

2016  
EXHIBIT,  
SPONSORSHIP,  
AND EVENTS  
PROSPECTUS

OncologyNurseAdvisor



# Charting Our Direction

April 7-9, 2016  
Gaylord Palms Resort &  
Convention Center  
Orlando, Florida

[ONANavigationSummit.com](http://ONANavigationSummit.com)

haymarketoncology

## Welcome!

*Oncology Nurse Advisor (ONA)* is a trusted online and print resource for nurses, nurse navigators, and other health care professionals working in the cancer care field. By looking at trends in oncology care and listening to the needs of our readership, we have become acutely aware of the significant need for education specifically geared toward oncology nurse navigators.



In response to the overwhelming success of last year's event, *ONA* looks forward to hosting the second annual Oncology Nurse Advisor Navigation Summit from April 7-9, 2016, in Orlando, FL. The focus of the Summit remains, first and foremost, to provide quality oncology navigation education to individuals who treat patients with

cancer. Attendees will include patient navigators, nurse navigators, oncology nurse navigators, patient advocates, and other health care professionals who are interested in topics in oncology navigation.

The ONA Navigation Summit will address the practical needs of oncology navigators and health care professionals—both new navigators looking to gain insight and knowledge about the field and experienced nurses looking to further develop their knowledge and programs. Over the course of 3 days, attendees will hear lectures from expert speakers on topics such as treating an aging population; navigating patients with comorbidities; the evolution of the role of the navigator; communicating with high-risk populations; and disease-specific, clinically focused sessions related to skin, hematologic, breast, lung, gynecologic, and gastrointestinal cancers.

The ONA Navigation Summit sessions and exhibit hall will provide exhibitors with unique opportunities to network with oncology health care professionals from across the United States and to showcase new technologies, pharmaceutical products, and oncology-dedicated non-profit societies and organizations. In fact, the Summit provides exhibitors with 8 unopposed exhibit hours with which to interact with attendees.

We hope you will join us for this important conference.  
Look forward to seeing you there!

Chad Holloway, Publisher, Haymarket Oncology

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## LOCATION

### Gaylord Palms Resort & Convention Center

6000 West Osceola Parkway  
Kissimmee, FL 34746

To make a reservation, call (877) 491-0442 and mention the **ONA Navigation Summit** to receive the discounted rate. You can also make room reservations on the Summit website at [ONANavigationSummit.com](http://ONANavigationSummit.com)

## Advisory Board



**Cynthia Cantril, RN, MPH, OCN**  
**ONA Navigation Summit**  
**Advisory Board Chair**

Director of Cancer Support Service &  
 Patient Navigation  
 Sutter Pacific Medical Foundation  
 Santa Rosa, California



**Pamela J. Haylock, PhD, RN, FAAN**

Adjunct Faculty, Schreiner University  
 Kerrville, Texas



**Diane McElwain, RN, OCN, M.Ed.**

Nurse Coordinator  
 York Cancer Center  
 York, Pennsylvania



**Jean B. Sellers, RN, MSN**

Administrative Clinical Director  
 UNC Cancer Network, UNC Lineberger  
 Comprehensive Cancer Center  
 University of North Carolina, Chapel Hill  
 Chapel Hill, North Carolina



“Haymarket Oncology and *Oncology Nurse Advisor* have recognized the need for quality

education for oncology navigators. They have created an exciting and relevant conference that addresses hot topics pertinent to all oncology navigators. The ONA Navigation Summit is THE meeting for navigators planned by experienced navigators where attendees will engage with presentations by expert speakers. The session topics get to the heart of issues that navigators face on a day-to-day basis, making this event a calendar must for every oncology navigator.”

—Cynthia Cantril, RN, MPH, OCN



“Every detail associated with the Oncology Nurse Advisor Navigation Summit promotes an

environment conducive to a superior professional learning experience: a variety of topics to address diverse needs of navigators; comfortable classroom and round-table seating; and, breaks afford attendees, presenters, and exhibitors ample opportunities to meet, connect and enjoy meaningful discourse.”

