

# 2017 PREPAREDNESS SUMMIT

## FORCES OF CHANGE:

CAPABILITIES, INNOVATION,  
& PARTNERSHIPS

Save the Date  
April  
25-28  
2017

Atlanta  
Georgia

EXHIBITOR PROSPECTUS

PREPAREDNESSUMMIT.ORG

April  
25-28  
2017

PREPAREDNESS  
SUMMIT  
2017

Atlanta  
Marriott Marquis  
ATLANTA, GA

## FORCES OF CHANGE: CAPABILITIES, INNOVATION, & PARTNERSHIPS

The 2017 Preparedness Summit is the premier national conference in the field of public health and healthcare preparedness. The largest event of its kind, the 2017 Preparedness Summit will attract nearly 1,800 attendees who work all levels of government (local, state, and federal), emergency management, volunteer organizations, and healthcare coalitions.

As public health professionals look towards the next two decades, one thing is certain, the world will not look the same as it does today. Our changing environment, technological innovation and increasing population density in urban areas are just some of the driving forces that will test our ability to take actions to prepare, respond, and recovery from disasters. The focus of the 2017 Preparedness Summit is to explore the factors driving change in our world, analyze how they will impact the future of public health preparedness, and identify opportunities we have today to drive action toward meeting our future needs.

The 2017 Preparedness Summit convenes a wide array of partners to participate in the Summit, presents new research findings, shares tools and resources, and provides a variety of opportunities for attendees to learn how to implement model practices that enhance the nation's capabilities to prepare for, respond to, and recover from disasters and other emergencies.

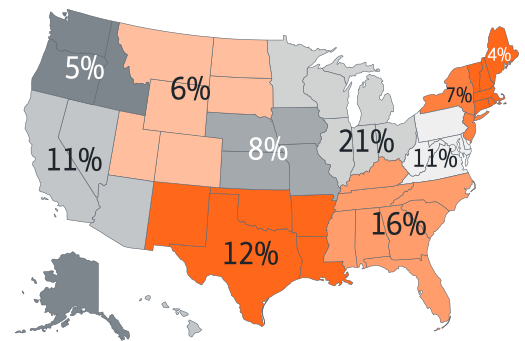
### ATTENDEE DEMOGRAPHICS

Your exhibit and sponsorship will put you in front of nearly 1,800 attendees from across the country including:

- Local and state public health department preparedness staff, including teams from agencies and organizations;
- Federal agency staff working on public health preparedness issues, including HHS, DHS, CDC, and FDA;
- Representatives from the academic and research communities;
- Community health centers, hospital, and emergency medical services staff;
- Industry partners with resources, new technologies and tools to share; and
- Emergency management agency and homeland security professionals and other personnel working with public health agencies to build preparedness capacity and competency at the local, state, and federal level.

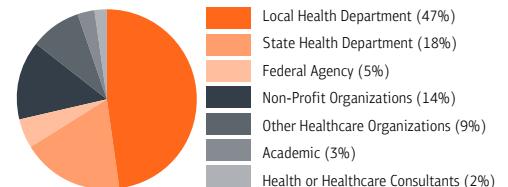
### NATIONAL REACH

NUMBER OF ATTENDEES BY STATE

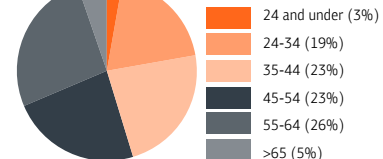


### ATTENDEES PROFILE

#### TYPES OF ORGANIZATIONS



#### AGE RANGE OF ATTENDEES



*We invite you to be a part of this exciting conference as an exhibitor and/or sponsor.*

QUESTIONS ON PRICING, SALES, SPONSORSHIPS,  
PLEASE CONTACT:

Preparedness Summit Exhibits & Sponsorship Sales Manager  
301-200-4616  
[prepsummit@sponsorshipboost.com](mailto:prepsummit@sponsorshipboost.com)

QUESTIONS ON EXHIBITOR SERVICE KIT OR BILLING,  
PLEASE CONTACT:

Preparedness Summit Exhibits Operations Manager  
703-964-1240 ext 130  
[summitexhibits@conferencemanagers.com](mailto:summitexhibits@conferencemanagers.com)

April 25-28, 2017 | Atlanta Marriott Marquis | Atlanta, GA

April  
25-28  
2017

PREPAREDNESS  
SUMMIT  
2017

Atlanta  
Marriott Marquis  
ATLANTA, GA

## WHY EXHIBIT?

The 2017 Preparedness Exhibit Hall is an integral part of the meeting. You will find nearly 1,800 interested preparedness professionals searching for the resources and products from companies like yours.

Ninety-three percent (93%) of 2016 Preparedness Summit attendees agreed that they learned about resources and tools to improve their work in disaster preparedness.

