference Email Blasts – $750 for 2**
Include your banner ad in two email blasts promoting the conference. Your ad will be included in messages sent to over 1,500 potential attendees.

**Printed Conference Guide Advertising**
Include your ad in our printed Conference Guide distributed to all attendees. Choose a full page ($400), half page ($250), or quarter page ($150) ad placement (all ads b/w).

Contact Jen Alluisi, Program Director, at jalluisi@aaceonline.com for more advertising information.
### The ICEC would like to thank its exhibitors and supporters from past conferences.
**We invite you to join this impressive group of organizations!**

<table>
<thead>
<tr>
<th>American Cancer Society</th>
<th>National Bone Marrow Transplant Link (nmbtLINK)</th>
</tr>
</thead>
<tbody>
<tr>
<td>American College of Surgeons</td>
<td>National Cancer Institute’s Cancer Information Service</td>
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<tr>
<td>American Society of Clinical Oncology (ASCO)</td>
<td>National Coalition for Cancer Survivorship</td>
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<tr>
<td>Amgen / Amgen - Onyx</td>
<td>National Commission for Health Education Credentialing</td>
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<tr>
<td>Astellas</td>
<td>National Comprehensive Cancer Network (NCCN)</td>
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<td>AstraZeneca</td>
<td>National Marrow Donor Program, Be the Match</td>
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<td>Baxalta</td>
<td>Northside Hospital Blood and Marrow Transplant Program</td>
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<td>Bayer Healthcare</td>
<td>Northside Hospital Cancer Institute</td>
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<td>Boehringer Ingelheim</td>
<td>Novartis Oncology</td>
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<td>Bristol-Myers Squibb</td>
<td>Omni Health Media</td>
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<td>Canadian Cancer Society</td>
<td>OncoLink</td>
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<td>Cancer Help Institute</td>
<td>OneFlorida Clinical Research Consortium</td>
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<td>CANCER101</td>
<td>Ovarian &amp; Breast Cancer Alliance</td>
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<td>CancerCare</td>
<td>Pfizer / Pfizer Oncology</td>
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<td>Cancer Support Community</td>
<td>Qiagen</td>
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<td>Case Comprehensive Cancer Center</td>
<td>Seattle Cancer Care Alliance</td>
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<td>Cleveland Clinic Taussig Cancer</td>
<td>Smarter Medical Care</td>
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<td>Coalition for Compassionate Care of California</td>
<td>SonaCare Medical</td>
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<td>Compassion and Choices</td>
<td>Southeast Minnesota Chapter Oncology Nursing Society</td>
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<td>Dana-Farber Cancer Institute</td>
<td>Stay Out of the Sun Foundation</td>
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<td>Dendreon</td>
<td>Sun Pharma / Sun Oncology</td>
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<td>Diplomat Specialty Pharmacy</td>
<td>Surround Health</td>
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<td>Eisai Inc.</td>
<td>Susan G. Komen</td>
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<td>Fox Meadows Software</td>
<td>Taiho Oncology</td>
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<td>Fred Hutchinson Cancer Research Center</td>
<td>Takeda Oncology</td>
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<td>Genentech</td>
<td>TEVA Pharmaceuticals / TEVA Oncology</td>
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<td>Genomic Health</td>
<td>Together by St. Jude</td>
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<td>Gilead Sciences</td>
<td>University of Arizona Cancer Center</td>
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<tr>
<td>Health Literacy Innovations</td>
<td>University of Arizona College of Nursing</td>
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<td>Heeter</td>
<td>University of Arizona Health Sciences Center</td>
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<td>Hunstman Cancer Institute</td>
<td>University of Arizona Mel &amp; Enid Zuckerman College of Public Health</td>
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<td>Incyte</td>
<td>University of Arizona Native American Cancer Prevention and Community Cancer Connections</td>
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<td>Invitae</td>
<td>University Hospitals Seidman Cancer Center</td>
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<td>Jazz Pharmaceuticals</td>
<td>University of Maryland Marlene and Stewart Greenebaum Cancer Center</td>
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<td>Karl Storz Endoscopy American, Inc.</td>
<td>University of Michigan, Ann Arbor</td>
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<td>Lilly Oncology</td>
<td>University of Nebraska Medical Center</td>
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<td>Mayo Clinic - Native American Programs</td>
<td>University of Pittsburgh School of Nursing</td>
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<td>Mayo Clinic Cancer Center</td>
<td>Voices of Hope</td>
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<td>Medivation</td>
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<td>Medquantive PBC</td>
<td>Young Survival Coalition</td>
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<td>Merck</td>
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</table>
Event support is an ideal way to stand out from other exhibitors, maximize your visibility among attendees and affirm your commitment to cancer education. We will put together a support package to meet your needs. Contact Jen Alluisi, Program Director, at jalluisi@aaceonline.com for more information.

