

# **Exhibitor and Sponsorship Prospectus**



## **Spring Managed Care Forum**

**May 2-3, 2024  
Rosen Shingle Creek  
Orlando, Florida**

**presented by  
NAMCP Medical Directors Institute  
American Association of Integrated Delivery Systems  
American Association of Managed Care Nurses**

**[www.namcp.org](http://www.namcp.org)  
804-527-1905**

## THIS IS YOUR TARGET MARKET

Join us at the Spring Managed Care Forum, where influential decision-makers gather to explore innovative ideas and gain valuable insights into effectively managing patient populations. Our event will be attended by Medical Directors, Chief Medical Officers, Senior Physicians, Health Executives, and dedicated Nurses specializing in case, quality, and utilization management.

Don't miss this exceptional opportunity to showcase your company's products and services, strengthen existing business relationships, enhance customer awareness, and cultivate new business leads. Mark your calendar for this spring in Orlando and position your company for both immediate and enduring success!

### Our attendees include:

- Medical Directors steering policy and clinical guidelines
- Chief Medical Officers shaping healthcare delivery
- Senior Physicians at the forefront of medical innovations
- High-Level Health Executives driving organizational strategy
- Dedicated Nurses specializing in case, quality, and utilization management

### Sponsorship and Exhibitor Opportunities:

This is an unmatched opportunity to:

- **Showcase Your Products and Services:** Gain immediate attention and long-term recognition by putting your innovations front and center.
- **Strengthen Existing Business Relationships:** Utilize the event as a touchpoint to deepen relationships with current clients and partners.
- **Enhance Customer Awareness:** Elevate your brand visibility among a targeted audience who are decision-makers in their respective organizations.
- **Cultivate New Business Leads:** Meet prospective clients who are actively seeking solutions that you offer.

Prepare to position your organization for a future of success and leadership in the ever-evolving healthcare landscape. Reserve your spot this spring in Orlando for an experience that promises both immediate returns and long-term dividends.

Whether you're looking to elevate your brand, drive innovation, or forge new, high-value partnerships, the Spring Managed Care Forum is the platform where it all happens. Don't miss out!



### Elevate Your Brand at our 2024 Exhibit Hall: Where Business Meets Opportunity and Innovation

In 2024, we're taking our exhibit experience to new heights, with an innovative agenda designed to drive engagement, amplify brand visibility, and deliver measurable impact for exhibitors. As part of our commitment to delivering exceptional value to both attendees and exhibitors, we're excited to announce that all scheduled meals, as well as the high-profile opening reception, will be hosted directly within the exhibit hall.

#### Why This Matters - Enhanced Attendee Experience

By centralizing meals and a reception in the exhibit hall, we're creating a seamless and enriching environment for attendees. This fosters greater opportunities for engagement, networking, and meaningful conversations, all in a single, integrated space.

# An In-Depth Look at the Spring Managed Care Forum

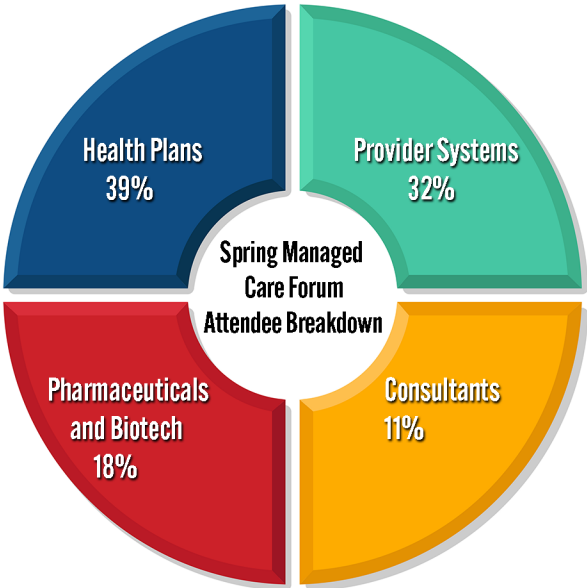
The Spring Managed Care Forum is a premier event in the managed care landscape, drawing a diverse range of industry leaders and decision-makers.

