EXHIBITOR AND SUPPORTER PROSPECTUS

CONFERENCE DATES:
OCTOBER 12-30, 2020
INTRODUCTION

The 2020 Interdisciplinary Conference (IDC) has gone virtual! This year’s conference has transitioned to an all virtual format. IDC will be a unique opportunity for your company to showcase your products and services to a diverse array of hospice and palliative care professionals. The conference will be a three-week, virtual event which will provide high-quality education, innovative topics, and networking opportunities completely online!

WHO ATTENDS?

NHPCO currently has a membership of over 1,300 hospice and palliative care organizations who have the opportunity to participate in the Virtual Interdisciplinary Conference. The Exhibit Hall provides conference registrants an opportunity to learn about the latest products and services in the industry. It is a showcase of new innovations and developments to help the members of the interdisciplinary team improve care of patients and families. With live chat hours and 24-hour access, the Exhibit Hall will receive amazing attendee traffic.

NHPCO’s 2020 Virtual IDC is designed to attract end-of-life care providers including:

- CEO’s/Executive Directors
- Nurses
- Physicians and Medical Directors
- Therapist/Counselors
- Social Workers
- Administrators
- Clinical Operations Managers
- Regulatory/Compliance Officers
- Pharmacists
- Quality Professionals

WHY EXHIBIT?

As an exhibitor and/or supporter, you have the chance to influence a focused and innovative audience. As a vital extension of the educational programming, the Virtual Exhibit 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.

Virtual conferencing presents many advantages, such as:

BUILD NEW RELATIONSHIPS: Directly interact with dozens of new contacts in a virtual setting. Tell your story in a conversation and directly connect with attendees. Tap into a new source of networking and become part of the bigger conversation in this event and all that follows.

BRAND VISIBILITY AND RECOGNITION: We will proudly display your company’s logo in the Virtual Exhibit Hall, within the virtual conference platform, and in emails to the attendees. As an IDC exhibitor, you will be recognized as a company committed to the hospice and palliative care field and community by showcasing your products and services.

DEDICATED LIVE EXHIBIT TIME: Your company will engage in dedicated exhibiting time that DOES NOT conflict with other events or education sessions, resulting in more networking time for you!

LONGER EXPOSURE: Visibility and interaction during the live event PLUS two months following the event when attendees have access to all the education and Virtual Exhibit Hall content. Attendees will continue to have access to the Virtual Exhibit Hall until December 31, 2020, and will be able to contact you with inquiries about your products or services.

EXPANDED MARKET: Going virtual opens the door for a larger audience globally, as attendees no longer need to travel to an onsite location.
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
August 23: Advance exhibit booth rate ends
September 30: Standard exhibit booth rate ends
September 25: Final balance payments due to NHPCO

VIRTUAL EXHIBIT HALL SCHEDULE
The Virtual Exhibit Hall will officially open Monday, October 12, 2020, allowing 24-hour attendee access.

To start off each Wednesday of live events, the Virtual Exhibit Hall will offer live chat hours. One hour before and another after the Keynote. Two hours each Wednesday (a total of six hours) for the month of October.

WEDNESDAY, OCTOBER 14
LIVE CHAT WITH EXHIBITORS:
1:00 pm-2:00 pm EST
4:00 pm-5:00 pm EST

WEDNESDAY, OCTOBER 21
LIVE CHAT WITH EXHIBITORS:
1:00 pm–2:00 pm EST
4:00 pm–5:00 pm EST

GAMIFICATION
To encourage attendees to visit our exhibitors, we will be incorporating gamification in our Virtual Exhibit Hall. Exhibitors who wish to participate will be added to the game experience. Attendees will participate by visiting your booth, retrieving a unique exhibitor code, and turn that information in to win. The attendees will have the month of October to play and win.

WEDNESDAY, OCTOBER 28
LIVE CHAT WITH EXHIBITORS:
1:00 pm-2:00 pm EST
4:00 pm-5:00 pm EST

*Exhibit times subject to change.

VIRTUAL EXHIBITOR PACKAGE INCLUDES:
- ONE COMPLIMENTARY full conference registration
- EXHIBITOR LOGO BRANDING per virtual booth within the Virtual Exhibit Hall
- VIRTUAL EXHIBIT BOOTH with unique branding and logo capabilities and ability to post resources, company overview, videos, images, text, links, contact information, and social media connections
- ABILITY TO HOST LIVE CHATS via a chat box
- GENERAL ANNOUNCEMENT REMINDERS to attend the Virtual Exhibit Hall
- ACCESS TO a post conference analytic report * Provided upon request
- ABILITY TO SET UP APPOINTMENTS with attendees and set additional live chat hours via the chat box
- TWO MONTHS of post conference access to the Virtual Exhibit Hall
- ACCESS TO GAMIFICATION to bring attendees to your virtual booth *Additional fee associated with this option
- ACCESS TO pre- and post-conference mailing list of the registered attendees’ US Mail addresses each for one-time use *Additional fee associated with this option
- ACCESS TO send pre- and post-conference email blast via InFocus Marketing *Additional fee associated with this option

