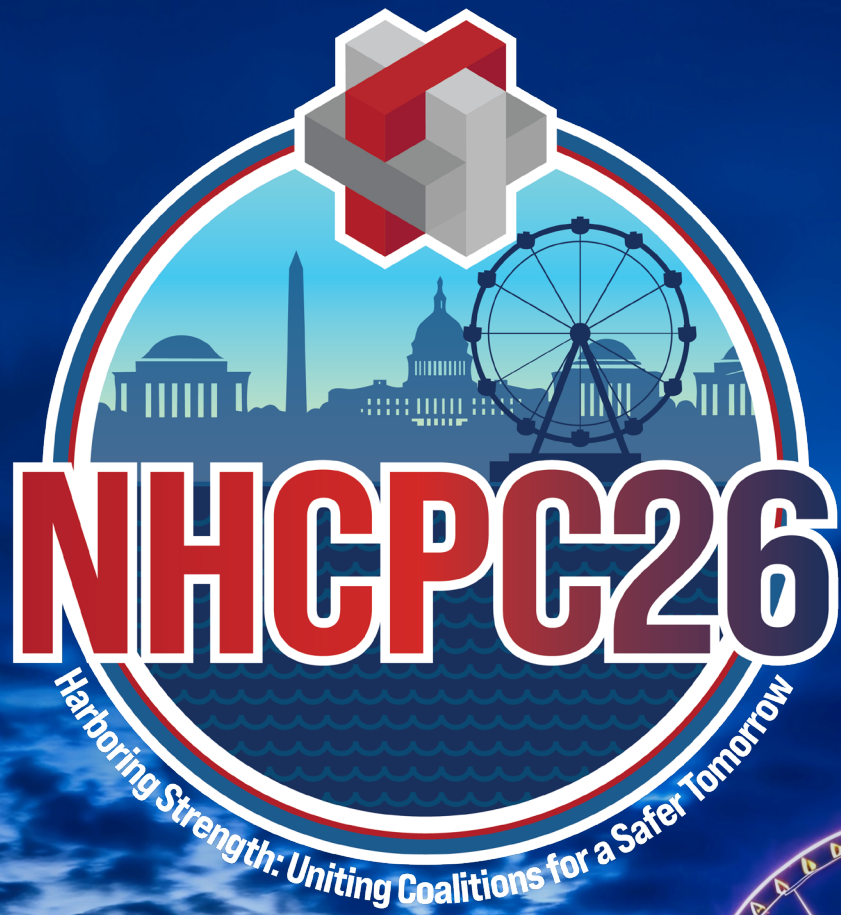




Industry Prospectus

Gaylord National Resort & Convention Center
National Harbor, MD
December 1-3, 2026

Presented By:



MESH



Harboring Strength: Uniting Coalitions for a Safer Tomorrow

Who We Are

The **National Healthcare Coalition Preparedness Conference (NHCCPC)** is a forum to allow both established and new healthcare coalitions to connect, learn and share best practices, new ideas and areas for improvement. NHCCPC shares content that focuses on the role coalitions play in the areas of emergency preparedness, response and recovery.

A healthcare coalition is a group of healthcare organizations, public safety and public health partners who join forces for the common cause of making their communities safer, healthier and more resilient. Requirements in the two primary grant programs that fund healthcare and public health preparedness – the National Hospital Preparedness Program (HPP) and Public Health Preparedness Program (PHEP) – place a strong focus on the development of healthcare coalitions and a new orientation to the business of healthcare emergency management.

NHCCPC attendees represent an incredible cross-section of leaders, professionals, responders, providers and others – all gathered for a common purpose of keeping our communities safe and thriving.

Why You Should Attend

As an industry partner, you will have three days to showcase your products and services to leaders within healthcare organizations, public safety and to public health partners. NHCCPC is committed to ensuring exhibitors have ample opportunities to engage with attendees. A number of activities are planned to help stimulate attendee and exhibitor interaction including high traffic exhibit space and customizable sponsorship & branding opportunities. Your time will be well spent at the National Healthcare Coalition Preparedness Conference 2026.



