

**Application and Contract
for
HFMA Sponsorship and Exhibit Space**

**2012 HFMA Region 9 Conference
November 11-13, 2012 – New Orleans, Louisiana**

This Agreement is made between the Sponsor named below (Sponsor) and the Healthcare Financial Management Association, Region 9, (HFMA). Sponsor agrees to rent exhibit space and/or non-exhibiting sponsorship, subject to the terms defined in this Agreement and the terms in the 2012 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, sponsorship at the selected level will confirmed and/or space will be made available on the official floor plan of the 2012 HFMA Region 9 Conference to be held at the Roosevelt hotel in New Orleans, Louisiana on November 11 to 13, 2012.

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 2012 HFMA Region 9 Conference and shall be the person whose name is used on **all future 2012 HFMA Region 9 Conference communications**. Sponsor acknowledges that Sponsor will be entitled to exhibit space and/or the selected sponsorship only if this Sponsor is determined to be eligible for participation, all fees are paid, and if this Agreement is executed by HFMA.

Exhibiting Sponsorships:

⇒ **Conference Partner: \$3,500**

14' x 10' Exhibit Space, 3 complimentary registrations, Advance attendee list, Listing in the conference program & linked logo on website

⇒ **Conference Donor: \$2,500**

10' x 8' Exhibit Space, 2 complimentary registrations, Advance attendee list, Listing in the conference program & website

Non-Exhibiting Sponsorships: (These sponsorships do NOT include exhibit space)

⇒ **Exclusive Reception Sponsor: \$5,000**

Exclusive sponsor of either the Sunday, November 11 or the Monday, November 12 reception, 3 complimentary registrations, Advance Attendee List, Listing in the conference program & linked logo on website.

⇒ **Shared Reception Sponsor: \$2,500**

½ sponsor of either the Sunday, November 11 or the Monday, November 12 reception, 2 complimentary registration, Advance Attendee List, Listing in the conference program & linked logo on website.

⇒ **Registration Tote-Bag Sponsor: \$2,500**

Provides (at sponsor expense) tote-bags with sponsor logo for conference registration materials, May insert a 1-page promotional flyer in tote-bags, 1 complimentary registration, Advance Attendee List, Listing in the conference program & website.

⇒ **Conference Contributor: \$2,000**

1 complimentary registration, Advance Attendee List, Listing in the conference program & website.

Register all Sponsor Representatives on-line at www.hfmaregion9.org

You may register representatives up to the number allowed for your sponsor level as "complimentary-sponsor." Additional representatives must register at the appropriate rate for their HFMA member status. **All representatives must be registered no later than November 1, 2012.**

If paying by credit card, you may reserve your space on-line at <http://www.hfmaregion9.org/pages/sponsors>
This contract must still be completed and returned to HFMA.

Exhibit Space Selection: (see the 2012 Exhibit Map for space availability – <http://www.hfmaregion9.org/pages/sponsors>)

Conference Partner (\$3,500): 1st Choice ____ 2nd Choice ____ Amount: \$ _____

Conference Donor (\$2,500): 1st Choice ____ 2nd Choice ____ 3rd Choice ____ Amount: \$ _____

Non-Exhibiting Sponsor Selection:

Exclusive Reception Sponsor (\$5,000): ____ Sunday Nov. 11 ____ Monday, Nov. 12 Amount: \$ _____

Shared Reception Sponsor (\$2,500): ____ Sunday Nov. 11 ____ Monday, Nov. 12 Amount: \$ _____

Registration Tote-Bag Sponsor (\$2,500) Amount: \$ _____

Conference Contributor (\$2,000) Amount: \$ _____

Check Enclosed or Charge My: Visa MasterCard American Express

Card No. _____ Name on Card: _____ Exp. Date: ____/____

Signature: _____ Verification Code: _____ Card Billing Zip: _____

Card Billing Address if different from above: _____

As specified in the 2012 HFMA Region 9 Conference Rules and Regulations, exhibit space is assigned on a first-come, first-served basis and is not confirmed until full payment is received. If all your preferred space locations have been sold, HFMA will contact you with a list of available spaces.

