

# APPLICATION FOR EXHIBITORS, ADVERTISERS AND SPONSORS



## Home Care & Hospice Association of New Jersey and New Jersey Hospice and Palliative Care Organization

### 2016 Hospice Team Conference

Thursday, November 17 - Sheraton Eatontown



*Friday, Nov. 4 - Deadline for Exhibit Applications*  
*Wednesday, Nov. 2 - Deadline for Program Ads and Sponsorships*

*Exhibit on the conference floor!*  
*Advertise in the on-site conference program!*  
*Bring a prize for the lunchtime drawings!*  
*Sponsor a session, a meal or a coffee break!*

# THE FINE PRINT

All applications for exhibit space, advertising and/or sponsorship must be filed on the form provided by the conference organizers (*next page*). Please print or type to complete the form, sign it, keep one copy for your files and return the signed original to NJHPCO as specified on the application. The conference organizers may, at their discretion, accept or reject any application. Applications must be accompanied by check, credit card information or money order for the full amount of the space rental, event sponsorship and additional exhibitor registration. Exhibit space and event sponsorship will be assigned in the order in which payments/faxes are received. **Make checks payable to NJHPCO.**

**EXHIBITOR SERVICES.** The fee includes one (1) draped eight-foot table and registration/luncheon for one (1) exhibitor representative. Additional representatives at the booth will be required to pay a \$70 fee. Booths are assigned on a first-come, first-served basis. Associate Members get two weeks' lead time on choosing spaces.

**EVENT SPONSORSHIP.** Companies may, for an additional charge, sponsor one or more events during the conference or advertise in the programs for the conference. Contact NJHPCO at 908-233-0060 or don@njhospice.org to determine availability and pricing. Signage recognizing each event sponsor will be provided by the conference sponsors and will be displayed prominently at the site of the sponsored event during the event itself. Event sponsors will also be credited in the printed conference program.

**EXHIBITOR SIGNAGE.** The exhibitor provides his/her own signage. Such signage may be attached to the front of the table, be placed on the tabletop or stand freely behind the table. No signs will be permitted in the area in front of the table. No signs may be affixed to the walls.

**REGISTRATION.** All exhibitors/sponsors will receive one (1) registration as part of the fee. Such registration will allow the exhibitor/sponsor to attend educational sessions.

**LUNCHEON.** Each company will receive one (1) admission to the NJHPCO buffet luncheon as part of its exhibitor/sponsor fee. Additional lunches may be purchased through the application. **The hotel charges the conference sponsors a full-day fee (\$70) for every lunch served. Please do not expect additional attendees from your company to eat for free.**

**SET-UP AND BREAKDOWN.** Exhibitors may begin setting up their exhibits no earlier than 7 a.m. on the conference day. All exhibits must be in place by 8 a.m. Exhibit breakdown may begin no earlier than the end of the luncheon period (approximately 1:00 p.m.). **All exhibits must be removed from the exhibit floor no later than 4:00 p.m.**

**ELECTRICITY.** If your booth requires electricity, you must check the box on the application form. The conference sponsors will contact you if your preferred booth location needs to be changed to facilitate electrical access.

**CANCELLATION POLICY.** Any exhibitor canceling on or after Oct. 15 will receive no refund of the exhibit fee. Cancellations from Sept. 15 to Oct. 14 will receive a 50% refund. There will be no exceptions to this policy.

**SECURITY AND LIABILITY.** Each exhibitor must make provision to safeguard his/her goods from the time they are placed in the exhibit areas until they are removed by him/her. Neither the conference sponsors nor their contracted facility will be responsible for loss or damage due to any cause. Space is leased with the understanding that the conference sponsors and the contracted facility will act for the exhibitor and his/her representatives only in the capacity of agent, and not as principal; and that the conference sponsors and the contracted facility assume no liability whatsoever for damages or for any act of omission or commission in connection with said agency and that the exhibitor and his/her representatives hereby release the conference sponsors and the contracted facility from any or all liability for loss ensuing from any cause whatsoever. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify and hold the conference sponsors and contracting facility and their employees and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney fees arising out of or caused by exhibitors' installation, removal, maintenance, occupancy or use of the exhibition premises. These rules and regulations are to be construed as part of all space contracts. The conference sponsors reserve the right to interpret them as well as make final decisions on all points the rules and regulations do not specially cover.

## SPECIAL REGULATIONS.

**Subletting of Space.** The subletting or assigning of space is prohibited. Two or more organizations may not exhibit at the same table unless special arrangements have been made with the NJHPCO President by Oct. 15.

