PHIN: Fostering Partnerships for a Health-e Tomorrow

September 25-27, 2006
Hyatt Regency Hotel
Atlanta, Georgia USA

2006 phin
PUBLIC HEALTH INFORMATION NETWORK
Conference

ASTHO
ASSOCIATION OF STATE AND TERRITORIAL HEALTH OFFICIALS

2006 phin Conference

ASTHO Association of State and Territorial Health Officials

Sponsor & Exhibitor Prospectus

The 4th Annual Public Health Information Network (PHIN) Conference will host approximately 1500 public health and information technology professionals from public health organizations throughout the United States.

This year we are inviting **individual vendors** or **small groups of vendors** to sponsor various social and professional events.

We invite and encourage you to help make the 2006 PHIN Conference a valuable and successful experience by sponsoring various social and professional events or as well as exhibiting a booth that showcases your organization's expertise and experience in public health information network technologies, services, and solutions.

Sponsorship is an ideal way to stand out from other exhibitors! You'll generate visibility, deliver a personal message of commitment, communicate support to meeting attendees, and increase your marketing effectiveness.

Please review the following materials on sponsorship benefits and opportunities, exhibitor benefits and facts, exposition services, and event policies and accommodations and let us know how we can help.

We look forward to working with you and to helping you meet your goals for 2006 and beyond!

Conference Partners

APHL Association of Public Health Laboratories

NACCHO National Association of County & City Health Officials

NAPHIT

NAHDO National Association of Health Data Organizations

CSTE Council of State and Territorial Epidemiologists

NAPHSIS Providing Leadership in the Use of Health Information to Improve the Public's Health

Sponsorship Opportunities

The 2006 PHIN Conference offers various sponsorship opportunities. The Sponsorship Application & Contract form provides detailed sponsorship cost information:

- **Three continental breakfasts (Day 1, Day 2 & Day 3)** for all conference attendees
  Location: Hyatt Grand Hall
- **30-minute morning and afternoon breaks (Day 1, Day 2 & Day 3)** with light refreshments for all attendees
  Location: Various locations
- **Evening reception (Day 1)** with cash bar and hot/cold appetizer buffet for all attendees
  Location: TBD
- **Two-hour networking buffet lunch (Day 2)** for all attendees provides you and your staff with a casual setting to build and enhance your relationships
- **Cyber Café** (20 computers accessible for all attendees)
  Location: Hyatt Grand Hall (the café provides attendees with Web and e-mail access during regular conference hours; café *sponsors will have top priority for selecting booth space immediately adjacent to the café*)
- **Badge-holder necklaces** for all attendees include badges with the sponsor name
- **Pens** are provided in the conference bags
- **Keynote speakers** will be presenting timely PHIN-relevant talks. (Keynote speaker sponsorships range in cost, depending on speaker fees and travel and lodging expenses; please see the form.)
- **Notepad folio** emblazoned with sponsor name/logo
- **Conference bags** accommodate the notepad folio, pens, and other conference materials.

SPONSORSHIP BENEFITS Choose from one or more of the sponsorship opportunities on this page and receive:

- **Prominent conference proceedings listing**
- **Spotlight acknowledgement** from a PHIN representative (when appropriate) at the beginning of the event
- **Signage** identifying you as an event sponsor
- **Sponsor ribbons** for your conference staff

Exhibitor Information

Commercial / For-Profit Vendor	Government / Non-profit Vendor
Area A (Exhibition Hall): $1,750 (USD) per 8'x10' (2.5Mx3M) booth*	**Area A (Exhibition Hall):** $850 (USD) per 8'x10' (2.5Mx3M) booth*
Area B (Exhibition Hall): $1,500 (USD) per 8'x10' (2.5Mx3M) booth*	**Area B (Exhibition Hall):** $600 (USD) per 8'x10' (2.5Mx3M) booth*

*See attached floor layout for Grand Hall area designation. Exhibitors may purchase more spaces to create a larger booth for their display. Each booth space will be professionally prepared for you by GES Exposition Services, with one 6' draped table, two side chairs, a wastebasket, an 8' high back drape and 3' high side draped side rails, and one 7" x 44" standardized identification sign with your specified company or group name. Grand Hall maximum ceiling height is 14' 6". If booth exhibit height is an issue, contact GES (see below).