We take a consultative approach in working closely with these professionals, utilizing comprehensive market research, insights, and real-world case studies to tailor the forum’s agenda. By aligning our program with the current needs and future outlook of managed care, we provide actionable insights and strategies that can be directly implemented within their organizations. This approach ensures we address the most critical opportunities and challenges looming on the horizon, such as value-based care, telehealth integration, regulatory changes, and patient engagement.

Our multi-disciplinary panels and keynote presentations feature experts from across the healthcare spectrum. These thought leaders share their unique perspectives on emerging trends, best practices, and innovative solutions, equipping our attendees with the tools they need to navigate the evolving managed care landscape effectively.

In addition to knowledge sharing, the forum offers unparalleled networking opportunities. We create a collaborative environment where stakeholders can interact, forge partnerships, and exchange ideas. Whether it’s through round-table discussions, breakout sessions, or casual networking events, attendees have multiple touchpoints to engage with peers and potential business partners.

Through the Spring Managed Care Forum, we strive to empower the managed care community with the knowledge, connections, and resources needed to drive innovation and ensure the long-term viability of the industry. We take pride in being a catalyst for change and a platform for dialogue among the key players in managed care.



## Some of the Distinguished Organizations in Attendance

- Aetna
- Amerigroup Corporation
- Anthem Blue Cross Blue Shield
- Banner Health
- Blue Cross Blue Shield of Illinois
- BlueShield of California
- CarePlus Health Plans
- CareSource Health Plan
- Centene Corporation
- Cerner Corporation
- Christus Health
- Cigna
- Clearline HMO
- Cleveland Clinic
- Covenant Healthcare
- Coventry
- CVS Caremark
- Excellus BCBS
- Florida Blue
- Gateway Health Plan
- Gold Coast Health Plan
- HCA
- Health Care Service Corporation
- Health First Health Plans
- Health Net of California
- Healthcare Partners
- Highmark Blue Cross Blue Shield
- Humana
- Independence Blue Cross
- Intermountain Health
- Johns Hopkins Health System
- Kaiser Permanente
- Magellan Health
- Mayo Clinic
- Medical Mutual of Ohio
- Mercy Care
- Molina Healthcare
- Ohio Health Group Integrated Network
- Optum
- Premera Blue Cross
- Providence Health Plans
- QualChoice
- Sharp Healthcare
- Sutter Health
- Texas Health Aetna
- Texas Tech University, Health Science Center
- The Permanente Federation
- Thomas Jefferson University Hospital
- Tufts Health Plan
- United Health Group
- University of California, Irvine
- University of MD Anderson Cancer Center
- UPMC Health Plan
- WellCare Health Plan
- WellMed
- WellPoint

**IMPORTANT DATES****JANUARY 31**

Exhibitor services show kit sent via email.

**MARCH 18**

Cancellation deadline to receive 50% of total booth fee. No refunds after March 18.

**MARCH 18**

Deadline for company description and logo for conference program guide.

**MARCH 25**

Advertisement submissions deadline for conference program guide.

**MAY 1****EXHIBITOR SET-UP**

11:00 AM - 5:00 PM

**MAY 2****EXHIBIT HALL OPEN****BREAKFAST**

7:00 AM TO 7:40 AM

**BREAK**

8:50 AM TO 9:25 AM

**LUNCH**

11:30 AM TO 12:30 PM

**BREAK**

2:35 PM TO 3:10 PM

**CONFERENCE RECEPTION**

5:15 PM TO 6:30 PM

**MAY 3****EXHIBIT HALL OPEN****BREAKFAST**

7:00 AM TO 7:40 AM

**BREAK**

8:50 AM TO 9:25 AM

**LUNCH**

11:30 AM TO 12:30 PM

**EXHIBIT HALL TEAR DOWN**

12:30 TO 4:00 PM

Schedule is subject to change.

**2023 EXHIBITORS AND SPONSORS**

Abbott  
Abbott Rapid Diagnostics  
AbbVie  
Acadia Pharmaceuticals  
Ascensia Diabetes Care  
Audicus  
BillionToOne  
C2N Diagnostics  
CareCentrix  
CareDx  
CCS  
CVS Health  
GE HealthCare  
Genentech  
Geneoscopy  
Gilead Sciences  
Health Management Associates  
Healthcare Quality Strategies  
InformedDNA  
INSIGHTEC  
Intrinsic Therapeutics  
Invitae Corporation  
iRhythm Technologies  
Jazz Pharmaceuticals  
KabaFusion  
Kaléo  
Kowa Pharmaceuticals America  
Koya Medical  
Lucid Diagnostics  
MDxHealth

