

2022

**NATIONAL CONFERENCE ON HEALTH
COMMUNICATION, MARKETING & MEDIA**

COMMUNICATING FOR PUBLIC HEALTH

CREATING CONNECTIONS, BUILDING BRIDGES

**EXHIBITOR
& SPONSOR
PROSPECTUS**

**NPHIC**

NCHCMM
National Conference on Health
Communication, Marketing & Media 

AUGUST 16 - 18, 2022
Hyatt Regency Atlanta Georgia

Sponsorship applications submitted by June 27, 2022, will receive full package recognition across conference materials.

www.nchcmm.org



The National Public Health Information Coalition, in partnership with the Centers for Disease Control and Prevention (CDC), is pleased to announce the in-person return of the National Conference on Health Communication, Marketing and Media to be held August 16-18, 2022 at the Hyatt Regency Atlanta, in Atlanta, Georgia.

Now in its 16th year, this annual conference brings together individuals representing academia, public health researchers and practitioners from federal and state governments as well as other industry leaders and provides a forum for collegial dialogue within and across these groups.

So please plan to join us in advancing the field of health communication, marketing, and media by becoming a featured sponsor or exhibitor at the 2022 National Conference on Health Communication, Marketing and Media.

NATIONAL PUBLIC HEALTH INFORMATION COALITION

The National Public Health Information Coalition (NPHIC) is the premier network of public health communicators in the United States and U.S. territories. We are committed to “making public health public” by sharing our knowledge, expertise and resources to effectively communicate about the important health issues of the day – helping people lead healthier lives in healthier communities.

Many of our members represent state and local health departments, whether as directors of communication, health marketing specialists, risk communication specialists, community relations specialists or some related specialty. But others represent tribal nations, corporate communications, and academia—we even have student members.

All of us work together to collaborate with other health leaders to ensure that we can help promote wellness and reduce the incidence of illness injury and premature death. If you are not already a member, we hope you will consider joining us.



SPONSORSHIP

To help you stand out from the competition, we offer numerous sponsorship opportunities to educate attendees, enhance your visibility at the meeting and promote your brand. Sponsorship applications submitted by June 27, 2022, will receive full package recognition across conference materials.

Visit www.nchcmm.org to get started today.

ALL SPONSORS RECEIVE THE FOLLOWING BENEFITS:

- Recognition with a sign at the sponsor event and in the exhibit area
- One (1) complimentary conference registration
- Sponsor ribbon
- Recognition by name for the continuous looping slideshow to be shown throughout the conference

TYPES OF SPONSORSHIP OPPORTUNITIES:

- Plenary Sessions (3)
- Special Sessions (up to 6)
- Spotlight Sessions (up to 6)
- Hand Sanitizing Stations (1)
- Charging Stations (1))
- Conference Lanyard (1)
- App Splash Screen Page (1)
- Energy Break (up to 5 daily)

For other sponsorship opportunities such as Banner Advertising, Push Notifications, Seat Drops, Hotel Key Cards, Exclusive Special Activities and more, please contact the Conference Management Team at: nchcmm@nphic.org

SPONSORSHIP PACKAGES

GOLD

\$8,000

There are limited Gold Partnership opportunities available for the 2022 NCHCMM. The Gold Sponsorship qualifying minimum spend is \$8,000 and includes two conference registrations. Gold sponsors will also receive a complimentary exhibit space (a \$2,000 value). **Gold sponsors can choose from one of the following packages:**

PLENARY SESSIONS | 3 AVAILABLE **on a first come, first served basis*

Support public health education and learning opportunities by sponsoring one of three full audience plenary sessions. Each session will provide attendees with a learning environment where innovative ideas and new approaches to difficult problems are presented that work to advance evidence-based strategies in the field of health communication, marketing, and media.

The Opening Plenary on Tuesday, August 16, will kick off the official start of the conference. During the Wednesday Plenary, August 17, the full conference audience will again gather for a featured guest speaker. The 2022 NCHCMM will conclude with a Closing Plenary on Thursday, Aug. 18.