Special Exhibitor Benefits

- **Pre-Conference Exhibitor "Meet and Greet" reception** held in the Exhibition Hall on September 24, 2006. This reception provides a special opportunity to meet with conference attendees.
- **One complimentary conference registration** with access to all sessions
- **Two complimentary exhibit-hall-only passes** for booth staff
- **Complimentary attendance** at the reception
- **The PHIN Exhibitor's List** distributed to each conference registrant as part of the final program provides you with highlighted exhibitor name, address, booth number(s) and product/service(s) description
- **Complimentary breaks and continental breakfasts**
- **Complete conference attendee directory**

Requesting Internet Connection

Exhibitors needing one or more Internet connections in their booth can contact Rich Newton (Core Communications) at 678-234-8007 or complete and return the attached Internet request form.

Please Note You must book your Internet arrangements with Rich **at least 2 weeks before the conference** to assure Internet connectivity at the beginning of the conference.

Requesting Booth Exhibit Space

Please complete the attached Exhibit Space Application and Contract and mail to:

Brenda Baker
2006 PHIN Conference Exhibits Manager
5901 Tarpon Gardens Circle, Ste. 201
Cape Coral, FL 33914
Tel: 239-945-2062
Fax: 239-945-3585
E-mail: Brendabaker@conferencemanagers.com

All contracts must be accompanied by a 50% deposit. Contracts received after July 11, 2006 must be accompanied by full payment.

Please make checks payable to ASTHO in US funds drawn through a US bank. Every effort will be made to assign booth locations in accordance with exhibitor preference. Assignments will be made on a first-come, first-served basis, based upon the receipt of (a) the completed exhibitor application and (b) applicable deposit of booth fees. CDC reserves the right to rearrange booths within an area to accommodate all exhibitors.
Balance of payment is due on or before August 14, 2006. If full payment is not received by that date, PHIN reserves the right to cancel the exhibit space without refunding the deposit and/or moving said exhibitor to a different booth location at PHIN's discretion. Cancellation or reassignment of space will be communicated in writing to the designated exhibitor contact.

Exhibitors who cancel all or part of purchased booth space on or prior to September 1, 2006 will forfeit and pay the 50% deposit. Any exhibitor who cancels after September 1, 2006 will forfeit and pay as liquidated damages the full booth fee. In the event that fire, strike, or other circumstances beyond the control of CDC causes the exhibit to be cancelled, full exhibit fees will be refunded. All cancellation requests must be submitted in writing via e-mail or fax to Brenda Baker (see above).

2006 phin Conference

ASTHO Association of State and Territorial Health Officials

Rules and Regulations

Terms and conditions of booth rental and occupancy are attached to the Exhibit Space Application and Contract. Please read these rules and regulations completely before signing the contract. Signature on the contract indicates that the exhibitor agrees to and accepts all terms and conditions as stated.

Exhibitors may register up to two exhibit-only personnel per 8'x10' (2.5Mx3M) booth. Your company will receive one complimentary full conference registration.

Please include the names of these representatives on the Exhibitor Service Agreement and the contract. Additional representatives will need to register as a participant at www.cdc.gov/phin. "Badge Swapping" is not permitted. Exhibitor badges allow entry to the exhibit hall only.

Exposition Services

GES Exposition Services will mail Exhibitor Service Kits prior to the show. Please read all information contained in the Exhibitor Service Kits. Shipping and handling of show materials, furniture, labor, drayage, electrical, signs and other booth furnishings may be ordered. All charges for additional service are the sole responsibility of the exhibitor.

GES

GES Atlanta
750 Maxham Road, Suite 300
Lithia Springs, GA 30122
Ph: 770-372-1600
Fax: 770-372-1602
E-mail: Atlanta@ges.com

Please Note Even if you are handling all of your materials/equipment by yourself, contact the exposition agency to ensure your booth is prepared to your specifications and satisfaction.

