

**Application and Contract  
for HFMA Sponsorship and Exhibit Space  
2010 HFMA Region 9 Conference  
November 14-16, 2010 – New Orleans, Louisiana**

**All Sponsorships include Exhibit Space – There are no “Exhibit Only” options**

This Agreement is made between the Sponsor named below and the Healthcare Financial Management Association, Region 9, hereafter referred to as "HFMA." Sponsor agrees to rent exhibit space, subject to the terms defined in this Agreement and the terms in the 2010 Region 9 Conference Rules and Regulations, which are made part of this Agreement by reference. HFMA agrees that if this contract is accepted by HFMA, space will be made available on the official floor plan of the 2010 HFMA Region 9 Conference to be held at the Sheraton New Orleans Hotel in New Orleans, Louisiana on November 14 to 16, 2010.

**Please type or print legibly the following information:**

Sponsor (Company Name) \_\_\_\_\_

Mailing Address \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_ E-Mail \_\_\_\_\_

Exhibit Representative Name \_\_\_\_\_ Title: \_\_\_\_\_

Exhibit Representative Telephone (if different than company) (\_\_\_\_) \_\_\_\_\_

Sponsor agrees that this representative is **authorized to represent the company** in all matters pertaining to the 2010 HFMA Region 9 Conference and shall be the person whose name is used on **all future 2010 HFMA Region 9 Conference mailings**. Sponsor acknowledges that Sponsor will be entitled to exhibit space only if this Sponsor is determined to be eligible for participation, all fees are paid, and if this Agreement is executed by HFMA.

- ⇒ **Conference Partner ..... \$3,500**
  - 3 complimentary registrations / Premier location 8' x 10' Exhibit Space
  - Advance attendee list
  - Listing in the conference program & linked logo on the Region 9 website

- ⇒ **Conference Benefactor ..... \$3,000**
  - 3 complimentary registrations / 8' x 10' Exhibit Space
  - Advance attendee list
  - Listing in the conference program & linked listing on the Region 9 website

- ⇒ **Conference Donor ..... \$2,000**
  - 2 complimentary registrations / 8' x 10' Exhibit Space
  - Advance attendee
  - Listing in the conference program & website

**Register all Sponsor Representatives on-line at [www.hfmaregion9.org](http://www.hfmaregion9.org)**

You may register representatives up to the number allowed for your sponsor level as “complimentary – sponsor.” Additional representative must register at the appropriate rate for their membership status in HFMA. **All representatives must be registered no later than November 1, 2010.**

**Exhibit Space Selection:** (see the 2010 Exhibit Map for space availability – [www.hfmaregion9.org](http://www.hfmaregion9.org))

Partner Level:	1 <sup>st</sup> Choice _____	2 <sup>nd</sup> Choice _____	3 <sup>rd</sup> Choice _____	Amount: \$ _____
Benefactor Level:	1 <sup>st</sup> Choice _____	2 <sup>nd</sup> Choice _____	3 <sup>rd</sup> Choice _____	Amount: \$ _____
Donor Level:	1 <sup>st</sup> Choice _____	2 <sup>nd</sup> Choice _____	3 <sup>rd</sup> Choice _____	Amount: \$ _____

**Total Amount Due: \$ \_\_\_\_\_**

\_\_\_ Check Enclosed or Charge My: \_\_\_ Visa \_\_\_ MasterCard \_\_\_ American Express

Card No. \_\_\_\_\_ Name on Card: \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_

Signature: \_\_\_\_\_ Verification Code: \_\_\_\_\_ Card Billing Zip: \_\_\_\_\_



## PROMOTIONAL MATERIAL

Exhibitors are free to distribute their own promotional material at their respective space only. No promotional material (other than HFMA materials) may be distributed outside the exhibitor's contracted space.

## STAFFING

All exhibit spaces must be staffed during Show Hours.

## LIABILITY

The Exhibitor agrees to protect, save and hold HFMA harmless for any damages or charges imposed for violations of any law ordinance, whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor as well as to strictly comply with the applicable terms and conditions contained in the agreement between the Sheraton New Orleans Hotel and HFMA regarding the exhibition premises. The Exhibitor shall at all times protect, indemnify, save and hold harmless HFMA, its officers, directors and representatives against and from any and all losses, costs (including attorney fees), for any and all claims for damages of any kind, or any other expense or alleged liability arising from or out of, or by reason of any accident or bodily injury or other occurrence to any person or persons, including the Exhibitor, its agents, employees and business invitees, which arises from or out of or by reason of said Exhibitor's occupancy and the use of the Exhibition premises or part thereof.

Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save Hotel, its owners, its operator, Starwood Hotels & Resorts Worldwide, Inc., and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of Hotel and its employees and agents.

Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage.

Hotel, its owners, its operator, and Starwood Hotels & Resorts Worldwide, Inc. shall be included in such policies as additional named insureds. In addition, Exhibitor acknowledges that neither Hotel, its owners, its operator, nor Starwood Hotels & Resorts Worldwide, Inc. maintain insurance covering exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance insuring any losses by Exhibitor.

