2020
LEADERSHIP & ADVOCACY CONFERENCE

March 23-24, 2020
Preconference

March 25-27, 2020
Main Conference

Gaylord National Resort & Convention Center
National Harbor, MD

EXHIBITOR & SPONSORSHIP PROSPECTUS
HOSPICE AND PALLIATIVE CARE LEADERSHIP AND ADVOCACY CONFERENCE – AN INTRODUCTION

The Hospice and Palliative Care Leadership and Advocacy Conference (LAC), 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. As an exhibitor and/or sponsor, you have the chance to influence a focused and innovative audience.

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 Breakfast Bites, Coffee Break, Lunch, and Welcome Reception. All enhanced networking tools and resources available to attendees and exhibitors allow for maximum exposure and visibility to prospective clients.

Brand Visibility and Recognition
Introduce your company to NHPCO members. As a LAC exhibitor, 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

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 15</td>
<td>Tier I Supporters receive booth selection link (Silver and above)</td>
</tr>
<tr>
<td>January 18</td>
<td>Advance Exhibit booth rate ends</td>
</tr>
<tr>
<td>January 22</td>
<td>Tier II Supporters receive booth selection link</td>
</tr>
<tr>
<td>January 29</td>
<td>Booth selection link emailed to organizations solely exhibiting that have submitted a minimum deposit of 50% by January 24, 2020</td>
</tr>
<tr>
<td>February 3</td>
<td>Supporter’s logos due to NHPCO in EPS format</td>
</tr>
<tr>
<td>February 10</td>
<td>Descriptions due, 25 words or less</td>
</tr>
<tr>
<td>February 24</td>
<td>Approval deadlines for all signage displayed at registration, exhibit hall, and/or booth space</td>
</tr>
<tr>
<td>March 2</td>
<td>Last day for hotel room block rate</td>
</tr>
<tr>
<td>March 4</td>
<td>Last day for Freeman discount</td>
</tr>
<tr>
<td>March 7</td>
<td>Standard Exhibit booth rate ends</td>
</tr>
<tr>
<td>March 13</td>
<td>Exhibit booth personnel names due</td>
</tr>
<tr>
<td>March 13</td>
<td>Final payments due</td>
</tr>
</tbody>
</table>

EXHIBIT HALL SCHEDULE

Wednesday, March 25
Exhibitor Move In: 7:00 am – 5:00 pm
Welcome Reception: 5:15 pm – 7:30 pm

Thursday, March 26
Breakfast Bites: 7:00 am – 9:00 am
Coffee Break: 10:30 am -11:30 am
Networking Lunch: 12:00 pm – 2:00 pm
Exhibitor Tear Down: 2:15 pm – 7:00 pm

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

<table>
<thead>
<tr>
<th>Size</th>
<th>Advanced 12/2/19-1/18/20</th>
<th>Standard 1/19/20 - 3/7/20</th>
<th>ONSITE After 3/7/20</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 x 10</td>
<td>$2,500 / $3,400</td>
<td>$2,800 / $3,800</td>
<td>$3,000 / $4,000</td>
</tr>
<tr>
<td>10 x 20*</td>
<td>$3,600 / $4,300</td>
<td>$4,100 / $4,800</td>
<td>$4,600 / $5,300</td>
</tr>
<tr>
<td>20 x 20*</td>
<td>$5,200 / $6,300</td>
<td>$5,800 / $7,300</td>
<td>$6,800 / $8,200</td>
</tr>
</tbody>
</table>

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

**NOTE:** Rates listed as Member / Non-Member. *Limited number of booths available.

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## EXHIBIT HALL FLOORPLAN

### EXHIBITOR BOOTH PACKAGE INCLUDES:

- One complimentary main conference (March 25-27) registration per booth space
- 8’ high back drape with 3’ high side drape
- 6’ draped table
- 2 Limerick chairs
- Wastebasket
- Printed one-line booth identification sign
- Company name and description listed in the Mobile App
- 10 drink tokens
- Complimentary breakfast and lunch in the Expo Hall
- Access to and post-show mailing list of the registered attendees’ US Mail addresses each for one-time use. Email lists also available via InFocus.

