

**COLLABORATE
INNOVATE
INSPIRE**

The Evolution of
Public Health
Communication
in a Changing World

National Conference on Health
Communication, Marketing & Media

JULY 19-21, 2023 | NCHCMM.ORG

**2023 SPONSOR &
EXHIBITOR PROSPECTUS**



2023 National Conference on Health Communication, Marketing & Media

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The National Public Health Information Coalition, in partnership with the Centers for Disease Control and Prevention (CDC), is pleased to announce the full in-person return of the National Conference on Health Communication, Marketing & Media to be held July 19-21, 2023 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.

Inside this prospectus you can explore the many opportunities available to join us in advancing the field of health communication, marketing, and media by becoming a featured sponsor or exhibitor at the 2023 National Conference on Health Communication, Marketing & Media.

ABOUT THE HOST



NATIONAL PUBLIC HEALTH INFORMATION COALITION (NPHIC)

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 critical 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. We hope you will consider joining us if you still need to become a member.

WHO ATTENDS?

NCHCMM attracts attendees from industry, local, state and federal government agencies, non-profit organizations, 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

SAMPLE 2022 ATTENDEE TITLES INCLUDE:

ACCOUNT EXECUTIVE	GRAPHIC DESIGNER
ART DIRECTOR	GROUP ACCOUNT DIRECTOR
ASSISTANT ASSISTANT PROFESSOR	HEALTH COMMUNICATIONS STRATEGIST
ASSOCIATE DIRECTOR FOR BEHAVIORAL SCIENCE	MANAGING DIRECTOR
ASSOCIATE VP FOR COMMUNICATION	MEDIA RELATIONS MANAGER
ASSOCIATE, COMMUNICATIONS	MEDICAL ADVISOR
AUDIO VISUAL PRODUCTION SPECIALIST	MEDICAL OFFICER
BEHAVIORAL SCIENTIST	PARTNERSHIP DIRECTOR
BUSINESS DEVELOPMENT EXECUTIVE	PHD STUDENT
CDC PROGRAM COORDINATOR	POLICY SPECIALIST
CHIEF MARKETING OFFICER	PRINCIPAL RESEARCH SCIENTIST
COMMUNICATIONS DIRECTOR	PROFESSOR
COMMUNITY ENGAGEMENT SPECIALIST	PROGRAM MANAGER
COMMUNITY HEALTH EDUCATOR	PROJECT DIRECTOR
CONFERENCE & EVENTS ASSOCIATE	PUBLIC AFFAIRS MANAGER
CONSULTANT	PUBLIC HEALTH ANALYST
CONTENT SPECIALIST	PUBLIC RELATIONS MEDIA STRATEGIST
COO	RESEARCH COORDINATOR
CREATIVE SERVICES MANAGER	RESEARCH MEASUREMENT ANALYST
DEPUTY DIRECTOR	RISK COMMUNICATOR
DIGITAL & SOCIAL MEDIA STRATEGIST	SCIENCE WRITER
DIRECTOR OF BUSINESS DEVELOPMENT	SENIOR DIRECTOR, BUSINESS DEVELOPMENT
DIRECTOR OF DIGITAL MEDIA	SENIOR MANAGER, IT PROJECT MANAGEMENT
EMERGENCY PREPAREDNESS INFORMATION SPECIALIST	SOCIAL MARKETING/MEDIA COORDINATOR
EPIDEMIOLOGIST	STRATEGY DIRECTOR
EVALUATION SPECIALIST	TECHNICAL INFORMATION SPECIALIST
EXECUTIVE DIRECTOR OF COMMUNICATIONS	TECHNICAL WRITER/EDITOR
GRADUATE STUDENT	VISUAL INFORMATION SPECIALIST
	WRITER-EDITOR



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
- EurekaAlert!/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
- Nat'l 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

SPONSORSHIP

On a first come, first served basis, the 2023 NCHCMM offers a variety of sponsorship and engagement opportunities which will allow your organization to raise its visibility among conference attendees and promote your brand. Sponsorship applications submitted by **June 12, 2023**, will receive full package recognition across conference materials (i.e. website, social platforms, promotional materials, and more).

Visit www.nhcmm.org to get started today.