What NHCCPC has to offer

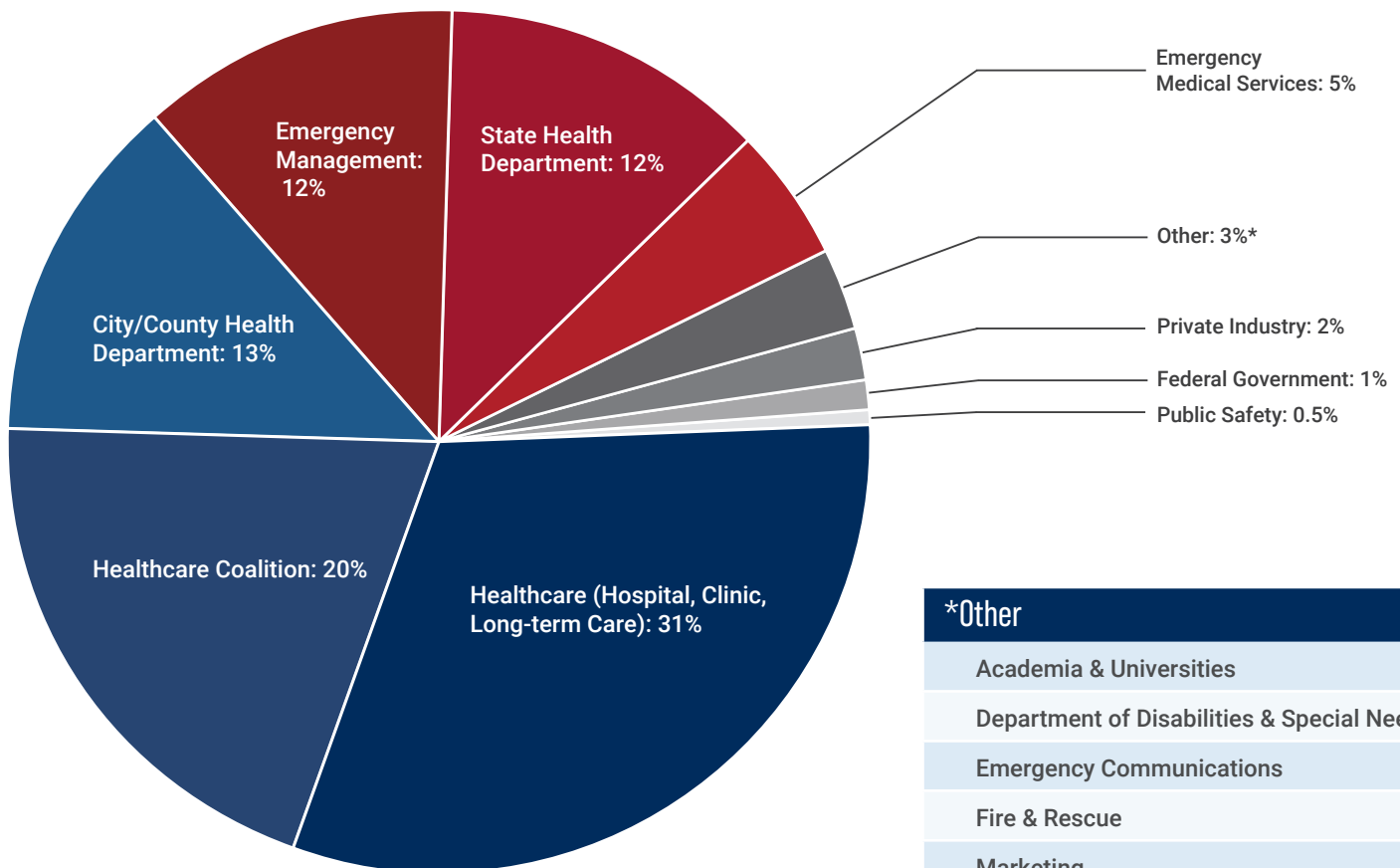
- Access to senior leaders and decision makers
- Valuable feedback on products or services from experts in the industry
- Opportunity to develop trust and rapport with prospective customers
- Targeted networking opportunities, including the Welcome Reception in the Exhibit Hall
- Opportunity to expand your reach with sponsorship and participant communications
- Meals in the Exhibit Hall on Wednesday, December 2 and Thursday, December 3.



NHCPC

Attendee Demographics

NHCPC attracts a **Diverse Group of Emergency Preparedness Professionals** including public health officials, healthcare coalition leaders, and representatives from every level of government.



*Other

Academia & Universities
Department of Disabilities & Special Needs
Emergency Communications
Fire & Rescue
Marketing
Non-Profit Agency
Pediatric Readiness
State Government
State Hospital Association

NHCPC offers **Expanded & Updated** conference sponsorships, exhibits and advertising opportunities in a variety of price points tailored for every budget.

We Welcome New & Innovative Partnerships!

If a desired item or opportunity is not listed, please contact NHCPC Sponsorship Manager, John Witusik at: nhcpcexhibits@mma-inc.com.



