

Looking
TO THE
Future:
RESHAPING THE
PUBLIC HEALTH
SYSTEM



July 19–21 **2022** | Atlanta **HYATT REGENCY**

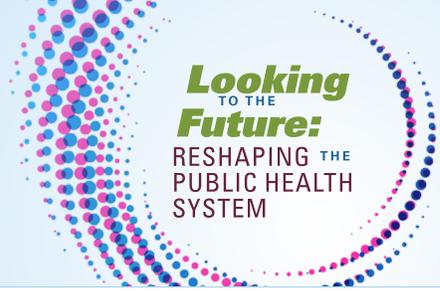
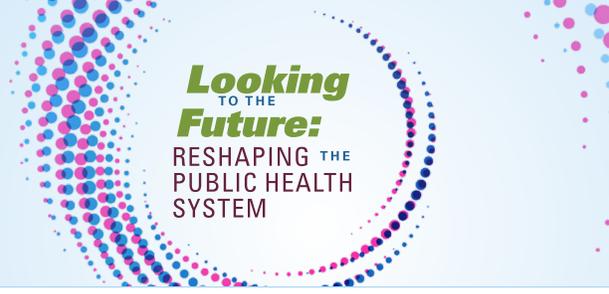


Table of Contents

ABOUT US AND DEMOGRAPHICS	1	EXHIBITS	10
		Why Exhibit?	10
SPONSORSHIP	2	Who Should Exhibit?	11
Sponsorship Levels	2	Previous Exhibitors	12
Educational/Content Opportunities	3	Exhibits Info	13
On-Site Marketing Opportunities	4	Floor Plan	14
Event Opportunities	5		
Advertising/Branding Opportunities	6	RULES AND REGULATIONS	16
AFFILIATE BUSINESS PARTNERS	8		
Partner Opportunities	8		
Program Information	9		





NACCHO is proud to host the 2022 NACCHO 360 Conference as a hybrid (in-person and virtual) event **from July 19-21, 2022 in Atlanta, Georgia**. Every year, public health professionals gather at the NACCHO 360 Conference to share opportunities, challenges, best practices, and success stories; engage with federal, state, and local partners; and gain insights from public health experts. The 2022 NACCHO 360 Conference will help local health officials envision the future of local public health in their communities and provide them with the essential skills and strategies to achieve that vision effectively and efficiently. Attendees will learn from the experiences of colleagues and experts and adapt the knowledge into practice back at their organizations.

This year’s theme, **Looking to the Future: Reshaping the Public Health System** will explore how the local public health workforce and its stakeholders can move forward in the midst of an ongoing crisis while implementing traditional and innovative approaches to restructure a system built to protect the health of communities nationwide.

The NACCHO 360 hybrid environment will provide a successful event that seamlessly expands your company’s reach and engagement. As a sponsor for the conference, you will be able to promote your products and services to all meeting participants beyond the walls of a physical meeting with current and potential customers who are not confined by time or location!

Attendee Demographics

Local health officials are the primary audience of the NACCHO 360 meeting. They are the leaders of city, county, tribal and district health departments nationwide. Local health departments are responsible for creating and maintaining conditions that keep our communities healthy.

NACCHO 360 attendees also include NACCHO’s partners from other national public health organizations and associations, representatives from state and federal agencies and schools of public health, and leaders of state associations of county and city health officials.

Your participation offers direct and personal connection to local health officials responsible for programs and purchases in the following fields:

Bioterrorism	HIV/AIDS and other STDs	Nursing	Public Health Laboratories
Chronic Disease	Immunizations	Nutrition	Public Health Promotion/ Education
Communicable Disease	Information Technology	Obesity Prevention	Risk Assessment
Emergency Medicine	Maternal and Child Health	Oral Health	Social Work
Environmental Health	Medical Reserve Corps	Preparedness	

*2019 data

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

Questions on pricing, sales, sponsorships, please contact:

NACCHO 360 Exhibits & Sponsorship Sales Manager
301-200-4616 x113 or naccho@discoverSB.com

NACCHO 360 Sponsorship Levels

NACCHO Sponsorship benefits ensure that your organization is recognized before, during, and after the NACCHO 360 conference. The total amount of monies spent on NACCHO 360 sponsorship opportunities determines your company's level of sponsorship.

An organization must spend a minimum of \$3,000 to be considered as a level sponsor.



There are limited Diamond Partnership opportunities available for NACCHO 360. The Diamond Sponsorship qualifying minimum spend is \$25,000. Includes five conference registrations.



There are limited Platinum Partnership opportunities available for NACCHO 360. The Platinum Sponsorship qualifying minimum spend is \$15,000. Includes three conference registrations.