Limitations: In addition to the requirements of this Agreement and the 2012 HFMA Region 9 Conference Rules and Regulations, Sponsor shall be bound by and shall comply with all governmental laws, rules and regulations applicable to Sponsor and HFMA, and all rules adopted by The Roosevelt New Orleans, a Waldorf Astoria Hotel, as they may be amended from time to time. HFMA shall have the right, without notice, to waive or extend any deadline or time limit, and to waive any other right that it may have under this Agreement. Any waiver of, or failure to enforce, any right of HFMA under this Agreement in any instance shall not waive or affect the right of the HFMA to enforce that right in other instances. The laws of Texas shall govern this Agreement. If any provision of this Agreement shall be found to be invalid by any court of proper jurisdiction, the remainder of this Agreement shall remain in full force and effect as if that provision had not been included in this Agreement. This Agreement shall not be final until signed by both the Sponsor and HFMA, but when so signed will constitute a binding contract between the parties. Sponsor should not assume that a request for exhibit space has been accepted until Sponsor has received a signed copy of this contract from HFMA.

By signing this Agreement, the undersigned agrees to be bound by the terms of this Agreement and the terms in the 2012 HFMA Region 9 Conference Rules and Regulations.

Expenses and Attorneys' fees: In case of default, whether abated or not, Sponsor agrees to pay all costs incurred by HFMA in enforcing this agreement, before and after judgment, including, to the extent not prohibited by law, reasonable attorney's fees.

SPONSOR MUST SIGN AND RETURN THIS COPY OF THE AGREEMENT AND ALL OTHER REQUIRED MATERIALS (i.e., copy of insurance) INCLUDING A CHECK MADE PAYABLE TO "HFMA Region 9" or credit card payment information.

Authorized Signature Date

Contract approved by HFMA Date
Dean K. Newton, HFMA Region 9 Administrator

Signer's Name and Title (please print)

Please Return all Copies to: HFMA Region 9 Conference, P.O. Box 631206, Houston, TX 77263-1206

HFMA Use Only:

Exhibit Space(s) Confirmed # _____

HFMA Initial _____

Payment Received: \$ _____

HFMA Initial _____

HFMA 2012 Region 9 Conference (Event)
RULES AND REGULATIONS
For Sponsors/Exhibitors
Healthcare Financial Management Association Region 9 (HFMA)
November 11-13, 2012 The Roosevelt Hotel – New Orleans, Louisiana

These rules and regulations govern sponsorships, exhibit displays and presentations in conjunction with the 2012 HFMA Region 9 Conference to be held at The Roosevelt Hotel in New Orleans, Louisiana on November 11 to November 13, 2012. The sponsor must follow the rules and regulations set forth by Region 9 of Healthcare Financial Management Association, herein referred to as HFMA, or this agreement will be terminated.

CONFERENCE REGISTRATION

Each SPONSOR/EXHIBIT SPACE RESERVATION includes complimentary event registrations for sponsor representatives as follows:

- Conference Partners: 3 registrations
- Conference Donors: 2 registrations
- Exclusive Reception Sponsors: 3 registrations
- Shared Reception Sponsors: 2 registrations
- Registration Tote-Bag Sponsors: 1 registration
- Conference Contributors: 1 registration

Additional representatives may attend by paying the appropriate fee for their HFMA member status, which will include all event functions.

GENERAL CONDUCT

The general rule on the exhibit floor: Be a Good Neighbor. No exhibit should be set up so its arrangement or manner of presentation will obstruct or interfere with the general view or rights of any other display. No exhibit shall extend beyond the official floor plan dimensions or into an aisle. Exhibits may not exceed the width of the assigned space and may not extend more than 3 feet from the back of the assigned space. Verbal announcements, phonograph or tape recordings, radios, closed circuit or videotape TV, sound-slide presentations, motion pictures, or other attention-getting devices are prohibited if objectionable to adjacent Exhibitors. Approval from HFMA and adjacent Exhibitors should be obtained in advance in order to avoid disappointment.

