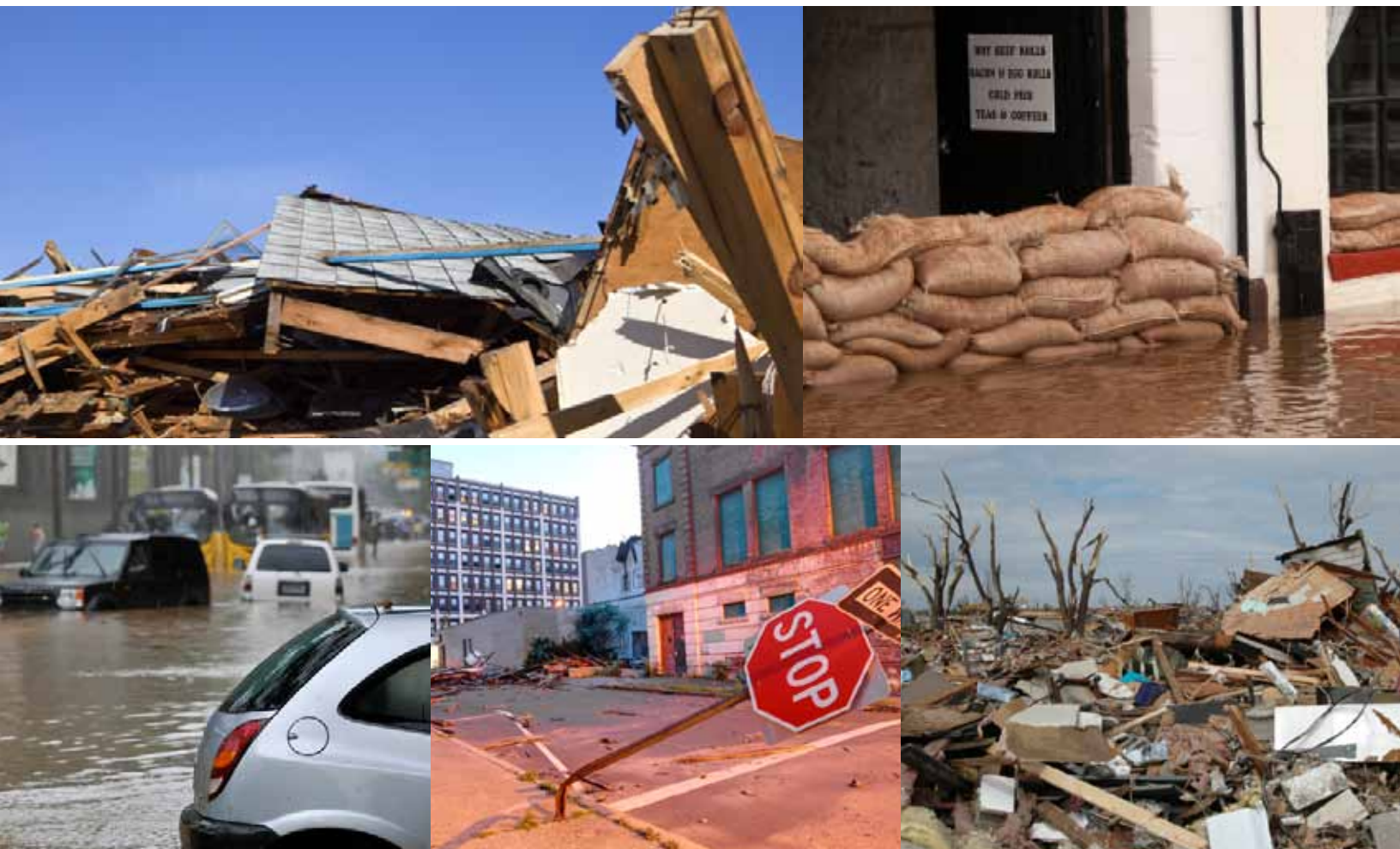




PUBLIC HEALTH PREPAREDNESS
SUMMIT  **2012**
ANAHEIM FEBRUARY 21-24

**EXHIBITION
DATES
FEBRUARY
22-23, 2012**



**EXHIBIT & SPONSORSHIP
OPPORTUNITIES**

2012 Sponsorship and Exhibitor Prospectus

Demonstrate your support of our nation's local, state, and federal public health preparedness professionals by exhibiting or sponsoring at the 2012 Local, State, and Federal Preparedness Summit. There are a variety of ways to feature your organization at the Summit to achieve maximum impact and exposure for your marketing investment. Your exhibit and sponsorship will show your organization's leadership in one of the most exciting public health events of the year and put you in front of over 1,900 attendees from across the country including:

