

NHPCO Exhibitor Planning Guide



In an effort to provide a seamless, quality exhibitor experience and increase exhibitor satisfaction, the following NHPCO information and forms are included in this planning guide:

- Welcome Letter, Booth Fee Inclusions/Exclusions
- Exhibitor Contacts List
- Exhibit Space Application
 - Exhibit Booth Representatives Booth Policy and Registration
- Exhibit Hall General Rules and Regulations
 - Exhibitor Deadline Checklist
 - Exhibit Hall Floor Plan
- Booth Promotional Opportunities
 - **Conference Commercial Support and Sponsorship Opportunities**
 - **Conference Commercial Support and Sponsorship Application**
 - Conference Meeting and Reception Space Reservation
 - Conference Attendee List Rental
 - Conference Advertising Opportunities
 - Exhibit Hall Lead Retrieval Service
 - NHPCO's *WebConnection* Advertising Opportunities
 - NHPCO's *NewsLine* Advertising Opportunities
 - NHPCO's *NewsBriefs* Advertising Opportunities
 - NHPCO's Affinity Partner Program
 - We Honor Veterans Community Partners
- 2015 Signature Events Tickets and Sponsorship Opportunities

Visit www.nhpc.org/opportunities for more information.

Questions? Call David Cherry, CEM at (703) 647-8509 or email dcherry@nhpc.org.

Updated: 8/11/15; Subject to change

National Hospice and Palliative Care
Organization





Dear NHPCO Exhibitors,

Welcome to the Clinical Team Conference (CTC), Pediatric Intensive and Exposition. On behalf of NHPCO's leadership and staff, we thank you for exhibiting and taking the time and resources to come to the CTC. Your much-appreciated support of NHPCO's conferences is essential to the continued success of our conferences. We are confident that you will make many new contacts and renew existing relationships with our members.

This exhibitor planning guide contains all the information and forms for a successful 2015 show! If you have any questions, please contact myself at (703) 647-8509 or Freeman by calling (214) 634-1463, visiting www.freemanco.com/store, emailing FreemanDallasES@freemanco.com.

Your NHPCO booth fee includes:

- Standard 10'x10' booth
- One (1) 7"x 44" - one line printed booth sign
- 8'- high back wall and 3'- high side rails
- One (1) 6' skirted table
- Two (2) side chairs
- One (1) wastebasket
- 24-hour security guard service
- One (1) complimentary full conference registration (*Additional full conference and exhibit hall badges are available*)
- Three (3) exhibit hall passes
- Ten (10) welcome reception drink tokens per 10' x 10' booth space (*Additional tokens are available for purchase*)
- Free recognition in the Conference Mobile App with a full listing of your company information, description and logo (*if application and exhibit fees received by deadline*)
- Exclusive right to purchase pre- and post-conference mailing list

Your booth fee does not include (*Pricing/ordering information for the following items is available in the exhibit services manual*):

- Carpet (***floor covering over your full booth area IS REQUIRED***)
- Additional furnishings not listed above
- Shipping
- Labor and material handling
- Electrical, phone or internet
- AV/Computer rental
- Additional signage and/or hanging
- Lead retrieval

As you know, in order to get a drink at the Official CTC Welcome Reception attendees will need to obtain a token from an exhibitor. To get you started, each exhibitor will receive 10 complimentary drink tokens. **Tokens will be distributed at the exhibitor registration desk upon sign-in.** Additional drink tokens are available for purchase.

I would like to extend a special invitation for you to join me and the attendees on Friday, October 16th, at 6:30 pm as we come together for more networking, more connecting and fun at *A Night at the Taj Mahal* event, proudly hosted by NHPCO affiliate Global Partners in Care (formally FHSSA). Global Partners in Care proudly invites all CTC registrants to enjoy cocktails, dinner, and a silent and live auction. The evening ends with dessert, entertainment, dancing and more time for you to connect with old and new colleagues. Sponsorship opportunities are still available. Please contact my colleague Joy Nguyen at jnguyen@nationalhospicefoundation.org.

Please save the date for NHPCO's 31st Management and Leadership Conference at the Gaylord National Resort and Convention Center in National Harbor, MD, April 21-23, 2016. I also hope you are already planning to join us back at the Diplomat Resort and Spa for the 2016 CTC. Reserve your space early because the CTC exhibit hall has sold out seven consecutive years and you won't want to miss it! Onsite exhibit registration for CTC 2016 will take place all day, Friday, October 16th next to the Freeman Service Desk in the back of the hall.

Thank you again for your support and have a great show!

Sincerely,

David L. Cherry, CEM
 Manager, Corporate Relations & Exhibits
 National Hospice and Palliative Care Organization

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NHPCO Clinical Team Conference Exhibitor Contacts List

NHPCO Staff Contacts

Name/Title	Phone	Email	Area
David Cherry, CEM Manager, Corporate Relations & Exhibits	(703) 647-8509	dcherry@nhpco.org exhibit@nhpco.org	Exhibit Booths, Conference Support, and Affinity Program
Sarah Meltzer, MPA, CFRE Vice President, Philanthropy	(703) 837-3149	smeltzer@nationalhospicefoundation.org	Corporate Giving, WHV Community Partners/Sponsors Global Partners Champions/Sponsors, RTR Sponsors
Sharon Shackelford-Campbell, CMP Meetings Director	(703) 837-3141	scampbell@nhpco.org conferences@nhpco.org	Meeting Space Request
Joy Nguyen Director, Signature Events	(703) 647-5167	jnguyen@nationalhospicefoundation.org	Global Partners In Care Event Sponsorship and Tickets
NHPCO Solutions Center	(800) 646-6460	solutions@nhpco.org	NHPCO Membership Info
NHPCO Professional Development & Education	(703) 647-5178	education@nhpco.org	NHPCO Education, Call for Proposals, Webinars, EOL Online Learning

Expo Services Contacts

Company	Phone	Email/Website	Services
Freeman Decorator/Show Vendor	(214) 634-1463 (888) 508-5054	FreemanDallasES@freemanco.com www.freemanco.com/store	Booth accessories, furnishings and equipment, floor covering, shipping and material handling and other booth needs
Freeman Exhibit Transportation	(800) 995-3579 (817) 607-5100	See Exhibitor Services Manual for forms and details	Shipping and Transportation Services
Gaylord Texan Resort and Convention Center <i>Al Williams</i> Exhibit Hall Services and Operations Department	(817) 778-3676	AWilliamsIII@GaylordHotels.com See Exhibitor Services Manual for forms and details	Electrical/Utility Services
Gaylord Texan Resort and Convention Center <i>Katie Ashley</i> Information Technology Department	(817) 778-3629	KAshley@GaylordHotels.com See Exhibitor Services Manual for forms and details	IT/Phone/Internet Services
PSAV <i>Brian Berg</i> Booth A/V Rentals (TV, PCs, etc.)	Office: (817) 778-3230 Cell: (817) 800-2172	brberg@PSAV.COM See Exhibitor Services Manual for forms and details	A/V Rentals
CompuTec, Inc. Lead Retrieval and Badge Scanning	(734) 929-4052	gizhu1407@gmail.com	Lead Retrieval Services

Updated: 8/13/2015; Subject to change.

16th Clinical Team Conference and Pediatric Intensive
 Gaylord Texan Resort & Convention Center, Grapevine, TX
 Main Conference Dates: October 15-17, 2015; Exhibit Dates: October 15-16, 2015

EXHIBITOR SPACE APPLICATION

Instructions: Clearly print or type information completing all sections of application. Sign and return this original, fully-executed, two-page application to NHPCO (via fax at 703-837-1233 or email at exhibit@nhpco.org). If paying by check, make payment out to NHPCO and mail to: PO Box 824392, Philadelphia, PA 19182-4392. Rush deliveries: 1731 King Street, Suite 100, Alexandria, VA 22314 Email exhibit@nhpco.org if you have any questions.

GENERAL INFORMATION

Designate below the name of the person in your organization who is to receive all relevant exhibition material, including booth confirmation, mailing list, exhibitor updates and service kit:

KEY CONTACT PERSON/TITLE

CONTACT PHONE NUMBER

CONTACT E-MAIL ADDRESS

A. COMPANY INFORMATION AND LISTING

The company information shown below will be printed in the Conference Program distributed to attendees. Exhibitors are listed alphabetically by company name.

COMPANY NAME

ADDRESS

CITY, STATE ZIP

PHONE

FAX

WEBSITE

Please describe in 25 words or less the products and/or services to be exhibited exactly as you want the information to appear in the conference program. Please email description to exhibit@nhpco.org.

B. BOOTH CHARGES

The standard booth size is 10'x10' (Larger booths available upon request). To receive the member rate, you must be a member in good standing thru the conference. Please Note: All non-member rates include a full year's membership with NHPCO.

	Early-Bird <i>(10/28/14-01/08/15)</i>	Advanced <i>(01/08/15-07/02/15)</i>	Standard <i>(07/02/15-09/24/15)</i>	Onsite <i>(after 09/24/15)</i>
Associate Member	\$1,500	\$1,600	\$1,750	\$1,950
Provider Member	\$1,250	\$1,350	\$1,500	\$1,700
Non-Member	\$2,500	\$2,600	\$2,800	\$3,000

A 50% deposit per 10'x10' booth (US funds) must be enclosed with this application to secure space. The balance is due by September 24, 2015. Applications received after this date must include full payment.

See reverse side for booth payment, cancellation and refund policy.

C. BOOTH SELECTION

Booth Size: _____ x _____

Booth Choice 1: _____ Booth Choice 2: _____ Booth Choice 3: _____

List any organizations you do not wish to be located near:

Floor plan available Summer 2015. Booth Selection Policy: Booth assignments are made on a first come, first served basis upon receipt of exhibit space application with deposit or signed conference support agreement. In the event of simultaneous receipt NHPCO member will receive first option.

D. CONFERENCE MAILING LIST RENTAL

- \$150 Preconference Mailing List (Select a Delivery Date)
 September 10 September 17 September 24 October 1
- \$300 Post Conference Mailing List (if ordered prior to August 27)
 \$350 Post Conference Mailing List (if ordered after August 27)

***Note:** Please sign and date the Mailing List Agreement on reverse side

E. RECEPTION DRINK TOKENS

Attendees will not be given a ticket for drinks – they must visit an exhibitor for a free drink ticket.

- \$110 for 15 Tokens \$195 for 25 Tokens \$350 for 50 Tokens
 \$495 for 75 Tokens \$640 for 100 Tokens \$1,475 for 250 Tokens
 \$2,775 for 500 Tokens

F. EXHIBIT STAFF REGISTRATION

List the name, title and email address for your booth staff that will be at the Management and Leadership Conference. With your booth, you receive one full conference and three exhibit hall only registrations at no charge if registered before if registered before **September 17, 2015**. Additional registrations for the full conference are \$600 when we receive your payment by September 17, **2015**. Additional exhibit hall only passes are available for \$150 each when payment is received by **September 17, 2015**. **After September 17th register onsite - additional fees will apply (See below for exhibit badge policy)**. Use additional sheets if needed.

