HOSPICE AND PALLIATIVE CARE LEADERSHIP AND ADVOCACY CONFERENCE – AN INTRODUCTION

The Hospice and Palliative Care Leadership and Advocacy Conference (LAC), formerly known as the Management Care and Leadership Conference, attracts more than 1,300 highly qualified, motivated prospects with the interest and buying authority. LAC attendees represent the leading hospices in the nation caring for 80% of the patients in the country. As a vital extension of the educational programming, the Expo Hall provides opportunities for attendees to update their knowledge of the latest products, programs and services, uncover emerging trends in the field and develop valuable connections.

WHO ATTENDS

Executive leadership and management at all levels of hospice and palliative care will comprise the audience for this conference, including presidents and CEOs, administrators, directors, clinical managers, finance and development managers/coordinators, quality and performance improvement professionals, regulatory and compliance officers, marketing and public relations managers, educators, researchers and other leaders working to promote the successful advancement of hospice and palliative care.

WHY EXHIBIT

Dedicated Exhibit Time
Your company will engage in dedicated exhibiting time that DOES NOT conflict with other events or educations sessions, resulting in more networking time for you!

Networking Opportunities
Expo Hall Lunches, Coffee Breaks, Breakfast Bites and enhanced networking tools and resources available to attendees and exhibitors allow for maximum exposure and visibility to prospective clients.

Visibility and Recognition
As an exhibitor at LAC, you will be recognized as a company committed to the hospice and palliative care field and community by showcasing your products and services. Take advantage of valuable face time with your prospects and customers.

DID YOU KNOW?

NHPCO CELEBRATED ITS 40TH ANNIVERSARY IN 2018

NHPCO MEMBERS REPRESENT 50% OF ALL HOSPICE AGENCIES

OF THE MEDICARE BENEFICIARIES THAT RECEIVED HOSPICE CARE IN 2016 (MOST RECENT DATA) NEARLY 75% RECEIVED CARE FROM AN NHPCO MEMBER
THE EXHIBITOR EXPERIENCE

We want to make sure you maximize the return on your investment by taking advantage of every opportunity to reach your prospects and customers.

KEY DATES

JANUARY 16: Tier I Supportors receive booth selection link (Silver and above)
JANUARY 23: Tier II Supportors receive booth selection link
JANUARY 31: Advance Exhibit booth rate ends
FEBRUARY 1: Booth selection link emailed to organizations solely exhibiting that have submitted a minimum deposit of 50% by January 31, 2019
FEBRUARY 19: Supportor’s logos due to NHPCO (high resolution file format, png.)
MARCH 5: Descriptions due, 25 words or less
MARCH 15: Approval deadline for all signage displayed at registration, exhibit hall, and/or booth space
MARCH 29: Standard Exhibit booth rate ends
MARCH 29: Last day for hotel room block rates
MARCH 29: Final payments due
MARCH 29: Exhibit booth personnel due

EXHIBIT HALL SCHEDULE

MONDAY, APRIL 15
Exhibitor Move In: 7:00 am - 5:00 pm
Welcome Reception: 5:15 pm - 7:30 pm

TUESDAY, APRIL 16
Breakfast Bites: 7:00 am - 9:00 am
Coffee Break: 10:15 am - 11:15 am
Networking Lunch: 11:30 am - 1:15 pm
Exhibitor Tear Down: 1:30 pm - 7:00 pm
NHF Gala: 6:30 pm - 11:00 pm
(Optional)

THE EXHIBITOR BOOTH PACKAGE INCLUDES:

- One complimentary main conference (April 15-17) 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
- Carpeted exhibit area
- Company name listed in the Mobile App
- 10 drink tokens
- Complimentary breakfast and lunch in the Expo Hall

*Exhibit dates and times subject to change.
EXHIBIT BOOTH RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>Advanced 1/1/19 - 2/15/2019</th>
<th>Standard 2/16/19 - 3/29/19</th>
<th>ONSITE After 3/29/19</th>
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<tbody>
<tr>
<td>10 x 10</td>
<td>$2,200 / $3,100</td>
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<td>$4,900 / $6,000</td>
<td>$5,500 / $7,000</td>
<td>$6,500 / $7,900</td>
</tr>
</tbody>
</table>

(Additional Corner Fee: Member $500 / Non-Member $800)

NOTE: Rates listed as Member / Non-Member

EXHIBIT HALL FLOORPLAN

*Floorplan 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 LAC 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.