SPONSOR BENEFITS INCLUDE:

- Opportunity to brand the session with your organization's logo
- Recognition with a sign at the sponsor event and in the exhibit area
- Slide acknowledging your sponsorship of the event
- Logo on app, directory and signage
- Two (2) complimentary conference registrations
- Sponsor ribbon
- Logo prominently featured on Conference website

SPOTLIGHT SESSIONS | UP TO 6 AVAILABLE

As a sponsor of a spotlight session, you can propose, design, and develop an educational experience for attendees on an important or emerging topic of your choosing in the field of health communication, marketing, and media. Please note that participation in a Spotlight Session is contingent on the acceptance of your proposal.

These sessions are 90 minutes in length and are presented concurrently with a maximum of 1 other session.

YOUR ORGANIZATION WILL BE RESPONSIBLE FOR PROVIDING A PANEL PROPOSAL THAT INCLUDES:

- Selecting a topic and providing a panel description and overview/summary
- Selecting invited presenters and providing information – background, affiliation, etc.
- Selecting a moderator

Spotlight sessions cannot be used to promote or highlight your organization's products or services and are purely educational in intent.

SPONSORSHIP BENEFITS INCLUDE:

- Opportunity to brand the session with your organization's logo
- Recognition with a sign at the sponsor event and at the exhibit area
- Slide acknowledging sponsor at event
- Logo on app, directory, and signage
- Two (2) complimentary conference registrations
- Sponsor ribbon

SPECIAL SESSIONS | UP TO 6 AVAILABLE

This is an opportunity to sponsor a special topic session developed by the Conference Management Team and Advisory Board. These topics typically cover special focus areas of significant interest to attendees. These selected sessions are 90 minutes in length and are presented concurrently with a maximum of two other sessions.

SPONSORSHIP BENEFITS INCLUDE:

- Opportunity to brand the session with your organization's logo
- Recognition with a sign at the sponsor event and in the exhibit area
- Slide acknowledging sponsor at event
- Acknowledgement with logo on app, directory, and signage
- Logo prominently featured on Conference website
- Two (2) complimentary conference registrations
- Sponsor ribbon

SILVER

\$5,000

There are limited Silver Partnership opportunities available for the 2022 NCHCMM. The Silver Sponsorship qualifying minimum spend is \$5,000. Package includes one conference registration, recognition with a sign at the sponsor location and at the exhibit area and sponsor ribbon, recognition as a silver sponsor featured on the Conference website. **Silver sponsors can choose from one of the following packages:**

CHARGING STATIONS | 1 AVAILABLE

Charging stations let attendees power up and recharge their mobile devices. Each charging station includes the opportunity to place your company or organization's graphic on a sign, and a slideshow or video on an LCD screen on the station.

Additional sponsorship benefits include: Logo on app, directory and signage

HAND SANITIZING STATIONS | 1 AVAILABLE : MINIMUM OF 2 STATIONS

Hand sanitizing stations will be strategically positioned in high traffic areas and key access points within the conference space. Through sponsorship of these stations, your organization will have high visibility and serve an important role in keeping our attendees safe. Sponsor to provide logo or company name for signage production.

Additional sponsorship benefits include: Logo on app, directory and signage

CONFERENCE LANYARD | 1 AVAILABLE

Place your company name or logo on the lanyard worn by all the conference attendees. This sponsorship leaves a lasting impression on the attendees throughout the conference. Sponsor to provide logo or company name for lanyard production. Conference organizers will select the lanyard to be used.

Additional sponsorship benefits include: Logo on app, directory and signage

SELFIE STATION | 1 AVAILABLE

(NOTE: The Conference Management Team is open to approving your request for another type of specialty station)

Let your company be the ultimate photo bomber with this unique chance to be included in all attendee pictures taken at this fun and exciting station! Sponsor may also provide props.

ADDITIONAL SPONSORSHIP BENEFITS INCLUDE:

- Push notification to drive traffic (1 per day)
- Co-branded with the conference logo as backdrop for the selfies
- Logo on app, directory and signage

BRONZE

\$2,500

There are unlimited Bronze Partnership opportunities available for the 2022 NCHCMM. The Bronze Sponsorship qualifying minimum spend is \$2,500. **Bronze sponsors can choose from one of the following packages:**

ENERGY BREAK | UP TO 5 AVAILABLE PER DAY : 1 SPONSORSHIP PER BREAK

Morning and afternoon breaks allow conference attendees to socialize and re-energize between sessions. Breaks feature a variety of snacks and refreshing beverages.