VIRTUAL EXHIBIT BOOTH RATES

<table>
<thead>
<tr>
<th>2020 VIRTUAL IDC EXHIBIT BOOTH PRICING</th>
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<tbody>
<tr>
<td><strong>Advanced-Dates</strong></td>
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<tr>
<td>07/20–8/23/20</td>
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<tr>
<td>Member/Non-Member</td>
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<tr>
<td>Virtual Booth</td>
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</table>
BECOME A CONFERENCE SUPPORTER

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

For this Virtual Conference we have updated the Supporter Packages. You can select to support the overall conference at the listed packages below.

When you join 2020 Virtual IDC as a supporter, you send a resounding message to hospice and palliative care leaders that you support and value the mission and vision of NHPCO. Select one of the NEW supporter packages that suits your budget, extends your reach, and further increases your visibility.

### SUPPORTER PACKAGES AND BENEFITS

**EXPERIENCE • ENGAGE • EXPAND**

**GOLD PACKAGE: $10,000**
- Virtual exhibit booth premiere placement in Virtual Exhibit Hall
- Recognition in NHPCO’s NewsLine
- Recognition in NHPCO’s NewsBriefs
- Recognition on NHPCO’s Virtual IDC webpage
- Recognition before each Keynote begins
- One 30-minute product demo via Zoom
- Four (4) social media mentions highlighting your organization as a supporter across - Twitter, Facebook, and LinkedIn
- Digital Swag Bag- Fill the conference digital swag bag with your company’s discount codes, free offers and/or contests that brings you and your company more brand awareness during and after the conference
- Pre and Post Conference Attendee Mailing List (attendee name, company, and mailing address)

**BRONZE PACKAGE: $5,000**
- Virtual exhibit booth premiere placement in Virtual Exhibit Hall
- Recognition in NHPCO’s NewsLine
- Recognition in NHPCO’s NewsBriefs
- Recognition on NHPCO’s Virtual IDC webpage
- Recognition before each Keynote begins
- Two (2) social media mentions highlighting your organization as supporter across - Twitter, Facebook, or LinkedIn

**SILVER PACKAGE: $8,000**
- Virtual exhibit booth premiere placement in Virtual Exhibit Hall
- Recognition in NHPCO’s NewsLine
- Recognition in NHPCO’s NewsBriefs
- Recognition on NHPCO’s Virtual IDC webpage
- Recognition before each Keynote begins
- Two (2) social media mentions highlighting your organization as a supporter across - Twitter, Facebook, or LinkedIn
- Digital Swag Bag- Fill the conference digital swag bag with your company’s discount codes, free offers and/or contests that brings you and your company more brand awareness during and after the conference

**PEWTER PACKAGE: $2,500.00**
- Virtual exhibit booth premiere placement in Virtual Exhibit Hall
- Recognition in NHPCO’s NewsLine
- Recognition in NHPCO’s NewsBriefs
- Recognition on NHPCO’s Virtual IDC webpage
- Recognition before each Keynote begins
ENHANCEMENTS

NEW this conference: In addition to the Supporter Packages, you can select from the list of enhancements below to add to your Supporter Package (cost to be added to Supporter Package base price)

EDUCATIONAL TRACKS - EDUCATIONAL GRANT SUPPORT $2,500 each (7 Exclusive Tracks Available)
A major highlight and support opportunity of the Virtual IDC is the Educational Tracks. This year, NHPCO will offer seven (7) Educational Tracks, each offering eight (8) or more compelling, on-demand sessions selected by the conference planning committee. As a supporter, you choose the Track that best aligns with your business goals. Your company name will be recognized on the NHPCO website and in the slides for each session from October to – December 2020.
Tracks include: Community-Based Palliative Care, Leadership, Medical Care, Pediatrics, Quality, Regulatory, and Supportive Care

KEYNOTE PRESENTATION GRANT SUPPORTER $5,000 each (3 Exclusive Keynotes)
The live educational offering each Wednesday will begin with the Keynote speaker’s inspiration and valuable message. As the Keynote supporter, your organization receives recognition of your company’s name on the NHPCO website, at the start of the selected Keynote and recognition in emails sent to the attendees regarding that keynote.

