

HCEA Exhibitor Information: General Information

FACILITY

The Exhibition will be in Hall J of the Ernest Morial New Orleans Convention Center (MCC).

General Sessions will be held in Hall 12. Educational sessions will be held in meeting rooms on the Upper Level. HCEA provides directional signs and guides to assist in the location of activities.

EXHIBIT SPACES

The Exhibit Hall is planned to be divided into approximately 158 booth spaces, all of which are 10' x 10'. A limited number of 20' x 20' island booths will be available (included in the 158 booth spaces). Otherwise, a maximum of two in-line booth spaces will be allowed per exhibitor. Numbered hanging aisle signs will assist in locating booths.

HCEA furnishes each exhibitor, at no charge, with the following as part of their exhibit fee:

- Standard pipe and drape setup including a back curtain and side rails. Standard drape will be blue. Carpet is not provided but exhibitors are expected to have a form of approved floor covering.
- A two-line identification sign with firm name, city and state.

ELIGIBILITY TO EXHIBIT

Due to space limitations (approximately 158 total booth spaces), **only HCEA members whose membership dues and outstanding obligations to HCEA have been paid are eligible to exhibit.** Supporting Membership in HCEA is \$695 (plus a \$200 initiation fee for new exhibitors).

Separate entities of an exhibiting organization (e.g., branches, divisions, business units) may also exhibit provided:

- 1) their booth space is located apart from that of the primary organization;
- 2) each holds a separate, paid membership in HCEA;
- 3) each operates under a different corporate name; and
- 4) an otherwise distinct and separate identity is maintained.

BOOTH FEES

\$1,645—Package A: 10x10 Standard Package
(includes one full registration)

\$2,290—Package B: 10x10 Upgraded Package
(includes two full registrations)

\$3,290—Package C: 10x20 Standard Package
(includes two full registrations)

\$4,580—Package D: 10x20 Upgraded Package
(includes four full registrations)

\$10,200—Package E: 20x20 Island Package
(includes four full registrations)

DEPOSITS & PAYMENTS

A credit card deposit of 25 percent of the total cost of the booth space **MUST** accompany the application. Full payment must be made by April 13, 2010, or the deposit and assigned booth space will be forfeited. For those who apply after April 13, 2010, full payment must accompany all applications.

Important: In addition to the deposit, all outstanding financial obligations to HCEA including 2010 HCEA dues must be paid before the application will be processed and space selection will be offered.

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ASSIGNMENT OF SPACE

Contracts will not be considered officially received by HCEA Headquarters until 10 business days after this Prospectus is sent out by HCEA.

Booth assignments will be made beginning March 18, on the basis of:

- 1) one point for each year a company has previously exhibited at the Annual Meeting;
- 2) one additional point for each 10'x10' exhibit space at previous Annual Meetings, up to two points; and
- 3) one point for each 10'x10' booth space requested this year; up to two points.

For exhibitors having identical point totals, the date of receipt of the deposit for exhibit space will be a determining factor.

Exhibitors that have merged with, been purchased by or have purchased another company will receive the number of points accumulated by the company that is higher.

Only one company may be represented per space assignment. Subletting of exhibit space is not permitted.

ACCEPTANCE OF SPACE

Retention of the deposit is contingent upon the exhibitor's acceptance of space assignment. The deposit will be returned if withdrawal is chosen at that time (e.g., within 8 business days of notification).

CANCELLATIONS

If an exhibitor cancels space on or before April 6, 2010, HCEA will refund the full amount paid, less a 25 percent administrative fee.

If the exhibitor cancels space after April 6, 2010, and the space is not resold or the Exhibit Hall is not sold out, the exhibitor will be responsible for 100 percent of the total contract obligation.

In the event the canceled space(s) are resold and the entire Exhibit Hall is sold out, HCEA will refund the canceled exhibitor's booth payment, less a 25 percent administrative fee.

EMERGENCY

In the event that the Exhibition is canceled, postponed or relocated on account of fire, flood, riot, earthquake, civil commotion, strike, lockout, labor disturbances, explosions, sabotage, accident, terrorism, war, nuclear reaction, nuclear radiation, radioactive contamination, acts of God or other causes or casualties beyond the control of HCEA, the exhibitor waives any and all damages and claims for damages and agrees that the sole liability of HCEA shall be to return to each exhibitor the exhibitor's booth fees.

