

2019 FALL MANAGED CARE FORUM

October 10-11, 2019
Bellagio Las Vegas, NV

presented by
NAMCP Medical Directors Institute
American Association of Integrated Healthcare Delivery Systems
American Association of Managed Care Nurses

BELLAGIO®
LAS VEGAS



L A S V E G A S

EXHIBITOR AND SPONSOR PROSPECTUS
MARKETING OPPORTUNITIES

WHO'S WALKING THE EXPO FLOOR?

The Fall Managed Care Forum attracts decision makers seeking fresh ideas and education for managing their patient populations. Medical Directors, Chief Medical Officers, Senior Physicians, Health Executives and Nurses in case, quality, and utilization management will be looking to you for answers to their unmet needs. Don't miss your chance to showcase your company's products and services, strengthen existing business relationships, increase customer awareness, and generate new business leads.

Join us this fall in Las Vegas and align yourself and your company for immediate and lasting success!



EXPAND YOUR REACH

Reach Senior Leadership
from Top Health Plans and
Provider Systems



BREAK INTO NEW MARKETS

Broader Markets
Bigger Sales
Greater Success



DEVELOP CONNECTIONS

Meet Decision Makers
70% with Significant or Final
Decision Making Ability



ENHANCE YOUR BUSINESS

Showcase New Products,
Technologies and
Applications

WHY PARTICIPATE?

The Fall Managed Care Forum offers opportunities for exceptional lead generation and brand exposure. You'll network with the best and brightest group of managed care leadership including Medical Directors from some of the nation's top health plans. If you are looking to expand your current business relationships, prospect for new ones or launch that new service or product...then let us help you reach your goal! Your investment in this event will deliver immediate and lasting benefits.

YOUR CUSTOMERS WILL BE THERE ... MAKE SURE YOU ARE TOO!

Our attendees include the largest concentration of managed care decision makers all in one place, at one time. Some of the many faces you will see include:

Chief Executive Officers
Governing Board Members
Population Health Manager
UM Directors
VPs, Medical Management

Chief Medical Officers
Hospital Administrators
Provider Relations Managers
VPs, Health Services

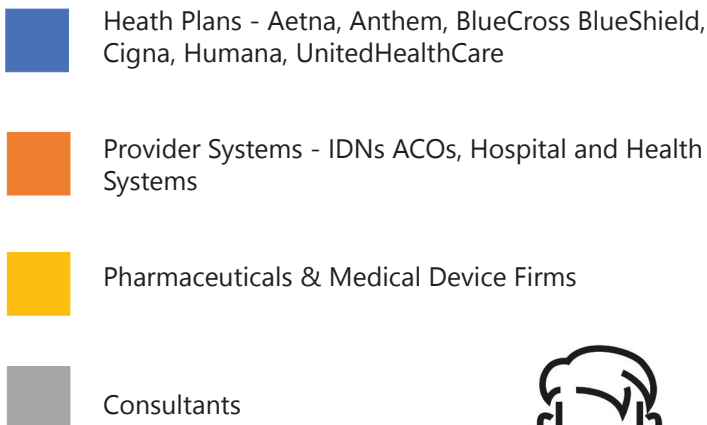
Chief Nursing Officers
Medical Directors
Quality Managers
VPs, Managed Care

Executive Directors
Nurse Case Managers
Senior Medical Directors
VPs, Medical Affairs

WHO ATTENDS THE FALL MANAGED CARE FORUM?

The Fall Managed Care Forum attracts industry leaders who are stakeholders in managed care. We work with medical directors and other senior leadership to identify and strategically position our industry to respond to the various opportunities and challenges on the horizon. Our attendees include the largest concentration of managed care decision makers all in one place at one time from Health Plans, Employers, and Provider Systems.