—Pamela J. Haylock, PhD, RN, FAAN

## 2015 Attendee Demographics\*

### Attendee Profile\*

**58%** Oncology nurse navigator

**17%** Administrator

**9%** Care coordinator/Patient advocate

**16%** Other

### Most Common Cancer Types/Disorders Treated by Attendees\*

- Bladder Cancer
- Brain Cancer
- Breast Cancer
- Cervical Cancer
- Colorectal Cancer
- Head and Neck Cancers
- Hodgkin Disease
- Leukemia
- Lung Cancer
- Lymphoma
- Multiple Myeloma
- Ovarian Cancer
- Pancreatic Cancer
- Prostate Cancer
- Renal Cancer
- Sarcoma
- Skin Cancer/Melanoma
- Testicular
- Uterine Cancer

### Symptoms and side effects managed by attendees \*

- Pain
- Fatigue
- Nausea and vomiting
- Mucositis/stomatitis
- Infections
- Anemia
- Lymphedema
- Skin irritation
- Hair loss
- Fever
- Sore mouth
- Diarrhea
- Constipation
- Loss of appetite
- Pain or difficulty swallowing
- Edema
- Cough
- Muscle or joint pain

\* Based on data from the *Oncology Nurse Advisor* Navigation Summit Annual Conference, June 26-28, 2015.



# Oncology Nurse Advisor Print and Online Demographics

**ONCOLOGY NURSE ADVISOR (ONA)** offers clinical updates and evidence-based information relevant to the oncology nurse community, including coverage of recent oncology news, information on handling and administration of chemotherapy drugs, side effect management, and disease-specific treatment advances.

## ONA CONTENT INCLUDES:

- Daily news articles on recent disease-specific research
- Up-to-date oncology drug information
- Patient information and fact sheets
- CE activities
- Point-of-care guides and tools
- Coverage of key research from oncology conferences
- Expert perspectives on topics such as side-effect management, survivorship issues, patient education and navigation, safe handling and administration of medications, and the impact of genomics/genetics on cancer treatment
- Information on best practices for communication with patients, caregivers, and the cancer care team
- Videos related to important topics in oncology care

ONA recognizes the significant contribution of nurse navigators to the effective care of patients with cancer. As a response to the need for information and education specifically geared toward this role, Haymarket Oncology developed the second annual Navigation Summit.



Print Circulation **25,000**



Digital Reach

**150,000** page views per month

**85,000** unique visitors per month

**18,000** newsletter opt-ins

## Who Should Exhibit and Why

Any company or organization who provides products and services to both oncology health care professionals as well as patients with cancer including:

- Pharmaceutical and biotech companies
- Oncology device manufactures
- Patient education and support companies
- Professional oncology associations, organizations, and societies
- Tumor-specific foundations and coalitions
- Young adult cancer organizations
- Training programs and program development resources
- Navigation documentation software
- Prescription programs

### TARGET AUDIENCE

This Summit is designed to meet the educational needs of numerous key practitioners and decision-makers involved in oncology navigation working in a broad spectrum of settings including large teaching hospitals, nonprofit and for-profit hospitals, cancer centers, and insurance providers.

### ATTENDEES INCLUDE:

- Oncology nurses
- Oncology nurse navigators
- Clinical nurse specialists
- Oncology case managers
- Hospital administrators
- Patient navigators