For customized
sponsorship
opportunities, please
contact the Conference
Management Team at:
nhcmm@nphic.org

SPONSORSHIP PACKAGES

DIAMOND (\$25,000)

WELCOME RECEPTION / 1 AVAILABLE (Exclusive)

Mingle with the NCHCMM attendees at the Opening Reception on Wednesday, July 19, where you'll enjoy casual fare and a cash bar. This exclusive package supports the first official function of the conference – where attendees can network with new colleagues, greet old friends, visit exhibitors and more. Sponsor representative(s) may welcome those attending and brand the reception venue.

EXCLUSIVE SPONSOR BENEFITS INCLUDE:

- Opportunity to provide brief welcome remarks (up to 3 minutes, no pitches)
- Custom e-blast inviting attendees to the exclusive reception
- Table tents with logo
- Sponsor supplied logo on app, directory and signage
- Conference app push notifications (Two notifications - \$1,500 value)
- Recognition on signage at the sponsor event and in the exhibit area
- Complimentary 10 x 10' exhibit space (\$3,500 value)
- Two complimentary conference registrations (\$1,300 value)
- Acknowledgement as Diamond sponsor across all conference marketing materials
- Logo prominently featured on the Conference website and other marketing materials
- Sponsor ribbon

EDUCATIONAL/LEARNING OPPORTUNITIES

PLATINUM (\$12,500)

PLENARY SESSIONS / 3 AVAILABLE

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 complex problems are presented that work to advance evidence-based strategies in the field of Health Communication, Marketing & Media. The Platinum Sponsorship qualifying minimum spend is \$12,500 and includes two conference registrations. Platinum sponsors will receive a complimentary exhibit space (a \$3,500 value) and can choose from one of the following plenary session opportunities:

Choose one of the following on a first come, first served basis:

OPENING PLENARY

The Opening Plenary on Wednesday, July 19 will kick off the official start of the conference. Take advantage of this unique opportunity for your organization to be out front in opening the initial session of the 2023 NCHCMM. In addition to having the exclusive ability to brand the session, the opening plenary sponsor will also enjoy a featured role in helping set the tone for this exciting event.

THURSDAY PLENARY

The Thursday Plenary on July 20 will feature a prominent speaker/panel on the national scene. The Wednesday plenary sponsor will have branding exposure to a full audience and enjoy a featured role in building on the momentum of the conference.

CLOSING PLENARY

The Closing Plenary on Friday, July 21 will again feature a thought-provoking speaker/panel of high interest to public health and the field of public health communications. The closing plenary sponsor will have the ability to brand the venue and enjoy the benefit of hosting a session that promises to leave an inspiring last impression on conference attendees.



PLATINUM SPONSOR BENEFITS INCLUDE:

- Complimentary Exhibit Space (10' x 10', \$3,500 value)
- Branding opportunities throughout the session venue
- Sponsorship slide acknowledgement during the chosen Plenary Session
- Recognition with a sign at the sponsor event and in the exhibit area
- Logo on app, directory, and signage
- Two (2) complimentary conference registrations (\$1,300 value)
- Logo prominently featured on the Conference website
- Sponsor ribbon



GOLD (\$8,000)

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 essential or emerging topic of your choosing in the field of health communication, marketing and media. These 90 minute sessions are presented concurrently with a maximum of one other session. Spotlight sessions are purely educational in intent and cannot be used to promote or sell an organization's products or services.

Please note: participation in a Spotlight Session is contingent on the acceptance of your proposal.

YOUR ORGANIZATION WILL BE RESPONSIBLE FOR A PROPOSAL THAT INCLUDES:

- Opening remarks and introduction of speakers
- Title, topic or panel description and overview/summary
- Proposed presenters and relevant information – background, affiliation, etc.

GOLD SPONSORSHIP BENEFITS INCLUDE:

- Opportunity to brand the session with your organization's logo
- Moderate the session or choose a Moderator
- Complimentary Exhibit Space (\$3,500 value)
- Recognition on signage at the sponsor event and at the exhibit area
- Slide acknowledging sponsor during session
- Logo on app, directory, and signage
- Two (2) complimentary conference registrations (\$1,300 value)
- Sponsor ribbon

SILVER (\$6,500)

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.