- Local and state public health department preparedness staff, including teams from single agencies and organizations
- Federal agency staff working on public health preparedness issues, including HHS, DHS, CDC and HRSA
- Representatives from the academic community including CDC's Preparedness and Emergency Response Research Centers (PERRC) program
- Community health centers, hospital, and emergency medical services staff collaborating with public health agencies, and collaborating at the local and state level
- Industry partners with resources and tools to share; industry partners looking to learn from conference attendees and share new ideas and new technologies
- Emergency management agency and homeland security professionals and other personnel working with public health agencies to build preparedness capacity and competency at the local, state, and federal level

PUBLIC HEALTH PREPAREDNESS
SUMMIT  **2012**
ANAHEIM FEBRUARY 21-24



Exhibit Opportunities

Exhibit Hall Schedule*

INSTALLATION

Tuesday, February 21 8:00 AM – 5:00 PM

SHOW HOURS

Wednesday, February 22 12:00 PM – 6:30 PM
(Lunch, PM Break, Reception)

Thursday, February 23 10:00 AM – 3:30 PM
(AM Break, Lunch, PM Break)

DISMANTLE

Thursday, February 23 3:30 PM – 6:30 PM

NO EARLY TEAR DOWN!

* NOTE: These hours are tentative and subject to change. All exhibitors will be notified in writing of any changes to the exhibit schedule.

Your 2011 Booth Package

The exhibit booth package includes:

- One 10' x 10' booth with 3' draped sidewalls and 8' back drape
- One 7" x 44" booth identification sign
- One full conference registration per 10'x10' booth space purchased for up to three (3) full conference registrations total
- Listing in the onsite Exhibitor Directory that is distributed to all attendees
- Post-show attendee list containing names and mailing addresses
- Three (3) booth badges for staff per 10'x10' booth space purchased
- Aisle and booth carpeting
- General perimeter security

Standard Booth Fees**

All booths are 10' x 10' (100 square feet) or multiples thereof.

COMMERCIAL

Linear Booth: \$ 1,680

Corner Booth: \$ 1,890

NON-PROFIT, GOVERNMENT, SUMMIT PARTNERS, PERRCS & CPHPS

Linear Booth: \$ 1,050

Corner Booth: \$ 1,260

DIAMOND ISLAND EXHIBIT SPONSORSHIPS

SIZE	AVAILABLE	PRICE
20x20	2	\$ 7,500
20x30	1	\$10,500
15x30	1	\$ 7,750

Your Diamond Island Exhibit Sponsorship Includes:

- Listing as a Diamond Level Sponsor and Exhibitor in the Exhibitor Directory and the Summit Program, and the post-Summit attendee list;
- Three (3) Full Summit Registrations;
- Six (6) booth badges for staff; and
- Three (3) VIP passes for your clients and guests.



** NOTE: Other sizes may be available. For pricing or ordering of island exhibit sponsorships, please contact Brad Lewis, Public Health Preparedness Summit Sponsorship Sales Manager, at 301-622-9386 or bradnaccho@showmngmt.com.

Sponsorship Opportunities

By participating in the 2012 Public Health Preparedness Summit as a sponsor, you greatly increase your organization's visibility and booth traffic while providing innovative support to our Summit associations. Sponsorship will help your company reach its marketing goals, as well as provide a prime opportunity to acquaint new and influential customers with your products and services.

