

2012 SPONSORSHIP/EXHIBITOR PROSPECTUS

13TH ANNUAL INTERNATIONAL SUMMIT on Improving Patient Care in the Office Practice and the Community

Gaylord National Resort and Convention Center
Washington, DC • **March 18-20, 2012**

- ✓ *Interested in reaching health care professionals with purchasing power and influence?*
- ✓ *Trying to increase awareness of your brand or product?*
- ✓ *Interested in building your organization's reputation?*
- ✓ *New to the health care improvement marketplace?*
- ✓ *Introducing a new product, program or service?*

If you answered "YES" to any of these questions, you should consider becoming an exhibitor or sponsor of the IHI International Summit.

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IHI 2012 International Summit Exhibit and Sponsorship Program
13th Annual International Summit on Improving Patient Care in the Office Practice & the Community
March 18-20, 2012
Gaylord National Resort & Convention Center, Washington, DC
www.IHI.org/SummitExhibits

About the Institute for Health Care Improvement (IHI)

The Institute for Healthcare Improvement (www.IHI.org) is an independent not-for-profit organization that works with health care providers and leaders throughout the world to achieve safe and effective health care. IHI focuses on motivating and building the will for change, identifying and testing new models of care in partnership with both patients and health care professionals, and ensuring the broadest possible adoption of best practices and effective innovations. Based in Cambridge, Massachusetts, IHI mobilizes teams, organizations, and increasingly nations, through its staff of more than 100 people and partnerships with hundreds of faculty around the world.

1,200+ International Summit Attendees Are Looking for You

The 13th Annual International Summit on Improving Patient Care in the Office Practice and the Community will build on its twelve-year history as the meeting place for health care providers to learn cutting-edge improvements for the office practice, outpatient, and community settings. Each year, the International Summit brings together 1,200+ revolutionary thinkers and innovative practitioners who are launching a new era in the scope and ambition of local care delivery.

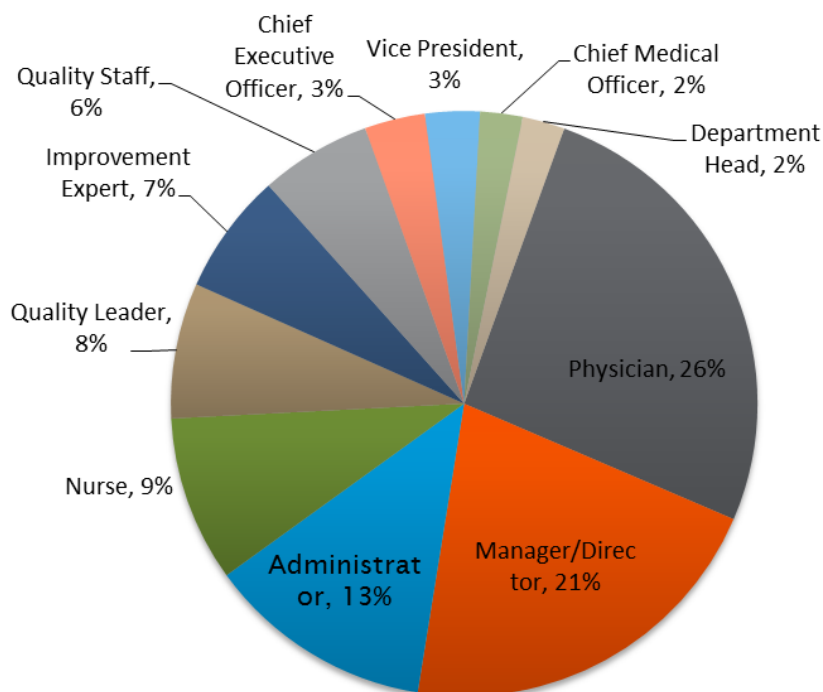
IHI International Summit Attendees Seek:

Services and products useful in improving the quality of health care — from health care products to ensure that they will thrive under reform, to software and hardware solutions. Attendees are always interested in learning about publications, audiovisual products, and novel educational services.