Non-Endorsement and Vendor Selection Policies

While we encourage and appreciate involvement by vendors and other groups in the 2006 PHIN Conference, any such involvement in sponsorships, booth displays, or other conference activities cannot be construed as an endorsement by the CDC and ASTHO of the vendor company, their professional staff, or their products/services. This policy extends beyond the Centers for Disease Control and Prevention and includes the following organizations and their members:

- Association of Public Health Laboratories (APHL)
- Association of State and Territorial Health Officials (ASTHO)
- Council of State and Territorial Epidemiologists (CSTE)
- National Association of City and County Health Officials (NACCHO)
- National Association of Health Data Organizations (NAHDO)
- National Association for Public Health Statistics and Information Systems (NAPHSIS)
- National Association for Public Health Information Technology (NAPHIT)

Any arrangement for sponsorship of a conference activity or presentation of a booth exhibit does not imply any permanent arrangement or contract with CDC or the organizations listed above.

ASTHO representatives reserve the right to review and approve/disapprove the appropriateness of individual vendors sponsoring or presenting at the conference.

Exhibitor Conference Timeline (Please Note Hours subject to change)

	Date/Time	Booth Activity	Sponsorship Activity
Sunday, September 24			
	10:00 a.m. - 4:00 p.m. 5:00 p.m. - 7:30 p.m.	Booth/exhibition installation* Exhibit Hall open "Meet and Greet" reception	
DAY 1 - Monday, September 25			
	7:00 a.m. - 8:30 a.m. 8:30 a.m. - 10:30 a.m. 10:30 a.m. - 5:00 p.m. 10:30 a.m. - 11:00 a.m. 3:30 p.m. - 4:00 p.m. 6:00 p.m. - 8:00 p.m.	Exhibit Hall open	Continental Breakfast Opening Plenary Speaker Break Break Reception
DAY 2 - Tuesday, September 26			
	7:00 a.m. - 8:30 a.m. 7:00 a.m. - 6:00 p.m. 10:00 a.m. - 10:30 a.m. 12:00 p.m. - 2:00 p.m. 3:00 p.m. - 3:30 p.m.	Exhibit Hall open	Continental Breakfast Break Networking Lunch Break
DAY 3 - Wednesday, September 27			
	7:00 a.m. - 8:30 a.m. 7:00 a.m. - 6:00 p.m. 10:00 a.m. - 10:30 a.m. 2:30 p.m. - 3:30 p.m. 3:00 p.m. - 4:00 p.m. 3:00 p.m. - 8:00 p.m.	Exhibit Hall open Booth/exhibit dismantling*	Continental Breakfast Break Break Closing Plenary Speaker

***IMPORTANT BOOTH INSTALLATION, DISMANTLING, & OCCUPANCY NOTES** All booths/exhibits must be installed or dismantled within the specified hours. The booths are 8' deep by 10' wide (2.5Mx3M). No exhibits may be erected during exhibit hours. Dismantling must not start prior to the close of exhibit hours on Wednesday, 27 September at 3:00 pm and must be removed from the floor by 8:00 pm. Space not occupied by 6:00 p.m. September 24, 2006 will be forfeited and reassigned without refund.

Hotel Accommodations

Hotel reservations should be made directly through:

Hyatt Regency Atlanta
Tel: 800 233-1234

Please Note Refer to the **2006 CDC PHIN Conference** to receive special room rates. The PHIN Conference rate is available until August 23, or until the block is full, whichever occurs first.

