

2016 NATIONAL CONFERENCE on Health Communication, Marketing, & Media

August 23-25, 2016
Hyatt Regency Atlanta
Atlanta, Georgia

EXHIBITOR PROSPECTUS

*Sign up to exhibit by
July 15, 2016, to receive recognition
in the conference on-site guide, on
conference signage, and more!*

NPHIC
NATIONAL PUBLIC HEALTH
INFORMATION COALITION

Exhibitor Benefits

We invite you to help make the 10th Annual National Conference on Health Communication, Marketing, & Media (NCHCMM), to be held at the Hyatt Regency Atlanta, in Atlanta, Georgia, from August 23-25, 2016, a valuable and successful experience for our organization as well as yours.

Exhibiting at the 2016 NCHCMM is an ideal way to meet and gain exposure to hundreds of professionals working in the fields of public health communication, marketing, and media representing state and federal governmental agencies, academics, non-profit agencies, and industry. This year's conference promises to be action-packed with networking events and educational sessions.

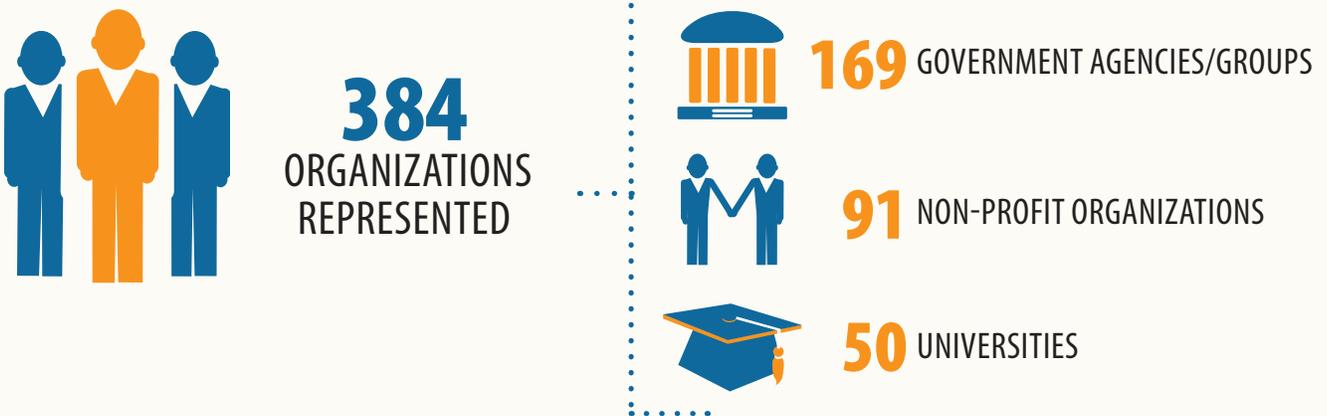
One (1) exhibit booth package includes:

- One (1) 10'x10' (3mx3m) exhibit booth space with 8' high back drape and 3' high side drape(s)
- One (1) Standard ID sign (company name and booth number only)
- One (1) 6' draped table, two (2) side chairs and one (1) wastebasket
- One (1) complimentary full conference registration with access to all sessions
- Two (2) complimentary exhibit-hall-only registrations for booth staff
- Overnight security services

Exhibitors may purchase additional space to create a larger booth for their display.

Sign up today at www.cdc.gov/nchcmm

2015 Statistics



2015 Government Participants

- AIDS.gov
- Arizona Dept of Health Services
- Arkansas Department of Health
- Austin Health Department
- Brunet Garcia, Florida Department of Health
- Bureau for Public Health Division of Immunization Services
- CA Department of Public Health
- Cabarrus Health Alliance
- Cancer Care Ontario
- Carter Consulting, Inc.
- Centers for Disease Control and Prevention (CDC)
- Center for Tobacco Products, FDA
- Centers for Disease Control and Prevention/DPDM
- Centers for Medicare and Medicaid Services (CMS)
- Chenega Consulting / CDC
- City of Houston Health Department
- City of Pasadena
- Colorado Department of Public Health and Environment
- Columbia/Boone County Department of Public Health and Human Services
- Community Guidance Center
- Danish Health and Medicines Authority
- DCPC/NCCDPHP/CDC
- Defense Health Agency
- DeKalb County Board of Health
- Department of Health
- Department of Health and Human Services

