

**Application & Contract for Exhibit Space  
National Conference on Health Communication, Marketing,  
and Media  
2nd Annual Conference • August 12-14, 2008**

**RETURN THIS APPLICATION TO:**  
National Conference on Health Communication, Marketing,  
and Media Exhibits Department  
986 Hidden Hollow Drive  
Marietta, GA 30068  
(770) 345-5646

**EXHIBITOR INFORMATION**

(as it will be listed in ALL official publications)

Company Name: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Website Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_

**PRIMARY CONTACT INFORMATION**

(for show management use only)

Contact Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
My address is:  Same as above  Alternate (below)  
  
Street Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_

**BOOTH PRICES**

\$1,850 per 8'x10' - Commercial/For Profit Vendors  
\$1,350 per 8'x10' - Government/Non-Profit Organizations

**BOOTH SELECTION**

The numbered booths are hereby defined as specified on the floorplan, and include an eight-foot high back wall covered with flameproof material and two sidewalls. One identification sign, one 6' draped table, two (2) side chairs, and wastebasket will be included. Each exhibiting company will receive one (1) complimentary conference registration per 8'x10' booth. This conference registration badge allows entrance to sessions and the exhibit hall. Badges are nontransferable. No additional materials or services will be furnished by the CDC or NPHIC.

Refer to the exhibit hall floorplan and record your first three choices below. For questions regarding booth availability, please contact the Exhibits Department at [exhibits@conferencemanagers.com](mailto:exhibits@conferencemanagers.com). Booth space will not be granted unless submitted by the applicant on the official application and contract for exhibit space and the 50% deposit is received.

Please list your booth selections:

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_

**CANCELLATION POLICY**

If an exhibitor cancels all or part of purchased booth space on or prior to June 13, 2008, the CDC and NPHIC will retain 50% of booth cost. Any exhibitor who cancels all or part of purchased booth space after to June 13, 2008, will not receive a refund and the CDC and NPHIC will retain as liquidated damages all monies paid. Cancellation requests must be submitted in writing to the conference Exhibits Manager.

**BOOTH CALCULATION**

Booth Price	\$	_____
Total Fee	\$	_____
Amount Enclosed (50% minimum)	\$	_____
<b>BALANCE DUE</b>	\$	_____

**PAYMENT**

Return this application and contract with **50%** of the total cost of the requested exhibit space. Once payment is received, space will be assigned and a confirmation will be e-mailed to you. All payments must be made in U.S. funds, drawn on U.S. banks, payable to the National Conference on Health Communication, Marketing, and Media. Checks not drawn on U.S. banks will be returned. Space must be fully paid for by June 13, 2008.

Payment Method (50% Deposit Required)

*(Please make checks payable to NPHIC and include the name of the organization along with the reference "HCMM Conference in the memo section.)*

Check for \$ \_\_\_\_\_ enclosed.  
Please charge \$ \_\_\_\_\_ to my  
 Visa  MasterCard  American Express  Discover

Card # \_\_\_\_\_  
Exp. Date \_\_\_\_\_ CVV \_\_\_\_\_  
Authorized Signature \_\_\_\_\_

**AUTHORIZATION**

Exhibitors agree to abide by the 2nd Annual Conference on Health Communication, Marketing, and Media Rules and Regulations, a copy of which is enclosed in the Exhibitor and Sponsor Prospectus and made a part of this application and contract by reference and fully incorporated herein. If this application and contract has not been received, properly signed, and accompanied by a 50% deposit this application and contract may be declared null and void so that space may be reassigned.

All applications must be signed in order to confirm booth reservations. We agree to abide by all rules and regulations governing the exposition as enclosed and which are a part of this application. Acceptance of this application by show management constitutes a binding contract.

Exhibitor's Authorized Signature

\_\_\_\_\_  
Title \_\_\_\_\_ Date \_\_\_\_\_

# 2nd Annual National Conference on Health Communication, Marketing, and Media

## Exhibit Rules & Regulations

### 1. Official Exhibit Schedule

To be included in Official Exhibitor Service Kit. See Exhibitor and Sponsor Prospectus for details.

### 2. Show Management

The exhibition is organized and managed by the Center for Disease Control and Prevention (CDC) and National Public Health Information Coalition (NPHIC). Any matters not covered in these Rules and Regulations are subject to the interpretation of the CDC and NPHIC and their designees, and all exhibitors must abide by their decisions. Exhibitors must comply with the Omni Hotel at CNN Center's procedures. 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 preceding sentence.

