

PIAA Exhibit Hall – ENERGIZED FOR ENGAGEMENT!

Meet, mingle, and share your message with customers in the PIAA Exhibit Hall, purposefully designed to be the hub of the Conference. PIAA works with the hotel to design the most high-traffic exhibit layout possible. We encourage all exhibitors to increase traffic and enhance their exhibits through a raffle or giveaway, colorful display, engaging representatives, or an interactive game. PIAA also provides an incentive “game” to increase booth traffic for all exhibitors. There is no additional cost for the game and it is designed to motivate all attendees to visit as many booths as possible. The winners will be announced during the last break on Friday morning, creating excitement before the close of the Conference.

SAVE \$100 BY BOOKING EARLY!

EXHIBIT BOOTH PRICING:	(Reserved) BY 1/31/17	(Reserved) AFTER 1/31/17
PIAA Affiliate Partner – Premium	\$2,100	\$2,200
PIAA Affiliate Partner – Advantage	\$2,500	\$2,600
Non-member	\$3,400	\$3,500



2017 EXHIBIT HALL

(SHOW HOURS)

WEDNESDAY, MAY 17	(4:30 p.m.–6:30 p.m.)
11:00 a.m.–3:00 p.m.	Exhibit Hall Set Up
4:30–6:30 p.m.	Welcome Reception
THURSDAY, MAY 18	(7:00 a.m.–5:00 p.m.)
7:00–8:30 a.m.	Breakfast
10:15–10:45 a.m.	Refreshment Break
2:45–3:15 p.m.	Refreshment Break
FRIDAY, MAY 19	(7:00 a.m.–11:00 a.m.)
7:00–9:00 a.m.	Breakfast
10:15–10:45 a.m.	Refreshment Break
11:00 a.m.–3:00 p.m.	Exhibit Hall Breakdown

Please note: All booths must be show-ready by 3:30 p.m. on Wednesday, May 17. No installation will take place on Thursday, May 18 or Friday, May 19. All booths must remain in place and be staffed during show hours through 11:00 a.m. on Friday, May 19. Each booth must have at least one representative present during the show hours.

EACH EXHIBIT BOOTH RENTAL INCLUDES:

- ✓ Two full meeting registrations to attend entire Conference, including sessions and all food and beverage events. Additional registrations are available at the regular price.
- ✓ Names of individuals representing exhibit company printed on attendee list.
- ✓ One skirted table, two chairs, and one waste basket.
- ✓ Carpeted floors.
- ✓ 10’x10’ draped exhibit booth.
- ✓ 7”x44” booth identification sign with company name.
- ✓ Pre- and post-conference attendee list.
- ✓ Company name, logo, and contact information on PIAA’s website and listing that is distributed in attendee conference materials.
- ✓ Single slide show recognition with company logo running throughout the conference.
- ✓ Booth location assignments will be made by March 1, 2017. Sponsors, PIAA Affiliate Partners, and Exhibitors from prior years will receive priority on booth assignments.
- ✓ Exhibitors will receive a packet of information for additional services provided by PIAA’s official exhibitor contractor, Freeman.
- ✓ PIAA reserves the final decision on booth location as outlined above and will make every effort to separate exhibitors in competing service lines.
- ✓ 24-hour perimeter security.

Application for SPONSORSHIP & EXHIBIT SPACE

2017 PIAA MEDICAL LIABILITY CONFERENCE MAY 17-19, 2017, THE BROADMOOR, COLORADO SPRINGS, COLORADO

Company Name: _____

Address: _____

City: _____

State: _____ Zip Code: _____

Telephone: _____ Fax: _____

Website Address: _____

Sponsor/Exhibitor Contact:

Contact: _____

Title: _____

Telephone: _____

E-mail Address: _____

Sponsorship Selection:

Sponsorship Item: _____ Sponsorship Amount: _____

Exhibit Booth Space:

Please indicate the number of booths required. Note: Booth assignments will be made on March 1, 2017.

Please reserve _____ booth(s) Exhibit Booth Amount: _____

I, the duly authorized representative of the above mentioned organization, subscribe and agree to all the rules and regulations of the contract terms of the 2017 PIAA Medical Liability Conference (see next page).

Name: _____

Title: _____

Signature: _____

Date: _____

To reserve your booth or sponsorship item, please complete this form and fax or e-mail it to: 301.947.9090 or gmcguinness@piaa.us

A confirmation and a letter of agreement or other communication will follow.