ATTENDEE BREAKDOWN



71%

of Attendees are Decision Makers (Chief Medical Officers, Medical Directors, VPs Managed Care, Care Managers, Case Approvers) from Health Plans, Employers and Provider Systems

SOME OF THE DISTINGUISHED ORGANIZATIONS IN ATTENDANCE

Aetna
 Amerigroup Corporation
 Anthem Blue Cross Blue Shield
 Banner Health
 CarePlus Health Plans
 CareSource Health Plan
 Centene Corporation
 Cerner Corporation
 Christus Health
 Cigna
 Cigna HealthSpring
 Clearline HMO
 Covenant Healthcare
 CVS Caremark
 Employers Health - Ohio
 Gateway Health Plan
 Gold Coast Health Plan
 HCA
 Health First Health Plans
 Health Net of California
 Healthcare Partners
 Heritage Provider Network
 Highmark
 Humana Inc.
 Independence Blue Cross
 Kaiser Permanente
 Magellan Health
 Mayo Clinic
 Medical Mutual of Ohio
 Mercy Care
 Molina Healthcare
 Ohio Health Group Integrated Network
 Premera Blue Cross
 Providence Health Plans
 Public Employees Health System
 QualChoice
 Sunshine Health
 Sutter Health
 Texas Health Aetna
 Texas Tech University, Health Science Center
 The Permanente Federation
 Thomas Jefferson University Hospital
 Trustmark Insurance
 Tufts Health Plan
 United HealthCare
 University of California, Irvine
 University of MD Anderson Cancer Center
 UPMC Health Plan
 Walgreens
 WellCare
 WellMed
 WellPoint

IMPORTANT DATES

APRIL 30
EXHIBITOR SERVICES & SHOW KIT
SENT VIA EMAIL

JULY 31
CANCELLATION/WITHDRAW
DEADLINE TO RECEIVE 50% OF
TOTAL BOOTH FEE. NO REFUNDS
AFTER JULY 31

AUGUST 30
DEADLINE FOR COMPANY
DESCRIPTION AND LOGO FOR
CONFERENCE PROGRAM GUIDE

AUGUST 30
ADVERTISEMENT DEADLINE -
SUBMISSIONS FOR CONFERENCE
PROGRAM GUIDE DUE

EXHIBIT HALL SCHEDULE OCTOBER 9

EXHIBITOR SET-UP
11:00 AM - 5:00 PM

EXHIBIT HALL OPEN OCTOBER 10

BREAKFAST
7:00 AM TO 7:40 AM
BREAK
8:45 AM TO 9:30 AM
LUNCH
11:30 AM TO 12:30 PM
BREAK
2:30 PM TO 3:00 PM
WELCOME RECEPTION
5:00 PM TO 6:30 PM

EXHIBIT HALL OPEN OCTOBER 11

BREAKFAST
7:00 AM TO 7:40 AM
BREAK
8:45 AM TO 9:30 AM
LUNCH
11:30 AM TO 12:30 PM

EXHIBIT HALL TEAR DOWN
12:30 TO 4:00 PM

EXHIBITION HIGHLIGHTS

- Morning and Afternoon Networking Breaks
- Attendee Breakfast and Lunch
- Connect with High Level Decision Makers
- Unopposed Exhibit Hall Hours
- Welcome Reception on Opening Night
- Raffles and Prizes

2018 EXHIBITORS AND SPONSORS

ACADIA Pharmaceuticals
Acorda Therapeutics
ADAPT Pharma
Advanced Accelerator Applications
Aegis Sciences Corporation
Allergan
AMAG Pharmaceuticals
Amarin Pharma
Ambry Genetics
Astellas Pharma US
Augmenix
Avanos
Avedro
Bako Diagnostics
Bayer Healthcare
Biofrontera
Biogen
Bioventus
Castle Biosciences
Children's Healthcare of Atlanta
Clinical Genomics
Cooper Genomics
Counsyl
Dexcom
Encompass Health
Epigenomics
Exact Sciences
GE Healthcare
GE Healthcare Life Sciences
Genentech
Genomic Health
Genoptix
Gensco Pharma
Gilead Sciences
HeartFlow
Hill-Rom
Hologic
Home Instead Senior Care