### 2015 EXHIBITORS

Abbvie • Amber Pharmacy • American Lung Association • American Regent, Inc. • Annie Appleseed Project • AstraZeneca • Avella • Bayer Healthcare Biodesix, Inc. • Bristol-Myers Squibb • CancerCare • Celgene Corporation • Colorado Cancer Coalition • Cordata Healthcare Innovations • CUROS Equicare Health, Inc. • Genentech • Gilead Sciences • GiveForward • Incyte • Insys Therapeutics • INVITAE • Lilly Oncology • Lung Cancer Alliance • Merck & Co., Inc. • Novartis Oncology • Oncology Nurse Advisor • Pack Health • Pfizer • Polaris Health Directions • Ready for Recovery Cancer Treatment Planners • ReproTech, Ltd. • Sanofi • Seattle Genetics • Sigma-Tau Pharmaceuticals • Taiho Oncology • Takeda Oncology

**EXHIBITORS WILL HAVE VALUABLE OPPORTUNITIES TO:**

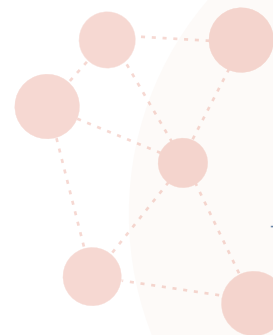
**Engage** with practicing oncology nurses and nurse navigators



**Increase** brand recognition within the oncology nurse and nurse navigator audience



**Network** with key opinion leaders in the field of oncology nursing



## Exhibit Packages

### 8'x10' EXHIBIT BOOTH:

- For profit rate: \$2,750
- Non-profit rate: \$1,500

### TABLETOP:

- \$775

### EXHIBIT BOOTH PACKAGE INCLUDES:

- 8'-high back drape and 3'-high side drape (8'x10' booth only)
- One 6'x30" draped table
- Two side chairs
- Wastebasket
- One 7"x44" identification sign (8'x10' booth only)
- Two exhibitor badges
- Meals for each day of the conference for 2 exhibitor staff
- Listing on meeting website with link
- 50 word company description on website
- Custom HTML dedicated email with 20% discount off attendee registration (sent by sponsor)
- Participation in passport challenge (8'x10' booth only)

Exhibit service kits, shipping details, and address labels, along with optional show services, will be sent to each registered exhibitor prior to the meeting. These optional services include, but are not limited to, furnishings, carpet, electrical, Internet, audiovisual, and shipping.

### TO BECOME AN EXHIBITOR PLEASE CONTACT:

#### Emily Andrews

(Office) 646-638-6034

(Cell) 347-416-2474

emily.andrews@haymarketmedia.com

#### Chad Holloway

(Office) 201-799-4878

(Cell) 908-256-5920

chad.holloway@haymarketmedia.com



## Exhibit Program

### Exhibitor Hours

#### THURSDAY, APRIL 7, 2016

2:00–4:00 PM	Exhibit Hall Opens
6:30–8:00 PM	Welcome Reception/Poster Session Opening

#### FRIDAY, APRIL 8, 2016

7:00–8:00 AM	Breakfast with Exhibitors and Morning Round Tables
10:30–11:00 AM	Break/Exhibits
12:00–1:00 PM	Lunch with Exhibitors
2:30–3:00 PM	Break/Exhibits

#### SATURDAY, APRIL 9, 2016

7:00–8:00 AM	Breakfast with Exhibitors and Morning Round Tables
10:45–11:15 AM	Break/Exhibits



#### EXHIBITOR REGISTRATION, SETUP, AND DISMANTLING

Each exhibitor must be registered. Exhibitor badges and registration packets may be picked up at the onsite registration desk. Metropolitan Exposition will have a service desk in operation at the time of installation and dismantling of the exhibits. Metropolitan Exposition will direct and manage the following services: exhibitor service kit, signage, installation and dismantling labor, electrical, and shipping.

#### INSTALLATION

The exhibit hall will open to exhibitors at 9:00 AM on Thursday, April 7, 2016, for exhibit installation. All exhibits must be set up and all aisles cleared by 1:00 PM on Thursday, April 7, 2016.

#### DISMANTLING

The official closing time of the exhibit hall is 11:15 AM on Saturday, April 9, 2016. All exhibit material must be packed and ready for removal from the exhibit area no later than 1:15 PM on Saturday, April 9, 2016.