Medtronic ENT  
Merck & Co.  
Millennium Health  
Mitsubishi Tanabe Pharma America  
Moxe  
MRO  
Myriad Genetics  
Natera  
National Hemophilia Foundation  
Naveris  
Novavax  
Novocure  
Olio Health  
Paratek Pharmaceuticals  
Real Time Medical Systems  
SciBase  
Signify Health  
Sumitomo Pharma America  
SunMED Medical Solutions  
Supernus Pharmaceuticals  
Surescripts  
Tandem Diabetes Care  
Teva Pharmaceuticals  
Tolmar Pharmaceuticals  
Vertos Medical





## BUILD YOUR BRAND

## MARKETING AND NETWORKING OPPORTUNITIES

### Exhibiting Opportunities

Connect with a high-profile, decision-making audience within the backdrop of our annual spring conference. These industry leaders come together to acquire essential information about the products and services required to drive their organizations to success. If you aim to amplify your presence among key payers, establish a strong brand presence, and present compelling solutions, your presence at this event is a must.

Exhibition opportunities are limited and allocated on a first-come, first-served basis. Secure your booth space today to seize the prime opportunity for forging new business relationships, boosting customer awareness, and elevating your company's visibility.

### Sponsorship Opportunities

Our Partner Sponsorship Program unlocks strategic avenues for your organization, setting it apart from any other managed care conference. Our tailored marketing packages offer exclusive visibility opportunities that empower our industry partners to cultivate year-round relationships with our members and the broader healthcare community.

Our dedicated business development team is committed to collaborating with you. Together, we'll create a bespoke sponsorship package that aligns with your objectives and positions your company prominently in front of your target market.

### Advertise in the Conference Program Guide

Maximize your organization's visibility by securing advertising space in our 2024 Spring Conference Program Guide. This comprehensive guide is distributed to every conference attendee, offering unparalleled exposure. Advertising within the Spring Conference Program Guide presents a remarkable opportunity to enhance your presence among attendees not just during the conference, but before and after as well.

The Program Guide is filled with vital conference information, encompassing the final agenda, speaker updates, floor plans, and event details. It's the ideal platform to connect with attendees even before they step into the exhibit hall, making it an invaluable advertising opportunity.

### NAMCP Website Digital Advertising

Elevate your brand to the status of a thought leader in front of an audience of Medical Directors and Health Care Professionals (HCPs). Our interactive digital media solutions grant you direct access to the influential decision-makers actively participating in the NAMCP Medical Directors Institute.

We provide dynamic rotating banner ad packages and prominent company recognition on both [www.namcp.org](http://www.namcp.org) and [www.jmcpub.org](http://www.jmcpub.org). These rotating banner ad packages ensure your brand's visibility in various formats, including the leaderboard,

large skyscraper, and bottom banner, all strategically displayed over a 30-day period.

### Advertise in the Journal of Managed Care Medicine (JMCM)

JMCM delivers your message directly to Medical Directors who evaluate, select, and decide reimbursement for pharmaceuticals, other diagnostics and medical devices. JMCM focuses on what's trending in managed care and provides fact-driven research and guidance about issues that affect the delivery of healthcare services and patient centric care. By tracking trends and providing insights, JMCM is the premier journal of peer reviewed articles pertaining to the practice of managed care medicine.

### Supplements and Medical Director Disease Specific Resource Guides

Reach 10,000 Medical Director decision makers with a JMCM targeted standalone supplement and/or Medical Director Disease Specific Resource Guide and provide content relevant to this audience in core markets. The JMCM offers a deep dive into hot-topics, providing tips, tools and insights into the challenging aspects facing medical management.

NAMCP Medical Directors Institute publishes educational supplements to the JMCM, which are specialized collections of papers that deal with topics and issues related to managed care medicine. A variety of online opportunities and electronic newsletters for advertisers are also available.

If your business interest involves reaching Medical Directors, we invite you and your organization to explore the many ways to partner with the NAMCP Medical Directors Institute and its membership.