*Don't miss the opportunity to put your product and services in front of the industry leaders and decision makers.*

### LEAD GENERATION

Increase your exposure to preparedness professionals with significant purchasing power or interested in attaining higher education and credentials.

### PRODUCT DEMONSTRATIONS

Give your potential clients hands-on access to your current and new products.

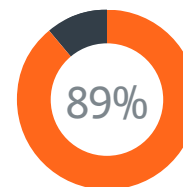
### INDUSTRY AWARENESS

Discover what trends and issues your customers are discussing in the preparedness community.

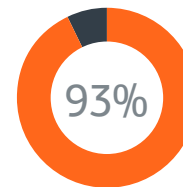
### POLICY COMPREHENSION

Understand the policy issues that are being discussed within government circles.

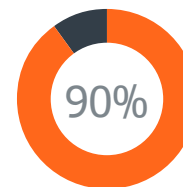
### ON-SITE EXPOSURE



ATTENDEES THAT THOUGHT THE SUMMIT WAS CONDUCIVE TO PEER EXCHANGE AND NETWORKING



ATTENDEES THAT INTENDED TO SHARE INFORMATION LEARNED AT THE SUMMIT WITH PEERS AND COLLEAGUES



ATTENDEES THAT THOUGHT THE SUMMIT HELPED IMPROVE THEIR KNOWLEDGE OF CURRENT POLICY AREAS IN PUBLIC HEALTH AND HEALTHCARE PREPAREDNESS

*“ This year's Summit was one of the best professional conferences I've ever attended in my 24 years of employment at a state public health department. ”*

QUESTIONS? 301-200-4616 EXT 101 | [prepsummit@sponsorshipboost.com](mailto:prepsummit@sponsorshipboost.com)



April  
25-28  
2017

PREPAREDNESS  
SUMMIT  
2017

Atlanta  
Marriott Marquis  
ATLANTA, GA

## WHO SHOULD EXHIBIT?

ATTENDEES FROM GOVERNMENT AND THE PRIVATE SECTOR ARE INTERESTED IN MEETING WITH COMPANIES WHO SUPPLY THESE PRODUCTS:

Communications Equipment  
Credential Organizations  
Data Collection Systems  
Decontamination Supplies  
Detection Devices  
Emergency Lighting  
Emergency Management Consulting  
Emergency Vehicles  
EMS Medical Equipment  
Food Storage  
Generators  
Geographic Information Systems  
Hazmat Response Equipment  
Lighting  
Medical Supplies and Equipment  
Notification Systems

Pharmaceuticals  
Portable Morgues  
Preparedness Equipment  
Protective Clothing  
Rescue Equipment  
Risk Management  
Safety Equipment  
Satellite Technologies  
Shelter Supplies  
Universities  
Vehicles  
Water Quality Supplies  
Water Storage  
Warning Systems  
Weather Meteorological Services



April 25-28, 2017 | Atlanta Marriott Marquis | Atlanta, GA

April  
25-28  
2017

PREPAREDNESS  
SUMMIT  
2017

Atlanta  
Marriott Marquis  
ATLANTA, GA

## PREVIOUS PREPAREDNESS SUMMIT EXHIBITORS INCLUDE...

AirBoss Defense	First Line Technology	Northrop Grumman
Association of Public Health Laboratories	First Water Systems, Inc.	Nova Southeastern University-College of Osteopathic Medicine
Association of State & Territorial Health Officials	Fishbowl	Oak Ridge Institute for Science & Education
Bio-Defense Network	Fridge Freeze	Oregon Freeze Dry
BioFire Defense	Flu Near You	Philadelphia University
BioSeals Systems	GlaxoSmithKline	Practical Hospital Services
Body Sealer	Global Emergency Resources	ProPac
Bold Planning Solutions	Grainger	QuickSeries Publishing
bParati	Griffin Logistics	RTI International
Blu-Med Response Systems	Hagerty Consulting	Society Disaster Medicine and Public Health
Bright White Paper Co	Harvard School of Public Health	SOS Survival Products
Cadueus Healthcare	ImageTrend	St. Louis University
Campbell & Company	Immediate Response Technologies, LLC	Stephenson Custom Case Co
Capella University	Information Station Specialists	Sydion LLC
CDC Radiation Studies Branch	InstantAtlas-Geowise Ltd.	TECS-PERLC
CDC-Division of Global Migration & Quarantine	Integrated Solutions Consulting	TEEX-NERRTC
Center for Domestic Preparedness	Integrity Custom Concepts, LLC	Texas A&M University
Center for Homeland Defense and Security	Intermedix	TSI Inc.
Columbia University	ISS Inc.	University of Nebraska Medical Center
Conference of Radiation Control Program Directors	Knowledge Center, Inc	University of New England
Covidien	LiveProcess	UNMC College of Public Health
Dale Parsons & Associates, Inc.	Lockheed Martin	Upp Technology, Inc.
DataTech911	MedicCast Productions	VeriCor, LLC
Deployed Logix	Midwest Card and ID Solutions	Veterans Emergency Management Evaluation Center
Department of Homeland Security	Mortuary Response Solutions	Walden University
EM Solutions by HSS inc.	National Center for Biomedical Research and Training	Yale New Haven Health System Emergency Preparedness and Disaster Response
Emergency Communications Network	National Center for Disaster Medicine and Public Health	
Facility Dude	National Library of Medicine	
	North Carolina Institute for Public Health	

