SPONSORSHIP & EXHIBITOR PROSPECTUS

THE MIRAGE  LAS VEGAS
SEPT. 30 - OCT. 2, 2020

www.ORManagerConference.com    www.PACUManagerSummit.com
Join us September 30 – October 2 in Las Vegas for the leading conference focused solely to the leaders of the operating room, ambulatory surgery center, and post-anesthesia care unit. The OR Manager Conference and PACU Manager Summit are where over 1,400 managers and directors involved in leading the surgical suite converge for three days of continuing education and networking.

**Back again for 2020:** The OR of the Future will provide attendees the opportunity to learn more about innovative technologies and witness firsthand their integration with one another. Sponsors within the OR of the Future will not only be able to share information and product solutions with participants, but also provide an interactive touch-and-feel experience. Centered within the OR of the Future is the Interactive Hybrid OR. Demand for Hybrid Operating Rooms across the nation continues to be on the rise. The opportunity to save time and money, coupled with the prospect of developing a more efficient profit model, make the development of a Hybrid OR attractive for any facility. To capture additional trends for the evolving landscape of the operating room, there is an opportunity for additional technology showcases in 20x20 booths and kiosks within the OR of the Future.

**Matchmaking: You spoke, we listened!** We have put together a fantastic exhibit advisory board of long-time sponsors and exhibitors of the OR Manager Conference and PACU Manager Summit and what we’ve heard from them and other vendors is that you need help to facilitate meetings with our attendees onsite. Through our 2020 mobile app, you can schedule appointments with attendees you’ve been matched with online before the show and make appointments through the mobile app on the show floor.

Our conference program and exhibit hall are on the forefront on emerging technology and understanding the changing healthcare landscape, and the OR of the Future supports that mission. We look forward to developing your activation with you and help you make the connections you need to drive your business forward.

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**JOIN YOUR PROSPECTS IN LAS VEGAS**

The #1 conference dedicated to the leaders of the perioperative suite.
WHO ATTENDS: QUALIFIED DECISION MAKERS

More than 85% of attendees are involved in the decision-making process for purchases at their facilities. It is as simple as the name: OR and PACU managers attend the OR Manager Conference and PACU Manager Summit. Decision makers from across the country attend the conference to learn, network, and to meet with vendors.

2018

**JOB TITLE**

- MANAGER—45%
- DIRECTOR—31%
- EXECUTIVE/C-SUITE—13%
- ADMINISTRATION—11%

**JOB FACILITY**

- COMMUNITY HOSPITAL—44%
- AMBULATORY SURGERY CENTER—24%
- ACADEMIC HOSPITAL—17%
- TERTIARY HOSPITAL—8%
- CHILDREN’S HOSPITAL—7%

**ROLE IN PURCHASING DECISION**

- FINAL DECISION MAKER—23%
- MEMBER OF PURCHASING COMMITTEE—49%
- RECOMMEND NEW PRODUCTS—45%
- SPECIFY VENDORS—34%
- OTHER—15%

* Multiple Answers Allowed

OVER 77% OF ATTENDEES SPENT MORE THAN 3 HOURS ON OUR EXHIBIT HALL FLOOR INTERACTING WITH EXHIBITORS AND NEARLY 98% SPEND OVER 1 HOUR ON THE EXHIBIT HALL FLOOR.

61% ATTEND TO VISIT WITH A SPECIFIC VENDOR/ITEM OR TO PURCHASE A SPECIFIC PRODUCT

58% PLAN TO PURCHASE A PRODUCT FOR THEIR FACILITY IN THE NEXT 12 MONTHS

38% ARE COMPARING PRODUCTS ON THE FLOOR

34% SAY THEIR #1 REASON FOR ATTENDING OR MANAGER IS TO LEARN ABOUT THE LATEST EQUIPMENT FOR THE OR

“It doesn’t matter what facility you are from, critical access, large facility, or ASC, all of the information relates to you! Amazing Conference!”

—OR Manager Conference Attendee

www.ormanagerconference.com

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MEET THE PERIOPERATIVE LEADER

Attendees of the OR Manager Conference and PACU Manager Summit are leaders of the perioperative suite within hospitals and the post-anesthesia care unit (PACU). PACU leadership is a growing segment of our audience that attends with specific interest in visiting the PACU Pavilion in the Exhibit Hall.

Attendees are also comprised of leaders in ambulatory surgery. We are always working to address the evolving needs of this group, not only at the event with a designed breakout session track, but also within our new ASC Manager publication and ASC Blog.

The below profiles are of a typical leader that you’ll be able to connect with at the conference.

THE AMBULATORY SURGERY LEADER

» **Job Title:** Director of Nursing, Administrator

» **Purchasing Power:** Member of Decision Making Committee

» **Product Needs:** Capital Equipment, Instrumentation or Positioning Tools

» Most likely an OR Manager Subscriber

» **How can you reach them before and after the conference?** Pre or Post Conference Email or Direct Mail

THE PERIOPERATIVE BUSINESS LEADER

» **Job Title:** Business Manager or Supply Chain Manager

» **Facility Type:** Academic Hospital or Community Hospital

» **Purchasing Power:** Member of Decision Making Committee

» **Product Needs:** IT/Electronic or Supplies

» **How can you reach them before and after the conference?** Word of Mouth and In-Person Marketing

THE OPERATING ROOM LEADER

» **Job Title:** Manager, Director or VP Perioprative

» **Facility Type:** Community or Academic Hospital

» **Purchasing Power:** Final Decision Maker

» **Product Needs:** Capital Equipment, IT/Electronic or Instrumentation

» **How can you reach them before and after the conference?** Email

THE POSTANESTHESIA CARE LEADER

» **Job Title:** Manager of Recovery

» **Facility Type:** Community or Academic Hospital, Outpatient Facility

» **Purchasing Power:** Member of Purchasing Committee

» **Product Needs:** Capital Equipment and Supplies

» **How can you reach them before and after the conference?** Word of Mouth, In-Person Marketing, Email and Direct Mail
MATCHMAKING!

Based on feedback from sponsors and exhibitors, we’ve integrated matchmaking within the conference mobile app. Attendees will select vendor categories that they are interested in learning more about during registration. Those attendees will be matched with the corresponding vendors in those categories – vendors will be able to set appointments with our attendees both before and during the event. Maximize your time and meet with quality decision makers right on the show floor!

VIP PROGRAM

ATTENDEES GET PERKS FOR MEETING WITH EXHIBITORS.

In addition to an upgraded conference mobile app, we’ve added a program to incentivize attendees for making meetings with exhibitors. Attendees will receive VIP treatment, access to a lounge, bookstore gift certificate and discounts on programming in exchange for setting appointments.

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SPONSORSHIP OPPORTUNITIES

Whether you’re looking to increase traffic to your website to your booth, position your brand as an industry leader, obtain and nurture leads for sales, or all three, the OR Manager Conference and PACU Manager Summit offers you the sponsorship opportunities designed to deliver your message to qualified leaders of the perioperative suite.

THOUGHT LEADERSHIP & EDUCATION SPONSORSHIP OPPORTUNITIES

EDUCATE NURSE LEADERS

KEYNOTE SESSION SPONSORSHIP | $15,500

Sponsor a keynote address at the OR Manager Conference and PACU Manager Summit that’s been secured by the conference team. Keynote sessions run unopposed with any other content – breakout session, networking activities, etc. – so you’ll reach over 1,400 attendees in the keynote address and gain those leads!

Sponsorship includes:
- Sponsor logo and branding on all marketing materials and signage promoting the keynote
- Opening remarks and short video clip during opening remarks
- Literature chair drop in session
- Participation in rehearsal with keynote speaker
- Leads from the keynote session with contact information
- Sponsor recognition in the program guide
- Company logo and description on the conference website
- Discounted registration rate for sponsor staff to attend the conference

OR MANAGER AWARDS LUNCHEON PRESENTATION | $12,000 – 4 AVAILABLE! OR $35,000 FOR EXCLUSIVE SPONSORSHIP

Align your brand with the very best in perioperative management by sponsoring the OR Manager Awards Luncheon! This highly-attended luncheon is a recognition of achievement and the coveted awards are highly-regarded in the perioperative community. Awards include PACU Manager of the Year (presented during the PACU Manager Summit Luncheon), OR Manager of the Year, Emerging Leader Award, and Ambulatory Services Achievement Award.

- Sponsor logo on all marketing materials and signage promoting the awards luncheon
- Presentation of award with Elizabeth Wood, Editor, OR Manager
- Literature chair drop and giveaway item (provided by sponsor)
- Leads from the awards luncheon with contact information
- Sponsor recognition on the OR Manager editorial piece on the winner(s) – this is sent to over 24,000 subscribers!
- Logo on tickets required for entry, on screens during presentation, branded table tent cards, one reserved table at the front of the room, and one seat at the winner’s reserved table
- Sponsor logo recognition on the program guide
- Company logo and description on the conference website
- Discounted registration rate for sponsor staff to attend the conference

SPEAKER READY-ROOM PACKAGE WITH RECEPTION | $17,500

Show your appreciation for the thought-leadership at the foundation of the OR Manager Conference and PACU Manager Summit by hosting the speaker room for the duration of the conference and the speaker appreciation reception on Wednesday evening. You will gain exclusive access to 80+ of the most influential leaders at the Conference—be at the hub of the speakers’ check-in, onsite presentation prep, and networking.

- Sponsor logo on computer desktops and branded table tents in the speaker ready-room
- Have representatives available in the speaker ready-room at check-in or for the duration of the conference
- Refreshments provided throughout the day in the speaker ready-room
- Welcome/thank you letter to speakers for check-in with branding
- Sponsor logo on reception invitation to speakers
- Four representatives to attend the Speaker Appreciation Reception
- Selection of speaker gift, includes sponsor branding along with the OR Manager Conference and PACU Manager Summit logos
- Welcome remarks at the reception
- Sponsor recognition in the program guide
- Company logo and description on the conference website
- Discounted registration rate for sponsor staff to attend the conference

BREAKOUT SESSION SPONSORSHIP | $8,000

Develop a breakout session for the 2020 OR Manager Conference or PACU Manager Summit program. Align your brand as a thought leader in the perioperative suite by building and promoting your breakout session for the conference agenda and work alongside the Conference team to develop the session topic and recruit speaker(s). This is the perfect opportunity to introduce your brand as a thought leader in the perioperative suite by building a 75-minute breakout session for the conference agenda and work alongside the Conference team to develop the session topic and recruit speaker(s). This is the perfect opportunity to introduce your brand as a thought leader in the perioperative suite.