Full Conference:

NAME

DESIGNATIONS OR TITLE

EMAIL

Exhibit Hall Only:

NAME 1

DESIGNATIONS OR TITLE

EMAIL

NAME 2

DESIGNATIONS OR TITLE

EMAIL

NAME 3

DESIGNATIONS OR TITLE

EMAIL

Exhibit Booth Staff Policy: All exhibitor staff registration forms and payment are due September 17, 2015. All exhibit staff registration forms received after September 17, 2015 are on-site registrations. On-site exhibit staff registrations will incur a \$25 service charge per registration and should be submitted by exhibitor staff at the conference registration desk with payment. Any transfers or substitutions will incur a \$15 service charge per registration.



NHPCO's Exhibit Booth Representatives Badge Policy and Registration

Exhibitor Onsite Registration Service Charges

All conference exhibitors receive one (1) complimentary full conference registration* and three (3) exhibit hall passes per 10'x10' exhibit space at no charge if submitted prior to the posted deadline. The following exhibitor onsite registration service charges will be assessed for all exhibitor registrations received after the posted deadline. All exhibitor staff registrations are due **Thursday, September 17, 2015**. All exhibitor staff registration forms received after Thursday, September 17, 2015 are considered on-site registrations and are subject to the following fees:

- Any new exhibit staff registrations will incur a \$25 service charge per registration after Thursday, September 17, 2015.
- Any transfers or substitutions will incur a \$15 service charge per registration after Thursday, September 17, 2015.

NHPCO's Clinical Team Conference Exhibit Staff Registration

List the name, title and email address for your booth staff that will be at the conference. Additional registrations for the full conference are \$600. Additional exhibit hall only passes are available for \$150 each. **After Thursday, September 17, 2015 – additional fees will be applied at the time of registration.** PLEASE PRINT/TYPE CLEARLY. Use additional sheets if needed.

Company: _____ Booth # _____

Full Conference*:

Name _____ Designation _____
 Title _____ Email _____

Exhibit Hall Only:

Name _____ Designation _____
 Title _____ Email _____

Exhibit Hall Only:

Name _____ Designation _____
 Title _____ Email _____

Exhibit Hall Only:

Name _____ Designation _____
 Title _____ Email _____

*Full conference registration includes all plenary, concurrent sessions, CE/CME credit and exhibit hall access. Preconference seminars are not included. Additional fees required for preconference seminars.

Total payment amount due: \$ _____ Payment: ___ Visa ___ MC ___ Amex ___ Check # _____

CC #: _____ Exp. _____ / _____ CVV Code: _____

Printed Name: _____ Signature: _____

Exhibitor Registration Rules and Regulations

- Representatives of exhibitors shall only be admitted to the Expo Hall if they are displaying registration badges. Registration badges are available to owners, executives, employees and bona fide representatives of exhibitors. Each exhibit representative must have his or her own badge.
- No representative may loan or trade his or her registration badge to any other person for any reason. Persons guilty of the practice of loaning or trading badges will be penalized by having their registration and badge canceled and all privileges terminated. In addition, NHPCO shall collect the applicable registration fee from any unregistered individual who makes use of the registrant's badge. If that fee is not collected from the individual, the firm whose representative loaned the identification badge will be invoiced for the amount of the registration fee applicable to the user of the badge.
- NHPCO reserves the right to cancel any exhibitor's contract or revoke the registration and badge of any representative or exhibitor who violates the rules and regulations of the expo.
- Temporary badges are required for those personnel assisting with installation and dismantling during Expo set-up and tear-down hours only and are available at the Freeman Exhibitor Registration Desk during set-up and tear-down.
- Suitcasing/Showcase Policy. While all meeting attendees and exhibitors are invited to the exhibit hall, any attendee or exhibitor who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of the Exhibition General Rules and Regulations, will be asked to leave immediately. Additional penalties may be applied. Please report any violations you may observe to NHPCO staff (show management). Show Management recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite; a restaurant, club, or any other public place of assembly. For the purposes of this policy, suitcasing violations may occur at venues other than the exhibition floor and at other events. Show Management must be informed of any hospitality suites, and expressed consent must be received prior to the event.

Fax to NHPCO at (703) 837-1233 or email to exhibit@nhpc.org

Questions? Call David Cherry, CEM at (703) 647-8509 or email dcherry@nhpc.org

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NHPCO's Clinical Team Conference Exhibit Hall General Rules and Regulations

In order to ensure exhibitors and attendees have the best possible experience at NHPCO's Conferences and Exhibitions, please review and adhere to the exhibit hall general rules and guidelines. Please keep in mind that there are several exhibitors in the hall and respect the rights of other exhibitors.

National Hospice and Palliative Care Organization and their authorized representatives are hereinafter referred to as "Show Management."

- 1. Application and Eligibility.** Applications for booth space must be made on the printed form provided by Show Management, contain the information as requested, and be executed by an individual who has authority to act for the applicant. This exhibition is designed for the display and demonstration of products and services relating to the hospice and palliative care and the professional education of those individuals attending the meeting. Show Management shall determine the eligibility of any company, product of service. Show Management may reject the application of any company whose display of goods or services is not compatible, in the sole opinion of Show Management, with the educational character and objectives of the exhibition. In the event an application is not accepted, any paid space rental fees or deposits will be returned. To receive the member rate, you must be a member in good standing through the conference.
- 2. Payment and Refunds.** Applications submitted must include a 50% deposit until the standard booth rate cut-off date. Applications received without such payment will not be processed nor will space assignment be made. Booth space cancelled prior to March 19, 2015 will be refunded, less a \$200 service charge. No refunds will be made after April 23, 2015. Booth space balances are due by September 24, 2015 prior to booth set up. It is agreed that in the event payment is not made at the times specified, or if exhibitor fails to comply with any other provisions contained in these rules and regulations concerning his use of exhibit space, Show Management shall have the right to reassign the booth location shown on the face of the contract to take possession of the space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount paid for space reservation, regardless of whether or not Show Management enters into a further lease for the space involved. In case the exposition shall not be held for any reason, whatsoever, then and thereupon the rental and lease of space to the exhibitors shall be terminated. In such case the limit claim for damage and/or compensation by the exhibitor shall be returned to the exhibitor of the prorated amount already paid for this specific event. Make checks payable to the National Hospice and Palliative Care Organization (NHPCO). Checks must be in US funds. POs are not accepted. A charge of \$25 will apply to checks returned for insufficient funds. In the event the total calculated is incorrect, NHPCO will invoice the remaining amount deemed to be accurate and appropriate to the company listed on the exhibit space application.
- 3. Space Rental and Assignment of Location.** Whenever possible, space assignments will be made by Show Management in keeping with the preference as to location requested by the exhibitor. Show Management reserves the right to make the final determination of all space assignments in the best interests of the exposition. Booth assignments will be made on a first-come, first-served basis upon receipt of the application and deposit, availability of requested area, amount of space requested, special needs and compatibility of exhibitors' products. In the event of simultaneous receipt of application, NHPCO member will receive first option. NHPCO reserves the right to assign other than the choice requested, if necessary, and to rearrange the floor plan and/or relocate any exhibits based on show management, hotel requirements, fire marshal inspection and approval.
- 4. Use of Space, Subletting of Space.** No exhibitor shall assign, sublet, or share the space allotted with another business or firm unless approval has been obtained in writing from Show Management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor's display. Exceptions are a parent or subsidiary companies. Exhibitors must show only products and/or services or dealt in by them in the regular course of business. Should an article of non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business. No firm or organization not assigned exhibit space will be permitted to solicit business within the Exhibit Areas.
- 5. Exhibitors Authorized Representative.** Each exhibitor must name one person to be the representative in connection with installation, operation and removal of the firms' exhibit. Such representatives shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for representation in attendance throughout all exposition periods; and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times. For their own safety and protection, children under sixteen (16) years of age will not be admitted to the exhibit halls during move-in and move-out.
- 6. Installation and Removal.** Show Management reserves the right to fix the time for the installation of a booth prior to the exposition opening and for its removal after the conclusion of the exposition. Installation of all exhibits must be fully completed by the opening time of the exposition. Nor will exhibitor be allowed to dismantle or repack any part of his exhibit until after the closing of the exhibit hall.
- 7. Arrangement of Exhibits.** Each exhibitor is provided an Official Exhibitors Kit. The Exhibitors Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitors Kit. If, in the sole opinion of Show Management, an exhibit fails to conform to the Exhibitors Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exposition. Booth construction plans, exhibits in peninsula or island booth space, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exposition.

Questions? Call David Cherry at (703) 647-8509 or email dcherry@nhpco.org

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8. Exhibits & Public Policy. Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire protection and public safety, while participating in this exposition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor's space, materials and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, Show Management will endeavor to answer them. All booth decorations including carpeting must be flame proofed and all hangings must clear the floor. Butane or bottled gas is not permitted. Electrical wiring must conform to National Electrical Code Safety Rules. If inspection indicates any exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazard, the right is reserved to cancel all or such part of his exhibit as may be irregular, and effect the removal of same at exhibitor's expense. Exhibitors must comply with City and State fire regulations. If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the exhibitor should communicate with Show Management for information concerning facilities/regulations.

9. Storage of Packing Crates and Boxes. Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period; but these, when properly marked, will be stored and returned to the booth by service contractors. It is the exhibitor's responsibility to mark and identify his crates. Crates not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty." Crates, boxes or other exhibit materials unclaimed by the exhibitor after the Show will be removed at the exhibitor's expense. Show Management will bill exhibitors for removal time and materials at prevailing rates.

10. Operation of Displays. Show Management reserves the right to restrict the operation of, or evict completely, any exhibit, which, in its sole opinion, detracts from the general character of the exposition as a whole. This includes, but is not limited to, an exhibit, which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the exposition as a whole. Use of so-called "barkers" or "pitchman" is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

11. Contests, Drawing & Lotteries. Show Management must approve all unusual promotional activities in writing no later than 45 days prior to the opening of the exposition.

12. Literature Distribution. All demonstrations or other activities must be confined to the limits of the exhibitor's booth space. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. Exhibitors in the aisles, meeting rooms, registration areas, lounges, or grounds of the host facility shall distribute no advertising circulars, catalogs, folders, or devices. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited.

13. Live Animals. Live animals by exhibitors or attendees are prohibited unless pre-approved by Show Management.

14. Sales. Show Management provides exhibit space for Exhibitors to display and demonstrate products and services on the basis of their potential informational and commercial value, and not for the purpose of direct or on-site commerce. Orders may be taken but transactions involving the exchange of product for payment are prohibited. Products may be made available through NHPCO's Marketplace. Please contact NHPCO's Marketplace at NHPCO-Marketplace@nhpco.org if you wish to have your merchandise sold on consignment.

15. Sound. Microphones are not permitted. Exhibits which include the operation of musical instruments, radios, sound projection equipment, or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens.

16. Social Activities. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official show activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by Show Management. All social functions must be pre-approved by Show Management and will incur a nominal meeting room charge.