Conference Updates

Updated conference information will be posted on the CDC's Public Health Information Network website: http://www.cdc.gov/phin

Additional Exhibitor Information

Brenda Baker
2006 PHIN Conference Exhibits Manager
5901 Tarpon Gardens Circle, Ste. 201
Cape Coral, FL 33914
Tel: 239-945-2062
Fax: 239-945-3585
E-mail: Brendabaker@conferencemanagers.com

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Sponsorship Application & Contract

ASTHO Association of State and Territorial Health Officials

Sponsor/Exhibit Dates: Sept. 24 - 27, 2006
Contract Deadline: July 1, 2006

To ensure receipt of this application, please fax directly to: **Brenda Baker, 2006 CDC PHIN Conference Exhibits Manager, 5901 Tarpon Gardens Circle, Ste. 201, Cape Coral, FL 33914 -- Tel: 239-945-2062, Fax: 239-945-3585, E-mail: Brendabaker@conferencemanagers.com.**

- Please collaborate with other vendors to sponsor an entire event. If you cannot collaborate, ASTHO will combine individual sponsorships to cover the costs of each event. **Please Note:** Sponsorships are on a "first come, first served" basis: If the event is already completely sponsored when we receive your form, we will contact you to arrange for another sponsorship.
- Please print clearly and remember to check **Your Sponsorship** level and **Number of Events** you are willing to sponsor. Compute your subtotal, 7% processing cost, and grand total. Thank you!

