

2022 LEADERSHIP & ADVOCACY CONFERENCE

Preconference
March 5-6

Main Conference
March 7-9

On-demand Content Available
March 7-May 31

Gaylord National Resort & Convention Center
National Harbor, MD

**Exhibits &
Sponsorship
Prospectus**



NHPCO

Leading Person-Centered Care

nhpco.org/lac2022

LAC22 INTRODUCTION

NHPCO's Leadership and Advocacy Conference will be the premier professional event in 2022 expressly created for leaders and aspiring leaders working to advance hospice and palliative care. Now more than ever, it is imperative that leaders are up to date on current issues, and aspiring leaders are building skills needed to ensure your organization does not miss a beat in the competitive environment.

As an integral part of the conference experience and educational programming, the Expo Hall provides opportunities for attendees to update their knowledge of the latest products and services, uncover emerging trends in the field, and develop valuable connections. Sponsorship of LAC22 activities offers you a valuable opportunity to further spotlight your company. As an exhibitor and/or sponsor, you have the chance to influence a focused, professional audience who is interested in the latest products and services for the field.

WHO ATTENDS

The conference experience will focus on practical leadership and the intended audience for LAC22 will be executive staff, upper management, and aspiring leaders working on behalf of hospice and palliative care. This includes executive directors, presidents and CEOs, senior administrators and directors working in the areas of finance, quality, compliance, and other strategic leadership areas of the organization.

WHY EXHIBIT

Dedicated Exhibit Time

Your company will engage in dedicated exhibiting time that DOES NOT conflict with other events or educational sessions. The LAC22 also includes additional times for participants to meet with exhibitors that are new in 2022. And all exhibitors will be a part of the virtual exhibit hall available to LAC22 participants.

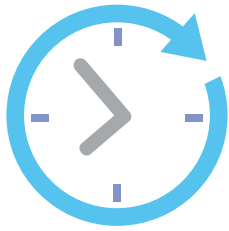
Networking Opportunities

The popular Welcome Reception on Monday and the morning refreshments, coffee breaks, and networking lunch on Tuesday are all located in the Exhibit Hall. The networking tools and opportunities available to attendees and exhibitors allow for maximum exposure and visibility to prospective clients.

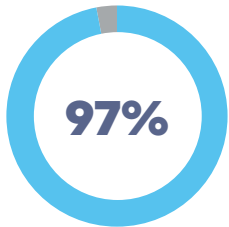
Brand Visibility and Recognition

Introduce your company to NHPCO members. As a LAC22 exhibitor, you will be recognized as a company committed to the hospice and palliative care community by showcasing your products and services. Take advantage of valuable face time with new prospects and your existing customers, and the virtual exhibit hall extends the ability to engage through May 2022.

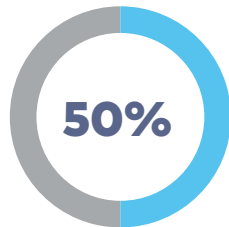




OVER **7 HOURS** OF
DEDICATED EXHIBIT TIME



97% OF ATTENDEES VISIT
THE NHPCO EXHIBIT HALL



50% OF ATTENDEES FOLLOW
UP WITH AN EXHIBITOR ON A
PRODUCT/SERVICE



5 EVENTS HELD IN
EXPO HALL ALLOW FOR
ADDITIONAL EXPOSURE

THE EXHIBITOR EXPERIENCE

NHPCO wants to make sure you maximize the return on your investment by taking advantage of every opportunity to reach your prospects and customers at LAC22.

Monday, March 7

- Exhibitor Move In: 7:00 am – 5:00 pm
- Welcome Reception in Exhibit Hall: 5:30 pm – 7:30 pm

Tuesday, March 8

- Morning Refreshments: 7:00 am – 9:00 am
- Coffee Break with Exhibitors: 10:15 am -11:00 am
- Lunch with Exhibitors: 11:50 am – 1:20 pm
- Afternoon Coffee Break with Exhibitors: 3:20 pm – 4:30 pm
- Exhibitor Tear Down: 4:35 pm – 7:00 pm

**Exhibit dates and times subject to change.*

EXHIBIT HALL PRICING

By hosting a booth at the LAC22 Exhibit Hall, your organization also receives a virtual booth that will be part of the conference on-demand content library available through May 31, 2022. LAC22 on-demand content is accessible to on-site conference participants and those registering for on-demand library only allowing you the opportunity to engage with conference participants both on-site and online.