**Conduct.** Exhibits should be installed so they will not project beyond the edge of the tabletop provided by NJHPCO. Any freestanding signage or other items must be placed on the tabletop or behind the table. Unethical conduct or infraction of rules on the part of the exhibitor or his/her representative or both will subject the exhibitor or his/her representatives or both to dismissal from the Exposition. In such event, it is agreed no refund shall be made by the conference sponsors and no demand for redress will be made by the exhibitor or his/her representatives.

**Storage.** The contracted facility and the conference sponsors are unable to store display material prior to or at the conclusion of the conference.

**Promotional Materials.** Nothing shall be posted, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture at the contracted facility. No exhibitor may distribute, make available or leave materials anywhere but at his/her own exhibit, except that event sponsors may have materials available at the event he/she sponsors, but must notify the NJHPCO President of such intent by Oct. 20 and secure his approval.

**Sale of Merchandise.** Selling of items is permitted only at the exhibitor's table. Responsibility for collecting sales tax rests with the seller.

## PHOTOGRAPHY ETC.

- Registration for any part of the annual conference, as an attendee, exhibitor, speaker, or in any other role, authorizes the conference sponsors to capture your likeness through photographic, audio, video, digital or other means and to use said likeness to advance the mission of the organization. No images will be sold, shared, exchanged or used for any commercial purposes other than promotion of the conference sponsors' programs and services.
- **No exhibitor nor attendee may record or transmit images from any educational activity at the conference without the expressed permission of both the presenter and NJHPCO.**

**COMMUNICATIONS.** Address all communications to: Don Pendley, President, NJHPCO, 1044 Route 22 West, Suite 2, Mountainside, NJ 07092. Telephone (908) 233-0060. Fax (908) 233-1630. E-mail: don@njhospice.org.

**DRIVING DIRECTIONS.** Driving directions to the conference can be secured from [www.njhospice.org](http://www.njhospice.org) or [www.sheratoneatontown.com](http://www.sheratoneatontown.com).

**ADVERTISING SPECS.** Sizes of advertisements are on the application form. Ads must be camera-ready in JPG format. No bleeds accepted. **DEADLINE for all artwork/copy is Wednesday, Nov. 2, 2016.** Please copy this contract, artwork and ad copy for your files.

# 2016 HOSPICE TEAM CONFERENCE APPLICATION FOR EXHIBITORS, ADVERTISERS AND SPONSORS

Please circle the dollar cost of each opportunity being purchased and insert the total at the bottom of the grid.



Member Rate	Non-Member Rate	
Circle the dollar cost of the item you want at the appropriate rate ↓ ↓		<b>This is your best shot to reach the New Jersey hospice community! Pick one or more <u>marketing opportunities</u> from the list below!</b>
N/A	\$250	NJHPCO Associate Membership – qualifies you for Member Rates on this form.
\$300	\$450	<b>Exhibit at the conference.</b> See map on next page to choose space.
\$250	\$375	Full-page advertisement in the on-site conference program - 7½"H x 4½"W - JPEG format
\$150	\$225	Half-page advertisement in the on-site conference program - 3½"H x 4½"W - JPEG format
\$1,000	\$1,500	Luncheon Sponsor
Call for options and pricing.		You can sponsor various conference events — such as the registration hour, coffee break and any education programs. Call Don Pendley at 908-233-0060 for availability and pricing.
___ @ \$70 each extra lunch = \$ _____	___ @ \$70 each extra lunch = \$ _____	You receive <b>one complimentary luncheon</b> with your exhibitor registration. Please indicate <b>how many additional lunches</b> you will need at \$70 each. <b>The hotel charges the conference sponsors a full-day fee (\$70) for every lunch served. Please do not expect additional attendees from your company to eat for free.</b>
\$	\$	← <b>TOTAL COST</b>

Your Name: \_\_\_\_\_ Email: \_\_\_\_\_

Company: \_\_\_\_\_

Street Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Today's Date: \_\_\_\_/\_\_\_\_/\_\_\_\_



You can pay \$450 and just get your exhibit space.  
Or you can pay \$550 (the light-orange boxes in the grid) and get...

- an Associate Membership in NJHPCO (worth \$250)
- your exhibit space (a \$300 value for Associate Members)
- a free business-card size ad in each weekly edition of NJHPCO's e-newsletter, *Transitions* (cost \$1,725 if purchased as 48 weekly ads)

→ \$2,275 in value for only \$550! ←

→ **Join NJHPCO as an Associate Member today!** ←

**EXHIBITORS:** Show preferred locations (see map, next page):

1st choice: \_\_\_\_\_

2nd choice: \_\_\_\_\_

3rd choice: \_\_\_\_\_

Check here if your booth requires electricity. ←

## RETURN ADDRESS

Return this page with payment to:  
NJHPCO, 1044 Route 22 West, Suite 2,  
Mountainside, NJ 07092.