### 3. Assignment of Booth Space

Booths will be assigned on a first-come, first-served basis. Applications without payment will not be processed.

### 4. Installation and Dismantle of Exhibits

Show Management reserves the right to fix the time for the installation of a booth prior to the show opening and for its removal after the conclusion of the show. Under no circumstances will the addition to or removal of any portion of an exhibit be permitted during show hours. All booths must remain intact until the close of the show. Installation must occur only during the installation times designated in the Exhibitor Service Kit. Booth installation will begin at 9:00 am on Tuesday, August 12, 2008. All booths must be properly installed, fully operational and show-ready no later than 12:00 pm on August 12, 2008 for the final inspection of the exhibit hall by show management. Dismantle may not begin until after 12:00 pm on August 14, 2008, and must be completed by 2:00 pm on August 14, 2008. Early dismantle and/or removal of an exhibit may result in the loss of exhibit privileges for future shows. If the official exhibit hall schedule changes, all exhibitors will be notified in writing. Exhibitors are expected to make travel arrangements in accordance with the schedule published in the Official Exhibitor Service Kit. Each exhibitor will complete arrangements for removal of his or her material from the Omni Hotel at CNN Center in accordance with the instructions provided in the Exhibitor Services Manual. All material must be packed and ready for shipment by 2:00 pm on August 14, 2008. Any material not called for by said time and date will be shipped at the exhibitor's expense, by a carrier selected by the official drayage contractor. No one under the age of 18 will be permitted on the exhibit floor during installation and dismantle hours.

### 5. Failure to Occupy Space

Space not occupied by the time specified in the Exhibitor Service Manual, will be forfeited by exhibitors and their space may be resold, reassigned or used by the exhibit management without refund.

### 6. Rates, Deposits and Refunds

Space will be rented in accordance with the application form. No application will be processed or space assigned without a deposit in U.S. funds in the amount of 50% of the total cost. Space must be fully paid for by June 13, 2008. If an exhibitor cancels all or part of purchased booth space on or prior to June 13, 2008, the CDC and NPHIC will retain 50% of booth cost. Any exhibitor who cancels all or part of purchased booth space after to June 13, 2008, will not receive a refund and the CDC and NPHIC will retain as liquidated damages all monies paid. The CDC and NPHIC reserves the right to enter into a further lease for the space involved. In the event that fire, strike, or other circumstances beyond the control of the management causes the exhibit to be cancelled, full refund of the exhibit rental fees will be made which is the limit and extent of the CDC and NPHIC's liability for such cancellation. All cancellation requests must be submitted in writing to the National Conference on Health Communication, Marketing, and Media Exhibits Manager.

### 7. Contractor Services

Shepard Exposition Services, the official contractor, will provide all services in the exhibit area. Complete information, instructions and schedule of prices regarding shipping, drayage, labor for installation and dismantling, electrical service, furniture, etc., will be included in the Exhibitor Services Kit to be forwarded from the Shepard Exposition Services in June 2008. An exhibitors' service center will be maintained during applicable hours to facilitate services requested for additional needs of exhibitors. Under no circumstances will the CDC or NPHIC or the Omni Hotel at CNN Center assume responsibilities for loss or damage to goods consigned to the official contractor. Advance shipments of exhibit material must be made to official contractor as specified in the Exhibitor Services Kit. Should any shipments not be made as specified in the manual, it will be removed by the official contractor and stored until the hall is ready to accept materials for the exhibition and all costs involved will be charged to exhibiting company. Exhibitors are responsible for all information provided in the Exhibitor Services Kit.

### 8. Arrangements of Exhibits

Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor. The show management reserves the right to inspect the quality of the appearance of each booth prior to show opening. Where necessary, masking drape will be placed to cover unsightly wires, unfinished backwalls, etc. at the exhibitor's expense.

### 9. Booth Design

Each exhibitor will be provided with an official Exhibitor Services Kit. The Exhibitor Services 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 Exhibitor Services Kit. In the sole opinion of Show Management, any exhibit that fails to conform to the Exhibitor Services Kit guidelines or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions. All demonstrators 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. Displays should not exceed 8' in height. Exhibiting companies are responsible for furnishing and cleaning their booths. All exhibits must comply with the public accommodation provisions of the Americans with Disabilities Act of 1991(ADA). Any exhibit with raised flooring must be ramped.