**Sponsorship Opportunities**

**Conference Dinner – $5,000**
Support the conference’s prime social gathering! Your organization will be acknowledged as a sponsor of our popular evening dinner event. Recognition will be provided on signage at the event and in the conference guide, via cocktail napkins featuring your logo at the event, and a representative from your organization will be invited to address over the sound system the attendees during the dinner.

**Welcome Reception – $3,000**
Kick off the conference right as a sponsor of the reception that welcomes attendees to Salt Lake City! Your organization will receive recognition through signage and in the conference guide, as well as via cocktail napkins featuring your logo at the event.

**Conference Wi-Fi – $2,000 (limited to 1 exclusive sponsor)**
Attendees will think about your organization every time they login to the conference internet. The conference wi-fi network will be named with your organization in mind, the sign-in screen will feature your name and logo, and recognition of your sponsorship will be provided in the conference guide.

**Photo Booth – $2,000 (limited to 1 exclusive sponsor)**
Bring some fun to the conference and help attendees make lasting memories by sponsoring a conference photo booth! Your name and logo will be wrapped around the exterior of the booth, which will be available for attendees to take and print (or share digitally) photos. Recognition will also be provided in the conference guide.

**Hotel Keys – $1,500 (limited to 1 exclusive sponsor)**
Put your organization in attendees’ pockets! As soon as attendees check into the conference hotel and every time they enter their hotel room, attendees will see your organization’s name and logo. Recognition will also be provided in the conference guide.

**Conference Scholarships – $1,500 each**
Support conference attendance for diverse cancer education professionals, students, and early career professionals. Your sponsorship will provide one person with conference registration, registration for two workshops, a ticket to our evening dinner event, and $1,000 in travel expenses. Recognition will also be provided in the conference guide.

**Mobile Conference App – $1,200 (limited to 1 exclusive sponsor)**
Put your organization’s brand at attendees’ fingertips. Your banner ad and a link to your website will appear at the top of the mobile conference app designed for tablets and smartphones.

**Charging Table – $600 per day (2 days available, limited to 1 exclusive sponsor per day; same sponsor can purchase both days)**
Everyone needs to recharge their phones and other devices during a busy conference. A table will be provided in the registration area for attendees to recharge their electronic devices on Thursday and Friday of the conference. Recognition will be provided in the conference guide and via table signage.

**Exclusive Offers for Nonprofits**

**Conference Bag – $1,500 (limited to 1 exclusive sponsor)**
There is no better way to reach every attendee than putting your name and logo on the official conference bag, given to every attendee and carried by most throughout the event and beyond.

**Notepad in Conference Bag – $1,000 (limited to 1 exclusive sponsor)**
This is a great way to reach every attendee at the conference. Your logo will be printed on the official notepad that is included in every conference bag.

**Pen in Conference Bag – $750 (limited to 1 exclusive sponsor)**
Pens are one of the most enduring promotional opportunities as attendees take their pens home and use them in their daily lives. Your name or logo will be printed on a pen included in every conference bag.

**Badge Lanyards – $750 (limited to 1 exclusive sponsor)**
A key promotional tool at any meeting, you will make an impact among all attendees who will be wearing the official conference lanyard with your company’s name or logo.