**HFMA cannot and does not assume responsibility for the safety or security of the person(s) or property of the Exhibitor, its officers, agents or employees from theft, damage by fire, accident or other causes. All participants and Exhibitors should insure their booth materials at their own expense, as they deem appropriate. It is especially recommended that all booth occupants have representatives in attendance at all times when the exhibits are open and especially when exhibits are being set up or dismantled, to protect against loss.**

## APPLICATION FOR SPACE and PAYMENT OF EXHIBIT FEES

All completed applications for sponsorship/exhibit space, including payment by check or credit card, must be received in the HFMA Region 9 office no later than **October 1, 2010**. Exhibit space assignments are on a first-come, first-served basis and are determined by the day application(s) and payment(s) are received. Full payment must accompany your application for exhibit space. Space will not be held without payment in full. Purchase orders are not accepted.

## HOSPITALITY ACTIVITIES

HFMA requires that Exhibitor/Sponsor hospitality activities be programmed so as not to compete with any event scheduled by HFMA. If in doubt regarding content or scheduling of a hospitality activity, contact Dean Newton, HFMA Region 9 Administrator, at 713.776.1314.

## WAITING LIST

Orders received after all exhibit spaces are sold will be placed on a waiting list. Exhibit space made available due to cancellations will be filled in the order (date & time) that the "Wait List" applications were received.

## NO-SHOWS

If the Exhibitor fails to install a product or display in assigned space, or fails to staff the space, or fails to pay the rent, or fails to comply with any other provision of this agreement, HFMA shall have the right, without notice to the Exhibitor, to take possession of said space and lease said space or any part thereof to such parties and upon such terms and conditions it may deem proper.

## INSTALLATION OF EXHIBITS

Exhibitors may set-up on Sunday, November 14, 2010 during the hours specified in the agenda posted on the HFMA Region 9 website at [www.hfma-region9.org](http://www.hfma-region9.org). Booths must be ready by 5:00 pm. At the discretion of HFMA, the Exhibitor may be denied right of entry to the exhibit space if he/she has not set up his/her exhibit by 5:00 pm on Sunday, November 14, 2010.

## DISMANTLING OF EXHIBITS

Exhibitors may begin dismantling after 7:30 pm on Monday, November 15, 2010 and may continue dismantling on Tuesday, November 16, 2010 during the hours specified in the agenda posted on the HFMA Region 9 website. **Early takedown is prohibited.** All exhibits must be removed by the time specified on the posted agenda. Default shall entitle HFMA to remove the exhibit at the Exhibitors expense and to retain the exhibit until such expenses are paid or if not paid within ten days to sell the exhibit and apply the proceeds towards such cost. Following dismantling of the exhibit, Exhibitors are responsible to clean up the area.

## DISPLAY HOURS

The exhibit floor will be open to participants during the hours specified in the agenda posted on the HFMA Region 9 website.. All breakfasts, refreshment breaks, and luncheons will be provided on the trade show floor for maximum exposure.

### **EXHIBIT SPACE AND FURNISHINGS**

Standard exhibit space is 10' wide by 8' deep. All space includes 1 - 6' draped table, 2 chairs, 1 wastebasket, and 1-7"x44" Company I.D. Sign (one line). Exhibitors may erect a portable display not exceeding 10' in height or the width of their booth space, so long as such exhibit does not encroach upon or obscure any adjacent exhibit space (see General Conduct, above). NOTE: If your display is taller than 10' contact the Event Administrator. The exhibit room is carpeted. Any other furnishings or equipment must be provided by the Exhibitor or the Exhibit Services Company (see below) and approved by HFMA.

### **ELECTRICAL / INTERNET SERVICE**

Electrical and/or internet service may be contracted through the Sheraton New Orleans Hotel at additional fees. Electrical Service Contracts will be included in the Exhibitor Packet mailed to you when your application is accepted.

### **EXHIBIT SERVICES COMPANY**

An independent Exhibit Services Company will provide set-up of exhibit space, furnishings and signage as noted above, drayage, and other services delineated in the Exhibitor Packet. All shipments of exhibit materials to and from the Sheraton New Orleans Hotel must be coordinated through the designated Exhibit Services Company.

### **FLOOR PLAN**

The Floor plan shows approximate exhibit space locations and dimensions. HFMA assumes no responsibility for the accuracy of these dimensions. Any disputes regarding exhibit size or location must be resolved with the Event Administrator and decisions by the Administrator are final. HFMA reserves the right to relocate spaces with limited notice. Plans are subject to Fire Marshall approval.

### **RULES**

HFMA reserves the right to make changes to these rules. Any matters not specifically covered herein are subject to decision by HFMA. HFMA reserves the right to make such changes, amendments and additions to these rules as considered advisable for the proper conduct of the exhibit, with the provision the exhibitors will be advised of any such changes.

### **CANCELLATION**

In the unfortunate event that your company must cancel any portion of its participation in the 2010 HFMA Region 9 Conference for which fees have been paid, 50% of those fees may be refunded until October 1, 2010. There will be **no refunds** after **October 1, 2010**. There are no exceptions to this rule.

### **FORCE MAJEURE**

HFMA shall not be held responsible for any loss, damage, or delay due to strikes, lockouts, Acts of God, governmental restrictions, enemy action, civil commotion, unavoidable casualty or other causes similar or dissimilar, beyond the control of HFMA.

### **Questions?**

#### **HFMA Region 9 Conference Administrator**

**Dean Newton**

**Healthcare Financial Management Association Region 9**

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