CHARACTER OF THE EVENT

Only products, services, or exhibits directly pertaining to the healthcare financial management profession will be permitted. Sponsors must request approval of doubtful articles and HFMA reserves the right to prohibit any exhibit or activity which, in the judgment of HFMA, detracts from the general character of the Event. This reservation includes persons, things, conduct, printed materials, or anything which may be detrimental to the Event as a whole.

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 Sponsor assumes responsibility and agrees to indemnify and defend the Healthcare Financial Management Association Region 9 and The Roosevelt New Orleans A Waldorf Astoria Hotel and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Sponsor understands that neither the Healthcare Financial Management Association Region 9 nor The Roosevelt New Orleans A Waldorf Astoria Hotel maintain insurance covering the Sponsor's property and it is the sole responsibility of the Sponsor to obtain such insurance.

The Sponsor 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 Sponsor or those holding under the Sponsor as well as to strictly comply with the applicable terms and conditions contained in the agreement between The Roosevelt Hotel and HFMA regarding the exhibition premises. The Sponsor 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 Sponsor, its agents, employees and business invitees, which arises from or out of or by reason of said Sponsor's occupancy and the use of the Exhibition premises or part thereof.

Sponsor 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 these Rules and Regulations, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage.

The Roosevelt New Orleans, A Waldorf Astoria Hotel and HFMA Region 9 shall be included in such policies as additional named insureds. In addition, Sponsor acknowledges that neither the hotel nor HFMA Region 9 maintain insurance covering Sponsor's property and that it is the sole responsibility of Sponsor to obtain business interruption and property damage insurance insuring any losses by Sponsor.

HFMA cannot and does not assume responsibility for the safety or security of the person(s) or property of the Sponsor, its officers, agents or employees from theft, damage by fire, accident or other causes. All participants and Sponsors 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 **September 1, 2012**. Exhibit space and Sponsorship 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 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 or Sponsorship made available due to cancellations will be filled in the order (date & time) that the "Wait List" applications were received.

NO-SHOWS

If the Sponsor 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 Sponsor, 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

Sponsors may set-up on Sunday, November 11, 2012 during the hours specified in the agenda posted on the HFMA Region 9 website at www.hfmaregion9.org. Booths must be ready by 5:00 pm. At the discretion of HFMA, the Sponsor 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 11, 2012.

DISMANTLING OF EXHIBITS

Sponsors may begin dismantling after 7:30 pm on Monday, November 12, 2012 and may continue dismantling on Tuesday, November 13, 2012 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 Sponsors 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, Sponsors 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. Conference Partner space is 14' wide by 10' deep. All space includes 1 - 6' draped table, 2 chairs, 1 wastebasket, and 1 - 7"x44" Company I.D. Sign (one line). Sponsors 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 Sponsor or the Exhibit Services Company (see below) and approved by HFMA.

ELECTRICAL / INTERNET SERVICE

Electrical and/or internet service may be contracted through The Roosevelt Hotel at additional fees. Electrical Service Contracts will be included in the Sponsor 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 Sponsor Packet. All shipments of exhibit materials to and from The Roosevelt Hotel must be coordinated through the designated Exhibit Services Company. HFMA is not responsible for shipping/receiving.

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 Conference Manager and decisions by the Conference Manager 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 Sponsors will be advised of any such changes.

CANCELLATION

In the unfortunate event that your company must cancel any portion of its participation in the 2012 HFMA Region 9 Conference for which fees have been paid, 50% of those fees may be refunded until September 1, 2012. There will be **no refunds** after **September 1, 2012**. 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 Manager

Dean Newton

Healthcare Financial Management Association Region 9

PO Box 631206, Houston, TX 77263-1206

Tel: 713.776.1314 Fax: 713.776.1308

info@hfmaregion9.org www.hfmaregion9.org