CONFERENCE WORKBOOK $10,000 (Limit of 3)
The conference workbook is a comprehensive, spiral bound activity book/planner to help participants engage with the conference, track their progress, and provide a central location for notes and takeaways. Each on-demand session will have a dedicated space and summary as well as writing prompts to help guide the participant to apply critical thinking and consider the material in application at their program. Additional conference tips, how-to’s and information will be included. The book will be shipped to ALL participants registered by October 1 and will be an integral part of their learning experience. By supporting the conference workbook, your company’s half page ad will be visible to the attendees each time they reference their notes.

HAPPY HOUR SUPPORTER $8,000 each (3 Exclusive Happy Hours)
Cheers! Help continue the conversation at Happy Hour. The conference will feature three happy hours, one on October 14, 21, and 28. As the happy hour supporter, a branded happy hour box will be shipped out to attendees including: a branded wine glass, branded koozie, branded coaster and recipe for cocktail or mock-tail of your choice.

“Great exhibits! Received very informative material to take back and share with my company. Good set up with a nice variety of exhibitors.”
The National Hospice Foundation (NHF), the fundraising affiliate of NHPCO, is dedicated to creating resources for individuals and their families facing serious and life-limiting illness, raising awareness and increasing access to hospice and palliative care, and providing ongoing professional education and skills development to hospice and palliative care professionals.

With compassionate donors, we can enhance and expand access to person and family-centered care that makes a difference to the health and the well-being of communities. When you give to the National Hospice Foundation, your donation supports programs that make a difference in the lives of the patients and families served by hospice and palliative care professionals.

If you donate a minimum gift of $1,000 by September 30, 2020, you will receive an NHF Supporter Badge to be added to your virtual exhibit booth and recognize you as an NHF supporter. In addition, your organization will be acknowledged during the “Conversation with NHF” session to take place October 23 and promoted throughout the event.

For more information, please contact Maggie Nayyar at mnayyar@nhpco.org. Thank you for your support!

Contact us to secure your virtual exhibit space and support package today!

Please feel free to reach out if you have any questions regarding virtual exhibit space, supporter packages, and/or advertising opportunities.

Not a member? Ask how to join today!

Email me at exhibit@nhpco.org or contact me directly:

Contact: Lorna Etienne
Phone: 571-412-3980
NHPCO’S 2020 VIRTUAL INTERDISCIPLINARY CONFERENCE COMMERCIAL SUPPORTER 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

WEB SITE

B. CONFERENCE SUPPORTER PACKAGE
Select the supporter Package 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.

❑ Gold Level
❑ Silver Level
❑ Bronze Level
❑ Pewter Level

|$10,000
|$8,000
|$5,000
|$2,500

Or list the enhancement conference feature your company would like to support:

______________________________________________________________________
______________________________________________________________________

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. Please circle all that apply.

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D. CONFERENCE ATTENDEE LIST RENTAL

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

E. EXHIBIT VIRTUAL BOOTH / GAMIFICATION
Join in the games at the virtual exhibit hall. Help drive traffic to your booth by participating.

❑ $350 to join in the fun

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 one exhibit hall only registrations per virtual booth at no charge if registered before September 11, 2020. Additional full conference registrations are $499. Please visit www.nhpco.org to download the exhibit booth rep badge policy and registration form for each conference.

G. ADVERTISING OPPORTUNITIES FOR 2020

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. 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

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

1. Application and Eligibility. Applications for sponsorship and booth space both must be made on the printed form provided by NHPCO, the data 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, company of service. Show Management may reject the application of any company whose display of goods or services is not compatible, the sale, purchase, and sale, or lease, or sublease, or through such means, or by any means, any other party or its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any other party or entity, this contract. All applications must be signed in order to confirm support details and reservations outlined above. By signing this contract, I understand, and agree to abide by the rules and regulations outlined within and agree 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.

**NHPCO OFFICE USE ONLY**

- Commercial Support
- Commercial Interest
- Sponsorship

**General Exhibit Rules and Regulations**

**7. Commercial Support and Sponsorship Agreement Acceptance**

**8. 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. Products may be made available through NHPCO’s Marketplace. Please contact NHPCO’s Marketplace at NHPCO-Marketplace@nhpco.org if you wish to have your merchandise sold on consignment.

**9. 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 incurred to, arise out of, or be caused, either personally or remotely, wholly or in part, by any act, omission, negligence or misconduct on the part of Exhibit or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or any other person pertaining to the Premises leased hereunder with the expenses or implied invitation or permission of Exhibitor, or where any such injury or damage is the result, proximate or remote, of the violation by Exhibitor or its agents of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or where any such injury or damage may in any other way arise from or out of the occupancy of 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.

**10. List Rental Agreement.** By submitting this request, I understand and agree that this list is for a one-time use only. Neither this list nor contacts therein are to be duplicated, reproduced, reused or transferred with written authorization from NHPCO. I understand that lists are needed with data 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 list. Any outstanding exhibitor space balances must be paid in full prior to mailing 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 products 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 advertiser 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 or 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 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 claims 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 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. NOs 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 due to be accurate and appropriate to the company listed on the exhibit space application.