There are limited Gold Partnership opportunities available for NACCHO 360. The Gold Sponsorship qualifying minimum spend is \$10,000. Includes two conference registrations.



There are unlimited Silver Partnership opportunities available for NACCHO 360. The Silver Sponsorship qualifying minimum spend is \$6,000. Includes one conference registration.



There are unlimited Bronze Partnership opportunities available for NACCHO 360. The Bronze Sponsorship qualifying minimum spend is \$3,000.

Educational/Content Opportunities

In Person Sponsored Learning Session |

60 minutes: \$6,000 each

By hosting your own 60-minute session, you can reach members in an educational manner. 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 for review and approval. This session must feature a presenter working in the field of public health and representing a local, state, federal, or academic perspective. These sessions are not 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
- Sponsors will receive contact information (mailing address only) for attendees who join the session and have given permission for their contact information to be shared with sponsors.

Pre-Recorded Sponsored Learning Session |

60 minutes: \$4,500 each

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

In Person Public Health “TED” Style Talk |

\$1,500 each

Present a unique and refreshing educational session at the NACCHO 360 Conference by hosting your own 10-minute TEDstyle talk. There will be eight (8) TED-style talks scheduled during the conference. Attendees can enjoy a quick and fascinating educational session in this popular format.

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, sponsor logo showcased in email communications, and online during the session

Pre-Recorded Public Health “TED” Style Talk |

\$1,500 each

Present a unique and refreshing educational session at the NACCHO 360 Conference by hosting your own 10-minute TED-style talk.

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, sponsor logo showcased in email communications, and online during the session

On-Site Marketing Opportunities

SOLD

360 Tote Bags | 1 available | \$10,000

Your company name and logo will appear on every tote bag that attendees receive during check-in at registration. This exposure is a continual reminder of your company once they return home from the conference.

Lanyards | 1 available | \$7,500

Place your logo on all lanyards given to each attendee, exhibitor, and staff member. Mobilize your company's logo throughout the Conference.

Charging Station/Towers | 4 available | \$5,000

Logo displayed on mobile-device charging stations for use by all attendees and will be located in prominent areas on throughout the Conference.

You are Here Locator | 1 available | \$3,000

This locator acts as a navigation tool noting the location of the conference sessions. 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 conference as attendees review where they are and where they are going!

General Session Seat Drop | 1 available | \$2,500

Includes one piece of sponsor-provided collateral placed on each chair (approximate qty. 1200) during General Session.

Hotel Key Cards | 1 available | \$6,000

Co-branded with NACCHO and will include sponsor logo and booth number, key cards will be provided to overnight guests at hotel check-in – Hyatt Regency Atlanta (approximately 1200 key cards). Sponsor to produce and provide key cards.

Conference Bag Insert | 12 available | \$2,000

Sponsor-provided collateral material to include in the conference bag (approx. 1200) one insert per sponsor.

Scavenger Hunt | 10 available | \$300

This exhibit hall activity is both a fun networking activity and exhibit booth traffic driver where everyone is a winner! Attendees must visit your booth to scan a QR code on a sign branded with your logo using the mobile app in order to win prizes. Drive traffic to your booth as well as increase your brand exposure with this unique game. Each sponsor's logo will appear on the signs at the exhibit hall entrances and on all marketing of the game.

Hand Sanitizer Station (2 per sponsorship) | 8 available | \$1,500

Increase your exposure by sponsoring hand sanitizer around the educational rooms, exhibit hall, and registration area. Signage will be placed with each station recognizing your sponsorship.

Directional Signs | 4 available | \$1,500

Include your company graphics on one (1) NACCHO 360 directional sign used to help attendees navigate the hotel. Each sign measures 1-meter wide x 3 meters tall. Sponsors have one ENTIRE side/panel for your graphics.

Event Opportunities

Photo Booth | 1 available | \$15,000

An in-person photo booth where attendees can take photos, text, and print all from their mobile device. Includes NACCHO step & repeat background with your logo placement. Photo booth will be placed in Registration area. Also includes the virtual photo booth.

Private VIP Event | 1 available | \$10,000

A private, invitation-only event in the NACCHO 360 hospitality suite will present an opportunity to meet and greet NACCHO 360 VIPs and present a brief (15 minute) educational presentation. Food/beverage additional.

Navigate & Network Orientation | 1 available | \$5,000

Sponsor will have the opportunity to provide opening remarks as Conference staff provide an overview and walkthrough of the conference and its facilities. This orientation will take place prior to the start of the Conference.