- Branding at breakfast or luncheon – Sponsor logo and branding on all marketing materials and signage promoting the general session
- Logo on tickets required for entry
- Opening remarks and short video clip during opening remarks
- Leads from the session with contact information
- Literature chair drop
- Sponsor recognition in the program guide
- Company logo and description on the conference website
- Discounted registration rate for sponsor staff to attend the conference

BREAKOUT SESSION SPONSORSHIP | $8,000

Develop the program content of your choosing along with the Conference programming team to align the solutions of your brand with an educational opportunity for attendees. As a session in the program that isn’t competing with any other breakout tracks or networking events, a breakfast or luncheon is open to all attendees and provides 1.0 CE.

- Branding at breakfast or luncheon – Sponsor logo and branding on all marketing materials and signage promoting the general session
- Logo on tickets required for entry
- Opening remarks and short video clip during opening remarks
- Leads from the session with contact information
- Literature chair drop
- Sponsor recognition in the program guide
- Company logo and description on the conference website
- Discounted registration rate for sponsor staff to attend the conference

BREAKOUT SESSION SPONSORSHIP | $8,000

| $8,000 | $12,000 – 4 AVAILABLE! OR $35,000 FOR EXCLUSIVE SPONSORSHIP |

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THOUGHT LEADERSHIP & EDUCATION SPONSORSHIP OPPORTUNITIES

POSTER SESSION AND E-POSTER GALLERY | $9,500
Located right on the Exhibit Hall floor is the OR Manager Conference and PACU Manager Summit Poster Gallery, a high traffic feature area where attendees meet with poster presenters and earn additional CEs through the online poster eGallery. Sponsorship of the Poster Session includes company branding on all marketing material as well as the eGallery that remains open for an entire year after the conference.

» Company name/logo on poster submission site
» Company name/logo on e-poster gallery
» White paper on e-poster gallery
» Signage around onsite poster gallery onsite and e-gallery stations where attendees may acquire their CE certificate
» Company name/logo anywhere poster gallery and e-poster gallery promoted
» Sponsor recognition in the program guide
» Company logo and description on the Conference website
» Discounted registration rate for sponsor staff to attend the conference

CE PROGRAM IN BOOTH | $4,500
Develop a 30-minute education program to present to attendees twice within your booth in the Exhibit Hall; includes CE credit for attendees. Exhibitors must have at least 200 net square feet of exhibit space to participate and be able to provide seating.

» Selection of two 30-minute programs worth 0.5 CE (attendees are encouraged to attend two total programs for one total CE)
» Inclusion in the CE brochure distributed on-site at the event
» Lead retrieval unit for collection of leads to your CE program
» CE program session evaluations & booklets
» Signage in booth promoting the CE program
» Logo on feature signage in front of the exhibit hall with time and location of program
» Sponsor recognition in the program guide
» Company logo and description on the conference website
» Discounted registration rate for sponsor staff to attend the conference

PERIOPERATIVE MANAGER SCHOLARSHIP | $5,000
The Perioperative Manager Scholarship allows you to provide five leaders of the surgical suite with an All Access registration for the 2020 OR Manager Conference and PACU Manager Summit. With limited budgets, we find that not everyone has the resources necessary to attend the conference, even though they should be there. By providing them this opportunity to advance their leadership education and network, you will take the first step in forging strong relationships with your company.

» Align your company with the top-notch education the OR Manager Conference and PACU Manager Summit provide
» Create brand awareness and loyalty with leaders of the surgical suite
» Receive dedicated one-on-one meeting time with five qualified attendees, in the form of 15-minute meetings during Exhibition hours, as schedule by OR Manager
» Receive full contact information of the five qualified attendees for long-term relationship building
» The option to include a promo piece or welcome letter in the welcome packets each participant will receive upon check-in at Registration
» Marketing recognition in promotional messaging, as well as an email to recipients introducing the sponsor and providing onsite information
» Logo on the sponsor page of the Conference website, in the on-site Program Guide, and on Thank You signage

SESSION SPONSORSHIP | $3,500
The number one reason attendees choose the OR Manager Conference and PACU Manager Summit is for the top-quality educational opportunities. Select the ideal session to sponsor based on brand goals and potential attendance so you can provide your branding throughout the session room while retrieving leads from those in attendance for meaningful follow up post-conference.

» Selection of one breakout session
» Sponsor logo on all marketing materials and signage promoting the session
» Logo on PowerPoint slide in room
» Leads from the session with contact information
» Literature chair drop
» Sponsor recognition in the program guide
» Company logo and description on the conference website
» Discounted registration rate for sponsor staff to attend the conference
THE OR OF THE FUTURE

The OR of the Future is back for 2020: Exhibits, Education, and Experience tied into one. The OR of the Future will provide attendees the opportunity to learn more about innovative technologies and witness firsthand their integration with one another. Sponsors within the OR of the Future will not only be able to share information and product solutions with participants, but also provide an interactive touch-and-feel experience.

Centered within the OR of the Future is the Interactive Hybrid OR. Demand for Hybrid Operating Rooms across the nation is on the rise. The opportunity to save time and money, coupled with the prospect of developing a more efficient profit model, make the development of a Hybrid OR attractive for any facility. To capture additional trends for the evolving landscape of the operating room, there is an opportunity for additional technology showcases in 20x20 booths and kiosks within the OR of the Future.

Emerging trends in technology are welcome.

PREMIERE SPONSORSHIP: OR OF THE FUTURE | $16,000

- One 20x20 showcase with carpeting
- 16 booth personnel
- Personalized customer coupon passes with your company name and booth number
- Micro-site within ORManagerConference.com, including company description and product categories
- Personalized marketing tools including web banner ads and HTML emails
- Discounted conference rates for exhibitor personnel
- One complimentary full conference pass to share with an attendee
- Lead retrieval scanner to collect information for all attendees that frequent your exhibit
- Lead retrieval information for all attendees that attend the OR of the Future Town Hall Session
- Literature distribution within the OR of the Future
- Full page ad with premium location within the OR of the Future Directory
- 50-word product description in the OR of the Future Directory
- Company logo listed prominently as a sponsor in all marketing of the OR of the Future, including pre-show email blasts, mobile app, onsite program guide, signage, and OR Manager Conference website
- Special recognition within OR Manager’s OR of the Future feature newsletter article pre-show, including Q&A interview

SUPPORTING SPONSOR: OR OF THE FUTURE | $8,000 – ONLY 12 AVAILABLE!

- One kiosk with built-in table, two chairs, waste basket, and carpeting
- Two booth personnel badges
- Personalized customer coupon passes with your company name and booth number
- Micro-site within ORManagerConference.com, including company description and product categories
- Personalized marketing tools including web banner ads and HTML emails
- Discounted conference rates for exhibitor personnel
- One complimentary full conference pass to share with an attendee
- Lead retrieval scanner to collect information for all attendees that frequent your exhibit
- Literature distribution within the OR of the Future
- Half page ad within the OR of the Future Directory
- 50-word product description in the OR of the Future Directory
- Company logo listed prominently as a sponsor in all OR of the Future promotion, including pre-show email blasts, mobile app, onsite program guide, signage, and OR Manager Conference website
- Participation recognition within OR Manager’s OR of the Future feature pre-show article pre-show

ADD ON: CE PROGRAM IN BOOTH | $2,500

Develop one 30-minute education program to present to attendees twice within the Exhibit Hall for additional CE credits they desire. These CE sessions are promoted prior to the Conference, within the on-site program guide, and with a special feature CE Brochure handed out on-site.

ADD ON: 42” MONITOR IN BOOTH | $800

- Product featured in the 2020 Hybrid OR located within the OR of the Future
- Two company representatives to be present in the Hybrid OR during the show
- Lead retrieval information for all attendees that frequent the Hybrid OR and attend the Hybrid OR Town Hall
- Literature distribution within the Hybrid OR
- Show management assumes drayage charge for hybrid OR display product from dock to OR area on show floor, and will provide onsite labor to assist with installing and dismantling
- Product image and 50-word product description in the OR of the Future Directory
- Full page ad within the OR of the Future Directory
- Company logo next to product listing in the OR of the Future Directory
- Company logo featured on the Hybrid OR Header
- Company logo listed prominently as Supporting Sponsor in all Hybrid OR promotion, including pre-show email blasts, mobile app, onsite program guide, OR of the Future Directory, signage, and OR Manager Conference website
- Participation recognition within OR Manager’s OR of the Future feature newsletter article pre-show

PLATINUM SPONSORSHIP: HYBRID OR | $8,500 – 2 AVAILABLE!

- Product featured in the 2020 Hybrid OR located within the OR of the Future
- Two company representatives to be present in the Hybrid OR for duration of show
- Lead retrieval information for all attendees that frequent the Hybrid OR and attend the Hybrid OR Town Hall
- Literature distribution within the Hybrid OR
- Show management assumes drayage charge for hybrid OR display product from dock to OR area on show floor, and will provide onsite labor to assist with installing and dismantling
- Product image and 50-word product description in the OR of the Future Directory
- Full page ad within the OR of the Future Directory
- Company logo next to product listing in the OR of the Future Directory
- Company logo featured on the Hybrid OR Header
- Company logo listed prominently as Platinum Sponsor in all Hybrid OR promotion, including pre-show email blasts, mobile app, onsite program guide, OR of the Future Directory, signage, and OR Manager Conference website
- Participation recognition within OR Manager’s OR of the Future feature newsletter article pre-show

HYBRID OR PRODUCTS WE ARE LOOKING FOR:

- Anesthesia Machine
- Booms
- C-Arm
- Cardiac Monitor
- Contrast Injector
- Electrosurgical Generator
- Hybrid Table
- Imaging System
- Lights
- Shield
- Slush Machine
- Video Integration
SILVER SPONSORSHIP: HYBRID OR | $5,500
» Product featured in the 2020 Hybrid OR located within the OR of the Future
» One company representative to be present in the Hybrid OR for duration of show
» Lead retrieval information for all attendees that frequent the Hybrid OR and attend the Hybrid OR Town Hall
» Literature distribution within the Hybrid OR
» Show management assumes drayage charge for hybrid OR display product from dock to OR area on show floor, and will provide onsite labor to assist with installing and dismantling
» Product image in the OR of the Future Directory
» 50-word product description in the OR of the Future Directory
» Half page ad in the OR of the Future Directory
» Company logo next to product listing in the OR of the Future Directory
» Company logo listed prominently as Silver Sponsor in all Hybrid OR promotion, including pre-show email blasts, mobile app, onsite program guide, OR of the Future Directory, signage, and OR Manager Conference website
» Participation recognition within OR Manager’s OR of the Future feature newsletter article pre-show