The IHI International Summit 2012 Difference:

In 2012, new topics of discussion include how to succeed under reform, health care IT implementation, coordinating care across the health care continuum and community, the medical home, accountable care organizations, new models of primary care, and extending the reach of the IHI Triple Aim — optimizing health care resources for the good of a population. These subjects are just a small selection of the cutting-edge topics to be discussed in presentations and learning sessions. This year in particular, the International Summit will focus on impacting and improving patient and family-centered care in profound ways.

IHI International Summit Attendees Represent the Following Market Segments:



International Summit attendees come from a variety of organizations, including:

- Small to large primary care practices
- Multi-specialty and specialty clinics
- Local, regional, and state community organizations
- Government agencies
- Integrated delivery systems
- Quality Improvement Organizations (QIOs)
- Long-term care settings (including skilled nursing facilities and nursing homes), home health agencies, rehabilitation facilities, and hospice programs
- Schools of Medicine, Nursing, and Health Administration
- Other settings in which practitioners work to optimize care while maximizing health care resources



STEP ONE: SECURE EXHIBIT SPACE

Exhibit

The International Summit Exhibition Gallery is located at the center of this energetic conference. Exhibitors at the International Summit receive such benefits as:

- The ability to interact and network with over a thousand of health care professionals
- Your company description and contact information listing in the onsite Conference Guide
- Increased brand awareness of products or services among influential health care decision-makers

Exhibit Pricing

Standard 8x10 Booth Space \$1,400

There is \$100 charge for EACH exposed corner.

Booth Information

Each exhibit space includes:

- One full General Conference registration (includes admission to keynotes, networking events, conference program materials, and access to the Exhibit Gallery)
- Two Exhibit Hall-only registrations (includes access to the Exhibit Gallery)
- Company listing and 30-word company description in on-site Conference Guide
- Hyperlinked company logo on International Summit website, which receives 14,000+ visits/month
- Complimentary post-show attendee mailing list (includes contact name and full mailing address)
- One (1) company ID sign
- 8' high back drape in black
- 3' high side drape in black

Additionally, IHI and SmithBucklin will provide exhibitors with:

- Regular electronic newsletters
- Responsive email communications
- Dedicated exhibitor liaisons
- A 2012 International Summit Exhibitor Service kit

For more information on IHI International Summit 2012 exhibit opportunities, please contact Sara Kolovitz at 312-673-4779 or via email at skolovitz@smithbucklin.com.

STEP TWO: RESERVE SPONSORSHIPS

The IHI International Summit brings the health care community together. Through an International Summit sponsorship, your company will gain direct access to all professions and all positions from executive leadership to front-line staff.

Sponsorships are designed to help you increase your brand recognition by engaging and networking with the International Summit attendees. Whether you're seeking new business, jump-starting entry into the improvement world, or growing your partnerships with key clients, an International Summit sponsorship is your chance to leverage valuable opportunities.

IHI provides numerous vehicles to attain your marketing goals and as a result identify, target, and influence the attendees most likely to purchase your products and services.

SPONSOR LEVELS/BENEFITS

Based on your sponsorship selections, you will qualify for a Diamond, Platinum, or Gold benefit level.

IHI LEVEL BENEFITS	DIAMOND \$5,000+	PLATINUM \$2,400- \$4,999	GOLD \$1,000- \$2,499
Hyperlinked company logo and sponsor level recognition on IHI International Summit website	✓	✓	✓
Company logo and sponsor level recognition in Conference Guide	✓	✓	✓
Company name featured in online floor plan	✓	✓	✓
Sponsor recognition in marketing brochure sent to 50,000 industry professionals (if reserved by Nov 4, 2011)	✓	✓	✓
Sponsor ribbons for company personnel	✓	✓	✓
Company profile in on-site Conference Guide (word count varies by sponsorship level)	50	40	30
Preferential space selection for 2013 International Summit	4	3	2
Advertisement in on-site Conference Guide	half-page	1/4-page	
Full General Conference registration (in addition to passes received with purchase of standard booth space)	1		

SPONSORSHIP OPPORTUNITIES:

All sponsorship materials must be approved by IHI. For more information or to customize an opportunity, please contact Sara Kolovitz at 312-673-4779 or skolovitz@smithbucklin.com.