Company/Organization _____

Exhibitor Contact _____ Title _____

Address _____

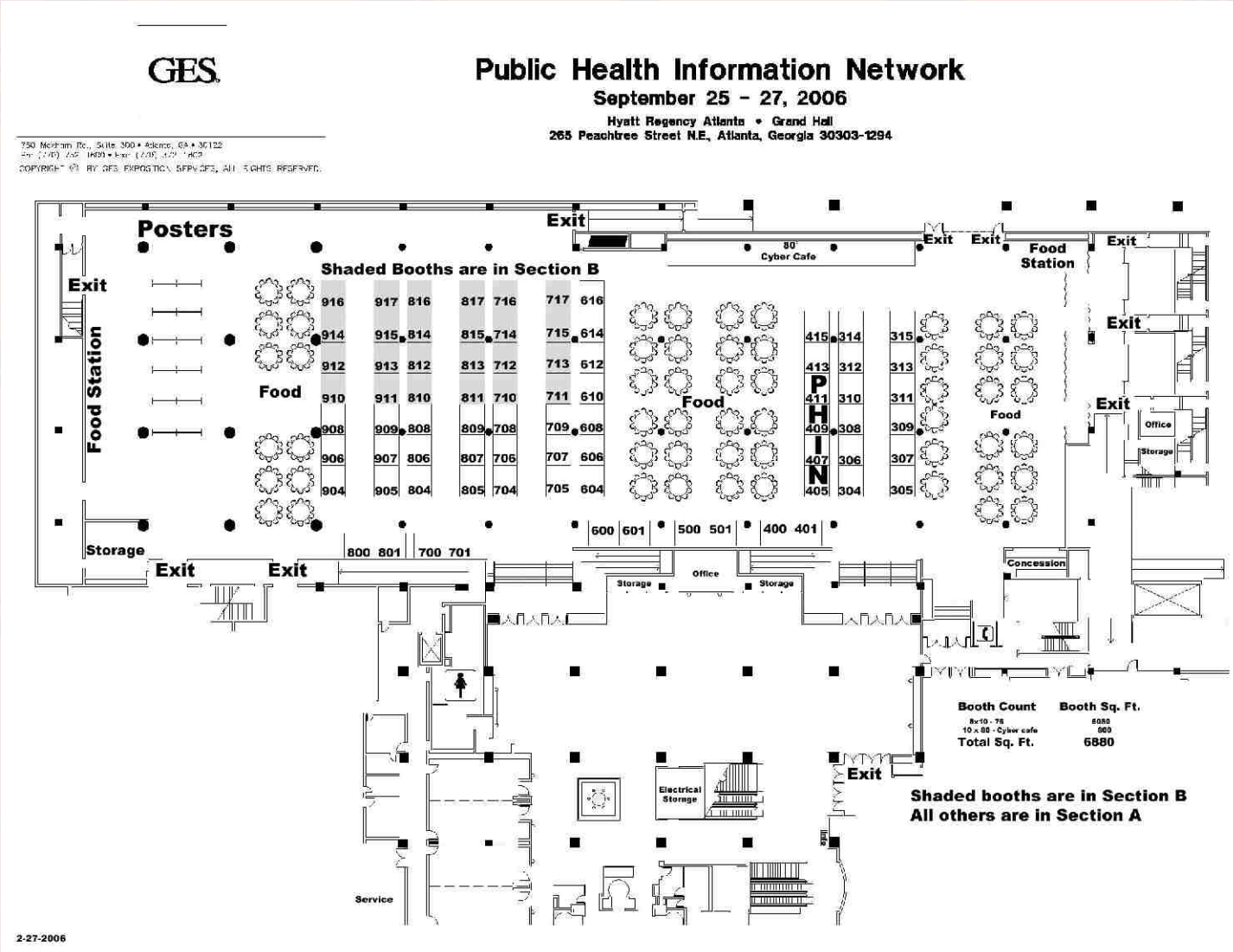
E-mail _____ Telephone _____ Fax_____

Authorized Signature_____

Event	Event Cost	Your Sponsorship	Number of Events	Your Costs (Sponsorship x Number)
Continental Breakfast	$10,000	❒Complete ($10K) ❒1/2 ($5K) ❒1/4 ($2500)	❒ 1 ❒ 2 ❒ 3	
Morning or Afternoon Break	$10,000	❒Complete ($10K) ❒1/2 ($5K) ❒1/4 ($2500)	❒ 1 ❒ 2 ❒ 3 ❒ 4 ❒ 5 ❒ 6	
Buffet Lunch	$60,000	❒Complete ($60K) ❒1/2 ($30K) ❒1/4 ($15K)	❒ 1	
Evening Reception	$90,000	❒Complete ($90K) ❒1/2 ($45K) ❒1/4 ($22.5K)	❒ 1	
Cyber Café	$20,000	❒Complete ($20K) ❒1/2 ($10K) ❒1/4 ($5K)		
Badge-Holder Necklaces	$5,000	❒Complete ($5,000)		
Notepad Folio	$12,000	❒Complete ($12,000)		
Pens	$5,000	❒Complete ($5,000)		
Conference bags	$15,000	❒Complete ($15K) ❒1/2 ($7.5K)		
Keynote speaker(s)	$5,000-25,000	Amount = $ _____		
			Sub Total	
			Processing Fee (7%)	
			Grand Total	

Exhibitor Floor Plan

Exhibit Dates: Sept. 24 - 27, 2006



2006 phin Public Health Information Network Conference

High-Speed Internet Service Order Form

Exhibit Dates: Sept. 24 - 27, 2006

ASTHO Association of State and Territorial Health Officials

1. Fill out this form completely, including payment information and **fax to Core Communications at 404.460-6347 *or* mail to Hyatt Regency Atlanta Hotel, Attn: Core Communications, 265 Peachtree Street NW, Atlanta, GA 30303**
2. Fax a layout of your booth to Core Communications at 404.460-6347. *Charges may apply for line relocations. Mark where your connection should be dropped. Include booth orientation to the show hall.*
3. Questions? Contact Core Communications at 404.460-6346.

High-Speed Internet Connections

	Qty x # of days		Discount Price	Standard Price	Total
Ethernet Access to T-1 10/100 Mbps, RJ-45 Ethernet Connection with 1 - 4 DHCP Routable IP Addresses	___	x	$500.00	$750.00	_____
Additional IP Addresses					
Routable IP Address - Dynamically Assigned (DHCP)	____	x	$ 125.00	$ 150.00	_____
Routable IP Address - Static Assigned by Core Communications	____	x	$ 225.00	$ 275.00	_____

1. **Orders received with payment in excess of 30 days prior to first show date qualify for discount price.**
2. **Client must pay for 1 IP address for each device connected to the network regardless of client addressing scheme.**
3. **Cables and Hubs included with multiple device orders.**