Opening Reception in Exhibit Hall |

3 available | \$5,000

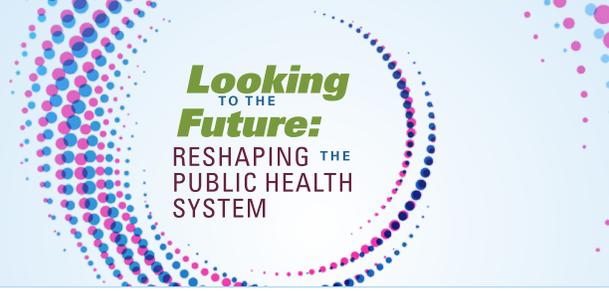
The perfect opportunity to get your company name in front of motivated attendees at the Opening Reception in the Exhibit Hall on Tuesday, July 19! Your company logo will be displayed on signs at the Exhibit Hall entrance, along with signs at the bar and food stations during the reception.

Meeting Room Space |

For Profit: \$5,000 (plus AV costs) |

Non-Profit: \$2,500 (plus AV costs)

You can rent meeting room space for your private meetings with clients and/ or internal sales representatives. These rooms work well for in-depth conversations with current clients or strategy sessions with sales representatives.



Advertising/Branding Opportunities

DIGITAL ADVERTISING

2022 Conference App Splash Screen Page – Exclusive | \$10,000

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 NACCHO 360 Website | 4 available | \$7,500 each

Include your company logo on the NACCHO 360 website, which is linkable to an external URL.

Custom Sponsored E-Blast | \$2,500 each

Send your custom message out to all NACCHO 360 attendees with a custom eblast. Your message will be sent within the six weeks before the conference. This sponsored eblast includes 175 words of copy, a banner image, and an URL link.

NACCHO e-Newsletter email banner | 2 available | \$1,500 each

Place a banner ad and promotional tagline in one of the NACCHO 360 e-newsletters distributed to past and current conference attendees. There will be two (2) e-Newsletters for the meeting and will be released in June / July 2022. Only one advertiser per e-newsletter will be allowed.

2022 Conference App Push Notifications | 3 available per day | \$500 each

Send out a text alert through the NACCHO 360 app. With 226 characters, you can remind attendees to stop by your booth, attend your sponsored learning session, or stop by your event.

ONLINE PLATFORM ADVERTISING

Navigation Ad – Exclusive | \$5,000

Place a custom ad on the navigation bar of the virtual platform. This ad will follow attendees as they navigate their way around the meeting platform. This branded ad can link to your exhibit booth or a webpage of your choosing. Everyone will continually see your branded ad.

Tile Ads | 2 available | \$3,500 each

Place a custom ad on the homepage of the platform. This tile ad is placed among the tiles that direct attendees to sessions. It will be seen by every attendee that navigates their way through the conference. This branded ad can link to your exhibit booth or a webpage of your choosing.

Rotating Banner Ads | 3 available | \$2,500 each

Place a custom ad on the right-hand column of the virtual platform. This ad will rotate on the platform and be seen by all attendees as they navigate to sessions and the exhibit hall. This branded ad can link to your exhibit booth or a webpage of your choosing.

Sub-Page Header Banner | 3 available | \$2,000 each

Place a custom ad on one of several subpages of the platform. All attendees will see this ad as they visit that specific page. This branded ad can link to your exhibit booth or a webpage of your choosing.

BRANDING OPPORTUNITIES

Column Wraps | 2 panels per package | \$3,000 each*

As attendees navigate their way through the conference center, column wraps are easily seen signage. Wraps are placed in strategic locations throughout the Conference Center for maximum visibility with NACCHO 360 header and footer. Each package includes 2 panels.

Floor Stickers | 4 stickers per package | \$3,000 each*

Direct attendees to your booth with colorful and exciting custom floor stickers that start at the exhibit hall entrance and lead to your booth. These stickers will feature your custom graphics along with the NACCHO 360 logo. This package includes a total of four (4) floor stickers, with an approx. size of 2' x 2'.

Escalator Cling | \$2,000 each*

Have your company logo highly visible to NACCHO 360 attendees as they navigate between the floors on the conference center.

**Are you interested in other branding opportunities?
Please reach out to us about available options.**

**Price does not include production or installation*

Affiliate Business Partner Opportunities

Keynote Session | 3 available | \$20,000 each

Sponsor may introduce the keynote speaker or share a pre-recorded video (up to 3 minutes) based on the approved NACCHO 360 topic. This event will be shared via LiveStream and will be recorded.