Plan Your Exhibit

Exhibit Hours & Networking Opportunities

NHCPG has increased the hours that the Exhibit Hall is open to allow for sponsor and exhibitor networking opportunities. There are options for standard exhibit only pricing or customized sponsorship packages to meet the needs of all of our industry partners.

Install Hours (subject to change)

Monday, November 30	12:00 PM-4:00 PM
Tuesday, December 1	8:00 AM-3:30 PM

Exhibit Hours (subject to change)

Tuesday, December 1

Exhibit Hall Open	4:00 PM-6:30 PM
Welcome Reception	4:30 PM-6:30 PM

Wednesday, December 2

Exhibit Hall Open	8:30 AM-3:00 PM
Coffee with Exhibitors	8:30 AM-9:00 AM
Networking Lunch	11:30 AM-1:00 PM
Break with Exhibitors	2:00 PM-2:30 PM

Thursday, December 3

Exhibit Hall Open	8:00 AM-1:00 PM
Coffee with Exhibitors	8:00 AM-8:30 AM
Break with Exhibitors	10:00 AM-10:30 AM
Networking Lunch	11:30 AM-12:30 PM

Dismantle Hours (subject to change)

Thursday, December 3	1:00 PM-4:00 PM
----------------------	-----------------

Exhibit Space Rates

10x10 Inline Non-Profit	\$2,800
10x10 With Corner Non-Profit	\$2,900
10x10 Inline	\$3,000
10x10 With Corner	\$3,100
Island Exhibits	\$27 sq. ft.

Exhibit Space Includes

- 8' high back drape and 3' high side drape
- One (1) 6' draped table and two (2) chairs (independent of booth size)
- One (1) 11" x 17" sign with your company name & booth number
- Two (2) complimentary exhibitor badges for each 10x10 space. Additional badges can be purchased for \$75 each
- Recognition in conference materials

Exhibit Space Allocation

Approved applications received with full payment will be granted booth assignments based on the order in which they are received. Event Management reserves the right to make the final determination of all space assignments in the best interest of the exhibition.

Exhibitors whose focus is TENS Units, LED Skincare (Facial and Body), Cosmetic Products, hand-held massagers and any other with aggressive sales tactics are not allowed under any circumstance. Should an exhibitor representing any of these categories be found on the exhibit floor, they will be removed immediately with no refund of funds paid.

[Online Industry Portal](#)
[View Exhibit Show Map](#)

Don't miss the opportunity to get your message in front of top-level leaders and key decision makers at the National Healthcare Coalition Preparedness Conference 2026.



2026 Sponsorship Packages

NHCP26 is excited to offer an **expanded and varied program** of conference sponsorships, support and advertising opportunities!

Healthcare preparedness has never been more important. Your sponsorship helps create a robust and refreshing conference experience for emergency professionals across the country.

NHCP26 Sponsorship Packages	Diamond \$25,250	Gold \$15,250	Silver \$10,150	Bronze \$6,150
10x10 Exhibit			X	X
10x20 Exhibit	X	X		
One (1) 6' Draped Table and Two (2) chairs	X	X	X	X
One (1) 11" x 17" Sign with Your Company Name & Booth Number	X	X	X	X
Recognition on Conference Website, Mobile App & Signage	X	X	X	X
Full Conference Registrations (<i>includes access to mobile app</i>)	6	4	3	1
One (1) Promotional Literature Piece	X	X		
Two (2) Mobile App Push Notifications	X	X		
Exhibit Only Badges	6	6	3	3
Recognition as a Break Sponsor		X		
Recognition as a Welcome Reception Sponsor	X			
Custom E-Blast	X			
Mobile App Sponsor Ad	X	X		

Learn more and book your sponsorship today!

John Witusik, Sponsorship Manager

✉ nhcpcexhibits@mma-inc.com

☎ 844.475.4556

Online Industry Portal



À la Carte Sponsorship Opportunities

Branded Sponsorship Opportunities

Structural Column Wraps - Call for Details

Be sure to catch the attention of attendees and encourage them to visit your exhibit booth when your message is wrapped around a column in a high traffic location. - Contact us for options and pricing.

Custom Branded Stackable Cubes - \$8,500

Stacked cubes offer a unique opportunity to promote your messaging on all four sides of 3 stacked cubes, 12 individual cube faces to brand. Cubes will be placed in high traffic areas throughout the conference public space.

Free-standing Column Wraps - \$7,500

4-sided free-standing unit installed in a high traffic area for promoting your message from all directions.

Conference Tote Bag (Exclusive) - \$7,500

Distributed to all attendees at conference registration/check-in. Corporate or brand logo displayed on one side of the official conference bags.