GOLD SPONSORSHIP: HYBRID OR | $6,500 – 5 AVAILABLE!
» Product featured in the 2020 Hybrid OR located within the OR of the Future
» One company representative to be present in the Hybrid OR for duration of show
» Lead retrieval information for all attendees that frequent the Hybrid OR and attend the Hybrid OR Town Hall
» Literature distribution within the Hybrid OR
» Show management assumes drayage charge for hybrid OR display product from dock to OR area on show floor, and will provide onsite labor to assist with installing and dismantling
» Product image in the OR of the Future Directory
» 50-word product description in the OR of the Future Directory
» Half page ad in the OR of the Future Directory
» Company logo next to product listing in the OR of the Future Directory
» Company logo listed prominently as Gold Sponsor in all Hybrid OR promotion, including pre-show email blasts, mobile app, onsite program guide, OR of the Future Directory, signage, and OR Manager Conference website
» Participation recognition within OR Manager’s OR of the Future feature newsletter article pre-show
» Company logo and description on the conference website
» Logo on napkins to be served with light refreshments during the orientation
» Leads for all orientation participants
» Logo/company anywhere the orientation is promoted
» Exclusive naming rights for the café
» Signage promoting café throughout conference
» Sponsor recognition in the program guide
» Company logo and description on the conference website
» Discounted registration rate for sponsor staff to attend the conference

REFRESHMENT CAFÉ SPONSORSHIP | $15,000
A high traffic feature area of the Exhibit Hall floor, sponsor the refreshment café and place branded materials throughout the coffee shop -themed break area. This café will allow all conference participants to grab a quick bite or coffee between scheduled breaks so they never need to leave The Mirage. Attendees will thank you for it—after all, the café will be exclusively named after your company!
» Logo/company name anywhere café promoted
» Themed décor
» Exclusive naming rights for the café
» Signage promoting café throughout conference
» Sponsor recognition in the program guide
» Company logo and description on the conference website
» Discounted registration rate for sponsor staff to attend the conference

FIRST TIME ATTENDEE ORIENTATION | $7,500
Be among the first to welcome first time attendees of the OR Manager Conference and PACU Manager Summit during this networking reception on Tuesday, September 29 led by members of the Planning Committee. This is an opportunity for making connections, establishing a network, and receiving answers to pressing questions. It’s also the perfect time for you to establish your brand with faces that are brand new to the Conference.
» Logo/company anywhere the orientation is promoted
» Logo on first time attendee ribbons distributed during the orientation
» Opportunity to provide welcome remarks at the orientation
» Logo included on welcome letter to be sent in advance of the conference inviting first time attendees to the orientation
» Logo on napkins to be served with light refreshments during the orientation
» Leads for all orientation participants
» Sponsor recognition in the program guide
» Company logo and description on the conference website
» Discounted registration rate for sponsor staff to attend the conference

VIP EXPERIENCE PARTNER | $5,000
Attendees have the option to become part of the VIP Experience (free of charge) during registration. All that we ask in return is that VIP attendees schedule meetings with five exhibitors while in Las Vegas. Being a VIP attendee includes expedited registration on-site at the conference, discounted tickets to the OR Manager’s Night Out, access to the VIP Lounge in the Exhibit Hall, priority seating during General Sessions, and a $10 gift certificate to the bookstore.
As the VIP Experience Partner, you will receive:
» Logo/company anywhere the VIP Experience is promoted, including:
  • Signage at the designed VIP registration area
  • Branding within the VIP Lounge (refreshments will be provided)
  • Branded table tents at reserved tables in General Sessions
  • Logo on bookstore gift certificate to be distributed at VIP registration area
  » Logo on VIP ribbons distributed at special registration area
  » Leads for all VIP Experience attendees
  » Partner recognition in the program guide
  » Company logo and description on the conference website
  » Discounted registration rate for sponsor staff to attend the conference

EXHIBIT RECHARGE ZONE | $12,500
Located within the exhibit hall, the Recharge Zone is a high traffic feature area sure to garner attention of attendees for the duration of the conference. This Recharge Zone will be attendees’ opportunity to check email and recharge their batteries without leaving the exhibit hall floor, and the perfect opportunity for you to introduce yourself to them.
» Exclusive naming rights to the Recharge Zone
» Logo/company name anywhere Recharge Zone is promoted
» Branded charging tables
» Opportunity to have company rep at check-in to greet attendees
» Leads from participants who visit the Recharge Zone
» Prominent logo location in pre-conference promotion of the Recharge Zone
» 3’x3’ floor decal at entrance of the Recharge Zone with sponsor logo
» Sponsor recognition in the program guide
» Company logo and description on the conference website
» Discounted registration rate for sponsor staff to attend the conference
OR MANAGER’S NIGHT OUT – OFFICIAL BAR SPONSOR | $7,000

As the party’s official bar sponsor, your branding will stand out at the most prominent location while attendees thank you for picking up the tab!

» Logon on promotional signage by the entertainment
» Exclusive “shout out” by your company by the entertainment
» Five (5) complimentary tickets for your staff to attend
» Company name and/or logo associated with all marketing materials
» Leads with contact information of all night out participants
» Sponsor recognition in the program guide
» Company logo and description on the conference website
» Discounted registration rate for sponsor staff to attend the conference

OR MANAGER’S NIGHT OUT – OFFICIAL WELCOME SPONSOR | $7,000

Be a part of attendees’ first impression as they enter the OR Manager’s Night Out! As the official Welcome Sponsor, your company will have the opportunity to greet attendees while they receive a keepsake photo with your logo.

» Logo on the keepsake photo frame given to each attendee (complimentary pictures will be taken with OR Manager Conference backdrop)
» Five complimentary tickets for your staff to attend and welcome attendees upon entering
» Company name and/or logo anywhere OR Manager’s Night Out is promoted
» Leads with contact information of all night out participants
» Sponsor recognition in the program guide
» Company logo and description on the conference website
» Discounted registration rate for sponsor staff to attend the conference

KICKOFF PARTY IN THE EXHIBIT HALL | $5,500 – 10 AVAILABLE!

Be a part of the OR Manager Conference Kickoff Party as we welcome our attendees to the Conference with food, drinks and the opportunity to network with peers and exhibitors alike. Distribute an item of your choosing and place your company logo on the napkins and signage at your personalized bar, placed near your booth—a prime opportunity to meet and mingle with attendees on site.

» Logo/company name anywhere reception promoted
» Bar placed near sponsor’s booth (can be placed in booths 10×20 or larger)
» Branded napkins for the bar
» Signage promoting the bar
» Logo on food and beverage location map distributed at entrance for party
» Opportunity to provide branded shirt for bartender
» Opportunity to provide giveaway item to attendees at the bar
» Sponsor recognition in the program guide
» Company logo and description on the conference website
» Discounted registration rate for sponsor staff to attend the conference

ADD ON OPPORTUNITY: MIXOLOGIST! | $2,500

Generate even more buzz to your booth by hosting a local mixologist. The mixologist will be trained to create specialty cocktails for attendees — stand out above the rest and invite attendees to visit your booth for this special add-on opportunity to generate more traffic! Additional marketing includes:

» Pre-show marketing email blast to generate traffic to visit your booth and mixologist
» Special recognition in the program guide and mobile app

NETWORKING SPONSORSHIP OPPORTUNITIES

OR MANAGER’S NIGHT OUT – OFFICIAL ENTERTAINMENT SPONSOR | $7,000

OR Manager’s Night Out is an off-site networking opportunity taking place October 1 from 7 p.m. – 10 p.m. Our popular offsite networking event is always a source of more traffic! Additional marketing includes:

» Basic booth space
» Leads with contact information of all night out participants
» Company logo and description on the conference website
» Discounted registration rate for sponsor staff to attend the conference

NETWORKING BREAK SPONSORSHIP | $3,000

In between conference sessions attendees will settle down for coffee and snacks during various networking breaks. You will have your choice of one unopposed function that will be promoted in the official program guide, will allow for branded materials to be distributed, and will provide attendees additional point opportunities in the Build Your Dream OR Contest.

» Sponsor recognition in the program guide
» Company logo and description on the conference website
» Discounted registration rate for sponsor staff to attend the conference

MEETING ROOM RENTAL | FULL DAY: $1,500, HALF DAY: $1,000

Host a focus group, conduct internal trainings, or have private meetings with customers in one of The Mirage meeting rooms. Need additional marketing support to achieve your goals? OR Manager can build a marketing package specifically to meet your needs for your meeting room rental. Sponsor is required to coordinate AV and F&B through vendors and will not be provided by OR Manager Conference.

» Sponsor recognition in the program guide
» Company logo and description on the conference website
» Discounted registration rate for sponsor staff to attend the conference
ONSITE BRANDING AND SIGNAGE SPONSORSHIP OPPORTUNITIES

GAIN EXPOSURE

LUNCH WITH THE EXHIBITORS | $8,500
On Thursday, October 1, attendees have the option to attend lunch in the Exhibit Hall. This is the perfect opportunity to schedule lunch meetings and take advantage of the additional time with potential business partners. Several food stations will be set up, where attendees can exchange a ticket for their meal of choice.

- Branding of food stations
- Logo on lunch tickets
- Literature drop at the seating area located in the Exhibit Hall
- Sponsor recognition in the program guide
- Company logo and description on the Conference website
- Discounted registration rate for sponsor staff to attend the conference

RIBBON STATION | $4,500
Attendees love adding ribbons to their badges; whether it is to acknowledge their achievements or to have fun with silly ribbons (think “Crazy Cat Lady”). Establish yourself as someone who recognizes the hard work put in by attendees, but also knows how to laugh.

- Branding of ribbon wall
- Sponsor recognition in the program guide
- Company logo and description on the Conference website
- Discounted registration rate for sponsor staff to attend the conference

5K RUN/3K WALK | $6,000
Health and fitness are important to attendees. By sponsoring the 5K Run/3K Walk, you will have the opportunity to bring attendees together for exercise, networking, and some friendly competition. Attendees will do the promotion for you with branded t-shirts.

