



VIRTUAL ANNUAL MEETING EXHIBITOR & SPONSOR PROSPECTUS

OCTOBER 29–30, 2021 WITH PRE-CONFERENCE SESSIONS OCT. 28



Home-Based Medical Care: Leadership Across the Landscape

AAHCM CONNECTS YOU WITH THE RIGHT AUDIENCE FOR YOUR PRODUCTS AND SERVICES

The American Academy of Home Care Medicine (AAHCM) serves nearly 1,000 physicians, PAs, NPs, social workers, and related professionals and agencies across the country committed to improving the care of patients in the home. AAHCM operates on the vision of providing high-quality primary care in the home with dignity to all those in need and works tirelessly to make this goal a reality.

We are proud to present the fifth independent AAHCM Annual Meeting, held virtually October 29–30 2021, with pre-conference sessions October 28. More than 400 interdisciplinary home-centered-care leaders are expected to attend, providing you an unmatched opportunity to demonstrate how your products and services will help them better care for their patients. Our second all-virtual event will be even bigger and more immersive than the first, with ample opportunities for attendee engagement.

Exhibitor Benefits

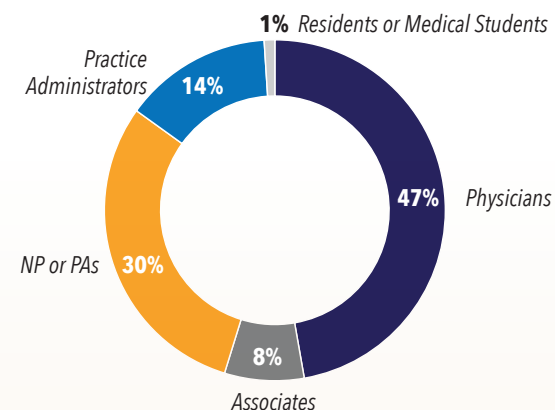
We bring the attendees directly to your virtual booth for dedicated exhibit hours and special events.

NEW for 2021

- Pre-schedule appointments
- Get real-time data with a comprehensive exhibitor dashboard
- View the full attendee list online
- Send chats directly to online and offline attendees
- Auto-match attendees with exhibitors
- Meet in chat or video sessions with leaders in home care medicine.
- Connect with attendees during the entire conference and special networking events.
- Offer brochures, videos, URLs and more in your customizable interactive booth space.

MEMBERSHIP

AAHCM has nearly 1,000 members, spanning the range of the interdisciplinary home care medicine team.



AAHCM ATTRACTS LEADING ORGANIZATIONS

- Baylor College of Medicine
 - Capital Caring
 - Centene/USMM
 - Harvard Medical School
 - Johns Hopkins Medicine
 - Medstar Health
 - Mt. Sinai (NYC)
 - naviHealth
 - Village MD
 - Department of Veterans Affairs
 - Prospero Health
- Don't miss out on this opportunity — present your products and services to these influential organizations.



BECOME AN AAHCM SPONSOR

Maximize your visibility, increase traffic to your virtual booth, and target specific audiences by taking advantage of sponsorship and advertising opportunities. Show your commitment to the practice of medicine in the home!

Diamond Level \$30,000 (EXCLUSIVE)

This sponsorship offers maximum exposure and involvement with AAHCM. Offered on a first come, first served basis