Photo Booth - \$6,000

As a photo booth sponsor not only will you reach the attendees but they are sure to share this image with friends, co-workers and on social media. Digital background and/or border can be branded with your logo.

Exhibit Hall High Boy Table Clings - \$5,000

5 clings per set, 3 sets available

Place your branding on one or more sets of the tables attendees will use while checking email, networking or just relaxing.

Lanyards (Exclusive) - \$4,250

Put your company name and/or brand message in front of every conference attendee – literally! Worn throughout the conference, lanyards are an excellent opportunity for brand awareness.

Conference Notepads (Exclusive) - \$3,500

The conference notepads provide an easy way to be recognized by conference attendees. This notepad is a valuable tool used by attendees during the conference sessions. Your company will design the cover and inside pages.

Branded Charging Station - \$2,500

Enable attendees to power up their smartphones, laptops and other wireless devices without leaving the event area. Your company's printed message will be displayed on the charging station.

Exhibit Area Floor Clings - \$1,500

Sponsorship includes two 3'x3' clings

Guide attendees, while bringing awareness to your company and/or brand, with attention-getting floor clings.

Hotel Key Cards (Exclusive) - \$1,500

Hotel guest room key cards are viewed multiple times each day by attendees staying at the conference hotels. The sponsoring company will work directly with the hotel(s) after sponsorship fee is paid to NHCPG. Design, production, and shipping costs will be the responsibility of the sponsor and paid directly to the vendor.

Event Sponsorship Opportunities

Industry Sponsored Expert Theater - \$5,250

Don't miss the chance to have your non-CE educational presentation(s) included in the conference schedule. Fee includes a meeting room for one hour to present a topic of interest to attendees and discussion of your solution. Limited slots available.

Refreshment Break Sponsor - \$3,500

Gain attendee gratitude by sponsoring a refreshment break. You will receive an appreciation sign with sponsor logo at the break. *Sponsor may supply company cups/napkins and/or flags for tables.*

Networking Event (Co-Sponsor) - \$3,000

Looking for a great way to highlight your company and/or product at one of our networking functions? Sponsors will be recognized with signage and logo on each table.

Drink Ticket Sponsor - \$25 each (minimum of 25)

This is a great opportunity to say "Thank you" during the Welcome Reception. Distribute tickets to attendees who stop by your booth to learn more about your company's product and/or service.

Please note: All sponsor provided artwork/literature must be reviewed and approved by NHCPG.

**Sponsorship opportunities are available to non-exhibitors
with a 25% surcharge**



À la Carte Sponsorship Opportunities

Digital Sponsorship Opportunities

Conference Wi-Fi Sponsor - Call for Details

Help conference attendees get all the information they need by sponsoring the conference Wi-Fi network. In addition to standard sponsor recognition, the sponsor of this opportunity will be recognized in the network password. Your organization will catch the attention of attendees every time they log in!

Attendee Confirmation Email Ad - \$5,000

Make sure your branding is the first thing attendees see after registering for the Conference. You can choose between a banner (1800x300px) or square (900x900px) ad space.

Website Banner Ad - \$3,500

Your digital message will be seen multiple times by attendees visiting the NHCP website - leading up to and during the conference.

Custom E-Blast - \$2,000

Opportunity to send a customized message to registered conference attendees included in an official NHCP e-blast. *Limit of three available.*

Mobile App Single Link Card - \$1,500

Get the attention of attendees every time they visit the mobile app homepage. Direct attendees to your exhibitor page or an external link with a custom image card or to a sponsor provided YouTube, Vimeo or Wistia web based video with a custom video card on the mobile app homepage.

Mobile App Push Notifications - \$750

Reach conference attendees during the conference with one of the scheduled push notifications! *Limit of 1 opportunity per day.*

Signage Sponsorship Opportunities

Standing Signs

Single Sided - \$1,250 | Double Sided - \$2,000

Premier locations are available throughout the conference area. This is a great way to maximize your presence onsite. Sponsor provides the banner stand with banner.

Registration Desk Kick Plate

\$750 per desk, 2 available

Brand the front kick plate graphic on one of the attendee registration desks and be seen by every attendee when they pick up their badge.

Advertising Sponsorship Opportunities

General Session Seat Drop - \$5,000

Premier Placement

Make sure your seat drop material is the first one seen and is placed on top in the general session of your choice.

General Session Seat Drop - \$2,500

Your literature or giveaway item will be placed on every seat before the general session of your choice.

Promotional Literature Piece - \$1,500 per item

Put your message in the hands of every conference registrant by placing a literature piece near conference registration/check-in.