- Branded t-shirts for all participants
- Sponsor recognition in the program guide
- Company logo and description on the Conference website
- Discounted registration rate for sponsor staff to attend the conference
- Lead from attendees who sign up for both races
- Opportunity to kick off the start of the races

PARK BENCH AREA ON THE SHOW FLOOR | $10,000
Claim your own “break” area for attendees on the show floor. At the park, named after your company, attendees can take a break to rest their feet, network, and plan their next activity.

- Branded park benches
- Branded carpet decals
- Faux street lights with branded banners
- Sponsor recognition in the program guide
- Company logo and description on the Conference website
- Discounted registration rate for sponsor staff to attend the conference

WI-FI EXCLUSIVE SPONSORSHIP | $17,000
Help attendees stay connected during the OR Manager Conference and PACU Manager Summit! The Wi-Fi sponsorship includes company logo on all Wi-Fi promotional material as well as a splash page of the sponsors’ choice, which will be viewed by all who access the Wi-Fi services.

- Company name can be set as password
- WelcomeSplash page of sponsor’s choosing
- Logo/company name everywhere Wi-Fi promoted
- Sponsor recognition in the program guide
- Company logo and description on the conference website
- Discounted registration rate for sponsor staff to attend the conference

CONFERENCE BAGS | $15,000
Distributed at the Materials Handout Desk, located near Registration, the branded Conference Bags are distributed to every attendee at the OR Manager Conference and PACU Manager Summit! They will provide additional branding throughout the three-day conference, as attendees use their materials and do your marketing for you.

- Bag of sponsor’s choosing from list of options provided by OR Manager
- Distributed at Material Handout by Registration
- 1 Bag insert (flyer) included
- Sponsor recognition in the program guide
- Company logo and description on the conference website
- Discounted registration rate for sponsor staff to attend the conference

MOBILE APP EXCLUSIVE SPONSORSHIP | $15,000
The official event mobile app is the most critical “go-to” tool that conference attendees use throughout their educational experience. With over a 70% download rate, attendees view sessions, save handouts, take notes, and play the Build Your Dream OR contest. The mobile app also features a matchmaking functionality that recommends vendors to attendees based on their selections during registration. Vendors are also recommended potential leads with whom they can both message and schedule meetings.

- Branding and ads within the mobile app
- Company information page within the app
- Additional 50-point code within the app for Build Your Dream OR contest
- Branding on information desk located near registration
- Signage promoting the app
- Recognition on all marketing material promoting the app
- Sponsor recognition in the program guide
- Company logo and description on the Conference website
- Discounted registration rate for sponsor staff to attend the conference

CONFERENCE JOURNAL/NOTEPAD & PENS | $12,000
As attendees take notes throughout the session, your brand will be front and center! Sponsor the conference journal to extend your brand awareness beyond the conference as attendees take them home, review their notes, and share them with colleagues.

- Selection of journal from options provided by the conference team
- Logo on the front cover along with the OR Manager Conference and PACU Manager Summit logos
- Distribution to all attendees at the registration desk
- Sponsor recognition in the program guide
- Company logo and description on the conference website
- Discounted registration rate for sponsor staff to attend the conference

LUGGAGE TAGS | $4,000
Add your logo to the OR Manager Conference and PACU Manager Summit luggage tags so you can stay with them. Luggage tags will be distributed to all attendees at the Materials Handout Desk.

- Selection of branded tag from options provided by OR Manager
- Distributed in bags at registration to all attendees
- Will feature sponsor, OR Manager Conference, and PACU Manager Summit logos

PROFESSIONAL HEADSHOT BOOTH SPONSORSHIP | $10,000
Add an additional touchpoint to meet and greet attendees on-site with the OR Manager Conference and PACU Manager Summit Professional Headshot Booth. Everyone needs a professional headshot at some point in their career and this booth will provide attendees an efficient and convenient medium to have theirs taken and emailed directly to them.

- Company name/logo anywhere booth promoted
- Logo on email participants receive with their photos (can include message as well)
- Representative present to greet attendees
- Signage in and around Headshot Booth
- Leads of participants
- Post-show follow up email to participants with link to download
- Sponsor recognition in the program guide
- Company logo and description on the conference website
- Discounted registration rate for sponsor staff to attend the conference

ADD-ON: MAKEUP ARTIST STATION | $5,000
Generate even more buzz around your sponsored headshot station by adding a professional makeup artist for attendees to prepare for their headshots. Additional marketing includes:

- Pre-show marketing email blast to generate traffic to the professional headshot booth with a makeup artist
- Special recognition in the program guide and mobile app
- Onsite mobile app alerts generating traffic to the headshot booth
ONLINE BRANDING AND SIGNAGE SPONSORSHIP OPPORTUNITIES

REGISTRATION SPONSORSHIP | $15,000
Registration is the gateway to the Conference and with this sponsorship, your brand will be the first attendees see when they register online and then arrive at the Conference. The on-site Registration Desk is also the epicenter for information and materials. OR Manager Conference and PACU Manager Summit. The Registration sponsor will receive branding and recognition anywhere the registration is promoted, including the first and main focal point of the entire conference.
- Branding on registration signage and physical structure
- Branded lanyards and badge insert
- Logo anywhere onsite registration promoted
- Logo and URL in online registration system
- Sponsor recognition in the program guide
- Company logo and description on the conference website
- Discounted registration rate for sponsor staff to attend the conference

ADDON: CHAMPAGNE AT REGISTRATION FOR A MINI “REGI-CEPTION”! | $6,500
Be the first brand that perioperative leaders engage with when they collect their badges and materials at the Tuesday Regi-ception! Attendees will be welcomed with champagne and your branded materials as they enter registration on Tuesday, September 29.
- Branded signage at registration during the Regi-ception
- 1 piece of sponsor collateral distributed at the registration desk on Tuesday, September 29
- Brand included on all marketing materials promoting the Regi-ception
- 1 eBlast promotion of Regi-ception with sponsor logos incorporated
- 3 hours of networking from 4-7 p.m. on Tuesday, September 29

WATER BOTTLE SPONSORSHIP | $10,000
Distributed to all attendees at the materials handout desk, the official conference water bottles are the perfect take-home item for attendees. Extend your branding beyond the conference!
- Selection of water bottle from options provided by the OR Manager team
- Logo and branding on water bottle along with OR Manager Conference and PACU Manager Summit logos
- Distribution to all attendees at the material handout desk
- Signage at water stations with sponsor logo
- Sponsor recognition in the program guide
- Company logo and description on the conference website
- Discounted registration rate for sponsor staff to attend the conference

MSSAGE CHAIRS OR MANICURES IN THE OR LOUNGE SPONSORSHIP | $9,500
The OR Lounge is a main attraction of the Exhibit Hall. Attendees will line up to get some relaxation either with a chair massage or manicure.
- Sponsor recognition on OR Lounge signage associated with massage or manicure time slots
- Sponsor recognition wherever the OR Lounge is promoted
- Branded shirts for massage therapists or nail technicians to wear
- Representatives at the OR Lounge during the time slots associated with massage or manicures
- Prominent logo location in pre-conference promotion of the OR Lounge to generate traffic
- Sponsor recognition in the program guide
- Company logo and description on the conference website
- Discounted registration rate for sponsor staff to attend the conference

HOTEL ROOM DROP | $9,000
Avoid the traditional marketing noise by distributing your conference materials directly to OR Manager Conference and PACU Manager Summit attendees’ hotel rooms at The Mirage for an extra meaningful connection.
- One branded item to drop in or outside rooms
- Choice of drop date
- Sponsor provided item(s)
- Sponsor recognition in the program guide
- Company logo and description on the conference website
- Discounted registration rate for sponsor staff to attend the conference

BAG INSERT | $2,600
Insert your organization’s literature within the official OR Manager Conference and PACU Manager Summit bag, which is provided to all attendees at the registration desk. Use this as an opportunity to drive traffic to your booth and website!
- Sponsor provided item(s)
- Choice of drop date
- Sponsor recognition wherever the OR Lounge is promoted
- Sponsor recognition on OR Lounge signage associated with massage or manicure time slots

ADDITIONAL ONSITE BRANDING OPPORTUNITIES

- Wall Decals and Banners (customizable): Price varies upon location
- Aisle Signs (suspended 4’x2’ aisle sign): $6,000
- Floor Stickers (2’ x 2’ or larger): Prices vary upon location and quantity
EXHIBIT PACKAGES

20X20 EXHIBIT PACKAGE
- Sixteen (16) booth personnel badges
- One free registration for a customer and discounted registration for prospects
- Company listing and logo in the mobile app and onsite program guide
- Company listing on conference website

10X20 EXHIBIT PACKAGE
- Eight (8) booth personnel badges
- One free registration for a customer and discounted registration for prospects
- Company listing and logo in the mobile app and onsite program guide
- Company listing on conference website

10X10 EXHIBIT PACKAGE
- Four (4) booth personnel badges
- One free registration for a customer and discounted registration for prospects
- Company listing and logo in the mobile app and onsite program guide
- Company listing on conference website

OR MANAGER CONFERENCE PRICING

<table>
<thead>
<tr>
<th>Exhibit Space Rate</th>
<th>Per Square Foot</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-site Rate (by 9/19/19)</td>
<td>$36.00</td>
</tr>
<tr>
<td>Advance Rate (by 2/28/20)</td>
<td>$37.50</td>
</tr>
<tr>
<td>Regular Rate (after 2/28/20)</td>
<td>$38.50</td>
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</table>

PACU MANAGER SUMMIT PRICING

<table>
<thead>
<tr>
<th>Exhibit Space Rate</th>
<th>Per Square Foot</th>
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</thead>
<tbody>
<tr>
<td>On-site Rate (by 9/19/19)</td>
<td>$34.00</td>
</tr>
<tr>
<td>Advance Rate (by 2/28/20)</td>
<td>$35.00</td>
</tr>
<tr>
<td>Regular Rate (after 2/28/20)</td>
<td>$36.00</td>
</tr>
</tbody>
</table>

ADDITIONAL DIGITAL AND PRINT ADVERTISING

Increase your exposure pre-show, onsite, and post-show with these additional add-on opportunities. Drive traffic to your booth!