**11. 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, PROVIDE ANY AMENDMENTS, WHEN NEEDED, ARE BROUGHT TO THE NOTICE OF EXHIBITORS. EACH EXHIBITOR, FOR HIMSELF AND HIS EMPLOYEES, AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMITY WITH THE PROCEEDING SENTENCE.
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 printed in conference collateral distributed to attendees. Exhibitors are listed alphabetically by company name.

COMPANY NAME

ADDRESS

CITY, STATE, ZIP

PHONE

FAX

WEBSITE

B. EXHIBIT BOOTH SPACE

To receive the member rate, you must be a member in good standing through the conference. Note: Rates listed as Member/Non-member Please circle all that apply.

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A 50% deposit is required per booth selection (US funds) and must be enclosed with this application to secure space. The balance is due by September 25, 2020. Applications received after this date must include full payment.

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

C. BOOTH SELECTION

Booth Selection Policy: All exhibitor booths will be placed in alphabetical order within the Virtual Exhibit Hall.

D. ATTENDEE MAILING LIST RENTAL

- $150 Preconference Mailing List (Select a Delivery Date)
  - September 4
  - September 11
  - September 18
  - September 28
- $300 Post Conference Mailing List (if ordered prior to August 31)
- $350 Post Conference Mailing List (if ordered after August 31)

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

E. EXHIBIT VIRTUAL BOOTH / GAMIFICATION

Join in the games at the virtual exhibit hall. Help drive traffic to your booth by participating.

- $350 to join in the fun

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 one exhibit hall only registrations at no charge if registered before September 11, 2020. Additional registrations for the full conference are $499 when we receive your payment by September 11, 2020. After September 11th additional fees will apply (See below for exhibit badge policy). Use additional sheets if needed.

Full Conference:

NAME/ TITLE

DESIGNATIONS OR TITLE

E-MAIL

Exhibit Hall Only:

NAME 1

DESIGNATIONS OR TITLE

E-MAIL

Exhibit Booth Staff Policy: All exhibitor staff registration forms are due September 11, 2020. All exhibit staff registration forms received after September 11, 2020 are live event registrations. Live event exhibit staff registrations will incur a $25 service charge per registration and should be submitted by exhibitor staff to exhibit@nhpco.org with payment.
PAYMENT

NHPCO MEMBER ID: IF UNKNOWN, CALL 800-646-6460

TOTAL AMOUNT DUE (SECTIONS A, B, D, E AND F)

AMOUNT OF PAYMENT

Check # ______________________ or ____________

CREDIT CARD NUMBER

Visa/MC Cvv Code

3-digits back right side.

AMEX Cvv Code

4-digits front right side.

EXP DATE

NAME ON CARD (PLEASE PRINT CLEARLY)

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 agree 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.

SIGNATURE ______________________

DATE ____________

GENERAL 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 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 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 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 exhibit. In the event an application is not accepted, any paid space rental fees or deposits will be returned.

2. Payment and Refunds. Applications submitted must include a 50% deposit until the standard booth rate cut-off date. Applications received without such payment will not be processed nor will space assignment be made. Booth space canceled prior to August 1, 2020 will be refunded, less a $500 service charge. No refunds will be made after August 1, 2020. Booth space balances are due by September 25, 2020 prior to booth set up.

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 the 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 forthwith 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 exhibition shall not be held for any reason, whatsoever, then and thenceupon the rental and lease of space to the exhibitor shall be terminated. In such case the limit claim for damage and/or compensation by the exhibitor shall be returnable to the exhibitor of the pro-rated 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. P.O.s 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. Assignment of Location. Show Management reserves the right to make the final determination of all space assignments in the best interests of the exposition. All booth will be placed in alphabetical order within the virtual exhibit hall.

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 firms, distributors or agents in the exhibitor’s display. Exceptions are a parent or subsidiary company. Exhibitors must show only products and/or services or deal in by them in the regular course of business. Should an article of non-exhibiting firm be approved 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.

5. Exhibitors Authorized Representative. Each exhibitor must name one person to be the representative in connection the operation and removal of the firm’s 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 each and every exhibition period; 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. Contests, Drawing & Lotteries. Show Management reserves the right to make the final determination of all space assignments in the best interests of the exposition. All booth will be placed in alphabetical order within the virtual exhibit hall.

7. 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.

8. 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 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 express 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 by 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.

9. Mailing List Agreement. By submitting this request, I understand and agree that this list order is for a one-time use only. Neither this list order nor entries thereof are to be duplicated, reproduced, reused or transferred without written authorization from NHPCO. I understand that lists are secured with decay 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. 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.

10. 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.