Note: Deadline for exhibit booth reservations and all sponsorships is April 3, 2017.

Payment Information (prepayment required):

Credit Card: Visa/MC American Express Check

Card Number: _____

Exp. Date: _____ Amount: _____

Cardholder Signature: _____

Cardholder Name: _____

Check Number: _____ Check Amount: _____



FOR QUESTIONS REGARDING:

Sponsorships/Exhibits:

Ginny McGuinness, Senior Director of
Membership/Business Development

phone **240.813.6129**

fax **301.947.9090**

e-mail gmcguinness@piaa.us

General Conference Information:

PIAA Meetings Department

phone **301.947.9000**

e-mail PIAAMeetings@piaa.us

Please make all checks payable to **PIAA** and
reference the **2017 Medical Liability Conference**.

Contract Terms

2017 MEDICAL LIABILITY CONFERENCE

The Broadmoor, Colorado Springs, CO

1. CHARACTER OF THE EXHIBITION

PIAA reserves the right to determine the eligibility of any company, product, or service and the right to restrict, prohibit, or evict any Exhibitor or product which detracts from the character of the Exhibition or for any violation of the following Terms and Conditions.

2. LOCATION/DATES

The 2017 PIAA Medical Liability Conference will be held at the The Broadmoor, Colorado Springs, CO and will be open to all attendees Wednesday through Friday, May 17-19, 2017.

Exhibit Hall Hours and Scheduled Events: Wednesday, May 17 (4:30-6:30 p.m.)

4:30-6:30 p.m. Welcome Reception

Thursday, May 18 (7:00 a.m.-5:00 p.m.)

7:00-8:30 a.m. Breakfast

10:15-10:45 a.m. Refreshment Break

3:15-3:45 p.m. Refreshment Break

Friday, May 19 (7:00 a.m.-11:00 a.m.)

7:00-9:00 a.m. Breakfast

10:15-10:45 a.m. Refreshment Break

The conference management reserves the right to make changes to the Exhibit hours; however, such changes will be made known as far in advance of the Conference as possible. As part of the contract with PIAA, all Exhibitors must guarantee that their booth will be staffed during all show hours. (See #11)

3. INSTALLATION AND DISMANTLING

Spaces will be accessible to Exhibitors for setting up displays on Wednesday, May 17 at 11 a.m. Booth set up MUST be completed by 3:00 p.m. Packing and removal should not begin Friday, May 19 before 11:00 a.m. and end by Friday, May 19 at 4:00 p.m. Packing and removal of Exhibits prior to the close of the Exhibition time on Friday, May 19 is prohibited. Exhibitors shall be liable for all storage and handling charges for failure to remove Exhibits by the specified time and date. **Please Note: Due to limited handling services at The Broadmoor, all freight must be shipped to Freeman's advance warehouse.**

4. BOOTH SIZE/FEE/EQUIPMENT

A full Exhibit area is 10'x10' at a cost of \$2,200 for Affiliate Partner-Premium, \$2,600 for Affiliate Partner-Advantage, and \$3,500 for Non-Members (less additional discount if reserved by January 31, 2017.) Maximum height for all materials erected is restricted by The Broadmoor guidelines. Failure to make final payment constitutes a cancellation of this contract. (See #14). Standard Equipment entitlements include: 10'x10' draped Exhibit booth, 7" x 44" booth identification sign with company name, one skirted table with two chairs, and two full meeting registrations.

5. AUDIO/VISUAL

All Exhibitors are responsible for their own audio/visual costs as well as electricity.

6. SPACE ASSIGNMENTS

Booth space assignments are made by PIAA on a point system with priority given to Sponsors, Affiliate Partners, and past Exhibitors. All booth assignments will be made by PIAA by March 1, 2017. PIAA reserves the right to alter an Exhibitor's assigned space if it is deemed necessary in the best interest of the Exhibition and will consult with the Exhibitor before exercising this discretion.

7. SUBLETTING OF SPACE

The Exhibitor shall not assign, sublet, or apportion the whole or any parts of the space assigned or have representatives, equipment, or materials from other firms than his own in the Exhibit space without written consent of conference organizers. Only one company shall be considered as the Exhibitor, any other company or unit in the space shall be considered a subsidiary or affiliate.