# navigation SUMMIT

## Exhibit Space Agreement

### Please Print or Type

Organization Name

Contact Name

Title

Billing Address

City

State

Zip

Phone

Fax

Email

Signature

Organization Name for Meeting Materials (how you would like your name to appear on website, in print, and on Exhibit Floor)

Organization Website for Summit Website

### Exhibitor Booth Pricing

**8' x 10' booth** at \$2,750 (for profit) × \_\_\_\_\_ booth(s) = \$\_\_\_\_\_ (total amount)

**8' x 10' booth** at \$1,500 (non-profit) × \_\_\_\_\_ booth(s) = \$\_\_\_\_\_ (total amount)

**Tabletop** at \$775 × \_\_\_\_\_ tabletop(s) = \$\_\_\_\_\_ (total amount)

**Additional Exhibitor Badges** at \$50/each × \_\_\_\_\_ badge(s) = \$\_\_\_\_\_ (total amount)

**Total Sponsorship \$\_\_\_\_\_**

### Payment Information

**Payment Method:**  Check  Credit Card  Send Invoice (Due Net 30)

**Card Type:**  Visa  MasterCard  AmEx

(your statement will reflect payment to Haymarket Media)

Account Number

Exp Date

Printed Name on Card

CSC/Security Code

Credit Card Billing Address

City, State

Billing Zip

E-mail Address for Payment Confirmation

Authorized Signature

The person signing this certifies that he/she has the authority to sign this contract and has read and accepts the Terms & Conditions on page 14 of this prospectus.

**Contracts can be emailed or faxed to Tara Means.**

#### EMAIL

tara.means@  
haymarketmedia.com

#### FAX

(201) 799-4820

Payments must be received by March 24, 2016, in order to be guaranteed admission. Make checks payable to Haymarket Media (with ONA Navigation Summit in memo field) and mail to:

Haymarket Media, Inc.  
PO Box 536331  
Pittsburgh, PA 15253-5905

#### Cancellations

If cancellation is received by March 7, 2016, a 50% refund will be credited. After that time, there will be no refunds for cancellations.

#### FOR OFFICIAL USE ONLY

Date Received: \_\_\_\_\_

Date of Assignment: \_\_\_\_\_

Total Cost \$: \_\_\_\_\_

Payment Received: \_\_\_\_\_

Check #: \_\_\_\_\_

Payment Forwarded to  
Accounting: \_\_\_\_\_

## Corporate Sponsorship Levels

	<b>PLATINUM</b> \$25,000	<b>GOLD</b> \$15,000	<b>SILVER</b> \$10,000
8' × 10' Booth	×	×	×
Sponsor Recognition on Summit Website — Logo With Link and Company Description	100 words	75 words	50 words
Sponsor Listing in On-Site Program Guide	×	×	×
Sponsor Recognition on Signage at the Summit	×	×	×
Passport Challenge	×	×	×
Exhibit Badges	6	4	4
Full Conference Registration Badges	6	4	2
Conference Bag Insert	×	×	×
Sponsor Level Ribbon on Staff Badges	×	×	×
Conference Guide Ad	Full page / Cover position	Full page	Half page
Premier Booth Location	×	×	×
Breakfast Round Table <sup>1</sup>	×	×	
Co-Sponsorship (breaks)	×	×	
Logo on Conference Bag	×		
Door Drop (1)	×		
Verbal Recognition During Welcome	×		

**1. Breakfast round table includes:** Two 20-minute time slots (7:00–7:20 AM and 7:30–7:50 AM), banquet table with tumor type/topic signage and sponsor logo, sponsor acts as moderator of table, round table sign up at Summit registration table, round table listing with sponsors logo in on-site conference guide.