*Fee associated with both options.

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

*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.

EVENT SPONSORSHIPS & BRANDING OPPORTUNITIES

Educational Tracks (10 Exclusive Tracks Available) $10,000 per Grant Support

A major highlight and support opportunity of LAC 2020 is the Educational Tracks. This year, NHPCO will offer ten (10) Educational Tracks, each offering compelling sessions. As a supporter, you choose the Track that best aligns with your business goals. Your company name providing an educational grant will be recognized on the Mobile App, NHPCO website, activity signage and from the podium of each session in the track.

Tracks include: Advocacy, Clinical and Operations Management, Emerging Markets and Partnership Opportunities, Engagement and Marketing, Finance, Fund Development, Leadership, Palliative Care, Quality, Regulatory, Staff Development

Education Programs and Pre-conference Seminars | Educational Grant Support (Exclusive) $2,500 (1/2-day activity) $5,000 (1-day activity) $10,000 (2-day activity)

Take a deep dive into a wide variety of hot topics and issues facing hospice and palliative care professionals. As a supporter, you choose the topic, program length and budget that aligns with your business goals. Your company name will be recognized on the mobile app, NHPCO website, activity signage and from the podium of the activity.

Welcome Reception (Exclusive) $30,000

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

SOLD! Wi-Fi (Exclusive) $30,000

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.

SOLD! Tote Bags (Exclusive) $18,000

Tote Bag sponsorship provides high profile, enduring visibility for your brand. All attendees of the conference receive a tote bag at registration and many will carry it throughout the entire conference and well after the conference. Put your brand on the road with this exclusive opportunity.
Breakfast Bites and Coffee/Snack Breaks
(Each event is 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 around the breakfast and coffee break area in between sessions, coffee cup sleeves branded with your logo; as well as the change to mingle and meet with attendees during the break. This is a great branding opportunity to catch attendees’ attention and make an impression in the Exhibit Hall!

Hotel Room Key Cards (Exclusive)
$15,000
Be the brand every attendee sees first thing in the morning, last thing at night and every 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. (Artwork due on or before February 14, 2020)

SOLD! Lanyards (Exclusive)
$15,000
Every NHPCO registrant is required to wear a name badge throughout the conference sessions and the Exhibit Hall, and lanyards are a great way to enhance your brand and increase your corporate visibility! This is an excellent opportunity to ensure that your company’s name will be in front of every attendee and exhibitor.

Networking Lunch (Limit of 2)
$10,000
Two lunches are available for sponsorship. 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.

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.

SOLD! The Headshot Studio (Exclusive)
$10,000
Say Chee-e-e-e-e-se! A new multimedia experience where attendees will be able to get a world-class executive portrait PLUS, men and women will enjoy the opportunity to be “made up” by professional make-up artists before being expertly photographed. Everything is free to attendees. As the Headshot Studio supporter, you’ll have unique branding opportunities while generating tremendous goodwill.

SOLD! NHPCO Marketplace Shipper Supplier (Exclusive)$8,500
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!
**SOLD!** 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.

**Do Not Disturb Door Hangers *(Exclusive)*
$8,000
Shhhhhh! Remind attendees to visit your Exhibit Hall booth or to build corporate or product awareness with a branded, “Do Not Disturb” hotel door hangers. Your company’s name or logo (your design) is added to the host hotel “Do Not Disturb” door hanger is sure to be seen by many attendees! Perfect for a company seeking additional brand awareness.

**Room Drop (2 available)**
$7,000 per day
Get personal with a room drop to LAC attendees at the host hotel. Leave a treat, trinket branded with your company logo or custom message for attendees to find in their rooms (Item provided by sponsor). Limited to one item; size and weight restrictions may apply.

