

EXHIBITOR & SPONSOR PROSPECTUS



PUBLIC HEALTH

INFORMATICS

CONFERENCE

August 20–23, 2018
HILTON ATLANTA

CONNECTING SYSTEMS & PEOPLE
TO IMPROVE POPULATION HEALTH

PHICONFERENCE.ORG



Now is the Time to Invest in PUBLIC HEALTH INFORMATICS.

Join the National Association of County and City Health Officials (NACCHO) and the Centers for Disease Control and Prevention (CDC) from August 20–23, 2018 for the next Public Health Informatics Conference.





CONNECTING SYSTEMS & PEOPLE TO IMPROVE POPULATION HEALTH

The Public Health Informatics Conference delivers opportunities to connect with colleagues, share new research, and discover how to navigate the increasingly connected public health enterprise.

Since 2003, the conference has provided a premier venue for groundbreaking discussions and opportunities to address the science of public health informatics, evolving public health systems, and public health's role in our Nation's expanding health information technology (IT) infrastructure.

The theme for the 2018 PHI Conference is *Connecting Systems and People to Improve Population Health*. To support this theme, the conference will feature sessions that explore the following topic areas:

❖ Topic 1: Information Systems

Specific topics may include: highlights of technical aspects of information systems; IT infrastructure; interoperability (within and across agencies representing various sectors); health information exchange; data quality; and change management

❖ Topic 2: Governance

Specific topics may include: strategy; law; policy; standards; data security; and privacy

❖ Topic 3: Informatics Workforce and Leadership Development

Specific topics may include: teaching, training, and applying core skills in informatics; leadership; strategic thinking; communicating (informatics concepts and the value proposition); and engaging stakeholders

❖ Topic 4: Innovations and Novel Applications

Specific topics may include: new and existing hardware (e.g., devices, diagnostics) and software (e.g. blockchain, Fast Healthcare Interoperability Resources [FHIR], geographic information system [GIS]) technologies; sources generating and using big data; leveraging open source software; health information exchange; applications to addressing problems affecting population health; clinical decision support; natural language processing; and making use of unstructured data

❖ Topic 5: Informatics-Based Solutions to Improving Population Health

Specific topics may include: approaches to addressing problems affecting population health pertaining to a variety of topic areas (e.g., chronic diseases, communicable diseases, natural disasters, preparedness, opioids, immunization, health inequities); conducting and translating research; and accessing, analyzing, and visualizing data across different sectors

❖ Topic 6: Laboratory Informatics

Specific topics may include: laboratory information systems, bioinformatics; advanced molecular detection; genomics

With the rapid implementation of global healthcare IT initiatives and accelerated developments, there is no better time than now to learn about and invest in public health informatics.

WHY EXHIBIT?

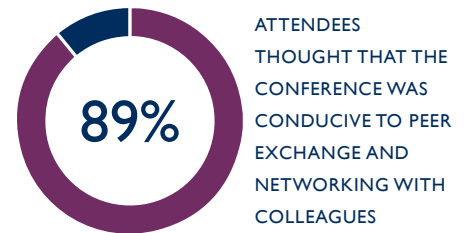
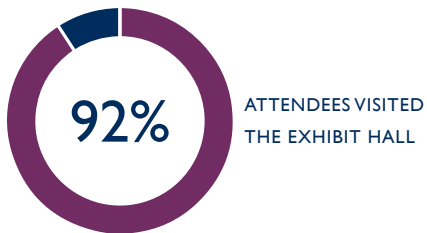
- ❁ Showcase your organization's products and expertise in health information network technologies, services, and solutions to an expected 1,200 attendees.
- ❁ Increase your brand exposure to the attendees while increasing cross-industry collaborations in healthcare IT between industry and government.
- ❁ Connect with public health providers looking for solutions to navigate through a new era of public health informatics.