Network Services

	Qty		Discount Price	Standard Price	Total
Private Wiring Extensions Booth to Booth OR Booth to Meeting Room Where Possible	____	x	$750.00	$ 900.00	_____
VLAN Traffic Routing Configuration Creates a sub-network within the shared network to expedite IP traffic flow or to segregate traffic out through a circuit other than the shared network circuit	____	x	$ 2000.00	$ 2200.00	_____

Customer Information

Company Name: _____ *Phone:* _____
Ordering Contact: _____ *Phone:* _____
On-Site Contact: _____ *Cell:* _____
Production Company: _____ *Phone:* _____
Company Address: _____
City: _____ *ST:* _____ ZIP _____

Show Information

Show Name _____
Show Dates _____
Booth Number _____
Set Up Date _____
Set Up Time _____
Strike Date _____

Payment Information

☐ Company Check or Money Order **Payable to: Core Communications**
☐ *Credit Card Type:* _____ *Acct Number:* _____ *Exp. Date:* _____
Name on Card: _____ *Authorized Signature:* _____
Payment must be received prior to service being provided. Credit Card Charges will appear as "Hyatt Regency Atlanta Hotel"

By placing this order, the undersigned agrees to terms, conditions, limited liability and acceptable use policy as stated on the attached as well and posted at www.core.net .

Authorized Signature: _____ ***Date:*** _____

Rules & Regulations

Exhibit Dates: Sept. 24 - 27, 2006

1. Official Exhibit Schedule: To be included in Exhibitor Manual. See Exhibitor and Sponsor Prospectus for details.

2. Show Management: The exhibition is organized and managed by PHIN. Any matters not covered in these Rules and Regulations are subject to the interpretation of PHIN and its designee(s), and all exhibitors must abide by their decisions. Exhibitors must comply with The Hyatt Regency Atlanta policies and procedures. Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each exhibitor, for himself and his employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

3. Assignment of Booth Space: Booths are assigned in order of applications received.

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 and dismantle must occur only during the installation and dismantle times designated in the Exhibitor Services Manual. 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 designated in the Exhibitor Services 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 August 18, 2006. If assigned space is not paid for by August 18, 2006, it may be reassigned at the discretion of Show Management. If an exhibitor cancels all or part of purchased booth space on or prior to August 18, 2006, PHIN will retain 50% of booth cost. Any exhibitor who cancels all or part of purchased booth space after August 18, 2006 will not receive a refund and PHIN will retain as liquidated damages all monies paid. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount set forth above, regardless of whether or not the Show Management enters 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 PHIN's liability for such cancellation. **All cancellation requests must be submitted in writing to the PHIN Exhibits Manager.**

7. Contractor Services: An 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 Manual to be forwarded from the official contractor. An exhibitors' service center will be maintained during applicable hours to facilitate services requested for additional needs of exhibitors. Under no circumstances will PHIN or The Hyatt Regency Atlanta assumes responsibilities for loss or damage to goods consigned to the official contractor. Advance shipments of exhibit material must be made to the official contractor as specified in the Exhibitor Services Manual. Should any shipments not be made as specified in the manual, they 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 the exhibiting company. Exhibitors are responsible for the information provided in the Exhibitor Services Manual.

8. Arrangement 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 back walls, etc. at the exhibitor's expense.

9. Booth Design: Each exhibitor will be provided with an official Exhibitor Services Manual. The Exhibitor Services Manual 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 Manual. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Services Manual 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 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. 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 PHIN attendees and will be operated in a way that will not detract from other exhibits, the exhibition, or the meeting as a whole. The exhibit management reserves the right to request the immediate withdrawal of any exhibit that PHIN believes to be injurious to the purpose of PHIN. Management reserves the right to refuse to admit and eject from the exhibit building any objectionable or undesirable person or persons. The use of sideshow tactics or other undignified methods considered by PHIN to be objectionable are expressly prohibited in the exhibition area and in any meeting room.

12. Exhibitor's Personnel: All exhibitors must wear official PHIN name badges and ribbons for exhibit hall admission. Exhibitors will be admitted to the exhibit hall 30 minutes before show opening each day. All exhibitors and attendees will be required to leave the floor within 30 minutes after the show closes each day. Exhibitors needing to work during non-show hours must obtain permission from PHIN for entrance into the exhibit hall. **Each exhibit must be fully operational and staffed during the open exhibit hours as defined in the Exhibitor Services Manual.** 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.