Or return by fax to 908-233-1630.  
Check payment may follow the fax.

\* The CVV is the security code on most major credit cards. For American Express, the CVV is four digits to the upper-right of the card number. For Visa, Mastercard and Discover, the CVV is located on the back of the credit or debit card and is typically a separate group of three digits to the right of the signature strip.

CREDIT CARD PAYMENT: Check the type of card -  
\_\_\_ American Express \_\_\_ Mastercard \_\_\_ Visa \_\_\_ Discover

Card number \_\_\_\_\_ Exp date \_\_\_\_/\_\_\_\_ \*CVV: \_\_\_\_\_

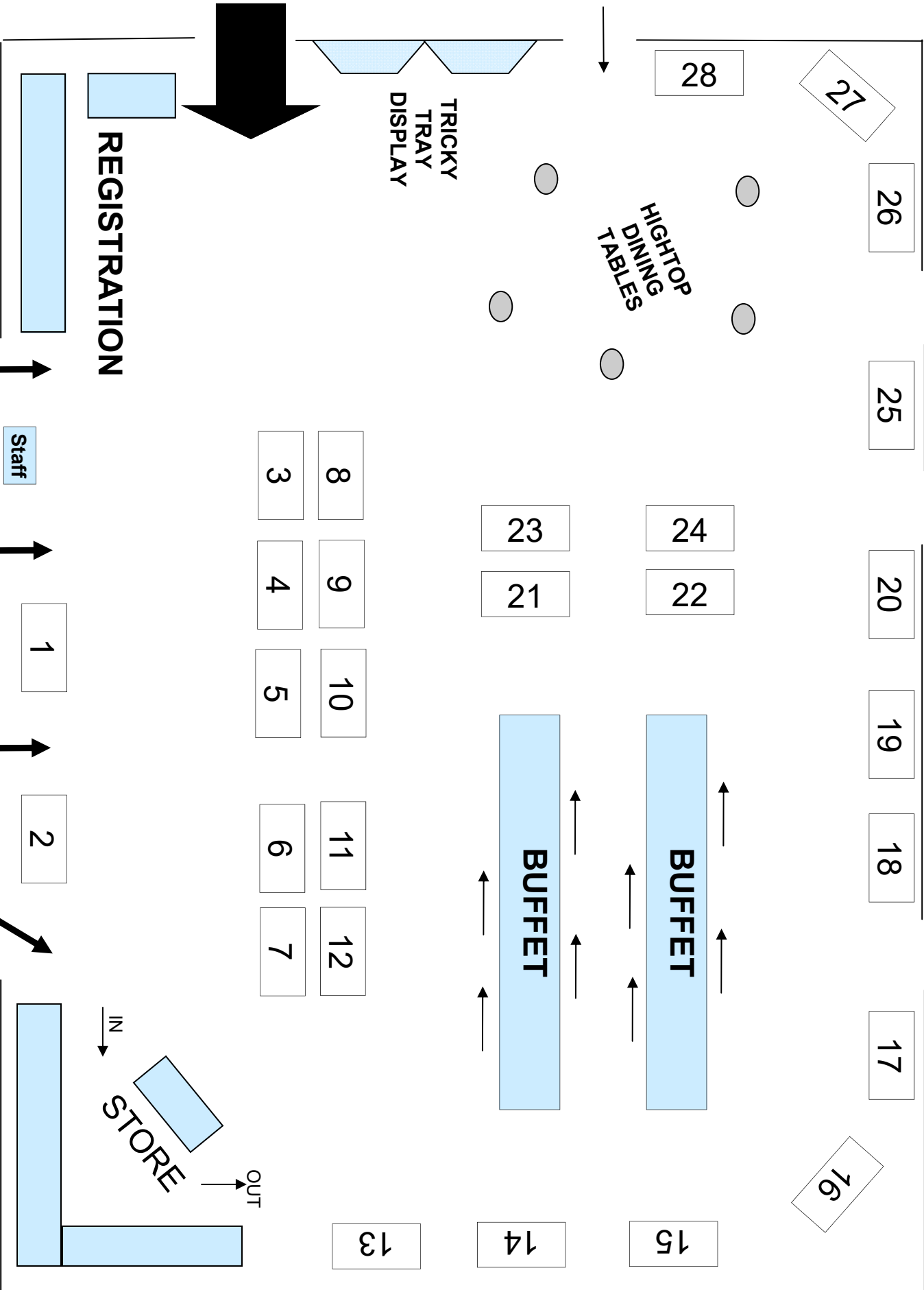
Name as it appears on the card: \_\_\_\_\_

Billing address for this card: \_\_\_\_\_

Cardholder's signature: \_\_\_\_\_

Cardholder's e-mail: \_\_\_\_\_

# KITCHEN



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