SUPPORTER LEVELS

PREMIER $45,000
PLATINUM $30,000
GOLD $20,000
SILVER $10,000
BRONZE $7,500
COPPER $5,000
PEWTER $3,000

EVENT SPONSORSHIPS & BRANDING OPPORTUNITIES

Official Opening Reception (Exclusive) $30,000
The first evening of the Conference culminates in the Opening Reception, held in the exhibit hall. The Opening Reception is the most widely attended event of the Conference, assuring maximum exposure and value. The sponsor of this reception will be recognized in print and social media prior to the event, including a press release regarding your support of the kick off. You will receive prominent logo and signage recognition out front and inside the reception, during the plenary sessions, and on the conference mobile app. Sponsor logo will also be included on beverage cups and napkins.

Wi-Fi (Co-branding opportunities available) $20,000
Reliable Wi-Fi is a critical must-have productivity tool. Help attendees stay connected by sponsoring the Wi-Fi connection. Sponsorship includes a link to your website and branded signage.

Hotel Room Key Cards (Exclusive) $15,000
Be the brand every attendee sees first thing in the morning, last thing at night and every other time they enter their hotel room. Hotel Key Card sponsor has their logo branded and web address, alongside the event and the hotel ensuring repeat brand awareness. Attendees will carry this key, and your brand message, throughout the event.

Breakfast Bites or Coffee/Snack Breaks (Exclusive) $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, coffee cup sleeves branded with your logo; bottled water with your logo 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!

Conference Mobile App (Exclusive) $15,000
Put your company’s brand and message right in attendees’ hands with a Mobile App Sponsorship package! Attendees will have the ability to access session content, a schedule of events, exhibitor listings, all general event information and a map of the exhibit hall floor plan using their mobile devices. A sponsorship of the Mobile App includes banner ads and a creative splash screen, providing you guaranteed impressions from all attendees using the mobile app!

Lanyards (Exclusive) $15,000
Every NHPCO registrant is required to wear a name badge throughout the conference sessions and the Exhibit Hall. 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 and exhibitor.
Opening Welcome Reception Entertainment (Exclusive)  
$10,000  
Welcome attendees to the Conference during our Welcome Reception! Open to all registrants, this event is a great way for attendees to network with both exhibitors & fellow attendees alike! Music, food, spirits and entertainment will be part of this fun and engaging kick-off event.

Networking Boxed Lunch (Limit of 3)  
$10,000  
Three lunches are available for sponsorship. Located within the Exhibit Hall, these networking lunches are high visibility events. 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.

Charging and Relaxation Station (Exclusive)  
$8,000  
With almost all attendees using their phones, tablets and mobile devices throughout the event, a custom-branded charging station positioned in a high-traffic area within the hotel is an ideal way to garner impressions and appreciation from attendees while enhancing your brand and message.

NHPCO Marketplace Shipper Supplier (Exclusive)  
$7,500  
Sponsor shipping boxes for our guests to use to ship home their meeting materials and marketplace purchase has been a lifesaver for many attendees. Brand the designated pickup/drop-off area within the NHPCO Marketplace with posters, banners, trade show displays and/or promotional literature to make an even bigger splash!

Guest Elevator Graphics (Limit of 3)  
$6,000  
This is an opportunity to advertise your company on every “open door.” Grab every attendee’s attention in the event and guest elevators. Attendees are sure to see your message, perfect for a company seeking additional brand awareness. Branding opportunities for elevator clings and interior walls are available.

Registration Badge (Exclusive)  
$5,000  
Insert your company message into the NHPCO Registration Badge Holder! Your company logo will also appear on the badge stock along with each registrant’s name and company information – the perfect tools to boost brand awareness AND drive traffic to your booth at the event!

Sustainable Water Station  
$5,000  
Keep attendees hydrated, and receive non-stop exposure during the event while showing your commitment to eliminating plastic water bottle waste. This exclusive sponsorship includes your logo on water dispensers located within the Expo Hall and outside the Plenary Sessions.