- Executive partnership on Industry Relations Council (IRC) (\$5,000 value)
- Recognition as the official host of the virtual platform
- **NEW for 2021** One-hour live session to attendees
Demonstrate your products, invite an industry speaker, or get live feedback from attendees on opening day, 10 am – 11 am ET. Topic and content are subject to AAHCM approval. Sponsor sessions are not eligible for continuing education credits.
- First choice of exhibit location
- Two (2) virtual exhibit spaces
- Unlimited documents and videos uploaded to virtual exhibit booth
- Four (4) complimentary Annual Meeting registrations, including access to all sessions and networking events
- Two (2) complimentary exhibitor registrations, including access to all general sessions and networking events
- Logo with link and 100-word description on Annual Meeting sponsors webpage
- Premier logo placement on event signage in virtual lobby
- Pre- and post-attendee contact list (PDF: name, credentials, title, and company)
- Opportunity to send two (2) emails to attendees, one (1) before the event and one (1) following the event
Email content is subject to AAHCM approval. Email dates must be reserved no less than two (2) weeks prior to the send date. Email content (text, URLs, and images) must be provided no less than one (1) week prior to the send date.
- **NEW for 2021** Full-page ad in program book
- Full-page ad in pre- and post-conference *Frontiers* issues
Pre-conference ads due July 31, 2021. Post-conference ads due October 29, 2021.
- Insertion of one (1) sustainable swag promotional item in attendee registration bag
Item provided by AAHCM.
- Meet-and-greet with AAHCM board members before President's Reception
- Opportunity to host a drawing for giveaways
- Opportunity to provide a prize for the leaderboard gamification
- *Diamond Sponsor* noted in attendees' profile for all company attendees



Platinum Level

\$15,000 (FOUR [4] OPPORTUNITIES AVAILABLE)

- Recognition in the President's Reception
- **NEW for 2021** 30-minute pre-conference live session to attendees — *Demonstrate your products, invite an industry speaker, or get live feedback from attendees during our pre-conference Thursday, Oct. 28, between 9 am – 11 am ET. Topic and content are subject to AAHCM approval. Sponsor sessions are not eligible for continuing education credits.*
- One (1) virtual exhibit space
- Up to five (5) documents and five (5) videos uploaded to virtual exhibit booth
- Three (3) complimentary Annual Meeting registrations, including access to all sessions and networking events
- Two (2) complimentary exhibitor registrations, including access to all general sessions and networking events
- Logo with link and 75-word description on Annual Meeting sponsors webpage
- Name and logo on event signage in virtual lobby
- Pre- and post-attendee contact list (PDF: name, credentials, title, and company)
- Opportunity to send two (2) emails to attendees, one (1) before the event and one (1) following the event — *Email content is subject to AAHCM approval. Email dates must be reserved no less than two (2) weeks prior to the send date. Email content (text, URLs, and images) must be provided no less than one (1) week prior to the sent date.*
- **NEW for 2021** Half-page ad in program book
- Half-page ad in pre- and post-conference *Frontiers* issues — *Pre-conference ads due July 31, 2021. Post-conference ads due October 29, 2021.*
- Insertion of one (1) sustainable swag promotional item in attendee registration bag *Item provided by AAHCM.*
- Opportunity to host a drawing for giveaways
- Opportunity to provide a prize for the leaderboard gamification
- *Platinum Sponsor* noted in attendees' profile for all company attendees

Exhibitors will receive complete reports within 15 days following the event including:

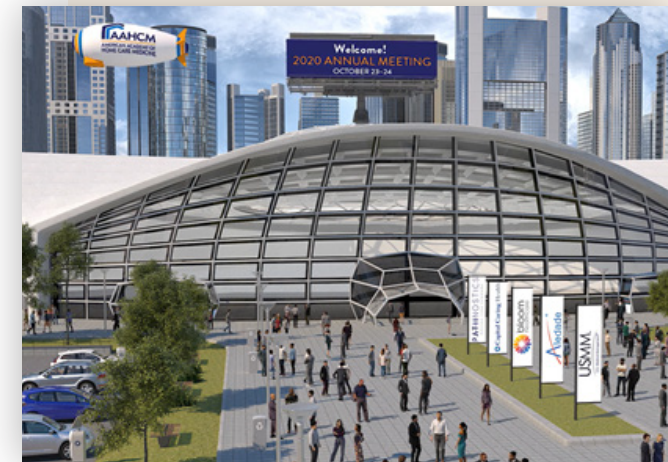
- Contact information of booth visitors
- Contact information of attendees who downloaded documents and/or videos

Exhibit booths will remain open for 30 days following the event and exhibitors will receive follow-up reports.