New! Sponsorship Value Package **\$2,750**

Bundle your 8x10 booth package with additional promotional opportunities and save! This specially priced package is valued at \$3,000 – you save \$250!

Sponsor benefits:

- * Standard 8x10 exhibit booth package
 - * Selection of one (1) sponsorship or advertising opportunity valued at \$1,500
 - * Participation in the IHI Attendee & Exhibitor Networking Program
-

Badge Lanyards **Exclusive: \$5,000**

IHI International Summit attendees will not only see your logo but they will wear it! Be the first to say -welcome! and introduce your company name on the conference lanyard. Attendees will wear the lanyards throughout the International Summit. Sponsor to provide logo.

Sponsor benefits:

- Lanyard distribution to all conference attendees, speakers, sponsors, and exhibitors
- Recognition on International Summit’s website sponsor page and in Conference Guide
- Up to 10 lanyards provided for your company’s use

Storyboard/Networking Reception **Exclusive: \$5,000**

Monday, March 21 from 4:30 – 6:30 PM

Co-Sponsored: \$2,500

Sponsor the opening networking reception where attendees reflect and share stories about health care improvements in patient care at their organization! This will be the first time attendees will have a chance to visit exhibit hall booths, network, and launch the conference. There will be plenty of food and beverage stations, making this a –can’t miss! opportunity for International Summit attendees. This reception always proves to be an exciting way to kick off the conference and is a great opportunity for attendees to network with your company representatives. Approximately 1,200 conference attendees attend the kick-off reception.

Sponsor benefits:

- Signage at the event
- Recognition on International Summit’s website sponsor page and in Conference Guide

Breakfast and Wellness Nutrition Breaks **Exclusive: \$4,000**

Co-Sponsored: \$2,000

All attendees relish a break from invigorating content. This is the time to place your message directly in front of them for all breakfasts and breaks during the conference! This sponsorship includes a breakfast and two refreshment breaks, one in the morning and one in the afternoon, on both days of the General Conference.

Sponsor benefits:

- Signage at the breaks
- Recognition on International Summit’s website sponsor page and in Conference Guide

Hotel Room Key Cards

Exclusive: \$4,000

Custom hotel room key cards with your company name and logo prominently displayed will be distributed to over 700 attendees staying at the Gaylord National. IHI logo and name of the event must be incorporated on key card.

Sponsor benefits:

- Distribution to all attendees staying at the conference headquarters hotel
- Recognition on International Summit's website sponsor page and in Conference Guide

Networking Lunches (2 available)

\$3,000 each

Help fuel the attendees for a day of hard work by sponsoring a bag/box lunch. The bag or box lunch will have your company's logo on the front.

Sponsor benefits:

- Signage at designated lunch areas
- Recognition on International Summit's website sponsor page and in Conference Guide

NEW! Attendee "Share the Care" Board

Exclusive: \$1,500

Located in the exhibit hall, this white board will allow attendees to provide feedback on various health care topics of interest. There will be a new question each day for attendees to comment on. Sponsor this thought-provoking outlet and have your ear to the attendee community.

Sponsor benefits:

- Logo recognition on the board
- Opportunity to display company literature alongside -Share the Care|| board
- Recognition on International Summit's website and in the Conference Guide

First-Time International Summit Attendee Orientation

Exclusive: \$1,500

This is a great opportunity to reach first-time IHI International Summit attendees. Nearly 50% of the attendees will be attending their first International Summit. The orientation includes basic information about the International Summit and gets the participants acclimated to the event. Sponsor this orientation for first-time attendees and your company will benefit from additional exposure to this select group of participants.

Sponsor benefits:

- Signage at the event
- Orientation speaker will close presentation by thanking sponsor
- Recognition on International Summit's website and in Conference Guide

ADVERTISING OPPORTUNITIES:

Conference Guide Ad Space

Every attendee receives a Conference Guide upon arrival. Attendees use this program as a reference for important information including session times, speaker information, special events, and other conference logistics. Advertising in the Conference Guide will give your company visibility during and after the International Summit.