Notebook and Pen  
$5,000  
The high-quality notebook is always a take-away hit, and with your logo on them, this sponsorship promises strong brand recognition.
**UNIQUE SPONSORSHIP OPPORTUNITIES**

**NEW! Mixtroz Networking Connectivity Café (Exclusive)**
$15,000
Face to face interaction is still the best way to interact with others, although technology can make this increasingly more difficult. The Mixtroz technology helps event attendees easily connect with one another while helping us learn more about our attendees based on responses to customized questions. Attendees will download the app; complete a virtual name tag and real time survey customized by NHPCO and our exclusive sponsor. At a predetermined time, the app matches attendees with 3-10 others with similar responses and guides them to those persons for an unforgettable networking experience IN REAL TIME!

**NEW! Wellness Booth**
$10,000
Taking small breaks throughout the day is important to retaining focus, but it’s not enough just to switch from one sedentary activity to another. You need to move your body to really hit the reset button. Sponsors of this wellness booth will offer our attendees short movement classes like gentle yoga, deep-breathing and relaxation techniques, or possibly even a short Zumba session. It’s a mental and wellness break that will help you connect with our audience on a whole different level.

**NEW! Virtual Reality Booth (Exclusive)**
$8,000
Virtual Reality booths are a new way to engage everyone at any tradeshow or event. What a great opportunity to showcase your product and service via virtual reality to give greater insight by offering an immersive, VR product demonstration. Booth visitors with VR headsets can “try” a product or piece of equipment too large to fit inside a booth. Transport visitors to a whole new world using innovative technology, resulting in a memorable experience for every attendee. With this sponsorship, your brand will stand out above the rest.

**NEW! Escape Room (Exclusive)**
$8,000
Room escape games lock players in a room where they must seek clues and solve puzzles tied to a story or theme to escape before time runs out, usually in one hour. Become the sponsor of the Escape Room, located within the Expo Hall and allow attendees to leave the world of screens and engage face to face.

**NEW! The Green Pavilion**
$5,000
Green sponsorship has been around for more than a decade, but it remains a popular vehicle for companies to have their name and brand associated with something that protects the environment. NHPCO will connect your company name and logo with The Green Pavilion, located within the Expo Hall, presenting attendees of the conference with opportunities on how we can learn and strive for a sustainable future.

**NEW! Scavenger Hunt (2 opportunities available)**
$2,500 (each)
Sponsor the new NHPCO scavenger hunt. Exclusive benefits include your logo on the daily leaderboard and on scavenger hunt signs throughout the conference. Your company’s booth will also be the site of one of the daily challenges and the site of a daily prize give away.

**Make My Day Vouchers (Multiple opportunities available)**
$1,000
Your brand becomes more meaningful to your market when you enhance their conference experience with simple pleasures! Sponsor a Make My Day voucher for discounted coffee ($1,000 for 50 Starbucks gift cards at $5 each). Exclusive benefits include your company logo on the printed vouchers, which are handed out from your exhibit booth, a carpet decal in front of your booth recognizing your company as a Make My Day sponsor, and special signage.

**Push Notifications (1 sponsorship available per day)**
$1,000
Sponsor the "wake up" and "sweet dream" 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 day of their sponsorship, including a website link.
## EXCLUSIVE SUPPORTER BENEFITS AND PACKAGES

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## ADVOCACY SPONSORSHIP OPPORTUNITIES

Join NHPCO, Hospice Action Network (HAN), and over 1,000 of our closest hospice and palliative care professionals during the NHPCO Advocacy Event. This event is THE most comprehensive leadership and advocacy experience. As a sponsor, you will have a key role in championing the long-term future and expansion of access to hospice and palliative care and advancement of the entire hospice and palliative care community.

### Travel and Lodging Scholarships
**$50,000** *(5 Available at $10,000 each)*

HAN enables advocates to share their unique experiences of the patients and families they serve with their congressional offices. However, many of the advocates do not have the financial support to sustain several days off from work and travel expenses to take advantage of this opportunity.

To accomplish this, NHPCO strives to provide scholarships to sponsoring the travel and lodging expenses for attendees from critically important Congressional districts, including, but not limited to, districts with representation on the House Ways and Means, House Energy and Commerce, and the Senate Finance Committees. Our high-value target list of ‘must-see’

*“The interaction between our staff and their representatives in Congress builds strong allies for our program at the federal and state level.”*

JOHN THOMA, CEO, TRANSITIONS LIFECARE
Congressional offices usually includes 60-100 names. The programs that serve these areas often do not have the means to send staff to the event without support.