17. Americans with Disabilities Act. Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless the NHPCO, Show Management, and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to comply with the act.

18. Liability and Insurance. All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Show Management, its service contractors, the management of the exhibit hall nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and release any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

19. Indemnification. Exhibitor agrees that it will indemnify and hold and save Show Management whole and harmless of, from and against all claims, demands, actions, damages, loss, cost liabilities, of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the expenses or implied invitation or permission of Exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees,

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contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of Show Management by Exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of Show Management. Exhibitor covenants and agrees that in case Show Management shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon Show Management by virtue of any such litigation.

20. Property Damage. Neither Show Management nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of god, public enemy, riot, civil commotion or other insurable casualty, and Show Management and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. Accordingly, it shall be the responsibility of Show Management and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

21. Care of Building and Equipment. Exhibitors or their agents shall not injure or deface any part of the exhibit building, the booths, or booth contents or show equipment and décor. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

22. List Rental Agreement. By submitting this request, I understand and agree that this list order is for a one-time use only. Neither this list nor excerpts thereof are to be duplicated, reproduced, reused or transferred without written authorization from NHPCO. I understand that lists are seeded with decoy names to detect unauthorized use. If unauthorized use is detected, I understand that I will pay 10 times the value of the list order and be subject to other legal action. I understand that this mailing list will be delivered in Excel format to the email address of the contact specified on this application. I understand that this mailing list does not include email addresses or phone numbers in accordance with NHPCO by-laws and conference attendee request. Any outstanding exhibit space balances must be paid in full prior to renting the list. Exhibitor will make clear that the mailing is coming from your company and not NHPCO. Exhibitor will include your company's complete contact information on your promotional mailing or solicitation. NHPCO is not responsible for any additional design or production cost for the advertising placement and any promotional product(s) or mailings. All requests for attendee list (direct or email) are subject to approval by NHPCO. NHPCO reserves the right to deny such a request if, in NHPCO's sole judgment, the prospective advertisement would not serve the interests of NHPCO or its members OR the prospective supporter or requestor has goals or purposes or has engaged in conduct which NHPCO, in its sole judgment, determines to be inconsistent with the interests of NHPCO or its members, or not in keeping with the character of the NHPCO publications. NHPCO reserves the right to refuse advertising it deems incompatible with our philosophy, our mission, or otherwise not in keeping with the publication's standards. Mailings may not invite/encourage participation in specific educational sessions nor feature/highlight company representatives that serve as faculty for the conference. Mailings must be clearly delineated/separated from educational content. If a mailing is submitted that does not adhere to this requirement, NHPCO will return the mailing with a request that it be re-designed to meet these guidelines. Conference attendee emails will be at NHPCO's discretion. Broadcast of an email advertisement does not constitute endorsement or approval of any advertised products or services, any point of view, standard or opinion presented therein. The email advertiser and/or advertising agency assumes liability for all ad content including text representation and illustrations. It is understood that the email advertiser and/or advertising agency will indemnify and hold the publisher harmless from and against any loss, expense, or other liability resulting from any suits for libel, misrepresentation or any other claims or suits whatsoever which may arise from publication of such advertisement. If an advertisement is omitted, NHPCO is responsible only for returning any charge that has been paid.

23. Suitcasing/Showcase Policy. While all meeting attendees and exhibitors are invited to the exhibit hall, any attendee or exhibitor who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of the Exhibition General Rules and Regulations, will be asked to leave immediately. Additional penalties may be applied. Please report any violations you may observe to NHPCO staff (show management). Show Management recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite; a restaurant, club, or any other public place of assembly. For the purposes of this policy, suitcasing violations may occur at venues other than the exhibition floor and at other events. Show Management must be informed of any hospitality suites, and expressed consent must be received prior to the event.

24. Other Regulations. Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. THE SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED ANY AMENDMENTS, WHEN MADE, ARE BROUGHT TO THE NOTICE OF EXHIBITORS. EACH EXHIBITOR, FOR HIMSELF AND HIS EMPLOYEES, AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PROCEEDING SENTENCE.

Questions? Call David Cherry at (703) 647-8509 or email dcherry@nhpc.org

Updated: 8/11/15; Subject to change.



NHPCO'S 2015 CONFERENCE COMMERCIAL SUPPORT & SPONSORSHIP APPLICATION

Instructions: Clearly print or type information completing all sections of application. Sign and return this original, fully-executed, application to NHPCO (via fax at 703-837-1233 or email at exhibit@nhpco.org). If paying by check, make payment out to NHPCO and mail to: PO Box 824392, Philadelphia, PA 19182-4392. Rush deliveries: 1731 King Street, Alexandria, VA 22314. Email exhibit@nhpco.org if you have any questions.

GENERAL INFORMATION

Designate below the name of the person in your organization who is to receive all relevant conference supporter information, including confirmation, mailing list, updates, and invoices.

KEY CONTACT PERSON/ TITLE

CONTACT PHONE NUMBER

CONTACT E-MAIL ADDRESS

A. COMPANY INFORMATION AND LISTING

The company information shown below will be printed in the conference program or pocket guide distributed to attendees, our mobile app, recognition signage throughout the conference and/or webinars. Supporters and Sponsors are listed alphabetically by company name.

COMPANY NAME

ADDRESS

CITY, STATE ZIP

PHONE

FAX

WEBSITE

Please describe in 25 words or less the products and/or services to be exhibited exactly as you want the information to appear in the conference program. Please email description to exhibit@nhpco.org.

B. NATIONAL CONFERENCES AND EDUCATIONAL PROGRAMMING

Select the conference or educational program your company would like to support:

- | | |
|--|--|
| <input type="checkbox"/> 30th Management and Leadership Conference - MLC | April 30-May 2, 2015 |
| <input type="checkbox"/> Virtual Conference - VC | July 21-23, 2015 |
| <input type="checkbox"/> Clinical Team Conference - CTC | October 13-17, 2015 |
| <input type="checkbox"/> NHPCO 2015 Webinar Series x _____ webinars
(valued at \$2,000 per webinar) | 24 dates/topics available
Visit www.nhpco.org/education
for information |

C. CONFERENCE SUPPORTER LEVEL

Select the supporter level that fits your budget and NHPCO will apply your support to the area where it would provide the best value and exposure for your company. You will receive recognition for all of the conference areas you support and at the respective support level.

- | | |
|---|---------------------|
| <input type="checkbox"/> Premier Level | \$45,000 and higher |
| <input type="checkbox"/> Platinum Level | \$30,000 |
| <input type="checkbox"/> Gold Level | \$20,000 |
| <input type="checkbox"/> Silver Level | \$10,000 |
| <input type="checkbox"/> Bronze Level | \$7,500 |
| <input type="checkbox"/> Copper Level | \$5,000 |
| <input type="checkbox"/> Pewter Level | \$3,000 |

List educational program grant, special event or conference feature your company would like to support at the level selected above:

D. EXHIBIT BOOTH SPACE

The standard booth size is 10'x10' (larger sizes available upon request). To receive the member rate, you must be a member in good standing thru the conference. **Note:** All non-member rates include a full year's membership with NHPCO.

- MLC CTC Virtual All 2015 Exhibit Halls

Booth Size: _____ x _____ (Valued at \$1,500 per 10x10; per conference)

Floor plans are available at www.nhpco.org/opportunities for all shows. Booth Selection Policy: Booth assignments are made on a first come, first served basis upon receipt of exhibit space application with deposit or signed conference commercial support and sponsorship application with deposit. In the event of simultaneous receipt NHPCO member will receive first option.

E. CONFERENCE ATTENDEE LIST RENTAL

Direct Mail:

- Pre-show list: MLC CTC Both Conferences (valued at \$150 per conference)
Post-show list: MLC CTC Both Conferences (valued at \$300 per conference)

Email List Service - NEW IN 2015!

- Pre-show list: MLC CTC Both Conferences (valued at \$1,575)

F. RECEPTION DRINK TOKENS

Attendees will not be given a ticket for drinks – they must visit an exhibitor for a free drink ticket.

- MLC CTC Both Conferences

- | | | |
|--|--|--|
| <input type="checkbox"/> 15 Tokens at \$110 | <input type="checkbox"/> 25 Tokens at \$195 | <input type="checkbox"/> 50 Tokens at \$350 |
| <input type="checkbox"/> 75 Tokens at \$495 | <input type="checkbox"/> 100 Tokens at \$640 | <input type="checkbox"/> 250 Tokens at \$1,475 |
| <input type="checkbox"/> 500 Tokens at \$2,775 | | |

G. EXHIBIT STAFF REGISTRATION

List the name, title and email address for your booth staff that will be at the Management and Leadership or Clinical Team Conference. With your booth, you receive one full conference and three exhibit hall only registrations per 10x10 space at no charge if registered before the date outlined in the booth representative badge policy. Additional full conference registrations are \$600. Additional exhibit hall only passes are available for \$150 each. Please visit www.nhpco.org to download the exhibit booth rep badge policy and registration form for each conference.

H. ADVERTISING OPPORTUNITIES

a. NewsLine

Select Issue:

- Fall Winter Spring Summer

Select Size:

- Full (valued @ \$2,300 per issue)
 Half (valued at \$1,150 per issue)
 Quarter (valued at \$345 per issue)

b. NewsBriefs

Select Size and Frequency:

- Banner Ad (valued at \$575 per issue) x ____ issues
 Right-hand Column (valued at \$420 per issue) x ____ issues

c. WebConnection

- Banner Ad (valued at \$895 per month) x ____ months
 Vertical Column Ad (valued at \$495 per month) x ____ months

d. Conference

Mobile App Banner Ad

- MLC CTC Both Conferences (valued at \$1,575 per show)

Digital PDF Ad - Full Page

- MLC CTC Both Conferences (valued at \$1,000 per show)

Digital PDF Ad - Half

- MLC CTC Both Conferences (valued at \$400 per show)

COMMERCIAL SUPPORT AND SPONSORSHIP AGREEMENT ACCEPTANCE

Note: All applications must be signed in order to confirm support details and reservations outlined above. By signing this contract, I understand, and agree to abide by, the official rules and regulations outlined within and and is an agreement to pay the total amount due. The person signing this contract has the authority to do so and is responsible for employee's adherence to the Rules and Regulations.

COMMERCIAL SUPPORT AND SPONSORSHIP COMPANY REPRESENTATIVE SIGNATURE	DATE
DIANE HILL TAYLOR, MSW SENIOR VICE PRESIDENT, OFFICE OF EDUCATION, ACCESS AND PHILANTHROPY - NHPCO	DATE
CATHY GIBNEY, CPA SENIOR VICE PRESIDENT, OFFICE OF ADMINISTRATION, CFO - NHPCO	DATE
BARBARA BOUTON, MA, FT VICE PRESIDENT, PROFESSIONAL DEVELOPMENT - NHPCO	DATE
DAVID CHERRY, CEM MANAGER, CORPORATE RELATIONS & EXHIBITS - NHPCO	DATE

NHPCO OFFICE USE ONLY

Commercial Support Commercial Interest Sponsorship

Total of section B and C: _____ Total of section D: _____

Total of section E: _____ Total of section F: _____

Total of section H: _____

Total 2015 Investment Due: _____

Company will pay in full by check or credit card.