Roundtable (90 minutes) |

Limited quantity available | \$15,000 each

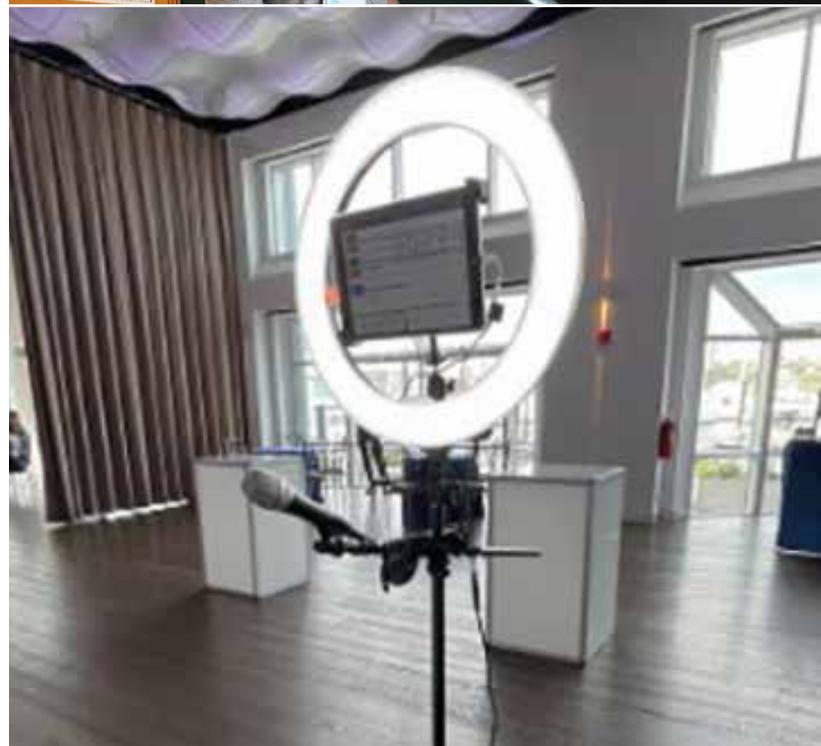
Be part of a moderated roundtable conversation with relevant partners to provide a variety of perspectives to a critical public health topic. Audience may simply observe or participate by asking questions. This event may be available via LiveStream (depending on availability). This event will be recorded.

Sponsor Focus Group | \$5,000 each

Host your focus group in your own meeting room for a 60-minute session. Focus groups cannot conflict with the General Sessions. NACCHO will send an invitation to registered attendees on the Sponsor's behalf to invite attendees to your focus group. Use this time to speak with your target audience and hear what they have to say about current public health issues.

Storytelling Studio | \$25,000

Provide an opportunity for NACCHO 360 attendees to tell their stories via user-generated video. Using an innovative video kiosk, attendees will share their public health and pandemic perspectives. This is an opportunity to cultivate connection and community amongst attendees and to showcase their stories. Videos are collected and hosted on a web-based video gallery. Virtual attendees can also use their phone, tablet, or computer. Sponsor branding included in video. Embed videos in social media and communications.



Affiliate Business Partner Program

NACCHO’s Affiliate Business Partner Program increases your organization’s visibility and provides annual member engagement and networking opportunities for partners interested in local public health. Through the program, companies are given exclusive benefits and recognition commensurate with their annual level of participation. The Affiliate Business Partner levels can be tailored to fit budgets and specific marketing goals.

Opportunities to engage and educate NACCHO members include: complimentary and discounted webinars, focus groups, social media posts, dedicated newsletters, and advertising in NACCHO membership e-Publications.

Learn more about our current affiliate business partners [here](#). To see if your organization is eligible, email membership@naccho.org.

Affiliate Business Partner Benefits



	Diamond	Platinum	Gold	Silver	Bronze
Annual Membership					
	\$25,000	\$15,000	\$10,000	\$7,500	\$5,000
individual memberships for staff	12	8	6	4	2
multi-year membership discount (3 years)	5%	5%	5%	5%	5%
Member Engagement					
60-minute webinar	3	2	1	50% off	25% off
annual dedicated enewsletter on topics of interest	1	1	50% off	50% off	25% off
annual research brief/industry perspective (4-6 pages)	1	1	50% off	50% off	25% off
full access to Directory of Local Health Departments	yes	yes	yes	yes	yes
Recognition					
identified by NACCHO partner level logo	yes	yes	yes	yes	yes
listed in NACCHO partner directory	yes	yes	yes	yes	yes
Affiliate Business Partner Circle participation	yes	yes	yes	n/a	n/a
complimentary ad in NACCHO ePublication (TBD)	8	6	4	2	1
discounted ad in NACCHO ePublication	25% off	25% off	25% off	25% off	25% off
complimentary NACCHO social media post	5	4	3	2	1
Conferences Recognition/Discounts					
partner level & company logos in guide/signage	yes	yes	yes	yes	yes
partner level recognition at exhibitor’s booth	yes	yes	yes	yes	yes
complimentary conference registration	3	2	1	n/a	n/a
discount on conference exhibit booth space (if paid 90 days before conference)	4%	4%	4%	4%	4%
discount on conference exhibit booth space (if paid 60 days before conference)	2%	2%	2%	2%	2%
advanced notice of housing opening	yes	yes	yes	yes	yes

All membership benefits must be utilized within the membership year.