QUESTIONS? 301-200-4616 EXT 101 | [prepsummit@sponsorshipboost.com](mailto:prepsummit@sponsorshipboost.com)

## EXHIBIT SCHEDULE

The Summit takes place from April 25 – 28, 2017 at the Atlanta Marriott Marquis, Atlanta, GA. The Exhibit Hall will be open for 2 of these 4 days to allow maximum traffic. The Exhibit Hall will be in Atrium Level ballroom.

INSTALLATION	Tuesday, April 25	8 AM - 5 PM
	Wednesday, April 26	8 AM - 10 AM
SHOW HOURS	Wednesday, April 26	12 PM - 6:30 PM (Lunch, PM break, Evening Reception)
	Thursday, April 27	10 AM - 3:30 PM (Lunch, PM break)
DISMANTLE	Thursday, April 27	3:30 PM - 5:30 PM

## EXHIBIT FEES AND PACKAGE

The Preparedness Summit offers 2 pricing packages for convenience to exhibitors.

### STANDARD BOOTH

Our standard booth provides the 10x10 exhibit booth space with some additions.

### BOOTH PACKAGE

You can upgrade to a booth package that provides one-stop convenience by including furnishings and electricity.

COMMERCIAL & GOVERNMENT	Standard \$1,700	Package \$2,450	
NON-PROFIT	Standard \$1,400	Package \$2,150	*Corner Booth Fee \$200.00
PARTNER PRICING	Standard \$1,100	Package \$1,850	

### STANDARD PRICING INCLUDES:

- 10' x 10' booth with 3' draped sidewalls and 8' back drape
- One (1) full conference registration per 10' x 10' booth; maximum of 3 full conference registrations
- Three (3) exhibit hall only badges per 10' x 10' booth
- Listing in the exhibitor directory
- Post-show attendee list (mailing addresses only)

### PACKAGE PRICING INCLUDES:

- All Standard pricing options, plus...
- 6' skirted table, 2 chairs, wastebasket
- Nightly cleaning (carpet and wastebasket)
- Standard electricity