Company will be invoiced and pay in _____ installments on the following dates:

_____, _____, _____, and _____.

GENERAL EXHIBIT RULES AND REGULATIONS

National Hospice and Palliative Care Organization and their authorized representatives are hereinafter referred to as "Show Management".

1. Application and Eligibility. Applications for sponsorship and booth space must be made on the printed form provided by Show Management, contain the information as requested, and be executed by an individual who has authority to act for the applicant. This exhibition is designed for the display and demonstration of products and services relating to the practice and advancement of the art and science of pain medicine and the professional education of those individuals attending the meeting. Show Management shall determine the eligibility of any company, product of service. Show Management may reject the application of any company whose display of goods or services is not compatible, in the sole opinion of Show Management, with the educational character and objectives of the exhibition. In the event an application is not accepted, any paid space rental fees or deposits will be returned. Commercial support is defined as a financial or in-kind contribution given by an organization that is a commercial interest organization. Sponsorship is defined as a financial or in-kind contribution given by an organization that is not a commercial interest organization. A "commercial interest" is defined as any proprietary entity producing healthcare goods or services, with the exception of non-profit or government organizations and non-health care related companies.

2. Payment and Refunds. Applications submitted must include either full payment or an installment to be processed. Applications received without such payment will not be processed nor will sponsorship or space assignments be made.

It is agreed that in the event payment is not made at the times specified, or if exhibitor fails to comply with any other provisions contained in these rules and regulations concerning his use of exhibit space, Show Management shall have the right to reassign the booth location shown on the face of the contract to take possession of the space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount paid for space reservation, regardless of whether or not Show Management enters into a further lease for the space involved. In case the exposition shall not be held for any reason, whatsoever, then and thereupon the rental and lease of space to the exhibitors shall be terminated. In such case the limit claim for damage and/or compensation by the exhibitor shall be returned to the exhibitor of the prorated amount already paid for this specific event. Make checks payable to the National Hospice and Palliative Care Organization (NHPCO). Checks must be in US funds. POS are not accepted. A charge of \$25 will apply to checks returned for insufficient funds. In the event the total calculated is incorrect, NHPCO will invoice the remaining amount deemed to be accurate and appropriate to the company listed on the exhibit space application.

3. Space Rental and Assignment of Location. Whenever possible, space assignments will be made by Show Management in keeping with the preference as to location requested by the exhibitor. Show Management reserves the right to make the final determination of all space assignments in the best interests of the exposition. Booth assignments will be made on a first-come, first-served basis upon receipt of the application and deposit, availability of requested area, amount of space requested, special needs and compatibility of exhibitors' products. In the event of simultaneous receipt of application, NHPCO member will receive first option. NHPCO reserves the right to assign other than the choice requested, if necessary, and to rearrange the floor plan and/or relocate any exhibits based on show management, hotel requirements, fire marshal inspection and approval.

4. Use of Space, Subletting of Space. No exhibitor shall assign, sublet, or share the space allotted with another business or firm unless approval has been obtained in writing from Show Management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor's display. Exceptions are a parent or subsidiary companies. Exhibitors must show only products and/or services or dealt in by them in the regular course of business. Should an article of non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business. No firm or organization not assigned exhibit space will be permitted to solicit business within the Exhibit Areas.

5. Exhibitors Authorized Representative. Each exhibitor must name one person to be the representative in connection with installation, operation and removal of the firms' exhibit. Such representatives shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for representation in attendance throughout all exposition periods; and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times. For their own safety and protection, children under sixteen (16) years of age will not be admitted to the exhibit halls during move-in and move-out.

6. Installation and Removal. Show Management reserves the right to fix the time for the installation of a booth prior to the exposition opening and for its removal after the conclusion of the exposition. Installation of all exhibits must be fully completed by the opening time of the exposition. Nor will exhibitor be allowed to dismantle or repack any part of his exhibit until after the closing of the exhibit hall.

7. Arrangement of Exhibits. Each exhibitor is provided an Official Exhibitors Kit. The Exhibitors Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitors Kit. If, in the sole opinion of Show

Management, and exhibit fails to conform to the Exhibitors Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exposition. Booth construction plans, exhibits in peninsula or island booth space, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exposition.

8. Exhibits & Public Policy. Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire protection and public safety, while participating in this exposition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor's space, materials and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, Show Management will endeavor to answer them. All booth decorations including carpeting must be flame proofed and all hangings must clear the floor. Butane or bottled gas is not permitted. Electrical wiring must conform to National Electrical Code Safety Rules. If inspection indicates any exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazard, the right is reserved to cancel all or such part of his exhibit as may be irregular, and effect the removal of same at exhibitor's expense. Exhibitors must comply with City and State fire regulations. If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the exhibitor should communicate with Show Management for information concerning facilities/regulations.

9. Storage of Packing Crates and Boxes. Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period; but these, when properly marked, will be stored and returned to the booth by service contractors. It is the exhibitor's responsibility to mark and identify his crates. Crates not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty." Crates, boxes or other exhibit materials unclaimed by the exhibitor after the Show will be removed at the exhibitor's expense. Show Management will bill exhibitors for removal time and materials at prevailing rates.

10. Operation of Displays. Show Management reserves the right to restrict the operation of, or evict completely, any exhibit, which, in its sole opinion, detracts from the general character of the exposition as a whole. This includes, but is not limited to, an exhibit, which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the exposition as a whole. Use of so-called "barkers" or "pitchman" is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near their exhibit space free of congestion caused by demonstrations or other promotions.

11. Contests, Drawing & Lotteries. Show Management must approve all unusual promotional activities in writing no later than 30 days prior to the opening of the exposition.

12. Literature Distribution. All demonstrations or other activities must be confined to the limits of the exhibitor's booth space. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. Exhibitors in the aisles, meeting rooms, registration areas, lounges, or grounds of the host facility shall distribute no advertising circulars, catalogs, folders, or devices. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited.

13. Live Animals. Live animals by exhibitors or attendees are prohibited unless pre-approved by Show Management.

14. Sales. Show Management provides exhibit space for Exhibitors to display and demonstrate products and services on the basis of their potential informational and commercial value, and not for the purpose of direct or on-site commerce. Orders may be taken but transactions involving the exchange of product for payment are prohibited. Products may be made available through NHPCO's Marketplace. Please contact NHPCO's Marketplace at NHPCO-Marketplace@nhpc.org if you wish to have your merchandise sold on consignment.

15. Sound. Microphones are not permitted. Exhibits which include the operation of musical instruments, radios, sound projection equipment, or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens.

16. Social Activities. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official show activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by Show Management. All social functions must be pre-approved by Show Management and will incur a nominal meeting room charge.

17. Americans with Disabilities Act. Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless the NHPCO, HPNA, Show Management, and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to comply with the act.

18. Liability and Insurance. All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Show Management, its service contractors, the management of the exhibit hall nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and release any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

19. Indemnification. Exhibitor agrees that it will indemnify and hold and save Show Management whole and harmless of, from and against all claims, demands, actions, damages, loss, cost liabilities, of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the expenses or implied invitation or permission of Exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by Exhibitor or ray of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of Show Management by Exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of Show Management. Exhibitor covenants and agrees that in case Show Management shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon Show Management by virtue of any such litigation.

20. Property Damage. Neither Show Management nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of god, public enemy, riot, civil commotion or other insurable casualty, and Show Management and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. Accordingly, it shall be the responsibility of Show Management and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

21. Care of Building and Equipment. Exhibitors or their agents shall not injure or deface any part of the exhibit building, the booths, or booth contents or show equipment and décor. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

22. List Rental Agreement. By submitting this request, I understand and agree that this list order is for a one-time use only. Neither this list nor excerpts thereof are to be duplicated, reproduced, reused or transferred without written authorization from NHPCO. I understand that lists are seeded with decoy names to detect unauthorized use. If unauthorized use is detected, I understand that I will pay 10 times the value of the list order and be subject to other legal action. I understand that this mailing list will be delivered in Excel format to the email address of the contact specified on this application. I understand that this mailing list does not include email addresses or phone numbers in accordance with NHPCO by-laws and conference attendee request. Any outstanding exhibit space balances must be paid in full prior to renting the list. Exhibitor will make clear that the mailing is coming from your company and not NHPCO. Exhibitor will include your company's complete contact information on your promotional mailing or solicitation. NHPCO is not responsible for any additional design or production cost for the advertising placement and any promotional product(s) or mailings. All requests for attendee list (direct or email) are subject to approval by NHPCO. NHPCO reserves the right to deny such a request if, in NHPCO's sole judgment, the prospective advertisement would not serve the interests of NHPCO or its members OR the prospective supporter or requestor has goals or purposes or has engaged in conduct which NHPCO, in its sole judgment, determines to be inconsistent with the interests of NHPCO or its members, or not in keeping with the character of the NHPCO publications. NHPCO reserves the right to refuse advertising it deems incompatible with our philosophy, our mission, or otherwise not in keeping with the publication's standards. Mailings may not invite/encourage participation in specific educational sessions nor feature/highlight company representatives that serve as faculty for the conference. Mailings must be clearly delineated/separated from educational content. If a mailing is submitted that does not adhere to this requirement, NHPCO will return the mailing with a request that it be re-designed to meet these guidelines. Conference attendee emails will be at NHPCO's discretion. Broadcast of an email advertisement does not constitute endorsement or approval of any advertised products or services, any point of view, standard or opinion presented therein. The email advertiser and/or advertising agency assumes liability for all ad content including text representation and illustrations. It is understood that the email advertiser and/or advertising agency will indemnify and hold the publisher harmless from and against any loss, expense, or other liability resulting from any suits for libel, misrepresentation or any other claims or suits whatsoever which may arise from publication of such advertisement. If an advertisement is omitted, NHPCO is responsible only for returning any charge that has been paid.

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NHPCO's Commercial Support and Sponsorship Opportunities

Increase Your Impact with a Premium Conference Support Packet

Premium Corporate Support offer numerous opportunities to spotlight your organization's name in front of nearly 1,300 qualified buyers and prospects at NHPCO's national conferences and beyond. Select the supporter level that fits your budget and NHPCO will apply your support to the area where it would provide the best value and exposure for your company. You will receive recognition for all of the conference areas you support and at the respective support level. **BOLD ITEMS BELOW ARE HOTTEST CONFERENCE SPONSORSHIPS AVAILABLE!!! ACT NOW!**

Supporter Levels

- Pewter (\$3,000) □ Copper (\$5,000) □ Bronze (\$7,500) □ Silver (\$10,000) □ Gold (\$20,000)
- Platinum (\$30,000) □ Premier (\$45,000 or higher)

Educational Grants Support

- Opening Plenary Session (Limit 2) **\$40,000**
- General Plenary Session (Limit 2) **\$20,000**
- Closing Plenary Session (Limit 2) **\$20,000**
- Preconference Seminar – Full Day (Exclusive) **\$20,000**
- Educational Symposium (Exclusive) **\$15,000**
- Top 30 Under 40 Scholarships (Exclusive) **\$15,000**
- Preconference Seminar – Half Day (Limit 8) **\$10,000**
- Conference Handouts Thumb Drives (Exclusive) **\$10,000**
- Hospice and Palliative Professional Scholarships (Exclusive) \$40,000
- Educational Track (Limit Pending) \$40,000
- Digital Conference Final Program (Limit 3) \$30,000
- Hospice Executive Leadership Scholarships (Exclusive) \$15,000
- Session Live-Webcast – Call for pricing

CUSTOM REQUEST – Feeling creative?