Why Exhibit?

A main attraction of the NACCHO 360 Conference is a dynamic exhibit hall where you will find more than 1,000 interested public health professionals searching for resources and products from companies like yours.

DON'T MISS THE OPPORTUNITY TO PUT YOUR PRODUCT AND SERVICES IN FRONT OF THIS INFLUENTIAL AUDIENCE.

Build your Brand within Public Health

Increase brand awareness simply by being in attendance.

Industry Awareness

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

Lead Generation

Increase your exposure to public health professionals with significant purchasing power.

Policy Comprehension

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

Product Demonstrations

Give your potential clients hands-on access to your products.

Strengthen Relations

Reconnect with clients and invite your preferred customers to the Exhibit Hall.

Study the Competition

See what your competitors are doing.

Who Should Exhibit?

NACCHO 360 attendees are interested in meeting with companies, organizations, and universities that provide services and products for city and county public health officials. Of the local health departments that have shared financial information with NACCHO, almost half spend more than \$1 million annually

Companies that provide the following products and services should attend:

Aging products/programs	Health impact assessments	Peer assistance networks
Analytical services	HIV/AIDS programs/products	Pharmaceutical/laboratory products
Community health services	Immunization/vaccines	Police and community relations services
Consulting services	Lead programs and services	Reproductive health programs
Continuing education programs	Legal services	Software/information systems
Data collection and management	Maternal and child health	STD programs/services
Drug addiction	Medical/health promotion products	Substance abuse programs
Environmental health services and tracking	Mercury programs and services	Universities/schools of public health
Ethics programs	Nutrition information	Vector-borne disease control programs
Food safety programs	Obesity prevention	Workforce training

Previous NACCHO 360 Exhibitors Include:

Advanced Business Software, LLC	IHA Health Literacy	Public Health Accreditation Board (PHAB)
Afaxys Pharmaceuticals	Integrated Solutions Consulting	Public Health Foundation
AM LLC	Johnson & Johnson	Public Health Foundation Enterprises, Inc.
American Heart Association	Kent State University College of Public Health	Public Health Law Research
Bio-Defense Network	KIT Solutions	Public Health Museum of Texas
Bright White Paper Co.	Legacy	Qualtrics
CDP, Inc.	MediCast Productions	Safe States Alliance
Center for Sharing Public Health Services	Medimmune Men's Health Network	ShiftWise
Centers for Disease Control and Prevention	Meridian Medical Technologies	SNA International
Centers for Medicare & Medicaid Services	Michigan State University – Program in Public Health	SuccessEHS
CheXout Systems Inc.	Mitchell & McCormick	Texas Association of Local Health Officials (TALHO)
Directors of Health Promotion and Education (DHPE)	Moderna	The DEET Education Program
Emdeon	National Center for Health Statistics	The National Commission for Health Education Credentialing, Inc.
FDA/CFRAN	National Coordinating Center for PHSSR	The Quats Education Program
FDA Centers for Tobacco Products	National Library of Medicine	Trilogy Integrated Resources – The Network of Care
Fig Leaf Software	National Public Health Information Coalition	University of Wisconsin-Population Health Institute
FridgeFreeze, Inc.	National Center for Biomedical Research and Training	UPP Technology
George Mason University	Netsmart	Washington University in St. Louis – Master of Public Health Programs
Georgia Health Policy Center	Network for Public Health Law	Xerox Government Services
Gryphus Diagnostics, LLC	No Kid Hungry	Venue On-Hold
Health Edco/Childbirth Graphics/Health Impressions	Patagonia Health Inc.	
Healthpac Computer Systems, Inc.	Pathways.org	
Healthvana	Pfizer	
Healthy Communities Institute	PHQIX (Public Health Quality Improvement Exchange)	
Health Resources and Services Administration's Traumatic Brain Injury Program	Premier Dental Products Company	

Exhibits

EXHIBIT SCHEDULE

Exhibitor Move-In:

Monday, July 18th
12–5PM

Show Hours:

Tuesday, July 19th
10AM–2:30PM

Exhibitor Move-Out:

Wednesday, July 20th
2:30–5PM

Networking Lunch in the Exhibit Hall
12–1:30PM

Wednesday, July 20th
10AM–3PM

Networking Lunch in the Exhibit Hall
12–1:30PM

EXHIBIT FEES

Commercial & Government | \$2,600 per 8' x 10'