**SOLD!** Registration Badge *(Exclusive)*
$5,000
Insert your company message into the NHPCO Registration Badge! 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!

**SOLD!** 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 near the Exhibit Hall and outside the Plenary Sessions.

**Hand Sanitizer *(Exclusive)*
$5,000
Everyone will appreciate access to individual antibacterial hand sanitizers. Your company name and logo will be placed on individual bottle of sanitizer for each attendee to keep and use well after the conference.

**Aisle Signs (Limit of 4)**
$3,000
By sponsoring the numbered aisle signs in the exhibit hall, your company logo, booth number and design will be prominently displayed where it simply cannot be missed! Featured on all overhead aisle signs, your message will reinforce your brand and drive traffic to your booth as attendees navigate the exhibit hall – guaranteed impressions and can’t miss branding to thousands of attendees!

**Literature Handout (3 available)**
$1,500 per day
As a literature handout sponsor, your company literature will be on the registration desk as attendees come to pick up their badges! Get your branding in front of attendees when they arrive at LAC! Production and shipping of literature is not included.

**Make My Day Vouchers (Multiple opportunities available)**
$1,500
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 refreshment and/or snack. Exclusive benefits include your company logo on the printed vouchers, which are handed out from your exhibit booth.
EXCLUSIVE SUPPORTER BENEFITS AND PACKAGES

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<tr>
<th>Recognition in NHPCO’s NewsLine</th>
<th>$45,000+</th>
<th>$44,999-$30,000</th>
<th>$29,999-$20,000</th>
<th>$19,999-$10,000</th>
<th>$9,999-$7,500</th>
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<td>Recognition on Conference Website</td>
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<td>Recognition in Digital Program and Mobile App</td>
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<td>Recognition on Conference Keynote Slideshow</td>
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<td>Supporter Ribbons for your staff</td>
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<td>Recognition at booth and/or supported event</td>
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<td>Pre/Post Conference Attendee Mailing List</td>
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<td>Additional Conference Registrations</td>
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<tr>
<td>Advertisement in Conference Mobile App</td>
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<tr>
<td>4-Color Ad in Newsline</td>
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<td>HALF</td>
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<td>Additional Drink Tokens</td>
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<td>Web Connection Add</td>
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ADVOCACY SPONSORSHIP OPPORTUNITIES

Join NHPCO, Hospice Action Network (HAN), and 200 of our closest hospice and palliative care friends during the NHPCO Advocacy Training Preconference Session. 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 (4 Available at $10,000 each, 1 available at $15,000 for chaplains) $55,000

HAN enables advocates to share their unique experiences 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. Our high-value target list of ‘must-see’ 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.

To accomplish this, NHPCO strives to provide scholarships to sponsor 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. Recognizing the unique positions chaplains occupy on the IDT and the favorable impact chaplains have on policymakers, NHPCO has created a scholarship opportunity specifically for them.

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.

“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
First Time Attendee Training Sponsor (3 Sessions Available) $10,000
The Monday afternoon training sessions are designed for first-timers and experienced advocates alike. 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.

Monday Evening State Delegation Reception $15,000
This is the key networking function to wrap up the training sessions and get Advocates excited for their congressional meetings. Your support of this visible and fun event gets your company signage and extensive company recognition prior to and during the event.

Tuesday Morning Breakfast and Policy Review $10,000
Tuesday 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.

Preparatory Policy Webinar Sponsor 10,000
HAN hosts three preparatory policy and advocacy webinars to train and educate conference attendees prior to their trip to Capitol Hill. Your organization will be recognized as the official sponsor of each webinar; have a designated slide that includes your logo, branding and information about your organization; and have 5 minutes designated on one of the three presentations for remarks. A recording of these webinars will be made available to all registrants and your logo will be placed on the LAC Advocacy Preparatory Website.