	W" x D"	Rate
Back Cover (4c)	8.5"x11"	\$2,000
Inside Front Cover (4c)	8.5"x11"	\$1,500
Inside Back Cover (4c)	8.5"x11"	\$1,500
Full Page (b&w)	8.5"x11"	\$1,000
Half Page (b&w)	8.5"x5.5"	\$750

Street Signs (Three available)

\$2,000

Gain company exposure by including your company's message on our 3 feet by 8 feet free-standing meter boards. These will be located outside of the Exhibit Gallery and other high traffic areas.

IHI Attendee & Exhibitor Networking Program

\$200

A cost-effective sponsorship to drive traffic to your exhibit. Attendees must visit all exhibitors participating in the Attendee & Exhibitor Networking Program and have their -game card validated to be included in a prize drawing. Exhibitor to donate prize.

All advertising materials must be approved by IHI.
For more information or to customize an opportunity, please contact Sara Kolovitz at 312-673-4779 or skolovitz@smithbucklin.com.

Are you exhibiting at IHI's 2011 National Forum?

All IHI National Forum exhibitors will receive a 5% discount off their participation at the IHI International Summit! Contact Sara for details!



INSTRUCTIONS: Type or print all sections of this application. Sign and return application including check made payable to IHI, P. O. Box 133, LaGrange, IL 60525. For credit card payments, fax all pages to 312-673-6803. Upon assignment of space by Show Management, a booth confirmation will be sent.

COMPANY NAME

Please indicate under which letter of the alphabet you wish your company name to appear: _____

The KEY CONTACT PERSON listed below will receive ALL exhibitor communications:

KEY CONTACT PERSON TITLE

KEY CONTACT PHONE NUMBER KEY CONTACT FAX NUMBER

KEY CONTACT E-MAIL ADDRESS

KEY CONTACT MAILING ADDRESS

STREET ADDRESS

CITY/STATE/ZIP

COMPANY PHONE NUMBER COMPANY TOLL FREE PHONE NUMBER

COMPANY FAX NUMBER

COMPANY E-MAIL ADDRESS COMPANY WEB ADDRESS

1. EXHIBIT SPACE RENTAL: The exhibit space rental charge is \$1,400 per 8' x 10' booth. There is a \$100 charge for each exposed corner. A \$500 deposit (payable in U.S. Funds and drawn on a U.S. bank) per 8' x 10' booth (minimum deposit is \$500) must be enclosed with the application. The balance is due January 2, 2012. Applications received after this date must include full payment.

2. CANCELLATION POLICY: All requests for cancellation of booth space must be received in writing. Cancellations made in writing before December 30, 2011 are eligible for a full refund minus a \$100 administrative fee. Cancellations made in writing between December 31, 2011 and January 27, 2012 will be refunded less the \$500/100 sq. ft. deposit. Cancellations after January 27, 2012 are not eligible for a refund.
We do NOT want to be next to or across the aisle from: _____

3. LOCATION PREFERENCES: Please indicate the location and configuration of the booth space requested. Applications received without payment will not be processed.

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____ 4th Choice: _____

_____ x \$1,400 = \$ _____ + _____ x \$100 = \$ _____ = \$ _____
Number of Booths Amount Number of Corners Amount Total Amount Deposit = \$500 per 8x10 booth or \$ _____

NOTE: On or after 1/2/12, please submit application with Total Amount.

4. METHOD OF PAYMENT: Check American Express MasterCard Visa In the amount of \$ _____ IHI Federal Tax ID #: 38-3017223
Please provide credit card information on page 3.

EXHIBIT SPACE RENTAL: The exhibit space rental charge is \$1,400 per 10' x 10' booth. There is a \$100 charge for each exposed corner. A \$500 deposit (payable in U.S. funds and drawn on a U.S. bank) per 8' x 10' booth (minimum deposit is \$500) must be enclosed with the application. The balance is due January 2, 2012. Applications received after this date must include full payment.