Booth Size	ADVANCED 1/7/22–1/31/22	STANDARD 2/01/22–2/17/22	ONSITE 2/18/2022
	Member/Non-Member	Member/Non-Member	Member/Non-Member
10x10 Includes Standard virtual booth	\$2,900 / \$3,900	\$3,100 / \$4,100	\$3,800 / \$4,800
10 x 20* Includes Medium virtual booth	\$4,000 / \$5,000	\$4,400 / \$5,400	\$4,800 / \$5,800
20 x 20* Includes Large virtual booth	\$5,900 / \$7,400	\$6,400 / \$7,900	\$7,300 / \$8,300

**Limited number of booths available.*

BOOTH PACKAGE INCLUDES

- One complimentary main conference (March 7-9) registration per booth space
- 8' high back drape with 3' high side drape
- 6' draped table
- 2 Limerick chairs
- Wastebasket
- Printed one-line booth identification sign
- Company name and description listed in Mobile App
- 10 drink tokens
- Complimentary breakfast and lunch in the Expo Hall
- Access to pre- and post-show mailing list of registered attendees' U.S. mail addresses for one-time use is available as an add-on for exhibitors (see additional details on mailing lists on page 5).

Additional Booth Information

The exhibit hall **is not** carpeted; however, all booths are required to have carpet or management approved flooring. Rental carpet will be available through Freeman.

EXHIBITOR ADD-ON ITEMS

- 1. Corner Booth Fee**
 - \$500 | Member rate
 - \$800 | Non-Member rate
- 2. Attendee Mailing List: \$350.00 each**
preconference mailing list (the exhibitor selects the delivery date) ■ February 4, 2022
 - February 11, 2022
 - February 18, 2022
 - February 25, 2022**Post-conference mailing list: \$450 if ordered before 2/21/22 and \$500 if ordered after 2/21/22.**
- 3. Drink Token: Welcome Reception**
 - \$120 for 20 Tokens
 - \$360 for 50 Tokens
 - \$505 for 75 Tokens
 - \$650 for 100 Tokens
 - \$1,485 for 250 Tokens
 - \$2,785 for 500 Tokens

KEY DATES

January 14	Tier I Supporters receive booth selection link (Silver and above)
January 25	Tier II Supporters receive booth selection link
January 31	Booth selection link emailed to organizations solely exhibiting that have submitted payment by January 26, 2022.
January 31	Advance Exhibit booth rate ends
February 10	Supporter's logos due to NHPCO in EPS format
February 10	Descriptions due, 25 words or less
February 11	Last day for hotel room block rate
February 17	Standard Exhibit booth rate ends
February 17	Exhibit booth personnel names due
February 24	Approval deadlines for all signage displayed at registration, exhibit hall, and/or booth space

**Dates are subject to change.*

BECOME A CONFERENCE SUPPORTER

NHPCO offers a variety of annual sponsorship and support opportunities that are designed to accomplish your marketing goals, enhance your brand, and reach key decision makers and influential organizations within the healthcare, hospice and palliative care arena.

When you join the LAC22 at one of these supporter levels, you send a resonating message to NHPCO leaders and attendees that you support and value the mission and vision of NHPCO. Select the level of conference support that suits your budget, extend your reach and further increase your visibility.

PREMIER	\$35,000+
PLATINUM	\$25,000 – \$34,999
GOLD	\$18,000 – \$24,999
SILVER	\$10,000 – \$17,999
BRONZE	\$7,500 – \$9,999
COPPER	\$5,000 – \$7,499
PEWTER	\$3,000 – \$4,999

SPONSORSHIP OPPORTUNITIES

	\$35,000+	\$34,999 - \$25,000	\$24,999 - \$18,000	\$17,999 - \$10,000	\$9,999 - \$7,500	\$7,499 - \$5,000	\$4,999 - \$3,000
Recognition in NHPCO's <i>NewsLine</i>	X	X	X	X	X	X	X
Recognition in NHPCO's <i>NewsBriefs</i>	X	X	X	X	X	X	X
Recognition on Conference Website	X	X	X	X	X	X	X
Recognition in Digital Program and Mobile App	X	X	X	X	X	X	X
Recognition on Conference Keynote Slideshow	X	X	X	X	X	X	X
Supporter Ribbons for your staff	X	X	X	X	X	X	X
Recognition at booth and/or supported event	X	X	X	X	X	X	
Pre/Post Conference Attendee Mailing List	X	X	X	X	X		
Additional Conference Registrations	4	3	2	1			
Advertisement in Conference Mobile App	X	X	X				
4-Color Ad in <i>Newsline</i>	FULL	HALF					
Additional Drink Tokens	50	25					
Web Connection Advertisement	X						