“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 2020 National Hospice Foundation Gala will once again be held in conjunction with the Leadership and Advocacy Conference, on Thursday, March 26, 2020 at the Gaylord National Resort & Convention Center. The event attracts hospice and palliative care leaders from across the nation – 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 Pediatric 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 & sponsorship levels, contact Maggie Nayyar at mnayyar@nhpco.org.

QUESTIONS ABOUT EXHIBITING OR SPONSORSHIP/ADVERTISING?

Please feel free to reach out if you have any questions regarding exhibit space, sponsorship, and/or advertising opportunities. Not a member? Ask how to join today! Email me at exhibit@nhpco.org or contact me directly:

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

Don’t end up on the waiting list!
Reserve your exhibit space today!
THANK YOU TO OUR 2019 SUPPORTERS AND EXHIBITORS

- 5 Star Consultants, LLC
- Acclivity Health
- Accreditation Commission for Health Care
- Acurata
- AdvaCare Systems
- Advanced Palliative and Hospice Social Worker Certification Board, Inc.
- AfterHours Triage dba Total Triage
- Allied Powers LLC
- American Academy of Hospice & Palliative Medicine (AAHPM)
- American Music Therapy Association
- Ancestry.com
- Association for Home & Hospice Care of North Carolina
- Autumn Leaves Media, LLC
- AvaCare, Inc.
- Avantum Hospice Pharmacy
- Axess*
- Barbara Karnes Books, Inc.
- Baylor Scott & White Health
- BetterRX
- BKD CPAs & Advisors
- BlackTree Healthcare Consulting
- BlueNovo, Inc.
- Cambia Health Foundation*
- Capstone HME
- Cardinal Health™ at-Home*
- CarePartners in partnership with Intalere*
- CareVention HealthCare
- Casamba
- Celltrak Technologies, Inc.
- Center to Advance Palliative Care
- CGS Administrators, LLC
- Cincinnati Insurance Company
- Citus Health
- Coastal Cloud
- Community Health Accreditation Partner (CHAP)
- Composing Life Out of Loss
- Corridor
- CSU Institute For Palliative Care
- Curantis Solutions, LLC
- Data Soft Logic
- Death by Design
- Decision Health
- Delta Care RX
- Delta Health Technologies
- DermaRite Industries, LLC
- Deterra®Drug Deactivation System
- DME Express
- Elara Hospice and Palliative Care EMR
- eMediCall Solutions
- Enclara Pharmacy*
- Excel Health Group
- Fazzi Associates*
- Forcura
- Funeralocity
- Glatfelter Healthcare Practice
- Global Partners in Care
- Grace Hospice/Comfort Hospice
- Healthcare Provider Solutions
- Healthcare Strategica, LLC
- HEALTHCAREfirst, Inc.
- Homecare Homebase
- Horizon Oxygen and Medical Equipment Inc.
- Hospi Corporation
- Hospice and Palliative Nurses Association
- Hospice Fundamentals
- Hospice Medical Director Certification Board
- Hospice Pharmacy Solutions*
- Hospice Source*
- HospiceMD, Inc.*
- HospiceRx
- IMA, Inc.
- Integriti3D
- IntellaTriage
- KanTime*
- Kronos Incorporated
- Landmark Health
- LINET*
- Marian University
- MatrixCare-Brighttree*
- Maxwell Healthcare Associates
- McBee
- MedCare,Inc.
- MedForms
- Medi Lazer
- Medline Industries, Inc.
- Mertz Taggart
- Mueller Prost
- Multi-View Incorporated Systems
- mumms Software
- NarcX
- NASW Assurance Services
- National HME*
- Netsmart
- Northstar Triage
- NurseLine
- OnePoint Patient Care*
- Optima Healthcare Solutions
- Optum Hospice Pharmacy Services*
- Otto Trading Inc.
- Palmetto GBA
- Partner Plus Media LP
- PatientPoint
- Pet Peace of Mind
- PlayMaker Health
- ProCare HospiceCare
- QliqSOFT, Inc.
- Qualis Management
- Quality of Life Publishing, Co
- Relias
- Remembering A Life/Funeral Service Foundation
- Right at Home
- Rural Health Information Hub
- RxNT
- Simione Healthcare Consultants, LLC*
- Sono
- StateServ/Hospicelink
- Stoneridge Partners
- Strategic Healthcare Programs (SHP)
- Suncoast By Complia Health
- Synapse pdi
- TapCloud
- The Cincinnati Insurance Company
- The Health Group, LLC
- The Joint Commission*
- Thornberry Ltd
- TigerConnect
- Total Triage
- Turenne PharMedCo, Inc.
- University of Maryland Baltimore
- VirtueRN
- VITAS® Healthcare
- Weatherbee Resources
- WellSky*
- WiBea Medical Equipment
- Wise Hospice Options
- Wizard Creations*
- WorldView LTD