As a scholarship sponsor, your organization will receive attendance for up to three (3) representatives from the sponsor program, and access to the entire conference; an opportunity for brief welcome remarks at the beginning of the event; co-branding on signage and on the website; media content from sponsored attendees who have received stipends (group pictures, etc.) and an article about the sponsorship in NHPCO publications, including NewsBriefs and NewsLine.

First Time Attendee Training Sponsor
$10,000 (3 Sessions Available)

The Advocacy Event is designed for first-timers and experienced advocates alike. Advocacy and policy training sessions are interspersed throughout the early days of the conference, with a solid curriculum of sessions the afternoon before the Congressional Meetings. Expert sessions are taught by Hospice Action Network staff and our lobbyists, as well as outside experts from the Congressional Management Foundation, the Public Affairs Council, current Congressional staff, and other policy and advocacy experts. Your organization name will be recognized prior to and during the event.

Tuesday Evening State Delegation Reception
$15,000

This is the key networking function to kick off the Advocacy Event for all the HAN Advocates. Your support of this visible and fun event gets your company signage and extensive company recognition prior to and during the event.

Wednesday Morning Breakfast and Policy Review
$10,000

Wednesday morning begins with a light breakfast and a policy review, and then the hospice community takes to Capitol Hill to have meetings with Congressional offices. This session review motivates, inspires and educates attendees on the important issues they will be championing on Capitol Hill. With your support of this event, your company will receive signage and recognition prior to and during the event, as well as an opportunity to network with attendees.

Exclusive Sponsor of the SoapBox Advocacy App
$10,000

The SoapBox Advocacy App is the central hub for attendees to connect, build their schedule, and stay up-to-date on all Advocacy related events and news. Your organization will be branded as the official sponsor of the app, with logo prominent placement within the app itself. The app will be in front of nearly all attendees, which means a great return on your sponsorship investment. The app will also be available to attendees prior to and after the Advocacy Event, providing your company with even greater exposure and visibility.

Wednesday Respite Room Snack Break
$8,000

Help attendees get an extra boost by sponsoring a refreshment snack break. As a sponsor, you will have the opportunity to network with NHPCO members at the NHPCO Respite Room where hundreds will gather at some point in the day for a break and to exchange feedback and reports.

“Hospice is a calling! I hear that message every day. It is priceless for these caregivers to speak to lawmakers, to share their personal experiences from the bedside, and to reinforce the need to protect this benefit.”

ANGIE HOLLIS-SELLS, RN, CHPN | PRESIDENT, ASERACARE HOSPICE AND HOME HEALTH
GALA SPONSORSHIP OPPORTUNITIES

The 2019 National Hospice Gala will once again be held in conjunction with the Leadership and Advocacy Conference. The event attracts hospice and palliative care leaders from across the nation and around the world – leaders of the healthcare industries, such as providers, pharmaceutical, financial, consulting and healthcare companies, individual professionals, caregivers, and volunteers. Your generous support will offer you tremendous exposure and access to network with these leaders.

This year’s event will include dinner, drinks, entertainment and an auction, with a live appeal supporting Veteran services. There is an opportunity available at every level of support. Packages may be customized to meet your organizational goals and objectives.

For full benefits & sponsor levels, contact Emily Van Etten at evanetten@nhpco.org.

NEW! CUSTOMIZE YOUR SPONSORSHIP AND ADVERTISING PACKAGE

Customize your sponsorship experience by purchasing a la carte enhancements. These are designed to promote brand awareness and engage attendees. A la carte enhancements are only available as add-ons to sponsorship packages. Availability is on a first-come, first-served basis.

We welcome your ideas and creativity! Email the Exhibits Management Team at exhibit@nhpco.org or call (703) 837-3140 for more information. It’s that easy! Don’t miss out on the special opportunities to enhance your visibility at the 2019 Hospice and Palliative Care Leadership and Advocacy Conference.
WHO CAN I CONTACT WITH QUESTIONS?