ATTENDEE DEMOGRAPHICS

Your exhibit and sponsorship will put you in front of nearly 1,200 attendees from across the country including:

- ❖ IT-focused healthcare professionals
- ❖ Public health program staff
- ❖ Terrorism preparedness staff
- ❖ Informatics researchers and academic leaders
- ❖ Community organizations
- ❖ Healthcare researchers





PREVIOUS ATTENDEE TITLES

Administrator, Office of Health Statistics	Deputy, Surveillance & Information Support Branch	Head, Terminology QA & User Services
Application Developer	Dir. Child, Adolescent & Family Health	Health and Disability Fellow
Applied Public Health Informatics Fellow	Director Center for Public Health Practice	Health Director
Applied Sciences Branch Chief	Director of Biomedical Informatics	Health Education Specialist
Assistant Bureau/Project Director	Director of Cancer Informatics	Health Informatics Program Manager
Associate Director for Informatics	Director of Electronic Health Record Interoperability	Health Informatics Scientist
Branch Chief - Health Scientist	Director of Epidemiology & Public Health Practice	Health Officer
Business and Clinical Change Management Lead	Director of Health Information Exchange	Health Policy analyst
Business Architect	Director of Informatics, Quality Assurance and Central Laboratory Services	Health Scientist
Business Manager	Director of Information Technology	Infectious Disease Epidemiologist
Chief Information Officer	Director, Communicable Disease Control Division	Informatics
Chief of Staff	Director, Global Disease Detection Operations Center	Informatics Architecture/PHIN Section Chief
Chief Science, Epidemiology Research Associate	Director, Informatics	Informatics Director
Chief, Public Health Informatics and VPD Epidemiology	Director, Practice Support	Information & Fiscal Manager
Chief, Statistics, Programming & Economics Branch	Director, Public Health Informatics Policy	Information Systems Analysis Manager
Data Administrator and Integration Manager	Director, Public Health Informatics, Epidemiology and Surveillance	Information Systems Analyst
Data Analyst	Electronic Disease Surveillance Program Manager	Information Technology
Deputy Director, Health Technology Solutions	Epidemiologist	International Collaborator
Deputy Division Director	Global Monitoring and Evaluation Fellow	International Informatics Consultant
Deputy Health Officer		Interoperability Coordinator
		Interoperability Director
		ISSS
		IT Project Manager



PREVIOUS ATTENDEE TITLES CONTINUED

IT Systems Manager	Principal Research Analyst	Sr. Director, Infectious Diseases
Knowledge Management and Quality Improvement Coordinator	Professor, Health Management and Policy	Sr. Information Systems Analyst
Laboratory Surveillance Supervisor	Program Analyst	Sr.VP of Experience Design
Lead DBA - Health-IT	Public Health Informatics Officer	State Epidemiologist
Lead IMATS Architect	Public Health Nurse	Statistical Unit Director, Division of Epidemiology
Management Analyst II	Public Health Project Manager	Strategic Account Manager
Management Official	Quality Assurance Analyst	student
Manager, CDE Division - Senior Epidemiologist	Regional Surveillance Systems / Database Manager	Surveillance and Informatics Administrator
Manager, Health Information Technology	Research Projects Manager	SVP - Health & Compliance
Manager, Informatics Program	Research Scientist	Systems Analyst
Managing Director	Senior Advisor for HIT	Systems Analysts
Managing Partner	Senior Advisor for Informatics	Systems Engineer
Managing Senior Fellow	Senior Analyst / Project Specialist	Systems Manager
Masters of Health Informatics Student	Senior Applications Analyst	Team Leader, Hospital Care Team
MDSS & GIS Coordinator	Senior Attorney	Technical Project Manager
Medical Epidemiologist	Senior Director Informatics	Training Manager
MEDSIS Program Manager	Senior Director, Public Health Programs	VEDSS Manager
NCHHSTP Informatics Associate Director	Senior Epidemiology Specialist	VFC Coordinator
NEDSS Administrator	Senior Health Informatician	Vice President Research
NEDSS Coordinator	Senior Informaticist	VP Business Development
NEDSS Section Chief	Senior Informatics Analyst	VP Quality and Regulatory
Open Source Community Manager	Senior Program Analyst	VP Regulatory Strategy
Operations Manager	Senior VP, Healthcare	Web & Social Media Lead
		WEDSS Informaticist

EXHIBIT HALL HOURS & PRICING

The Conference takes place from August 20–23, at the Hilton Hotel in Atlanta, Georgia. The Exhibit Hall will be open for 2 of these 4 days to allow maximum traffic.