**Brochures or Flyers in Conference Bag – $250**
An affordable option to ensure your materials are provided to every conference attendee. You must print and ship your materials to ICEC; the fee covers our staff stuffing the materials into the conference bags.
### Wednesday, 18 September 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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</thead>
<tbody>
<tr>
<td>8:00 - 9:30 AM</td>
<td>NCI R25 Workshop free of charge</td>
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<tr>
<td>9:30 - 10:00 AM</td>
<td>Transition Break No refreshments</td>
</tr>
<tr>
<td>10:00 - 11:30 AM</td>
<td>Workshop 1 Workshops 2 Workshops 3</td>
</tr>
<tr>
<td>11:30 AM - 2:00 PM</td>
<td>Lunch (On your own if you're not attending a Workshop)</td>
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<tr>
<td></td>
<td>Workshop 4 Workshop 5</td>
</tr>
<tr>
<td>2:00 - 3:30 PM</td>
<td>Welcome and Opening Remarks</td>
</tr>
<tr>
<td>3:30 - 4:30 PM</td>
<td>Plenary Presentation</td>
</tr>
<tr>
<td>4:45 - 6:15 PM</td>
<td>Cancer Center Tour TBD</td>
</tr>
<tr>
<td>7:15 - 8:15 PM</td>
<td>Special Joint Reception Hors d'oeuvres with Cash Bar</td>
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</tbody>
</table>

### Thursday, 19 September 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 - 8:00 AM</td>
<td>Continental Breakfast and Networking with Exhibitors</td>
</tr>
<tr>
<td>8:00 - 9:00 AM</td>
<td>Plenary Presentation</td>
</tr>
<tr>
<td>9:00 - 9:15 AM</td>
<td>Transition Break No refreshments</td>
</tr>
<tr>
<td>9:15 - 10:45 AM</td>
<td>Session 1A, Session 1B, Session 1C, Session 1D</td>
</tr>
<tr>
<td>10:45 - 11:00 AM</td>
<td>Transition Break No refreshments</td>
</tr>
<tr>
<td>11:00 AM - 12:30 PM</td>
<td>Poster Session A and Networking with Exhibitors</td>
</tr>
<tr>
<td>12:30 - 2:00 PM</td>
<td>Lunch and Roundtable Discussions</td>
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<tr>
<td>2:00 - 3:30 PM</td>
<td>Session 2A, Session 2B, Session 2C</td>
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<tr>
<td>3:30 - 3:45 PM</td>
<td>Transition Break</td>
</tr>
<tr>
<td>3:45 - 5:00 PM</td>
<td>Plenary Presentation</td>
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<tr>
<td>6:30 - 9:30 PM</td>
<td>Special Dinner Event TBD</td>
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</table>
Friday, 20 September 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Details</th>
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</thead>
<tbody>
<tr>
<td>7:00 - 8:00 AM</td>
<td>Continental Breakfast and Networking with Exhibitors</td>
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<tr>
<td>8:00 - 9:00 AM</td>
<td>SAMUEL C. HARVEY LECTURE</td>
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<tr>
<td>9:00 - 9:15 AM</td>
<td>Transition Break No refreshments</td>
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<tr>
<td>9:15 - 10:45 AM</td>
<td>Session 3A</td>
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<tr>
<td>10:45 - 11:00 AM</td>
<td>Transition Break</td>
</tr>
<tr>
<td>11:00 AM - 12:30 PM</td>
<td>Poster Session B and Networking with Exhibitors</td>
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<tr>
<td>12:30 - 2:00 PM</td>
<td>AACE Business Luncheons and Awards</td>
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<tr>
<td>2:00 - 3:30 PM</td>
<td>Session 4A Selected from abstracts</td>
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<tr>
<td>3:30 - 3:45 PM</td>
<td>Transition Break</td>
</tr>
<tr>
<td>3:45 - 5:30 PM</td>
<td>Patient/Survivor Panel</td>
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<tr>
<td>5:30 - 6:00 PM</td>
<td>Closing Ceremony and Awards</td>
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</tbody>
</table>

*Best of the Best! Oral and Poster Award Winners*

**Exhibitor Schedule**

Set-up: Wednesday, 12:30 - 8:15 pm

Show hours: Thursday, 7:00 am - Friday, 4:15 pm (most traffic during breakfasts, breaks, and poster sessions)

Take-down: Friday, 4:15 - 6:15 pm
Certificate of Insurance
Exhibitors and their authorized decorators must have liability insurance. Each exhibitor must provide a one-page “Certificate of Insurance” in the name of the American Association for Cancer Education from their insurance company showing coverage for the duration of the event, including move-in and move-out. The minimum requirement is liability and property damage insurance in no less than $1,000,000 per occurrence.