The NHPCO Exhibits Management Team is here to help. Please feel free to reach out to us if you have questions regarding exhibit space, sponsorships and/or advertising opportunities. Not a member? Ask us how join today! Email us at exhibit@nhpco.org or contact us directly.

Teri Shaw
Director of Business Strategies
tshaw@nhpco.org
Office: (703) 837-3140

Lorna Etienne
Business Strategies Specialist
letienne@nhpco.org
Office: (703) 837-3152

THANK YOU TO OUR 2018 MLC SUPPORTERS AND EXHIBITORS

- Accreditation Commission for Health Care, Inc.*
- Acuity Professional Placement Solutions
- Advacare Systems
- Advanced Hospice Management
- After-Hours Triage/Total Triage
- Aging with Dignity
- American Academy of Hospice & Palliative Medicine
- American Music Therapy Association
- Arnall Golden Gregory LLP*
- Association for Home & Hospice Care of North Carolina
- Avacare Inc.
- Barbara Karnes Books
- BKD CPAs & Advisors
- BlackTree Healthcare Consulting, LLC
- Bluegrass Care Navigators
- Brightree LLC*
- Casamba (formerly HealthWyse)
- Celltrak Technologies, Inc.
- Center to Advance Palliative Care
- CGS Administrators, LLC
- Change Healthcare
- Community Health Accreditation Partners (CHAP, Inc.)
- Complia Health*
- Composing Life Out of Loss
- Consolo Services Group*
- Convergent Nonprofit Solutions
- CSU Institute for Palliative Care
- Consolitas Solutions
- DecisionHealth
- Delta Care Rx*
- DermaRite Industries LLC
- Enclara Pharmacia*
- Excel Health Group
- First Quality Products*
- Footprints EMR & Billing Services/Black Bean Software
- Foundation Management Services, Inc.
- Glattfelter Healthcare Practice
- Healthcare Market Resources, Inc.
- Healthcare Provider Solutions, Inc.
- HEALTHCAREfirst
- HealthStream
- Hill-Rom
- Home Healthcare Solutions, A Cardinal Health Company*
- Homecare Homebase
- Hospi Corporation
- Hospice Cloud, a division of National HME, Inc.*
- Hospice Fundamentals
- Hospice Medical Director Certification Board
- Hospice Pharmacy Solutions
- Hospice Source*
- HospiceLink
- HospiceMed*
- HospiceRx, a division of MedTrak Services
- INSYS Therapeutics, Inc.
- Intellatriage
- KanTime (DBA Kanrad Technologies)*
- Kinnser Software*
- Kronos Incorporated
- Matrix Architects Incorporated
- Maxwell Healthcare Associates*
- McBee Associates, Inc.
- MedForms
- Medline Industries, Inc
- Multi-View Incorporated Systems
- Murrins Software
- National Funeral Directors Association
- Netsmart
- OnePoint Patient Care
- Optima Healthcare Solutions
- Optum Hospice Pharmacy Services*
- Palliative Drug Care
- Palmetto GBA
- Pinnacle Quality Insight
- PlayMaker Health
- ProCare HospiceCare
- Qualis Management LLC
- Quality of Life Publishing, Co.
- RxNT
- Simone Healthcare Consultants LLC*
- SONO - PDC/MMS/Qualis/C2
- Southeast Hospice Equipment Company Inc.
- StateServ Medical
- Stoneridge Partners
- Strategic Health Care Programs (SHP)
- The Health Group, LLC
- Thornberry Ltd.
- Travel Planning Professionals, LLC db/a Cruise Planners
- Turn-Key Health
- TwinMed, LLC*
- University of Maryland Baltimore
- Weatherbee Resources, Inc.
- WilBea Medical Equipment
- Wise Hospice Options
- Wizard Creations, Inc.*

*2018 MLC Sponsors
NHPCO’S 2019 CONFERENCE COMMERCIAL SUPPORT & SPONSORSHIP APPLICATION

Instructions: Clearly print or type information completing all sections of application. Sign and return this original, fully-executed, application to NHPCO (via fax at (703) 837-1233 or email at exhibit@nhpco.org). If paying by check, make payment out to NHPCO and mail to: PO Box 824392, Philadelphia, PA 19182-4392.