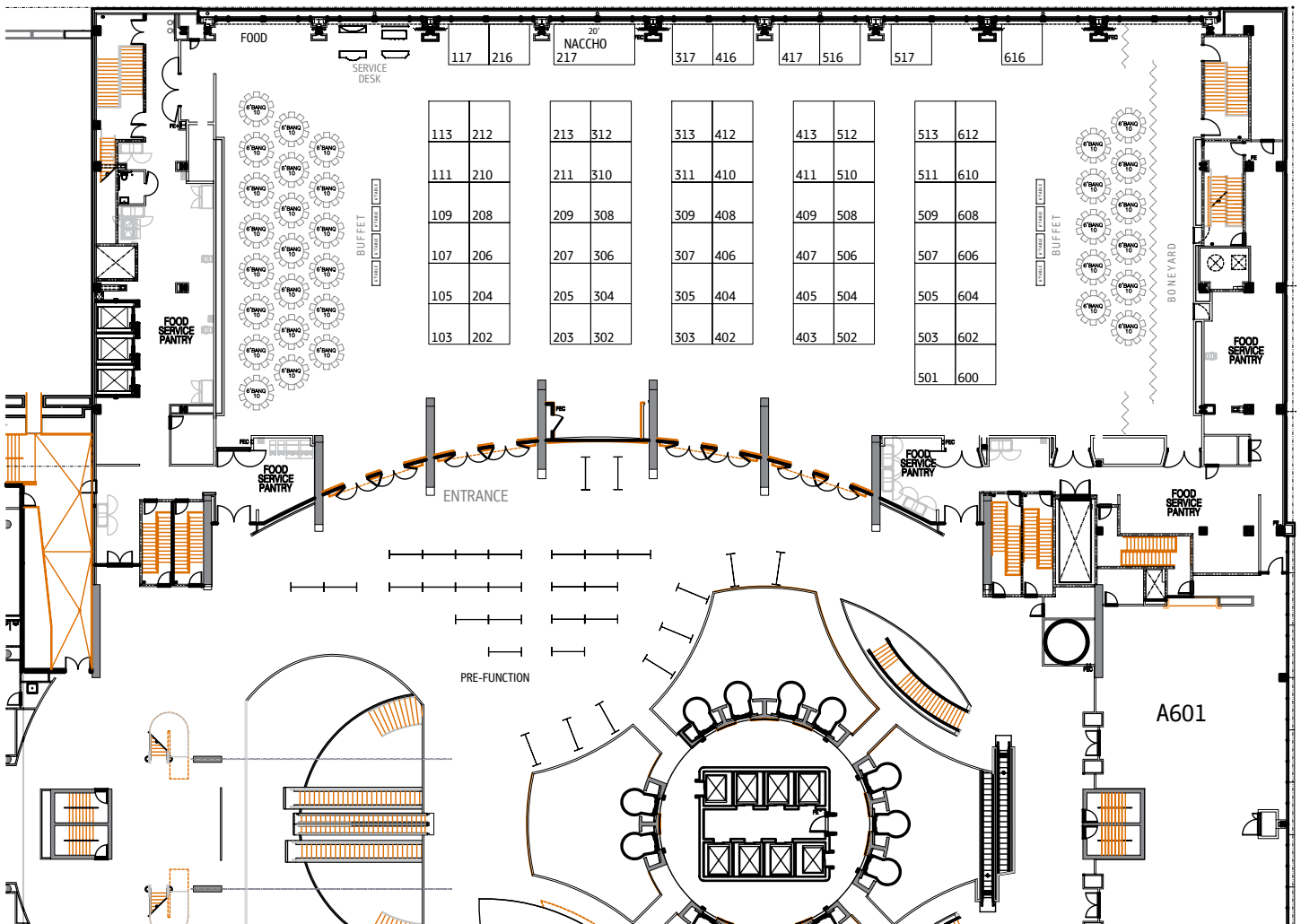
*The exhibit hall is carpeted.*

April  
25-28  
2017

PREPAREDNESS  
SUMMIT  
2017

Atlanta  
Marriott Marquis  
ATLANTA, GA

## 2017 FLOORPLAN



Please visit [www.preparednesssummit.org](http://www.preparednesssummit.org) for an up-to-date floorplan with currently available booths.

QUESTIONS? 301-200-4616 EXT 101 | [prepsummit@sponsorshipboost.com](mailto:prepsummit@sponsorshipboost.com)

April  
25-28  
2017



Atlanta  
Marriott Marquis  
ATLANTA, GA

## 2017 EXHIBITOR CONTRACT

COMPANY NAME

NAME OF PRINCIPAL CONTACT (PERSON TO RECEIVE EXHIBIT INFORMATION)

TITLE OF PRINCIPAL CONTACT

STREET ADDRESS

CITY

STATE

ZIP

PRINCIPAL CONTACT'S DAYTIME TELEPHONE NUMBER

PRINCIPAL CONTACT'S EMAIL ADDRESS

NAME OF SECONDARY CONTACT (IF PRINCIPAL CONTACT CANNOT BE REACHED)

SECONDARY CONTACT'S DAYTIME TELEPHONE NUMBER AND EMAIL

COMPANY EMAIL (TO BE PUBLISHED)

COMPANY WEBSITE (TO BE PUBLISHED)

COMPANY PHONE NUMBER (TO BE PUBLISHED)

### BOOTH ASSIGNMENT

Every effort is made to accommodate your preferred booth location, but we cannot guarantee that you will receive one of your preferred choices. Please indicate your 1st, 2nd, and 3rd choices below. To ensure that you receive one of your top choices, please select booths that are in different areas of the exhibit hall, and select some that are not immediately in front of the entrances.

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

### 2017 STANDARD BOOTH

The standard 10x10 exhibit booth package includes:

- One 10x10 booth with 3' draped sidewalls and 8' back drape
- A 7"x44" booth identification sign
- One (1) full conference registration per 10x10 booth purchased for (up to three (3) full conference registrations total)
- Three (3) exhibit hall only booth badges for staff per 10x10 booth purchases
- Listing in the onsite exhibitor directory, mobile app directory and online exhibitor directory
- Pre-show and Post-show attendee list containing names and mailing addresses, according to attendee privacy preferences

\* The exhibit hall is already carpeted, so no additional carpet purchase is necessary.

### 2017 PACKAGE BOOTH

The package booth includes all of the standard booth options, plus:

- One 6' skirted table, 2 chairs, wastebasket
- Standard electricity
- Nightly cleaning

\* The exhibit hall is already carpeted, so no additional carpet purchase is necessary.