2015 Government Participants (continued)

- Department of Health and Social Affairs
- DHQP
- Div of Global Migration and Quarantine/CDC
- Division of Reproductive Health/CDC
- DOH/DOCD/PHPB
- Eastern Band of Cherokee Indians Public Health & Human Services
- EBCI: PHHS Public Relations
- Emory/CDC
- FDA
- FDA - CFSAN
- FDA Office of Women's Health
- FDA/ Office of Counterterrorism and Emerging Threats (OCET)
- FDA/CDER
- FDA/CTP
- FDA/CTP-OHCE
- FL Dept. of Health-Tobacco Free Florida
- Florida Department of Health
- Food and Drug Administration
- Food and Nutrition Information, University of Maryland
- Fort Defiance Indian Hospital
- GaDPH
- Georgia Department of Public Health
- Georgia Department Public Health (DPH)
- Government of Nunavut
- Gwinnett, Newton and Rockdale County Health Departments
- Harris County Public Health & Environmental Services
- Harris County Public Health and Environmental Services
- Health Canada
- Health Media Collaboratory
- US Department of Health & Human services (HHS)
- HHS Office on Women's Health
- HHS/NIH/NCI
- HHS/OASH
- HHS/SAMHSA
- Houston Department of Health and Human Services
- HRSA/MCHB
- Ingham County Health Dept
- Journey to Successful Living
- Kansas City, Missouri Health Department
- Karna
- Kerry Shearer Communications
- LA County Dept. of Public Health
- LA County Public Health
- Lake County Health Department
- Los Angeles County Department of Public Health, DHSP
- Marion Co. Public Health Department
- Maryland Office of Oral health
- McKing/CDC
- Medical University of South Carolina
- Michigan Office of Highway Safety Planning
- Mid-Ohio Valley Health Department
- Minnesota Department of Health
- Minority Health and Health Disparities
- Mississippi State Department of Health
- National Cancer Center
- National Center for Emerging and Zoonotic Infectious Diseases
- National Center for Injury Prevention and Control
- National Center for Immunization and Respiratory Diseases
- National Center on Birth Defects & Developmental Disabilities, CDC
- National Institutes of Health
- National Vaccine Program Office
- NC DHHS, PHP&R
- ND Center for Tobacco Prevention & Control Policy
- New Jersey Department of Health and Senior Services
- New Orleans Health Department
- NH Department of Health and Human Services
- National Institute of Biomedical Imaging and Bioengineering
- National Institutes of Health (NIH)
- NIH Clinical Center
- NIH/NHLBI
- NIH/NIAID
- NIH/NIEHS
- North Carolina Division of Public Health
- Northern Kentucky Health Department
- NYC Dept of Health
- NYC DOHMH/NYC REACH
- NYC Health Department
- NYS DOH/AID Institute
- NYS HIV/AIDS/STD Hotlines
- Oak Ridge Institute for Science and Education (ORISE)
- Office of Communication Science / OADC
- Oklahoma Tobacco Settlement Endowment Trust
- Orange County Fire Authority
- Pan American Health Organization
- Public Health-Madison & Dane County
- Rappahannock Area Community Services Board: RACSB
- RPM District Health Department
- Saudi Food & Drug Authority
- Shasta County Health and Human Services Agency
- Somerset County Health Dept.
- Sonoma County Department of Health Services
- South Dakota Department of Health
- Southeastern Idaho Public Health
- Southern Nevada Health District
- Springfield-Greene County Health Department
- State of Md Office of Preparedness
- State of NH, Dept. of Health & Human Services
- Telligen
- Tennessee Department of Health
- Texas Department of State Health Services
- Texas DSHS
- Time Solutions LLC
- Tobacco Free Nebraska
- Tsehootsooi Medical Center
- Tulare County HHSA
- U.S FDA
- U.S. Army Public Health Command
- U.S. Department of Agriculture
- University of Central Florida
- University of South Carolina
- US Army Public Health Command
- USAHPH
- USAPHC
- Utah Department of Health
- Vermont Department of Health
- Virginia Foundation for Healthy Youth
- VT Dept. of Health
- WCU of PA
- Wisconsin Department of Health Services
- Wisconsin Tobacco Prevention and Control Program
- Yavapai County Community Health Services