Intarcia Therapeutics
Intersect ENT
iRhythm Technologies
KCI
LifeCare Health Partners
MDxHealth
Medical Review Institute of America
Melinta Therapeutics
Merck & Co.
Monash University Low FODMAP Diet
Myriad Genetic Laboratories
Novartis Oncology
Novocure
Omeros Corporation
Optinose
Paratek Pharmaceuticals
Pfizer Inc.
Philips Healthcare
Philips Lifeline
Prometheus Laboratories
Promius Pharma
RCM Health Care Services
Regeneron Pharmaceuticals
Sage Therapeutics
Sanofi Pasteur
Seattle Children's Hospital
Seattle Genetics
Senseonics
Shield HealthCare
Somnomed
Sunovion Pharmaceuticals
Tandem Diabetes Care
TCS Healthcare Technologies
Teva Pharmaceuticals
Tolmar
TracScout
Trividia Health
TURN-KEY Health
University of Rochester, School of Nursing
Valeritas
Vascular Insights
Vertos Medical
VITAS Healthcare
WellDyneRx
Woundtech Technology Network
Zimmer Biomet
ZOLL

ALIGN YOURSELF FOR SUCCESS MARKETING/NETWORKING OPPORTUNITIES

Exhibiting at the Fall Managed Care Forum offers your company access to the best networking opportunities, unopposed exhibit hall hours, breakfast, lunch, and coffee breaks with attendees and a networking reception. Don't miss your chance to engage with key decision-makers and explore the latest advances in the managed care marketplace!

Exhibiting Opportunities

Position your company at the forefront of the managed care marketplace and take advantage of the opportunity to showcase your products, solutions and services to all Fall Managed Care Forum attendees. Make your presence known this year! Exhibition opportunities are available on a first-come, first-served basis. Reserve your space today for the best opportunity to generate new business relationships, increase customer awareness, and increase your company's visibility.

Sponsorship Opportunities

Our Sponsorship Program was developed to provide strategic visibility opportunities for your organization that no other conference in the managed care industry can offer through customized marketing platforms. These bundled packages are unique opportunities for our managed care industry partners to help build and maintain year round relationships with our members and the healthcare community nationwide. Our business development team will work with you to craft a package that achieves your goals and gets your company out in front of your target market.

Advertise in the Conference Program Guide

The conference Program Guide, distributed to each attendee, is filled with important conference information such as the session agenda, hotel information with a detailed map of the conference area, dining and leisurely activities located within and around the hotel, exhibitor listings, and the exhibit hall floor plan. There is no better way to reach attendees and the clientele that you seek before they start their first day of the conference.

NAMCP Website Digital Advertising

Position your brand as a thought leader to a premium audience of Medical Directors and HCPs. Interactive digital media solutions provide access to vital Medical Director decision makers who actively engage with NAMCP Medical Directors Institute. We offer rotating banner ad packages and company recognition on www.namcp.org and www.jmcpub.org. The rotating banner ad packages will switch between the leaderboard, large skyscraper, and bottom banner formats throughout a 30-day period.

Advertise in the *Journal of Managed Care Medicine* (JMCM)

JMCM delivers your message directly to Medical Directors who evaluate, select, and decide reimbursement for

pharmaceuticals, other diagnostics and medical devices. JMCM focuses on what's trending in managed care and provides fact-driven research and guidance about issues that affect the delivery of healthcare services and patient centric care. By tracking trends and providing insights, JMCM is the premier journal of peer reviewed articles pertaining to the practice of managed care medicine.

NAMCP Corporate Membership

Join the NAMCP Medical Directors Institute to ensure your company will have unique opportunities to connect with Medical Directors from payers, employers and provider systems. Corporate Membership provides you with access to managed care decision-makers in face-to-face meetings or group settings. Receive invitations to networking receptions and Members Only educational meetings held during our Spring and Fall Managed Care Forums. Connect and stay current on the hottest topics in the managed care. You will not find a comparable means of access and insight anywhere else!

NAMCP Advisory Board Meetings

Need specific insight, feedback, and direction? Want the top managed care decisions makers to give it to you? Let NAMCP help you reach this goal. We have extensive experience in facilitating and arranging half day, full day, and multiple day advisory board meetings. The information gained from the advisory board meeting will allow you to validate and further develop strategies and tactics to reach a successful marketing position for your products, technology and/or services.