### NAMCP Corporate Membership

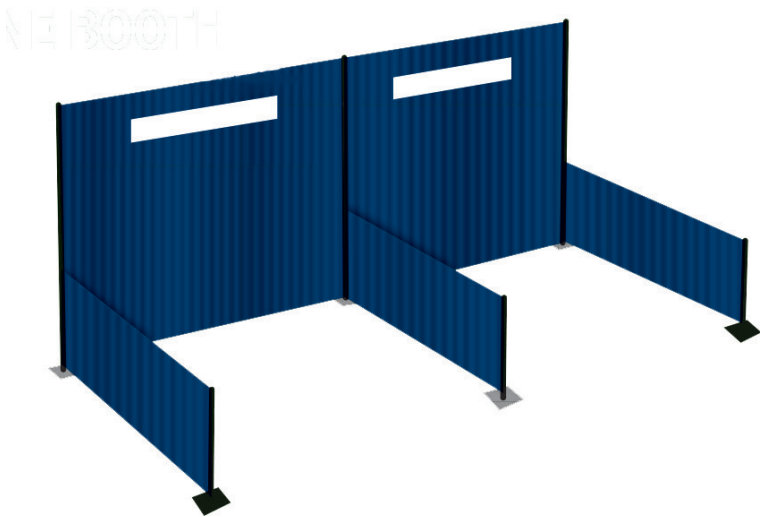
Join the NAMCP Medical Directors Institute to ensure your company will have unique opportunities to connect with Medical Directors from payers, employers and provider systems. Corporate Membership provides you with access to managed care decision-makers in face-to-face meetings and group settings. Receive invitations to networking receptions and Member-Only educational meetings held during our spring and fall conferences. Connect and stay current on the hottest topics in managed care. You will not find a more comparable means of access and insight anywhere else!

### NAMCP Advisory Board Meetings

Need specific insight, feedback, and direction from some of the top managed care decision makers? Let NAMCP help you reach this goal. We have extensive experience in facilitating and arranging half day, full day, and multiple day advisory board meetings. The information gained from the advisory board meeting will allow you to validate and further develop strategies and tactics to reach a successful marketing position for your products, technology and/or services.

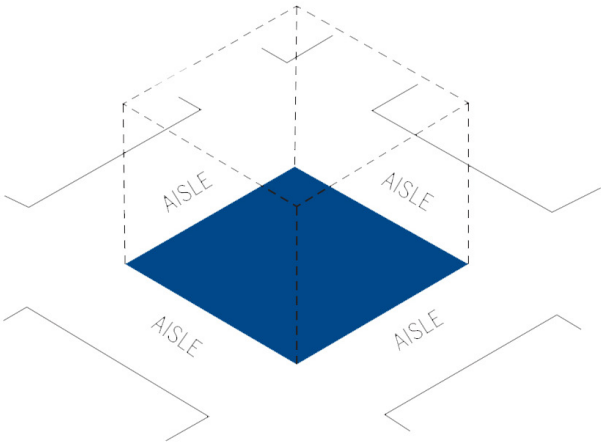
EXHIBIT BOOTH CHOICES

IN-LINE BOOTH



10' x 10'	10' x 20'
\$4,000 NAMCP Corporate Member	\$5,100 NAMCP Corporate Member
\$4,500 NAMCP Non- Corporate Member	\$5,600 NAMCP Non- Corporate Member
\$4,350 Corner Booth NAMCP Corporate Member	\$5,450 Corner Booth NAMCP Corporate Member
\$4,850 Corner Booth NAMCP Non- Corporate Member	\$5,950 Corner Booth NAMCP Non- Corporate Member

ISLAND



20' x 20'	20' x 30'
\$16,000 NAMCP Corporate Member	\$22,000 NAMCP Corporate Member
\$18,000 NAMCP Non- Corporate Member	\$25,000 NAMCP Non- Corporate Member

YOUR EXHIBIT BOOTH INCLUDES:

- Pipe and drape
- 7" x 44" Identification sign
- Two full event passes (\$1790 Value)
- Two chairs, a table and a wastebasket
- Pre-Registration list- Name, Title, Company, City, State and Zip Code will be provided via email before and after the conference
- Special signs prominently displayed at the exhibit hall entrance
- Listing in the Conference Program Guide including company description and logo
- Listing on the exhibit hall show map distributed on-site to every attendee

## EXCLUSIVE BRAND AND PRODUCT VISIBILITY PACKAGES

### Strategic Partner Sponsorship \$30,000/\$35,000

Strategic Partner Sponsorships are of limited availability but will receive the maximum level of exposure at the conference. In addition to the benefits listed below, Strategic Partner Sponsors work closely with our corporate development staff throughout the planning process to ensure they receive the maximum return on investment.