Enhanced Logo - \$350

Stand out from the others by enhancing your company description with a color logo in the show map and mobile app.

**Advertising opportunities in high traffic areas including:
Banners, Glass Clings, Video Wall Ads and more - Call for details.**

Please note: All sponsor provided artwork/literature must be reviewed and approved by NHCP.

Online Industry Portal

Questions? We're Here to Help.

Want another option? Just ask.

Learn more and book your sponsorship today!

Please contact:

John Witusik, Sponsorship Manager

✉ [nhcpexhibits@mma-inc.com](mailto:nhcpcexhibits@mma-inc.com) | ☎ 844.475.4556

NHCPC 2026 Rules & Regulations

Exhibit Space Size

The minimum booth size is 10x10, 100 square feet.

Reserving Exhibit Space

To register for exhibit space, complete the online application and the payment process on the NHCPC 2026 [Online Industry Portal](#). An approved application must be accompanied by full payment before it will be marked as received and/or processed by Event Management.

Contract For Space

By completing the online application for the National Healthcare Coalition Preparedness Conference 2026, the company, organization, association and management company (collectively referred to as “exhibitor” or “exhibit”), acknowledge they have fully read and agree to comply with all information provided in the Exhibitor Prospectus, as well as related procedures, forms and communications. Completion of the application process represents a firm and binding contract with the understanding and agreement to abide by all rules, regulations and condition of NHCPC and the conference venue. Failure to abide by such rules and regulations result in forfeiture of all monies paid or due to NHCPC under terms of this agreement. Event Management reserves the right to accept or reject any and all applications.

Cancellations and Reductions

Cancellations must be made in writing and sent to Event Management at Meeting Management Associates, 16 W State St, PO Box 723, Sherburne, NY 13460 or nhcpcexhibits@mma-inc.com. Any exhibitor who wishes to cancel or reduce space before September 11, 2026, will be charged 30% of the booth fee for the space reduced or the booth canceled. Requests for cancellation or reduction of space received on or after **September 11, 2026** will result in no refund unless all exhibit space has been sold and canceled space is resold.

It is expressly agreed by the exhibitor that in the event the exhibitor fails to pay the exhibit space rental charge at the times specified or fails to comply with any other provisions contained in these rules and regulations concerning the use of exhibit space, Event Management shall have the right to reassign the confirmed booth location or to take possession of said 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 the space reservation, regardless of whether or not Event Management enters into a further lease for the space involved. In case the exhibition shall not be held for any reason whatsoever, then and thereupon, the rental and lease of space to the exhibitor shall be terminated. In such case, the limit claim for damage and/or compensation by the exhibitor shall be the return to the exhibitor of the prorated amount already paid for space for this specific event.

No Shows

Exhibitors with reserved exhibit space, who do not inform NHCPC in writing of their inability to exhibit prior to the Exhibit Hall opening, will forfeit all payments for booth rental and may not be eligible at future NHCPC conferences.

Relocation of Exhibits and Floor Plan Revisions

NHCPC reserves the exclusive right to revise the Exhibit Hall floor plan(s) and/or relocate any assigned exhibitors as necessary for the betterment of the event as determined solely by NHCPC. Exhibitors who change the size of their exhibit space are not guaranteed the originally assigned location and will be subject to relocation.

Payment Policy

Approved applications must be accompanied by full payment before it will be marked as received and/or processed by Event Management.

Hotel Reservations

Hotel Reservation Information will be available in the [Online Industry Portal](#).

Exhibitors Authorized Representatives

Each exhibitor must name one person to be his representative in connection with installation, operation and removal of the company's exhibit. The exhibitor shall assume responsibility for such representative being in attendance throughout all exhibition periods; and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times.

Presentation

All exposed parts of displays must present an attractive appearance when viewed from the aisles or from adjoining exhibits and must not be objectionable to other exhibitors or NHCPC. No roofing or floor covering may be used to span an aisle without special prior permission and approval from Event Management.

Signage

Exhibit signs are permitted only within the confines of the booth. NHCPC strictly prohibits the display of signage of any type by exhibitors throughout the official conference hotel(s). The general contractor can handle advance orders for signs.

Decoration Restrictions

The use of latex products is restricted. Balloons and inflatables are prohibited. Please contact Event Management at 844.475.4556 for further information.

Fire Regulations

All material used in the Exhibit Hall must be flameproof and fire resistant in order to conform to local fire ordinances and meet regulations established by the National Association of Fire Underwriters.