Have a conference support idea that isn't listed but would increase your visibility to attendees? NHPCO is fully committed to providing you with the support you needed to maximize your success at the show. Please contact exhibit@nhpco.org to discuss your ideas today!

*Co-supporter opportunities are available for several items listed.

2015 Special Event and Conference Feature Support

Special Events

- Official Opening Welcome Reception (Limit 3) **\$50,000**
- Networking Lunch in the Exhibit Hall (Limit 3) **\$40,000**
- Conference Boxed Lunch (Limit 2) **\$40,000**
- Opening Welcome Reception Entertainment (Exclusive) **\$10,000**
- Continental Breakfast (Limit 3) **\$10,000**
- Coffee/Snack Break (Limit 3) **\$7,500**
- Conference Mobile App - "Appy Hour" (Exclusive) **\$3,000**
- Informational Breakfast Symposium (Exclusive) \$30,000
- Hospice Bowl Trivia Game (Limit 3) \$15,000
- Opening Plenary Session Entertainment (Exclusive) \$10,000
- Regional Area Feature Tour and Reception (Limit 2) \$10,000
- Faculty/Preconference Networking Happy Hour (Limit 2) \$10,000
- Exhibitor/Attendee Speed-Networking Event (Limit 3) \$10,000
- NCHPP Discipline-Specific Networking Meeting (Limit 12) \$7,500
- Networking Lunch Entertainment (Exclusive) \$7,500
- Faculty "Office Hours" Lounge (Exclusive) \$7,500

Specialty Conference Features and Items

- Conference Wi-Fi Access (Limit 2) **\$25,000**
- Conference Tote Bags (Limit 3) **\$15,000**
- Smart Device Charging Stations/Kiosks (Limit 2) **\$10,000**
- Conference Mobile App (Limit 2) **\$10,000**
- Registration Lanyards (Exclusive) **\$7,500**
- Registration Badge (Exclusive) **\$5,000**
- Conference Pocket Guide Agenda (Exclusive) **\$3,000**
- Real World/Innovation Showcase (Limit 2) \$50,000+
- Pre Conference Snack Pack Mailer (Limit 2) \$20,000
- Conference Transportation/Shuttle (Limit 3) \$20,000
- Massage and Relaxation Lounge (Limit 2) \$10,000
- Hotel Room Keycards (Exclusive) \$7,500
- NHPCO's Marketplace Shipper Supplier (Exclusive) \$7,500
- Exhibit Hall Booth Crawl/Passport Program (Limit 7) \$7,500
- Photo Booth Rental (Exclusive) \$7,500
- Exhibit Hall Caricaturist (Limit 4) \$5,000
- Exhibit Hall Networking Lounges (Limit 2) \$5,000
- Hand Sanitizer (Exclusive) \$5,000
- Lead Retrieval Stands (Exclusive) \$3,000
- Exhibit Hall Aisle Signs (Limit 8) \$3,000
- Hydration Station (Limit 4) \$3,000
- Conference Registration Cozy Corner Lounge (Limit 2) \$3,000
- Bottled Water – 8oz. (Exclusive) \$3,000
- Ink Pens and/or Note Pads (Limit 2) \$3,000
- Exhibit Hall Benches (Limit 8) \$3,000

Questions? Call David Cherry, CEM at (703) 647-8509 or email dcherry@nhpco.org

Updated: 11/26/14; Subject to change.



Standardized Advertiser/Conference Supporter Benefits

NHPCO Conference Commercial Support & Sponsorships offer numerous opportunities to spotlight your organization's name in front of up to 1,300 qualified buyers and prospects at NHPCO's national conferences and beyond. Pick the level of conference support that suits your budget and extend your reach. Get more publicity, more signage and more advertising.

Supporter Levels	Advertiser up to \$2,000	Pewter \$3,000	Copper \$5,000	Bronze \$7,500	Silver up to \$10,000	Gold up to \$20,000	Platinum up to \$30,000	Premier up to 45,000 and higher
Recognition in NHPCO's NewsLine		✓	✓	✓	✓	✓	✓	✓
Recognition in NHPCO's NewsBriefs		✓	✓	✓	✓	✓	✓	✓
Recognition on Conference Website		✓	✓	✓	✓	✓	✓	✓
Recognition in Digital Program and Mobile App		✓	✓	✓	✓	✓	✓	✓
Recognition on Conference Pocket Guide		✓	✓	✓	✓	✓	✓	✓
Recognition on Conference Plenary Slideshow		✓	✓	✓	✓	✓	✓	✓
Supporter Ribbons for your staff		✓	✓	✓	✓	✓	✓	✓
Recognition at booth and/or supported event			✓	✓	✓	✓	✓	✓
Early-bird Exhibit Booth Pricing				✓	✓	✓	✓	✓
Meeting/Reception Space*					✓	✓	✓	✓
Pre/Post Conference Attendee Mailing List						✓	✓	✓
Exhibit Booth Prime Placement & End-cap						✓	✓	✓
Additional Conference Registrations							2	3
Conference Registration Brochure Advertisement	Half and Full Page Ad Space Available					Half Page	Half Page	Full Page
Conference Mobile App Advertisements	Banner Ad Available						Banner	Home Page Banner
Digital Conference Program (PDF)	Premier, Full and Half Page Ad Space Available							Full Page

For more information, or to discuss additional exposure opportunities, contact David Cherry CEM, Manager, Corporate Relations & Exhibits, dcherry@nhpco.org, 703/647-8509

Updated: 11/26/14; Subject to change.

National Hospice and Palliative Care Organization





NHPCO's Conference Meeting and Reception Space Rental

Ease. Flexibility. Efficiency. Now you can hold confidential meetings, interviews with prospects or clients or even host a reception in a private meeting room during the conference. Meeting space is offered through NHPCO in **4-hour increments** on your requested date for only **\$200**. The flexible and convenient time slots are based on *space available* from NHPCO's inventory of function space.

We Can Offer:

A **Conference Room** which will comfortably accommodate up to 20 people; the room includes notepads, pencils, and water station; or **Reception Space** for up to 75 people.

NHPCO Membership ID: _____ **Are you an exhibitor? Y / N** _____

Onsite Contact: _____ **Company:** _____

Phone: _____ **Email:** _____

Desired dates/times: _____

Meeting Space Confirmation
(for NHPCO use)

___ The company listed above has been approved by NHPCO to host a meeting or reception on _____ 2015 from ___ am/pm to ___ am/pm.

Your meeting or reception will be accommodated in the _____ on the _____ level of the Gaylord Texan Resort and Convention Center, Grapevine, TX.

The meeting/reception space rental fee will total = \$ _____ (not including food, beverage, and/or audio-visual cost from Gaylord Texan Resort and Convention Center)

Meeting Space Rental Terms and Conditions:

- Although NHPCO is happy to provide function space for your meeting, **all food and beverage and/or audio-visual needs must be coordinated through the hotel.** You will work with an assigned convention services manager who will contact you directly and invoice you separately for their services. If our inventory of meeting space does not meet your needs, you may also book your function space directly through the hotel once your request has been approved by **Sharon Campbell CMP**, the Director of Meetings for NHPCO.
- Payment for meeting space will be submitted prior to check-in unless otherwise agreed upon with NHPCO.
- Company/Exhibitor will make clear to attendees and the hotel that the meeting or reception being hosted by your company and not NHPCO.
- Company/Exhibitor will include your company's complete contact information on your promotional mailing or solicitation for your meeting or reception.
- NHPCO is not responsible for any additional design or production cost for the advertising placement, signage and any promotional product(s) or mailings for your meeting or reception.
- Meeting space assignments will be honored on a first come, first served basis upon receipt of request with payment, availability of space, and special needs.

Meeting Space Rental Contract Acceptance and Payment: All applications must be signed in order to confirm meeting space reservations. By signing this contract, I understand, and agree to abide by the meeting space rental terms listed above and are in agreement to pay the total amount due. The person signing this meeting space rental contract has the authority to do so and is responsible for employee's adherence to the terms and conditions.

Please complete with your payment information:

Payment: ___ Visa ___ MC ___ Amex ___ Check # _____
 CC #: _____ Exp. _____ / _____ CVV Code: _____
 Printed Name: _____ Signature: _____

Fax your completed form to (703) 837-1233 or scan your form and submit via email to conferences@nhpc.org

Questions? Call Sharon Campbell, CMP at (703) 837-3141 or email scampbell@nhpc.org

Updated 8/11/15; Subject to change





NHPCO's Conference Attendee List Rental

Conference exhibitors have the **exclusive option** of renting the conference attendee list. As a MLC exhibitor, you have the opportunity to reach attendees before they step foot on the exhibit floor by pre-event marketing via direct mail or email.

Direct/Physical Mail

Direct mail to more than 1,300 conference attendees will:

- Provide your organization with a targeted direct marketing campaign
- Begin your sales process prior to the conference by reaching the entire conference attendee list
- Increase your traffic flow to your booth by providing your booth representatives with qualified leads

Mailing lists are emailed in Microsoft Excel format (including the following fields: Full Name, Title, Company, and Physical Mailing Address) to the email address your company list below. Phone and Fax numbers **are not** included in any NHPCO list. Please be sure to add exhibit@nhpco.org and dcherry@nhpco.org to your address book safe list.

- ✓ *Yes, I'd like to order a conference attendee mailing list and agree to the conference attendee list agreement terms and conditions listed below:*

___ \$150 for pre-conference mailing list (Select your desired delivery date)
 ___ September 10 ___ September 17 ___ September 24 ___ October 1
 ___ \$300 for post-conference mailing list (if ordered prior to August 27, 2015)
 ___ \$350 for post-conference mailing list (if ordered after August 27, 2015)

Email List Service – NEW IN 2015!!!