Assignment of Space
Exhibit booth assignments will be made on a first-come, first-served basis upon receipt of payment and a completed Exhibitor Registration form. After registering, you will receive a confirmation letter with your assigned number and location.

Booth Restrictions
(a) Booth banners and display elements cannot exceed a height of 3 feet if placed on table. (b) ‘Subleasing’ of space is not permitted.

Ancillary Events
An ancillary event is any function held during the ICEC by a party other than AACE, CPEN, or EACE. All ancillary events must receive ICEC authorization whether the organizer is requesting ICEC meeting space or holding the event off-site. No events may be scheduled during ICEC educational sessions.

6. ANCILLARY PROMOTIONAL ACTIVITIES: No promotional activities will be permitted in the same room or obligate path as the educational activity. No product advertisements will be permitted in the program room.

7. OBJECTIVITY & BALANCE: The ICEC Program Committee will make every effort to ensure that data regarding the Company’s products (or competing products) are objectively selected and presented, with favorable and unfavorable information and balanced discussion of prevailing information on the product(s) and/or alternative treatments.

8. LIMITATIONS ON DATA: The ICEC Program Committee will ensure, to the extent possible, meaningful disclosure of limitations on data, e.g., ongoing research, interim analyses, preliminary data, or unsupported opinion.

9. DISCUSSION OF UNAPPROVED USES: The ICEC Program Committee will require that presenters disclose when a product is not approved in the United States for the uses under discussion.

10. OPPORTUNITIES FOR DEBATE: The ICEC Program Committee will ensure meaningful opportunities for questioning or scientific debate.

11. INDEPENDENCE OF AACE IN THE USE OF CONTRIBUTED FUNDS:
   a. Funds should be in the form of an educational grant made payable to AACE as directed.
   b. All other support associated with this CME activity (e.g., distributing brochures, preparing slides, etc.) must be given with the full knowledge and approval of AACE.
   c. No other funds from the Company will be paid to the program director, faculty, or others involved with CME activity (additional honoraria, extra social events, etc.).

All parties agree to abide by all requirements of the ACCME Standards for Commercial Support of Continuing Medical Education (appendix).

AACE agrees to:
1) acknowledge educational support from the Company in program brochures, syllabi, and other program materials;
2) upon request, furnish the Company a report concerning the expenditure of the funds provided.

Exhibitor Responsibility and Badges
Each exhibitor must name at least one person to be representative in connection with installation, operation, tear-down and removal of the exhibit. The ICEC reserves the right to have the exhibit installed or cleared at the expense of the exhibitor. Each booth includes one (1) complimentary registration. Exhibitors are invited to attend the sessions, but must wear their badges at all conference functions. Additional representatives may register for an additional fee.

Cancellations and Refunds
Refund requests must be made in writing to the ICEC Headquarters on or prior to 19 August 2019. A 50% refund of the registration fees will be given for cancellations received on or prior to 19 August 2019. No refunds will be made after 19 August 2019. No refunds will be made to individuals who attend a portion of the meeting. No refunds will be made for cancellations due to inclement weather. The ICEC reserves the right to substitute faculty, or cancel or reschedule sessions (because of low enrollment or other circumstances). If the ICEC must cancel the conference in its entirety, the ICEC may refund the appropriate registration fees to all conference registrants; no refunds will be made for travel expenses related to the conference.

Compliance with Fire Regulations & Laws
No volatile or flammable fluids, substances, or materials of any nature prohibited by local ordinances, the local fire department or insurance carriers, may be used in any booth or in the exhibit area. Exhibitors must comply with all laws, rules, regulations and ordinances.

For exhibit-related questions please contact Lynne Valentic at lvalentic@aaceonline.com
Exhibitor Registration Form

Send form via email to info@attendicec.org, fax to +1 434.977.1856 or mail to: ICEC, 154 Hansen Rd. Ste. 201, Charlottesville, VA 22911, USA

List the contact person to whom all correspondence should be sent. (Please print clearly.)

E-mail full-color AND black/white logos to info@attendicec.org for inclusion in conference materials. Your logo must be received no later than 19 August 2019 to be included in all printed materials.