2015 Non-profit Organizations

AccessMatters
Akron Children's Hospital
Alaska Native Tribal Health Consortium
Alliance for Aging Research
Alliance of Coalitions for Healthy Communities
Alliant Health Solutions
American Cancer Society
American Institutes for Research
American Medical Association
American Psychological Association
American Public Health Association
Association of Public Health Laboratories
Association of State and Territorial Health Officials
Ayaresa Herbal Center
Battelle
Boston Children's Hospital
Boston University
Brigham and Women's Hospital
Burke Rehabilitation Center
Carolinas Healthcare System
Carolinas Poison Center
CDC Foundation
CHADD/National Resource Center on ADHD
Cincinnati Children's Hospital Medical
ClearWay Minnesota
Community Health Improvement Partners
Council of State & Territorial Epidemiologists (CSTE)
Danya International, Inc.
Early Childhood Obesity
EpilepsyFoundation
EurekAlert!/AAAS

FHI 360
Florida/USVI Poison Information Center-Jacksonville
Genetic Alliance
H. Lee Moffitt Cancer Center
Health Promotion Research Center at Dartmouth
Health Resources in Action
IRC
John Snow, Inc.
Journey to Successful Living
JSI Research and Training Institute, Inc.
JWCH Institute, Inc.
Kaiser Family Foundation
Kansas Health Foundation
Legacy Foundation
Louisiana Public Health Institute
Lexington/Richland Alcohol and Drug Abuse
Council, Inc. (LRADAC)
Medical Association of Atlanta
Michigan Dept. of Health and Human Services
MVP Health Care
National African American Tobacco Prevention Network
National Alliance of State and Territorial AIDS Directors
National Association of Chronic Disease Directors
National Association of County and City Health Officials
National Association of State Mental Health
Program Directors
National Business Group on Health
National Meningitis Association, Inc.
NC Healthy Start Foundation
NewYork-Presbyterian Hospital
NORC

North Florida Medical Centers
Northern Arizona Regional Behavioral Health Authority
National Public Health Information Coalition
Oak Ridge Associated Universities (ORAU)
Pan American Health Organization (PAHO)
Patient Advocate Foundation
Pew Research Center
Phoebe Putney Memorial Hospital, Network of Trust
Physicians Committee
Public Health Informatics Institute
Royal Oak Community Coalition
RTI International
Spanish Peaks Healthcare Systems
St. Vincent Healthcare
Suicide Prevention Resource Center
TAPI
Task Force for Global Health
The Ad Council
The Carter Center
The Monday Campaigns
The Pew Charitable Trusts
The Rapides Foundation
Thunder Bay Regional Health Science Centre
Tourette Association of America
Twin Cedars Youth & Family Services, Inc.
UNM Truman Health Services
University of Pittsburgh Medical Center
Urban League of Greater Dallas
Userinsight
Washington Dental Service Foundation
Westat

2015 Colleges and Universities

Boston College
Colorado State University Health Network
Columbia University
CWRU Prevention Research Center
Emerson College
Emory University
Florida State University
George Mason University
George Washington University
Georgia State University
Georgia Southern University

Georgia State University
Grady Center for Health & Risk Communication
Harvard School of Public Health/McCann Global Health
James Madison University
Michael & Susan Dell Center for Healthy Living
Mississippi State University
North Carolina Central University
Northwestern University
Oklahoma State University
Rutgers, The State University
Seoul National University

Texas A&M
The University of Texas Health Science Center at Houston
The University of the West Indies
TRAC and GALA-Global Advocacy Leadership Academy
Tulane University
University of California San Diego
UConn Rudd Center
UNC Chapel Hill School of Media and Journalism
University of Colorado
University of Florida
University of Georgia

2015 Colleges and Universities (continued)

- University of Houston
- University of Kentucky
- University of Michigan School of Public Health
- University of Minnesota
- University of Mississippi

- University of North Texas
- University of Pennsylvania
- University of South Carolina
- University of Texas at Austin
- University of Texas at El Paso