### 10. Subleasing of Space

Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allocated, and may not display goods or services other than those manufactured or regularly distributed by them.

### 11. Conduct

All exhibits will be to serve the interest of the National Conference on Health Communication, Marketing, and Media attendees and will be operated in a way that will not detract from other exhibits, the exhibition, or the meeting as a whole. Show management reserves the right to request the immediate withdrawal of any exhibit that the CDC and NPHIC believes to be injurious to the purpose of the CDC and NPHIC. Management reserves the right to refuse to admit to and eject from the exhibit building any objectionable or undesirable person or persons. The use of sideshow tactics or other undignified methods considered by the CDC and NPHIC to be objectionable are expressly prohibited in the exhibition area and in any meeting room.

### 12. Exhibitor's Personnel

All exhibitors must wear the official National Conference on Health Communication, Marketing, and Media badge for exhibit hall admission. All personnel representing the exhibitor or his or her agents on the exhibit floor during installation and dismantling must be properly identified. Each exhibit must be fully operational and staffed during the open exhibit hours as defined in the Official Exhibitor Service Kit. Booths should be manned by company specialists who are qualified to discuss details of their company's products or services. Distribution of advertising material and souvenirs must be confined to the exhibitor's booth. Canvassing or distribution of advertising material or souvenirs in the exhibit hall by representatives of non-exhibiting firms is strictly forbidden. Selling of merchandise on the exhibit floor is strictly prohibited. However, orders may be taken for fulfillment at the exhibiting company's main distribution center.

### 13. Sound Devices and Lighting and Other Presentation Devices

Public address, sound-producing or amplification devices that project sound must be kept at a conversational level and must not interfere with other exhibits. Any form of attention-getting devices or presentations must be terminated when crowds obstruct aisles or infringe upon another exhibitor's display. The CDC and NPHIC reserve the right to restrict the use of glaring lights or objectionable lighting effects. Music, whether vocal or instrumental, is prohibited.

### 14. Handout Materials, Give-Aways and Prize Drawings

Promotional give-aways and exhibitor prize drawings will be permitted. All materials and prizes must have prior approval by the CDC and NPHIC. All hand-out materials are expected to be of professional nature. The CDC and NPHIC reserves the right to disallow any material that it believes to be inappropriate. Send samples or PDF proofs to: National Conference on Health Communication, Marketing, and Media Exhibits Manager, 11260 Roger Bacon Drive, Suite 402, Reston, VA 20190 or exhibits@conferencemanagers.com

### 15. Solicitation of Exhibitors

No persons will be permitted in the exhibit hall for the purpose of soliciting advertising or other exhibit space without the express written permission of the CDC and NPHIC.

### 16. Fire, Safety and Health

The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. All exhibit equipment and materials must be located within the booth. Only fireproof materials may be used in displays and the exhibitor must take all necessary fire precautions. No combustible material will be stored in or around exhibit booths.

### 17. Labor

Rules and regulations for union labor are made by the local unions and may change at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to comply with these regulations. Information regarding specific regulations that are applicable may be obtained from the official contractor. Displays, painters, carpenters, electricians, and other skilled labor can be arranged through the official contractor at established rates. Labor order forms will be included in the Exhibitor Services Kit.

### 18. Storage

The exhibitor should make arrangements with the contracted decorator for storage of packing boxes and crates during the exhibition. The CDC and NPHIC assume no responsibility for damage or loss of packing boxes or crates.

### 19. Food and Beverage

Exhibitor distribution of food and beverages for consumption in the building is prohibited, except with written permission from Show Management. All requests must be submitted in writing.