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Contact Person: __________________________
Title: ________________________________
Organization: __________________________
Street Address: __________________________
Address (cont.): __________________________
City, State: ___________________________
Postal Code/Country: ___________________
Phone: ________________________________
Fax: _________________________________
Email: _________________________________
Website: ____________________________

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**Terms and Conditions**

As an authorizing officer, I hereby authorize the ICEC to reserve exhibit space for use by the above company or organization.
I hereby acknowledge receipt of and agree to abide by the Exposition Rules and Regulations and to all conditions under which exhibit space is leased to the ICEC. The ICEC reserves the absolute right, at any time, to determine the eligibility of any company or product for inclusion in the exhibit. I acknowledge that space assignments shall be acceptable unless the ICEC is notified in writing within fifteen (15) days of the date of assignment notification. I specify that the products or services listed in your description are those to be exhibited.

Authorized Signature: __________________________ Date: __________
Printed Name: __________________________ Title: __________________________

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**Exhibit Opportunities**

- Nonprofit (1 booth rep) - $600
  - Additional booth rep - $425 x ____ reps
- Advocating Exhibitor (1 booth rep) - $1,400
- Enriching Exhibitor (2 booth reps) - $3,400
- Sustaining Exhibitor (3 booth reps) - $4,900
  - Additional for-profit booth reps
    - $600 x _____ number of additional reps
    - $_______ TOTAL for additional reps

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**TOTAL Authorized Payment:** $ ______________

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**Payment Information (AACE federal EIN: 52-1484376)**

Total Payment (Marketing/Exhibition) ____________ Check number: ____________
Make checks payable to AACE. Remittance must be in U.S. Dollars. A $25 surcharge will be assessed to cover any collection fees.

Card number: __________________________ Exp Date: ____________ CV2/CSC*: ____________
Cardholder name: __________________________ Phone: __________________________
Signature: __________________________ Cardholder Email: __________________________

*The CV2 (or CSC) code is the three digit security code located on the signature strip on the back of Visa and Mastercards. American Express cards have a four-digit security code located on the front.

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Prize for Exhibit Map Game drawing
Check this box if you would like to provide a prize to be given away during the closing plenary session to an attendee who completes the Exhibit Map Game. Exhibitor must tell ICEC organizers by 19 August 2019 what prize will be offered; attendees must be present to win.

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TOTAL Authorized Payment: $ ______________
Sponsorship & Ads Form

List the contact person to whom all correspondence should be sent. (Please print clearly.)

E-mail full-color AND black/white logos and/or ads to info@attendicec.org for inclusion in conference materials. Your logo must be received no later than 19 August 2019 to be included in all printed materials.

**Contact Information**

Contact Person: ____________________________  Title:  ________________________________
Organization: __________________________________________________________________
Street Address: __________________________________________________________________
City, State/Province: ______________________________________________________________
Postcode/ZIP: ____________________________   Country:  _____________________________
Phone: __________________________________   Fax:  _________________________________
E-mail:___________________________________  Website: ______________________________

**Sponsorship Opportunities**

- Conference Dinner ($5,000)
- Welcome Reception ($3,000)
- Conference Wi-Fi ($2,000) *(limited to 1)*
- Photo Booth ($2,000) *(limited to 1)*
- Hotel Keys ($1,500) *(limited to 1)*
- Conference Scholarships ($1,500 x ___)
- Mobile Conference App ($1,200)
- Charging Table ($600 per day) *(2 days available, limited to 1 sponsor per day; 1 sponsor can purchase both days)*

**Advertising**

- Conference Email Blasts ($750 for 2)
- **Conference Guide** *(black and white ads only):*
  - full page ($400)
  - half page ($250)
  - quarter page ($150)
- **Nonprofits Only**
  - Conference Bags ($1,500) *(limited to 1)*
  - Notepads ($1,000) *(limited to 1)*
  - Pens ($750) *(limited to 1)*
  - Badge Lanyards ($750) *(limited to 1)*
  - Brochures or Flyers ($250)

**Payment Information** *(AACE federal EIN: 52-1484376)*

Total Payment (Support and Marketing) _____________  Check number: _____________
Make checks payable to AACE. Remittance must be in U.S. Dollars. A $25 surcharge will be assessed to cover any collection fees.

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<thead>
<tr>
<th>Credit Card (Please circle):</th>
<th>Visa</th>
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<th>American Express</th>
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<td>CV2/CSC*:</td>
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<tr>
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<td>Phone:</td>
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<tr>
<td>Signature:</td>
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<td>Cardholder Email:</td>
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