*2019 Sponsors
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
  $44,999 - $30,000
- Gold Level
  $29,999 - $20,000
- Silver Level
  $19,999 - $10,000
- Bronze Level
  $9,999 - $5,000
- Copper Level
  $4,999 - $1,000
- Pewter Level
  $4,999 - $1,000

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

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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. *Limited number available

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<tr>
<th>Size</th>
<th>ADVANCED 12/19 - 1/18/20</th>
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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 drink token for the Welcome Reception.

- 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 13, 2020. Additional full conference registrations are $950 for members and $1,350 for non-members. Additional exhibit hall only passes are available for $250 for members and $425 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:
- 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.
Commercial Support and Sponsorship Agreement Acceptance

Note: 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 official rules and regulations outlined within and is in 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.

COMMERCIAL SUPPORT AND SPONSORSHIP COMPANY REPRESENTATIVE SIGNATURE

Date:________

CATHY BENFLE BPA
SENIOR VICE PRESIDENT, OFFICE OF ADMINISTRATION, CFO - NHPCO

NHPCO OFFICE USE ONLY

1. Commercial Support
2. Commercial Interest
3. Sponsorship

Total section of B and C: __________ Total section of D: __________

Total section of E: __________ Total section of F: __________

Total section of G: __________

Total 2020 Investment Due:

Company will pay in full by check or credit card.

Company will be invoiced and pay in __________ installments on the following dates:

GENERAL EXHIBIT RULES AND REGULATIONS

National Hospital 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 booth space must be made on the printed form provided by Show Management, contain the information as requested, and as executed by an individual who has authority to act for the applicant. This exhibition is designed for and limited to exhibits of products and services relating to the practice and advancement of care and concern of patients 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, in its judgment, in the best interests of 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 kind contribution given by an organization that is not a commercial entity organization. Sponsorship is defined as a financial or in-kind contribution given by an organization that is a commercial entity organization.

2. Placement and Location of Exhibitors. 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 available. Show Management reserves the option to move any exhibit, which, in its sole judgment, is not in the best interests of the exhibition. Each exhibitor is responsible for keeping the aisles near its exhibit free from obstructions. Each exhibitor is responsible for the safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit clear of motorized, walking, riding, running or other moving equipment. Exhibitors are required to purchase insurance for their equipment and décor. When such damage appears, the exhibitor is liable to the owner of the property so damaged. 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. Neither Show Management nor any of its officers, staff or members or directors of any of the same is 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 loss or damage occasioned by theft, fire, accident, vandalism or other causes.

3. Payment of All Charges and Expenses. Show Management reserves the right to restrict the operation of, or evict completely, any exhibit, which, in its sole judgment, is not in the best interests of the exhibition. Exhibitors are responsible for all cost of insurance and décor. Show Management may make the final determination of all space available.