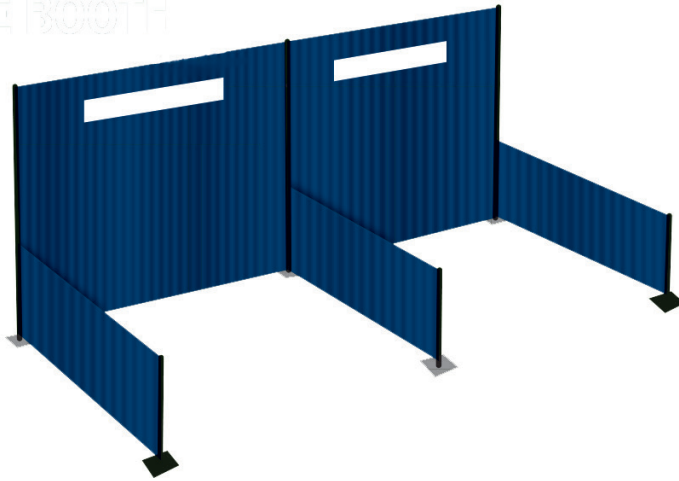
Advertise in the *Journal of Managed Care Nursing* (JMCN)

The American Association of Managed Care Nurses (AAMCN) Journal of Managed Care Nursing (JMCN) is a quarterly peer-reviewed, national publication that is digitally produced with a subscription list of over 20,000 nurses in Case Utilization and Quality Management at health plans and provider systems. The JMCN takes a hard, thoughtful look at trends in managed care and provides fact-driven research and guidance about issues that affect the delivery of healthcare and integrated patient care. By tracking trends and providing insights, the JMCN is the premier journal of peer-reviewed articles pertaining to the practice of managed care nursing.

EXHIBIT BOOTH CHOICES

IN-LINE BOOTH

IN-LINE BOOTH



10' x 10'

\$3,800
NAMCP
Corporate Member

\$4,300
NAMCP Non-
Corporate Member

\$4,150
Corner Booth
NAMCP Corporate
Member

\$4,650
Corner Booth
NAMCP Non-
Corporate Member

10' x 20'

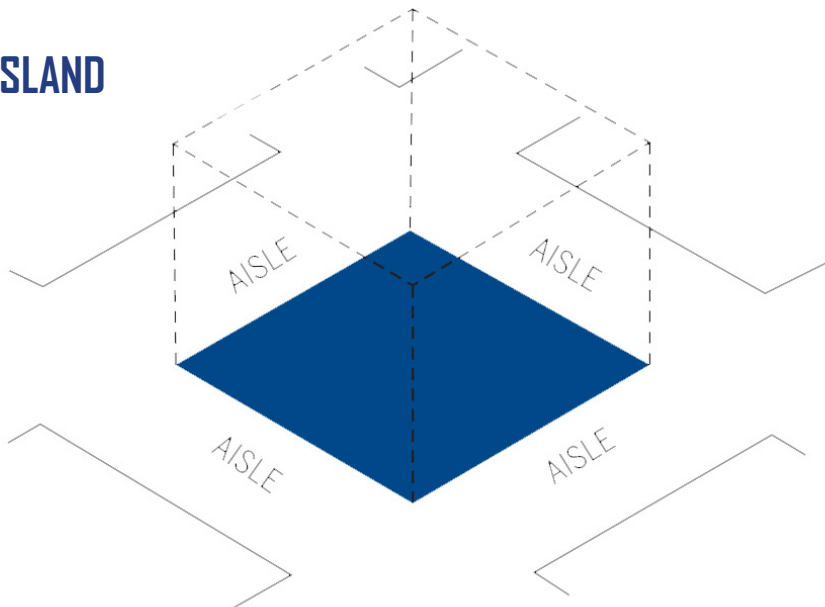
\$4,900
NAMCP
Corporate Member

\$5,400
NAMCP Non-
Corporate Member

\$5,250
Corner Booth
NAMCP Corporate
Member

\$5,750
Corner Booth
NAMCP Non-
Corporate Member

ISLAND



20' x 20'

\$15,000
NAMCP
Corporate Member

\$17,000
NAMCP Non-
Corporate Member

20' x 30'

\$22,000
NAMCP
Corporate Member

\$25,000
NAMCP Non-
Corporate Member

YOUR EXHIBIT BOOTH INCLUDES:

- Pipe and drape
- 7" x 44" ID sign
- Two full event passes (\$1790 Value)
- Pre-Registration list- Name, City, State will be provided via email before the conference to assist exhibitors with planning on site
- Special signs prominently displayed at the exhibit hall entrance
- Listing in the Conference Program Guide with company description and contact information
- Listing in the exhibit hall show map distributed on site to every attendee

BECOME A SPONSOR • OPTIMIZE YOUR EXPERIENCE

Our Sponsorship Program was developed to provide strategic visibility opportunities for your organization that no other conference in the managed care industry can offer through customized marketing platforms. These bundled packages are unique opportunities for our managed care industry partners to help build and maintain year round relationships with our members and the healthcare community across the nation. Our business development team will work with you to craft a package that achieves your goals and gets your company in front of your target market.