Gold Level

\$10,000 (SIX [6] OPPORTUNITIES AVAILABLE)

- Sponsorship of attendee breaks
- **NEW for 2021** 15-minute sponsor spotlight *Demonstrate your products and services with a 15-minute, pre-recorded video played during the Product Spotlight Solution Session Saturday, Oct. 30, between 9:30 am – 11 am ET. Topic and content are subject to AAHCM approval. Sponsor videos are not eligible for continuing education credits.*
- One (1) virtual exhibit space
- Up to four (4) documents and four (4) videos uploaded to virtual exhibit booth
- Two (2) complimentary Annual Meeting registrations, including access to all sessions and networking events
- Two (2) complimentary exhibitor registrations, including access to all general sessions and networking events
- Logo with link and 50-word description on Annual Meeting sponsors webpage
- Name and logo on event signage in virtual lobby



Gold Level, continued

- Pre- and post-attendee contact list (PDF: name, credentials, title, and company)
- **NEW for 2021** Quarter-page ad in program book
- Quarter-page ad in pre- and post-conference *Frontiers* issues — *Pre-conference ads due July 31, 2021. Post-conference ads due October 29, 2021.*
- Insertion of one (1) sustainable swag promotional item in attendee registration bag — *Item provided by AAHCM.*
- Opportunity to send one (1) email to attendees following the event — *Email content is subject to*

AAHCM approval. Email dates must be reserved no less than two (2) weeks prior to the send date. Email content (text, URLs, and images) must be provided no less than one (1) week prior to the sent date.

- Opportunity to host a drawing for giveaways
- Opportunity to provide a prize for the leaderboard gamification
- *Gold Sponsor* noted in attendees' profile for all company attendees

Silver Level \$6,500 (UNLIMITED)

- Sponsorship of attendee beverage and snack breaks
- One (1) virtual exhibit space
- Up to three (3) documents and three (3) videos uploaded to virtual exhibit booth
- One (1) complimentary Annual Meeting registration, including access to all sessions and networking events
- Two (2) complimentary exhibitor registrations, including access to all general sessions and networking events
- Logo with link and 40-word description on Annual Meeting sponsors webpage
- Name and logo on event signage in virtual lobby
- **NEW for 2021** 1/8-page ad in program book
- Pre- and post-attendee contact list (PDF: name, credentials, title, and company)

- Name and logo in pre- and post-conference *Frontiers* issues (August and November 2021)
- Insertion of one (1) sustainable swag promotional item in attendee registration bag — *Item provided by AAHCM.*
- Opportunity to send one (1) email to attendees following the event — *Email content is subject to AAHCM approval. Email dates must be reserved no less than two (2) weeks prior to the send date. Email content (text, URLs, and images) must be provided no less than one (1) week prior to the sent date.*
- Opportunity to host a drawing for giveaways
- Opportunity to provide a prize for the leaderboard gamification
- *Silver Sponsor* noted in attendees' profile for all company attendees

Bronze Level \$3,500 (UNLIMITED)

- One (1) virtual exhibit space
- Up to two (2) documents and two (2) videos uploaded to virtual exhibit booth
- One (1) complimentary Annual Meeting registration,

including access to all sessions and networking events

- Two (2) complimentary exhibitor registrations, including access to all general sessions and networking events
- Logo with link and 30-word description on Annual

DEDICATED EXHIBIT HOURS

(subject to change)