Platinum Sponsor (\$30,000+)

- Listing as a Platinum Sponsor and Exhibitor in Exhibitor Directory and Program
- Post-show attendee list
- Highlighted booth on Booth Locator
- Logo on Expo Entrance Unit
- Seven Full Summit Registrations
- Unlimited booth badges for staff
- Seven VIP Passes for your clients and guests
- Two Billboard Ads
- One Bag Insert
- One "Electric Media Ad Space" Sponsorship
- Sponsor Ribbons

Gold Sponsor (\$15,000+)

- Listing as a Gold Sponsor and Exhibitor in Exhibitor Directory and Program
- Post-show attendee list
- Highlighted booth on Booth Locator
- Five Full Summit Registrations
- Eight booth badges for your staff
- Five VIP Passes for your clients and guests
- One Billboard Ad
- Sponsor Ribbons

Silver Sponsor (\$7,500+)

- Listing as a Diamond Sponsor and Exhibitor in Exhibitor Directory and Program
- Post-show attendee list
- Three Full Summit Registrations
- Six booth badges for staff
- Three VIP passes for your clients and guests
- Sponsor Ribbons

Bronze Sponsor (< \$7500)

- Listing as a Bronze Sponsor and Exhibitor in Exhibitor Directory and Program
- Post-show attendee list
- One Full Summit Registration
- One booth badge for staff
- Sponsor ribbons

Sponsorship Opportunities continued

Attendee-Essential Items

ITEM	QUANTITY	AMOUNT
Conference Tote Bags or Padfolios	1	\$ 7,500
Tote Bag Insert	10	\$ 1,000
Lanyards	1	\$ 5,000
Room Key Cards	1	\$ 5,000
Cyber Café	1	\$ 5,000
Pens or Padfolios for Tote Bags	1	\$ 1,000
Public Health Preparedness Item For Tote Bags	4	\$ 500
Hand Sanitizer for Tote Bags	1	\$ 4,000
Staff Shirts	1	\$ 3,000
Complimentary Drink Tickets (100 tickets)	Unlimited	\$ 900

Sponsored Events

ITEM	DAY / QUANTITY	AMOUNT PER EVENT
Exhibit Hall Reception	Wednesday	\$ 7,500
Keynote Speaker Session	Wednesday, Thursday, Friday	\$ 7,500
Continental Breakfast	Wednesday, Thursday, Friday	\$ 8,000
Beverage Break	Wednesday AM, Wednesday PM, Thursday AM, Thursday PM in Exhibit Hall	\$ 9,000
Networking Lunch in the Exhibit Hall	Wednesday, Thursday	\$ 8,000
Public Health Preparedness Summit Poster Showcase	Wednesday, Thursday	\$ 2,000
Pre-Summit Workshops	Wednesday - 6 Workshops	\$ 5,500

Advertising Opportunities

ITEM	QUANTITY	AMOUNT
General Session Slide Show Rolling Ad	8 per 15 seconds	\$ 1,500
Exhibit Hall Booth Locator Ad	8	\$ 500
Website or Email Banner Ad	4	\$ 1,000
Billboard Ad	2 / per Co.	\$ 1,500
Staff Shirts	1	\$ 3,000

General Conference Support

Provide an educational grant to enhance the overall 2012 Summit program. Support will be used for printing costs, audiovisual production, and general meeting operations. Amount of on-site recognition will vary, depending on size of support given.

Interested in a Sponsorship?

Contact Brad Lewis at (301) 622-9386 or BradNACCHO@showmgmt.com to discuss specific costs, opportunities to mix-and-match sponsor benefits, and to provide in-kind donations to support the 2012 Public Health Preparedness Summit!

Attendee-Essential Items

CONFERENCE TOTE BAGS OR PADFOLIOS

Quantity Available: 1
Cost Per Unit: \$ 7,500

Emblazon your color logo on the official Public Health Preparedness Summit meeting tote bag. Given free to all attendees, the tote bag holds all of the items needed to have a successful conference: onsite program, last minute schedule changes, exhibit directory, and Public Health Preparedness Summit resources. Carried throughout the week by 1,900 attendees, your company will definitely be noticed! This is the BEST way to gain name recognition at the conference. Normally this fee covers our production of the bags. You may provide approved bags or padfolios instead; however, the fee will still be \$6,000.