Strategic Partner Sponsorship \$30,000

Strategic Partner Sponsorships are of limited availability but will receive the maximum level of exposure at the conference. In addition to the benefits listed below, Strategic Partner Sponsors work closely with our corporate development staff throughout the planning process to ensure they receive the maximum return on investment.

- Priority booth selection and placement
- 10' x 20' exhibit booth
- Three full-pages of advertising space in the Fall Conference Program Guide
- Eight full event passes
- Literature Distribution - sponsor's promotional piece placed in the Attendee Welcome Bag
- Hotel Door Drop - sponsor's promotional piece distributed to the hotel rooms of attendees during peak night of conference
- Premium placement of one news release in the Managed Care eNews
- Recognition on the Fall Managed Care Forum website
- On site signage in high traffic areas
- Company description in the Fall Conference Program Guide including contact information
- Single use of the pre and post conference attendee list - mailing addresses only

Priority Partner Sponsorship \$20,000

- Priority booth selection and placement
- 10' x 20' exhibit booth
- Two full-pages of advertising space in the Fall Conference Program Guide
- Six full event passes
- Literature Distribution - sponsor's promotional piece placed in the Attendee Welcome Bag
- Premium placement of one news release in the Managed Care eNews
- Recognition on the Fall Managed Care Forum website
- On site signage in high traffic areas
- Company description in the Fall Conference Program Guide including contact information
- Single use of the pre and post conference attendee list - mailing addresses only

Marketing Partner Sponsorship \$15,000

- Priority booth selection and placement
- 10' x 10' exhibit booth
- One full-page of advertising space in the Fall Conference Program Guide
- Four full event passes
- Recognition on the Fall Managed Care Forum website
- On site signage in high traffic areas
- Company description in the Fall Conference Program Guide including contact information
- Hotel Door Drop - sponsor's promotional piece distributed to the hotel rooms of attendees during peak night of conference
- Single use of the pre and post conference attendee list - mailing addresses only

SPONSORSHIP OPPORTUNITIES CONTINUED

WI-FI Sponsor

\$35,000 - \$40,000

Provides each attendee access to an unlimited and secure wireless internet connection throughout the conference and includes sponsor name and logo prominently displayed on WI-FI login page

Program Guide Sponsor including Belly Band**

\$25,000 - \$30,000

Wrap a company message around every conference Program Guide - ensuring your message is read by every attendee. In addition, you will have placement of a full-page advertisement on the back cover of the Program Guide.

Attendee Welcome Bags**

\$20,000 - \$24,500

Attendees receive conference materials, including the all-important Program Guide, in one complete packet inside a branded tote bag guaranteed for every attendee. In addition, your company will have the opportunity to include one piece of literature in the conference tote bag.

Attendee Badge Conference Lanyards**

\$15,000 - \$18,500

Distributed to each attendee, this popular item may display your company's logo and name. Have your company's name hanging literally around the neck of every attendee!

Hotel Key Cards*

\$15,000 - \$18,500

This high-visibility item puts your company's name in the hands of every attendee participating at the Fall Managed Care Forum staying at the Bellagio. It's a great way for your company to have maximum exposure to attendees throughout their entire stay!

Welcome Reception*

\$15,000 - \$18,500

The Welcome Reception held during the first night of the conference is the event to welcome attendees to the Fall Managed Care Forum. You will receive host badge ribbons for all sponsoring company representatives, a large, free-standing entrance sign displaying sponsor logo on signs throughout the reception as well as all beverage stations.

Exterior Three Sided Kiosks

\$5,000 - \$7,500

Maximize your brand presence by advertising your product or service on a kiosk placed right outside of the meeting rooms for all to see!