- 20' x 20' Island
- Ten full event passes
- Priority booth selection and placement
- Four full-pages of advertising space in the Spring Conference Program Guide
- Refreshment Break Sponsor
- Hotel Door Drop - sponsor's promotional piece distributed to the hotel rooms of attendees during peak night of conference
- Charging Station Sponsor
- Premium placement of one news release in the Managed Care eNews
- Recognition on the Spring Managed Care Forum website
- On-site signage in high traffic areas
- Company description in the Spring Conference Program Guide including contact information
- Single use of the pre and post-conference attendee list - **MAILING ADDRESSES**

### Priority Partner Sponsorship \$25,000/\$30,000

- 10' x 20' Corner Exhibit Booth
- Six full event passes
- Priority booth selection and placement
- Two full-pages of advertising space in the Spring Conference Program Guide
- Hotel Door Drop - sponsor's promotional piece distributed to the hotel rooms of attendees during peak night of conference
- Charging Station Sponsor
- Premium placement of one news release in the Managed Care eNews
- Recognition on the Spring Managed Care Forum website
- On-site signage in high traffic areas
- Company description in the Spring Conference Program Guide including contact information
- Single use of the pre and post-conference attendee list - **MAILING ADDRESSES**

### Marketing Partner Sponsorship \$15,000/\$20,000

- 10' x 10' Corner Exhibit Booth
- Four full event passes
- Priority booth selection and placement
- One full-page of advertising space in the Spring Conference Program Guide
- Hotel Door Drop - sponsor's promotional piece distributed to the hotel rooms of attendees during peak night of conference
- Recognition on the Spring Managed Care Forum website
- On-site signage in high traffic areas
- Company description in the Spring Conference Program Guide including contact information
- Single use of the pre and post-conference attendee list - **MAILING ADDRESSES**

## SPONSORSHIP OPPORTUNITIES CONTINUED

### Attendee Wi-Fi\*\*

\$50,000/\$55,000

Provides each attendee access to an unlimited and secure wireless internet connection throughout the conference. Sponsor name and logo are prominently displayed on WI-FI login page, attendee binder and signage at the event.

### Program Guide Sponsor Including Belly Band\*\*

\$25,000/\$30,000

Wrap a company message around every conference Program Guide - ensuring your message is read by every attendee. In addition, you will have placement of a full-page advertisement on the back cover of the Program Guide.

### Attendee Welcome Bags\*\*

\$25,000/\$30,000

Attendees receive conference materials, including the Program Guide, in one complete packet, we place inside a conference welcome bag delivered to every attendee. In addition, your company will have the opportunity to include one piece of literature in the conference welcome bag.

### Conference Reception\*\*

\$25,000/\$30,000

The Conference Reception held during the first night of the conference is the event to welcome attendees to the Spring Managed Care Forum. A large, free-standing entrance sign displaying sponsor logo on signs throughout the reception as well as all beverage stations.

### Refreshment Breaks\*

\$15,000/\$20,000

Refreshment breaks provide a great opportunity for attendees to network in a relaxed environment. Sponsorship of a break allows you to put your company in full view of our conference attendees. Sponsors have the opportunity to customize cups and/or napkins with their company logo.

### Conference Badge Holder Lanyards Sponsor\*

\$18,000/\$20,000

Distributed to each attendee, this popular item may display your company's logo and name.

### Exterior Three Sided Kiosks

\$5,000/\$7,500

Maximize your brand presence by advertising your product or service on a kiosk placed right outside of the meeting rooms for all to see!

### Hotel Room Door Drop - Peak Night of Conference

\$5,000/\$7,500

Use this opportunity as a way to market your company, exhibit booth, product or service during the conference. This is a valuable opportunity to make an impression as attendees leave their hotel room each morning.

### Charging Station

\$5,000/\$7,000

Prominent logo placement along with an advertisement offering a unique brand company recognition on strategically located kiosk in the conference space.