EVENT SPONSORSHIPS & BRANDING OPPORTUNITIES

Welcome Reception *(Exclusive)*

\$35,000

The first evening of the conference culminates in the Welcome Reception, held in the exhibit hall. The Welcome Reception is the most widely attended event of the conference, assuring maximum exposure and value. You will receive prominent logo and sign recognition upon entering the reception, as well as during the opening plenary pre-keynote slide show, on the conference webpage and conference mobile app, and on social media. Sponsor logo will also be included on beverage cups and napkins.

Wi-Fi Access *(2 opportunities / 1 already sold)*

\$25,000

Reliable Wi-Fi is a critical must-have productivity tool. Help attendees stay connected by sponsoring the Wi-Fi connection available in the general areas of the conference space. Sponsorship includes a link to your website, branded signage, and acknowledgment in the plenary session slide show.

Tote Bags *(Exclusive)*

\$18,000

Tote Bag sponsorship provides high profile, enduring visibility for your brand. All conference attendees receive a tote bag at registration, and many will carry it throughout the entire conference and well after the conference. Put your brand on the road with this exclusive opportunity.

Breakfast Bites and Coffee/Snack Breaks *(3 available)*

\$15,000

Scheduled coffee breaks provide attendees a free and convenient way to enjoy a fresh cup of coffee and pastries on your company's behalf without leaving the exhibit hall. As the exclusive sponsor, your investment includes signage in and around the breakfast and coffee break area in between sessions, as well as the chance to mingle and meet with attendees during the break. This is a great branding opportunity to catch attendees' attention and make an impression in the Exhibit Hall.

Hotel Room Key Cards *(Exclusive)*

\$15,000

Be the brand every attendee sees first thing in the morning, last thing at night and every time they enter their hotel room. The Hotel Key Card sponsor has their logo branded and web address featured prominently on hotel guests key cards ensuring repeat brand awareness. Attendees will carry this key, and your brand message, throughout the event. (Artwork due on or before February 1, 2022.)

Lanyards *(Exclusive)*

\$15,000

Every NHPCO registrant is required to wear a name badge throughout the conference space and the Exhibit Hall, and lanyards are a great way to enhance your brand and increase your corporate visibility. This is an excellent opportunity to ensure that your company's name will be in front of every attendee.

Networking Lunch *(Exclusive)*

\$10,000

The networking lunch on Tuesday in the Exhibit Hall is a high visibility event. Your company name is highlighted on event signage and company representatives will have the opportunity to greet attendees for some one-on-one valuable networking.

The Headshot Studio *(Exclusive)*

\$10,000

A new multimedia experience where attendees will be able to get a world-class executive portrait, all free to participants. As the Headshot Studio supporter, you will have a unique branding opportunity while generating tremendous goodwill.

Wellness Room *(Exclusive)*

\$10,000

Be the official sponsor of the conference wellness activities so attendees can learn that your organization values their health and wellbeing. Work with NHPCO on creative wellness ideas to keep attendees rejuvenated and energized throughout the conference which could include morning yoga, mindful meditation, relaxation station, or other ideas.

Safety Kit (2 available)**\$10,000**

Provide the attendees with a branded safety kit that includes a facemask, hand sanitizer, an antibacterial towelette pack, and touchless tool – all stored in a zippered carrying case.

Room Drop (3 available)**\$7,000 per day**

Get personal with a room drop to LAC22 attendees at the host hotel. Leave a treat or trinket branded with your company logo or custom message for attendees to find in their rooms. (Item provided by sponsor.) Limited to one item; size and weight restrictions may apply.

Temperature Check Kiosk (3 available)**\$6,000 per kiosk**

Join the efforts to have a safe, in-person conference by supporting a thermal temperature checking kiosk. The kiosk will be branded with your organization's logo, showing your support for attendee health and safety.