8. GENERAL REGULATIONS

Loudspeaker sound displays are prohibited. PIAA staff reserves the right to refuse any Exhibit not in good taste or inconsistent with a conference of this kind.

9. SAFETY CONSIDERATIONS

All Exhibit and space materials must be in compliance with local fire and hazardous materials handling ordinances. Volatile oils, gases, other explosives, or any substance prohibited by the city departments or authorities will not be permitted in the Exhibition area. Likewise, all electrical work and wiring must be approved and installed in accordance with regulations. Corridors leading to exit doors and all entrances and exit doors should be kept clear of obstructions at all times. No objects are to be attached to or suspended from the fire sprinklers or light fixtures on the ceiling. Under no circumstances should the fire alarm call points, fire hose reels, fire extinguishers, and exits be blocked or access to them be impeded by Exhibition booths, partitions, Exhibits, or other objects.

10. OFFICIAL CONTRACTOR

Freeman, the official contractor will be designated in the Service Manual to perform services for Exhibitors. No Exhibitor or representative shall contract for such services with anyone other than the official Contractor without the express written consent of PIAA meeting organizers, which, for reasons of security, in their sole discretion can deny such permission.

11. ON-SITE REPRESENTATIVE

Exhibitors shall keep an attendant in their space during all Exhibit show hours. Each booth must have a minimum of one person present during the show hours.

12. SECURITY/LIABILITY

Overnight security personnel will be present in the Exhibit area. The Exhibitor assumes entire responsibility and agrees to protect, indemnify, and defend The Broadmoor, PIAA, meeting sponsors, and their employees and agents, harmless against all claims, losses, and damages to persons or property, governmental charges, or fines, and attorney's fees arising out of or caused by Exhibitor installation, removal, maintenance, occupancy, or use of Exhibit premises or a part thereof, excluding any such liability caused by the negligence or misconduct of meeting organizers, its

employees, and agents. In addition, Exhibitors acknowledge that the show services contractor and PIAA do not maintain insurance covering Exhibit property and that it is the responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses sustained through Exhibition. The indemnities contained herein are conditioned upon (a) prompt written notice of the details of such claim by the party seeking indemnification to Exhibitor, (b) Exhibitors right to sole control of the defense and all related settlement negotiations of all such claims, related lawsuits or proceedings, and (c) the party seeking indemnification providing assistance, information, and authority necessary to perform above.

13. FACILITY DAMAGE

Exhibitor, or their agents, must not injure or deface the walls or floors of the building, the spaces, or the equipment in the spaces. When such damage occurs, the Exhibitor is liable to the owner of the property so damaged.

14. CANCELLATION

If space contracted is cancelled by the Exhibitor on or after April 3, 2017 or if the Exhibitor fails to occupy the space contracted, 2017 PIAA Medical Liability Conference is entitled to the full amount of the space rental. Exhibitor cancellations before April 3, 2017 are subject to a fifty percent (50%) cancellation fee.

15. AMENDMENT TO EXHIBITOR AGREEMENT

Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the reasonable discretion of the conference organizers and PIAA.

16. INABILITY TO PERFORM

If the 2017 PIAA Medical Liability Conference should be prevented from holding the exposition by any cause beyond its control or if it cannot permit the Exhibitor to occupy his space due to circumstances beyond its control, PIAA will refund to the Exhibitor the amount of the rental paid, and PIAA shall have no further obligation or liability to the Exhibitor.

17. SALES PROMOTIONS AND DRAWINGS

All promotions conducted by the Exhibitor must be free of obligation on the part of the winner and participants. All promotions and drawings must be approved by PIAA prior to the opening of the event.

18. SPONSORSHIPS AND GRANTOR ENTITLEMENTS

Completion of the sponsorship/exhibit portion of the Application Form is a commitment to support. Full payment must be received or the contract will be considered null and void and all promotional entitlements will be withdrawn. PIAA, at its discretion, may make reasonable changes, amendments, or additions to entitlements.

19. COMPLIANCE WITH TERMS AND CONDITIONS

PIAA, at its discretion, may make reasonable changes, amendments, or additions to these Terms and Conditions. Interpretations of these Terms and Conditions shall rest with show management and noncompliance can result in ejection of the offending Exhibitor or closing of the Exhibit.