4. Indemnification. Exhibitor agrees that it will indemnify and hold Show Management whole and harmless of, from and against all loss, damage or expense, including, without limitation, reasonable attorney’s fees and court costs, incurred by Show Management or any of its officers, staff or members in the defense thereof.

5. Insurance. Exhibitors are required to purchase insurance as specified by Show Management, and for liability 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.

6. Liability and Insurance. All property of the exhibitor remains under his custoduty and control in transit to and from the exhibit hall and while it is in the exhibit hall. Neither Show Management, nor its officers, staff or members, nor any of its agents or employees, in the performance of their duties, nor any contractor, sub-contractor, employee, agent or representative of Show Management, and for liability 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.

7. Storage of Packages. Exhibitors may not store packages in or about the exhibit hall. Packages may be removed at the exhibitor’s expense. Show Management will bill exhibitors for removal time and materials at prevailing rates.

8. Operation of Displays. Show Management reserves the right to restrict the operation of, or completely, any exhibit which, in its sole judgment, is not in the best interests of the exhibition. Such 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 for the successful conduct of the exhibition. Use of so-called “barriers” or “pitchfork” 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 clear of obstructions. Demonstrations and advertising activities must be coordinated with Show Management.

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

12. Literature Distribution. All demonstrations or other activities must be confined to the limits of the exhibitor’s booth space. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. Exhibitors in the aisles, meeting rooms, registration areas, or any part of the hall are not permitted to distribute advertising circulars, literature, or other promotional materials. Duplicators, facsimile machines, or similar devices are prohibited from 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 audiences are prohibited unless pre-approved by Show Management. Exhibitors are prohibited from advertising advertising for the sale of animals.

14. Contests, Drawing & Lotteries. Show Management reserves the right to restrict the operation of, or completely, any exhibit which, in its sole judgment, is not in the best interests of the exhibition.

15. Sound. Orders may be taken but transactions prohibited. Exhibitors are required to purchase insurance for the equipment and décor. When such damage appears, the exhibitor is liable to the owner of the property so damaged. 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.

17. Indemnification. Exhibitor agrees that it will indemnify and hold Show Management whole and harmless of, from and against all loss, damage or expense, including, without limitation, reasonable attorney’s fees and court costs, incurred by Show Management or any of its officers, staff members or directors of any of the same is 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 loss or damage occasioned by theft, fire, accident, vandalism or other causes.

18. Liability and Insurance. All property of the exhibitor remains under his custodality and control in transit to and from the exhibit hall and while it is in the exhibit hall. Neither Show Management, nor its officers, staff or members, nor any of its agents or employees, in the performance of their duties, nor any contractor, sub-contractor, employee, agent or representative of Show Management, and for liability 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.

19. Indemnification. Exhibitor agrees that it will indemnify and hold Show Management whole and harmless of, from and against all loss, damage or expense, including, without limitation, reasonable attorney’s fees and court costs, incurred by Show Management or any of its officers, staff or members or directors of any of the same is 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 loss or damage occasioned by theft, fire, accident, vandalism or other causes.

20. Property Damage. Neither Show Management nor Exhibitor shall be responsible for any loss or damage to property of the other party resulting from any cause, including, without limitation, theft, fire, accident, vandalism or other causes.

21. Care of Building and Equipment. Exhibitors or their agents shall not allow or deface any part of the building exhibit, the booths, or other equipment and decor. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

22. Rental Agreement. By accepting this agreement, I understand and agree to the list of a one-time fee only. Neither the list or the information is intended for resale.

23. Showcase Policy/No Suitcasing. While all meeting attendees are invited to the exhibit hall, any attendee who is observed to be soliciting or distributing leaflets or other materials of a commercial or promotional nature in the exhibit hall, the aisles, meeting rooms, registration area, or any part of the hall will be considered as violating this policy.