EXHIBITOR MOVE-IN

Monday, August 20

1:00–5:00 PM

EXHIBIT HALL OPEN

Tuesday, August 21

10:30 AM–6:30 PM ❄️ Hall Open

12:30–2:00 PM ❄️ Lunch in Exhibit Hall

5:00–6:30 PM ❄️ Opening Reception in Exhibit Hall

Wednesday, August 22

10:30 AM–5:00 PM ❄️ Hall Open

12:30–2:30 PM ❄️ Lunch in Exhibit Hall

EXHIBITOR MOVE-OUT

Wednesday, August 22

5:00–8:00 PM

EXHIBIT PACKAGES AND FEES

The exhibit booth package includes:

- One 6' x 30" draped table
- Two side chairs
- One wastebasket
- Electricity
- 8' high back drape and 3' high draped side rails
- 7" x 44" identification sign
- Company name and description listed in directory
- One full complimentary meeting registration
- Two (2) complimentary exhibits-only registrations (for booth staff)
- One complimentary post-meeting attendee list

STANDARD FEE

Commercial/Government Vendor

\$2,500 ❄️ per linear 10x10 space

Non-Profit Organization Vendor

\$1,700 ❄️ per linear 10x10 space

Corner Booth Premium

\$100 ❄️ per corner in addition to booth fee



PREVIOUS EXHIBITORS

Acentia

Appian

Association of State & Territorial
Health Officials

Atlas Medical

Bitscopic

Cadence Group

Care Evolution, Inc.

CGI Federal

Consilience Software

Council of State and Territorial
Epidemiologists

CureMD

Deloitte Consulting

Department of Health and Human
Services

Emory University

Environmental Systems Research
Institute, Inc.

ESRI

Genesis Systems Inc.

H-Dox

IBM

ICF International

International Society for Disease
Surveillance

JFIT

Leidos

Live Hires Technologies

Mercer University

Netsmart

Orion Health

OZ Systems

PricewaterhouseCoopers (PWC)

Public Health Informatics Institute

SAS Institute Inc.

Social & Scientific Systems

SRA International

University of Illinois at Chicago

University of Minnesota

Varonis

Walden University





EXHIBIT HALL MAP



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EXHIBITOR CONTRACT

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 E-MAIL ADDRESS

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

SECONDARY CONTACT'S DAYTIME TELEPHONE NUMBER AND E-MAIL

COMPANY E-MAIL (TO BE PUBLISHED)

COMPANY WEBSITE (TO BE PUBLISHED)

COMPANY PHONE NUMBER (TO BE PUBLISHED)

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. _____

BOOTHS INCLUDE:

- 3' draped sidewalls and 8' back drape
- 7"x44" booth identification sign
- One 6' skirted table, 2 chairs, wastebasket
- One (1) full conference registration per 10x10 booth purchased
- Two (2) exhibit hall only booth badges for staff per 10x10 booth purchased
- Listing in the exhibitor directory
- One complimentary post-meeting attendee list containing names and mailing addresses, according to attendee privacy preferences
- Electricity

* The exhibit hall is already carpeted, so no additional carpet purchase is necessary.

BOOTH PRICING

TYPE OF BOOTH	COST	QUANTITY	SUBTOTAL
Commercial/Government Vendor per linear 10x10 space	\$2,500	x _____	= _____
Non-Profit Organization Vendor per linear 10x10 space	\$1,700	x _____	= _____
Corner Booth Premium per corner in addition to booth fee	\$100	x _____	= _____



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EXHIBITOR CONTRACT CONTINUED

PAYMENT METHOD (check one)

Return this application and contract with a deposit of 50% of the total cost of the requested exhibit space. Once the deposit is received by NACCHO, space will be assigned, and a confirmation of booth space assignment will be sent. The balance of your payment will be due on or before June 21, 2018. Purchase of Exhibit space after June 21, 2018 must be accompanied by payment in full for the entire cost of space requested. All payments must be made in U.S. funds drawn on U.S. banks, payable to NACCHO. Checks not drawn on U.S. banks will be returned.

- 50% DEPOSIT (BALANCE DUE)
- APPLY FULL PAYMENT NOW
- CHECK # (payable to NACCHO) _____
- GOVERNMENT PURCHASE ORDER (attached signed, authorized PO) # _____

- VISA MASTERCARD AMERICAN EXPRESS DISCOVER

CREDIT CARD # _____

EXP. DATE _____ CVV CODE _____

AUTHORIZED NAME (please print) _____

AUTHORIZED SIGNATURE _____

BILLING ADDRESS _____

AGREEMENT

I hereby apply for exhibit space at Informatics 2018 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 Hotel Atlanta 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. If your exhibit contract is received after June 21, 2018, your company will be listed in the online exhibitor directory and the mobile app but may not be included in the printed on-site exhibitor directory.

