

# HFMA Region 9 Annual Conference Sponsor Agreement and Policies

October 29 – 31, 2023  
Sheraton New Orleans Hotel

The undersigned agrees to the following rules, regulations and policies governing sponsorships, exhibit displays and presentations in conjunction with the HFMA Region 9 Conference to be held at Sheraton New Orleans over the dates of October 29 – 31, 2023. The sponsor company must follow the rules and regulations set forth by Healthcare Financial Management Association Region 9, herein referred to as HFMA Region 9, or this agreement will be terminated.

## CONFERENCE REGISTRATION

Conference registration is separate from sponsorship selection. Registration will open on the HFMA Region 9 website in July 2023. Please review the Sponsorships tab on the website to review the number of complimentary registrations each sponsorship level includes. Additional representatives from Sponsor may be registered by paying the Member Business Partner rate, regardless of their HFMA member status.

## 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, depth and height 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 Region 9 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 Region 9 reserves the right to prohibit any exhibit or activity which, in the judgment of HFMA Region 9, 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

Sponsors are free to distribute their own promotional material within their respective space only. No promotional material may be distributed outside the sponsor's assigned space.

## EXHIBIT BOOTH STAFFING

All exhibit spaces must be staffed during Exhibit Hall Hours. Please refer to the Agenda for Exhibit Hall hours, once this is posted on the website.

## LIABILITY

The Sponsor assumes responsibility and agrees to indemnify and defend HFMA Region 9, Sheraton New Orleans 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 HFMA Region 9, Sheraton New Orleans Hotel or other event sponsored venues 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 Region 9 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 Sheraton New Orleans Hotel and HFMA Region 9 regarding the exhibition premises. The Sponsor shall at all times protect, indemnify, save and hold harmless HFMA Region 9, 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.

HFMA Region 9 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.

## HOSPITALITY ACTIVITIES

HFMA Region 9 requires that Sponsor hospitality activities be programmed so as not to compete with any event scheduled by HFMA Region 9. If in doubt regarding content or scheduling of a hospitality activity, contact Megan White, HFMA Region 9 Conference Director, at [megan@hfmaregion9.org](mailto:megan@hfmaregion9.org).

## 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 sponsorship fee, or fails to comply with any other provision of this agreement, HFMA Region 9 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.