Inline and Periphery Booths

All exhibit backgrounds must conform to the IAEE standards as follows:

- Backgrounds are limited to eight (8) feet in height, inclusive of company name and logo and may be maintained up to 50 percent of the distance from the back wall toward the front of the space.
- No obstructions in the front half of the booth above a height of Forty eight (48) inches are permitted.

Island Displays

An island booth is defined as a 400 square foot (20x20) or larger exhibit space surrounded by aisles on all sides. Island booths must be reviewed and approved by Event Management via the [Online Industry Portal](#). Island booths must be constructed to allow access from all sides. Island booths should have open sight lines around and through the design (including hanging signs/structures), so that the surrounding area can be viewed through the booth and neighboring booths are not inappropriately obstructed. The top of the booth's sign must not extend more than 22' from the exhibit hall floor and cannot block visibility of NHCPC signs. Variances will not be granted. Please note: Multi-level exhibits are not permitted.

Exhibitors who wish to construct an island booth are required to submit a drawing, rendering or plan (preferably digital) to Event Management via the [Online Industry Portal](#) for approval at least 30 days prior to exhibits opening. Any changes that occur after initial submission must be resubmitted to Event Management for approval prior to the conference. Should island booth construction at the show deviate from the actual floor plan submitted and approved, Event Management reserves the right to ask the exhibitor to make modifications and/or be removed at the exhibitor's expense. If island floor plans are not submitted and approved, Event Management reserves the right to have all or part of the booth modified and/or removed onsite at the exhibitor's expense.

Exhibitor Plan Review

Booth construction plans and layout arrangement for first-time exhibitor booth spaces or involving other unusual construction features, must be submitted for approval at least thirty (30) days prior to the opening of the exhibition.

Exhibitor Service Kits

An Exhibitor Service Kit will be included in the [Online Industry Portal](#), which includes forms for ordering the following services: furniture, electric, telephone, plants, booth cleaning, audiovisuals and labor, as well as information regarding shipping and material handling. Companies are urged to order all services required in advance. Freeman will also have a Service Desk available during the setup period. A complete list of charges will be available in the Exhibitor Service Kit.

Arrangement of Exhibits

All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Service Kit. In the sole opinion of Event Management, any exhibit that fails to conform to the Exhibitor Service Kit guidelines or if the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition.

Exhibits & Public Policy

Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in their exhibition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.

Event 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 its exhibit or display, Event Management will endeavor to answer them.

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 Event Management for information concerning facilities or regulations. Exhibitors must comply with city and state fire regulations.

Independent contractors must conform to IAEE, ESCA, ED&PA guidelines. All exhibit labor must comply with established labor jurisdictions.

Storage of Packing Crates & 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 crates. Crates not properly marked or identified may be destroyed. Event Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty." Unattended freight in any display as of one (1) hour prior to the exhibition opening will be removed and stored at the exhibitor's sole risk and expense.

Because of the lack of storage facilities, it may be necessary to store empty crates and cartons outside the building. Every effort will be made to protect the crates from the elements, but neither Event Management nor its service contractors will assume any responsibility for damage to them.

The removal and return of large crates will be charged for at prevailing rates. Crates, boxes or other materials unclaimed by the exhibitor after the exhibition will be removed at the exhibitor's expense. Exhibitors will be billed by the Event Contractor for removal time and materials at prevailing rates. Neither Event Management, the service contractors, nor the exhibit facility shall assume any liability whatsoever for loss or damage.

Exhibitors will not be permitted to store behind their booth background any excess material such as cardboard cartons, literature, etc. Excess supplies must be stored in areas which will be made available for such purposes.

Install & Dismantle

Event Management reserves the right to fix the time for install of a booth prior to the exhibition opening and for dismantle after the conclusion of the exhibition. Any space not claimed and occupied by 2:00 PM on Tuesday, December 1 may be resold or reassigned without refund. Installation of all exhibits must be fully completed by the opening time of the exhibition. Exhibits must be staffed during all exhibitor hours and may not, to any extent, be dismantled before the exhibition closing. Any early dismantling or packing shall be considered a breach of this agreement and may affect future applications. Exhibits must remain intact until 1:00 PM on Thursday, December 3. The packing of equipment, literature, etc. or dismantling of exhibits is strictly prohibited until the official announcement that the Exhibit Hall is closed at 1:00 PM on Thursday, December 3. Any exhibit found to be unmanned,

packed or in the process of packing or dismantling prior to the official close of the Exhibit Hall may result in the loss of accumulated priority points and/or the eligibility to exhibit at future conferences.