### SUPPORT PACKAGES

For detailed information regarding Support Packages or to customize your own please call: 301-200-4616 or e-mail: [prepsummit@sponsorshipboost.com](mailto:prepsummit@sponsorshipboost.com)

### BOOTH PRICING

TYPE OF BOOTH	COST	NUMBER	SUBTOTAL
<b>COMMERCIAL &amp; GOVERNMENT</b>			
Standard Booth	\$1,750	X _____	= _____
Package Booth	\$2,500	X _____	= _____
Corner Premium	\$200	X _____	= _____
<b>NON-PROFIT</b>			
Standard Booth	\$1,450	X _____	= _____
Package Booth	\$2,200	X _____	= _____
Corner Premium	\$200	X _____	= _____
<b>TOTAL: = \$</b>			_____

### QUESTIONS?

For *billing* please contact:  
Phone: 703-964-1240 ext. 160  
E-mail: [summitexhibits@conferencemanagers.com](mailto:summitexhibits@conferencemanagers.com)

For *exhibits sales* please contact:  
Phone: 301-200-4616  
E-mail: [prepsummit@sponsorshipboost.com](mailto:prepsummit@sponsorshipboost.com)



April  
25-28  
2017

PREPAREDNESS  
SUMMIT

Atlanta  
Marriott Marquis  
ATLANTA, GA

## 2017 EXHIBITOR CONTRACT

### PAYMENT METHOD

For bookings made onsite at the 2015 annual meeting, a 50% deposit of total booth fees will be due no later than May 15, 2016 or space will be released and re-sold. Final balance will be due on November 25, 2016. For bookings made after the 2016 meeting, 50% will be due upon submission of this contract and the remaining 50% balance will be due on November 25, 2016.

### PAYMENT (CHECK ONE):

50% DEPOSIT (BALANCE DUE)  APPLY FULL PAYMENT NOW

CHECK # (PAYABLE TO NACCHO) \_\_\_\_\_

GOVERNMENT PURCHASE ORDER (ATTACHED SIGNED, AUTHORIZED PO) #  
\_\_\_\_\_

VISA  MASTERCARD  AMERICAN EXPRESS  DISCOVER

CREDIT CARD # \_\_\_\_\_

EXP. DATE \_\_\_\_\_ CVV CODE \_\_\_\_\_

AUTHORIZED NAME (PLEASE PRINT) \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_  
\_\_\_\_\_

### AGREEMENT

I hereby apply for exhibit space at the 2017 Preparedness Summit and fully understand that this form shall become a binding contract and is subject to the Exhibitor Terms and Conditions as outlined in these materials and those established by NACCHO. The exhibition is organized and managed by NACCHO. Any matters not covered in the Rules and Regulations are subject to the interpretation of the NACCHO Board of Directors and the NACCHO Executive Director or his or her designee, and all exhibitors must abide by their decisions. Exhibitors must comply with all Dallas Marriott Marquis rules and regulations. 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 itself and its employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with preceding sentence. If your exhibit contract is received after February 3, 2017, your company will be listed in the online exhibitor directory and the mobile app but will not be included in the printed on-site exhibitor directory.

I have read and reviewed the Exhibitor Rules & Regulations before completing this form.

SIGNED \_\_\_\_\_

NAME (PLEASE PRINT) TITLE \_\_\_\_\_ DATE \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

### REFUND/CANCELLATION POLICY

Refunds are limited to exhibit fees paid. To qualify for a 50% refund, a written cancellation must be received by the Preparedness Summit Exhibits Manager no later than February 3, 2017.

No refunds will be given after February 3, 2017. Cancellation requests should be sent via e-mail to [summitexhibits@conferencemanagers.com](mailto:summitexhibits@conferencemanagers.com) or by fax to 703-964-1246.

### STOP!

**PLEASE READ:** Credit card numbers are accepted **ONLY** by FAX. **DO NOT** submit credit card payments by e-mail or standard mail.

FAX TO: 703-964-1246

Questions? Contact: [summitexhibits@conferencemanagers.com](mailto:summitexhibits@conferencemanagers.com).

### CHECK PAYMENTS BY MAIL

Mail your original CHECK payment with a copy of your exhibits application to:  
NACCHO LOCKBOX  
PO BOX 79197  
Baltimore, MD 21279-0197

### AND FOR FASTER PROCESSING

Mail a copy of your CHECK payment with your original exhibits application to:  
PHP 2017 Exhibits  
512 Herndon Parkway, Ste D  
Herndon, VA 20170

QUESTIONS? 301-200-4616 EXT 101 | [prepsummit@sponsorshipboost.com](mailto:prepsummit@sponsorshipboost.com)

April  
25-28  
2017

PREPAREDNESS  
SUMMIT

Atlanta  
Marriott Marquis  
ATLANTA, GA

# 2017 EXHIBITOR CONTRACT-RULES & REGULATIONS

## 1. OFFICIAL EXHIBIT SCHEDULE

See the Exhibitor Services Manual for complete show schedule.