GENERAL INFORMATION

Designate below the name of the person in your organization who is to receive all relevant conference supporter information, including confirmation, mailing list, updates, and invoices.

KEY CONTACT PERSON/TITLE

CONTACT PHONE NUMBER

CONTACT E-MAIL ADDRESS

A. COMPANY INFORMATION AND LISTING

The company information shown below will be printed in the conference program or pocket guide distributed to attendees, our mobile app, recognition signage throughout the conference and/or webinars. Supporters and Sponsors are listed alphabetically by company name.

COMPANY NAME

ADDRESS

CITY, STATE ZIP

PHONE

FAX

WEBSITE

Please describe in 25 words or less the products and/or services to be exhibited exactly as you want the information to appear in the conference program. Please email description to exhibit@nhpco.org.

B. CONFERENCE SUPPORTER LEVEL

Select the supporter level that fits your budget and NHPCO will apply your support to the area where it would provide the best value and exposure for your company. You will receive recognition for all of the conference areas you support and at the respective support level.

- Premier Level: $45,000 and higher
- Platinum Level: $30,000
- Gold Level: $20,000
- Silver Level: $10,000
- Bronze Level: $7,500
- Copper Level: $5,000
- Pewter Level: $3,000

List educational program grants, special event or conference feature your company would like to support at the level selected above:

C. EXHIBIT BOOTH SPACE

To receive the member rate, you must be a member in good standing thru the conference. Rates listed as Member/Non-member.

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<td>20 x 20</td>
<td>$4,900 / $6,000</td>
<td>$5,500 / $7,000</td>
<td>$6,500 / $7,900</td>
</tr>
</tbody>
</table>

D. CONFERENCE ATTENDEE LIST RENTAL

Direct Mail:
- Pre-show list
- Post-show list

E. RECEPTION DRINK TOKENS

Attendees will not be given a ticket for drinks – they must visit an exhibitor for a free drink ticket.

- 20 Tokens at $110
- 50 Tokens at $350
- 75 Tokens at $495
- 100 Tokens at $640
- 250 Tokens at $1,475
- 500 Tokens at $2,775

F. EXHIBIT STAFF REGISTRATION

List the name, title and email address for your booth staff that will be at the Conference. With your booth, you receive one full conference and three exhibit hall only registrations per 10x10 space at no charge if registered before March 29, 2019. Additional full conference registrations are $925 for members and $1,275 for non-members. Additional exhibit hall only passes are available for $250 for members and $400 for non-members each. Please visit www.nhpco.org to download the exhibit booth rep badge policy and registration form for each conference.

G. ADVERTISING OPPORTUNITIES

a. NewsLine
- Select Issue:
  - Fall
  - Winter
  - Spring
  - Summer
- Select Size:
  - Full Page (valued at $2,530)
  - Half Page (valued at $1,265)
  - Quarter Page (valued at $410)

b. NewsBriefs
- Select Size and Frequency:
  - Banner Ad (valued at $575 per issue) x ___ issues
  - Right-hand Column (valued at $420 per issue) x ___ issues

c. WebConnection
- Banner Ad (valued at $895 per month) x ___ months
- Vertical Column Ad (valued at $495 per month) x ___ months

d. Conference
- Mobile App Banner Ad
  - LAC (valued at $2,500)

e. Podcast
- Select Frequency:
  - 12 or higher episodes (valued at $250 per episode) x ______ episodes
  - 6-12 episodes (valued at $375 per episode) x ______ episodes
  - 1-5 episodes (valued at $500 per episode) x ______ episodes
1. Application and Eligibility. Applications for sponsorship and booth space both 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. Each exhibitor shall be responsible for the display and demonstration of products and services to the public. Show Management reserves the right to interpret, amend or enforce these rules and regulations. Applications may be processed subject to the availability of space. Exhibitors shall be provided an Exhibitor Kit. The Exhibitor Kit shall describe the type and arrangement of space and the location of the exhibitor’s display. The exhibit shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold or displayed. The exhibitor shall assume responsibility for representation in attendance throughout all exposition periods. Booth assignments will be made on a first-come, first-served basis upon receipt of the application and the deposit, or additional payments. Applications received without such payment will not be processed and will sponsorships or assignments be made. Show Management reserves the right to make the final allocation of all space assignments in the best interests of the exposition. Both assignments will be made on a first-come, first-served basis upon receipt of the application and deposit, installations of all space and services, and Show Management reserves the right to reject any application for space and/or services and/or make any and all changes in the show schedule. 2. Display and Removal of the Firm’s Exhibit. Such representatives shall be authorized to enter into such service contracts as may be necessary and required to transport and remove the exhibits. Each exhibitor is responsible for keeping the aisles open, unobstructed and safe for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles open, unobstructed and safe for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles open, unobstructed and safe for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles open, unobstructed and safe for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles open, unobstructed and safe for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles open, unobstructed and safe for the comfort and safety of persons watching demonstrations and other promotional activities.
NHPCO’S 2019 CONFERENCE EXHIBITOR SPACE APPLICATION