- University of Texas Medical Branch
- University of South Carolina Health Carolina
- University of Texas Health Science Center San Antonio
- University of Texas Medical Branch
- Winston-Salem State University

Additional Information

Exhibitor Dates & Times

Tuesday, August 23, 2016

8:00 am – 12:00 pm Exhibit Move In
1:00 pm – 7:00 pm Exhibit Hall Open

Wednesday, August 24, 2016

8:00 am – 5:30 pm Exhibit Hall Open

Thursday, August 25, 2016

8:00 am – 1:30 pm Exhibit Hall Open
1:30 pm – 4:30 pm Exhibit Move Out

Hotel

Join us in Atlanta, Georgia at the Atlanta Hyatt Regency. Located in the heart of downtown on the city's famed Peachtree Street, the Hyatt Regency Atlanta has served as gathering place for discerning travelers, business groups, and associations from across the country and around the world.

2016 NCHCMM attendees and sponsors are offered a special group rate of \$138 single or double occupancy per night. This rate will span the event's official duration as well as three days before and after the 2016 NCHCMM (based on availability).

To reserve your room:

To make hotel reservations, please contact Hyatt Regency Atlanta at 1-888-421-1442 and reference the "National Conference on Health Communication, Marketing, and Media" for the discounted group rate. These rates are available through Thursday, July 21, 2016.

Reservations may be made online using the link below:

<https://aws.passkey.com/event/14254373/owner/323/home>

Conference Updates

Updated conference information will be posted on the National Public Health Information Coalition (NPHIC) website:

www.cdc.gov/nchcmm.



Exhibitor Opportunities

Commercial/For-Profit Vendor:

\$3,500 (USD) per 10'x10' exhibit booth space

Government/Non-Profit Vendor:

\$2,500 (USD) per 10'x10' exhibit booth space

Participation Terms

Submit a completed Exhibitor Contract, found on page 9 of this document. Show management reserves the right to accept or reject any contract submission.

Display Guidelines and Requirements

The National Conference on Health Communication, Marketing, & Media will be at the Hyatt Regency Atlanta for exhibit displays. Linear booths may not exceed 8' in height. Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors.

Important Booth Installation, Dismantling, & Occupancy Notes

All booths/exhibits must be installed or dismantled within the specified hours. No exhibits may be erected during exhibit hours. Dismantling must not start prior to the close of exhibit hours. The linear booths are 10' deep by 10' wide (3mx3m). Space not occupied by 1:00 pm on August 23, 2016 will be forfeited and reassigned without refund.

Rules and Regulations

Terms and conditions of booth rental and occupancy are outlined on pages 7-8. 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 (2) exhibits-hall-only personnel per 10'x10' (3mx3m) booth. Your company will receive one (1) complimentary full conference registration.

Please contact **Melissa Ulloa** at mulloa@meetingexpectations.com or 404.760.2801 for additional information.

NOTE: Applications are not considered final contracts until a confirmation of acceptance has been received from show management.

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 National Public Health Information Coalition (NPHIC). Any matters not covered in these Rules and Regulations are subject to the interpretation of NPHIC and their designees, and all exhibitors must abide by their decisions. Exhibitors must comply with the Hyatt Regency Atlanta'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 Exhibit: 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 8:00 am on Tuesday, August 23, 2016. All booths must be properly installed, fully operational and show-ready no later than 12:00 pm on Tuesday, August 23, 2016 for the final inspection of the exhibit hall by show management. Dismantle may not begin until after 1:00 pm on Thursday, August 25, 2016, and must be completed by 4:30 pm on Thursday, August 25, 2016. 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 Hyatt Regency Atlanta 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 25, 2016. 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 Wednesday, July 6, 2016. If an exhibitor cancels all or part of purchased booth space on or prior to Wednesday, July 6, 2016, NPHIC will retain 50% of booth cost. Any exhibitor who cancels all or part of purchased booth space after to Wednesday, July 6, 2016, will not receive a refund and NPHIC will retain as liquidated damages all monies paid. 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 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: 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 GSC on May 31, 2016. An exhibitors' service center will be maintained during applicable hours to facilitate services requested for additional needs of exhibitors. Under no circumstances will NPHIC or the Hyatt Regency Atlanta 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 NPHIC believes to be injurious to the purpose of 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 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