TOTE BAG INSERT

Quantity Available: 10
Cost Per Unit: \$ 1,000

Tote Bag Inserts are back! Sponsoring a tote bag insert is the perfect way to get your name out and expose your latest product, newest service, or just your company in general to all Public Health Preparedness Summit attendees. It's a highly effective way of standing out from the crowd! Production costs are not included in this sponsorship fee. Companies are responsible for all printing, shipping and material handling costs. Inserts should be one 8.5" x 11" piece of paper, or one small 3" x 3" sample item. CDs are permitted.

LANYARDS

Quantity Available: 1
Cost Per Unit: \$ 5,000

Place your company logo on the official 2012 Public Health Preparedness Summit lanyard, to be attached to the badge holder worn by all conference attendees. This is one of the best ways to gain name recognition at the conference! Note that this fee helps cover our costs to produce lanyards and badges. You may provide approved badges and lanyards, in which case the sponsorship fee is \$4,000.

ROOM KEY CARDS

Quantity Available: 1
Cost Per Unit: \$ 5,000

Get your logo into everyone's hands! Have the Summit thank you on all the hotel keycards provided to attendees at check-in. List your booth number, web site and more so that attendees are constantly reminded to see you at your booth coming and going from the hotel.

CYBER CAFÉ

Quantity Available: 1
Cost Per Unit: \$ 5,000

Conveniently located Internet stations are a highly valued part of the 2012 Public Health Preparedness Summit where attendees can check their e-mails and search the Internet. These stations are available all day long throughout the conference in a highly visible area in the meeting space. As a sponsor, you will receive sponsor signage inside the Cyber Café area, recognition by name with a sign at the registration area, company's logo featured on all computer desktops and set as the screen saver, and company's website home page set as the internet desktop.



Sponsorship Opportunities continued

PENS FOR PADFOLIOS FOR TOTE BAGS

Quantity Available: 1
Cost Per Unit: \$ 1,000

Place your company's name and logo directly into the hands of all attendees through this sponsorship. Pens will be distributed in the conference tote bags. Production costs are not included in this sponsorship fee. Once approved, sponsor will provide pens for Public Health Preparedness Summit staff to insert into conference tote bags. Sponsor will be responsible for all production, material handling, and shipping costs of pens.



PUBLIC HEALTH PREPAREDNESS ITEM FOR TOTE BAGS OR PADFOLIOS

Quantity Available: 4
Cost Per Unit: \$ 500

Sponsoring a public health preparedness item is a great way to showcase your company's product! You may choose to include a product you produce, or a preparedness item featuring your logo and company name (for example, emergency blankets, a first aid kit, or crank flashlights). All items must be approved by the conference prior to production. This fee does not include production or shipping costs. Once item is approved, sponsor will provide item for conference staff to insert into tote bags. Sponsor is responsible for all production, material handling, and shipping costs of item.

HAND SANITIZERS FOR TOTE BAGS

Quantity Available: 1
Cost Per Unit: \$ 4,000

Help keep our attendees healthy while promoting your company with travel-size hand sanitizers featuring your company logo and name. Multiple networking and meal functions guarantee that this essential will be used throughout the conference. Sponsorship fee includes all production and shipping costs. Staff will insert item into conference tote bags for distribution to attendees.

COMPLIMENTARY DRINK TICKETS

Quantity Available: unlimited
Cost Per Unit: \$ 900

Be the booth everyone wants to stop at during the networking reception. Purchase a package of pre-printed drink tickets with your logo to give out to current and prospective clients.

Package includes 100 pre-printed drink tickets.

Sponsorship Opportunities continued

Advertising Opportunities

GENERAL SESSION SLIDE SHOW ROLLING AD

Quantity Available: 8
 Cost Per Unit: \$ 1,500 per 15 seconds

Place your 15 second ad in the thirty minute rolling loop shown before the start of general sessions while attendees are waiting for speakers, just like the previews at the movies!

This sponsorship includes 15 seconds of ad time prior to the start of all the general sessions. You can feature your logo for the entire time, or showcase multiple products or services with multiple slides. All ads must be in power point format without sound or video, and must be approved before final insertion into the slide loop. Ads will begin to run thirty minutes prior to the scheduled session start time, and will repeat, based on how many such sponsorships we have.