Instructions: Clearly print or type information completing all sections of application. Sign and return this original, fully-executed, two-page application to NHPCO via fax at (703) 837-1233 or email at exhibit@nhpco.org. If paying by check, make payment out to NHPCO and mail to: PO Box 824392, Philadelphia, PA 19182-4392. Rush deliveries: 1731 King Street, Alexandria, VA 22314. Email exhibit@nhpco.org if you have any questions.

GENERAL INFORMATION

Designate below the name of the person in your organization who is to receive all relevant exhibition material, including booth confirmation, mailing list, exhibitor updates and service kit:

KEY CONTACT PERSON/TITLE

CONTACT PHONE NUMBER

CONTACT E-MAIL ADDRESS

A. COMPANY INFORMATION AND LISTING

The company information shown below will be listed in the Conference Mobile App distributed to attendees. Exhibitors are listed alphabetically by company name.

COMPANY NAME

ADDRESS

CITY, STATE ZIP

PHONE

FAX

WEBSITE

Please describe in 25 words or less the products and/or services to be exhibited exactly as you want the information to appear in the conference program. Please email description to exhibit@nhpco.org.

B. BOOTH CHARGES

The standard booth size is 10’x10’ (100 sq. ft.). To receive the member rate, you must be a member in good standing thru the conference.

<table>
<thead>
<tr>
<th>Size</th>
<th>ADVANCED 1/1/19 - 2/15/2019</th>
<th>STANDARD 2/16/19 - 3/29/19</th>
<th>ONSITE After 3/28/19</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 x 10</td>
<td>$2,200 / $3,100</td>
<td>$2,500 / $3,500</td>
<td>$2,800 / $3,800</td>
</tr>
<tr>
<td>(Additional Corner Fee: Member $500 / Non-Member $800)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 x 20</td>
<td>$3,300 / $4,000</td>
<td>$3,800 / $4,500</td>
<td>$4,300 / $5,000</td>
</tr>
<tr>
<td>(Additional Corner Fee: Member $500 / Non-Member $800)</td>
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</tr>
</tbody>
</table>

A 50% deposit per 10’x10’ booth (US funds) must be enclosed with this application to secure space. The balance is due by March 29, 2019. Applications received after this date must include full payment.

See reverse side for booth payment, cancellation and refund policy.

C. BOOTH SELECTION

On February 1, 2019 the booth selection link will be emailed to the key contact listed on the form. A minimum deposit of 50% must be made by January 18, 2019 to receive the booth selection link on February 1, 2019.

List any organizations you do not wish to be located near:

Booth Selection Policy: Booth assignments are made on a first come, first served basis upon the exhibitor submission of booth selection through the booth selection link. In the event of simultaneous receipt NHPCO Associate Members will receive first option.

D. ATTENDEE MAILING LIST RENTAL

- $150 Preconference Mailing List (Select a Delivery Date)
  - March 15
  - March 22
  - March 29
  - April 5
- $300 Post Conference Mailing List (if ordered prior to March 1, 2019)
- $375 Post Conference Mailing List (if ordered after March 1, 2019)

Note: Please sign and date the Mailing List Agreement on reverse side

E. RECEPTION DRINK TOKENS

Attendees will not be given a ticket for drinks – they must visit an exhibitor for a free drink ticket.

