



## *Just the Facts...*

## **Exhibit Program**

### **Purpose**

The USACHPPM exhibit program supports events at local, regional, national, and international levels consistent with applicable regulations and is subject to the availability of exhibits and personnel. This program supports the community relations and information programs of USACHPPM through the presentation of exhibits. An exhibit displays mission-related medical or scientific photographs, procedures, or techniques which show a particular activity or program of USACHPPM and is designed to:

- Enhance public and internal understanding and appreciation of USACHPPM's mission to provide health promotion and preventive medicine leadership and services to identify, assess and counter environmental, occupational, and disease threats to health, fitness, and readiness in support of the National Military Strategy.
- Support recruiting and retention efforts.
- Enhance the interest and support of specialized audiences in the activities and achievements of USACHPPM in health promotion, scientific, technical, engineering, and environmental fields of mutual concern and benefit.
- Further Army professional, scientific, and technical interests.

### **Funding/Approval**

The CHPPM Marketing Office, in consultation with the Marketing Quality Management Board (MQMB) develops an annual exhibit schedule that includes both command sponsored exhibits and exhibits funded by individual directorates or subordinate

commands. This schedule is approved by the USACHPPM Commander, the Chief of Staff, the Scientific Advisor, and the Public Affairs Officer.

All exhibits and contracts (including space, furniture, electricity, water, carpeting, etc.) are funded through the Marketing Office. Directorates or subordinate commands requesting exhibits are required to provide funding for the exhibit and for personnel and travel to support staffing the exhibit. No directorate, division, branch, or office will be authorized to obligate Center funds for booth space rental, equipment/labor or other support services without prior approval from the Marketing Office. All booth space and support services/equipment will be authorized by the Marketing Office.

- **All** exhibits must be approved by the USACHPPM Command before any commitment is made to display at local/national/regional meetings/conferences/seminars/symposiums.
- All requests to exhibit will be sent to the Marketing Office for processing. Requests for displays to be added to the annual exhibit schedule should be submitted to the Marketing Office at least 4 months prior to the conference/seminar.
- All types of portable exhibits/displays/conference purchase requests will be forwarded through the Marketing Office for approval. Requests will be based on necessity and specialty. The Marketing Office coordinates all administrative details of an exhibit to be used at a meeting/conference/seminar/ symposium. The coordinator will also provide technical information during the design, preparation, and display phases of the exhibit. Exhibits will be designed by the USACHPPM Visual Information Division.

*Marketing Office*  
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The **exhibit monitor** is the person named by the requesting program to manage the exhibit at the event or conference. The monitor staffs the exhibit and is knowledgeable enough to discuss the display with interested observers. It is recommended that at least two individuals are designated to staff each exhibit.

The Marketing Office is responsible for ALL exhibits at USACHPPM. The following exhibits may be used for meetings, conferences, seminars, symposiums, recruitment, job fairs, etc.

**8** *Downing Displays – 8' x 10', burgundy/gray*

**3** *Downing Tabletop Displays – 3-panel burgundy*

**1** *Skyline Pop-Up Display – 8' x 10' w/black fabric panels*

**5** *Downing Displays – one at each subordinate command*

Exhibits presented outside the continental United States must be approved by the Department of Defense. Requests must be sent to MEDCOM at least 4 months prior to the exhibit date. Such requests must include a detailed estimate and defense of travel, per diem, shipping, booth rental, and customs costs. The exhibit coordinator prepares these memoranda with input from the exhibit requestor and the signature of the PAO.

Exhibits presented inside the continental United States must be approved by the USACHPPM Marketing Office. Requests must be sent to the Marketing Office at least 4 months prior to the exhibit date and must contain a copy of the exhibit brochure.

Exhibits presented at locations within 50 miles of USACHPPM require additional approval by the PAO. This includes job fairs, school programs, health fairs, college recruitment; and post activities such as Armed Forces Day, promotion ceremonies, etc. These exhibits should be scheduled through the Marketing Office and funded by the requestor. Programs wishing to exhibit at any of these events should submit a memorandum or email message to the Marketing Office with dates, times and locations.

### ***Requestor Responsibilities***

The exhibit requestor must:

- Submit a list of potential scheduled exhibits/conferences no later than 1 June for the next fiscal

year. This list is prioritized by the Marketing Office and the MQMB for approval by the USACHPPM Commander.

- Send a request to the Marketing Office 4 months in advance of any unscheduled conference/seminar. This should include the original and one copy of the seminar brochure. Request should include a brief description of the display and the benefits to be gained by USACHPPM, exhibit monitor's name and telephone number, and the requested dates.

- Address all questions/concerns to the Marketing Office.

- Be responsible for the exhibit monitor's travel, transportation, and lodging.

- Be solely responsible for the exhibit once it is in their possession until its return to the Marketing Office.

- Coordinate the development of the display materials with the Marketing Office.

- Determine the number of exhibits that will be used.

- Be responsible for any promotional items or handouts to be used and pay for their shipping.

### ***Marketing Office Responsibilities***

The Marketing Office will:

- Assist in the preparation of shipping forms and ship the exhibit, promotional materials, and photographs by Federal Express, if needed.

- Coordinate shipment of the exhibit at least 5 days before the scheduled conference/exhibit. The exhibit containers may also be transported as baggage with the exhibit monitor.

- Ensure appropriate funds are processed to cover exhibit space and other requirements.

- Manage the USACHPPM exhibit program.

- Approve ALL purchase requests for exhibits.

- Provide support to the command, subordinate commands, directorates, and programs as required supporting the USACHPPM exhibit program.