### TO BECOME A PLATINUM, GOLD, OR SILVER SPONSOR PLEASE CONTACT:

**Emily Andrews** (Office) 646-638-6034, (Cell) 347-416-2474; emily.andrews@haymarketmedia.com

**Chad Holloway** (Office) 201-799-4878, (Cell) 908-256-5920; chad.holloway@haymarketmedia.com

# navigation SUMMIT

## Sponsorship Opportunities

### PRODUCT THEATERS

\$25,000/each	<b>Breakfast</b>	Two slots available: Friday, April 8, or Saturday, April 9
\$35,000/each	<b>Lunch</b> <b>SOLD</b>	One slot available: Friday, April 8
\$30,000/each	<b>Dinner</b>	One slot available: Friday, April 8
<b>Product theater includes:</b> 60-minute time slot, room setup, food and beverage, basic audio/visual package, PT conference bag insert, PT full page, 4/C ad in on-site guide, PT listing in on-site conference guide, PT listing on meeting website, PT on-site signage.		

### BREAKFAST ROUND TABLES

\$2,000	<b>For Profit Booth Add On (3 available per time slot per day)</b>	Time slots available: Friday, April 8: 7:00–7:20 AM and 7:30–7:50 AM Saturday, April 9: 7:00–7:20 AM and 7:30–7:50 AM
<b>Breakfast round table includes:</b> Two 20-minute time slots on Friday and Saturday (7:00–7:20 AM and 7:30–7:50 AM), banquet table with tumor type/topic signage and sponsor logo, sponsor acts as moderator of table, round table sign up at Summit registration table, round table listing with sponsors logo in on-site conference guide.		

### ACTIVITIES

\$12,000 (limit 1)	<b>Welcome Reception/ Poster Session Opening</b>	Thursday, April 7: 6:30–8:00 PM <b>Be the exclusive sponsor of the welcome reception held in the exhibit hall.</b> Company logo will be displayed on welcome reception signage and drink tickets handed out to each attendee.
\$7,500/each	<b>Breakfast Sponsorship</b>	Available Friday, April 8 and Saturday, April 9: 7:00–8:00 AM Sponsor logo will be displayed on breakfast with the exhibitors signage.

### REGISTRATION SPONSORSHIP

\$5,000	<b>Company Logo Displayed on the Following: Lanyards, Registration Booth Kick-Panels, etouches Registration Page, and Registration Confirmation Email</b>	
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### AMENITIES

\$15,000 (limit 1)	<b>Conference WiFi</b>	Company name will be used as the WiFi password and your logo will be on signage located around the exhibit hall.
\$4,500 (limit 1)	<b>Power Stick</b>	Sponsor logo displayed on each power stick inside conference bags provided to each attendee at check-in.
\$3,000 (limit 1)	<b>Water Bottles</b>	Sponsor logo along with meeting logo; distributed during the first refreshment break.
\$2,500 (limit 1)	<b>Notepads or Pens</b>	Sponsor logo; distributed during the first general session.

### BRANDING OPPORTUNITIES

\$3,000 (limit 1)	<b>Conference Hotel Key Cards</b>	Conference logo printed on hotel key given to each guest
\$2,500/each	<b>Hotel Door Drop</b>	Available dates: Thursday, April 7, or Friday, April 8
\$1,500/each	<b>Conference Bag Insert</b>	Bags provided to each attendee upon check-in

### ON-SITE CONFERENCE GUIDE ADVERTISING (Deadline: March 7, 2016)

\$3,000	<b>Cover 4</b>	
\$2,000	<b>Cover 2</b>	
\$525	<b>Full page, 4/C</b>	

## Sponsorship Opportunity Agreement

## Please Print or Type

---

 Organization Name

---

 Contact Name

---

 Title

---

 Billing Address

---

 City

---

 State

---

 Zip

---

 Phone

---

 Fax

---

 Email

---

 Signature

---

 Organization Name for Meeting Materials (how you would like your name to appear on website, in print, and on Exhibit Floor)