WEB SITE OR E-MAIL BANNER AD - \$1,000

Quantity Available: 4 (2 e-mails per purchase)
 Cost Per Unit: \$ 1,000

Want to get attendees' attention before they get onsite? Create a web site or e-mail banner ad for the www.phpprep.org web site or the promotional e-mail distribution list. Include your web site and booth number so attendees know where to look for you onsite! The outreach possibilities are endless as your logo and company website will reach more people than attend the onsite Summit.

EXHIBIT HALL BOOTH LOCATOR AD

Quantity Available: 8
 Cost Per Unit: \$ 500

This year's conference will feature an exhibit hall directory in the atrium between the two halls. Stand out from the crowd by purchasing an ad on the directory. Your sponsorship includes a symbol marking your location on the map and features a 1 foot x 1.5 foot space for your company logo or ad along one side of directory sign.

BILLBOARD AD - \$1,500

Quantity Available: 2 per company
 Cost Per Unit: \$ 1,500

This year's conference will feature two-sided, freestanding, full-color meter boards (approx. 3' X7') placed in high traffic areas. Stand out from the crowd by purchasing a billboard ad. Direct people to your booth or spread the word about new exciting things happening with your company. Don't miss this chance to catch the eyes of attendees!

STAFF SHIRTS

Quantity Available: 1
 Cost Per Unit: \$ 3,000

Have Public Health Preparedness Summit staff promote your company! The sponsor's logo and booth number will appear on the back of the shirts worn by conference staff. This fee helps cover Summit production costs of staff shirts. Help attendees know you are here, and where to find you.



Sponsorship Opportunities continued

Sponsored Events

EXHIBIT HALL RECEPTION

Quantity Available: 1
Cost Per Unit: \$ 7,500
Date(s): Wednesday

This highly attended event is where Summit attendees come together and relax at the end of a jam-packed day. Held Wednesday evening after the first full day of the conference, with no conflicting events, heavy hors d'oeuvres, and a cash bar. This is a popular and fun evening for all attendees!



KEYNOTE SPEAKER SESSION

Quantity Available: 3
Date(s): Wednesday Opening Session
\$7,500
Thursday Session
\$7,500
Friday Closing Session
\$7,500

Education is the foundation of the Public Health Preparedness Summit. Let attendees know you value their professional development when you sponsor one of three highly qualified and entertaining keynote speakers.

You will also have the ability for your executive to address the audience for 3 minutes.



CONTINENTAL BREAKFAST

Quantity Available: 1 (Exclusive Sponsorship)
Cost: \$ 8,000
Date(s): Wednesday, Thursday, Friday

Help attendees' get their days off to a great start! Greet attendees with staff and/or company literature in the breakfast area as they fill the main hallway.

BEVERAGE BREAK

Quantity Available: 1 (Exclusive Sponsorship)
Cost: \$ 9,000
Date(s): Wednesday AM, Wednesday PM, Thursday AM, and Thursday PM
In Exhibit Hall Registration Area, Friday AM

Re-energize attendees between classes by sponsoring a coffee break. Greet attendees with staff and/or company literature as they fill up on refreshments.

NETWORKING LUNCH IN THE EXHIBIT HALL

Quantity Available: 1 (Exclusive Sponsorship)
Cost Per Unit: \$ 8,000
Date(s): Wednesday and Thursday

Help treat Public Health Preparedness Summit attendees to lunch! Special signage and recurring exhibit hall announcements will remind participants whom to thank. It's a great way to add more visibility for your company throughout the afternoon.

Possible Enhancements: Napkins - \$750 additional, Stickers on box lunches - \$500 additional

Sponsorship Opportunities continued

PUBLIC HEALTH PREPAREDNESS SUMMIT POSTER SHOWCASE

Quantity Available: 1
Cost Per Unit: \$ 2,000
Date(s): Wednesday and Thursday

Gain visibility for your company by sponsoring this interactive poster session where conference attendees learn about innovative programs and resources of interest to state and local health departments and federal agency staff.