- **Build Your Dream OR contest upgrade**: $1,500
- **Mailing list rental**: $1,500
- **Mobile App Alert**: $400 pre & post conference, $500 onsite purchase
- **Pre-or Post-Show Email Blast**: $2,500 – limited quantities available
- **Product Spotlight Advertising** (Includes contact details of any recipient that clicks on your listing pre-show): $2,500

- **Program Guide - Cover 2** (Inside front): $1,800
- **Program Guide - Cover 3** (Inside back): $1,800
- **Program Guide - Cover 4** (Outside back): $2,000
- **Program Guide - Full Page**: $1,700
- **The Pulse (weekly eLetter) Banner Ad**: $750
- **Registration Bag Insert**: $2,600
ADD-ON DIGITAL ADVERTISING FOR EXHIBITORS:

The OR Manager Conference website features the official exhibitor directory, floor plan, and conference planner for attendees to find new products and services while planning their strategy around visiting the exhibit floor. Stand out from the crowd with these additional digital advertising packages to highlight your company and products/services.

EXCLUSIVE SPONSORSHIPS

FLOOR PLAN SPONSORSHIP: $1,500
» 728x90 pixel image on the online hall (1456x180 pixel image required for upload)

PRODUCT CATEGORY SPONSORSHIP: $795
» Includes Banner ad next to the product category of your choice
» 320x50 pixel image (640x100 pixel image required for upload)
» Featured listing at the top of the category

LISTINGS OPTIONS

VISIONARY: $895
Exclusive! Only available to the first 14 exhibitors
» 10X as many pre-show views
» Includes the Strategic package
» Highlight your video on the directory homepage
» Image/Banner links to your online showcase
» Online booth highlighted with special corner peel

STRATEGIC: $595
» 5X as many pre-show views
» Includes the Premier package
» 4 video panels (or additional images/text)
» Priority placement at the top of online searches
» Inclusion in the Featured Exhibitor search
» Access to leads

PREMIER: $395
» Company logo and Press Releases
» 4 panels for product images
# Sponsorship Contract

## Sponsorship Contact

Nancy Iannotta, Sales Representative  
Access Intelligence (AI), 761 Main Avenue, 2nd Floor, Norwalk, CT 06851  
Ph: 203-899-8429  
Fax: 203-286-1996  
Email: nianotta@accessintel.com

## 1. Contact Information

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Rank</th>
<th>Company/Organization</th>
<th>Address</th>
<th>City</th>
<th>State/Province</th>
<th>Zip/Postal Code</th>
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</thead>
<tbody>
<tr>
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</table>

## 2. Sponsorship

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>5K Run OR Walk</td>
<td>$6,000</td>
</tr>
<tr>
<td>Breakfast or Luncheon Sponsorship</td>
<td>$35,000</td>
</tr>
<tr>
<td>OR Manager Conference</td>
<td>$15,000</td>
</tr>
<tr>
<td>PACU Manager Summit</td>
<td>$8,000</td>
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<tr>
<td>CE Program in Booth</td>
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</tr>
<tr>
<td>Conference Bags</td>
<td>$12,000</td>
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<td>Exhibit Recharge Zone</td>
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<td>First Time Attendee Orientation</td>
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<td>Hotel Key Card Sponsorship</td>
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<td>Hotel Room Drop</td>
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<tr>
<td>Hybrid OR Platinum Sponsorship</td>
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<td>Hybrid OR Gold Sponsorship</td>
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<tr>
<td>Hybrid OR Silver Sponsorship</td>
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<tr>
<td>Add on: Chamber at Registration for a mini &quot;Reception&quot;</td>
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<tr>
<td>Floor Stickers (2’ x 2’) or larger</td>
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<tr>
<td>Add on opportunity: MIKOLOSTI</td>
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<td>Luggage Tags</td>
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<tr>
<td>Lunch with the Exhibitors</td>
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<td>Massage Chairs or Manicures in the OR Lounge Sponsorship</td>
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<tr>
<td>Meeting Room Rental</td>
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<td>Full day</td>
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<tr>
<td>Half day</td>
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<tr>
<td>Mobile App Exclusive Sponsorship</td>
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<tr>
<td>Networking Break Sponsorship</td>
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<tr>
<td>OR Manager Awards Luncheon Presentation Individual Award Sponsor</td>
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<td>OR Manager Awards Luncheon Presentation Exclusive Sponsor</td>
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<tr>
<td>OR Manager’s Night Out - Official Bar Sponsor</td>
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<tr>
<td>OR Manager’s Night Out - Official Entertainment Sponsor</td>
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<tr>
<td>OR Manager’s Night Out - Official Welcome Sponsor</td>
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<tr>
<td>OR of the Future: Premiere Sponsorship</td>
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<tr>
<td>Add on: CE Program in Booth</td>
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<tr>
<td>OR of the Future: Supporting Sponsor</td>
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<tr>
<td>Add on: 42” Monitor in Booth</td>
<td>$800</td>
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<td>Park Bench Area on the Show Floor</td>
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<td>Perioperative Manager Scholarship</td>
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<td>Poster Session and e-Poster Gallery</td>
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<tr>
<td>Professional Headshot Booth Sponsorship</td>
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<tr>
<td>Refreshment Café Sponsorship</td>
<td>$5,000</td>
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<tr>
<td>Registration Sponsorship</td>
<td>$10,000</td>
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<tr>
<td>Refreshment Booth</td>
<td>$3,500</td>
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<tr>
<td>Ribbon Station</td>
<td>$4,500</td>
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<tr>
<td>Speaker Ready-Room Package with Reception</td>
<td>$20,000</td>
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<tr>
<td>Travel Coffee Mug Sponsorship</td>
<td>$8,000</td>
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<tr>
<td>TV Experience Partner</td>
<td>$5,000</td>
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<tr>
<td>Water Bottle Sponsorship</td>
<td>$10,000</td>
</tr>
<tr>
<td>Wi-Fi Exclusive Sponsorship</td>
<td>$17,000</td>
</tr>
</tbody>
</table>

## Additional Onsite Branding Opportunities
- Add-on Digital Advertising for Exhibitors:
  - Floor Plan Sponsorship: $1,500
  - Professional Headshot Booth Sponsorship: $10,000
  - Refreshment Café Sponsorship: $5,000
  - Registration Sponsorship: $10,000
  - Refreshment Booth: $3,500
  - Ribbon Station: $4,500
  - Speaker Ready-Room Package with Reception: $20,000
  - Travel Coffee Mug Sponsorship: $8,000
  - TV Experience Partner: $5,000
  - Water Bottle Sponsorship: $10,000
  - Wi-Fi Exclusive Sponsorship: $17,000

## Additional Digital and Print Advertising
- Build Your Dream OR contest upgrade: $1,500
- Mailing list rental: $1,500
- Optional Advertisement: $1,500
- Pre or Post Show Email Blast: $2,500
- Product Spotlight Advertising: $2,500
- Program Guide - Cover 1 (side front): $1,800
- Program Guide - Cover 2 (side back): $1,800
- Program Guide - Cover 3 (side back): $2,000
- Program Guide - Full Page: $1,700
- The Pulse (weekly e)letter Banner Ad: $750
- Registration Bag Insert: $2,500

## 3. Payment Terms

In consideration of company’s participation as a sponsor, the participating sponsor shall pay to Access Intelligence, LLC the total sponsorship fee, which shall be payable (a) at 50% at contract signing and (b) the balance on or before February 28, 2020. For contracts received on or after February 29, 2020, and to the first day of the event, 100% of the fee will be due with the contract. All fees are deemed fully earned by Access Intelligence, LLC and non-refundable when due unless Access Intelligence, LLC denies this application, in which case fees already paid will be refunded.

## 4. Sponsor Signature

Sponsor expressly represents and warrants to Access Intelligence, LLC that it has the authority to enter into this Agreement and that the person signing this Agreement is authorized by the company to execute this Agreement and bind the company to the terms set forth herein and on the reverse side of this Agreement.

Date:  
Sponsor Company:  
Print Name:  
Signature:

## 5. Payment Information

<table>
<thead>
<tr>
<th>Total Due:</th>
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</thead>
<tbody>
<tr>
<td><strong>Check Enclosed</strong> (Make checks payable to Access Intelligence)</td>
<td>Amount submitted in U.S. Dollars $</td>
</tr>
<tr>
<td><strong>Please Invoice</strong></td>
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<tr>
<td><strong>Payment by Credit Card</strong></td>
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<td>CVV#</td>
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<tr>
<td>Signature</td>
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<tr>
<td>Print Name on Card</td>
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</tbody>
</table>

## 6. Acceptance

Access Intelligence, LLC reserves the right to accept or reject this Agreement in its discretion. If this Agreement is accepted, Access Intelligence, LLC will invoice the exhibitor for fees due hereunder. The sending of such invoice will constitute evidence of acceptance, so that this will become a contract binding both exhibitor and Access Intelligence, LLC.
ACCESS INTELLIGENCE, LLC EXHIBIT RULES AND REGULATIONS

1. CANCELLATION BY SPONSOR:

(a) After acceptance by Access Intelligence, LLC, Sponsor may cancel or reduce the scope of this Agreement only with the specific written consent of Access Intelligence, LLC. Any requests for cancellations or other modifications of this Agreement, including reductions in sponsorships, must be submitted to Access Intelligence, LLC in writing and will be granted or denied in the sole discretion of Access Intelligence, LLC.

(b) If Access Intelligence, LLC accepts any cancellation or modification of this Agreement, the sponsor shall be subject to the following cancellation fees, which shall be deemed to be liquidated damages and not a penalty:

- 50% of the specified fee if the cancellation notice is received and accepted by Access Intelligence, LLC on or after September 19, 2019 and before February 28, 2020.
- 100% of the specified fee if the cancellation notice is received and accepted by Access Intelligence, LLC on or after February 29, 2020.
- For modifications that constitute less than a complete cancellation, the amount of liquidated damages will be determined by Access Intelligence, LLC, based on a reasonable pro-rata of the foregoing.

(c) Subsequent replacement of the sponsorship cancelled by the sponsor does not relieve sponsor of the obligation to pay the cancellation fee.

(d) If the cancellation fee due to Access Intelligence, LLC exceeds the amount previously paid by the sponsor for the sponsorship, the sponsor must pay the balance to Access Intelligence, LLC within 30 days of Access Intelligence, LLC’s acceptance of the written cancellation/modification request. If the cancellation fee due to Access Intelligence, LLC is less than the amount previously paid by the sponsor, Access Intelligence, LLC will refund the excess to the sponsor 30 days following the event.

2. APPROVALS AND DELIVERY:

All materials that are supplied by the sponsor are subject to approval by Access Intelligence, LLC. To provide for such approval, all such materials must be submitted by the sponsor to Access Intelligence, LLC no less than 45 days prior to the first day of OR Manager Conference programs.