Booth Construction

Conduct

The conduct of each exhibit is subject to the approval of NHPCP, which reserves the right to require modification of any exhibit, which, in its opinion, is not appropriate to the National Healthcare Coalition Preparedness Conference 2026. This regulation also applies to displays, literature, advertising, novelties, souvenirs and the conduct of representatives, etc. All exhibitors are responsible for ensuring their representatives and/or agents adhere to all of these rules and regulations.

While we appreciate that some exhibiting companies/organizations may wish to build ongoing relationships with fellow exhibitors, their representatives are strictly prohibited from soliciting other exhibitors during exhibit hall open hours.

Event 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 exhibition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation or display of unsuitable materials, is determined by Event Management to be objectionable to the successful conduct of the exhibition as a whole.

Use of so-called "barkers" or "pitchmen" 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.

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 demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Event Management shall be the sole judge of what constitutes appropriate sound levels.

Distribution of Materials

No canvassing or distributing of advertising materials will be allowed outside an exhibitor's own booth space without pre-approval by Event Management.

Exhibit/Promotional Activity

- All exhibits must be constructed or arranged so as to accommodate their visitors within the booth area. Aisles must be kept free of obstructions.
- No exhibitor may sell or recruit within the aisle space.
- Exhibitors who wish to conduct any auxiliary activities outside their booth space must submit request in writing to NHPCP Event Management for review and approval. This includes vehicles and outdoor demonstrations.
- No person, firm or agency who is not an official exhibitor may display or demonstrate products or services, solicit orders or distribute advertising material within any facility contracted by NHPCP for its Conference.
- Subletting, assignment or appointment of the whole or any part of the space by an exhibitor is prohibited. No exhibitor may permit any other party to exhibit any goods or services other than those manufactured or handled by the contracting exhibitor in its space nor permit the solicitation of business by others within that space. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributor or agents in the exhibitor's display, parent or subsidiary companies excepted.
- No exhibitor may enter another exhibitor's booth without permission.
- Each exhibiting company has only a terminable license to exhibit. If NHPCP determines that an exhibitor has failed to comply with any rule or that the exhibit is not in good taste to NHPCP, NHPCP can terminate this license and close the exhibit without notice and no refund of fees will be paid.
- All applicable products must meet FDA guidelines and standards or be FDA approved. All products must meet state regulatory guidelines.

Direct Sales

Sales are permitted within the exhibit area with prior written approval. Approved exhibitors may not sell any goods or services other than those specified on the exhibitor space application and approved in writing as an addendum to the contract by Event Management. Exhibitors must adhere to all the applicable use and sales tax laws of the State of Maryland.

Literature Distribution

Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the exhibition. Trade publications may be distributed from their booth upon request only.

Photography/Recording/Streaming

Exhibitor consents to NHCPD using any photos, other images and any results of conference related activities that occurred during the NHCPD Conference for media outreach efforts, promotional campaigns, various publications/communications or other business purposes and determined by NHCPD without compensation. Photographing, recording or streaming of any NHCPD conference activities is prohibited without prior written approval by NHCPD. Photographing, recording or streaming another exhibitor's equipment or display without that exhibitor's permission is forbidden. NHCPD, its agents or show security will confiscate the recorded or captured images of any exhibitor who violates these rules.

Staffing

Booths must be staffed at all times during exhibit hours, including Welcome Reception, by bona fide employees or representatives of the exhibitor. As a courtesy to the participants and fellow exhibitors, NHCPD expects strict adherence to opening and closing hours. Booths found to be unmanned during the final exhibit hours may result in loss of accumulated priority points and/or may not be eligible to exhibit at future conferences.

NHCPD Name and Logo

The NHCPD name and logo are the exclusive property of NHCPD. They may not be used in any way, e.g. promotional literature, giveaways, social media and or digital communications by anyone else for any purpose without specific written approval by NHCPD.

NHCPD Endorsement

Distribution of materials, brochures, samples or items and all related advertising and activities conducted during the conference does not constitute endorsement by NHCPD.

Live Animals

The use of live animals is subject to approval by Event Management.

Copyright Licensing

Exhibitor is solely responsible for obtaining any required licenses to broadcast, perform or display any copyrighted materials including but not limited to music, video and software. Exhibitor shall indemnify and hold harmless NHCPD, Event Management, General Contractor and facility against cost, expense or liability, which may be incident to, arise out of or be caused by exhibitor's failure to obtain a requisite license.

Food/Beverage

Food and beverage are permitted in exhibit booths upon prior approval by Event Management. Specific venue rules may apply. Questions may be directed to Event Management at 844.475.4556. Exhibitors may attend any networking events held within the Exhibit Hall.