Songs from the Heart Happy Hour (Exclusive)**\$5,000**

Join the co-creator of the Hospice Music Project, noted palliative care physician, and singer/songwriter John Mulder for music inspired by the work of our community, along with refreshments following an active day of learning. Clear your mind and open your heart to music that comes from the heart of the hospice community.

Committee Corner (Exclusive)**\$5,000**

New this year, NHPCO councils and committees will have a designated area of the exhibit hall for attendees to learn more about the initiatives being done at this level. Sponsoring this area is an opportunity for visibility with the most engaged NHPCO members. Sponsorship will include signage in the Committee Corner area.

Disposable Masks (Exclusive)**\$5,000**

Be part of NHPCO's ongoing commitment to attendee health and safety by sponsoring disposable masks. Your logo will be on boxes of masks available to attendees.

Hand Sanitizer (Exclusive)**\$5,000**

Everyone will appreciate access to individual antibacterial hand sanitizers. Your company name and logo will be placed on individual bottles of sanitizer for each attendee to keep and use well after the conference.

Literature Handout (3 available)**\$1,500 per day**

As a literature handout sponsor, your company literature will be on the registration desk as attendees come to pick up their badges! Get your branding in front of attendees when they arrive at LAC22! Production and shipping of literature is not included.

Push Notifications (1 per day; 1 available/ 2 are sold)**\$1,000**

Sponsor the "wake up" and "sweet dreams" messages that NHPCO will send out via the mobile app each day, alerting attendees to important conference information. Sponsors will be recognized with a credit line in two messages on the on the day of the sponsorship, including a website link.

Download the terms and conditions document from the NHPCO conference website, nhpco.org/lac2022.

GALA SPONSORSHIP OPPORTUNITIES

The 2022 National Hospice Foundation Gala will once again be held in conjunction with the Leadership and Advocacy Conference on Tuesday, March 8, 2022, at the Gaylord National Resort and Convention Center. The event attracts hospice and palliative care leaders, supporters, and champions from across the nation all in support of the work to advance person- and family-centered care. Learn more at nationalhospicefoundation.org/gala.

HEALTH AND SAFETY PROTOCOLS

NHPCO has adopted a "Vaccination Required" approach for all attendees, exhibitors, faculty, and NHPCO staff at LAC22. In practice, this means all LAC22 attendees, exhibitors, faculty, and NHPCO staff will have to provide proof of their COVID-19 "full vaccination" to gain access to LAC22. For more information, download the Health and Safety Protocols information on the conference website at nhpc.org/lac2022.

QUESTIONS ABOUT EXHIBITING OR SPONSORSHIP/ADVERTISING?

Please feel free to reach out to our LAC22 exhibitor/sponsor liaison, Laura Tepe, if you have any questions regarding exhibit space, sponsorship, and/or advertising opportunities.

Laura Tepe

Project Manager | Naylor Association Solutions

ltepe@naylor.com

Direct: (352) 333-3344



"Great time networking and learning about advancements in hospice; pharmaceuticals, some, and technology."

TERMS & CONDITIONS

GENERAL EXHIBIT RULES AND REGULATIONS

National Hospice and Palliative Care Organization and their authorized representatives are hereinafter referred to as "Show Management".

