



## 8<sup>th</sup> Annual Business Development Summit

### TODAY'S VISION: TOMORROW'S REALITY

Hard to believe that a year has passed so quickly and that it is time for Orange County's most popular and attended event for insurance agents and industry professionals. OCAHU is proud to host its annual trade show and education day. In this information packet, you will find everything you need to reserve your exhibit space.

#### ***Kick off 2020 with the Largest and the Best!!***

The date: **Friday, February 28, 2020**  
The location: DoubleTree by Hilton Anaheim – Orange County  
The address: 100 The City Drive S., Orange, CA 92868  
The time: 7:30 AM – 4 PM

2020 is an election year that will significantly shape the future of our country and the American healthcare system. We believe that our clear vision today sets the reality of our future tomorrow. We intend to inform and educate the industry on the most critical issues ahead of us – politically, legislatively, and in our businesses – as we embark on one of the most important election years of our lifetime.

Exciting speakers are participating in our event. Here's a sneak peek:

- Legislative update, election buzz, and hot-off-the-press update from NAHU's Capitol Conference;
- Engaging and deeply inspiring keynote speaker, Jan Mesa, a 40+ year leader and veteran in the health insurance industry;
- Four CE hours throughout the day, with a variety of breakout topics for all attendees from all walks of the industry;
- And, to celebrate our clearer visions and intentions for the future, Happy Hour will follow in the exhibit hall.

Last year's event drew over 400 industry professionals. Currently OCAHU's membership attendance at monthly meetings, and overall chapter activity continues to grow thanks to all your collective efforts. We have a variety of agents attending who specialize in large and small group, individual, ancillary coverages and Medicare plans. They are looking forward to meeting with you, our exhibitors, to learn more about your products and services!

Table space is limited, and exhibitor visit time has been expanded to insure maximum exposure. Get your forms and deposit in now to secure your place in this first-class event! Your participation is vital!

Great C.E. Topics! Great Information! Great Prizes! Great Opportunities! This is a must attend event for your company! Visit us on the web at [www.ocahu.org](http://www.ocahu.org).

Best,

*MaryAnna*

MaryAnna Trutanich  
President, OC Assoc Health Underwriters  
[Maryann.m.trutanich@kp.org](mailto:Maryann.m.trutanich@kp.org)

*Jo Ann*

Jo Ann Vernon  
Chairman, Business Development Summit  
President-Elect, OC Assoc Health Underwriters  
[jvernon@primepay.com](mailto:jvernon@primepay.com)

# THE ORANGE COUNTY ASSOCIATION OF HEALTH UNDERWRITERS

## Business Development Summit

### ***2020 Exhibitor Application***

This application is made on the \_\_\_\_ day of the month of \_\_\_\_, 2019 and/or 2020 between:

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(Print the **name** of the proposed **exhibitor** in the space provided above)

The above-named company (herein called Exhibitor) and the Orange County Association of Health Underwriters (herein called OCAHU) upon the terms and conditions below.

1) TABLE RENTAL FEES: In consideration of the sum of \$ \_\_\_\_ (see Fee Schedule Page) paid to, and upon acceptance of this application by OCAHU, booth rental shall be provided to the above referenced Exhibitor for the OCAHU Business Development Summit, scheduled to be held at the DoubleTree by Hilton Anaheim/Orange County, 100 The City Drive, Orange CA 92868, on Friday, February 28, 2020.

2) TABLE LOCATION: We offer forty (40) to forty-five (45) vendor tables that will be available for tabletop displays. OCAHU reserves the right to automatically assign the table locations upon receipt of completed contract and payment. OCAHU also reserves the right to assign space as deemed appropriate. The rental of two tables side by side is not assured and may be refused by OCAHU. ***\*\*Please note the exhibit space will not include full pipe-and-draped exhibit booths. The space provided will measure approx. 6.5-ft wide x 3.5-ft deep. Also note, a 10-ft wide display will not work in the space provided. Please prepare your booth materials accordingly.***

OCAHU understands that certain vendors prefer table space near certain vendors, or away from certain vendors. Should this be a consideration for you, please complete the items below:

I prefer to be near: \_\_\_\_\_.

I prefer not to be near: \_\_\_\_\_.

3) YOUR OFFICIAL IDENTIFICATION: Exhibitor agrees to let the Summit and OCAHU use the name of the Exhibitor in any advertising by OCAHU. Exhibitors with names longer than 30 characters including spaces may be shortened at the discretion of OCAHU tradeshow managers.