### Program Guide Full-Page Full Color Ad

\$2,000/\$3,000

### Program Guide Half-Page Full Color Ad

\$1,000/\$2,000

#### \*\*Value Added Benefits

- Six full event registrations
- Two full page ads in the Conference Program Guide
- Pre and post conference attendee list with physical mailing addresses
- Company description in the Conference Program Guide
- Recognition on the conference website and in the Conference Program Guide as a supporting Sponsor
- On-Site signage in high traffic areas
- Premium placement on one news release in the NAMCP Managed Care eNews

#### \*Value Added Benefits

- Four full event registrations
- One full page ad in the Conference Program Guide
- Pre and post conference attendee list with physical mailing addresses
- Company description in the Conference Program Guide
- Recognition on the conference website and in the Conference Program Guide as a supporting Sponsor
- On-Site signage in high traffic areas
- Premium placement on one news release in the NAMCP Managed Care eNews



EXHIBIT APPLICATION

This application, when accepted by The American Association of Integrated Healthcare Delivery Systems (AAIHDS), The American Association of Managed Care Nurses (AAMCN), or the NAMCP Medical Directors Institute referred to herein as “The Association,” becomes a contract. Terms and conditions listed under EXHIBIT RULES & REGULATIONS (Page 11), as well as those conditions under which exhibit space at Rosen Shingle Creek is leased to The Association, are part of a contract. Pages 10-11 must be signed and initialed in order for your application to be accepted.

PLEASE LIST COMPANIES YOU DO NOT WISH TO BE IN CLOSE PROXIMITY TO:

COMPANY & CONTACT INFORMATION		
Company		
Contact Name		
Title		
Address		
City, State, Zip		
Direct Phone		
Email		
Second Contact		
Phone		
Email		
BOOTH SELECTIONS		
Please list your booth space preference in priority order. Space is assigned on a first-come, first-served basis.		
Preference	Booth#	What products and/or services does your company offer?
First Choice:		
Second Choice:		
Third Choice:		
Fourth Choice:		
BOOTH SIZE		
	CORPORATE MEMBER RATE	NON-MEMBER RATE
10’ x 10’	\$4,000 <input type="checkbox"/>	\$4,500 <input type="checkbox"/>
10’ x 10’ Corner	\$4,350 <input type="checkbox"/>	\$4,850 <input type="checkbox"/>
10’ x 20’	\$5,100 <input type="checkbox"/>	\$5,600 <input type="checkbox"/>
10’ x 20’ Corner	\$5,450 <input type="checkbox"/>	\$5,950 <input type="checkbox"/>
20’ x 20’ Island	\$16,000 <input type="checkbox"/>	\$18,000 <input type="checkbox"/>
20’ x 30’ Island	\$22,000 <input type="checkbox"/>	\$25,000 <input type="checkbox"/>

**ENHANCE YOUR PRESENCE AND DRIVE ADDITIONAL TRAFFIC TO YOUR BOOTH!**

<b>SPONSORSHIP OPPORTUNITIES</b>	<b>CORPORATE MEMBER RATE</b>	<b>NON-MEMBER RATE</b>
Wi-Fi Sponsorship	\$50,000 <input type="checkbox"/>	\$55,000 <input type="checkbox"/>
Strategic Partner Sponsorship	\$30,000 <input type="checkbox"/>	\$35,000 <input type="checkbox"/>
Priority Partner Sponsorship	\$25,000 <input type="checkbox"/>	\$30,000 <input type="checkbox"/>
Program Guide Sponsor Including Belly Band	\$25,000 <input type="checkbox"/>	\$30,000 <input type="checkbox"/>
Attendee Welcome Bags	\$25,000 <input type="checkbox"/>	\$30,000 <input type="checkbox"/>
Conference Reception	\$25,000 <input type="checkbox"/>	\$30,000 <input type="checkbox"/>
Conference Lanyards	\$18,000 <input type="checkbox"/>	\$20,000 <input type="checkbox"/>
Marketing Partner Sponsorship	\$15,000 <input type="checkbox"/>	\$20,000 <input type="checkbox"/>
Refreshment Breaks	\$15,000 <input type="checkbox"/>	\$20,000 <input type="checkbox"/>
Exterior Three Sided Kiosks	\$5,000 <input type="checkbox"/>	\$7,500 <input type="checkbox"/>
Hotel Room Door Drop	\$5,000 <input type="checkbox"/>	\$7,500 <input type="checkbox"/>
Charging Station	\$5,000 <input type="checkbox"/>	\$7,500 <input type="checkbox"/>
Program Guide Full Page Four Color Ad	\$2,000 <input type="checkbox"/>	\$3,000 <input type="checkbox"/>
Program Guide Half Page Four Color Ad	\$1,000 <input type="checkbox"/>	\$2,000 <input type="checkbox"/>