## 2. SHOW MANAGEMENT

The exhibition is organized and managed by NACCHO. Any matters not covered in these Rules and Regulations are subject to the interpretation of the NACCHO Board of Directors and the NACCHO Executive Director or his or her designee, and all exhibitors must abide by their decisions. Exhibitors must comply with the Marriott Marquis 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 will be assigned on a first-come, first-served basis. Every effort is made to accommodate your preferred booth location, but we cannot guarantee that you will receive one of your preferred choices. Booth registration for the 2017 Preparedness Summit must be made on the official 2017 Preparedness Summit Exhibit Space Application & Contract.

The exhibitor fully understands that it becomes a binding contract and the exhibitor is subject to the term and regulations set forth by NACCHO as listed therein. In addition, NACCHO reserves the right to reject an application that in its judgment is not appropriate for the 2017 Preparedness Summit.

## 4. INCLUDED IN BOOTH SPACE

Please see Prospectus for specific inclusions for exhibitor levels.

## 5. 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.

## 6. 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.

## 7. RATES, DEPOSITS AND REFUNDS

Space will be rented at the rates listed on the official Exhibit Space. Application and Contract. No application will be processed or space assigned without full payment in U.S. funds. A standard size booth will be 10' x 10' having an 8' high back draping and 3' high side wall draping. A 7" x 44" booth sign bearing your company's name and booth number will be provided. A 50 percent refund of the booth fee will be made if written notice of cancellation is received by February 3, 2017. No refund will be made if notice of cancellation is received after February 3, 2017. No transfer of fees will be made to other registration fees or NACCHO meetings. 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 NACCHO's liability for such cancellation. NACCHO assumes no responsibility for refunds of nonrefundable airline tickets or hotel charges if a meeting is cancelled or abbreviated because of terrorist activity. All cancellation requests must be submitted in writing to the 2017 Preparedness Summit Exhibits Manager.

## 8. 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, additional services, 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 NACCHO or Marriott Marquis assume 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.

## 9. 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.

## 10. BOOTH DESIGN

Each exhibitor will be provided with an official Exhibitor Service Manual. The Exhibitor Service 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. In the sole opinion of Show Management, any exhibit that fails to conform to the Exhibitor Service 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. Linear booths may not exceed 8' in height; island booths are restricted to 16' 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.

## 11. 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.

## 12. CONDUCT

All exhibits will be to serve the interest of the 2017 Preparedness Summit conference 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 NACCHO believes to be injurious to the purpose of 2017 Preparedness Summit. 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 NACCHO to be objectionable are expressly prohibited in the exhibition area and in any meeting room. Appropriate business attire is required for all exhibit participants.

## 13. EXHIBITOR PERSONNEL

All exhibitors must wear official 2017 Preparedness Summit 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 Show Management for entrance into exhibit hall. Each exhibit must be fully operational and staffed during the open exhibit hours as defined in the Exhibitor Service Manual. Booths should be staffed 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.

## 14. 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.

## 15. 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. Show Management reserves the right to restrict the use of glaring lights or objectionable lighting effects. Music, whether vocal or instrumental, is prohibited.

April 25-28, 2017 | Atlanta Marriott Marquis | Atlanta, GA

April  
25-28  
2017

PREPAREDNESS  
SUMMIT

Atlanta  
Marriott Marquis  
ATLANTA, GA

# 2017 EXHIBITOR CONTRACT-RULES & REGULATIONS

## 16. HANDOUT MATERIALS

Promotional giveaways and exhibitor prize raffles will be permitted. All materials and prizes must have prior approval by NACCHO. All hand-out materials are expected to be of a professional nature. NACCHO reserves the right to disallow any material that they believe to be inappropriate. Send samples to 2017 Preparedness Summit Exhibits Manager, 512 Herndon Parkway, Ste D, Herndon, VA 20170 by February 3, 2017. No helium balloons or adhesive-backed decals are to be used or given away.

## 17. 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 NACCHO.

## 18. 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.

## 19. 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 Service Manual.

## 20. STORAGE

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

## 21. 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. If an exhibiting company wishes to host food and beverage in their booth, all food and beverage must be purchased through the Marriott Marquis Catering Department.

## 22. LIABILITY AND SECURITY

NACCHO 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. NACCHO 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. NACCHO 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 NACCHO, its Board, members, staff, and representatives, the city of Atlanta, GA, and the Marriott Marquis harmless from any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within the Marriott Marquis 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 NACCHO, the city of Atlanta, GA and Marriott Marquis 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 Atlanta GA; (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 during all move in, show, and move out dates. Such insurance shall include NACCHO, its officers, directors and agents and Marriott Marquis as additional insureds. 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 2017 Preparedness Summit; (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.

## 23. TRADEMARKS

NACCHO 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 Marriott Marquis logo, design, trademark, trade name, patent, copyrighted work or symbol must be approved in writing by the Marriott Marquis marketing department.