---

 Organization Website for Summit Website
**Corporate Sponsorships**

- \$25,000 Platinum \$\_\_\_\_\_
   
 \$15,000 Gold \$\_\_\_\_\_
   
 \$10,000 Silver \$\_\_\_\_\_
   
 \$2,000 Add Breakfast Round Table \$\_\_\_\_\_

**Activity Sponsorships**

- \$12,000 Welcome Reception (Thur., 4/7) \$\_\_\_\_\_
   
 \$7,500 Breakfast with Exhibitors (Fri., 4/8) \$\_\_\_\_\_
   
 \$7,500 Breakfast with Exhibitors (Sat., 4/9) \$\_\_\_\_\_
   
 \$5,000 Registration Sponsorship \$\_\_\_\_\_

**Amenity Sponsorships**

- \$15,000 Conference WiFi \$\_\_\_\_\_
   
 \$4,500 Power Stick \$\_\_\_\_\_

\$3,000 Water Bottles \$\_\_\_\_\_

\$2,500 Notepads or Pens \$\_\_\_\_\_

**Branding Opportunities**

\$2,500 Thursday Hotel Door Drop \$\_\_\_\_\_

\$2,500 Friday Hotel Door Drop \$\_\_\_\_\_

\$3,000 Conference Hotel Key Cards \$\_\_\_\_\_

\$1,500 Conference Bag Insert \$\_\_\_\_\_

\$525 On-Site Conference Guide Ad (Full page, 4/C) \$\_\_\_\_\_

\$2,000 On-Site Conference Guide Ad (Cover 2, 4/C) \$\_\_\_\_\_

\$3,000 On-Site Conference Guide Ad (Cover 4, 4/C) \$\_\_\_\_\_

**TOTAL SPONSORSHIP(S) \$\_\_\_\_\_**

**Payment Information**

**Payment Method:**  Check  Credit Card  Send Invoice (Due Net 30)

**Card Type:**  Visa  MasterCard  AmEx

(your statement will reflect payment to Haymarket Media)

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 Account Number

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 Exp Date

---

 Printed Name on Card

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 CSC/Security Code

---

 Credit Card Billing Address

---

 City, State

---

 Billing Zip

---

 E-mail Address for Payment Confirmation

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 Authorized Signature

The person signing this certifies that he/she has the authority to sign this contract and has read and accepts the Terms & Conditions on page 14 of this prospectus.

**Contracts can be emailed or faxed to Tara Means.**

**EMAIL**

tara.means@haymarketmedia.com

**FAX**

(201) 799-4820

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PO Box 536331  
Pittsburgh, PA 15253-5905

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**FOR OFFICIAL USE ONLY**

Date Received:

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Date of Assignment:

---

Total Cost \$:

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Payment Received:

---

Check #:

---

Payment Forwarded to Accounting:

---

# navigation SUMMIT

## Product Theater Agreement

### Please Print or Type

Organization Name

Contact Name

Title

Billing Address

City

State

Zip

Phone

Fax

Email

Signature

Organization Name for Meeting Materials (how you would like your name to appear on website, in print, and on Exhibit Floor)

Organization Website for Summit Website

- |  |         |   |         |
|--|---------|---|---------|
| <input type="checkbox"/> \$25,000 Breakfast<br>Friday, April 8   | \$_____ | <input type="checkbox"/> \$35,000 Lunch<br>Friday, April 8  | \$_____ |
| <input type="checkbox"/> \$25,000 Breakfast<br>Saturday, April 9 | \$_____ | <input type="checkbox"/> \$30,000 Dinner<br>Friday, April 8 | \$_____ |
|  |         | <b>Total Sponsorship</b>                                    | \$_____ |

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**Card Type:**  Visa  MasterCard  AmEx

(your statement will reflect payment to Haymarket Media)