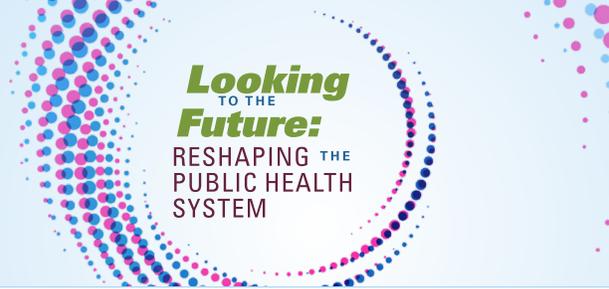
Non-Profit Booths | \$1,900 per 8' x 10'

Premium Booths | \$2,900 per 8' x 10' booth*

*Premium Booths are located near Exhibit Hall entrances or adjacent to high-traffic areas.

All Exhibitors Receive:

- In-person 8x10 booth
 - Pipe & Drape
 - Booth Sign
 - 6' Skirted Table
 - 2 Chairs
 - Wastebasket
 - Standard Electric
 - Hall is carpeted
- *NEW* Virtual Resource Center
 - Company Logo
 - Company information
 - Website Link
 - 500-character description
 - PDF Uploads
 - Social Media buttons
- One (1) complimentary full registration per booth
- Listing on the NACCHO 360 website and mobile app
- Post-show attendee list (mailing addresses only)



Floorplan

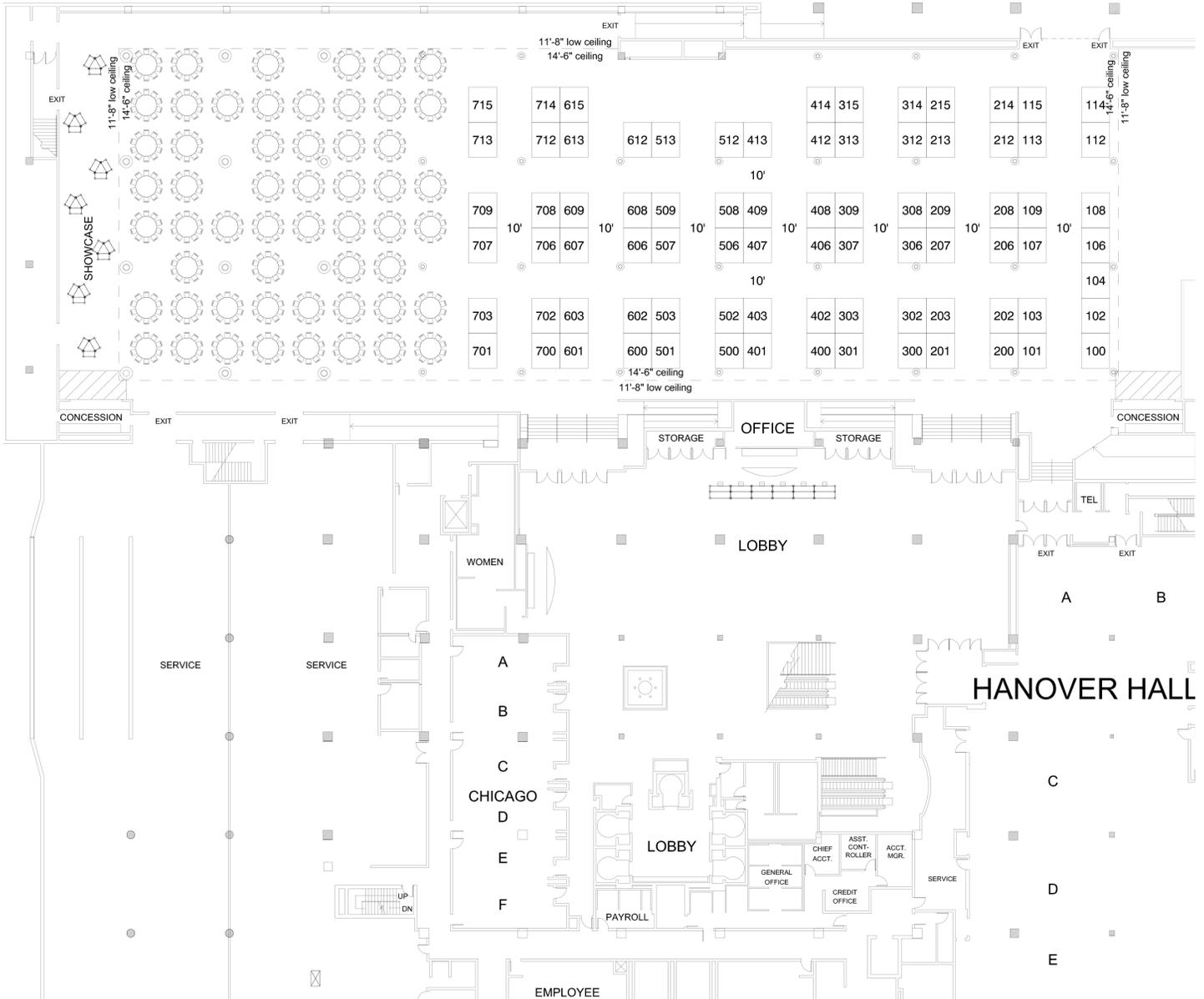
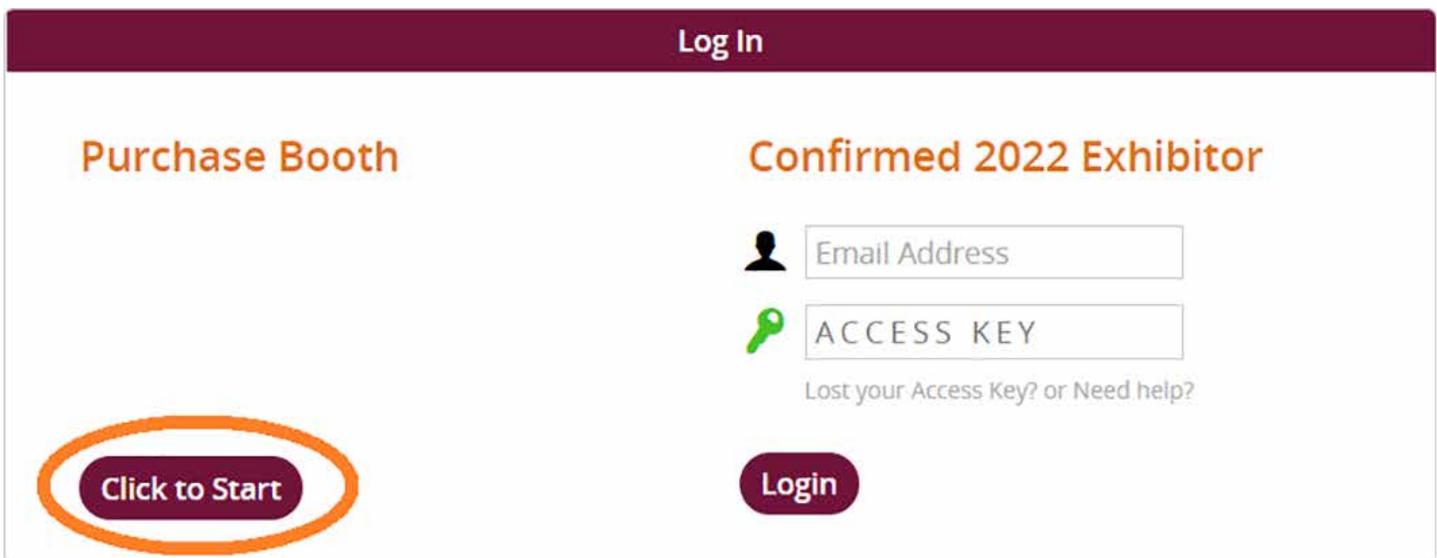