SILVER SPONSOR BENEFITS INCLUDE:

- Opportunity to moderate the session or choose a moderator
- Organization's logo on the session sign
- Organization's logo sign at the sponsor event and in the exhibit area
- Acknowledgment with a sponsor slide during the session
- Logo displayed in the app, directory, and signage
- Logo prominently featured on the Conference website
- Two (2) complimentary conference registrations (1,300 value)
- Discounted Exhibit Hall space (\$500 Discount)

**Note: Special and Plenary session sponsorships will be available until a maximum of six (6) total sessions in any combination have been sold.*



SPONSORED NETWORKING OPPORTUNITIES

BRONZE (\$5,000)

Bronze sponsors may choose one of the following packages on a first come, first served basis:

COFFEE BREAK / UP TO 3 AVAILABLE 1 SPONSORSHIP PER BREAK

There is no better way to start your day than with coffee and conversations. Wake up the conference each morning by sponsoring one of the daily coffee breaks. Your sponsorship of this early morning social gathering will allow conference attendees to network and enjoy a cup of joe or other favorite morning pick me up.

ENERGY BREAK / UP TO 5 AVAILABLE 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.

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

BRONZE SPONSORSHIP BENEFITS INCLUDE:

- Push notification to drive traffic (1 per day - \$750 value)
- Logo on app, directory and signage
- Two (2) complimentary conference registrations (\$1,300 value)

PROFESSIONAL HEADSHOT STATION / 1 AVAILABLE

In today's digital working environment, every professional needs an impressive headshot. Help our attendees make a good first impression by sponsoring the Professional Headshot Station. This popular sponsorship opportunity brings together event goers in a uniquely fun and exciting way. Your company will be the talk of the conference as people line up daily to pose for the cameras and take home a professional keepsake.

DESIGN OR CHOOSE YOUR OWN

The Conference Management Committee is available to discuss other unique opportunities for you to sponsor at the Bronze Level. Contact the conference management team at nhcmm@nphic.org and we will work to help design a unique sponsorship offering that prominently positions your organization.

- Discounted Exhibit Hall space (\$500 Discount)

MARKETING OPPORTUNITIES

There are unlimited marketing opportunities available for the 2023 NCHCMM. Choose from one of the following packages on a first come, first served basis or contact us to design your own:

LANYARD (\$8,000) / 1 AVAILABLE (Exclusive)

Place your company name or logo on the lanyard worn by all conference attendees. This exclusive sponsorship opportunity will allow each conference attendee to identify themselves with your organization and your brand will be visible throughout the conference and beyond. Sponsor must provide logo or company name for lanyard production. Conference organizers will select the lanyard to be used.

HAND SANITIZING STATIONS (\$5,000) / 1 AVAILABLE

Hand sanitizing stations will be strategically positioned in high-traffic areas and key access points within the conference space. This exclusive package features a minimum of 8 stations, providing high visibility while helping to keep attendees safe. Sponsor to provide logo or company name for signage production.

SELFIE STATION (\$3,000) / 1 AVAILABLE

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! Includes co-branded backdrop of sponsor and conference logo and the opportunity to provide props to help memorialize the event.

HOTEL ROOM DROP (\$5,000) / 1 AVAILABLE PER DAY

Have your company's preprinted literature or product sample delivered to each attendee's hotel room at the Hyatt Regency, our host hotel.



GENERAL SESSION SEAT DROP / \$2,500 PER SESSION

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

HOTEL KEY CARDS (\$4,000) / 1 AVAILABLE

Co-branded with the 2023 NCHCMM logo and will include sponsor logo and booth number, key cards will be provided to overnight guests at hotel check-in – Hyatt Regency Atlanta (approximately 500 key cards).

DIRECTIONAL SIGNS / \$1,500 EACH

Sponsor branding on one (1) NCHCMM directional sign used to help attendees navigate the hotel. Includes sponsor logo on informational panel and full side/panel for sponsor graphics or messaging (subject to approval).

Don't see what you're looking for? Contact the Conference Management Team at nchcmm@nphic.org for custom sponsor opportunities



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 & Media practice.

RETURN

This is a great opportunity to renew your sales and marketing efforts in a broadened customer base.

Industry/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

EACH SINGLE 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) complimentary full conference registration with access to all sessions
- Two (2) complimentary exhibit-hall-only registrations for booth staff
- Discount on Bronze level sponsorships (\$500 value)
- One (1) 6' draped table, two (2) side chairs and one (1) wastebasket
- One (1) Standard ID sign (company name and booth number only)
- Overnight security services

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



DIGITAL ADVERTISING

2023 NCHCMM App Splash Screen Page | Exclusive | \$7,500

Your custom graphic will appear on the opening page of the mobile app every time each attendee opens the mobile app.