Thursday, Oct. 28

1:00 – 5:00 PM EDT

Friday, October 29

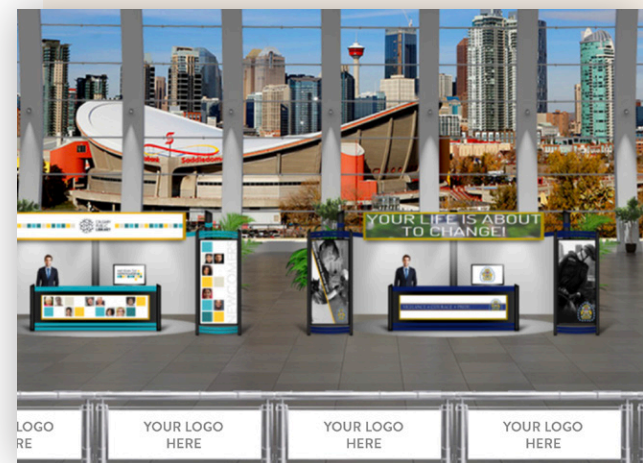
9:00 – 11:00 AM EDT

12:30 – 1:30 PM EDT

Saturday, October 30

9:00 – 11:00 AM EDT

12:30 – 1:30 PM EDT



Bronze Level, continued

Meeting sponsors webpage

- Pre- and post-attendee contact list (PDF: name, credentials, title, and company)
- Name and logo on event signage in virtual lobby
- **NEW for 2021** Company logo in program book
- Name and logo in post-conference *Frontiers* issue (November 2021)
- Insertion of one (1) sustainable swag promotional item in attendee registration bag — *Item ordered by AAHCM and billed at cost.*
- Opportunity to send one (1) email to attendees

following the event — *Email content is subject to AAHCM approval. Email dates must be reserved no less than two (2) weeks prior to the send date. Email content (text, URLs, and images) must be provided no less than one (1) week prior to the sent date.*

- Opportunity to host a drawing for giveaways
- Opportunity to provide a prize for the leaderboard gamification
- *Bronze Sponsor* noted in attendees' profile for all company attendees

INTERESTED IN A CUSTOM PACKAGE OR SUPPORTING AAHCM IN ANOTHER WAY?

We can create a sponsorship package for you! Contact Stacy at swarkentine@aahcm.org

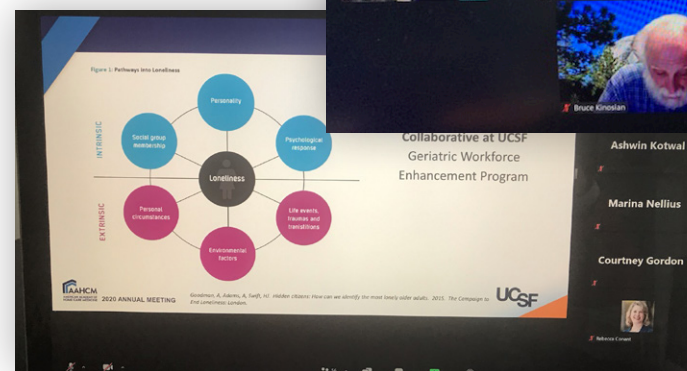
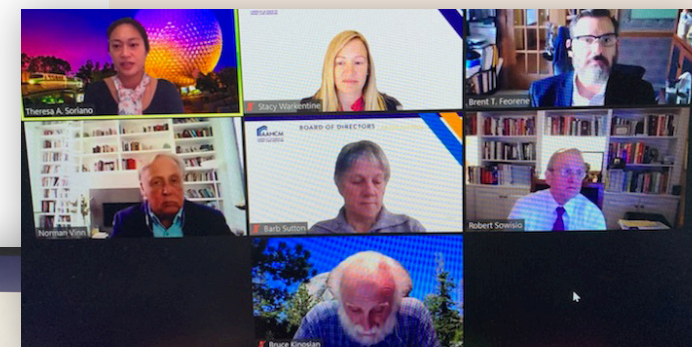
Exhibitor Level \$2,500 (UNLIMITED)

- One (1) virtual exhibit space
- One (1) document and one (1) video uploaded to virtual exhibit booth
- Two (2) complimentary exhibitor registrations, including access to all general sessions and networking events
- Logo with link and 25-word description on Annual Meeting sponsors webpage
- Post-attendee contact list (PDF: name, credentials, title, and company)
- Name and logo on event signage in virtual lobby

- **NEW for 2021** Company name in program book
- Name and logo in post-conference *Frontiers* issue (November 2021)
- Opportunity to host a drawing for giveaways
- Opportunity to provide a prize for the leaderboard gamification
- *Exhibitor* noted in attendees' profile for all company attendees

Awards & Scholarship Partner \$1,000

- Recognition for support of awards and scholarships in meeting materials (*Frontiers*, virtual platform, and Annual Meeting website)



OTHER WAYS TO SHOW YOUR SUPPORT

Annual Meeting Mailing

The first 250 attendees to register for the 2021 Virtual Annual Meeting will receive a meeting package filled with items below that could feature your organization's branding. For more information on these sponsorship items please contact Stacy Warkentine at swarkentine@aahcm.org.