Exhibit Booth Sign-Up Instructions

NACCHO 360 has made it easier than ever for you to select and reserve your booth online.

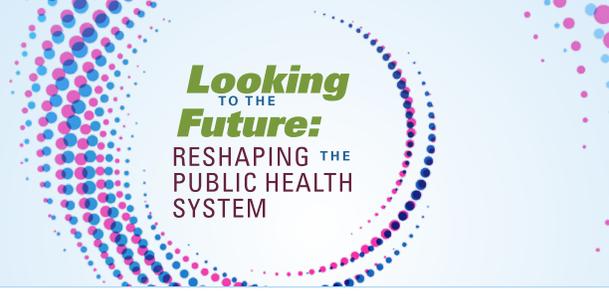
In [Exhibitor Resource Center](#), click on Click to Start and follow the step-by-step directions for booking your booth.



The screenshot shows a login interface with a dark red header containing the text "Log In". Below the header, there are two main sections. On the left, under the heading "Purchase Booth", there is a dark red button with white text that says "Click to Start", which is circled in orange. On the right, under the heading "Confirmed 2022 Exhibitor", there is a login form. It includes a person icon next to an "Email Address" input field, a green key icon next to an "ACCESS KEY" input field, and a link that says "Lost your Access Key? or Need help?". Below the form is a dark red button with white text that says "Login".

View the [Live Floor Plan](#) for the most up to date availability.