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(In the space above, print the name of your company, as you would like it to appear in all printed materials related to this tradeshow. Use no more than 30 characters including spaces).

4) TABLE FEATURES: It is understood that the Exhibit Fee for each approximate 6' table space includes:

- Symposium registration for two company representatives.
- One six-foot draped table and two chairs
- A table identification sign.

**OPTIONAL FEATURE:** Electricity is provided for an additional \$45. Will you need electricity?  
\_\_\_\_ Yes      \_\_\_\_ No (if yes, add \$45 to your check amount – See Fee Schedule Page)

**OPTIONAL FEATURE:** Hi-Speed Internet is available for an additional \$35. See attached Internet Rules and Regulations form.  
\_\_\_\_ Yes      \_\_\_\_ No (if yes, add \$35 to your check amount - See Fee Schedule Page)

5) INSTALLATION/BREAKDOWN: Exhibitor shall be responsible for delivery and removal of equipment and display material to and from the exhibit area. Shipping and storage of exhibit material of any type should be arranged directly with the hotel per the Package Handling Instructions. See attached. **Rate and Charges are the responsibility of the exhibitor.**

6) ACCEPTANCE OF EXHIBIT: OCAHU reserves the right to reject any application for exhibit space. Exhibitors with display items that in the opinion of OCAHU tradeshow managers interfere with the sight line of nearby exhibitors may be modified by OCAHU.

7) PLACE AND NATURE OF EXHIBIT: Display booths and other exhibits shall not be displayed in a way that interferes with other exhibits. No exhibits that violate any municipal or state laws, rules or regulations, including safety codes, will be allowed. The use of a heater or any heat-producing device as part of the exhibit is forbidden unless a special permit is first obtained from the local fire department and a copy of the permit is placed in the files of OCAHU. Approval must first be obtained from the local fire department for the use, operations or presence of electrical, mechanical, of chemical device, which in the opinion of the local fire department or the official exhibit contractor might be hazardous in a public place.

8) USE OF EXHIBIT SPACE: All demonstrations, interviews, or other activities must be contained within the limits of your exhibit booth. No exhibitor shall sign, sublet, or apportion the whole or any part of the space allotted to him without the knowledge and consent of OCAHU. Aisles must be kept clear.

9) NOISY OR OBNOXIOUS EQUIPMENT: If the operation of any equipment or apparatus produces noise of enough volume or odors found to be annoying to neighboring exhibitors or guests, it will be necessary to discontinue such operation.

10) RESTRICTION AND LOCATION OF EXHIBITS: OCAHU reserved the right to require any exhibitor to remove any part thereof, which in the sole judgment of OCAHU is not in keeping with the general character of the exhibition or is not in the best interest of the conference, and to remove or relocate any table as needed for the good of the conference and it's exhibit. The restriction includes any persons, things, conduct, printed material or anything of character, which may be objectionable to the exhibit. In the event of such restriction or eviction, OCAHU is not liable for any refunds or rentals or other Exhibition expenses.

11) BOOTH PAYMENT AND CANCELLATION: It is hereby agreed to that an exhibit space may be reserved by Exhibitor at a fee of \$800 if postmarked by 1/31/2020 or \$950 for exhibit space for exhibit postmarked after 1/31/20. Electricity is optional for an additional fee of \$45. Access set up for Internet services is \$35. **Payment in full must be submitted to reserve exhibit space.** It is further agreed that in the event Exhibitor fails to perform in accordance with the terms and conditions set forth in the contract and within the Rules and Regulations of Exhibit, OCAHU, as its election may cancel the contract and retain the full contract fee.

12) SHOW CANCELLATION: Should any situation beyond the control of OCAHU prevent the opening of the exhibit show, OCAHU shall not be held liable for any expenses incurred by the exhibitor except the rental cost of the booth space.

13) EXHIBIT PERSONNEL: **Each exhibitor is limited to two (2) persons working at one table.** All exhibit personnel must be the employees of the exhibitors.

14) FAILURE TO OCCUPY SPACE: Any space which is not occupied by the exhibiting company February 28, 2020 at 8:00 AM will be forfeited by the exhibitor and the space may be resold or used by OCAHU without refund, unless previous arrangements for delayed occupancy have been made in writing by OCAHU and the participating exhibiting company.

