

2024



NHPCO

Annual Leadership
Conference



Exhibitor and Supporter Prospectus

Pre-Conference: September 14 –15

Main Conference: September 16 – 18

On-Demand Access: September 16 – December 31

Sheraton Denver Downtown Hotel | Denver, CO

nhpco.org/alc2024 #ALC2024



NHPCO

Leading Person-Centered Care

nhpco.org

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CONFERENCE OVERVIEW

ALC2024 is the premier conference for leaders and aspiring leaders working to advance the field of hospice and palliative care.

WHO ATTENDS?

The intended audience for ALC2024 is executive staff, upper management, and aspiring leaders in the field of hospice and palliative care. Conference attendees include:

- CEOs/Executive Directors/Presidents
- C-Suite Officers (COO, CFO, CMO, CNO, etc.)
- Clinical Managers
- Operational Managers
- Aspiring/Future Leaders

THE EXHIBITOR EXPERIENCE

NHPCO wants to ensure you maximize the return on your investment by taking advantage of every opportunity to reach current and prospective customers at ALC2024.

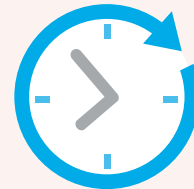
Monday, September 16

- Exhibitor Move In: 7 a.m. – 4 p.m.
- Welcome Reception in Exhibit Hall: 5 p.m. – 7 p.m.

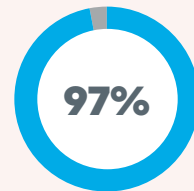
Tuesday, September 17

- Breakfast with Exhibitors: 7 a.m. – 8:30 a.m.
- Break with Exhibitors: 10 a.m. – 10:30 a.m.
- Lunch with Exhibitors: 12 p.m. – 2 p.m.
- Exhibitor Tear Down: 2:15 p.m. – 5 p.m.

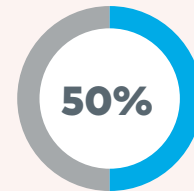
**Exhibit dates and times subject to change.*



OVER **6 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



4 EVENTS HELD IN EXPO HALL ALLOW FOR ADDITIONAL EXPOSURE

WHY EXHIBIT?

Exhibiting at ALC2024 provides your organization with increased brand awareness and visibility among leaders of the industry. Exhibitors are recognized as committed supporters of the hospice and palliative care community and will have the opportunity to engage with attendees throughout the in-person conference and beyond via the Virtual Exhibit Hall.

Showcase your innovations at the one place that brings key decision-makers from across the industry together and cultivate vital business relationships as you promote your brand, generate quality leads, and get business done. It's all about the right conversations with the right connections, and it all happens in person at ALC2024!

Reach the largest audience of decision-makers at our special Welcome Reception, breakfasts, breaks between sessions, and the networking lunch at the event.

Keep the conversation going with a presence on our virtual conference platform from September through December—ALC2024 attendees will plan for and enter 2024 with strong new relationships and vendor partners in mind.

Booth Size	STANDARD Prior to 6/28/24	AFTER 6/28/24
	Member/Non-Member	Member/Non-Member
10x10 Includes standard virtual booth	\$3,300 / \$4,300	\$3,900 / \$4,900
10 x 20* Includes medium virtual booth	\$5,100 / \$5,400	\$6,200 / \$7,200
20 x 20* Includes large virtual booth	\$7,000 / \$8,000	\$8,300 / \$9,200

*Limited number of booths available.

Booths should be purchased no later than August 16, 2024. Contact exhibits@nhpco.org with questions.

BOOTH PACKAGES INCLUDE

- 8' high back drape with 3' high side drape
- 6' draped table
- 2 limerick chairs
- Wastebasket
- Printed one-line booth identification sign
- Company listing in directory and mobile app
- 10 drink tokens
- Complementary breakfast and lunch in the Exhibit Hall
- Virtual booth on conference platform
- Virtual lead capture



EXHIBITOR ADD-ON ITEMS

Corner Booth

■ \$500 | Member Rate

Attendee Mailing List

Attendee mailing list includes physical mailing addresses only (no emails)

Pre-Conference Mailing List: \$350

- August 19, 2023
- August 26, 2023
- September 2, 2023
- September 9, 2023

Post-Conference Mailing List: \$450

- September 30, 2024

Drink Tokens - 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

On-Site Lead Retrieval is also available for purchase.

EXHIBIT HALL FLOOR PLAN

For the most up to date booth availability, please visit the [registration link](#).