Please reach out to us if you have any exhibiting questions or if you need to combine any spaces; end-caps are not permitted.
naccho360exhibits@conferencemanagers.com



NACCHO 360 2022 Exhibitor Rules & Regulations

OFFICIAL EXHIBIT SCHEDULE

See the Exhibitor Services Manual for complete show schedule.

HOTEL AND SAFETY

Please monitor the [2022 NACCHO 360 website](#) for the latest information

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 their designee, and all exhibitors must abide by their decisions. Exhibitors must comply with the Hyatt Regency 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 themselves and their employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions there to in conformance with the preceding sentence.

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 2022 NACCHO 360 Conference must be made in our software: Cadmium.

The exhibitor fully understands that it becomes a binding contract, and the exhibitor is subject to the terms 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 the 2022 NACCHO 360 Conference.

INCLUDED IN BOOTH SPACE

Please see Prospectus for specific inclusions for exhibitor levels.

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.

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.

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 8' 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 May 18, 2022. No refund will be made if notice of cancellation is received after May 18, 2022. 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 2022 NACCHO 360 Exhibits Manager.

In the event that the premises in which the Exposition is conducted should become unfit for occupancy or substantially interfered with by reason of any cause or causes not reasonably within the control of NACCHO or its agents, the Exposition may be canceled or moved to another appropriate location, at the sole discretion of NACCHO. NACCHO shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of NACCHO. Causes for such action beyond the control of NACCHO shall include, but are not limited to: fire, casualty, flood, epidemic or pandemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by the Hyatt Regency Atlanta, municipal, state or federal laws, or act of God. Should NACCHO terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damage arising therefrom. Refunds of "Paid Exhibit Space Fees" in the event of event termination

or cancellation shall be made to exhibitors at the sole discretion of NACCHO and in any case, will not exceed the amount of each exhibitor's paid exhibit space fee less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by NACCHO through the date of exhibitors' notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later. In the event that the NACCHO 360 conference transitions to a virtual conference, exhibitors could choose to either receive a full refund or transfer to a virtual booth.

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 Hyatt Regency 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 Hyatt Regency Atlanta 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.

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.

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.

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.

CONDUCT

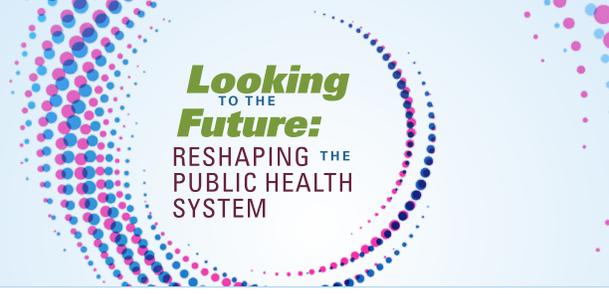
All exhibits will be to serve the interest of the 2022 NACCHO 360 conference attendees and will be operated in a way that will not detract from other exhibits, the exhibition, or the meeting as a whole. The exhibit management reserves the right to request the immediate withdrawal of any exhibit that NACCHO believes to be injurious to the purpose of the 2022 NACCHO 360 conference. 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.

EXHIBITOR PERSONNEL

All exhibitors must wear official 2022 NACCHO 360 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.



July 19–21 2022 | Atlanta **HYATT REGENCY**



NACCHO 360 2022 Exhibitor Rules & Regulations

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.

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.

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 the 2022 NACCHO 360 Exhibits Manager. No helium balloons or adhesive-backed decals are to be used or given away.

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.

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.

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.

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.

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 Hyatt Regency Catering Department.

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 their 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 Hyatt Regency 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 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 Hyatt Regency against any and all such claims or demands. Each exhibitor shall be responsible for securing and maintaining the following insurance coverages at the exhibitor's expense: (a) Workman's compensation insurance coverage for exhibitor's employees which shall be in compliance with the laws of 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 Hyatt Regency 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 2022 NACCHO 360 conference; (c) Other Insurance: Each exhibitor acknowledges that it is responsible for obtaining any additional insurance coverage solely at its own expense, in such amounts as it deems appropriate to comply with its obligations hereunder and for its own protection.

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

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.

LIST PUBLICATION

The list of 2022 NACCHO 360 exhibitors, in whole or in part, shall not be published other than in 2022 NACCHO 360 materials and NACCHO official publications.

HOTEL USE

All public function space in the Hyatt Regency 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 of the 2022 NACCHO 360 conference 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.

VIOLATIONS

Violation of any of these Rules and Regulations by the exhibitor or their 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.

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.

CONTACT

For questions or more information, please contact:
Exhibits Manager 2022 NACCHO 360
5500 Cherokee Ave, Ste 550, Alexandria, VA 22312
Phone: 703-964-1240 ext 280
Fax: 571-730-3072
email: naccho360exhibits@conferencemanagers.com