If sponsor is supplying logos and other materials for Access Intelligence, LLC or its designated contractor at the predetermined and agreed date, which is to be no less than 30 days prior to the first day of OR Manager Conference programs. Delays caused by the failure of the sponsor to provide required materials may cause the omission of the logos or the materials specified in the appropriate sponsorship.

If sponsor is supplying the finished product, such goods must be received by Access Intelligence, LLC or its specified contractor no less than 14 days prior to the first day of OR Manager Conference programs.

3. INDEMNITY:

Sponsor agrees to indemnify, defend and save harmless Access Intelligence, LLC, and its officers, employees and agents, from and against any and all liability for the content of sponsor’s advertisements and/or sponsorships purchased hereunder (including text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted material) and for the unauthorized use of any trademarks or copyrighted materials or any person’s name or photograph arising from the reproduction and display of the advertisements purchased hereunder.

4. RULES AND REGULATIONS:

Sponsor agrees to abide by all rules and regulations governing the event, which are promulgated by Access Intelligence, LLC and its management. If sponsor fails to comply with such rules, or with the terms of this Contract, Access Intelligence, LLC may, in its discretion, deny sponsor the right to proceed with its sponsorship and require sponsor to forfeit all fees theretofore paid under this Agreement.

5. SAMPLES:

Sponsor agrees to hold Access Intelligence, LLC harmless should the final product differ from the sample shown and sponsor will not be entitled to any financial or other compensation.

6. CANCELLATION OR POSTPONEMENT OF SHOW:

In the event that any unforeseen occurrence shall render the fulfillment of this Agreement impossible or inadvisable by Access Intelligence, LLC, this Agreement shall be amended or terminated as determined by Access Intelligence, LLC to be appropriate. Sponsor hereby waives any claim against Access Intelligence, LLC for damages or compensation in the event of such amendment or termination. As it determines to be appropriate, Access Intelligence, LLC may return in good faith a portion of the amount paid for sponsorship after deduction of any amounts necessary to cover all reasonable expenses incurred in connection with the OR Manager Conference programs. Such expenses shall include, but not be limited to, all expenses incurred by Access Intelligence, LLC as a result of contracts with third parties for services or products incidental to the OR Manager Conference programs, including out of pocket expenses incidental to the OR Manager Conference programs, and all overhead expenses attributable to the production of the OR Manager Conference programs. Access Intelligence, LLC, shall not be financially liable in the event the OR Manager Conference programs is interrupted, canceled, moved, or dates changed. In the event of a cancellation of the Conference, the Access Intelligence and the Sponsor may agree to transfer sponsorship to the next annual conference.

7. SPONSOR DEFAULT:

If Sponsor is in default of any obligation to Access Intelligence, LLC (including specifically failure to pay Access Intelligence, LLC within 30 days of invoice), Access Intelligence, LLC may terminate Sponsor’s right under this contract to participate in the OR Manager Conference programs. If Access Intelligence, LLC elects to exercise such right of termination, it shall first give Sponsor written notice stating its intent to terminate and the action that Sponsor must take to avoid termination. If Sponsor fails to cure the default within 20 days of the date of notice from Access Intelligence, LLC, Sponsor shall have no further right to participate in the OR Manager Conference programs. Access Intelligence, LLC’s liability to return any amounts paid by Sponsor under this contract will be limited as set forth in paragraph 6 above. Furthermore, Access Intelligence, LLC may retain any amount that would otherwise be returned to Sponsor and apply such retained amount to satisfy the liability to Access Intelligence, LLC for which Sponsor is in default.

8. MISCELLANEOUS:

(a) Waiver by either party of any term or condition or breach shall not constitute a waiver of any other term or condition or breach of this Agreement. The rights of any party shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of such party. (b) If any provision of this Agreement is held invalid or unenforceable, neither the remaining provisions of this Agreement nor other applications of the provisions involved shall be affected thereby. (c) This Agreement shall be interpreted under the laws of the State of Maryland. The parties agree that any dispute arising under this Agreement will be submitted to the federal or state courts of the State of Maryland. (d) This Agreement constitutes the entire agreement of the parties with respect to the subject matter hereof and specifically supersedes all prior agreements or commitments, whether in writing or oral. No amendment or modification to this Agreement shall be valid and binding on the parties unless set forth in writing and signed by both parties.
1. Contact Information (will receive all correspondence about the show)

Name __________________________
Title/Rank ______________________
Company/Organization ____________
Address ____________________________________________________________________
City ___________________________ State/Province ____________ Zip/Postal Code ______________
Country _________________________ Ext ______________________ Fax _______________________
Email ____________________________________ Website ___________________________________

*The address above will be listed on the website and on-site program guide

SECONDARY CONTACT INFORMATION:

Name __________________________
Title/Rank ______________________
Company/Organization ____________
Address ____________________________________________________________________
City ___________________________ State/Province ____________ Zip/Postal Code ______________
Country _________________________ Ext ______________________ Fax _______________________
Email ____________________________________ Website ___________________________________

2. Exhibit Space Rate (per sq. foot)

<table>
<thead>
<tr>
<th>Rate Type</th>
<th>Advance Rate</th>
<th>Regular Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-site Rate by 09/19/19</td>
<td>$36.00</td>
<td>$38.50</td>
</tr>
<tr>
<td>Advance Rate by 2/28/20</td>
<td>$37.50</td>
<td>$40.00</td>
</tr>
<tr>
<td>Regular Rate after 2/28/20</td>
<td>$38.50</td>
<td>$40.00</td>
</tr>
</tbody>
</table>

3. Booth Size

__feet x __feet

4. Preferred Locations

Please select three locations in order of choice. AI will make every attempt to assign space as requested. However, space allocations may be modified by AI if necessary.

Choices:
1. __________________________
2. __________________________
3. __________________________

Companies you’d like to be close to:
1. __________________________
2. __________________________
3. __________________________

Companies you’d like to avoid:
1. __________________________
2. __________________________
3. __________________________

5. Print Company Name as You Want it Listed in Marketing Materials

Note: Up to one company listing in the on-site Program Guide and online exhibitor list will be provided with every 100 sq. ft. of contracted exhibit space. Additional listings, above your included allotment, may be purchased from show management. For exhibitors who require multiple company listings, please complete the “Notice of Shared Exhibit Space” form found on www.ORManagerConference.com and in your exhibitor service manual. Without these completed forms, only the company name and information listed on the contract for exhibit space will be listed in OR Manager Conference marketing materials.

6. List Your Primary Goal for Exhibiting (i.e. generate new leads, increase brand awareness, etc.)

7. Digital Advertising

- Product Category Sponsorship $795
- Visionary Exhibit Listing $895
- Strategic Exhibit Listing $595
- Premier Exhibit Listing $395

8. Payment Terms

In consideration of company's participation as an exhibitor, the participating exhibitor shall pay to Access Intelligence, LLC the total exhibit space fee, which shall be payable (a) 50% at contract signing and (b) the balance on or before February 28, 2020. For contracts received February 29, 2020 to the first day of the event, 100% of the fee will be due with the contract. All fees are deemed fully earned by Access Intelligence, LLC and non-refundable when due unless Access Intelligence, LLC denies this application, in which case fees already paid will be refunded.

9. Exhibitor Signature

Exhibitor expressly represents and warrants to Access Intelligence, LLC that it has the authority to enter into this Agreement and that the person signing this Agreement is authorized by the company to execute this Agreement and bind the company to the terms set forth herein and on the reverse side of this Agreement.

Exhibitor has executed this Agreement as of:

Date: __________________________________________
Exhibiting Company: ______________________________________
Print Name: __________________________________________
Authorized Signature: __________________________________

10. Billing Information

Name __________________________
Title/Rank ______________________
Address ____________________________________________________________________
City ___________________________ State/Province ____________ Zip/Postal Code ______________
Country _________________________ Ext ______________________ Fax _______________________
Email ____________________________________ Website ___________________________________

11. Payment Information

Booth $ ____________ + Advertising $ ____________ = Total Due: $ ____________

- Check Enclosed (Make checks payable to Access Intelligence)
- Payment by Credit Card
  - Visa
  - MasterCard
  - American Express
  - Discover
- Please Invoice
- Amount submitted in U.S. Dollars $
- Wire Payment
  - ABA: 211170101
  - SWIFT: WENAUS31
  - Web: Webster Bank, N.A.
  - Acct: 0010747825
  - Note: For all wire transfers and foreign currencies, add $75 USD processing fee.

Print Name on Card __________________________________________
Print Name: __________________________________________
Exhibiting Company: ______________________________________
Date: __________________________________________
Exhibitor has executed this Agreement as of:

12. Acceptance

FOR Access Intelligence, LLC USE ONLY:
Accepted By: __________________________________________
Date: __________________________________________
Booth #: __________________________________________
Cost: $ __________________________________________

Access Intelligence, LLC reserves the right to accept or reject this Agreement in its discretion. If this Agreement is accepted, Access Intelligence, LLC will invoice the exhibitor for fees due hereunder. The sending of such invoice will constitute evidence of acceptance, so that this will become a contract binding both exhibitor and Access Intelligence, LLC.
access intelligence, llc exhibit rules and regulations

1. agreement: by signing the contract for exhibit space, exhibitor agrees to abide by the rules and regulations listed in this exhibit rules and regulations document. exhibitor shall accept and agree to the terms of this agreement. for purposes of this agreement, (i) the term "show management" shall mean access intelligence, llc and its respective agents, (ii) the term "exhibit hall" shall mean the miami beach convention center and any other premises used in connection with the show, and (iii) the term "exhibitor" shall mean the company that has submitted this contract, and (iv) the term "rules" shall mean these rules and regulations.

2. exhibit space: exhibit space shall be within the designated exhibit area and shall be in the exhibit hall and shall remain from day to day solely on strict compliance with all the rules herein described. show management reserves the right to reject, eject, or prohibit any exhibit in whole or in part that in its sole discretion may be considered illegal, immoral, or inappropriate. show management reserves the right to prevent unauthorized entry into the show halls. a badge must be worn at all times. show management reserves the absolute right to inspect any items removed from the exhibit area.

3. booth assignments: space assignments will be made only after receipt of exhibitor's contract and show fees. after assignment of space, show management may change, transfer, or cancel by exhibitor except upon written request and with the subsequent written approval of show management. notwithstanding anything to the contrary, show management reserves the right to change location assignments at any time, as it may, in its sole discretion, deem necessary.

4. representative: booth representation is limited to exhibitor. exhibitor shall not permit in its booth a non-exhibiting company representative. exhibitor staff shall not conduct their booths during all open show hours. booth representatives shall at all times wear badge identification issued by show management and may not be accompanied by a member of their personnel at any time.