Hotel Room Door Drop - Peak Night of Conference

\$5,000 - \$7,500

Use this opportunity as a way to market your company, exhibit booth, product or service during the conference. This is a valuable opportunity to make an impression as attendees leave their hotel room each morning.

Exhibit Hall Floor Stickers

\$5,000 - \$7,500

Attendees will be led right to your booth with these 2' x 3' graphic floor stickers that have your company name, logo, and booth number printed in any shape you choose. They will be placed at the exhibit hall entrance and lead directly to your booth.

Literature Distribution

\$5,000 - \$7,500

Insert your company's collateral into the official Fall Conference Tote Bag - a fantastic way to get additional exposure, make a special offer, and keep your name in front of buying attendees after the conference.

Program Guide Full-Page Full Color Ad

\$2,000 Exhibitor

\$2,500 Non-Exhibitor

Program Guide Half-Page Full Color Ad

\$1,000 Exhibitor

\$1,500 Non-Exhibitor

The conference Program Guide, distributed to each attendee, is filled with important conference information such as the session agenda, hotel information with a detailed map of the conference area, dining and leisurely activities located within and around the hotel, exhibitor listings, and the exhibit hall floor plan. There is no better way to reach attendees and the clientele that you seek before they start their first day of the conference.

**Value Added Benefits

Six full event passes
Two full page ads in the Conference Program Guide
Pre and post conference attendee list with mailing addresses
Company description in the Conference Program Guide
Recognition on the conference website and in the Conference Program Guide as a supporting sponsor
On site signage in high traffic areas
Premium placement on one news release in the NAMCP Managed Care eNews

*Value Added Benefits

Four full event passes
One full page ad in the Conference Program Guide
Pre and post conference attendee list with mailing addresses
Company description in the Conference Program Guide including contact information
Recognition on our conference website and in the Conference Program Guide as a supporting sponsor
On site signage in high traffic areas

EXHIBIT APPLICATION

This application, when accepted by The American Association of Integrated Healthcare Delivery Systems (AAIHDS), The American Association of Managed Care Nurses (AAMCN), or the NAMCP Medical Directors Institute referred to herein as "The Association," becomes a contract. Terms and conditions listed under EXHIBIT RULES & REGULATIONS (Page 11 & 12), as well as those conditions under which exhibit space at the Bellagio is leased to The Association, are part of a contract.

PLEASE LIST COMPANIES YOU DO NOT WISH TO BE IN CLOSE PROXIMITY TO:

COMPANY & CONTACT INFORMATION

Company	
Contact Name	
Title	
Address	
City, State, Zip	
Direct Phone	
Email	
Contact Name	
Title	
Direct Phone	
Email	

Booth Selections: Please list your booth space preference in priority order. We will honor your request to the best of our ability, however space is assigned on a first-come, first-served basis.

Preference	Booth#	What products and/or services does your company offer?
1st Choice:		
2nd Choice:		
3rd Choice:		
4th Choice:		

BOOTH SIZE SELECTIONS

BOOTH SIZE	CORPORATE MEMBER RATE		NON-MEMBER RATE	
10' x 10'	\$3,800	☐	\$4,300	☐
10' x 10' Corner	\$4,150	☐	\$4,650	☐
10' x 20'	\$4,900	☐	\$5,400	☐
10' x 20' Corner	\$5,250	☐	\$5,750	☐
20' x 20' Island	\$15,000	☐	\$17,000	☐
20' x 30' Island	\$22,000	☐	\$25,000	☐

APPLICATION CONTINUED

Enhance your presence and drive additional traffic to your booth!

SPONSORSHIP OPPORTUNITIES	CORPORATE MEMBER RATE	NON-MEMBER RATE
Wi-Fi Sponsorship**	\$35,000 ☐	\$40,000 ☐
Program Guide Sponsor Including Belly Band**	\$25,000 ☐	\$30,000 ☐
Attendee Welcome Bags**	\$20,000 ☐	\$23,500 ☐
Conference Lanyards**	\$15,000 ☐	\$18,500 ☐
Hotel Key Cards*	\$15,000 ☐	\$18,500 ☐
Welcome Reception*	\$15,000 ☐	\$18,500 ☐
Exterior Three Sided Kiosks	\$5,000 ☐	\$7,500 ☐
Hotel Room Door Drop	\$5,000 ☐	\$7,500 ☐
Exhibit Hall Floor Stickers	\$5,000 ☐	\$7,500 ☐
Tote Bag Inserts	\$5,000 ☐	\$7,500 ☐
Program Guide Full Page Full Color Ad	\$2,000 ☐	\$2,500 ☐
Program Guide Half Page Full Color Ad	\$1,000 ☐	\$1,500 ☐