15) EXHIBITOR SPONSORED ACTIVITIES: Hospitality Suites and/or entertainment activities are not permitted to operate during the hours of the Exhibit Hall. Arrangements for any exhibitor-sponsored activities and hospitality suites must be made with OCAHU at least 30 days prior to opening exhibit.

16) **LIABILITY AND INSURANCE:** OCAHU, the facility (hotel, conference center, etc.), employees and or representatives thereof, and other organizations and persons connected with this conference shall not be held responsible for the safety of exhibits against fire, theft, or property damage, or for accidents to exhibitors or their employees from any cause whatsoever, prior to, during or after the period covered by the exhibitor contract. Exhibitors should place their own insurance to cover all contingencies. The exhibitor agrees to indemnify those listed above against any claims for such losses, damage or injury upon signing the contract. The exhibitor expressly releases the foregoing institutions, individuals and committees for all claims of loss, damage or injury. This also includes the period of storage prior to and following the Conference. Small or casually portable articles of value should be properly secured or removed for safekeeping during the hours the exhibits are closed. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and defend the losses and damages to persons or property. Governmental charges or fines, and attorney's fees arising out of or caused by exhibitors' installation, removal or maintenance occupancy, or use of the exhibition premises or a part thereof. In addition, the exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor.

17) **PROTECTION OF EXHIBIT FACILITY PROPERTY:** Exhibitors will be held responsible for any damage done to the building by them or their employees. No nails, tacks, or screws shall be driven into the woodwork or floor of the building. No gasoline, kerosene, acetylene candles, or other flammable or explosive substance will be permitted in the building.

18) **SALES:** Any exhibitor that wishes to sell or take orders on the premises of the show for exhibited products or services must first notify in writing the conference coordinator of all items, products or services for approval. The exhibitor further agree that OCAHU shall be the sole judge of what constitutes sale order taking activities and may order the exhibitor to cease such activity on the premises of the show on penalty of expulsion from the show.

19) **LITERATURE AND DISTRIBUTION:** Printed information may be distributed by exhibitor representatives from the exhibit space only.

20) **EXHIBITOR REGISTRATION:** All exhibitor representatives must register for the show. Badges may be picked up at the registration desk in event foyer.

21) **BADGES:** Badges for your exhibit personnel will be made from the list you submit to OCAHU. Conference badges identify you and are in evidence always during the show. Should the names of the attendee's change, and to ensure a printed badge, the exhibiting company must notify OCAHU in writing at least five (5) days prior to the exhibit opening.

22) **VIOLATIONS:** It is expected that exhibitors who violate these regulations will respond to OCAHU requests for correction. Eviction from the Conference exhibit may result from violations of these rules and regulations as determined solely by OCAHU. In the event of such eviction, OCAHU is not liable for any refunds of rentals or other exhibition expenses.

23) **REGISTRATION & NAME TAGS:** Please list all company representatives who will be attending the Conference and representing your company at your booth. Please list any additional representatives or guests as additional attendees below for nametags and conference registration and information. Be sure to include \$40 for each additional guest or attendee if postmarked by January 31, 2020.

**AUTHORIZED SIGNATURE OF EXHIBITOR:** \_\_\_\_\_  
(I have read, understand and agree to the rules and regulations regarding the OCAHU exhibit program).

**Questions? Contact:**

**Jo Ann Vernon, Business Development Summit Chairman at [jvernon@primepay.com](mailto:jvernon@primepay.com)**

**OR**

**Gail James Clarke, Executive Director at (714) 441-8951, ext. 3 or [orangecountyahu@yahoo.com](mailto:orangecountyahu@yahoo.com)**

## OCAHU 2020 EXHIBITOR FEE SCHEDULE PAGE

Exhibitor Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Exhibitor's booth sign should read: \_\_\_\_\_

(In the space above, print the name of your company as you would like it to appear on the sign over your booth. Use no more than 30 characters including spaces.)

### FEE SCHEDULES (Check Appropriate Line):

Place number of Units Ordered In  
Blank & Multiply for total.