**PAYMENT INFORMATION**

The undersigned makes this application for exhibit space in accordance with The Association's Exhibitor Rules and Regulations (Page 11) covering exhibits to be held in conjunction with The Spring Managed Care Forum. This agreement is subject to all the terms and conditions as stated as part of this form and hereby made a part hereof. By submitting this application to The Association, the Exhibitor agrees to such terms and conditions. The Exhibitor also agrees to accept the booth space assigned by The Association. You must initial and return Page 11 in addition to this page for your application to be accepted.

If paying by check, please make payable to NAMCP.

We are paying by: (check one)

☐ Check

☐ Visa

☐ MasterCard

☐ Amex

Cardholder \_\_\_\_\_ Exp Date \_\_\_\_\_ CVV2 Security Code \_\_\_\_\_

Card Number \_\_\_\_\_ Cardholder Signature \_\_\_\_\_

Credit Card Billing Address:

☐ Billing Address is Same as on Page 9

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

I have read and understand the 2024 Spring Managed Care Forum EXHIBIT RULES & REGULATIONS (Page 11). I am authorized to sign this contract.

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

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please mail application to NAMCP, 4435 Waterfront Drive, Suite 101, Glen Allen, VA 23060 or by fax to 804-747-5316.

## RULES & REGULATIONS

### General

All matters and questions not covered by the regulations are subject to the decision of The Association. In the event of any such decision being of general interest, written notice will be given by The Association to exhibitors as may be affected. "The Association" used herein or in subsequent regulations shall mean the American Association of Integrated Healthcare Delivery Systems (AAIHDS), American Association of Managed Care Nurses (AAMCN), NAMCP Medical Directors Institute its committees, agents or employees acting for the Management of the Meeting and Exhibition.

### Nature of Exhibit

The Association includes an exhibit program designed to provide a showcase of products and services either specifically designed for, or customarily used in Managed Care Organizations, Hospitals and Health Systems. The Association reserves the right to refuse rental of display space to any company whose display of goods or services is not, in the opinion of The Association, likely to be compatible with the general character and objectives of the Exhibition. The Association does not guarantee that any space will be available to any applicant. If space is not available, a waiting list will be developed in the order of the date of receipt of each completed and paid in full Application/Contract.

### Assignment of Booth Space

Applications received with total payment from prospective exhibitors will be recorded in order of their receipt. If two applications for the same space are received at the same time, priority will be given to firms who are corporate members. In the event of a conflict regarding space or other imperative conditions, The Association shall have the right to assign space to the Exhibitor, rearrange the floor plan, and/or relocate any exhibit at any time before or during the period of Exhibition.

### Payment and Provision in Case of Default

If any exhibitor fails to pay, when due, any sum required by the Application/Contract for exhibit space, or if any exhibitor fails to meet any term or condition of the contract, or fails to observe and abide by these Rules & Regulations and those outlined on the Application/Contract for exhibit space, The Association reserves the right to terminate this contract immediately without refund of any monies previously paid. In any case, no refunds will be made after March 18, 2024.

### Exhibit Dates and Hours

The exhibit hall is open during food and beverage hours. Your booth is expected to be manned during those times. Please see page 4 for exhibit hall schedule.

### Installation of Exhibits

At the time of writing these Rules & Regulations, it is planned that installation of exhibits will be May 1, 2024 from 11:00 AM - 5:00 PM. All exhibits must be fully installed by 6:00 AM on May 2, 2024. After this hour no installation work will be permitted without special permission from The Association.

### Removal of Exhibits

All exhibits must remain intact until 12:30 PM

on May 3, 2024 and may not be dismantled or removed until that hour. Dismantling your exhibit booth before the stated time will result in a penalty fee of \$1000. All exceptions to this notice must be approved by The Association at least 30 days prior to the setup of exhibit booths. Exhibits must be packed and ready to move by 4:00 PM on May 3, 2024.