CANCELLATION POLICY: Cancellations made in writing before December 30, 2011 are eligible for a full refund minus a \$100 administrative fee. Cancellations made in writing between December 31, 2011 and January 27, 2012 will be refunded less the \$500/100 sq. ft. deposit. Cancellations after January 27, 2012 are not eligible for a refund.

5. WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS GOVERNING THE EXHIBITION AS PRINTED ON THE REVERSE SIDE HEREOF AND WHICH ARE A PART OF THIS APPLICATION. ACCEPTANCE OF THIS APPLICATION BY SHOW MANAGEMENT CONSTITUTES A CONTRACT.

DATE

AUTHORIZED SIGNATURE — *This line must be signed for acceptance of contract.*

TITLE

QUESTIONS? Kelly Sapp, IHI Exhibit Office, SmithBucklin
Phone 312-673-5767 Email ksapp@SmithBucklin.com

FOR OFFICE USE ONLY:

Conf Emailed: _____



SPONSORSHIP APPLICATION

13th Annual International Summit on
Improving Patient Care in the Office Practice & the Community

Gaylord National Resort and Convention Center
Washington, DC • March 18-20, 2012

INSTRUCTIONS: Type or print this application. Complete all sections. Sign and return this application including a payment check made payable to IHI, P. O. Box 133, LaGrange, IL 60525. For credit card payments, fax all pages to 312-673-6803.

COMPANY NAME

Please indicate under which letter of the alphabet you wish your company name to appear: _____

The KEY CONTACT PERSON listed below will receive ALL sponsorship communications:

KEY CONTACT PERSON TITLE

KEY CONTACT PHONE NUMBER KEY CONTACT FAX NUMBER

KEY CONTACT E-MAIL ADDRESS

KEY CONTACT MAILING ADDRESS

STREET ADDRESS

CITY/STATE/ZIP

COMPANY PHONE NUMBER COMPANY TOLL FREE PHONE NUMBER

COMPANY FAX NUMBER

COMPANY E-MAIL ADDRESS COMPANY WEB ADDRESS

1. SPONSORSHIP FEE: The sponsorship fees vary. Payment in full is due by January 27, 2012. Applications received after this date must include full payment.

2. CANCELLATION POLICY: Cancellations made in writing before December 30, 2011 are eligible for a full refund minus a \$100 administrative fee. Cancellations made in writing between December 31, 2011 and January 27, 2012 will be liable for 50% of the sponsorship fee. Cancellations after January 27, 2012 are not eligible for a refund.

3. SPONSORSHIP SELECTION: Please indicate your sponsorship preference(s).

- | | | |
|--|---|---|
| <input type="checkbox"/> NEW! Sponsorship Value Package
\$2,750 | <input type="checkbox"/> Networking Luncheons (2 available)
\$3,000 each | <input type="checkbox"/> Inside Back Cover
\$1,500 |
| <input type="checkbox"/> Lanyards
\$5,000 | <input type="checkbox"/> -Share the Care Board \$1,500 | <input type="checkbox"/> Full-Page \$1,000 |
| Storyboard/Networking Reception | <input type="checkbox"/> First-Time Attendee Orientation
\$1,500 | <input type="checkbox"/> Half-Page \$750 |
| <input type="checkbox"/> Exclusive: \$5,000 | <input type="checkbox"/> IHI Educational Content \$1,500 | <input type="checkbox"/> Street Signs \$2,000 |
| <input type="checkbox"/> Shared: \$2,500 | | <input type="checkbox"/> Networking Program
\$200 |
| Breakfast & Nutrition Breaks | *Advertising | |
| <input type="checkbox"/> Exclusive: \$4,000 | <input type="checkbox"/> Back Cover \$2,000 | |
| <input type="checkbox"/> Shared: \$2,000 | <input type="checkbox"/> Inside Front Cover
\$1,500 | |
| <input type="checkbox"/> Hotel Room Key Cards \$4,000 | | TOTAL AMOUNT OF SALE
\$ _____ |

4. METHOD OF PAYMENT:

IHI Federal Tax ID #: 38-3017223

Check American Express MasterCard Visa In the amount of \$ _____ Please provide credit card information on page 3.

5. WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS GOVERNING THE EXHIBITION AS PRINTED ON THE REVERSE SIDE HEREOF AND WHICH ARE A PART OF THIS APPLICATION. ACCEPTANCE OF THIS APPLICATION BY SHOW MANAGEMENT CONSTITUTES A CONTRACT.

DATE

AUTHORIZED SIGNATURE — This line must be signed for acceptance of contract.

TITLE
QUESTIONS? Kelly Sapp, IHI Exhibit Office, SmithBucklin
Phone: 312-673-5757
Email: ksapp@SmithBucklin.com

FOR OFFICE USE ONLY:

Conf Emailed: _____



CREDIT CARD INFORMATION

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Gaylord National Resort and Convention Center
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Please fill out all the below information and fax back to Kelly Sapp at 312.644.0575.

COMPANY NAME

Charge my VISA MASTERCARD AMEX

ACCOUNT #

EXPIRATION DATE

NAME AS SHOWN ON CARD

SIGNATURE AS SHOWN ON CARD

BILLING ADDRESS OF CREDIT CARD

PAYMENT FOR/INVOICE #

\$ _____
TOTAL AMOUNT

These rules and regulations are a bona fide part of the contract for exhibit space with the Institute for Healthcare Improvement hereinafter referred to as IHI, for the Exhibition which is managed by SmithBucklin herein after referred to as Show Management, on behalf of IHI, the Show's owner and sponsor. Show Management reserves the sole right to render all interpretations, amend and enforce these regulations and to establish any and all further regulations not specifically covered below to assure the general success and well being of the Show. Each exhibitor, for himself, his employees, and his contractors agrees to abide by these regulations and by any amendments or additions hereafter made by Show Management.

Show Management reserves the right to decline, prohibit, deny access or remove any exhibit which is contrary to the character, objectives, and best interests of the Show or suitable for its attendee audience. This reservation includes, but is not limited to, any violation of any public policy or these rules and regulations and extends to persons, things, printed matter, products, and conduct. IHI reserves the right to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting.

Show Management's decision and interpretation shall be accepted as final in all cases.

1. **PAYMENT OF SPACE.** Payment in full is due by January 27, 2012. Applications received without such payment will not be processed. The balance of the space rental charge will become due and payable on January 28, 2012.

2. **CANCELLATION AND REFUNDS.** All requests for cancellation of booth space must be received in writing. Cancellations made in writing before December 30, 2011 are eligible for a full refund minus a \$100 administrative fee. Cancellations made in writing between December 31, 2011 and January 27, 2012 will be liable for 50% of the sponsorship fee. Cancellations after January 27, 2012 are not eligible for a refund.

It is expressly agreed by the exhibitor that in the event he fails to pay the space rental charge at the times specified, or fails to comply with any other provisions contained in these rules and regulations concerning his use of exhibit space, Show Management shall have the right to reassign the confirmed booth location or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. 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 paid by him for his space reservation, regardless of whether or not Show Management enters into a further lease for the space involved.

In case the exhibition shall not be held for any reason whatsoever, then and thereupon, the rental and lease of space to the exhibitor shall be terminated. In such case the limit claim for damage and/or compensation by the exhibitor shall be the return to the exhibitor of the pro rata amount already paid for space for this specific event.

3. **SPACE RENTAL AND ASSIGNMENT OF LOCATION.** Whenever possible, space assignments will be made by Show Management in keeping with the preferences as to location requested by the exhibitor. SHOW MANAGEMENT, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXHIBITION.

4. **USE OF SPACE, SUBLETTING OF SPACE.** No exhibitor shall assign, sublet or share the space allotted with another business or company unless approval has been obtained in writing from Show Management.

Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor's display, parent or subsidiary companies excepted.

Exhibitors must show only goods manufactured or dealt in by them in the regular course of business. Should an article of a non-exhibiting company be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business.