NHPCO understands that in the age of technology, most professionals receive the bulk of their promotional information in their email inboxes. NHPCO is proud to announce the launch of a new email list service *exclusively* for exhibitors of our national conferences! Exhibitors submit their HTML-ready promotional email two-days prior to their desired broadcast date and NHPCO will send on your behalf directly to our conference attendees email list. (Limit 8 slots; 1 conference attendee email per week, per exhibitor)

- ✓ *Yes, I'd like NHPCO to send a promotional email to conference attendees on my company's behalf:*

___ \$1,575 for Pre-conference Attendee HTML Email Promotion
 ___ August 14 ___ August 21 ___ August 28 ___ September 4
 ___ September 11 ___ September 18 ___ September 25 ___ October 2

Conference Attendee List Agreement Terms and Conditions:

- *By submitting this request, I understand and agree that this list order is for a one-time use only. Neither this list nor excerpts thereof are to be duplicated, reproduced, reused or transferred without written authorization from NHPCO. I understand that lists are seeded with decoy names to detect unauthorized use. If unauthorized use is detected, I understand that I will pay 10 times the value of the list order and be subject to other legal action. I understand that this mailing list will be delivered in Excel format to the email address of the contact specified on this application. I understand that this mailing list does not include email addresses or phone numbers in accordance with NHPCO by-laws and conference attendee request.*
- *Any outstanding exhibit space balances must be paid in full prior to renting the list.*
- *Exhibitor will make clear that the direct/physical mailing is coming from your company and not NHPCO*
- *Exhibitor will include your company's complete contact information on your promotional mailing or solicitation*
- *NHPCO is not responsible for any additional design or production cost for the advertising placement and any promotional product(s) or mailings*
- *All requests for attendee list (direct/physical or email) are subject to approval by NHPCO. NHPCO reserves the right to deny such a request if, in NHPCO's sole judgment, the prospective advertisement would not serve the interests of NHPCO or its members OR the prospective supporter or requestor has goals or purposes or has engaged in conduct which NHPCO, in its sole judgment, determines to be inconsistent with the interests of NHPCO or its members, or not in keeping with the character of the NHPCO publications. NHPCO reserves the right to refuse advertising it deems incompatible with our philosophy, our mission, or otherwise not in keeping with the publication's standards. Mailings may not invite/encourage participation in specific educational sessions nor feature/highlight company representatives that serve as faculty for the conference. Mailings must be clearly delineated/separated from educational content. If a mailing is submitted that does not adhere to this requirement, NHPCO will return the mailing with a request that it be re-designed to meet these guidelines. Conference attendee email broadcast and frequency will be at NHPCO's discretion. Broadcast of an email advertisement does not constitute endorsement or approval of any advertised products or services, any point of view, standard or opinion presented therein. The email advertiser and/or advertising agency assumes liability for all ad content including text representation and illustrations. It is understood that the email advertiser and/or advertising agency will indemnify and hold the publisher harmless from and against any loss, expense, or other liability resulting from any suits for libel, misrepresentation or any other claims or suits whatsoever which may arise from publication of such advertisement. If an advertisement is omitted, NHPCO is responsible only for returning any charge that has been paid.*

Conference Attendee List Rental Contract Acceptance and Payment: All applications must be signed in order to confirm list rental. By signing this contract, I understand and agree to abide by the conference attendee list rental terms listed above and are in agreement to pay the total amount due. The person signing this conference attendee list rental contract has the authority to do so and is responsible for employee's adherence to the terms and conditions.

Company: _____ Booth #: _____
 Contact: _____ Phone: _____
 Email (required); PLEASE PRINT CLEARLY: _____
Total payment amount due: \$ _____ **Payment:** ___ Visa ___ MC ___ Amex or Check # _____
 CC #: _____ Exp (MM/YY): ___/___ CVV Code: _____
 Printed Name: _____ Signature: _____

Updated: 8/13/15; Subject to change

Fax to NHPCO at (703) 837-1233 or email to exhibit@nhpco.org

Questions? Call David Cherry, CEM at (703) 647-8509 or email dcherry@nhpco.org





NHPCO's Conference Advertising Opportunities

NHPCO is committed to reducing waste and preserving our environment. NHPCO has undertaken a number of initiatives to reduce our "carbon footprint" and improve the sustainability of our conferences. An electronic digital copy of the program will be available to view and download starting October 1, 2015. If attendees choose, they may print a copy out before the conference. There will be no printed copies at the Registration Desk. Attendees will be encouraged to download handouts direct to their phones, tablets, smart devices and laptops before the conference as well as download the official conference mobile app to access up-to-date information, session alerts, networking opportunities and more! The digital conference program (PDF on NHPCO's Conference website) and onsite mobile app are the "go-to" publications for our national conferences that help attendees get the most out of their conference experience. Digital conference advertising in this is the ideal opportunity to bring awareness to your company, product and/or service on a national level at an affordable cost while driving traffic to your website. All digital advertisements (PDF version), mobile app and daily attendee email listings include hyperlinks directly to your website for increased traffic.

NHPCO Membership ID: _____ Company: _____ I am an exhibitor? (circle) Yes No

Advertising Contact Name: _____ Phone: _____ Email: _____

Website: _____

Conference Advertising Rate Card											
Digital Conference Program (PDF)				Conference Mobile App				Conference Daily Attendee Email			
Select	Placements	Exhibitor	Non-Exhibitor	Select	Ad Placements	Exhibitor	Non-Exhibitor	Select	Ad Placements	Exhibitor	Non-Exhibitor
	Inside Front Cover	\$1,575	\$2,500		Banner ad (Home Page - Limit 2)	\$3,000	N/A		Banner ad (Limit 6)	\$2,000	N/A
	Full Page (Limit 4)	\$1,000	\$2,050		Banner ad (Limit 6)	\$1,575	\$2,100				
	Half Page (Limit 8)	\$400	\$850		Exhibitor Directory Logo and Listing	Free with MLC Booth	N/A				

Specs:

Full Page with Bleed (width x height):

- 8.25" x 10.875" (Trim Size)
- 8.5" x 11.125" (Bleed Size, .125" Bleed All Around)
- 7.5" x 10.125" (Image Safe Area, .375 from trim, anything with-in this area will not be cut off or buried in the cold bind.)

Full Page No Bleed (width x height):

- 7.75" x 10.375" (Ad Size)
- 7.5" x 10.125" (Image Safe Area)

Half Page (NO Bleed):

- 8" x 5.25" (Ad Size)
- 7.5" x 4.8125" (Image Safety Area)

Mobile App Banner Ad (width x height):

- 600px x 250px (home page only)
- 600px x 100px

Daily Email Banner Ad (width x height):

510px x 90px

Logo Requirements (send one of each):

- One (1) Full Color EPS
- One (1) Full Color JPEG, GIF or PNG (3MB)

Exhibitor Directory Listing Requirements:

25 words or less description of product and/or services to be exhibited

Ad Submission Deadlines: Conference program advertising artwork, logos and exhibitor directory listings are due **no later than Thursday, September 3, 2015.**

Please email to exhibit@nhpco.org.

Ad Payment: Please complete with your payment information:

Total payment amount due: \$ _____ Payment: ___ Visa ___ MC ___ Amex ___ Check # _____
 CC #: _____ Exp. _____ / _____ CVV Code: _____
 Printed Name: _____ Signature: _____

Ad Requirements: File Formats: PDF files are preferred (compressed with settings of 300 dpi or 1,200 dpi for line art). PC or Mac platform Adobe Photoshop 7.x and Illustrator 10.x files are also accepted. Creative should be done using Creative Suite 4 software or newer. Save Photoshop files in JPEG or TIFF format. Save Illustrator files in EPS format. If you are not submitting an ad as a PDF, please include all linked art files. All typefaces should be converted to paths or outlines. Color images must be 300 dpi CMYK. Line art should be 1,200 dpi or higher. Please provide CMYK Hi Resolution PDF with Crop Marks. A color laser proof must be provided for each ad submitted. NHPCO will not be responsible for the color accuracy of ads received without a press-accurate color proof. Artwork and final payment must be received by NHPCO no later than September 3, 2015.

Ad Guidelines: All requests to advertise in conference publications and collateral are subject to approval by NHPCO. NHPCO reserves the right to deny such a request if, in NHPCO's sole judgment, the prospective advertisement would not serve the interests of NHPCO or its members or the prospective supporter or requestor has goals or purposes or has engaged in conduct which NHPCO, in its sole judgment, determines to be inconsistent with the interests of NHPCO or its members, or not in keeping with the character of the NHPCO publications. NHPCO reserves the right to refuse advertising it deems incompatible with our philosophy, our mission, or otherwise not in keeping with the publication's standards. Ads may not invite/encourage participation in specific educational sessions nor feature/highlight company representatives that serve as faculty for the conference. Ads must be clearly delineated/separated from educational content. If an ad is submitted that does not adhere to this requirement, NHPCO will return the ad with a request that it be re-designed to meet these guidelines. Placement of ads will be at NHPCO's discretion, although advertiser's preference will be met whenever possible. Publication of an advertisement does not constitute endorsement or approval of any advertised products or services, any point of view, standard or opinion presented therein. The advertiser and/or advertising agency assumes liability for all ad content including text representation and illustrations. It is understood that the advertiser and/or advertising agency will indemnify and hold the publisher harmless from and against any loss, expense, or other liability resulting from any suits for libel, misrepresentation or any other claims or suits whatsoever which may arise from publication of such advertisement. If an advertisement is omitted, NHPCO is responsible only for returning any charge that has been paid.

Updated: 8/12/15; Subject to change

Fax to NHPCO at (703) 837-1233 or email to exhibit@nhpco.org

Questions? Call David Cherry, CEM at (703) 647-8509 or email dcherry@nhpco.org

National Hospice and Palliative Care Organization





Lead Retrieval Service

Oct 15 – Oct 17, 2015

Online Order: <https://www.computecserv.com/nhpc/step2.asp>

Exhibitor Information

Contact: _____ Booth No. _____
 Company: _____ (As it appears on the booth contract)
 Address: _____
 City: _____ State _____ Zip _____
 Phone: _____ Fax: _____
 Email: _____

Scanner

	Advanced *	Regular	Qty	Sub Total
Sale Lead Retrieval Scanner**	\$285.00	\$325.00	_____	_____
Options				
Customized Qualifier Sheet	\$50.00	\$75.00	_____	_____
Printer**	\$50.00	\$75.00	_____	_____
In-Booth Setup and Pick Up	\$50.00	\$75.00	_____	_____
			Total	_____

* The advance order date is Sept 15 2015. No Refund after Oct 15 , 2015
 ** Scanner and Printer are battery operated

Payment

Method: Visa MC AMEX Check

Credit Card No. _____
 Expiration Date: _____ Security Code: _____
 Card Holder: _____
 Billing Address: _____

Payable to:
 CompuTec, Inc.
 3135 Andora Dr
 Ypsilanti, MI 48198
 Phone: 734.929.4052
 Fax: 734.929.2953
 qizhu1407@gmail.com

Lead Retrieval Service
 will show on your credit card statement.

The Lead Retrieval terminals are available for pickup on Oct 15, 2015 at the Exhibitor Registration Desk. The terminal should be returned within one hour of the end of the show. A \$1800.00 will be charged to your company if the terminal is not returned.