13. Selling of Merchandise: Selling of merchandise on the show floor is prohibited. However, orders may be taken for fulfillment at the exhibiting company's main distribution center.

14. Sound Devices, 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 exhibitors. Any form of attention-getting devices or presentations must be terminated when crowds obstruct aisles or infringe upon another exhibitor's display. PHIN reserves the right to restrict the use of glaring lights or objectionable lighting effects. Music, whether vocal or instrumental, is prohibited. Equipment for demonstrations must not, in the judgment of PHIN, pose a radiation hazard. In addition, if the equipment has energy beams that might be potentially hazardous, such energy beams must be deactivated or made non-operative before installation.

15. Handout Materials: Promotional give-aways and exhibitor prize raffles will be permitted. All materials and prizes must have prior approval by PHIN. All hand-out materials are expected to be of a professional nature. PHIN reserves the right to disallow any material that they believe to be inappropriate. Send samples to PHIN Exhibits Manager, 5901 Tarpon Gardens Circle, Suite #201, Cape Coral, FL 33914 by August 18, 2006. No Helium balloons or adhesive-backed decals are to be used or given away.

16. 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 PHIN.

17. 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.

18. 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 Manual.

19. Storage: The exhibitor should make arrangements with the contracted decorator for storage of packing boxes and crates during the exhibition. PHIN assumes no responsibility for damage or loss of packing boxes or crates.

20. 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.

21. Liability and Security: PHIN makes no warranty, expressed or implied, that security measures will avert or prevent occurrences which 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. PHIN 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. PHIN 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 harmless against such claim. Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Hotel, its owners or managers which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless the Hotel, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates from any damages or charges resulting from or arising from or out of the Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of Exhibitor's occupancy and/or use of the exhibition premises, the Hotel or any part thereof. The Exhibitor understands that the Hotel does not maintain insurance covering the Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain such insurance. 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 governmental authority and of the contracted facility. The exhibitor will pay and save PHIN and representatives, the city of Atlanta and the Hyatt Regency Atlanta harmless from any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within the Hyatt Regency Atlanta 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 PHIN, the city of Atlanta and Atlanta's Hyatt Regency 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 September 25, 2006 through and including September 27, 2006, which shall include exhibitor's move in and move out. Such insurance shall include PHIN and its agents and the Hyatt Regency Atlanta as additional iinsureds. 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 PHIN 2006 conference; (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.

22. Trademarks: PHIN will be held harmless for any trademark, tradename, copyright or patent infringement on any printed materials belonging to or distributed by any exhibitor. Use of the Hyatt Regency Atlanta logo, design, trademark, tradename, patent, copyrighted work or symbol must be approved in writing by the Hyatt Regency Atlanta's marketing department.

23. 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 its exhibit. The taking of pictures, other than by the official photographer, is expressly prohibited during setup, dismantling and non-exhibit hours, and cameras will not be allowed on the exhibit floor during these times. Only the exhibitor may grant permission to have its exhibit photographed, or an audio presentation taped, during exhibit hours. No exhibitor shall deny any reasonable request for permission to photograph the exhibit from outside the perimeter of the booth.

24. List Publication: The list of PHIN exhibitors, in whole or in part, shall not be published other than in PHIN approved publications.

25. Hotel Use: The public function space in the Hyatt Regency Atlanta is controlled by PHIN. No function space will be released to exhibiting firms or to 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 PHIN by exhibiting firms other than on the exhibit floor during the stated hours (see Rule 1) is expressly prohibited. Exhibitors may not use the hotel(s) to distribute literature, gifts, etc. to attendees.

26. Violations: Violation of any of these Rules and Regulations by the exhibitor or his or her employees or agents shall at the option of PHIN forfeit the exhibitor's right to occupy space and such exhibitor shall forfeit to PHIN all monies paid or due. Upon evidence of violation, PHIN 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 PHIN may incur thereby.