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#### FOR OFFICIAL USE ONLY

Date Received: \_\_\_\_\_

Date of Assignment: \_\_\_\_\_

PT Assignment: \_\_\_\_\_

Total PT Cost \$: \_\_\_\_\_

Payment Received: \_\_\_\_\_

Check #: \_\_\_\_\_

Payment Forwarded to  
Accounting: \_\_\_\_\_

Exhibit Rules & Regulations/  
Terms & Conditions

**1. LOCATION OF EXHIBIT SPACE:** Haymarket has booked "Exhibit Space" (or the "Exhibit Facility") for the ONA Navigation Summit at the following location: Gaylord Palms Resort & Convention Center, 6000 W Osceola Parkway, Kissimmee, FL 34746. Haymarket intends to sublease the exhibit space to Haymarket approved "Exhibitors" for the purpose of exhibit booths.

**2. ALLOCATION OF EXHIBIT SPACE:** Haymarket intends to allocate the selection of exhibit space for exhibitors' booths on a first-come, first-served basis. Haymarket reserves the right to make changes to the floor plan.

**3. PAYMENT:** Exhibitors shall make payments via check or credit card, payable in full to Haymarket Media, Inc. Mail checks with a copy of your Invoice directly to: Haymarket Media, Inc. PO Box 536331 Pittsburgh, PA 15253-5905 Funds must be in US dollars. Full payment must be received at time of application.

**4. CANCELLATION OF CONTRACT:** If cancellation is received by March 7, 2016, a 50% refund will be credited. After that time, there shall be no refunds for cancellations. Exhibitor agrees that the total space rental fee for the cancelled space shall be retained or paid to Haymarket.

**5. ELIGIBLE EXHIBITS:** Haymarket reserves the right to determine eligibility of any company or product to participate in the exhibit. Haymarket can refuse or revoke rental of exhibitor booth space to any company whose display of goods or services is not, in the opinion of Haymarket, compatible with the character and objectives of the exhibit. In such event, this agreement shall terminate and Haymarket shall refund the exhibit space fee paid by the exhibitor.

**6. SUBLETTING OF EXHIBIT SPACE:** Exhibitors may not assign, sublet, or share their exhibitor booth space to or with another business or firm. Should an article of a no exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplates imprint, or trademark under which same is sold in the general course of business.

**7. AGREEMENT TO INDEMNIFY, HOLD HARMLESS, AND WAIVE:** (a) Exhibitor agrees to make no claim of any nature whatsoever against Haymarket and its affiliates, their directors, officers, agents, servants, employees, subsidiaries, successors and assigns, or any of them, except for specified claims arising directly from the gross negligence of Haymarket or its employees acting within the scope of their employment. This waiver shall include, without limitations: (i) loss, damage, or injury to any property of the exhibitor by fire, theft, destruction, vandalism, or any other cause, except that loss or damage directly attributable to the gross negligence of Haymarket or its employees; (ii) any injury to the exhibitor, its agents, or employees by any cause, except for such injury directly attributable to the gross negligence of Haymarket or its employees; (iii) loss, damage, or injury to the exhibitor's business by reason of space location or the failure to provide space for the exhibit, or by any failure to hold the exhibit as scheduled, and waiver as to such loss or injury shall here include claims arising from the gross negligence of Haymarket, its employees or agents; (iv) loss, damage, or injury to the exhibitor's business caused by fire, electrical service interruption, or any other interruptive occurrence, and waiver as to such loss, damage, or injury shall here include claims arising from the gross negligence of Haymarket, its employees, or agents; and (v) all consequential commercial damages arising out of any aspect of this agreement, including those damages resulting from the gross negligence of Haymarket and its affiliates, their directors, officers, agents, servants, employees, subsidiaries, successors, and assigns, or any of them. (b) The exhibitor shall indemnify and hold Haymarket and its affiliates, their directors, officers, agents, servants, employees, subsidiaries, successors, and assigns, or any of them, harmless from and against any and all claims, penalties, damages, losses, costs, charges, and expenses whatsoever, including reasonable attorney's fees and costs arising out of the exhibitor's participation in the exhibit, except where such claims are directly attributable to the gross negligence of Haymarket or its employees, including without limitation the following: (i) damage or injury to any person, persons, or property arising from or by reason of the occupation and use of the exhibit space; (ii)