Models

Booth representatives, including models or demonstrators, must be properly and modestly clothed. Excessively revealing attire is prohibited.

Social Activities

Any social function or special event planned by an exhibiting company, organization or recruiter, to take place during the NHCPD Conference, must be pre-approved by NHCPD. Exhibitor agrees to withhold sponsoring

hospitality suites/rooms or other functions, during official conference and exhibition activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by NHCPD and/or Event Management.

Registration

Badge Allotment

Each exhibiting company will receive up to two (2) complimentary exhibitor badges per 100 square feet. Additional Exhibit Hall badges may be purchased for \$75.00 each or by purchasing a sponsorship package.

Exhibitor Badges

All company personnel must be pre-registered for an exhibitor badge. Instructions on how to submit your exhibit staff badge registrations will be included with your confirmation. All exhibit staff badge registrations must be received by November 5, 2026. A special exhibitor registration area will be provided on-site. Badges will not be mailed in advance and therefore need to be obtained at the exhibitor registration counter.

Exhibitors wearing badges may enter the Exhibit Hall one (1) hour before the opening of each exhibition session. When in the Exhibit Hall before or after exhibit hours, exhibitors must stay in their own booth. After hour demonstrations and children under the age of 16 are not allowed in the exhibit hall.

Exhibitors needing access to the Exhibit Hall at times other than these, must obtain approval from Event Management and provide ID to security upon entering the Exhibit Hall. Only exhibitors with badges will be permitted to enter the Exhibit Hall before or after exhibit hours.

Liability

Liability & Insurance

All property of the exhibitor remains under his/her custody and control in transit to and from the Exhibit Hall and while it is in the confines of the Exhibit Hall. Neither Event 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 releases any claim or demand they may have against any of them by reason of any damage 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.

Indemnification

Exhibitor agrees that it will indemnify and hold and save NHCPD, General Contractor and Event Management whole and harmless of, from and against all claims, demands, actions, damages, losses, costs, liabilities, expenses and judgments recovered from or asserted against NHCPD, General Contractor and Event Management on account 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 proximate or remote, 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, licenses or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of exhibitor, or when any such injury or damage is the result either proximate or remote, of the violation by exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the premises leased hereunder. Such indemnification of NHCPD, General Contractor and Event Management by exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of NHCPD, General Contractor and Event Management. Exhibitor covenants and agrees that in case NHCPD, General Contractor and Event 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 NHCPD, General Contractor and Event Management by virtue of any such litigation.

Property Damage

Neither Event 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 Event Management and exhibitor expressly waives any claim for liability against the other party hereto with respect to any such loss or damage. In the event that such occurrence results in cancellation of the exhibition, each party hereby releases the other from obligations under this contract. Accordingly, it shall be the responsibility of Event Management and exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

Use of Certain Property

Exhibitor will assume all costs arising from the use of patented, trademarked or franchised materials, devices, processes or dramatic rights used on or incorporated in the exhibitor's space. Exhibitor shall indemnify, defend and hold harmless NHCP, Event Management, General Contractor, the Facility and their officers, directors, members, agents and employees from and against all claims, demands, suites, liability, damages, losses, costs, attorneys' fees and expenses of whatever kind of nature, which might result from or arise out of use of any such material(s) described above.

Care of Building & 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.

Waiver

Event Management shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by Event Management. No delay or omission by Event Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of such rights in writing on one occasion shall not be construed as a consent to or a waiver of any right or remedy on any future occasion.

Attorney's Fees

Should Event Management find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement or to protect in any manner its interests or interests under this agreement, Event Management, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges and expenses including attorneys' fees.

Other Rules & Regulations

General Service Contractor

Freeman will serve as the general service contractor for the NHCP Conference 2026. Full contact information for Freeman will be available on the [Online Industry Portal](#).

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 NHCP, General Contractor, Event 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.

Other Regulations

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Event Management. Event Management shall have full power to interpret, amend and enforce these rules and regulations, provided exhibitors receive notification of any amendments when made. Each exhibitor and its employees agree to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence. Exhibitors or their representatives who fail to observe these conditions of contract or who, in the opinion of Event Management, conduct themselves unethically, may immediately be dismissed from the exhibit area without refund or other appeal.

Questions? We're Here to Help.

For further information or to reserve an exhibit or sponsorship opportunity

Please contact:

John Witusik, Sponsorship Manager

 16 W State St, PO Box 723, Sherburne, NY 13460

 nhcpcehibits@mma-inc.com

 844.475.4556

 nhcp.info

Register Today!

[Online Industry Portal](#)

[View Exhibit Show Map](#)