EXHIBIT SETUP HOURS

Friday, June 25, 2010

9:00 AM – 6:00 PM

Saturday, June 26, 2010

8:00 AM – 6:00 PM

Setup of non-portable exhibits must be ready for EAC review by 8:00 AM on Sunday, June 27.

Sunday, June 27, 2010

8:00 AM – 9:30 AM

A final touch-up of all exhibits will be allowed.

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PORTABLE EXHIBIT SETUP

Setup of portable exhibits (pop-ups and tabletops) will be allowed on any day beginning Friday, up to and including Sunday morning.

Exhibitors planning to set up a portable exhibit on Sunday morning **MUST** notify the HCEA Meetings Manager in writing in advance of the meeting or their space will be considered unoccupied at the time of the EAC committee review on Sunday, June 27 at 8:00 AM.

FAILURE TO OCCUPY SPACE

Any space not occupied by 6:00 PM, Saturday, June 26 (with the exception of portable exhibits where Sunday setup has been requested in writing) will be forfeited by the exhibitor. This space may be reassigned or used by HCEA without refund. Exhibitors who anticipate delayed occupancy must receive prior approval by HCEA.

EXHIBITOR REGISTRATION HOURS

Exhibitor registration can be found at the HCEA registration area located just outside the Exhibit Hall.

Friday, June 25

12:00 PM – 5:00 PM

Saturday, June 26

8:00 AM – 6:00 PM

Exhibitors may also register as part of general registration on Sunday, Monday and Tuesday.

FOOD & REFRESHMENT SERVICE AREAS

Several areas for refreshment breaks will be set aside in the hall and will be used during all sessions. There will also be a wine and cheese reception in the exhibit hall on Sunday, June 27 from 4:45 – 6:30 PM.

EXHIBIT HOURS

Sunday, June 27:

10:00 AM – 12:30 PM

4:45 PM – 6:30 PM

Monday, June 28:

10:15 AM – 12:30 PM

3:00 PM – 5:00 PM

Refreshments will be served during all exhibit hours. **Note: All exhibit hours are unopposed.**

DISMANTLING

Exhibits are to be staffed until completion of the exhibit hours. No displays may be dismantled, or packing started, before 4:30 PM on Monday, June 28. Each exhibitor will be responsible for ensuring that all materials are removed from the Exhibit area by 10:00 PM on Tuesday, June 29. **Note that there will be no dismantling on Tuesday, June 29 prior to 10:00 AM.**

Exhibitors who dismantle early will be subject to a one-year suspension of exhibit privilege, reflecting the serious nature of this violation.

No contract labor personnel (whether official or independent) will be allowed on the exhibit floor prior to 4:30 PM on Monday, June 27, unless authorized by HCEA staff. Failure to comply may result in the loss of Exhibit Hall labor privileges at future meetings.

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PRE-CONVENTION EXHIBITOR UPDATE INFORMATION

Exhibitors are required to review the Pre-Convention Exhibitor Update information that will be available online in April. You will receive important information that is essential to your success in the exhibition. You also will receive tips on exhibiting from leading exhibit professionals. This is information for exhibitors, by exhibitors, designed to produce exhibit success. By signing your exhibit space application, you are agreeing to review this online Exhibitor Update information.

ENDORSEMENT

HCEA's acceptance of an exhibiting organization does not constitute an endorsement of that organization's products or services. HCEA reserves the right to accept or reject a potential exhibitor based on its assessment of whether that organization's products or services are relevant to HCEA members.

HCEA Exhibitors Advisory Council

Mike Bates, Gallo, HCEA Annual Meeting EAC Chair
Patrick McIvor, Simms & McIvor, HCEA Annual Meeting EAC Vice Chair

Abby Freeman, CMP, HCEA
Brian Gozdan, Lynch Exhibits
Nancy Hoppe, CME-H, President, HCEA Board of Directors
Barbara Kay, Ascend Media
Karen Kingston, CMP, CME-H, B. Braun Medical
LaVay Sheldon, HCEA
Larry Weaver, Ark Media, Inc.