No company or organization not assigned exhibit space will be permitted to solicit business within the Exhibit Areas.

5. **OPERATION OF EXHIBITS.** Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exhibition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the exhibition as a whole. Use of so called -barkers or -pitchmen is strictly prohibited. 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. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

Alcoholic Beverages. Exhibitors may not serve alcoholic beverages in the exhibit hall except with the written permission of Show Management.

Direct Sales. No retail sales are permitted within the exhibit area at any time, but orders may be taken for future delivery.

Contests, Drawings and Lotteries. All unusual promotional activities must be approved in writing by Show Management no later than 60 days prior to the opening of the exhibition.

Literature Distribution. All demonstrations or other activities must be confined to the limits of the exhibitor's booth. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited. Shopping bags are prohibited and literature bags shall not exceed a size of 16" x 18".

Copyright Licensing. Exhibitor is solely responsible for obtaining any required licenses to broadcast, perform, or display any copyrighted materials including but not limited to music, video, and software. Exhibitor shall indemnify and hold harmless IHI, Show Management, and facility against cost, expense, or liability which may be incident to, arise out of or be caused by Exhibitor's failure to obtain requisite license.

Sound. Exhibits which include the operation of musical instruments, radios, sound projection equipment, or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens. Show Management shall be the sole judge of what constitutes appropriate sound levels.

Live Animals. Live animals are prohibited.

Booth Representatives. Booth representatives, including models or demonstrators, must be properly registered and wear badges, and be properly and modestly clothed. Excessively revealing attire is prohibited.

Irregular Activities. All giveaway items with the exception of plastic bags, pens, pencils, luggage tags, pocket calendars, and the exhibitor's product must be submitted for approval to Show Management three (3) weeks prior to the opening of the exhibition. Noisemakers of any kind will not be permitted. All exhibitors distributing approved -stick-ons may not place the -stick-ons on the attendees' badges.

6. **EXHIBITORS AUTHORIZED REPRESENTATIVE.** Each exhibitor must name one person to be his representative in connection with installation, operation and removal of the company's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the

exhibitor shall be responsible. The exhibitor shall assume responsibility for such representative being in attendance throughout all exhibition periods; and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times. For their own safety and protection, persons under the age of twenty-one (21) will not be admitted to the exhibit halls at any time.

7. **INSTALLATION AND REMOVAL.** 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. Any space not claimed and occupied by three (3) hours prior to the published Show opening time may be resold or reassigned without refund. Installation of all exhibits must be fully completed by the opening time of the exhibition.

Exhibits must be staffed during all Show hours and may not, to any extent, be dismantled before the Show closing. Any early dismantling or packing shall be considered a breach of this agreement and may affect future applications.

8. **ARRANGEMENT OF EXHIBITS.** Each exhibitor is provided an Official Exhibitor Kit. The Exhibitor Kit 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 Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition. Exhibits not conforming may be dismantled or modified, at cost to the exhibitor, at the sole judgment and discretion of Show Management.

Exhibitor Plan Review. Booth construction plans and layout arrangements for first-time exhibitors, exhibits in peninsula or island booth spaces, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exhibition.

9. **EXHIBITS & PUBLIC POLICY.** Each exhibitor is charged with knowledge of all State, County, and City laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in this exhibition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.

No part of the building shall be defaced in any manner, nor shall signs or other articles be posted, nailed, taped or otherwise affixed to any pillars, doors, walls or other parts of the building. Any and all damages, losses, expenses, and/or costs resulting from failure to observe this notice shall be payable by the exhibitor.

The exhibitor must, at his expense, maintain and keep in good order his exhibit and the space for which he has contracted.

Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor's space, materials and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, Show Management will endeavor to answer them.

Exhibitors must comply with City and State fire regulations. All booth decorations including carpeting must be flame-proofed and all hangings must clear the floor. All exits, hallways, aisles and fire control apparatus must remain clear and unobstructed at all times. Use of butane or bottled gas is not permitted. Use of propane and helium balloons is prohibited. Electrical equipment and wiring must conform with National Electrical Code Safety Rules. If inspection indicates any exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazard, the right is reserved to cancel all or such part of his exhibit as may be irregular, and effect the removal of same at exhibitor's expense.