## 24. 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.

## 25. LIST PUBLICATION

The list of 2017 Preparedness Summit exhibitors, in whole or in part, shall not be published other than in 2017 Preparedness Summit and NACCHO official publications.

## 26. HOTEL USE

All public function space in the Marriott Marquis is controlled by NACCHO.

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 attendees or guests 2017 Preparedness Summit or NACCHO 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.

## 27. VIOLATIONS

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

## 28. 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.

## 29. CONTACT

For questions or more information, please contact:

Exhibits Manager  
2016 Preparedness Summit  
512 Herndon Parkway, Suite D  
Herndon, VA 20170  
Phone: (703) 964-1240 ext. 160  
Fax: 703-964-1246  
E-mail: [summitexhibits@conferencemanagers.com](mailto:summitexhibits@conferencemanagers.com)

QUESTIONS? 301-200-4616 EXT 101 | [prepsummit@sponsorshipboost.com](mailto:prepsummit@sponsorshipboost.com)

## MARKETING OPPORTUNITIES

Your company's support of the Preparedness Summit is vital for the continuation of excellence for this meeting. Be involved with educational sessions, networking receptions or promotions to maximize brand exposure and increase your booth traffic.

### Education

#### PLENARY SESSION

The Summit agenda has been carefully crafted to raise and address a variety of issues that present challenges for the field of public health and healthcare preparedness. With the 2017 Summit theme of "Forces of Change", there are 3 specific focus areas:

1. Innovation–Technology
2. Capabilities–Critical Infrastructure
3. Partnerships–Environment

Each of these focus areas will have a separate plenary session. We can involve your company in one of these plenaries with your speakers. A custom sponsorship can be designed to coordinate your speakers with our message. Contact us for additional details.

#### EXHIBITOR LEARNING SESSION | \$3,500 |

##### 4 AVAILABLE

By hosting your own exhibitor session, you can reach attendees in an educational manner. You get your own room for 45 minutes (30 minutes to present a topic of interest to attendees — not a sales pitch, but a helpful discussion of your solution, involving participation by your clients and 15 minutes for Q&A.) These session descriptions are listed in the program. There will only be 1 exhibitor session per time slot. To help market this session, you will also receive:

- Description in program
- Push alert through meeting app to remind attendees on day of event

*Please note: As a session sponsor, you agree to provide your workshop title, description, and list of presenters to the planning committee chair for review and approval. All sponsored sessions must feature a presenter working in the field of public health and representing a local, state, federal, or academic perspective.*

### Promotions



#### LANYARDS | \$5,000

Place your company logo on the official Preparedness Summit lanyard, to be attached to the badge holder worn by all conference attendees. This is one of the best ways to gain name recognition at the conference! Your logo will be seen on all official photographs, too.



#### YOU ARE HERE LOCATOR | \$2,500

The Atlanta Marriott Marquis is a large hotel and the Summit uses many of the meeting and ballrooms. This locator acts as a navigation tool noting the location of the Summit sessions [Include photo]. Your custom advertisement will appear on the bottom of this locator. Ad size approx. 6' wide x 3' tall. This will be seen throughout each day of the Summit as attendees review where they are and where they are going!

## MARKETING OPPORTUNITIES

### Networking Events

EXHIBITOR HOSPITALITY EVENTS | 3,500 | 2 AVAILABLE

By hosting your own hospitality event, you can capitalize on our venue to facilitate networking with attendees. You get your own room for 2 evening hours on Wednesday, April 26. (100 ppl capacity). To help market this event, you will also receive:

- Description in program
- Information in an official Preparedness Summit eblast prior to the meeting to invite attendees to your event.
- Push alert through meeting app to remind attendees on day of event
- Onsite signage

### Advertising



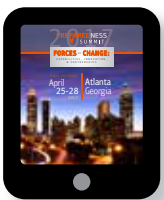
EMAIL BANNER |  
ONLY 4 AVAILABLE |  
\$1,000 (CURRENT EXHIBITOR) |  
\$1,800 (NOT EXHIBITING)

Send your custom message and graphics out to all attendees prior to the Summit with a custom email banner/message in an official Preparedness Summit eblast.



APP-PUSH NOTIFICATIONS | \$500

Send out a text alert to each attendee through the app! This alert will pop up on each attendee's phone, if they have downloaded the app. The text is limited to 25 words. Remind attendees to stop by your booth, announce a raffle or showcase a product demonstration time.



APP-LANDING PAGE AD |  
\$1,200 (CURRENT EXHIBITOR) |  
\$2,000 (NOT EXHIBITING)

Attendees search for sessions, see updates instantly, and communicate with each other through social media on the APP. Attendees will see the flash landing page first – each time that they open the app. Your custom graphics will appear on this page.