_____ Exhibit Hall Booth	
_____ Postmarked by January 31, 2020	\$800 X _____ = _____.
_____ Postmarked after January 31, 2020	\$950 X _____ = _____.
_____ Electrical Outlet (If Applicable)	
_____ Postmarked by January 31, 2020	\$45 X _____ = _____.
_____ Postmarked after January 31, 2020	\$75 X _____ = _____.
_____ Internet Service (If Applicable)	\$35 X _____ = _____.
_____ ADDITIONAL ATTENDEES (Two included with the table at no additional charge)	
_____ Postmarked by January 31, 2020	\$40 X _____ = _____.
_____ Postmarked after January 31, 2020	\$50 X _____ = _____.
_____ <b>Program Advertising</b> (Please see attached separate ad fee schedule page):	= _____.
_____ Package Handling. How many boxes/items? (\$8 per box or \$80 per pallet)	= _____.
<b>Total: Write check to OCAHU, 1442 E. Lincoln Ave., PMB 441, Orange CA 92865</b>	<b>= _____.</b>

ATTENDEES (Two included in table registration fees): - **Print Names Neatly Please!**

1) _____	2) _____
ADDITIONAL ATTENDEES (\$40 each by January 31, 2020   \$50 each after January 31, 2020)	
3) _____	4) _____
5) _____	6) _____
7) _____	8) _____

(For additional attendees, use a separate sheet of paper)

Paying with a Credit Card?      Amex      Discover      MasterCard      Visa

Printed Name on Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_ Security: \_\_\_\_\_

Signature: \_\_\_\_\_

# OCAHU BUSINESS DEVELOPMENT SUMMIT



## POWER Partnerships

### **Gold Show Partner - \$4,000**

Includes two draped vendor tables in the pre-function area, four tickets *plus* four additional attendee tickets, table favor with logo (placed on the lunch tables at each place setting), color inside front cover program ad, recognition in printed materials, signage, website and from podium.

**One Available**

### **Lunch Service Partner - \$3,000**

Includes one draped vendor table in the pre-function area, two tickets *plus* two additional attendee tickets, luncheon napkin with your logo printed, color outside back cover program ad, recognition in printed materials, signage, website and from podium.

**One Available**

### **Happy Hour Partner - \$3,000 (Opportunity to distribute ticket at your table!)**

Includes one draped vendor table in the pre-function area, two tickets plus two additional attendee tickets, 1 drink ticket per person with your logo printed, color inside back cover program ad, recognition in printed materials, signage, website and from podium.

**One Available**

### **Parking Sponsor - \$3,000 (Parking validation will be done at your table!)**

Includes one table in the pre-function area, two tickets plus two additional attendee tickets, color outside back cover program ad, recognition in printed materials, signage, website and from podium.

**One Available**

### **Keynote Speaker Partner - \$2,500**

Includes one draped vendor table in the pre-function area, two tickets *plus* two additional attendee tickets, opportunity to introduce the keynote speakers, color full-page program ad, recognition in printed materials, signage, website and from podium.

**One Available**

### **Name Badge Partner - \$2,500**

Includes one draped vendor table in the pre-function area, two tickets *plus* two additional attendee tickets, color full-page program ad, logo printed on attendee badges and recognition in printed materials, signage, website and from podium.

**One Available**

### **Registration Bag Partner - \$2,500**

Includes one draped vendor table in the pre-function area, two tickets plus two additional attendee tickets, color half-page program ad, logo printed on attendee arrival bag, recognition in printed materials, signage, website and from podium.

**One Available**

# OCAHU BUSINESS DEVELOPMENT SUMMIT



## PROMOTER Partnerships

### **Bingo Card Partner - \$2,250**

Includes one draped vendor table in the pre-function area, two tickets, color half-program ad, opportunity to collect bingo cards from agents and present winning agent entry with gift, recognition in printed materials, signage, website and from podium.

**One Available**

### **Grand Prize Partner- \$2,250**

Includes one draped vendor table in the pre-function area, two tickets, color half-page program ad, opportunity to collect grand prize raffle tickets, announce and present grand prize to winner, recognition in printed materials, signage, website and from podium.

**One Available**

### **Registration Booth Partner - \$2,250**

Includes one draped vendor table in the pre-function area, two tickets, color half-page program ad, brand advertising at registration tables, recognition in printed materials, signage, website and from podium.

**One Available**

### **Audio Visual Partner - \$2,000**

Includes one draped vendor table in the pre-function area, two tickets plus, color half-page program ad, recognition in printed materials, signage, website and from podium. Footer logo on slide presentation.

**One Available**

### **Continental Breakfast Partner - \$2,000**

Includes one draped vendor table in the pre-function area, two tickets, color quarter-page program ad, recognition in printed materials, signage, website and from podium.

**One Available**

### **Membership Table Partner - \$2,000**

Includes one draped vendor table in the pre-function area, two tickets, color quarter-page program ad, recognition in printed materials, signage, website and from podium. Logo recognition on membership app, and special member recruitment.