- $110 for 20 Tokens
- $350 for 50 Tokens
- $495 for 75 Tokens
- $640 for 100 Tokens
- $1,475 for 250 Tokens
- $2,775 for 500 Tokens

F. EXHIBIT STAFF REGISTRATION

List the name, title and email address for your booth staff that will be at the Management and Leadership Conference. With your booth, you receive one full conference and three exhibit hall only registrations at no charge if registered before March 29, 2019. Additional registrations for the full conference are $925 for members and $1,275 for non-members when we receive your payment by March 29, 2019. Additional exhibit hall only passes are available for members $250 and non-members $400 each when payment is received by March 29, 2019. After March 29th register onsite — additional fees will apply (See below for exhibit badge policy). Use additional sheets if needed.

Full Conference*:

<table>
<thead>
<tr>
<th>NAME/TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>DESIGNATION/DISCIPLINE</td>
</tr>
<tr>
<td>EMAIL</td>
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</tbody>
</table>

CE/CME Credit (select one):

- Compliance Officer
- Counselor
- Nurse
- Physician
- Social Worker

*Full conference registration includes all plenary, concurrent sessions, CE/CME credit and exhibit hall access. Preconference seminars are not included. Additional fees required for preconference seminars. Please see the CE/CME desk at the conference if additional information is needed.

Exhibit Hall Only:

<table>
<thead>
<tr>
<th>NAME 1</th>
<th>DESIGNATIONS OR TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>EMAIL</td>
<td></td>
</tr>
</tbody>
</table>

NAME 2:

| DESIGNATIONS OR TITLE |
| EMAIL |

NAME 3:

| DESIGNATIONS OR TITLE |
| EMAIL |

Exhibit Booth Staff Policy: All exhibitor staff registration forms and payment are due March 29, 2019. All exhibit staff registration forms received after March 29, 2019 are on-site registrations. On-site exhibit staff registrations will incur a $25 service charge per registration and should be submitted by exhibitor staff at the conference registration desk with payment. Any transfers or substitutions will incur a $15 service charge per registration.
Note: All applications must be signed in order to confirm booth reservations. By signing this contract, I understand, and agree to abide by, the official rules and regulations outlined within and in an agreement to pay the total amount due. The person signing this contract has the authority to do so and is responsible for employee’s adherence to the Rules and Regulations.

GENERAL RULES AND REGULATIONS

1. Application and Eligibility. Applications for sponsorship and booth space 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. The exhibit 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 of service. Show Management may request the application of any company whose display of goods or services is not competitive, in the sole opinion of Show Management, with the educational character and objectives of the exhibit. In the event an application is not accepted, any paid space rental fees or deposits will be returned. Corporate support is defined as a financial or in-kind contribution given by an organization that is a commercial interest organization. “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 a 50% deposit until the standard booth rate cut-off date. Applications submitted without such payment will not be processed nor will space assignment be made. Booth space canceled prior to February 28, 2020 will be refunded, less a $300 service charge. No refunds will be made after March 1, 2019. Booth space balances are due by March 1, 2019.

It is agreed that if the event is not held at the times specified, or if exhibitor fails to comply with any other provisions contained in this rules and regulations concerning his use of exhibit space, Show Management will have the right to reassess the booth location and 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 all unliquidated damages, the amount paid for space reservation, regardless of whether or not Show Management enters into a successful conclusion of the use as a sale. 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 for the comfort and safety of the demonstrating personnel. 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. Exhibitors are prohibited from 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 rental move-in charge.

16. Product Damage. Neither Show Management nor Exhibitor shall be responsible for any loss of or damage to property of the other party resulting, proximate or remote, of the violation by Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of or 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, in whole or in part, of the negligence or willful misconduct of Exhibitor. Neither Show Management, its service contractors, the management of the exhibit hall nor any of the officers, directors, 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 releases any claim or demand he may have against any of them by reason of any such loss, damage, fire, accident, vandalism or other causes. In no event shall Show Management or Exhibitor be held liable for the 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 relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses of such litigation, including, but not limited to, attorneys’ fees, costs, and expenses shall be paid to Show Management. In case Exhibitor shall not in the event be shown to be at fault, Exhibitor shall not advised of such fault, Exhibitor shall not be liable for the 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 relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses of such litigation, including, but not limited to, attorneys’ fees, costs, and expenses shall be paid to Show Management. In case Exhibitor shall not in the event be shown to be at fault, Exhibitor shall not be liable for the 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 relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses of...