PAYMENT INFORMATION

The undersigned makes application for exhibit space in accordance with The Association's Exhibitor Rules and Regulations (Page 11) covering exhibits to be held in conjunction with The Fall Managed Care Forum. This agreement is subject to all the terms and conditions as stated as part of this form and hereby made a part hereof. By submitting this application to The Association, the Exhibitor agrees to such terms and conditions. The Exhibitor also agrees to accept the booth space assigned by The Association.

Enclosed is our payment in the amount of \$_____ for the Fall Managed Care Forum Exhibit and/or Sponsorship. Please make check payable to NAMCP.

We are paying by: (check one)

☐ Check

☐ Visa

☐ MasterCard

☐ Amex

Cardholder _____ Exp Date _____ CVV2 Security Code _____

Card Number _____ Cardholder Signature _____

Credit Card Billing Address: ☐ Billing Address is Same as on Page 9

Address _____

City, State, Zip _____

I have read and understand the 2019 EXHIBIT RULES & REGULATIONS (Page 11). I am authorized to sign this contract.

Name _____ Company _____

Signature _____ Date _____

Please mail application to NAMCP 4435 Waterfront Drive, Suite 101, Glen Allen, VA 23060 or by fax to 804-747-5316.

RULES & REGULATIONS

General

All matters and questions not covered by the regulations are subject to the decision of The Association. In the event of any such decision being of general interest, written notice will be given by The Association to exhibitors as may be affected. "The Association" used herein or in subsequent regulations shall mean the American Association of Integrated Healthcare Delivery Systems (AAIHDS), American Association of Managed Care Nurses (AAMCN), NAMCP Medical Directors Institute its committees, agents or employees acting for the Management of the Meeting and Exhibition.

Nature of Exhibit

The Association includes a trade show designed to provide a showcase of products and services either specifically designed for, or customarily used in Managed Care Organizations, Hospitals and Health Systems. The Association reserves the right to refuse rental of display space to any company whose display of goods or services is not, in the opinion of The Association, likely to be compatible with the general character and objectives of the Exhibition. The Association does not guarantee that any space will be available to any applicant. If space is not available, a waiting list will be developed in the order of the date of receipt of each completed and paid in full Application/Contract.

Assignment of Booth Space

Applications received with total payment from prospective exhibitors will be recorded in order of their receipt. If two applications for the same space are received at the same time, priority will be given for firms who are corporate members. In the event of a conflict regarding space or other imperative conditions, The Association shall have the right to assign space to the Exhibitor, rearrange the floor plan, and/or relocate any exhibit at any time before or during the period of Exhibition.

Payment and Provision in Case of Default

If any exhibitor fails to pay, when due, any sum required by the Application/Contract for exhibit space, or if any exhibitor fails to meet any term or condition of the contract, or fails to observe and abide by these Rules & Regulations and those outlined on the Application/Contract for exhibit space, The Association reserves the right to terminate this contract immediately without refund of any monies previously paid. In any case, no refunds will be made after July 31, 2019.

Exhibit Dates and Hours

The exhibit hall is open during food and beverage hours. Your booth is expected to be manned during those times. Please see brochure for schedule.

Installation of Exhibits

At the time of writing these Rules & Regulations, it is planned that installation of exhibits will be October 9, 2019 from 11:00 AM - 5:00 PM. All exhibits must be fully installed by 6:00 AM on October 10, 2019. After this hour no installation work will be permitted without special permission from The Association.

Removal of Exhibits

All exhibits must remain intact until 1:30 PM on October 11, 2019 and may not be dismantled or removed until that hour. Exhibits must be packed and ready to move by 5:00 PM on October 11, 2019.