- 1. Application and Eligibility.** Applications for sponsorship and booth space must be made on the printed form provided by Show Management, contain the information as requested, and be executed by an individual who has authority to act for the applicant. This exhibition is designed for the display and demonstration of products and services relating to the practice and advancement of the art and science of pain medicine and the professional education of those individuals attending the meeting. Show Management shall determine the eligibility of any company, product or service. Show Management may reject the application of any company whose display of goods or services is not compatible, in the sole opinion of Show Management, with the educational character and objectives of the exhibition. In the event an application is not accepted, any paid space rental fees or deposits will be returned. Commercial support is defined as a financial or in-kind contribution given by an organization that is a commercial interest organization. Sponsorship is defined as a financial or in-kind contribution given by an organization that is not a commercial interest organization. A "commercial interest" is defined as any proprietary entity producing healthcare goods or services, with the exception of non-profit or government organizations and non-health care related companies.
- 2. Payment and Refunds.** Applications submitted must include either full payment or an installment to be processed. Applications received without such payment will not be processed nor will sponsorship or space assignments be made. It is agreed that in the event payment is not made at the times specified, or if exhibitor fails to comply with any other provisions contained in these rules and regulations concerning his use of exhibit space, Show Management shall have the right to reassign the booth location shown on the face of the contract to take possession of the 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 space reservation, regardless of whether or not Show Management enters into a further lease for the space involved. In case the exposition shall not be held for any reason, whatsoever, then and thereupon the rental and lease of space to the exhibitors shall be terminated. In such case the limit claim for damage and/or compensation by the exhibitor shall be returned to the exhibitor of the prorated amount already paid for this specific event. Make checks payable to the National Hospice and Palliative Care Organization (NHPCO). Checks must be in US funds. POs are not accepted. A charge of \$25 will apply to checks returned for insufficient funds. In the event the total calculated is incorrect, NHPCO will invoice the remaining amount deemed to be accurate and appropriate to the company listed on the exhibit space application.
- 3. Space Rental and Assignment of Location.** Whenever possible, space assignments will be made by Show Management in keeping with the preference as to location requested by the exhibitor. Show Management reserves the right to make the final determination of all space assignments in the best interests of the exposition. Booth assignments will be made on a first-come, first-served basis upon receipt of the application and deposit, availability of requested area, amount of space requested, special needs and compatibility of exhibitors' products. In the event of simultaneous receipt of application, NHPCO member will receive first option. NHPCO reserves the right to assign other than the choice requested, if necessary, and to rearrange the floor plan and/or relocate any exhibits based on show management, hotel requirements, fire marshal inspection and approval.
- 4. Use of Space, Subletting of Space.** No exhibitor shall assign, sublet, or share the space allotted with another business or firm unless approval has been obtained in writing from Show Management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor's display. Exceptions are a parent or subsidiary companies. Exhibitors must show only products and/or services or dealt in by them in the regular course of business. Should an article of non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business. No firm or organization not assigned exhibit space will be permitted to solicit business within the Exhibit Areas.
- 5. Exhibitors Authorized Representative.** Each exhibitor must name one person to be the representative in connection with installation, operation and removal of the firms' exhibit. Such representatives shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for representation in attendance throughout all exposition periods; and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times. For their own safety and protection, children under sixteen (16) years of age will not be admitted to the exhibit halls during move-in and move-out.
- 6. Installation and Removal.** Show Management reserves the right to fix the time for the installation of a booth prior to the exposition opening and for its removal after the conclusion of the exposition. Installation of all exhibits must be fully completed by the opening time of the exposition. Nor will exhibitor be allowed to dismantle or repack any part of his exhibit until after the closing of the exhibit hall.
- 7. Arrangement of Exhibits.** Each exhibitor is provided an Official Exhibitors Kit. The Exhibitors Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitors Kit. If, in the sole opinion of Show Management, an exhibit fails to conform to the Exhibitors Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exposition. Booth construction plans, exhibits in peninsula or island booth space, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exposition.
- 8. Exhibits & Public Policy.** Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire protection and public safety, while participating in this exposition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. Show 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 his exhibit or display, Show Management will endeavor to answer them. All booth decorations including carpeting must be flame proofed and all hangings must clear the floor. Butane or bottled gas is not permitted. Electrical wiring must conform to National Electrical Code Safety Rules. If inspection indicates any exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazard, the right is reserved to cancel all or such part of his exhibit as may be irregular, and effect the removal of same at exhibitor's expense. Exhibitors must comply with City and State fire regulations. 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 Show Management for information concerning facilities/regulations.

9. Storage of Packing Crates and 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 his crates. Crates not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty." Crates, boxes or other exhibit materials unclaimed by the exhibitor after the Show will be removed at the exhibitor's expense. Show Management will bill exhibitors for removal time and materials at prevailing rates.

10. Operation of Displays. Show 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 exposition as a whole. This includes, but is not limited to, an exhibit, which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the exposition as a whole. Use of so-called "barkers" or "pitchman" 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.

11. Contests, Drawing & Lotteries. Show Management must approve all unusual promotional activities in writing no later than 30 days prior to the opening of the exposition.

12. Literature Distribution. All demonstrations or other activities must be confined to the limits of the exhibitor's booth space. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. Exhibitors in the aisles, meeting rooms, registration areas, lounges, or grounds of the host facility shall distribute no advertising circulars, catalogs, folders, or devices. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited.