acts done or caused to be done by Exhibitor, its agents, employees, guests, or invitees; (iii) any breach by the exhibitor of its obligations hereunder; (iv) any loss, damage, or destruction to property of the exhibit facilities caused by the exhibitors, its agents, employees, guests, or invitees; and (v) any loss, theft, misappropriation or otherwise, or damage or destruction of any property of the exhibitor or its employees brought into the exhibit facility. (c) Exhibitor hereby agrees to waive the right of subrogation by its insurance carriers to recover losses sustained under its insurance contract for real and personal property, when permitted by its contracts with its carriers. The exhibitor understands that Haymarket does not maintain insurance covering the exhibitor's property and it is the responsibility of the exhibitor to obtain such insurance.

**8. INSTALLATION AND DISMANTLING:** Each exhibitor must name one person to be his or her representative in connection with installation, operation, and removal of the firm's exhibit. Exhibit installation and dismantling for the exhibit booths shall be provided exclusively by the designated exhibition shipping agent. Exhibitor move-in and move-out dates are listed on the "Description of Exhibition Services" which will be included in your Show Kit (to be sent under separate cover). No exhibits should arrive at, or depart from, the exhibit facility on dates other than the dates scheduled. Materials not removed by the exhibitor or the designated exhibition shipping agent by the move-out date and move out times specified on the "Description of Exhibition Services" will be considered abandoned by the exhibitor and may be immediately disposed of by Haymarket in any manner Haymarket chooses.

**9. DELIVERY AND REMOVAL DURING EXHIBIT:** Delivery or removal of any portion of an exhibit will not be permitted during the exhibit without written permission from Haymarket. No deliveries may be made during exhibit hours. Exhibitors must staff their booth during exhibit hours and may not begin to tear down until after close of exhibit hours on the last day.

**10. BADGES:** Badges will be required for entry into the exhibit hall at all times. Business cards are not to be used in exhibit badge holders. Haymarket has the right to limit the total number of exhibitor credentials that may be included with each booth.

**11. DISTRIBUTIONS/PROMOTIONAL MATERIALS AND GIVE AWAYS:** Sample articles, premiums, novelties, souvenirs and printed educational and promotional materials may be distributed from the confines of the Exhibitor's booth only. All such material must be available to all Event attendees so long as the materials are offered. Samples of handout materials, other than literature, must be screened and approved in advance by Organizer. Organizer may, at any time, withhold or withdraw permission to distribute any material it considers objectionable. All items distributed at the Event outside of the Exhibitor booth must be arranged for and approved of in advance by Organizer. All distributed items will be arranged by Organizer and will be subject to all applicable fees and charges this includes hotel room drops, seat distributions, and give-aways.

**12. SECURITY:** Exhibitors are responsible for the security of their exhibit. Haymarket will provide crowd-control admittance security. Exhibitors are solely responsible for securing all sensitive or valuable items. If insurance to cover the above is desired, it must be placed and paid for by the individual exhibitor.

**13. ACCEPTANCE:** This agreement shall be deemed accepted by Haymarket when received by an authorized representative of Haymarket, either in person or upon receipt by US Mail or other delivery method and confirmed by Haymarket with an Exhibitor Space Contract acceptance form specifying booth assignment.

**14. OTHER REGULATIONS:** Any and all matters not specifically covered by preceding rules and regulations shall be subject solely to the decision of show management. ENTIRE AGREEMENT: The provisions contained herein constitute the entire agreement and supersede all previous communications, representations, and agreements either verbal or written, between the parties hereto with respect to the subject matter hereof.