*Floor plan subject to change.

This conference is really the best of the year for leaders in hospice. It is all of the most up-to-date information in one place, and the contacts we make are so valuable when we have questions down the road. I look forward to this conference every year!

EVENT SPONSORSHIPS AND BRANDING OPPORTUNITIES

Conference Mobile App

EXCLUSIVE: \$5,000

As the primary resource for all conference information, your brand will be front and center each time attendees access the conference schedule, session materials, and more.

Wi-Fi Access

EXCLUSIVE: \$8,000

Help attendees stay connected with this must-have productivity tool by supporting the conference Wi-Fi connection.

Welcome Reception Entertainment

\$8,500

Welcome attendees and introduce the entertainment at the opening reception of the Exhibit Hall on Monday evening.

Welcome Reception - Appetizer Station, Cocktail Bar, Carving Station, or Dessert Station

\$4,200 each

What does everyone talk about at a party? The food! Be the host that everyone loves! We will work with you to create amazing food and drink options that attendees will not want to miss. Options include a specialty cocktail bar, appetizer station, carving Station, or dessert bar.

Welcome Treat at Registration

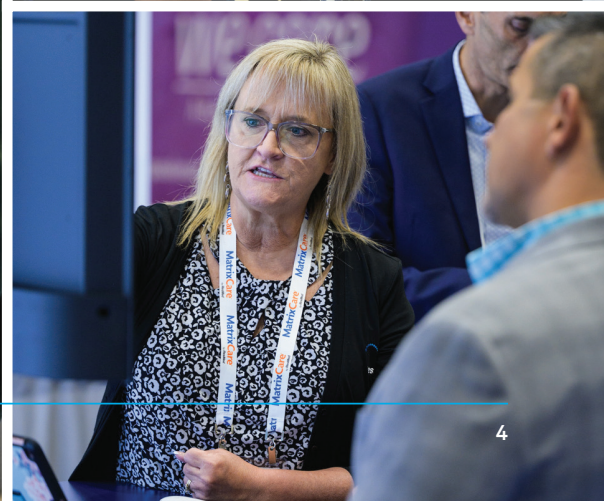
EXCLUSIVE: \$5,000

First impressions are lasting ones! As the supporter of the Welcome Treat at Registration, attendees will remember you as giving them the tasty treat to kick off the conference.

Lanyards

EXCLUSIVE: \$10,000

Badge lanyards are worn by each attendee throughout the conference.



Networking Lunch

EXCLUSIVE: \$10,000

The networking lunch on Tuesday in the Exhibit Hall is a high visibility event.

Headshot Studio **SOLD**

EXCLUSIVE: \$15,000

A 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 Lounge

EXCLUSIVE: \$8,000

Work with NHPCO to customize this experience and highlight your brand. Options include chair massage, meditation space, coloring station, aromatherapy, a remembrance "wall", or a yoga class.

Room Drop (Per Day)

3 available: \$8,500

Leave a treat or trinket branded with your company logo or custom message for attendees to find in their rooms.

Charging Station

EXCLUSIVE: \$10,000

Keep attendees connected and their devices powered throughout the conference.

Coffee Break: Coffee Sleeves or Napkins

3 available: \$5,000

Gain recognition with attendees by supporting a scheduled coffee break in between sessions. Includes branded logo on custom coffee sleeves or napkins with signage at food & beverage stations.

Music Reception & Cocktails

EXCLUSIVE: \$7,500

Take center stage by supporting the music & cocktail reception as the first day of sessions concludes. Work with NHPCO and the Hospice Music Project artists to customize the reception event.

Committee & Council Lounge with Reception

EXCLUSIVE: \$10,000

Support NHPCO's Committee and Council members with a dedicated all-day space for networking and additional recognition at the evening reception.

Notebook and Pens

EXCLUSIVE: \$8,000

Notebooks and pens with your company's logo will be distributed to all attendees.

Literature Handout (per day)

3 Available: \$1,500

Display your company literature in the registration area as attendees arrive and collect their badge.

Tote Bags

EXCLUSIVE: \$18,000

Showcase your company's logo and message as attendees carry their tote bag throughout the conference and beyond.

Tote Bag Insert

4 Available: \$1,500

Reach all attendees by including your branded swag or company information in the conference tote bag.

Reusable Water Bottles

EXCLUSIVE: \$10,000

Branded with your logo, and provided to all attendees supporting this conference essential ensures enduring visibility for your brand.