Lead Qualifier Sheet

Send it by fax to 734.929.2953

In addition to the demographic questions on the attendee registration form, this lead retrieving system comes with fifteen built-in qualifier questions. They are as follows:

- | | | |
|-------------------------------|--------------------------|----------------------------|
| 1. Send Line Card | 6. Provide Quote | 11. VAR |
| 2. Send Catalog | 7. Immediate Need | 12. OEM |
| 3. Send Detailed Quote | 8. Set up Demo | 13. Does Purchasing |
| 4. Send Sample | 9. End User | 14. Recommends |
| 5. Have Salesman Call | 10. Distributor | 15. Final Say |

This list could be customized to fit your individual needs. Please fill the following lines with the desired qualified questions and send with the order form on the front page. ***Please print clearly!*** There is no limitation on how many questions to be used, however, we recommend to limiting the number of questions to under 30.

Replace the built-in list
 Add to the built-in list

1.	17.
2.	18.
3.	19.
4.	20.
5.	21.
6.	22.
7.	23.
8.	24.
9.	25.
10.	26.
11.	27.
12.	28.
13.	29.
14.	30.
15.	31.
16.	32.



WebConnection: Your Source for Advertising on the NHPCO Website

A Targeted Method for Reaching Professionals in the Hospice & Palliative Care Field

The National Hospice and Palliative Care Organization (NHPCO) is the largest nonprofit membership organization representing hospice and palliative care programs and professionals in the United States.

Advertising on the NHPCO website gets your message to our membership of more than 4,000 hospice and palliative care providers - consisting of more than 45,000 staff; state hospice leaders; and other interested stakeholders - such as healthcare vendors and consulting firms.

Members come to our website daily, relying on our website for the latest news in the hospice and palliative care industry. Your message reaches a targeted audience of more than 73,000 individuals. There are two options for advertising with *WebConnection* - NHPCO's Website Advertising:

Rates:

Banner Ad:
\$895 per month
Vertical Column Ad
\$495 per month



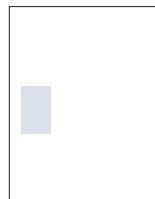
Ad Specifications:

Please use the exact dimensions shown below when preparing your ad for NHPCO's website.



Banner Ad: 728px x 90px

This is a horizontal graphic ad. It will appear near the bottom of the sub-pages. The ad will link to a URL designated by the advertiser. The ad should be no larger than 728w x 90h pixels in size.



Vertical Column Ad: 180px x 275px

This ad is placed in the left-hand column of the website subpages. The ad will link to a URL designated by the advertiser. The ad should be no larger than 180w x 275h pixels in size.

Advertising Details:

The NHPCO website (www.nhpco.org) is viewed more than 3 million times annually; and on average, receives more than 40,000 unique visits each month.

Our greatly optimized web pages are highly ranked in Google searches for relevant industry keywords. Because of this, your web advertisement on NHPCO web pages will experience increased visibility on the web by those who are most likely to be interested in purchasing your products or services.

Your advertisements will also have a greater likelihood of being clicked on because they are placed on pages that possess both high relevance and quality content to our members.

Notes for Placing Ads:

- NHPCO has the right to approve all ads.
- Artwork and URL or email address for linking must be provided to NHPCO.
- All ads should be provided as a JPEG or GIF file.
- NHPCO's website does not accommodate targeted placement of advertising adjacent to editorial content of similar nature.
- Multiple advertisements appear at any given time and rotate randomly on internal pages of NHPCO's website.
- Payment is due in full prior to ad appearing on the website.
- For more information please contact us at communications@nhpco.org.
- To place an order for *WebConnection* go to www.nhpco.org/webconnection.



NewsLine is NHPCO's quarterly membership publication written for 45,000-plus hospice palliative care staff, volunteers, state leaders, and other interested stakeholders – such as healthcare vendors and consulting firms. Each issue includes several key articles by leading experts and practitioners on various aspects of end-of-life care, plus Member News and "Short Takes," a series of short pieces that showcase new resources and timely information. While all NHPCO members have access to *NewsLine*, content is geared toward organizational leaders, managers and clinicians.

Advertising in *NewsLine* is one of the most cost-effective ways to reach this growing sector of the nation's healthcare system, especially when combined with exhibitor opportunities at NHPCO's three annual conferences—the Management and Leadership Conference each spring, the Clinical Team Conference each fall, and the annual Virtual Conference.

NewsLine is a 30-plus page digital magazine. A PDF version of the issue as well as print-friendly PDF's of key content are also provided with each digital edition to appeal to the diverse membership and encourage high pass-on rates. Also available is a *NewsLine App* for iPads and iPhones, containing all issues since January 2013. Members can read the issues online or save them to their libraries for offline access anytime! This App requires iOS 5.0 or later, and is compatible with iPhone, iPad and iPod Touch.

Rates:

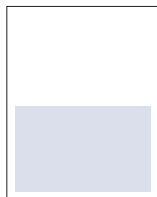
Full Page	Member Rate:	Non-member Rate:
1 issue	\$ 2,530	\$ 3,100
2-4 issues	\$ 2,300 per ad	\$ 2,875 per ad
Half Page	Member Rate:	Non-member Rate:
1 issue	\$ 1,265	\$ 1,550
2-4 issues	\$ 1,150 per ad	\$ 1,440 per ad
Quarter Page	Member Rate:	Non-member Rate:
1 issue	\$ 410	\$ 550
2-4 issues	\$ 345 per ad	\$ 490 per ad



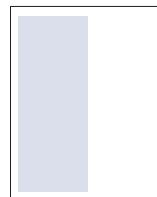
Ad Specifications:



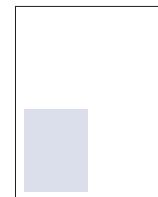
Full Page: 7.5" x 10"
(or 8.5 x 11 if ad is intended to bleed)



Half Page Horizontal: 7.5" x 4.875"



Half Page Vertical: 3.625" x 10"



Quarter Page: 3.625" x 4.875"

Ad Format:

Do not add crop marks or increase size for bleeds. Ad must be submitted as a PDF (RGB/200 PPI), with all fonts embedded and hyperlinks (if desired) activated.

Advertising Details:

NewsLine is published four times a year. The Fall issue is released in mid-September; the Winter issue is released in mid-December; the Spring issue is released in mid-March; and the Summer issue is released in mid-June. The issues are promoted in three ways: (1) in a promotional email to the membership; (2) on the homepage of the NHPCO website; and (3) in NHPCO's weekly e-newsletter, NewsBriefs. All issues are also posted in the member-only section of the NHPCO website for access at any time.

On average, the digital version of *NewsLine* garners about 5,000 visits per month. *NewsLine*'s digital readers are also very engaged, as evidenced by high click-through rates of 30 to 50%. Typically, 1,000 to 3,000 copies of the issue PDF are also printed by readers, presumably to share with their colleagues and staff.

Notes for Placing Ads:

- For space reservations and artwork deadline visit: www.nhpc.org/newslinead.
- Advertisers will be invoiced within 30 days of issue date. Payment must be received within 30 days of the invoice date.
- For questions contact NHPCO by email at NL-Advertising@nhpc.org or by phone at 703-837-1500.
- To place an order for *NewsLine* go to www.nhpc.org/advertising.



Compliment your *WebConnection and NewsLine* advertisements while increasing visibility through NHPCO's weekly e-newsletter, *NewsBriefs*. Distributed every Thursday, *NewsBriefs* provides a snapshot of the latest relevant news, resources and updates, with links for details. In addition, each issue is archived for six months and posted online for easy access. There are two options for *NewsBriefs* ads:

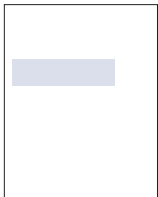
Rates:

Banner Ad:	
1 Issue	\$ 575
12 Issue Package (5% discount)	\$ 6,550
Right-Hand Column Ad	
1 Issue	\$ 420
12 Issue Package (5% discount)	\$ 4,750



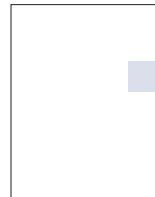
Ad Specifications:

Please use the exact dimensions shown below when preparing your ad for NewsBriefs.



Banner Ad: 510px x 90px

This is a horizontal graphic ad, no larger than 510w x 90h pixels, designed by the advertiser. It appears towards the top of NewsBriefs in the main body of the publication, right after the listing of headlines, and links to any URL or email address designated by the advertiser.



Right-Hand Column Ad: 150px x 165px

This ad is placed in the right-hand column of NewsBriefs –where information about conferences, Marketplace items and Webinars are usually found. These ads also fall within the first half of the issue, but can be no larger than 150w x 165h pixels.

Notes for Placing Ads:

- *NewsBriefs* is issued towards the end of the day on Thursdays, except on Thanksgiving and the Thursday closest to the Christmas holiday.
- *NewsBriefs* contains a maximum of one banner ad and one right-column ad per weekly issue.
- Only current NHPCO members may place ads. NHPCO has the right to approve all ads.
- Members are limited to no more than 12 total ads of either style in one calendar year and no organization may run an ad more than twice in one calendar month.
- Payment is due in full prior to ad appearing.
- Ad artwork and a URL or email address for linking must be provided to NHPCO by Tuesday at noon ET preceding the Thursday's NewsBriefs. All ads should be provided as a JPEG or GIF file.
- *NewsBriefs* is archived for members on the NHPCO website for six months.
- For available dates or an update on open/click rates, please email us at communications@nhpco.org.
- To place an order for *NewsBriefs* go to www.nhpco.org/advertising.

Lead Retrieval Scanner



- * The Lead Retrieval Scanner is a hand held RFID scanner
- * It is approximately the size of a smart phone
- * Data can be downloaded utilizing USB memory stick (not provided)
- * The scanner and mobile printer are battery operated, does not require electricity
- * The battery for both machines should last entire show if used properly
- * The Excel file with all information will be send immediately after show end

Every attendee is provided with a RFID tag inside the badge. The contact information coded in the RFID tag includes: Name, Company, Address, City, State, Zip, Phone.

To capture the information

- Move the scanner about 1 or 2 inches to the badge.
- A beep will sound, attendee information will appear on the screen
- If a mobile printer is connected, the information will be printed automatically

To select command options:

- Tap anywhere on the touch screen
- Option commands will appear on the bottom of the screen
- Move between scanned record by click on left (back) or right (forward) button
- Click on “Print” button to print current record
- Click on “Query” button to select attendee qualifier

To select Qualifier:

Once the Query button is clicked, the Qualifier screen will be displayed on the screen

- Click on the pre-defined qualifier to select or unselect
- Click on the “Comment” button to add free style hand write comments by using the stylist pen.

To download data in your booth:

- Remove the USB scanner, and replace it with your own USB memory stick
- Click on the exit [X] on the top right corner of the screen
- Click on “Copy to Disk” button
- “Record.txt” will be created on your USB memory stick
- Remove your own memory stick
- Replace with the USB scanner
- Click on “Cancel” button to go back scanning
- Click on “Power off” button to turn off the scanner

GLOBAL PARTNERS IN CARE EVENT:

A NIGHT AT THE
Taj Mahal

In conjunction with NHPCO's 16th Clinical Team Conference

Friday, October 16, 2015

Gaylord Texan Resort, Grapevine, Texas

6:30 pm – 9:30 pm

Cocktails, Hors D'Oeuvres, Silent Auction
Program and Entertainment

We invite all conference registrants to join us for our fundraiser and celebration. Ticket pricing is also available for those not registered for the conference.

www.globalpartnersincare.org/2015CTC





SPONSORSHIP & AUCTION OPPORTUNITIES

Sponsorship or auction donation offers an outstanding opportunity to spotlight your company or organization as a partner sharing our vision. There is a sponsorship available for every level of support, and the packages detailed here may be customized to meet your marketing needs.