5. use of display space: a) restrictions on space rental: without the express written permission of show management, exhibitor may not sublet, subdivide or assign its space, or any part thereof, (ii) purchase multiple booths for the purpose of subletting or assigning to any third party, (iii) permit in its booth any exhibitions, demonstrations or representations. only companies, or a representative. any company or representative that has directly with show management shall be listed in the show directory or allowed on the show floor as an exhibitor. any company representing another company, sub-tenant, or sub-subtenant shall not be considered an exhibitor. any company representing another company, sub-tenant, or sub-subtenant is prohibited.

6. installation and removal: show management has full discretion and authority over the installation and removal of exhibits. installation of exhibits shall begin at 9 am on october 28, 2020. the installation of all exhibits must be completed at least two (2) hours prior to the opening of the show. exhibitor will not be allowed to set up until two (2) hours prior to the next day's show hours. any space not claimed by noon, wednesday, september 30, 2020 may be resold or reassigned by show management, without refund. all exhibit space will be reconfigured at 9 pm on october 29, 2020. show management reserves the absolute right to inspect any items removed from the exhibit.

7. early removal of exhibits not allowed: a) no exhibit shall be packed, removed, or moved during the hours of the show or on the day before the show. exhibitor agrees to hold such exhibits shall be compensated for the damage to the show's appearance, an equal to one-third of the total space charge for exhibitor's allocated area, in addition to all sums otherwise due and owing to show management for such damage. no exceptions will be made. the closing of the exhibit hall prior to the official closing of the show shall require a special pass issued by show management.

8. prohibited activities: a) no cooking may take place in exhibitor's space and no food and/or beverage products may be distributed by exhibitor. no beer, wine or intoxicating liquors shall be served in exhibitor's space. b) all decorations, sales activities, and distribution of circulars and promotional material must be confined to the limits of exhibitor's booth. exhibitor must not place equipment for display or demonstration in such manner as to cause observers to gather in the aisles or equipment for display or demonstration must be placed within the assigned booth to attract observers into the booth. c) exchange of money or commingling of the sale of goods or services on the exhibit hall floor is prohibited. orders may be taken, or appointments for sales visits may be scheduled. the sale, delivery, or shipment of goods, products, services, or shows rendered that require payment of a cash or check in the exhibit hall is prohibited. any sale, delivery, or shipment of goods, products, services, or shows rendered that require payment of a cash or check in the exhibit hall shall be valid and binding on the parties unless set forth in writing and signed by both parties.

9. union labor: exhibitor hereby agrees to use qualified union labor at all times while in the exhibit hall and abide by all agreements made between the exhibit hall, the unions, and any labor organization.

10. right of entry and inspection: show management, in its absolute discretion, shall have the right at any time to enter the leased area occupied by exhibitor or otherwise inspect the exhibit.

11. booth maintenance: exhibitor is required to maintain the daily cleanliness of its booth. cleaning of booths shall take place at times other than show hours. show management reserves the right to inspect any exhibit and may require exhibitors to remove any exhibit that, in the sole discretion of show management, may be deemed unsanitary, unclean, hazardous, or inappropriate. in addition, show management reserves the right to inspect any exhibit and may require exhibitors to remove any exhibit that may be deemed unsanitary, unclean, hazardous, or inappropriate.

12. care of building and equipment: exhibitor and its agents shall not injure or deface any part of the exhibit hall, the booth or booth contents or show equipment and decor. exhibiting cause any such damage, exhibitor shall be liable for the costs of repair of the property so damaged.

13. show cancellation by exhibitor: exhibitor specifically recognizes and acknowledges that show management will sustain certain losses if exhibitor cancels its exhibit space after it has been assigned and confirmed by the show management. due to the difficulty, if not impossible, of allowing an exhibitor to substitute for a space without affecting the show's balance and the need to accommodate an exhibitor who is unable to attend, the rules governing such laws, ordinances, and regulations should contact show management. all booth decorations including carpet must be flame-proofed, and all hangings must clear the floor.

14. cancellation or postponement of show: in the event that any unforeseen occurrence shall render the fulfillment of this contract impossible or inadmissible by show management, the parties shall be free from all obligations hereunder, and neither party shall have any claim against the other. the parties shall bear any losses as may be incurred by either party. the show shall remain from day to day solely on strict compliance with all the rules herein described. if show is cancelled, exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of show personnel at any time.

15. exhibitor defect: if exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of show personnel at any time.

16. exhibits and public policy: a) no cooking may take place in exhibitor's space and no food shall be sold within the assigned booth to attract observers into the booth. c) exchange of money or compensation for the distraction to the show's appearance, an amount equal to one-third of the total space charge for exhibitor's allocated area, in addition to all sums other applications of the provisions involved in any such case. the remaining provisions of this contract nor other applications of the provisions involved shall be deemed waived except as specifically stated in writing and signed by an authorized representative of show management.

17. severability: if any provision of this contract is held invalid or unenforceable, neither the remaining provisions of this contract nor other applications of the provisions involved shall be deemed invalid.

18. government law: this contract shall be interpreted and enforced in accordance with the laws of the state of delaware. the parties agree that any dispute arising under this contract will be submitted to the•dior court of delaware.

19. agreement: this contract constitutes the entire agreement of the parties with respect to the subject matter hereof and specifically supersedes all prior agreements or communications between the parties. this agreement shall be valid and binding on the parties unless set forth in writing and signed by both parties.

20. enforcement of regulations: show management has full power to interpret and enforce all the rules and the power to make amendments and/or further rules or regulations not inconsistent with these rules and regulations. such decisions shall be binding on exhibitor. failure to comply with any of these rules or regulations of which exhibitor is specifically made aware by show management may be subject of penalties up to and including refusal of said exhibitor to exhibit at the show. failure to comply with all applicable rules may also result in forfeiture of all fees paid. show management may lease any space so forfeited to another exhibitor and retain all revenues collected.

21. conflicting meeting and social events: in the interest of the entire show, exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of show attendees, exhibitors, or invited guests from the educational sessions or exhibit hall during the official hours of the sessions or the show.

22. insurance: show management will maintain insurance contracts for real and personal property.

23. waiver: by either party of any term or condition or breach shall not constitute a waiver of any other term or condition or breach of this contract. the rights of show management not be deemed waived except as specifically stated in writing and signed by an authorized representative of show management.

24. severability: if any provision of this contract is held invalid or unenforceable, neither the remaining provisions of this contract nor other applications of the provisions involved shall be deemed invalid.

25. governing law: this contract shall be interpreted under the laws of the state of delaware. the parties agree that any dispute arising under this contract will be submitted to the court of delaware.

26. entire agreement: this contract constitutes the entire agreement of the parties with respect to the subject matter hereof and specifically supersedes all prior agreements or communications between the parties. this agreement shall be valid and binding on the parties unless set forth in writing and signed by both parties.
1. Contact Information (will receive all correspondence about the show)

Name ___________________________ Title ___________________________
Company/Organization ___________________________
Address ___________________________________________________________________________________
City ____________________________ State/Province ____________ Zip/Postal Code __________________________
Country ______________________________________________________________________________________
Phone _________________________ Ext ____________________ Fax __________________________________
Email ____________________________________ Website ____________________________________________
Country ______________________________________________________________________________________
City ___________________________ State/Province ____________ Zip/Postal Code __________________________
Address ______________________________________________________________________________________
Company/Organization ___________________________________________________________________________
Title/Rank ____________________________________________________________________________________
Name _______________________________________________________________________________________

*The address above will be listed on the website and on-site program guide

SECONDARY CONTACT INFORMATION:

Name ___________________________ Title ___________________________
Email ____________________________________ Website ____________________________________________

2. Exhibit Space Rate (per sq. foot)

<table>
<thead>
<tr>
<th>On-site Rate</th>
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<th>Regular Rate</th>
</tr>
</thead>
<tbody>
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<td>after 2/28/20</td>
</tr>
<tr>
<td>$34.00</td>
<td>$35.00</td>
<td>$36.00</td>
</tr>
</tbody>
</table>

3. Booth Size

_______ feet x _______ feet

4. Preferred Locations

Please select three locations in order of choice. AI will make every attempt to assign space as requested. However, space allocations may be modified by AI if necessary.

Choices:
1. ___________________________ 2. ___________________________ 3. ___________________________
Companies you’d like to be close to:
1. ___________________________ 2. ___________________________ 3. ___________________________
Companies you’d like to avoid:
1. ___________________________ 2. ___________________________ 3. ___________________________

5. Print Company Name as You Want it Listed in Marketing Materials

Note: Up to one company listing in the on-site Program Guide and online exhibitor list will be provided with every 100 sq. ft. of contracted exhibit space. Additional listings, above your included allotment, may be purchased from show management. For exhibitors who require multiple company listings, please complete the “Notice of Shared Exhibit Space” form found on www.ORManagerConference.com and in your exhibitor service manual. Without these completed forms, only the company name and information listed on the contract for exhibit space will be listed in OR Manager Conference marketing materials.

6. List Your Primary Goal for Exhibiting (i.e. generate new leads, increase brand awareness, etc.)

7. Digital Advertising

- Product Category Sponsorship $795
- Strategic Exhibit Listing $895
- Visionary Exhibit Listing $995
- Premier Exhibit Listing $395

8. Payment Terms

In consideration of company’s participation as an exhibitor, the participating exhibitor shall pay to Access Intelligence, LLC the total exhibit space fee, which shall be payable (a) 50% at contract signing and (b) the balance on or before February 28, 2020.

For contracts received February 29, 2020 to the first day of the event, 100% of the fee will be due with the contract.

All fees are deemed fully earned by Access Intelligence, LLC and non-refundable when due unless Access Intelligence, LLC denies this application, in which case fees already paid will be refunded.

9. Exhibitor Signature

Exhibitor expressly represents and warrants to Access Intelligence, LLC that it has the authority to enter into this Agreement and that the person signing this Agreement is authorized by the company to execute this Agreement and bind the company to the terms set forth herein and on the reverse side of this Agreement.