AVAILABLE DATES:

8/16 Tuesday Afternoon

8/17 Wednesday Morning or Afternoon

8/18 Thursday Morning or Afternoon

Additional sponsorship benefits include:

Please note: Energy Breaks may vary based on adjustments to the conference schedule.

DESIGN OR CHOOSE YOUR OWN

The Conference Management Committee is available to discuss other unique opportunities for you to sponsor at the Bronze Level. Possible examples include

HOTEL ROOM DROP – 1 AVAILABLE PER DAY

Have your company's preprinted literature or product sample delivered to each hotel room. An additional hotel fee per room will apply.

GENERAL SESSION SEAT DROP

Includes one piece of sponsor-provided collateral placed on each seat during selected sessions.

HOTEL KEY CARDS

Co-branded with 2022 NCHCMM and will include sponsor logo and booth number, key cards will be provided to overnight guests at hotel check-in – Hyatt Regency Atlanta.

DIRECTIONAL SIGNS

Include your company graphics on one (1) NCHCMM directional sign used to help attendees navigate the hotel. Sponsors have one ENTIRE side/panel for your graphics.

Please contact the Conference Management Committee for more details at: nchcmm@nphic.org

SPONSORSHIP BONUS | EXCLUSIVE SESSIONS \$10,000

If you are interested in being an exclusive sponsor of an open session such as a conference lunch, a welcome reception or other special event where attendees can gather to network with colleagues, greet old and new friends and share time together, please contact the Conference Planning Team for more details

PRE-RECORDED SPONSORED LEARNING SESSION | 60 MINUTES: \$4,500

By hosting your own 60-minute session, you can reach members in an educational manner. Sponsors will provide a pre-recorded educational session that attendees can view any time. This opportunity includes pre-conference promotion to participants. As a session sponsor, you agree to provide your 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. These sessions will not be eligible for CEUs.

BENEFITS OF THIS SPONSORSHIP INCLUDE:

- Content exposure – Sponsor provides speaker and presents the desired topic during the session
- Brand awareness – One (1) pre-conference eblast with your session information
- Expanded visibility: all sessions will be available for viewing on-demand post-conference.





MOBILE APP ADVERTISING

BANNER ADVERTISING

\$4,000 - 1 AVAILABLE

Discount for exhibitors is \$1,500

Display your custom advertising on a banner inside the mobile app exhibitor directory section. Your custom ad will be seen by attendees when they search for exhibitors. This is an exclusive advertising option—no other company will have advertising.

PUSH NOTIFICATIONS

\$750 PER NOTIFICATION

Only available to exhibitors: Send out a text alert to each attendee through the conference app. Use it to remind attendees to stop by your table, announce a raffle, or showcase a product demonstration time. The text is limited to 115 characters.

SPONSORSHIP APPLICATION

To submit your online application as a 2022 NCHCMM Sponsor **click here**. Packages are assigned on a first come, first served basis. If you need assistance, contact Loree Tengzelius by email at: ltengzelius@nphic.org or by phone at: 678.263.0510, and we can get you started. If you require additional information regarding sponsorship opportunities, logistics, programming or general information, please contact the conference management team via email at nchcmm@nphic.org



EXHIBITOR OPPORTUNITIES

WHY EXHIBIT?

EXPOSURE | Market your organization and raise brand exposure to academia, public health researchers and practitioners from federal & state governments, and the industry.

INSIGHT | Engage in meaningful discussions with conference attendees about the issues, trends, and innovations that are shaping the future of health communication, marketing & media.

NETWORK | Create new and enhance existing relationships with colleagues, and shape the future of health communication, marketing and media practice.

RETURN | As we continue to navigate through these uncertain times, we look forward to meeting this year in-person and recapturing the exciting experiences shared at this annual event. This is a great opportunity to renew your sales and marketing efforts in a broadened customer base.