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

NAME (PLEASE PRINT) TITLE _____

PHONE _____ EMAIL _____

STOP!
PLEASE READ: Credit card numbers are accepted ONLY by FAX. DO NOT submit credit card payments by e-mail or standard mail.
FAX TO: 703-964-1246
Questions? Contact: InformaticsExhibits@conferencemanagers.com

REFUND/CANCELLATION POLICY

Refunds are limited to exhibit fees paid. To qualify for a 50% refund, a written cancellation must be received by the Informatics Exhibits Manager no later than June 21, 2018. No refunds will be given after June 21, 2018. Cancellation requests should be sent via e-mail to InformaticsExhibits@conferencemanagers.com or by fax to 703-964-1246.

AND FOR FASTER PROCESSING

Mail a copy of your CHECK payment with your original exhibits application to:
Informatics 2018 Exhibits
512 Herndon Parkway, Ste D
Herndon, VA 20170

QUESTIONS?
For billing please contact:
Phone: 703-964-1240 ext. 170
E-mail: InformaticsExhibits@conferencemanagers.com

For exhibits sales please contact:
Phone: 301-200-4616
E-mail: informatics@sponsorshipboost.com



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EXHIBITOR 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 the Hilton Hotel Atlanta 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 2018 Informatics Conference must be made on the official 2018 Informatics Conference 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 2018 Informatics Conference.

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 June 21, 2018. No refund will be made if notice of cancellation is received after June 21, 2018. 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 nonrefundable 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 2018 Informatics Conference 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 Hilton Hotel Atlanta 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 back walls, 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 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 2018 Informatics 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 2018 Informatics Conference. 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 2018 Informatics Conference 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.



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EXHIBITOR RULES & REGULATIONS CONTINUED

16. HANDOUT MATERIALS

Promotional giveaways 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 2018 Informatics Conference Exhibits Manager, 512 Herndon Parkway, Ste D, Herndon, VA 20170 by June 21, 2018. 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 Hilton Hotel Atlanta 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 Atlanta, GA, and the Hilton Hotel Atlanta harmless from any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within the Hilton Hotel Atlanta 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 Atlanta, GA and Hilton Hotel Atlanta 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 Atlanta, GA; (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 Hilton Hotel Atlanta 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 2018 Informatics Conference; (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, trade name, copyright or patent infringement on any printed materials belonging to or distributed by any exhibitor. Use of the Hilton Hotel Atlanta logo, design, trademark, trade name, patent, copyrighted work or symbol must be approved in writing by the Hilton Hotel Atlanta 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 2018 Informatics Conference exhibitors, in whole or in part, shall not be published other than in 2018 Informatics Conference and NACCHO official publications.

26. HOTEL USE

All public function space in the Hilton Hotel Atlanta 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 2018 Informatics Conference 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
2018 Informatics Conference
512 Herndon Parkway, Suite D
Herndon, VA 20170
Phone: (703) 964-1240 ext. 160
Fax: 703-964-1246
E-mail: InformaticsExhibits@conferencemanagers.com

SPONSORSHIPS

Increase your brand exposure while increasing cross-industry collaborations in healthcare IT between industry and government.

Exhibitor Learning Session ❄️ \$3,500

Engage more fully with attendees by integrating presentations into the conference program.

By hosting your own exhibitor educational session, you can reach attendees in an educational manner. You get your own room for 60 minutes (45 minutes to present a topic of interest to attendees—not a sales pitch but a helpful discussion of your solution, involving participation by your clients—and 15 minutes for Q&A.) These session descriptions are listed in the program. There will only be one exhibitor session per time slot. To help market this session, you will also receive:

- A description of your session on the website and conference program.
- 1 pre-conference e-blast with your session information.
- Onsite signage with listing of all exhibitor learning sessions and your company logo.
- A push alert through meeting app to remind attendees on the day of your session.

Please note: As a session sponsor, you agree to provide your title, description, and list of presenters to the planning committee chair for review and approval. All sponsored sessions must feature a presenter working in the field of public health and representing a local, state, federal, or academic perspective.

Tuesday, August 21 & Wednesday, August 22

10:30 AM–11:30 PM

1:30–2:30 PM

3:00–4:00 PM

4:15–5:15 PM

We will provide the following A/V Equipment:

- One LCD projector
- One screen
- One podium microphone
- Sound amplification and mixer system
- VGA switcher

(Presenters must bring their own laptops)



Lanyards ❄️ \$6,000

Place your company logo on the official Informatics 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! Your logo will be seen on all official photographs too.