Floor Stickers

5 Available: \$2,000

Drive additional traffic to your booth with directional floor stickers from the main exhibit hall entrance.

Hotel Key Cards

EXCLUSIVE: \$15,000

Increase your brand awareness and be in the pocket of attendees throughout the conference.

Sweet Dreams

EXCLUSIVE: \$2,000

Generate additional traffic and conversations to your booth by hosting the Sweet Dreams drawing. Attendees stop by your booth for a chance to win and get their hotel room expense covered by the supporter.

General Session Audio Visual

EXCLUSIVE: \$4,000

Receive prominent brand recognition throughout the conference space by supporting the audio visual services.

THE SUPPORTER EXPERIENCE

Becoming a Supporter of ALC2024 provides opportunities for engagement above and beyond the ALC2024 Exhibit Hall. The chart below outlines the various benefits afforded to supporters of different levels. Select the level of conference support that suits your budget and meets your marketing and outreach needs.

Supporter Opportunities	GOLD \$25,000+	SILVER \$15,000+	BRONZE \$7,500+
Recognition at booth and/or supported event	X	X	X
Attendee mailing list, one pre-conference, one post-conference list (physical mailing addresses only).	X	X	X
Additional full conference registrations	4	3	2
Advertisement in conference mobile app	X	X	
Recognition on conference keynote slideshow	X	X	
Additional drink tokens	50	25	
"Thank you" live on stage by CEO before keynote	X		

ALL SUPPORTER PACKAGES ALSO INCLUDE

- Recognition in NHPCO's NewsBriefs
- Recognition on Conference Website
- Recognition in Attendee and Registration Communications
- Supporter Ribbons for Staff

KEY DATES

For up-to-date deadlines on ordering, please visit the [Exhibitor and Supporter Service Center](#).

Now – June 28, 2024	Advanced exhibit booth rates available
June 29, 2024	Standard booth rates begin
April 22, 2024	First wave of Exhibitor & Supporter checklist items due in Exhibitor & Supporter Service Center. Login to upload your logos, certificate of insurance, organization description, and more.
August 22, 2024	Book your guestroom at the Sheraton Downtown Denver. Cutoff date is August 22, 2024. Rooms are available on a first-come, first-served basis, and may be sold out prior to the cutoff date. For more information visit the ALC2024 Hotel & Travel page .
August 23, 2024	Deadline for exhibit booth personnel registration

**Dates are subject to change.*

QUESTIONS?

Email: exhibits@nhpco.org

Call: Naylor Association Solutions | Laura Tepe Project Manager | 352-333-3344

NATIONAL HOSPICE FOUNDATION GALA

The National Hospice Foundation (NHF), the fundraising arm of NHPCO, will host the 2024 National Hospice Foundation Gala during ALC2024.

When: Tuesday, September 17, 2024, from 7-10:30 p.m.

Where: TBD

What: This annual event attracts hospice and palliative care leaders, supporters, and champions from across the nation who believe in NHF's work to support the development of resources for individuals and their families facing serious and life-limiting illness, raise awareness and increase access to hospice and palliative care, and provide ongoing professional education to hospice and palliative care professionals. NHF's 2024 Gala will feature dinner, drinks, and entertainment.

How: Rewarding sponsorship opportunities and tickets will be available soon. To learn more, visit nationalhospicefoundation.org/gala.

HEALTH AND SAFETY

NHPCO prioritizes the health and safety of ALC2024 attendees and supporters. With ongoing concerns regarding COVID-19 and other communicable health risks, NHPCO will implement health and safety protocols appropriate to the public health circumstances existing at the time of the conference.

As ALC2024 approaches, please visit the [ALC2024 Health & Safety](#) Hub to view updated information about NHPCO's plans for health and safety policies for attendees, exhibitors, faculty, and staff.

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TERMS AND CONDITIONS

General Exhibition Rules and Regulations

Download the Terms and Conditions Document from the NHPCO conference website: nhpco.org/alc2024. 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 apparent 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 representative 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, maned, 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 o 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 pack 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 provision set forth herein, such exhibit will be prohibited from functioning at any time during the exposition. Booth construction plans, exhibits in peninsula or island both 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 in 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 exhibitors' space, materials and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibitor 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 a t 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 thirty (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. Also 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, 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 nay 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 here to, 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 here to 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 agent 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 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. And 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' 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 mails 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 regulation 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.



1731 King Street, Alexandria, VA 22314
703-837-1500 (phone) | 703-837-1233 (fax)