Global Partners in Care is dedicated to improving access to hospice and palliative care worldwide where the need is great and the resources are few. Our mission is to build partnerships to enhance compassionate care globally.

We invite you to join us. For more information, or to discuss additional opportunities, please contact Joy Nguyen at (703) 647-5167 or email jnguyen@nationalhospicefoundation.org.

Thank you for your generous support!

EXCLUSIVE PREMIER SPONSOR - \$25,000

Exclusive sponsorship for the premier sponsor of the event.

- Recognition as the evening's exclusive Premier Sponsor
- Reservations for ten (10) to the VIP Reception one hour prior to the event
- Reserved seating for ten (10) guests at the event
- Includes four (4) non-CTC registrant tickets
- Two (2) sponsored email blasts sent to conference attendees before the event
- Logo projection at the event
- Recognition:
 - ◆ Verbally during the event
 - ◆ On the Global Partners in Care website, with link
 - ◆ In post event press, newsletters and annual report
- Company logo on collateral material including:
 - ◆ Sponsorship and Auction Opportunities Brochure
 - ◆ Save the Date Email Blast (*commitment by 8/14/2015*)
 - ◆ Clinical Team Conference Final Program (*commitment by 9/14/2015*)
 - ◆ Listing in the event program book
 - ◆ Signage at the event

UNDERWRITER SPONSOR - \$15,000

Recognition as the evening's Underwriter Sponsor.

- Reservations for ten (10) to the VIP Reception one hour prior to the event
- Reserved seating for ten (10) guests at the event
- Includes four (4) non-CTC registrant tickets
- Two (2) sponsored email blasts to conference attendees before the event
- Recognition:
 - ◆ Verbally during the event
 - ◆ On the Global Partners in Care website, with link
 - ◆ In post event press, newsletters and annual report
- Company logo on collateral material including:
 - ◆ Sponsorship and Auction Opportunities Brochure
 - ◆ Save the Date Email Blast (*commitment by 8/14/2015*)
 - ◆ Clinical Team Conference Final Program (*commitment by 9/14/2015*)
 - ◆ Listing in the event program book
 - ◆ Signage at the event and at the bars

PLATINUM SPONSOR - \$10,000

Recognition as the evening's Entertainment Sponsor.

- Reservations for ten (10) to the VIP Reception one hour prior to the event
- Reserved seating for ten (10) guests at the event
- Includes four (4) non-CTC registrant tickets
- One (1) sponsored email blast to conference attendees before the event
- Recognition:
 - ◆ Verbally during the event
 - ◆ On the Global Partners in Care website, with link
 - ◆ In post event press, newsletters and annual report
- Company logo on collateral material including:
 - ◆ Save the Date Email Blast (*commitment by 8/14/2015*)
 - ◆ Clinical Team Conference Final Program (*commitment by 9/14/2015*)
 - ◆ Listing in the event program book
 - ◆ Signage at the event



\$75 ADMISSION

Includes one (1) ticket to the event (for non-CTC registrants, without naming opportunities)

NOTE

All sponsors are encouraged to invite non-Clinical Team Conference registrants as their guests. Exhibitors who are given Clinical Team Conference registrations as part of their booth are invited, given the same exhibitor/staff member attend both. This is NON-TRANSFERABLE. All other exhibitors/staff must purchase tickets or sponsorship.

DIAMOND SPONSOR - \$7,500

- Reservations for eight (8) to the VIP Reception one hour prior to the event
- Reserved seating for ten (10) guests at the event
- Includes four (4) non-CTC registrant tickets
- One (1) sponsored email blast to conference attendees before the event
- Recognition:
 - ◆ Verbally during the event
 - ◆ On the Global Partners in Care website, with link
 - ◆ In post event press, newsletters and annual report
- Company logo on collateral material including:
 - ◆ Save the Date Email Blast (*commitment by 8/14/2015*)
 - ◆ Clinical Team Conference Final Program (*commitment by 9/14/2015*)
 - ◆ Listing in the event program book
 - ◆ Signage at the event

GOLD SPONSOR - \$5,000

- Reservations for six (6) to the VIP Reception one hour prior to the event
- Reserved seating for ten (10) guests at the event
- Includes four (4) non-CTC registrant tickets
- Recognition:
 - ◆ Verbally during the event
 - ◆ On the Global Partners in Care website
 - ◆ In post event press, newsletters and annual report
- Company name on collateral material including:
 - ◆ Save the Date Email Blast (*commitment by 8/14/2015*)
 - ◆ Clinical Team Conference Final Program (*commitment by 9/14/2015*)
 - ◆ Listing in the event program book
 - ◆ Signage at the event

SILVER SPONSOR - \$2,500

- Reservations for four (4) to the VIP Reception one hour prior to the event
- Reservations for two (2) to the event (non-CTC registrant tickets)
- Recognition:
 - ◆ On the Global Partners in Care website
 - ◆ In post event press, newsletters and annual report
- Company name on collateral material including:
 - ◆ Save the Date Email Blast (*commitment by 8/14/2015*)
 - ◆ Clinical Team Conference Final Program (*commitment by 9/14/2015*)
 - ◆ Listing in the event program book
 - ◆ Signage at the event

BRONZE SPONSOR - \$1,000

- Reservations for two (2) to the VIP Reception one hour prior to the event
- Reservations for two (2) to the event (non-CTC registrant tickets)
- Recognition:
 - ◆ On the Global Partners in Care website
 - ◆ In post event press, newsletters and annual report
- Company name on collateral material including:
 - ◆ Clinical Team Conference Final Program (*commitment by 9/14/2015*)
 - ◆ Listing in the event program book
 - ◆ Signage at the event

PATRON SPONSOR - \$250

- Reservation for one (1) to the event (non-CTC registrant, this ticket includes naming opportunities)
- Recognition:
 - ◆ On the Global Partners in Care website
- Company name on collateral material including:
 - ◆ Listing in the event program book
 - ◆ Signage at the event

SPONSORSHIP AGREEMENT

SPONSOR NAME / BUSINESS OR INDIVIDUAL, AS YOU WOULD LIKE IT TO APPEAR IN WRITTEN MATERIALS

CONTACT NAME

ADDRESS

PHONE

FAX

EMAIL

SPONSORSHIP LEVEL

- PREMIER SPONSOR / \$25,000
- UNDERWRITER SPONSOR / \$15,000
- PLATINUM SPONSOR / \$10,000
- DIAMOND SPONSOR / \$7,500
- GOLD SPONSOR / \$5,000
- SILVER SPONSOR / \$2,500
- BRONZE SPONSOR / \$1,000
- PATRON SPONSOR / \$250
- ADMISSION / \$75**
Includes one (1) ticket to the event
(for non-CTC registrants)

GUEST NAMES

- ◆ Guest Names
- ◆ Tickets will not be distributed for this event. Reservations will be noted and guest names included on a guest list at the door.

AGREEMENT

I/We agree to this sponsorship and recognize the benefits of support. I/We understand the fulfillment of benefits is dependent on my/our timely submission of company logos, website links and other materials, as required.

SIGNATURE

PRINTED NAME

PAYMENT TYPES

- Check enclosed for \$ _____. (payable to Global Partners in Care)
- Please charge \$ _____ to my credit card. VISA MASTERCARD AMEX

NAME ON CARD

CARD NUMBER

EXP. DATE

CW CODE

Please return this form with payment to: Global Partners in Care / 1731 King Street, Alexandria, VA 22314 / fax (703) 837-1233 or email jnguyen@nationalhospicefoundation.org

REPLY DEADLINES

MAY 1, 2015

Logo placed on Sponsorship and Auction Brochure for higher level sponsors (Can also be done after this deadline for any electronic mailings)

AUGUST 14, 2015

Logo/name placed on Save the Date Email Blast for higher level sponsors

SEPTEMBER 14, 2015

Response by this date is required to ensure proper recognition in the CTC Final Program, at the event, and in the final program book

AUCTION OPPORTUNITIES

AUCTION CATEGORIES

Please note that not all auction items need to fit into these categories. These categories are only to inspire you. We will gladly consider all donations.

A WAY OF LIFE

Weekend getaways, resort vacations, condo stays, airfare and travel.

INDULGENCES

Lifetime experiences, memorabilia and collectibles, wine and culinary treats.

WORKS OF ART

Paintings, photographs, home décor and unique pieces.

LADIES FIRST

Handcrafted jewelry and baubles and unique accessories.

SPORTS FANATIC

All things sports, from sports memorabilia to autographs, tickets and jerseys.

INTERNATIONAL TREASURES

International artifacts and jewelry.

DONATION GUIDELINES

Retail values are requested with all donations. In the event a value is not provided, the opening bid will be determined by Global Partners in Care. Donations without a stated value will receive full recognition, including a formal acknowledgement letter; however, Global Partners in Care will be unable to provide a detailed tax receipt.

Please note that final inclusion in the silent auction is at the discretion of Global Partners in Care. Additionally, decision to be placed in the auction is at the discretion of Global Partners in Care. If, for any reason, a donation is not acceptable, the item(s) will be returned to the donor.

DONOR BENEFITS

- ◆ Recognition in the program book
- ◆ Item display – with promotional materials if applicable – at the event
- ◆ Acknowledgement letter for tax purposes

Items donated to the auction are in-kind contributions and will be recognized at the corresponding sponsorship level when the stated value is \$5,000 or more. Higher sponsorship levels exist and benefits will be customized for auction donations in excess of \$10,000.

AUCTION COMMITMENT

SPONSOR NAME / BUSINESS OR INDIVIDUAL, AS YOU WOULD LIKE IT TO APPEAR IN WRITTEN MATERIALS

CONTACT NAME

ADDRESS

PHONE

FAX

EMAIL

DONATION

Please describe your donation. Promotional materials (brochures/business cards) may be included.

Retail Value \$ _____ Donation enclosed YES NO / If "NO", please indicate pick-up/delivery requirements.

If donating a gift certificate, voucher or event tickets, please provide the following details.

Dates valid/event date (after 10/16/2015)* _____

Black-outs/restrictions/expiration _____

*Auction to take place at the Global Partners in Care event on Friday, October 16, 2015

Please return this form to: Global Partners in Care / 1731 King Street / Alexandria, VA 22314 / Fax (703) 837-1233
or email jnguyen@nationalhospicefoundation.org

To ensure proper recognition and inclusion at the event, please make your commitment by Friday, September 18, 2015.

Actual items/certificates may be sent separately, but no later than Friday, September 25, 2015. All auction donations should be mailed to the above address.