If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the exhibitor should communicate with Show Management for information concerning facilities or regulations.

Independent contractors must conform to IAEM, ESCA and ED&PA guidelines and must be signatory to a current local collective bargaining agreement. Exhibitor agrees to abide by all requirements of the ACCME Standards for Commercial Support of Continuing Medical Education and the ANCC

Commission on Accreditation Standards for Commercial Support of Continuing Nursing Education as provided by the Massachusetts Association of Registered Nurses. Contact info@ihi.org for a copy Standards for Commercial Support.

10. **STORAGE OF PACKING CRATES AND BOXES.** Unattended freight in any display space as of one hour prior to Show opening will be removed and stored at the exhibitor's sole risk and expense. Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period; but these, when properly marked, will be stored and returned to the booth by service contractors. It is the exhibitor's responsibility to mark and identify his crates and boxes. Crates and boxes not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as -empty.¶

Because of the lack of storage facilities, it may be necessary to store empty crates, boxes and exhibit material outside the building. Every effort will be made to protect the crates from the elements, but neither Show Management nor its service contractors will assume any responsibility for damage to them.

The removal and return of large crates that cannot be handled by hand trucks will be charged for at prevailing rates.

Crates, boxes or other exhibit materials unclaimed by the exhibitor after the Show will be removed at the exhibitor's expense. Exhibitors will be billed by the service contractor for removal time and materials at prevailing rates. Neither Show Management, the service contractor, nor the exhibit facility shall assume any liability whatsoever for loss or damage.

11. **SOCIAL ACTIVITIES.** Any social function or special event planned by an exhibiting company, to take place during the IHI Annual National International Summit, must be pre-approved by IHI. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official conference and exhibition activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by IHI and/or Show Management. Distribution of exhibitor materials is not permitted to attendee sleeping room doors, IHI meeting rooms or anywhere else in the hotel and/or exhibit facility except in the specified booth space.

12. **LIABILITY AND INSURANCE.** All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Show Management, its service contractors, the management of the exhibit hall nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor.

It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

13. **INDEMNIFICATION.** Exhibitor agrees that it will indemnify and hold and save Show Management whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or asserted against Show Management on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of Exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or when any such injury or damage may in

any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of Show Management by Exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of Show Management. Exhibitor covenants and agrees that in case Show Management shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon Show Management by virtue of any such litigation.

Property Damage. Neither Show Management nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion, or other insurable casualty, and Show Management and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. In the event that such occurrence results in cancellation of the exhibition, each party hereby releases the other from obligations under this contract. Accordingly, it shall be the responsibility of Show Management and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

Use of Certain Property. Exhibitor will assume all costs arising from the use of patented, trademarked, or franchised materials, devices, processes or dramatic rights used on or incorporated in the exhibitor's space. Exhibitor shall indemnify, defend and hold harmless IHI, Show Management, the City and their officers, directors, members, agents, and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys' fees, and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

14. WAIVER. Show Management shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by Show Management. No delay or omission by Show Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of such rights in writing on one occasion shall not be construed as a consent to or a waiver of any right or remedy on any future occasion.

15. ATTORNEYS' FEES. Should Show Management find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement, or to protect in any manner its interest or interests under this agreement, Show Management, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys' fees.

16. AMERICANS WITH DISABILITIES ACT. Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter -Act) to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless IHI, Show Management, and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to comply with the Act.

17. ATTENDEE MAILING LISTS. All approved exhibitors will receive a list of registered attendees in PDF format by email after the event.. This list will also be available through IHI's bonded mail house for one-time use only, and may not be disclosed, transferred, duplicated, reproduced, sold, loaned, or any portion retained whatsoever, including entering into electronic databases. Violation of these conditions will jeopardize your standing as an IHI exhibitor at future IHI meetings.

18. OTHER REGULATIONS. Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management.

THE SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.