PRE-SUMMIT WORKSHOPS

Quantity Available: 6
Cost Per Unit: \$ 5,500

As a workshop sponsor, you get your own room for two hours to present a topic of interest to attendees—not a sales pitch, but a helpful discussion of your solution, involving participation by your clients. These workshop descriptions are listed in the published program, and occur the afternoon before or the morning of, the official conference start. All topics must be proposed and approved within 30 days of reserving a workshop session space.* This is to ensure that registration for the workshop can open as quickly as possible as registrants pre-register for workshops, which usually sell out. You will receive a list of participants. One of the best ways to create meaningful dialogue with attendee prospects, these workshops have been a hit for five years running and are the highest attended pre-summit workshops.

Please Note: As a pre-summit workshop sponsor, you agree to provide your workshop title, abstract and list of presenters to the planning committee chair for review and approval. All sponsored workshops must feature a presenter working in the field of public health and representing a local, state, federal or academic perspective. For more information about the requirements of a sponsored session, please contact Rosina Romano, Director of Meetings & Events at NACCHO at 202-507-4258 or rromano@naccho.org.

* No workshop proposals will be accepted after Thursday, December 1, 2011. This will ensure we are able to post your session information and description so that a majority of attendees will have the opportunity to sign up for your session.

Contact Information

For information about sponsorships and exhibit space, please contact:

Brad Lewis, Exhibit, Sponsorship, and Advertising Sales
2012 Public Health Preparedness Summit - Anaheim, CA
P: 301-622-9386 | E: BradNACCHO@showmngmt.com

Please Note: All sponsorships purchased by a for-profit company must be approved by the National Association of County and City Health Officials (NACCHO) Executive Committee. This may delay the processing, invoicing and acknowledgement of the sponsorship. We will do our best to provide potential sponsors updated information regarding the approval process.



Past Exhibitors Include:

Abaxis	Disaster Management Systems	JSI Research and Training Institute	Public Health Foundation Enterprises
Advanced Practice Centers, NACCHO	DisastersNet, Inc.	Lessons Learned Information Sharing	Quidel
Alliance Solutions Group, Inc.	Dispensing Solutions	LiveProcess	RAND Corporation
American Medical Association (AMA)	Diversified Med Services/ Rapid Response Preparedness	Logical Images	Roche
American Public Health Association (APHA)	Domestic Preparedness Journal	MedLox Group	Rollins School of Public Health, Emory University
Anna Maria College	DPRO Disaster Preparedness and Response Online	Medical College of Georgia	RTI International
AramSCO	DQE, Inc.	MedImmune	SAIC
Argosy University	eHealth Scheduling – ACC Technical Services	Meridian Medical Technologies	Simpler Life Emergency Provisions
Association of Public Health Laboratories (APHL)	Elliott Data Systems	Meta-Leadership Summit for Preparedness	SOS Survival Products
Association of Schools of Public Health (ASPH)	EMS Innovations, Inc.	Michigan Center for Public Health Preparedness	SRA International
Association of State and Territorial Health Officials (ASTHO)	EMSystems	Mitchell and McCormick	StatBand
Beck Disaster Recovery	ESRI	Mortuary Response Solutions	Stephenson Custom Case Company
Bioject	First Line Technology	NACCHO, Public Health Preparedness	Stericycle
BioSeal Systems	First Water Systems	National Guard Bureau	Stryker Evacuation
Blu-Med Response Systems	Formtran	National Library of Medicine	SunPlus Data Group, Inc.
Bright White Paper Company	FridgeFreeze	National Public Health Information Coalition	Sydion, LLC
Centers for Disease Control and Prevention (CDC)	FSI North America	National Center for Disaster Medicine and Public Health	Teletask
Center for Disaster Medicine, New York Medical College	GlaxoSmithKline	NCI Information Systems	The Ohio State University College of Public Health
Center for Domestic Preparedness	Grainger	Netsmart	ToucanEd
Center for Homeland Defense and Security	Harvard Kennedy School Executive Education	NORAD and USNORTHCOM	TriCon Environmental
Center for Public Health Preparedness	HDT Engineered Technologies	North Carolina Center for Public Health Preparedness	UC Berkeley CIDER/Cal Prepare
Clinical Solutions	Heater Meals	Northwest Center for Public Health Practice	UCLA Center for Public Health and Disasters
CNA	Homeland Security Programs at West Virginia University	Office of the Civilian Volunteer Medical Reserve Corps	UPP Technology
Collaborative Fusion, Inc.	ICF International	Oak Ridge Institute for Science and Education (ORISE)	US POD BOX
Department of Health and Human Services	Idaho Technology	Plant CML	US EPA
Department of Homeland Security	Information Station Specialists (ISS)	PODS	USA Center for Rural Public Health Preparedness
	Integrated Solutions Consulting	ProPac	Venue On-Hold
	Jek Enterprises, LLC	PSA Worldwide	VeriCor
	John Snow, Inc.		Western Shelter Systems/ GateKeeper
			Yale New Haven Center for Emergency Preparedness and Disaster Response
			ZOLL Medical Corporation