EACH *TABLETOP EXHIBITOR SPACE INCLUDES

- One (1) complimentary full conference registration with access to all sessions
- Two (2) complimentary exhibit-hall-only registrations for exhibitor staff

*Tabletop exhibits (instead of the traditional booth setups) will be used in the exhibit area



EXHIBIT FEES

COMMERCIAL & GOVERNMENT | \$2,000 PER TABLE

WHO SHOULD EXHIBIT?

Organizations providing the following products or services should exhibit at the 2022 National Conference on Health Communication, Marketing & Media.

- Advertising Agencies
- Communication Technologies
- Data Visualization Providers
- Government Agencies
- Health Communication Agencies
- Health Information Technology Systems
- Information Technology
- Legal Services
- Marketing Firms
- Media Firms
- Public Health Professionals
- Public Health Communication
- Public Relations Agencies
- Publishing



EXHIBITOR APPLICATION

Exhibitor opportunities are limited so reserve your space today! **Click here** to sign up online or contact Loree Tengzelius by email at: ltengzelius@nphic.org or by phone at: 678.263.0510, and we can get you started. If you require additional information regarding logistics, programming or general information, please contact the conference management team via email at nchcmm@nphic.org

PAST EXHIBITORS

- CTAC
- American Public Health Association
- Battelle Memorial Institute
- Cadence Group
- Comcast Spotlight
- Compliant Campaign
- CSRA, Inc.
- CTAC
- DLH Company (Danya)
- Eagle Medical Services, LLC
- EurekAlert!/AAAS
- FHI 360
- Fors Marsh Group
- HealthDataViz
- Humana Healthy Horizons
- ICF International
- IQ Solutions
- JBS International
- JSI Research and Training Institute, Inc.
- Karna
- LiveStories
- Medscape Education
- Natl Public Information Network (NPIN)
- NORC
- Oak Ridge Associated Universities (ORAU)
- Ogilvy Public Relations
- Porter Novelli
- Rescue Agency
- Riestler Public Affairs
- RTI International
- Sapient Government Services
- Sensis
- Singleton Partners
- SOPHE
- The Board Doctor, LLC
- Westat



SAMPLE 2022 ATTENDEE TITLES INCLUDE:

- Account Executive
- Account Supervisor
- Accreditation/Communications Manager
- AmeriCorps Member
- Art Director
- Assistant Director of Digital Media
- Assistant Professor
- Associate Director for Behavioral Science
- Associate Research Scientist
- Associate VP for Communication
- Associate, Communications
- Audio Visual Production Specialist
- Behavioral Scientist
- Business Development Executive
- CDC Joint Information Center
- CDC Program Coordinator
- CEO/Principal
- Chief Marketing Officer
- Communication Scientist
- Communications Director
- Community Engagement Specialist
- Community Health Educator
- Conference & Events Associates
- Consultant
- Content Specialist
- COO
- Counsellor
- Creative Services Manager, Graphic Designer
- Deputy Director
- Digital and Social Media Strategist
- Director of Business Development
- Emergency Preparedness Information Specialist
- Epidemiologist
- Evaluation Specialist
- Executive Director of Communications
- Graduate Student
- Group Account Director
- Health Communications Strategist
- Managing Director
- Media Relations Manager
- Medical Advisor
- Medical Officer
- ORISE Fellow
- Partnership Director
- PhD Student
- Policy Specialist
- President
- Principal Research Scientist
- Professor
- Program Manager
- Project Director
- Public Affairs Manager
- Public Health Analyst
- Public Relations and Social Media Strategist
- Research Coordinator
- Research Measurement Analyst
- Risk Communicator
- Science Writer
- Senior Director, Business Development
- Senior Manager, IT Project Management
- Senior Vice President
- Social Marketing/Media Coordinator
- Strategy Director
- Technical Information Specialist
- Technical Writer/Editor
- Vice President and Director
- Visual Information Specialist
- Writer-Editor



WHO ATTENDS?

NCHCMM attracts 700+ attendees from the local, state & federal government agencies, and industry as well as non-profits and universities.