13. Live Animals. Live animals by exhibitors or attendees are prohibited unless pre-approved by Show Management.

14. Sales. Show Management provides exhibit space for Exhibitors to display and demonstrate products and services on the basis of their potential informational and commercial value, and not for the purpose of direct or on-site commerce. Orders may be taken but transactions involving the exchange of product for payment are prohibited.

15. 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 the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens.

16. Social Activities. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official show activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by Show Management. All social functions must be pre-approved by Show Management and will incur a nominal meeting room charge.

17. 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 the NHPCO, HPNA, Show 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.

18. Liability and Insurance. All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Show 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 release any claim or demand he may have against any of them by reason of any damage to 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.

19. Indemnification. Exhibitor agrees that it will indemnify and hold and save Show Management whole and harmless of, from and against all claims, demands, actions, damages, loss, cost liabilities, 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 proximately or remotely, 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, licensees or invitees or of any other person entering upon the Premises leased hereunder with the expenses or implied invitation or permission of Exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of Show Management by Exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of Show Management. Exhibitor covenants and agrees that in case Show 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 Show Management by virtue of any such litigation.

20. Property Damage. Neither Show 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 Show Management and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. Accordingly, it shall be the responsibility of Show Management and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

21. Care of Building and 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.

22. List Rental Agreement. By submitting this request, I understand and agree that this list order is for a one-time use only. Neither this list nor excerpts thereof are to be duplicated, reproduced, reused or transferred without written authorization from NHPCO. I understand that lists are seeded with decoy names to detect unauthorized use. If unauthorized use is detected, I understand that I will pay 10 times the value of the list order and be subject to other legal action. I understand that this mailing list will be delivered in Excel format to the email address of the contact specified on this application. I understand that this mailing list does not include email addresses or phone numbers in accordance with NHPCO by-laws and conference attendee request. Any outstanding exhibit space balances must be paid in full prior to renting the list. Exhibitor will make clear that the mailing is coming from your company and not NHPCO. Exhibitor will include your company's complete contact information on your promotional mailing or solicitation. NHPCO is not responsible for any additional design or production cost for the advertising placement and any promotional product(s) or mailings. All requests for attendee list (direct or email) are subject to approval by NHPCO. NHPCO reserves the right to deny such a request if, in NHPCO's sole judgment, the prospective advertisement would not serve the interests of NHPCO or its members OR the prospective supporter or requestor has goals or purposes or has engaged in conduct which NHPCO, in its sole judgment, determines to be inconsistent with the interests of NHPCO or its members, or not in keeping with the character of the NHPCO publications. NHPCO reserves the right to refuse advertising it deems incompatible with our philosophy, our mission, or otherwise not in keeping with the publication's standards. Mailings may not invite/encourage participation in specific educational sessions nor feature/highlight company representatives that serve as faculty for the conference. Mailings must be clearly delineated/separated from educational content. If a mailing is submitted that does not adhere to this requirement, NHPCO will return the mailing with a request that it be re-designed to meet these guidelines. Conference attendee emails will be at NHPCO's discretion. Broadcast of an email advertisement does not constitute endorsement or approval of any advertised products or services, any point of view, standard or opinion presented therein. The email advertiser and/or advertising agency assumes liability for all ad content including text representation and illustrations. It is understood that the email advertiser and/or advertising agency will indemnify and hold the publisher harmless from and against any loss, expense, or other liability resulting from any suits for libel, misrepresentation or any other claims or suits whatsoever which may arise from publication of such advertisement. If an advertisement is omitted, NHPCO is responsible only for returning any charge that has been paid.

23. Showcase Policy/No Suitcasing. While all meeting attendees are invited to the exhibit hall, any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of the Exhibition General Rules and Regulations, will be asked to leave immediately. Additional penalties may be applied. Please report any violations you may observe to NHPCO staff (show management). Show Management recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite; a restaurant, club, or any other public place of assembly. For the purposes of this policy, suitcasing violations may occur at venues other than the exhibition floor and at other events. Show Management must be informed of any hospitality suites, and expressed consent must be received prior to the event.

24. Other Regulations. Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. THE SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED ANY AMENDMENTS, WHEN MADE, ARE BROUGHT TO THE NOTICE OF EXHIBITORS. EACH EXHIBITOR, FOR HIMSELF AND HIS EMPLOYEES, AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PROCEEDING SENTENCE.