2012 Onsite Exhibitor Commitment Form

COMPANY NAME _____

NAME OF PRINCIPAL CONTACT (PERSON TO RECEIVE EXHIBIT INFORMATION) _____

TITLE OF PRINCIPAL CONTACT _____

STREET ADDRESS _____

CITY/STATE/ZIP _____

PRINCIPAL CONTACT'S DAYTIME TELEPHONE NUMBER _____

PRINCIPAL CONTACT'S EMAIL ADDRESS _____

NAME OF SECONDARY CONTACT (IF PRINCIPAL CONTACT CANNOT BE REACHED) _____

SECONDARY CONTACT'S DAYTIME TELEPHONE NUMBER AND EMAIL _____

BOOTH ASSIGNMENT

Every effort is made to accommodate your preferred booth location, but we cannot guarantee that you will receive one of your preferred choices. Please indicate your 1st, 2nd, and 3rd choices below. To ensure that you receive one of your top choices, please select booths that are in different areas of the exhibit hall, and select some that are not immediately in front of the entrances.

1. _____
2. _____
3. _____

YOUR 2012 BOOTH PACKAGE

The standard 10x10 exhibit booth package includes:

- One 10x10 booth with 3' draped sidewalls and 8' back drape
- A 7"x 44" booth identification sign
- One (1) full conference registration per 10x10 booth purchased for up to three (3) full conference registrations total
- Two (2) exhibit hall only booth badges for staff per 10x10 booth purchases
- Two (2) VIP exhibit hall guest passes for your clients and guests
- Listing in the onsite exhibitor listing and online exhibitor directory that is distributed to all attendees
- Post-show attendee list containing names and mailing addresses

ONSITE BOOTH PRICING

TYPE OF BOOTH	ONSITE COST	NUMBER	SUBTOTAL
Commercial			
Linear Booth	\$1,680	x _____	= _____
Corner Booth	\$1,890	x _____	= _____

Government, Non-Profit Organizations, PERRC or CPHP

Linear Booth	\$1,050	x _____	= _____
Corner Booth	\$1,260	x _____	= _____

Diamond Island Exhibit Sponsorships

DIMENSIONS	# AVAILABLE			
20x20	2	\$ 7,500	x _____	= _____
20x30	2	\$10,500	x _____	= _____

TOTAL = \$ _____

AGREEMENT

I hereby apply for exhibit space at the 2012 Public Health Preparedness Summit and fully understand that this form shall become a binding contract and is subject to the Exhibitor Terms and Conditions as outlined in these materials and those established by NACCHO. The exhibition is organized and managed by NACCHO. Any matters not covered in the Rules and Regulations are subject to the interpretation of the NACCHO Board of Directors and the NACCHO Executive Director or his or her designee, and all exhibitors must abide by their decisions. Exhibitors must comply with all Hilton Anaheim rules and regulations. 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 itself and its employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with preceding sentence.

I have read and reviewed the Exhibitor Rules & Regulations before completing this form.

SIGNED _____

NAME (PLEASE PRINT) _____

TITLE _____

PHONE _____

EMAIL _____

REFUND/CANCELLATION POLICY

Refunds are limited to exhibit fees paid. To qualify for a 50% refund, a written cancellation must be received by the PHP Exhibits Manager no later than January 20, 2013. No refunds will be given after January 20, 2013. Cancellation requests should be sent via email to PHPExhibits@conferencemanagers.com or by fax to 703-964-1246.

