



# Application for Exhibit Space/Sponsorship

## 2012 ANNUAL CONFERENCE

May 10–12, 2012 • San Diego, CA [www.cdiasociation.com](http://www.cdiasociation.com)

**PLEASE MAKE A COPY OF THIS FORM FOR YOUR RECORDS**

**Mail the original application with a 50% deposit per exhibit space and sponsorship to:**

HCPro, Inc.  
 Attn: Exhibit Sales Manager  
 75 Sylvan St., Suite A-101  
 Danvers, MA 01923  
 Phone: 877/233-8828 | Fax: 781/639-0529  
 E-mail: [info@hcpro.com](mailto:info@hcpro.com)

### EXHIBITOR INFORMATION

Please print or type; to be listed in the Exhibitor Directory as follows:

Organization name \_\_\_\_\_  
(Exactly as you wish it to appear in the Exhibitor Directory and on signage)

Street address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Web address \_\_\_\_\_

Signature (person completing form) \_\_\_\_\_

Print Name \_\_\_\_\_

Title \_\_\_\_\_

We understand that all space must be paid for in full by **April 9, 2012**. If assigned space is not paid for in full by the specified date, it will be assigned to another exhibitor at the option of HCPro, Inc. We agree to abide by the terms and conditions printed on the reverse side, which are made part of this contract.

### EXHIBIT PERSONNEL

Two complimentary exhibit passes per booth. Additional exhibit hall passes are \$250, and full conference passes \$500.

Exhibitor's name \_\_\_\_\_

Title \_\_\_\_\_

Exhibitor's name \_\_\_\_\_

Title \_\_\_\_\_

### ADDITIONAL EXHIBITORS Exhibit Hall Full Conference

Exhibitor's name \_\_\_\_\_

Title \_\_\_\_\_

Exhibitor's name \_\_\_\_\_

Title \_\_\_\_\_

### PAYMENT INFORMATION

Name \_\_\_\_\_

Street address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Check enclosed. (Make checks payable to HCPro, Inc.)

To pay by credit card check below. Someone will contact you via phone for the number and expiration date.

Credit card:  American Express  MasterCard  VISA  Discover

### EXHIBIT SPACE RATES

#### Standard Exhibit

• 10' x 10' booth	\$2,800	\$ _____
• 10' x 20' booth	\$3,900	\$ _____

#### Booth Space Request:

1st choice \_\_\_\_\_

2nd choice \_\_\_\_\_

3rd choice \_\_\_\_\_

List any companies that you would prefer not to be near:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### SPONSORSHIP OPPORTUNITIES

• Platinum Sponsorship	\$8,800	\$ _____
• Gold Sponsorship	\$7,000	\$ _____
• Conference Tote Bags	\$5,000	\$ _____
• Conference T-shirts	\$7,500	\$ _____
• Breakfast Coffee Mugs	\$5,000	\$ _____
• Bag Insert	\$1,000	\$ _____
• Conference Breakfast*		\$ _____
• Conference Break*		\$ _____
• Local Chapter Boxed Lunch*		\$ _____
• Luncheon Awards Ceremony*		\$ _____

\* Please call 800/639-7477 or e-mail [pmattioli@hcpro.com](mailto:pmattioli@hcpro.com) for pricing, or to customize a sponsorship package that meets your needs.

### EXHIBITOR DIRECTORY

Describe in 50 words or less your products or services, exactly as you want the information to appear in the Exhibitor Directory. This information must be received at the time the contract is sent. **Please e-mail your description to [pmattioli@hcpro.com](mailto:pmattioli@hcpro.com).**

### Closing Dates

- Space Close: **March 8, 2012**
- Materials Close: **March 15, 2012**

\* Ask about pricing for premium advertising space on the Back Cover, Inside Front Cover or Inside Back Cover of the Exhibitor Directory.

### Material Requirements & Specs for ADs

Each exhibitor receives a full-page four-color ad. All ads must be submitted by the Materials Close date to be included in the Directory.

**Mechanical requirements:** The exhibitor directory is perfect bound and printed offset. Our trim size is 8.5" x 11"

**Electronic materials:** Preferred format is high resolution (Press-ready) pdf. We will also accept original or native InDesign CS5 or earlier, Illustrator CS5, PhotoShop CS5 or earlier files with the inclusion of all graphics and fonts. Materials should be submitted via email (10 MB file size limit), FTP site, or CDROM. All ad materials must be accompanied by a black and white or color accurate press match or progressive proof.