Hotel Key Cards ❄️ \$6,000

Have your company's logo and custom graphics appear on one of the most important items attendees will be carrying—their hotel room key cards. The key cards are distributed during hotel check-in and will be carried by attendees for the duration of the conference. This is a great way to be at everyone's fingertips!

ReCharge Lounge ❄️ \$5,000

Informatics will offer a ReCharge lounge for attendees in a high traffic area. Attendees can get a quick "jump start" for mobile devices, laptops and tablets that are about to run out of battery power. Each lounge will have:

- 1 column wrap (3 panels for your custom graphics- approx. size 3' wide x 8' tall)
- 1 charging station
- 1 large floor sticker (your custom graphics)

Directional Signage ❄️ \$5,000

Advertise with company graphics and logos on five directional signs. These double-sided signs measure 1 meter wide x 3 meters tall. Sponsors have the entire back side for their graphics.

Pocket Program ❄️ \$5,000

This handy fold-able pocket program has the Schedule at a Glance and the exhibit hall map and abstract poster categories. This program will be distributed to each attendee in their tote bag. Your custom graphics will be displayed on the back cover. (approximate size 3" wide x 7" tall)

Conference Tote bag Insert ❄️ \$1,500 each

Take your message directly to Informatics attendees by placing your company flyer in each conference tote bag. Informatics must approve all tote bag inserts before printing. Sponsor is responsible for printing and shipping 1,500 flyers.





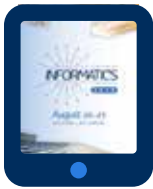
Email Banner
\$1,000 (current exhibitor) ❄️
\$1,800 (not exhibiting) ❄️
only 4 available

Send your custom message and graphics out to all attendees prior to the Summit with a custom email banner/message in an official Preparedness Summit eblast.