PAYMENT METHOD (check one)

- Check # (payable to NACCHO) _____
- Government Purchase Order (attached signed, authorized PO) # _____

- Visa MasterCard American Express Discover

CREDIT CARD # _____

EXP. DATE _____

AUTHORIZED SIGNATURE _____

AUTHORIZED NAME (PLEASE PRINT) _____

CREDIT CARD / PURCHASE ORDER PAYMENTS BY MAIL OR FAX

Mail completed form with credit card or PO payment to:
 PHP 2012 Exhibits Manager
 c/o Hachero-Hill
 11260 Roger Bacon Drive
 Suite 500
 Reston, VA 20190

OR
 Fax completed form with credit card or PO payment to:
 703-964-1246

CHECK PAYMENTS BY MAIL

Mail your **original** CHECK payment with a **copy** of your exhibits application to:
 PHP 2011 Exhibits
 NACCHO LOCKBOX
 PO BOX 79197
 Baltimore, MD 21279-0197

AND FOR FASTER PROCESSING

Mail a **copy** of your CHECK payment with your **original** exhibits application to:
 PHP 2011 Exhibits
 c/o Hachero-Hill
 11260 Roger Bacon Dr., Ste 500
 Reston, VA 20190

QUESTIONS?

Brad Lewis, Exhibit, Sponsorship, and Advertising Sales
 2012 Public Health Preparedness Summit, Phone: 301-622-9386
 E-mail: BradNACCHO@showmngmt.com

Exhibit Rules & Regulations

1. OFFICIAL EXHIBIT SCHEDULE

See the Exhibitor Services Manual for complete show schedule.

2. 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 his or her designee, and all exhibitors must abide by their decisions. Exhibitors must comply with Marriott 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 himself and his employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

3. 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 PHP 2012 Summit must be made on the official PHP 2012 Summit Exhibit Space Application & Contract. The exhibitor fully understands that it becomes a binding contract and the exhibitor is subject to the term 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 PHP 2012 Summit.

4. INCLUDED IN BOOTH SPACE

Please see Prospectus for specific inclusions for exhibitor levels.

5. 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.

6. 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.

7. 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 10' 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 January 20, 2012. No refund will be made if notice of cancellation is received after January 20, 2012. 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 non-refundable 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 PHP 2012 Summit Exhibits Manager.

8. 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 Marriott 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 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.

9. 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 backwalls, etc. at the exhibitor's expense.

10. 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, carpeting 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.

11. 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.

12. CONDUCT

All exhibits will be to serve the interest of the PHP 2012 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 PHP 2012 Summit. 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.

13. EXHIBITOR PERSONNEL

All exhibitors must wear official PHP 2012 Summit 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.

14. 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.

15. 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.

Exhibit Rules & Regulations continued

16. HANDOUT MATERIALS

Promotional give-aways 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 PHP 2012 Summit Exhibits Manager, 11260 Roger Bacon Drive, Suite 500, Reston, VA 20190 by January 10, 2012. No helium balloons or adhesive-backed decals are to be used or given away.

17. 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.

18. 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.

19. 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.

20. 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.

21. 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 Marriott Catering Department.

22. 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 his or her 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 Anaheim, CA, and Marriott harmless from any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within the Marriott 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 Anaheim, CA and Marriott 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 Anaheim, CA; (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 Marriott 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 PHP 2012 Summit; (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.

23. TRADEMARKS

NACCHO will be held harmless for any trademark, tradename, copyright or patent infringement on any printed materials belonging to or distributed by any exhibitor. Use of the Marriott logo, design, trademark, tradename, patent, copyrighted work or symbol must be approved in writing by Marriott's marketing department.

24. 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.

25. LIST PUBLICATION

The list of PHP 2012 Summit exhibitors, in whole or in part, shall not be published other than in PHP 2012 Summit and NACCHO official publications.

26. HOTEL USE

All public function space in the Marriott 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 PHP 2012 Summit or NACCHO 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.

27. VIOLATIONS

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

28. 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.

29. CONTACT

For questions or more information, please contact:
Exhibits Manager
PHP 2012 Summit
11260 Roger Bacon Drive, Suite 500
Reston, VA 20190
Phone: (703) 964-1240
Fax: (703) 964-1246
E-mail: PHPExhibits@conferencemanagers.com