**One Available**

# OCAHU BUSINESS DEVELOPMENT SUMMIT



## PROMOTER Partnership

### **Printed Program Partner - \$1,750**

Includes one draped vendor table in the pre-function area, color full-page program ad, recognition in printed materials, signage, website and from podium. Thank you to our printed program sponsor in header or footer of ad.

**One Available**

### **Refreshments Partner - \$1,750**

Includes one draped vendor table in the pre-function area, two tickets, color quarter-page program ad, recognition in printed materials, signage, website and from podium.

**One Available**

***Partnership Payment Options: Complete the Fee Schedule Page, along with the Partnership page and mail back with a check to the address listed below, or fax/email with credit card payment to:***

**Orange County Association of Health Underwriters (OCAHU) | 1442 E. Lincoln Avenue, PMB 441  
Orange, CA 92865-1934 | Tel: (714) 441-8951, ext. 3 | Fax: (858) 408-2671 | [orangecountyahu@yahoo.com](mailto:orangecountyahu@yahoo.com)**



## **Business Development Summit**

### **Program Advertisement Rates and Specs**

<b>Ad Size</b>	<b>Fees</b>
Full Page (Color - 8 x 10")	\$550.00
Half Page (Color - 8 x 5" horizontal)	\$400.00
Quarter Page (Color - 4 x 6" vertical)	\$200.00
Business Card (Color)	\$125.00

All other ads are Color, Hi-Quality JPG or Hi-Res PDF files. The ads must reach the Association office (orangecountyahu@yahoo.com) **no later than Friday, January 31, 2020.**

## **HI-SPEED INTERNET RULES AND REGULATIONS**

1. DoubleTree by Hilton Anaheim/Orange County assumes no responsibility for damages to client's equipment.
2. All material and equipment furnished by the DoubleTree by Hilton Anaheim/Orange County for this service order shall remain the property of the DoubleTree by Hilton Anaheim/Orange County and shall be removed only by the House Technicians at the conclusion of the meeting/exhibit.
3. **The cost of connection is \$35.00 per day for 1 computer.** Multiple Computer discounts are available. Please contact Gail James Clarke at OCAHU for details and a price quote.
4. All Routers, Additional Lines, and Wireless Networks must be rented from the Hotel. No outside equipment will be allowed. If Hotel determines that an outside router was used, you will be assessed an additional charge of \$250.00 per day for each additional computer found to be connected to the router(s). STSN monitors and Internet Lines can detect multiple addresses on the network.
5. Claims will not be considered unless filed in writing by exhibitor prior to close of exposition. No refunds will be given at service desk.
6. To avoid rush order fees, advance orders with payment must be received a minimum of twenty (20) working days prior to first day of the meeting/exhibit to qualify for the rates listed.
7. Credit will not be given for Hi-Speed Internet Line(s) installed and not used.

## **PACKAGE HANDLING INSTRUCTIONS**

To ensure that your packages arrive to your booth as efficiently as possible please follow these simple guidelines:

- On the shipping Label or Supplementary Label Include:
  - "Vendor Name"
  - Ship to **Onsite Contact as noted above and "Janice Bernard"**
  - Include your Vendor Name as Noted Above & Booth number
  - Include Box Count (ex. 1 of 3, 2 of 3, ....)
- **Please be sure to have your items arrive no sooner than (3) days prior to arrival,** should you require that shipments be received sooner than (3) days prior to the event, a fee of \$2.00 per box, per day will be assessed to the exhibitor of all day prior to 72 hours from event commencement.
- Please be advised that for all boxes shipped to the hotel, if the completed payment form (fee schedule page) is not received prior to arrival the boxes will not be delivered, and the form will need to be completed prior to receiving boxes.

### **Things to Remember - To streamline the operation**

- Return Shipping Labels & Packing Tape and/or Masking Tape if you need it for sealing boxes
- Bring a cloth of sorts to cover your booth in the evening if needed- The Hotel will not provide Linens for this purpose.

## **BILLING INSTRUCTIONS**

Full Payment must accompany your order form.

### **Mail, fax or email completed form along with payment to:**

Orange County Association of Health Underwriters

1442 E. Lincoln Avenue, PMB 441 • Orange, CA 92865

Tel: (714) 441-8951, ext. 3 • Fax: (858) 408-2671 • email: [orangecountyahu@yahoo.com](mailto:orangecountyahu@yahoo.com)