### 20. General Liability and Security

The CDC and NPHIC make no warranty, expressed or implied, that security measures will avert or prevent occurrences that may result in loss or damage. Each exhibitor must make provisions for the safeguarding of his or her goods, materials, equipment and display at all times. The CDC and NPHIC will not be liable for loss or damage to the property of exhibitors or their representatives or employees from theft, fire, accident or other causes. The CDC and NPHIC will not be liable for injury to exhibitors or their employees or for damage to property in their custody, owned or controlled by them, which claims for damages, injury, etc., may be incident to or arise from, or be in any way connected with their use or occupation of display space, and exhibitors will indemnify and hold the CDC and NPHIC harmless against such claim. The exhibitor assumes all liability for any damage to the facility's floor, walls, lighting fixtures, etc. as a result of exhibitor negligence. The exhibitor will abide by and observe all laws, rules, regulations and ordinances of any government authority and of the contracted facility. The exhibitor will pay and hold the CDC and NPHIC, its Board, members, staff, and representatives, the City of Atlanta, and the Omni Hotel at CNN Center harmless from any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within the Omni Hotel at CNN Center or property adjacent thereto occasioned by any act, neglect, or wrongdoing of the exhibitor or any of its officers, agents, representatives, guests or employees, invitees or other persons permitted by the exhibitor upon the premises, and the exhibitor will at its own cost and expense defend and protect the CDC and NPHIC, the City of Atlanta, and the Omni Hotel at CNN Center against any and all such claims or demands.

Each exhibitor shall be responsible for securing and maintaining the following insurance coverages at the exhibitor's expense: (a) Workman's compensation insurance coverage for exhibitor's employees which shall be in compliance with the laws of the State of Georgia; (b) Commercial general liability insurance with policy limits of \$1,000,000 for combined single limit coverage to include: comprehensive form, premises/operations, contractual, broad form property damage and products/completed operations, providing for terms of coverage to be effective from on or before August 12, 2008 through August 14, 2008, which shall include exhibitor's move in and move out. Such insurance shall cover any and all damage or injury to any and all persons arising out of such person's attendance at the exhibitor's exhibit during the term of the 2nd Annual National Conference on Health Communication, Marketing, and Media. (c) Other insurance: Each exhibitor acknowledges that it is responsible for obtaining any additional insurance coverage solely at its own expense, in such amounts as it deems appropriate to comply with its obligations hereunder and for its own protection.

### 21. Trademarks

The CDC and NPHIC will be held harmless for any trademark, trade name, copyright or patent infringement on any printed materials belonging to or distributed by any exhibitor. Use of the Omni Hotel at CNN Center, design, trademark, trade name, patent, copyrighted work or symbol must be approved in writing by the Omni Hotel at CNN Center marketing department.

### 22. Photographing of Exhibits

Each exhibitor has control over the space it has rented and may prevent those considered its competitors from gaining access to or photographing or videotaping its exhibit. The taking of pictures, other than by the official photographer, is expressly prohibited during setup, dismantling and non-exhibit hours. Cameras will not be allowed on the exhibit floor. The use of a camera cell phone is prohibited during the above mentioned hours. Only the exhibitor may grant permission to have its exhibit photographed, videotaped, or an audio presentation taped, during exhibit hours. No exhibitor shall deny any reasonable request from Show Management or the official photographer to photograph the exhibit from outside the perimeter of the booth.

### 23. List Publication

The list of National Conference on Health Communication, Marketing, and Media exhibitors, in whole or in part, shall not be published other than in the CDC or NPHIC official publications.

### 24. Facility Use

All public function space in the Omni Hotel at CNN Center is controlled by the CDC and NPHIC. No function space will be released to exhibiting firms or other commercial firms for social functions without the permission of Show Management. Good taste and conformity to the purposes of the meeting must prevail. Showing of equipment or product presentations to registered members or guests of the CDC and NPHIC by exhibiting firms other than on the exhibit floor during the stated hours is expressly prohibited.

### 25. Violations

The CDC and NPHIC may at their discretion take away all or part of future exhibiting privileges for violations of the Rules and Regulations. In addition, violation of any of these Rules and Regulations by the exhibitor or his or her employees or agents shall at the option of the CDC and NPHIC forfeit the exhibitor's right to occupy space and such exhibitor shall forfeit to the CDC and NPHIC all monies paid or due. Upon evidence of violation, the CDC and NPHIC may take possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that the CDC and NPHIC may incur thereby.

### 26. Severability

All agreements and covenants contained herein are severable, and in the event any of them shall be held to be invalid by any competent court, this agreement shall be interpreted as if such valid agreements or covenants were not contained herein.

### 27. Contact

For questions or more information, please contact:  
National Conference on Health Communication, Marketing, and Media Exhibits Manager  
11260 Roger Bacon Drive, Suite 402, Reston, VA 20190  
Phone: (703) 964-1240  
Fax: (703) 964-1246  
exhibits@conferencemanagers.com