Rules & Regulations (continued)

when crowds obstruct aisles or infringe upon another exhibitor's display. 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 NPHIC. All hand-out materials are expected to be of professional nature. The NPHIC reserves the right to disallow any material that it believes to be inappropriate. Send samples or PDF proofs to:

NCHCMM Exhibits Manager c/o Meeting Expectations 3525
Piedmont Road, Building 5, Suite 300, Atlanta, GA 30305

Phone: 404.760.2801 | Fax: (404) 240-0998
mulloa@meetingexpectations.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 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. 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: NPHIC makes 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. 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. 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 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 NPHIC, its Board, members, staff, 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 the NPHIC, the City of Atlanta, and the Hyatt Regency Atlanta 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 Monday, August 1, 2015 through Monday, August 31, 2015, 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 9th 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: 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 Hyatt Regency Atlanta, design, trademark, trade name, patent, copyrighted work or symbol must be approved in writing by the Hyatt Regency Atlanta marketing department..

22. Photographing of Exhibits:

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 NPHIC official publications.

24. Facility: Use all public function space in the Hyatt Regency Atlanta is controlled by 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 NPHIC by exhibiting firms other than on the exhibit floor during the stated hours is expressly prohibited.

25. Violations: 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 NPHIC forfeit the exhibitor's right to occupy space and such exhibitor shall forfeit to NPHIC all monies paid or due. Upon evidence of violation, 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 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, regarding exhibits please contact:

National Conference on Health Communication, Marketing, and Media Exhibits Manager c/o Meeting Expectations
3525 Piedmont Road, Building 5, Suite 300, Atlanta, GA 30305
Phone: 404.760.2801 | Fax: 404.240.0998
mulloa@meetingexpectations.com

Exhibiting Company Information

(As it is to appear in ALL official publications)

Contact Name: _____
 Address: _____
 City/State/ZIP: _____
 Phone: _____ Fax: _____
 Web Address: _____
 Twitter: _____

Payment

Return this application and contract with 50% of the total cost of the requested exhibit space. Once payment is received, space assignment order will be confirmed and will be e-mailed to you. All payments must be made in U.S. funds, drawn on U.S. banks, payable to the NPHIC. Checks not drawn on U.S. banks will be returned. Space must be fully paid for by Wednesday, July 6, 2016.

Check for \$ _____ is enclosed

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

Please Charge \$ _____ to my

Visa MasterCard American Express Discover

I authorize payment by credit card for above to:

Credit Card #: _____

Exp. Date: _____

CVV: _____

Card Holders Name (please print):

Signature: _____

Primary Contact Information *(For show management use only)*

Contact Name: _____
 Job Title: _____
 Address: _____
 City/State/ZIP: _____
 Phone: _____ Fax: _____
 Email: _____

Exhibitor Opportunities*

_____ qty Commercial/For Profit Vendor\$3,500

_____ qty Gov't/Non-Profit Vendor.....\$2,500

TOTAL DUE: \$ _____

Cancellation Policy

Cancellations must be in writing and faxed or emailed on or before Wednesday, July 6, 2016. If an exhibitor cancels all or part of purchased booth space on or prior to Wednesday, July 6, 2016, NPHIC will retain 50% of booth cost. No refunds will be given for cancellation after Wednesday, July 6, 2016, the CDC and NPHIC will retain as liquidated damages all monies paid.

We hereby make application for exhibit space as indicated above for use at the 2016 National Conference on Health Communication, Marketing, and Media to be held at the Hyatt Regency Atlanta August 23-25, 2016. We understand that booth assignments will be made upon acceptance of a signed contract with payment in full submitted to conference management. We understand that all space will be assigned on a first-come, first-served basis based on payment and that the conference management reserves the right to assign exhibitors to the best alternate space as they deem appropriate.

We agree to abide by the established rules and regulations, which are included in the Exhibitor Prospectus and the Exhibitor Services Manual for the 2016 National Conference on Health Communication, Marketing, and Media and made a part of this contract. Further, it is understood that arrangements and payments for exhibitor services, not included in this contract, are separate transactions and must be coordinated with the selected service contractor and the Hyatt Regency Atlanta.

Signed: _____

Date: _____