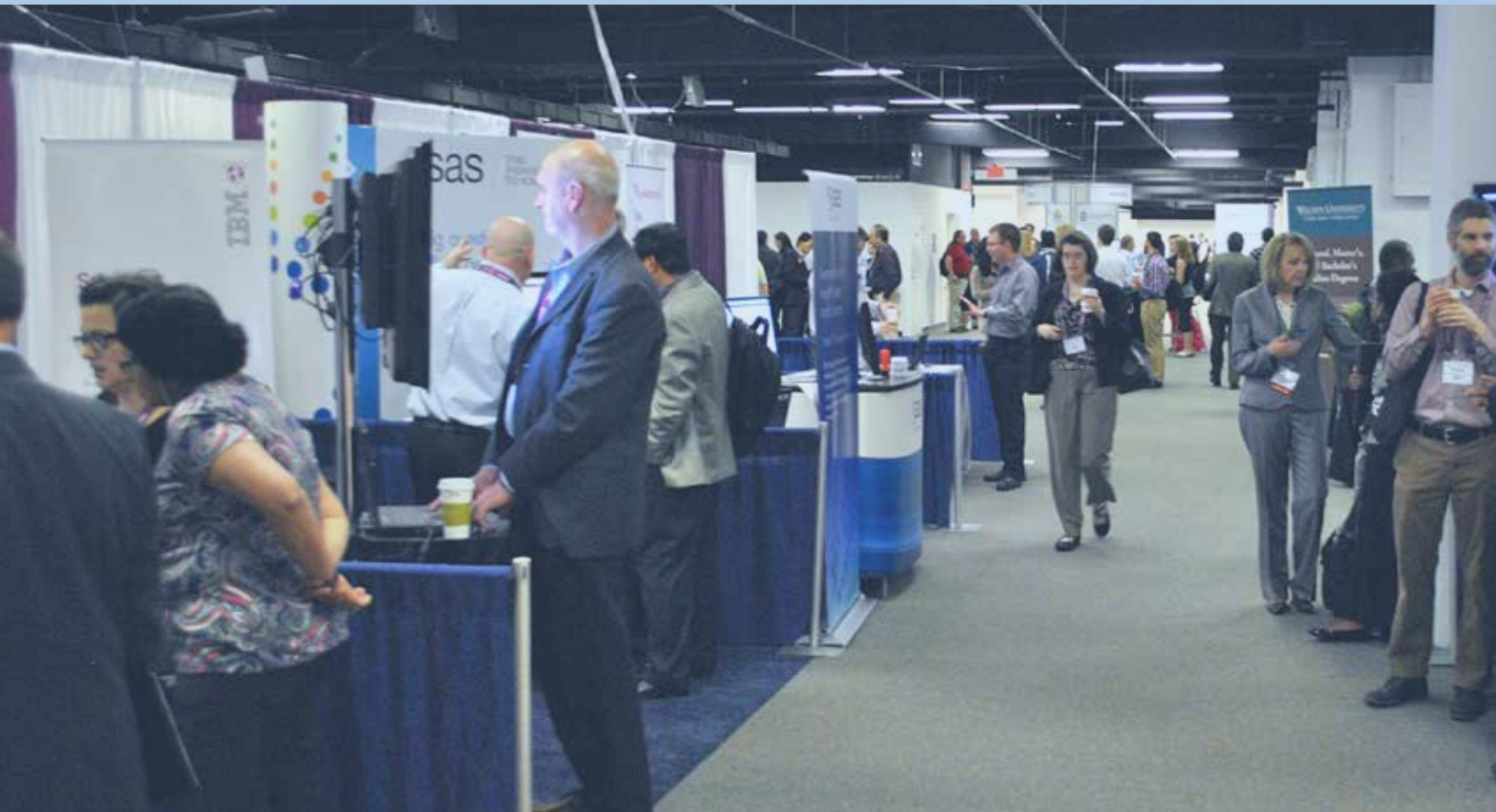
App – Push Notifications ❄️ **\$400**

Send out a text alert to each attendee through the app! This alert will pop up on each attendee's phone, if they have downloaded the app. The text is limited to 230 characters. Remind attendees to stop by your booth, announce a raffle or showcase a product demonstration time.



App—Landing Page Ad
\$1,200 (current exhibitor) ❄️
\$2,000 (not exhibiting) ❄️
Only 1 available

Attendees search for sessions, see updates instantly, and communicate with each other through social media on the APP. Attendees will see the flash landing page first – each time that they open the app. Your custom graphics will appear on this page.





CONNECTING SYSTEMS & PEOPLE TO IMPROVE POPULATION HEALTH

SPONSORSHIP CONTRACT

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 E-MAIL ADDRESS _____

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

SECONDARY CONTACT'S DAYTIME TELEPHONE NUMBER AND E-MAIL _____

COMPANY E-MAIL (TO BE PUBLISHED) _____

COMPANY WEBSITE (TO BE PUBLISHED) _____

COMPANY PHONE NUMBER (TO BE PUBLISHED) _____

PAYMENT METHOD (check one)

Full payment is due with this signed agreement. If this payment has not been received within 3 weeks, the item will be released and this commitment form will be declared null and void so that the item may be reassigned. Your confirmation email will outline any additional specifications, deadlines, restrictions, or inclusions depending on chosen item(s).

CHECK # (payable to NACCHO) _____

GOVERNMENT PURCHASE ORDER (attached signed, authorized PO) # _____

VISA MASTERCARD AMERICAN EXPRESS

CREDIT CARD # _____

EXP. DATE _____ CVV CODE _____

AMOUNT TO BE CHARGED _____

AUTHORIZED NAME (please print) _____

AUTHORIZED SIGNATURE _____

BILLING ADDRESS _____

SELECTION

Item: _____ Price: _____

Item: _____ Price: _____

Item: _____ Price: _____

Item: _____ Price: _____

Item: _____ Price: _____

Item: _____ Price: _____

Item: _____ Price: _____

Item: _____ Price: _____

Item: _____ Price: _____

Item: _____ Price: _____

TOTAL: = \$ _____



CONNECTING SYSTEMS & PEOPLE TO IMPROVE POPULATION HEALTH

SPONSORSHIP CONTRACT CONTINUED

REFUND/CANCELLATION POLICY

Any company that cancels all or part of this commitment will not receive a refund and the Conference will retain as liquidated damages all monies paid.

QUESTIONS?
703-964-1240
informatics@sponsorshipboost.com

CHECK PAYMENTS

Public Health Informatics Conference
P.O. Box 79197
Baltimore, MD 21279-0197

AGREEMENT

I hereby contract for commitments as selected above for the Public Health Informatics Conference 2018 and fully understand that this form shall become a binding contract. The exhibition and all commitments are 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, sponsors, and supporters must abide by their decisions. Supporters must comply with all Hilton Hotel Atlanta 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 sponsor. Each sponsor, 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 _____