27. 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 invalid agreements or covenants were not contained herein.

28. Contact: For questions or more information, please contact: PHIN Exhibits Manager, Phone: (239) 945-2062, Fax: (239) 945-3585, brendabaker@conferencemanagers.com

Exhibit Space Application & Contract

Exhibit Dates: Sept. 24 - 27, 2006

Company Information

Company Name _____
Street Address: _____
_____
Contact: _____
Title: _____
Phone: _____
Fax: _____
E-mail: _____
URL: _____

Booth Prices

Commercial/For Profit Vendor
$1,750 per linear 8'x10' space - Area A
$1,500 per linear 8'x10' space - Area B
Government/Non-Profit Vendor
$850 per linear 8'x10' space - Area A
$600 per linear 8'x10' space - Area B

Your booth space includes:

- 8'x10' draped booth with one 6' draped table, two side chairs, a wastebasket, an 8' high back drape and 3' high draped side rails
- 7" x 44" identification sign
- Company name and description listed in on-site program and directory of conference attendees
- One full complimentary meeting registration and two complimentary exhibit hall only passes for booth staff
- Complimentary breaks, continental breakfasts and reception

Booth furniture, lighting, electric, internet, etc. are not included and must be purchased separately by the exhibitor.

Name for complimentary full registration: _____
Names (2) for complimentary exhibit hall only staff:
_____
_____

Company description of 100 words or less to include company name, address, contact person, phone, fax, email, website, and product/service listing must be received prior to booth space assignment. Please email the description to Brendabaker@conferencemanagers.com no later than August 18, 2006.

Booth Selection

Please select three scattered locations. Refer to the exhibit hall floor plan and record your first three choices below. Booth space will not be granted unless submitted by the applicant on the official application and contract for exhibit space. The numbered booths are hereby defined as specified in the Exhibitor Information brochure floor plan, and include an eight-foot-high back wall covered with flameproof material and two sidewalls. One identification sign per exhibiting company will be provided. No additional materials or services will be furnished unless specified by PHIN. Please list your booth selection below: 1st: _____ 2nd: _____ 3rd: _____

Payment

Return this application and contract with a deposit of 50% of the total cost of the requested exhibit space. Once the deposit is received by PHIN, space will be assigned, and a confirmation copy will be returned for final payment. The balance of your payment will be due on or before August 18, 2006. Purchase of exhibit space after August 18, 2006 must be accompanied by payment for the entire cost of the exhibit space requested. All payments must be made in U.S. funds drawn on U.S. banks, payable to ASTHO. Checks not drawn on U.S. banks will be returned.

Exhibitors agree to observe the regulations on the reverse side, which are hereby acknowledged to be a part of this application and contract. If this application and contract has not been received, properly signed, and accompanied by a 50% deposit, and if final payment is not received by August 18, 2006, this application and contract may be declared null and void so that the space may be reassigned. The initial 50% deposit will not be refunded.

Total number of booth space(s) _____
Cost per booth space $ _____
Total cost of booth space(s) $ _____
Processing fee 7% $ _____
Subtotal $ _____
50% deposit included $ _____
(required to reserve space)
Balance due $ _____
(due on or before August 18, 2006)

Check in the amount of $_____ enclosed

- ❑ Visa
- ❑ MasterCard
- ❑ American Express

__-__-__-__-__-__-__-__-__-__-__-__-__-__-__-__-__ Exp. Date_____

Signature_____

All applications must be signed in order to confirm booth reservations. We agree to abide by all rules and Regulations governing the exposition as printed on the reverse side hereof and which are a part of this application. Acceptance of this application by show management constitutes a contract.

_____
Exhibitor's Authorized Signature

_____
Title Date

NOTE: Space will only be assigned on receipt of contract, deposit and company description with product/service listing. Thank you!

Please sign and return this application/contract to:

PHIN 2006 Exhibits Manager
5901 Tarpon Gardens Circle, Ste. 201
Cape Coral, FL 33914
Fax (239) 945-3585 Pho