Exhibitor has executed this Agreement as of:

Date: ___________________________ Exhibiting Company: ___________________________
Print Name: ____________________________________________________________________
Authorized Signature: __________________________________________________________________

10. Billing Information

Name ___________________________ Title ___________________________
Email ____________________________________ Website ____________________________________________
Country ______________________________________________________________________________________
City ___________________________ State/Province ____________ Zip/Postal Code __________________________
Address ______________________________________________________________________________________
Company/Organization ___________________________________________________________________________
Title/Rank ____________________________________________________________________________________

11. Payment Information

Booth $________ + Advertising $________ = Total Due: $________

- Check Enclosed (Make checks payable to Access Intelligence)
- Payment by Credit Card
  - Visa
  - MasterCard
  - American Express
  - Discover

- Please Invoice
  Card Number _____________ Expiration Date _____________ CVV# ___________
  Signature _____________________________________________________________________________
  Print Name on Card _____________________________________________________________________

- Wire Payment
  Webster Bank, N.A.
  436 Slater Rd
  New Britain, CT 06053
  ABA: 211170101
  SWIFT: WENAJE31
  Acct: 0010747825
  Name: Access Intelligence, LLC

Note: For all wire transfers and foreign currencies, add $75 USD processing fee.

Access Intelligence, LLC reserves the right to accept or reject this Agreement in its discretion. If this Agreement is accepted, Access Intelligence, LLC will invoice the exhibitor for fees due hereunder. The sending of such invoice will constitute evidence of acceptance, so that this will become a contract binding both exhibitor and Access Intelligence, LLC.

12. Acceptance

FOR Access Intelligence, LLC USE ONLY:

Accepted By: ___________________________ Date: ___________________________
Booth #: ___________________________ Cost: $_________________________

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1. AGREEMENT: By signing the Contract for Exhibit Space, Exhibitor agrees to abide by these rules and regulations as set forth herein. Exhibitor acknowledges its agreement to all previous or subsequent modifications of this Agreement. For purposes of this Agreement, (i) the term “Show Management” shall mean Access Intelligence, LLC and its respective agents, (ii) the term “Exhibit Hall” shall mean The Mirage in Las Vegas, or any other location thereof as determined by Show Management in the future, (iii) the term “Exhibitor” shall mean the company that has submitted this Contract, and (iv) the term “Rules” shall mean these Rules and Regulations.

2. ELIGIBILITY AND RESPONSIBILITY: Exhibitor shall be admitted into the Show and shall remain from day to day solely on strict compliance with all the rules herein described. Show Management reserves the right to reject, eject, or prohibit any exhibit that in its sole discretion reasonably believes to be in violation of the Show Management’s policies in the future. Exhibitor that the exhibit or Exhibit Hall is not in accord with the Contract or the Rules.

3. BOOTH ASSIGNMENTS: Space assignments will be made only after receipt of Exhibitor’s Application for Show Management and shall be subject to Show Management’s discretion. Any changes in the space assignments will be made only after notice to the exhibitor.

4. PRELIMINARY REPRESENTATIONS: Booth representation is limited to Exhibitor. Exhibitor shall not permit in its booth or non-exhibiting company representative. Only companies represented by Exhibitor will be admitted to the Exhibit Hall.

5. USE OF DISPLAY SPACE: a) Restrictions on Space Rental: Unless the express written permission of Show Management, Exhibitor may not sublet, subdivide or assign space, or any part thereof, (i) purchase multiple booths for the purpose of subletting or assigning to another, (ii) permit in its booth any exhibitor’s representative. Only companies represented by Exhibitor will be admitted to the Exhibit Hall.

6. INSTALLATION AND REMOVAL: Show Management has full discretion and authority over the Exhibit Area. Exhibitor is responsible for the setup of their booth(s). All exhibits must be fully carpeted and no exhibit shall be built to exceed height limitations set in the exhibitor guidelines. Failure to comply with these rules and regulations will render the fulfillment of this Contract impossible or inadvisable by Show Management or could affect the Show’s insurance policies, and such instances shall render the fulfillment of this Contract impossible or inadvisable by Show Management. Exhibitor hereby waives any claim against Show Management for damaged or destroyed exhibits due to breakdown of Show Management or for any other reason.

7. EARLY REMOVAL OF EXHIBITS NOT ALLOWED: a) No exhibit shall be packed, removed, or dismantled before 4:00 p.m. Show hours, or (b) no exhibits shall be open for business any time other than during Show hours, before and after Show hours, and during dismantling period. This security is provided by Show Management shall provide guard service throughout the hours of set up, Show hours, before and after Show hours, and during dismantling period. This security is furnished at Show Management’s discretion and shall be final and binding.

8. PROHIBITED ACTS: a) No cooking may take place in Exhibit space and no food and/or beverage products may be distributed by Exhibitor. No beer, wine or intoxicating liquors are permitted in Exhibit. b) All decorations, sales activities, and promotion of circulars and promotional material must be confined to the limits of Exhibitor’s booth. Exhibitor must not place equipment for display or demonstration in such manner as to cause observers to gather in the aisle. All equipment for display or demonstration must be placed within the assigned booth to attract observers into the booth. c) Exchange of money or commercials or the sale of goods or services on the Exhibit Hall floor is prohibited. d) Exhibitor may not extend invitations, call meetings, or otherwise encourage absence of Show attendees.

9. UNION LABOR: Exhibitor hereby agrees to use qualified union labor at all times while in the Exhibit Hall and abide by all agreements made between the Exhibit Hall, the unions, and Show Management.

10. RIGHT OF ENTRY AND INSPECTION: Show Management, in its absolute discretion, shall have the right at any time to enter the leased space occupied by Exhibitor or otherwise inspect Exhibitor’s exhibit space.

11. BOOTH MAINTENANCE: Exhibitor is required to maintain the daily cleanliness of its booth. Cleaning of booths shall take place at times other than Show hours. Show Management reserves the absolute right to inspect any items removed from the exhibit area. Any such damage, Exhibitor shall be liable for the full extent of required damages.

12. CARE OF BUILDING AND EQUIPMENT: Exhibitor and its agents shall neither injure or deface any part of the Exhibit Hall, the booth or booth contents or Show Management’s equipment and decor. Booths and exhibits are at all times the responsibility of Exhibitor. Exhibitor agrees to maintain its exhibit in an attractive and professional manner, and to comply with all rules and regulations. Exhibitor shall be responsible for the cleaning of the exhibit. Exhibitor shall be liable to the owner of the property so damaged.

13. CANCELLATION BY EXHIBITOR: Exhibitor specifically recognizes and acknowledges that Show Management will sustain certain losses if Exhibitor cancels its exhibit space after it has been assigned and confirmed by the Show Management. Due to the difficulty, if not impossibility, of finding another exhibitor to fill the space, the cost of which could be substantial, Show Management will suffer losses.

14. CANCELLATION OR POSTPONEMENT OF SHOW: In the event that any unforeseen occurrence shall render the fulfillment of this Contract impossible or inadvisable by Show Management, and the Show is delayed or canceled, (a) the amount paid by Exhibitor for space, 30 days prior to Show, shall be returned to Exhibitor, (b) Exhibitor agrees to use qualified union labor at all times while in the Exhibit Hall and abide by all agreements made between the Exhibit Hall, the unions, and Show Management.

15. TIME PERIOD LIQUIDATED DAMAGES: Prior to February 28, 2020 50% of rental fees. On or After February 29, 2020 100% of rental fees.

16. EXHIBITS AND PUBLIC POLICY: a) Exhibitor is charged with knowledge of all Federal, State and local laws, ordinances and regulations pertaining to health, fire prevention and public safety, including, but not limited to, the installation, storage, transportation, and use of electrical equipment, open flame or liquid propane gas, must be approved by the local Fire Department. b) Exhibitor and its agents shall not injure or deface any part of the Exhibit Hall, the booth or booth contents or Show Management’s equipment and decor.

17. LIABILITY AND INSURANCE: Exhibitor hereby agrees to use qualified union labor at all times while in the Exhibit Hall and abide by all agreements made between the Exhibit Hall, the unions, and Show Management. Exhibitor agrees to carry business interruption and property damage insurance coverage for loss or damage of Exhibitor’s booth, its contents, and the equipment therein. Exhibitor shall maintain property insurance, which includes fire, theft, and vandalism. Exhibitor hereby waives any claim against Show Management for damaged or destroyed exhibits due to breakdown of Show Management or for any other reason.

18. ENFORCEMENT OF RULES: Exhibitor agrees that Show Management does not carry business interruption and property damage insurance coverage for loss or damage of Exhibitor’s booth, its contents, and the equipment therein. Exhibitor shall maintain property insurance, which includes fire, theft, and vandalism. Exhibitor hereby waives any claim against Show Management for damaged or destroyed exhibits due to breakdown of Show Management or for any other reason.

19. RIGHT OF ENTRY AND INSPECTION: Show Management, in its absolute discretion, shall have the right at any time to enter the leased space occupied by Exhibitor or otherwise inspect Exhibitor’s exhibit space. Show Management reserves the absolute right to inspect any items removed from the exhibit area. Any such damage, Exhibitor shall be liable for the full extent of required damages.

20. ENFORCEMENT OF REGULATIONS: Show Management has full discretion and authority over the Exhibit Area. Only Show Management has the right to enforce the Show Management’s policies in the future. Exhibitor is in default.

21. CONFLICTING MEETING AND SOCIAL EVENTS: In the interest of the entire Show, Exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of Show attendees, exhibitors, or invited guests from the educational sessions or Exhibit Hall during the official hours of the sessions or the Show.

22. ADDITIONAL TERMS AND CONDITIONS: a) Show Management reserves the absolute right to inspect any items removed from the exhibit area. Any such damage, Exhibitor shall be liable for the full extent of required damages. b) Show Management reserves the absolute right to inspect any items removed from the exhibit area. Any such damage, Exhibitor shall be liable for the full extent of required damages.

23. WAIVER: Except as otherwise required, no waiver shall be construed as a waiver of any other term or condition or breach of this Contract. The rights of Show Management shall not be deemed waived even if they have been specifically stated in writing and signed by an authorized representative of Show Management.

24. SEVERABILITY: If any provision of this Contract is held invalid or unenforceable, neither the remaining provisions of this Contract nor other applications of the provisions of the ADA shall be affected thereby.

25. GOVERNING LAW: This Contract shall be interpreted under the laws of the State of Delaware. The parties agree that any dispute arising under this Contract will be submitted to the jurisdiction of the State of Delaware.

26. ENTIRE AGREEMENT: This Contract constitutes the entire agreement of the parties with respect to the subject matter hereof and specifically supersedes all prior agreements or communications, written or oral. This Contract constitutes the entire agreement of the parties with respect to the subject matter hereof and specifically supersedes all prior agreements or communications, written or oral.