Reservation and Occupation of Exhibit Space

If the exhibit space is not fully paid for by July 31, 2019, it is subject to cancellation or reassignment at the option of The Association without obligation for refund of any earnest money deposit. Any space not claimed and occupied by 6:00 AM on October 10, 2019 will be resold or reassigned by The Association with no obligation on the part of The Association to refund any part of the exhibit rental. The Exhibitor may not assign or sublet any space and may not advertise or display goods other than those manufactured or sold in the regular course of its business.

Cancellation and Deposits

Cancellation of exhibit space must be directed in writing to The Association. If cancellation of space is made before July 31, 2019, 50% of the fee paid will be refunded. No refunds whatsoever will be made on cancellations received after July 31, 2019.

Admittance

Admittance to exhibits is limited to those people whose names have been provided by the "Exhibitor" already mentioned in this contract for Exhibit Space.

Liability

Neither The Association, its members, officers, representatives or employees, nor the Bellagio, its representatives or employees, will be responsible for any injury, loss or damage that may occur to the Exhibitor or the Exhibitor's employees or property from any cause whatsoever, prior, during or subsequent to the period covered by the exhibit contract. Each exhibitor must make provision for the safeguarding of his goods, materials, equipment and display at all times. The Exhibitor agrees, by signing this contract, and "Application for Exhibit Space," to insure itself, at its own expense, against property loss or damage, and against liability for personal injury. The exhibitor is not liable for the gross negligence or intentional misconduct of The Association (employees and representatives) and the Bellagio (employees and representatives). In the case that said premises shall be destroyed by fire or the elements or by any cause, or in the case of Government intervention or regulation, military activity, strikes, or any other circumstances that make it impossible or inadvisable for The Association to hold the show at the time and place provided in the Application and Contract for exhibit space, then and thereupon the contract shall terminate and the Exhibitor shall waive any claim for damages or compensation, except the pro rata return of the amount paid for space, after deduction of actual expenses incurred in connection with the show, and there shall be no further liability on the part of either party. In case any part of the exhibit area is damaged, or if circumstances make it impossible for The Association to permit an Exhibitor to occupy the space assigned during any part or the whole of the period covered, then under such circumstances the Exhibitor will be charged for space only for the period space was or could have been occupied by

the Exhibitor, and The Association is released from any and all claims for damages which may arise in consequences thereof.

Special Sound Effects and Give Aways

Objectionable audible or visual attention seeking devices or effects and offensive odors from exhibits are prohibited. Any special promotions or stunts planned for the exhibit area must be cleared with The Association. Sample-giving shall not interfere with other exhibitors' space. Exhibitors are not permitted to conduct contests or drawings at their exhibits without permission of The Association. Films of purely entertainment character, without educational or informative value, will not be permitted.

Entertainment and Private Meetings

The Association reserves the right to control all function space at the Bellagio during the Fall Managed Care Forum. Space release forms will be provided for exhibitors upon request. Invitational activities may not be open during the hours of any official Association function. "The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's negligent activities on the Hotel Premises and will indemnify, defend, and hold harmless the Hotel, its agents, servants, and employees from any and all such losses, damages, and claims. "Signage will be allowed only in Association designated areas and must be approved by The Association prior to display.

Fire Regulations

Fire regulations prohibit the use of paper (crepe or corrugated), cardboard or other flammable materials for booth decorations. All materials in exhibit areas must be nonflammable. Electric signs and equipment must be wired to meet local fire code specifications. Fire extinguishers on walls or elsewhere must not be removed or obstructed.

Exhibitor Storage

Storage of exhibits in advance of the show will be available through the contracted decorating company. Information will be sent to you after receipt of Application to Exhibit is received.

Care of Exhibit Space

Exhibitors shall be responsible for properly maintaining their space. Exhibitors may not place anything in the aisles during exhibit hours. Exhibitors are not permitted to have backdrops exceeding ten (10') feet in height.

Amendments

The Association reserves the right to interpret, amend and enforce these Contract Conditions/ Rules & Regulations. Written notice of any amendments or interpretations shall be given to each exhibitor. Each Exhibitor, for himself, his agents and employees agrees to abide by all Contract Rules & Regulations set forth herein, or by any subsequent amendments, or interpretations. Please show your agreement to these rules by initialing below and returning original to The Association.

_____ Initial