**PDF files may be e-mailed to [pmattioli@hcpro.com](mailto:pmattioli@hcpro.com).**

# HCPPro, Inc.

## 2012 Terms and Conditions

1. **EXHIBIT PRICING.** Prices are as follows: Standard exhibit space rates are \$2,800 for a single booth (10'x10'), \$3,900 for a double booth (10' x 20'). This includes: a 50 word company description, and full-page four-color ad in the Exhibitor Directory; a one-time use of the attendee list for a pre-conference direct mailing; a listing on the ACDIS website, an identification sign; and two exhibit hall passes per paid exhibit space. No banners may be hung on hotel walls. Tabletop and free-standing booths are allowed.
2. **PAYMENT DATES.** Exhibit space will not be guaranteed until HCPPro, Inc. receives full payment of the total exhibit space fee along with a signed contract. If full payment is not received by April 9, 2012, HCPPro, Inc. will have the right to resell the assigned space. The exhibitor expressly understands and agrees that all amounts paid hereunder will be applied first to any outstanding obligations due HCPPro, Inc. by the exhibitor, and then to the amounts due in accordance with this paragraph hereof, that any resulting arrearages must be paid within the time limits specified herein, and that HCPPro, Inc. will have the right to cancel this agreement if the exhibitor is or becomes in arrears with respect to any outstanding obligation due HCPPro, Inc.
3. **CANCELLATION OF EXHIBIT SPACE.** In the event that the exhibitor notifies HCPPro, Inc. of the exhibitors intent to repudiate the contract after acceptance but prior to February 20, 2012, a full refund of monies received, minus a \$200 administrative fee per space, will be made. A penalty of 50% of the cost of the total exhibit space contracted will be imposed for a written cancellation received between February 20, 2012 and April 9, 2012. No refunds will be made or cancellations accepted after April 9, 2012.  
  
If for any cause beyond the control of HCPPro, Inc. such as, but not limited to, the destruction of the exhibit facilities by an act of nature, a public enemy, authority of the law, fire, or other force majeure, HCPPro, Inc. is unable to comply with the terms of this contract and deliver the space allotted hereunder, this contract shall be considered terminated and any payments made hereunder by the exhibitor shall be refunded to the exhibitor, less expenses incurred by HCPPro, Inc. to the date of the termination allocable to the exhibitor after proration thereof among all exhibitors.
4. **ASSIGNMENT OF EXHIBIT SPACE.** Space will be assigned according to the date on which the contract and deposit are received, previous participation in HCPPro, Inc. conferences, the availability of the requested area, special needs, and compatibility of the exhibitor's products with HCPPro, Inc.'s aims and purposes. HCPPro, Inc. reserves the right to assign space other than the choice requested, if necessary, and the right to rearrange the floor plan and/or relocate any exhibit.
5. **INSTALLATION/DISMANTLING.** Exhibit setup and dismantle times to be announced.
6. **ADDITIONAL EXHIBITOR SERVICES.** All other services such as tables, chairs, electrical, phone lines, and audio-visual needs will be handled directly by Freeman Decorating Company. An exhibitor's service kit will be e-mailed to all exhibitors approximately 30 days prior to the conference with complete details.
7. **SHIPPING INSTRUCTIONS.** Information for shipping your products to the conference will be e-mailed to all exhibitors at least 30 days prior to the conference. All shipping arrangements will be managed by Freeman.
8. **UNACCEPTABLE EXHIBITS.** The exhibitor agrees not to use any displays that HCPPro, Inc. determines, in its absolute discretion, will unreasonably endanger the person or property of the attendees or of the exhibitors, are in bad taste, are liable to discredit or subject HCPPro, Inc. to criticism or legal liability, are inconsistent with the stated purposes of HCPPro, Inc. and the interest and welfare of its members, are inimical to the property rights of HCPPro, Inc., or violate the table regulations or any other provision of this contract. In the event HCPPro, Inc. determines at any time that any exhibit may or does violate this contract and the exhibitor is unable or unwilling to cure or correct such violation, HCPPro, Inc. may terminate this agreement immediately and forbid erection of the exhibit or may remove or cause the exhibit to be removed at the exhibitor's expense, and the exhibitor hereby waives any claim for refund of the exhibit table or other damages arising out of such termination and/or exhibit removal. Any exhibitor who is uncertain as to whether an exhibit is in compliance with all applicable regulations and requirements should contact HCPPro, Inc.
9. **FIRE REGULATIONS.** No exhibitor shall use any flammable decorations or coverings, and all fabrics or other materials used shall be flameproof.
10. **ADVERTISING MATERIAL.** The use or distribution of any souvenirs during the conference shall be subject to prior written approval by HCPPro, Inc. Such material shall be submitted to HCPPro, Inc. for approval 60 days prior to the conference. Except as otherwise provided, HCPPro, Inc. will not endorse, support, or be liable for the claims made by the exhibitors as to the qualities or merits of their products or services, and no advertising or mention will indicate, claim, or suggest such endorsement or support. All handouts must be distributed within the exhibit space.
11. **MISCELLANEOUS.** The exhibitor expressly agrees to be bound by all the terms, conditions, and specifications, herein listed and by the rules and regulations established by HCPPro, Inc. from time to time thereafter modified, and expressly agrees that this contract and such rules and regulations contain the entire agreement between the parties hereto and supersedes any prior agreement, written or oral.
12. **EXHIBITORS DIRECTORY.** One copy of the Exhibitor Directory will be provided to each exhibiting company.