

# 2010 HEALTHCARE 2010 CONFERENCE

## APPLICATION FOR EXHIBIT SPACE/SPONSORSHIP

PLEASE MAKE A COPY OF THIS FORM FOR YOUR RECORDS

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

HCPPro, Inc.  
**Attn: Exhibit Sales Manager**  
 200 Hoods Lane  
 Marblehead, MA 01945  
 Phone: 877/233-8828 | Fax: 781/639-0529  
 E-mail: 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 2, 2010**. If assigned space is not paid for in full by the specified date, it will be assigned to another exhibitor at the option of HCPPro. 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 and one full conference registration per booth. Additional exhibit passes are \$150, and conference registrations \$450.*

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

Title \_\_\_\_\_

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

Title \_\_\_\_\_

### PAYMENT INFORMATION

Name \_\_\_\_\_

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

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

- Check enclosed. (Make checks payable to HCPPro.)
- Bill me. (Depending on when your application is received, HCPPro's customer service center will mail you an invoice for either full or partial payment of your booth space.)

### EXHIBIT SPACE RATES

#### Standard exhibit

- 10' x 10' booth \$2,250 \$ \_\_\_\_\_
- 10' x 20' booth \$3,350 \$ \_\_\_\_\_

#### Booth Space Request:

- 1st Choice \_\_\_\_\_
- 2nd Choice \_\_\_\_\_
- 3rd Choice \_\_\_\_\_

### SPONSORSHIP OPPORTUNITIES

- Platinum Sponsorship \$7,500 \$ \_\_\_\_\_
- Gold Sponsorship \$6,500 \$ \_\_\_\_\_

### OTHER OPPORTUNITIES

- Conference Tote Bags \$5,000 \$ \_\_\_\_\_
- Cyber Cafe \$5,000 \$ \_\_\_\_\_
- Lanyards \$1,750 \$ \_\_\_\_\_
- Bag Insert/Chair Drop \$1,000 \$ \_\_\_\_\_
- Conference Breakfast\*
- Conference Break\*
- Conference Lunch\*
- Networking Reception\*

**Call 877/233-8828 for pricing or to customize a sponsorship package that meets your needs.**

### CLOSING DATES

- Space Close: March 5, 2010
- Materials Close: March 12, 2010

Premium advertising space is available on the Back Cover, Inside Front Cover and Inside Back Cover of the Exhibitor Directory. Call 877/233-8828 for details.

### MATERIAL REQUIREMENTS & SPECS

**Mechanical requirements:** The Exhibitor Directory is perfect bound and printed offset. Our trim size is 8-1/2 by 11 (inches).

**Electronic materials:** Our preferred format is a high resolution PDF. We will also accept original or native InDesign CS3, Illustrator CS3, Photoshop CS3 or earlier (Macintosh) files with the inclusion of all graphics and fonts. Materials should be submitted via e-mail (10 MB file size limit) or CD disk. All ad materials must be accompanied by a B&W or color accurate pressmatch or progressive proof.

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

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

# HCPPro, Inc.

## Terms and Conditions

1. **EXHIBIT PRICING.** Prices are as follows: Standard exhibit space rates are \$2,250 for a single booth (10'x10'), \$3,350 for a double booth (10'x20'), and \$1,000 for a state association booth (10'x10'). This includes advertising in the Exhibitor Directory, an attendee list, an identification sign, a listing in the Exhibitors Directory, and one conference pass 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 2, 2010, 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 exhibitor's intent to repudiate the contract after acceptance but prior to February 12, 2010, 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 12, 2010 and April 2, 2010. No refunds will be made or cancellations accepted after April 2, 2010.

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 (1) copy of the Exhibitor Directory will be provided to each exhibiting company.