24. Non-Compliance With List Policy. All requests for attendee list (direct or email) are subject to approval by NHPCO. NHPCO reserves the right to refuse any application by an exhibitor who is not a commercial interest organization. A “commercial interest” is defined as any proprietary entity producing healthcare goods or services, or performing professional education of those individuals attending the meeting. Show Management shall determine the eligibility of any such entity.

25. Mailing List政策. Applications for sponsorship and booth space must be made on the printed form provided by Show Management. Sponsorship is defined as a financial or kind contribution given by an organization that is not a commercial entity organization. Sponsorship is defined as a financial or kind contribution given by an organization that is a commercial entity organization.

26. Property Damage. Neither Show Management nor Exhibitor shall be responsible for any loss or damage to property of the other party resulting from any cause, including, without limitation, theft, fire, accident, vandalism or other causes.

27. Care of Building and Equipment. Exhibitors or their agents shall not allow or deface any part of the building exhibit, the booths, or other equipment and decor. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

28. List Rental Agreement. By accepting this rental agreement, I understand and agree to the list of a one-time fee only. Neither the list or the information is intended for resale. The list or the information is intended for resale.

29. Care of Building and Equipment. Exhibitors or their agents shall not allow or deface any part of the building exhibit, the booths, or other equipment and decor. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

30. List Rental Agreement. By accepting this list rental agreement, I understand and agree to the list of a one-time fee only. Neither the list or the information is intended for resale. The list or the information is intended for resale.

31. Care of Building and Equipment. Exhibitors or their agents shall not allow or deface any part of the building exhibit, the booths, or other equipment and decor. When such damage appears, the exhibitor is liable to the owner of the property so damaged.
NHPCO's 2020 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 EMAIL 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. *Limited number available

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A 50% deposit per 10'x10' booth (US funds) must be enclosed with this application to secure space. The balance is due by March 13, 2020. Applications received after this date must include full payment. See reverse side for booth payment, cancellation and refund policy.

C. BOOTH SELECTION
All applications will be processed within three business days after the applications has been received. Once the application has been processed the booth selection link will be emailed to the key contact listed on the form.

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)
  - February 14
  - February 21
  - February 28
  - March 6
- $300 Post Conference Mailing List (if ordered prior to February 1, 2020)
- $375 Post Conference Mailing List (if ordered after February 1, 2020)

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 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 Leadership and Advocacy Conference. With your booth, you receive one full conference and three exhibit hall only registrations at no charge if registered before March 13, 2020. Additional registrations for the full conference are $950 for members and $1,350 for non-members when we receive your payment by March 13, 2020. Additional exhibit hall only passes are available for members $250 and non-members $425 each when payment is received by March 13, 2020. After March 13, 2020 register onsite — additional fees will apply (See below for exhibit badge policy). Use additional sheets if needed.

Full Conference*:

- $1,350 for members
- $1,800 for non-members when we receive your payment by March 13, 2020
- $950 for members
- $1,350 for non-members

Add $150 for additional conference registration. Additional registrations for the full conference are $950 for members and $1,350 for non-members. Additional staff in the exhibit hall will receive $950 for members and $1,350 for non-members. Additional staff in the exhibit hall will incur a $15 service charge if registered before March 13, 2020. Additional registrations for the full conference are $950 for members and $1,350 for non-members when we receive your payment by March 13, 2020. Additional exhibit hall only passes are available for members $250 and non-members $425 each when payment is received by March 13, 2020. After March 13, 2020 register onsite — additional fees will apply (See below for exhibit badge policy). Use additional sheets if needed.

Exhibit Hall Only:

- $250 for members
- $425 for non-members when payment is received by March 13, 2020
- $1,000 for members
- $1,350 for non-members

Exhibit Booth Staff Policy: All exhibitor staff registration forms and payment are due March 13, 2020. All exhibit staff registration forms received after March 13, 2020 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.
Visa/MC Cvv Code 3-digits back right side
AMEX Cvv Code 4-digits front right side