Footer Logos Across the 2023 NCHCMM Website 4 available | \$5,000 each

Include your company logo on the conference website, which is linkable to an external URL.

Custom Sponsored E-Blast | 4 available | \$3,000 each

Send your custom message out to all 2023 NCHCMM attendees with a custom eblast. Your message will be sent within the four weeks of the conference. This sponsored eblast includes up to 300 words of copy promoting your sponsored items/description of your organization, an image, and a URL link.

2023 Conference App Push Notifications 3 available per day | \$750 each

Send out a text alert through the 2023 NCHCMM app. With up to 200 characters, you can remind attendees to stop by your booth, attend your sponsored learning session, or stop by your event.



WWW.NCHCMM.ORG

For additional information regarding logistics, programming, general information or technical assistance, contact the



Conference Management Team
NCHCMM@NPHIC.ORG

or call



Loree Tengzelius
678-263-0510

CONTACT US!

For questions or more information regarding sponsorship or exhibit sales, please contact:



Alex Skeete
ALEX@JDC-EVENTS.COM

SPONSORSHIP CONTRACT

Sponsor Organization Information

(As it is to appear in ALL official publications)

Company Name: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Web Address: _____

Twitter: _____

Primary Contact Information

(For show management use only)

Contact Name: _____

Job Title: _____

Address: _____

City, State, Zip: _____

Phone: _____

Mobile: _____

Email: _____

Payment

Return this application and contract for confirmation of sponsorship package availability and final amount due. 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.

Please make checks payable to NPHIC. Include the name of the organization along with the reference "NCHCMM Conference 2023" in the memo section. Mail checks to: 225 Reformation Parkway, Suite 200 Canton, GA 30114 ATTN: Loree Tengzelius

Cancellation Policy: Cancellations must be in writing and received on or before Friday, June 30, 2023. If a sponsor cancels all or part of their sponsorship on or before Friday, June 30, 2023, NPHIC will retain 50% of sponsorship cost. No refunds will be given for cancellation after Friday, June 30, 2023, NPHIC will retain as liquidated damages all monies paid. See following pages for full rules and regulations.

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Sponsor Opportunities

DIAMOND / Welcome Reception \$ _____

PLATINUM / Plenary Session \$ _____
Rank in order of preference:
____ Opening Plenary
____ Thursday Plenary
____ Closing Plenary

GOLD / Spotlight Session \$ _____

SILVER / Special Session \$ _____

BRONZE / Sponsored Networking \$ _____
 Coffee Break Energy Break
 Headshot Station Custom

MARKETING OPPORTUNITIES

- Lanyard \$ _____
- Sanitizer Stations \$ _____
- Selfie Station \$ _____
- Room Drop \$ _____
- Seat Drop \$ _____
- Hotel Key Cards \$ _____
- Directional Sign \$ _____

EXHIBIT SPACE

Organization Type:

Industry / For Profit Government / Non-Profit

Booth Size: _____ ft. x _____ ft. (W x H)

Location Preference: _____

DIGITAL ADVERTISING

- App Splash Screen \$ _____
- Website Footer Logo \$ _____
- E-Blast \$ _____
- Push Notifications \$ _____
WED AM NOON PM
THURS AM NOON PM
FRI AM NOON PM

Rules & Regulations

- 1. Official Exhibit Schedule:** To be included in Official Exhibitor Service Kit.
- 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 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 the 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 a.m. on Wednesday, July 19, 2023. All booths must be properly installed, fully operational, and show-ready no later than 10:00 a.m. on Wednesday, July 19, 2023 for the final inspection of the exhibit hall by Show Management. Dismantle may not begin until after 12:00 p.m. on Friday, July 21, 2023, and must be completed by 2:00 p.m. on Friday, July 21, 2023. 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 3:00 p.m. on July 21, 2023. 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 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 booth space on or prior to Friday, June 23, 2023, NPHIC will retain 50% of booth cost. Any exhibitor who cancels all or part of purchased booth space after Friday, June 23, 2023, 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 & 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 made available by May 25, 2023. 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 & 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 & 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 when crowds obstruct aisles or infringe upon another exhibitor's display. NPHIC reserves 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 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 Saturday, July 1, 2023 through Monday, July 31, 2023, 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 2023 National Conference on Health Communication, Marketing & 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 hours of operation. 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 & 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.