### Reservation and Occupation of Exhibit Space

If the exhibit space is not fully paid for by March 18, 2024, it is subject to cancellation or reassignment at the option of The Association without obligation for refund of any earnest money deposit. Any space not claimed and occupied by 6:00 AM on May 2, 2024 will be resold or reassigned by The Association with no obligation on the part of The Association to refund any part of the exhibit rental. The Exhibitor may not assign or sublet any space and may not advertise or display goods other than those manufactured or sold in the regular course of its business.

### Cancellation and Deposits

Cancellation of exhibit space must be directed in writing to The Association. If cancellation of space is made before March 18, 2024, 50% of the fee paid will be refunded. No refunds whatsoever will be made on cancellations received after March 18, 2024.

### Admittance

Admittance to exhibits is limited to those people whose names have been provided by the "Exhibitor" already mentioned in this contract for Exhibit Space.

### Liability

Neither The Association, its members, officers, representatives or employees, nor Rosen Shingle Creek, its representatives or employees, will be responsible for any injury, loss or damage that may occur to the Exhibitor or the Exhibitor's employees or property from any cause whatsoever, prior, during or subsequent to the period covered by the exhibit contract. Each exhibitor must make provision for the safeguarding of his goods, materials, equipment and display at all times. The Exhibitor agrees, by signing this contract, and "Application for Exhibit Space," to insure itself, at its own expense, against property loss or damage, and against liability for personal injury. The exhibitor is not liable for the gross negligence or intentional misconduct of The Association (employees and representatives) and Rosen Shingle Creek (employees and representatives). In the case that said premises shall be destroyed by fire or the elements or by any cause, or in the case of Government intervention or regulation, military activity, strikes, or any other circumstances that make it impossible or inadvisable for The Association to hold the show at the time and place provided in the Application and Contract for exhibit space, then and thereupon the contract shall terminate and the Exhibitor shall waive any claim for damages or compensation, except the pro rata return of the amount paid for space, after deduction of actual expenses incurred in connection with the show, and there shall be no further liability on the part of either party. In case any part of the exhibit area is damaged, or if circumstances make it impossible for The Association to permit an Exhibitor to occupy the space assigned during any part or the whole of the period covered, then under such circumstances the

Exhibitor will be charged for space only for the period space was or could have been occupied by the Exhibitor, and The Association is released from any and all claims for damages which may arise in consequences thereof.

### Special Sound Effects and Give Aways

Objectionable audible or visual attention seeking devices or effects and offensive odors from exhibits are prohibited. Any special promotions or stunts planned for the exhibit area must be cleared with The Association. Sample-giving shall not interfere with other exhibitors' space. Exhibitors are not permitted to conduct contests or drawings at their exhibits without permission of The Association. Films of purely entertainment character, without educational or informative value, will not be permitted.

### Entertainment and Private Meetings

The Association reserves the right to control all function space at Rosen Shingle Creek during the Spring Managed Care Forum. Space release forms will be provided for exhibitors upon request. Invitational activities may not be open during the hours of any official Association function. "The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's negligent activities on the Hotel Premises and will indemnify, defend, and hold harmless the Hotel, its agents, servants, and employees from any and all such losses, damages, and claims. "Signage will be allowed only in Association designated areas and must be approved by The Association prior to display.

### Fire Regulations

Fire regulations prohibit the use of paper (crepe or corrugated), cardboard or other flammable materials for booth decorations. All materials in exhibit areas must be non-flammable. Electric signs and equipment must be wired to meet local fire code specifications. Fire extinguishers on walls or elsewhere must not be removed or obstructed.

### Exhibitor Storage

Storage of exhibits in advance of the show will be available through the contracted decorating company. Information will be sent to you after receipt of Application to Exhibit is received.

### Care of Exhibit Space

Exhibitors shall be responsible for properly maintaining their space. Exhibitors may not place anything in the aisles during exhibit hours. Exhibitors are not permitted to have backdrops exceeding ten (10') feet in height.

### Amendments

The Association reserves the right to interpret, amend and enforce these Contract Conditions/ Rules and Regulations. Written notice of any amendments or interpretations shall be given to each exhibitor. Each Exhibitor, for himself, his agents and employees agrees to abide by all Contract Rules & Regulations set forth herein, or by any subsequent amendments, or interpretations. Please show your agreement to these rules by initialing below and returning original to The Association.

Initial