HOUSING

Headquarters hotel for the 2010 HCEA Annual Meeting is the New Orleans Marriott Hotel. Single/double rate for the hotel is \$179. Please call the hotel at (800) MARRIOTT to make a reservation. Online reservations at the Marriott can be made at

<http://www.marriott.com/hotels/travel/msyla?groupCode=HCCHCCA&app=resvlink&fromDate=6/24/10&toDate=6/30/10>

REGISTRATION FEES

Your booth package includes a certain number of complimentary registrations, based on the selected package. You must register all of the representatives that will be attending as part of this package. This is how they will receive their badges. Representatives can register at www.hcea.org.

For additional registrations, the full supporting member registration fee is \$1,045, if paid by the "Super Saver" date of April 26, or \$1,145 if paid by the "Early Registration" date of May 26. After May 26, the fee is \$1,245. A full registration includes all meals and social functions described in the program, except optional events. Registration is available on the HCEA website at www.hcea.org.

You may only register two (2) representatives over and above those representatives included in your exhibit booth package (and sponsorship package, if applicable).

If you are interested in registering more than two (2) additional representatives, you must recruit to the Annual Meeting one attendee from either the Regular or Associate member category for each additional representative that you would like to register.

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WORK BADGES

Exhibitors and contracted labor may obtain “work badges” beginning at 9:00 AM on Friday, June 25, and whenever the hall is open for setup. Work badges or registration badges are required for all personnel working in the Exhibit Hall. Work badges expire when the Exhibit hall opens on Sunday, June 27.

Please note that no one under the age of 18 will be allowed in the hall.

ADMISSION

HCEA shall have sole control over all admission policies at all times. All persons visiting the Exhibition area as well as staffing the booths MUST REGISTER AND WEAR THE ANNUAL MEETING NAME BADGE. Children under 18 will not be allowed in the exhibit hall or at the social and networking events.

HCEA has a strict policy against solicitation of attendees or exhibitors in the exhibition by representatives of organizations who are not exhibiting at the HCEA Annual Meeting and discourages exhibitors from “escorting” their clients as they visit other exhibits.

GUEST PASSES

To maintain the professional and educational value of the exhibition and ensure focus on the exhibits, HCEA limits access to registered attendees.

Guest passes may be considered in unusual circumstances on a case-by-case basis and must be arranged for in advance of the meeting. For information contact Abby Freeman at HCEA Headquarters, 404-252-3663.

AFTER HOURS ADMISSION TO EXHIBIT HALL

Exhibitors wearing badges may enter the Exhibit Hall one hour prior to the opening of the exhibition and may remain in the hall ½ hour after the close of the session. Selling in the booth outside of exhibit hours is not permitted. If other access is necessary, the Meetings Manager must grant prior permission.

EXHIBITOR REPRESENTATIVES

Exhibits must be staffed at all times during exhibit hours. All representatives must be registered to participate, and each exhibiting company will provide HCEA with the name(s) of individual(s) as its duly authorized representative(s).

Please provide HCEA with the name of the Primary Contact. If a different person is serving as a logistical contact, please provide that information also.

HCEA will also allow registration of “Booth Workers” to work in your booth for a discounted registration fee. Booth workers are defined as representatives who will work in your booth but will not be selling directly to meeting attendees (i.e.: massage therapist, engraver, etc.). Please see Booth Worker Registration Form.

ATTENDEE PROFILE

The HCEA Annual Meeting attracts decision-makers involved in healthcare exhibiting—exhibit managers, convention managers and other sales and marketing professionals involved in healthcare convention education and marketing.

Total attendance at the 2009 HCEA Annual Meeting in Tampa was 722. Of these,

- 19% were Regular Members (representatives of healthcare exhibiting organizations) and prospects;
- 6% Associate Members (healthcare associations) and prospects;
- 69% Supporting Members (suppliers of goods and services); and
- 5% speakers, media and guests.

Of the 290 organizations with representatives registered for the Annual Meeting,

- 24% were manufacturers or distributors of products or services exhibited at healthcare conventions (Regular Members);
- 65% were suppliers to the industry (Supporting Members); and
- 11% were associations or meeting organizers (Associate Members).

Note: A bonus of exhibiting at HCEA is the number of Supporting Members and exhibiting companies that purchase from other exhibitors. A survey of HCEA Supporting Members (including exhibitors) indicated that 16% made or were planning to make purchasing decisions based on information from the Exhibit Hall.