PAST GOVERNMENT PARTICIPANTS:

- AIDS.gov
- Arizona Department of Health Services
- CDC
- Eagle Medical Services
- FDA
- HHS
- Kansas City, Missouri Health Department
- NIH Clinical Center
- NIH/NIAID
- Texas DSHS
- U.S. Army Public Health Command
- U.S. Department of Agriculture
- Utah Department of Health
- Vermont Department of Health
- Virginia Foundation for Healthy Youth

PAST PARTICIPANTS FROM INDUSTRY:

- ABT Associates
- Amazon
- ASHLIN Management Group Inc.
- Battelle
- Better World Advertising
- Brunet-Garcia Advertising Agency
- CSRA Inc.
- IQ Solutions
- JBS International Inc.
- John Snow, Inc.
- LiveStories
- Westat

Rules & Regulations

1. Official Exhibit Schedule: To be included in the 2022 National Conference on Health Communication, Marketing and Media (NCHCMM) Official Conference Program, the Exhibitor Services Kit and posted on the Conference Website at WWW.NCHCMM.ORG
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 and as outlined in the Exhibitor Services Kit. 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 herself and her 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 Exhibit Space: Space 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 tabletop inline exhibit 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 tables must remain intact until the close of the show. Installation must occur only during the installation times designated. Tabletop inline exhibit booth installation will begin at 8:00 a.m. on Tuesday, August 16, 2022. All tabletop inline exhibit booths must be properly installed, fully operational, and show-ready no later than 12:00 p.m. on Tuesday, August 16, 2022, for the final inspection of the exhibit hall by Show Management. Dismantle may not begin until after 1:30 p.m. on Thursday, August 18, 2022, and must be completed by 4:30 p.m. on Thursday, August 18, 2022. 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 Conference Program. Each exhibitor will complete arrangements for removal of his or her material from the Hyatt Regency Atlanta in accordance with the instructions provided the Conference Planning Team. All material must be packed and ready for shipment by 4:30 p.m. on August 18, 2022. 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 will be forfeited by exhibitors and their space may be resold, reassigned, or used by the Show Management without refund.
6. Rates, Deposits and Refunds: Space will be rented in accordance with the application form. If an exhibitor cancels all or part of purchased tabletop inline exhibit booth space

on or prior to Friday, July 15, 2022, NPHIC will refund 100% of the tabletop inline exhibit booth cost. Any exhibitor who cancels all or part of purchased tabletop inline exhibit booth space after Friday, July 15, 2022, NPHIC will retain 50% of the tabletop inline exhibit booth cost. NPHIC reserves the right to enter a further lease for the space involved. If 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 2022 NCHCMM Conference Planning Team.

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. 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 tabletop inline exhibit 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 tabletop inline exhibit 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. **Tabletop Inline Exhibit 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 tabletop inline exhibit booth construction. All tabletop inline exhibit 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 tabletop inline exhibit 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. Tabletop inline exhibit 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 tabletop inline exhibit booth space. Canvassing or distribution of advertising material or souvenirs in the exhibit hall by representatives of non-exhibiting firms is strictly forbidden. Selling of merchandise on the exhibit floor is strictly prohibited. However, orders may be taken for fulfillment at the exhibiting company's main distribution center
13. Sound Devices and Lighting and Other Presentation Devices: Public address, sound producing or amplification devices that project sound must be kept at a conversational level and must not interfere with other exhibits. Any form of attention-getting devices or presentations must be terminated when crowds obstruct aisles or infringe upon another exhibitor's display. NPHIC reserve the right to restrict the use of glaring lights or objectionable lighting effects. Music, whether vocal or instrumental, is prohibited.
14. Giveaways and Prize Drawings: Promotional giveaways and exhibitor prize drawings will be permitted. All materials and prizes must have prior approval by the National Public Health Information Coalition. All hand-out materials are expected to be of a professional nature. NPHIC reserves the right to disallow any material that it believes to be inappropriate.
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 tabletop inline exhibit booth space. 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 tabletop inline 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, 2022 through Wednesday, August 31, 2022, 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 2022 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: 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 tabletop inline exhibit booth space.
23. List Publication: The list of the 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.

Contact: For questions or more information, please contact: National Conference on Health Communication, Marketing, and Media Business Manager, Loree Tengzelius at (678) 263-0510 or email at ltengzelius@nphic.org.