April  
25-28  
2017



Atlanta  
Marriott Marquis  
ATLANTA, GA

## 2017 SPONSORSHIP CONTRACT

COMPANY NAME (TO BE PUBLISHED) \_\_\_\_\_

NAME OF PRINCIPAL CONTACT (PERSON TO RECEIVE EXHIBIT INFORMATION) \_\_\_\_\_

TITLE OF PRINCIPAL CONTACT \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP \_\_\_\_\_

PRINCIPAL CONTACT'S DAYTIME TELEPHONE NUMBER \_\_\_\_\_

PRINCIPAL CONTACT'S EMAIL ADDRESS \_\_\_\_\_

NAME OF SECONDARY CONTACT (IF PRINCIPAL CONTACT CANNOT BE REACHED) \_\_\_\_\_

SECONDARY CONTACT'S DAYTIME TELEPHONE NUMBER AND EMAIL \_\_\_\_\_

COMPANY EMAIL (TO BE PUBLISHED) \_\_\_\_\_

COMPANY WEBSITE (TO BE PUBLISHED) \_\_\_\_\_

COMPANY PHONE NUMBER (TO BE PUBLISHED) \_\_\_\_\_

### PAYMENT METHOD (CHECK ONE)

Full payment is due with this signed agreement. If this payment has not been received within 3 weeks, the item will be released and this commitment form will be declared null and void so that the item may be reassigned. Your confirmation email will outline any additional specifications, deadlines, restrictions, or inclusions depending on chosen item(s).

CHECK # (PAYABLE TO NACCHO) \_\_\_\_\_

GOVERNMENT PURCHASE ORDER (ATTACHED SIGNED, AUTHORIZED PO) # \_\_\_\_\_

VISA     MASTERCARD     AMERICAN EXPRESS     DISCOVER

CREDIT CARD # \_\_\_\_\_

EXP. DATE \_\_\_\_\_ CVV CODE \_\_\_\_\_

AMOUNT TO BE CHARGED \_\_\_\_\_

AUTHORIZED NAME (PLEASE PRINT) \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

\_\_\_\_\_

### SELECTION

Item: \_\_\_\_\_ Price: \_\_\_\_\_

Item: \_\_\_\_\_ Price: \_\_\_\_\_

Item: \_\_\_\_\_ Price: \_\_\_\_\_

Item: \_\_\_\_\_ Price: \_\_\_\_\_

Item: \_\_\_\_\_ Price: \_\_\_\_\_

Item: \_\_\_\_\_ Price: \_\_\_\_\_

Item: \_\_\_\_\_ Price: \_\_\_\_\_

Item: \_\_\_\_\_ Price: \_\_\_\_\_

Item: \_\_\_\_\_ Price: \_\_\_\_\_

Item: \_\_\_\_\_ Price: \_\_\_\_\_

TOTAL: = \$ \_\_\_\_\_

April  
25-28  
2017

PREPAREDNESS  
SUMMIT  
2017

Atlanta  
Marriott Marquis  
ATLANTA, GA

## 2017 SPONSORSHIP CONTRACT

### REFUND/CANCELLATION POLICY

Any company that cancels all or part of this commitment will not receive a refund and the Annual Meeting will retain as liquidated damages all monies paid.

*For faster processing, you may fax a copy of the application to 703.964.1246. Credit Card numbers are only accepted by FAX. Do NOT submit credit card payments by email or standard mail. If you are unable to submit by fax please email the form to [summitexhibits@sponsorshipboost.com](mailto:summitexhibits@sponsorshipboost.com) and CALL your credit card number in to 703.964.1240 x17.*

### MAIL COMPLETED FORM TO:

NACCHO Annual  
Preparedness Summit Manager  
512 Herndon Parkway, Suite D  
Herndon, VA 20170  
Fax: 703.964.1246

### CHECK PAYMENTS

NACCHO Annual  
P.O. Box 79197  
Baltimore, MD 21279-0197

### QUESTIONS?

703.964.1240 x17  
[summitexhibits@conferencemanagers.com](mailto:summitexhibits@conferencemanagers.com)

### AGREEMENT

I hereby contract for commitments as selected above for the NACCHO Annual and fully understand that this form shall become a binding contract. The exhibition and all commitments are organized and managed by NACCHO. Any matters not covered in the Rules and Regulations are subject to the interpretation of the NACCHO Board of Directors and the NACCHO Executive Director or his or her designee, and all exhibitors, sponsors, and supporters must abide by their decisions. Supporters must comply with all Sheraton Crown Center rules and regulations. 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 sponsor. Each sponsor, for itself and its employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with preceding sentence.

I have read and reviewed the Exhibitor Rules & Regulations before completing this form.

SIGNED \_\_\_\_\_

NAME (PLEASE PRINT) TITLE \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_