ANNUAL MEETING TEE

(TWO-YEAR SPONSORSHIP) | \$7,000 (Exclusive)

Commemorate the 2021 and 2022 Annual Meetings with this two-sided t-shirt. Each side features the sponsor's and AAHCM logos. Attendees who wear their t-shirt to the in-person 2022 Annual Meeting will receive an extra drink ticket for the Welcome Reception. This sponsorship also qualifies for the Bronze Level benefit package for 2021. Price includes cost of t-shirts.

Amplify your sponsorship:

Attendees and exhibitors who post a selfie to social media wearing their Annual Meeting t-shirt will be entered to win a prize! Tag #AAHCM #AnnualMeeting21 to be eligible.

ANNUAL MEETING TOTE BAG

\$3,500 (Exclusive)

Features sponsor logo and AAHCM logo. This sponsorship also qualifies for the Exhibitor Level benefit package for 2021. Price includes cost of tote bag.

BEACH TOWEL

\$2,000 (Exclusive)

Travel and vacations are ramping up as more people are vaccinated and ready to visit family and friends. Associate your brand with some fun in the sun with this unique gift item. Features sponsor logo and AAHCM logo. Price includes cost of beach towel.

CUSTOM FACE MASK

\$1,500

Let's face it — masks will remain part of our "new normal." Prominently feature your brand and the AAHCM logo with this custom, full-color, fitted face mask. Price includes cost of mask.

Virtual Platform Games

Attendees have a variety of incentives for visiting your booth, including earning points towards prizes. Exhibitors may also consider:

PASSPORT PROGRAM

\$250.00

Make the most of your virtual exhibit by taking part in the Passport Program. Attendees receive a Passport to visit each Passport exhibit and are entered into a prize drawing. Participating exhibitors will be designated with a sign at their display.





American Academy of Home Care Medicine (AAHCM)

Virtual Annual Meeting • Oct. 29-30, 2021 • Pre-conference Oct. 28

Reserve your exhibit space and/or sponsorship level by completing this form and submitting it along with your payment to AAHCM.

We invite you to exhibit and/or sponsor at the 2021 AAHCM Virtual Annual Meeting. Exhibitors will have unopposed exhibit hours, delivering maximum visibility and exposure during the meeting. We understand that virtual space will be rented at the following rates:

Sponsorship	
<input type="checkbox"/> Diamond Level	\$30,000
<input type="checkbox"/> Platinum Level	\$15,000
<input type="checkbox"/> Gold Level	\$10,000
<input type="checkbox"/> Silver Level	\$6,500
<input type="checkbox"/> Bronze Level	\$3,500
<input type="checkbox"/> Exhibitor Level	\$2,500
<input type="checkbox"/> Awards & Scholarship Partner	\$1,000
Marketing Opportunities	
<input type="checkbox"/> Annual Meeting Tee	\$7,000
<input type="checkbox"/> Annual Meeting Tote Bag	\$3,500
<input type="checkbox"/> Beach Towel	\$2,000
<input type="checkbox"/> Custom Face Mask	\$1,500
<input type="checkbox"/> Passport Program	\$250
<input type="checkbox"/> Email to Attendees	\$1,500
<input type="checkbox"/> General Meeting Donation	\$_____

We understand that 50% payment with application is due by July 15, 2021 or 100% of payment is due with application after August 15, 2021. All items must be paid for in full by August 15, 2021. If exhibitor space or sponsorship is not paid for in full by the specified date, it may be assigned to another exhibitor/sponsor at AAHCM's discretion. We agree to abide by the Terms and Conditions located on the following page, which are made part of this contract. This contract is binding upon receipt and acknowledgment by AAHCM as stated in item 1 of the Terms and Conditions.

AAHCM requires you to abide by the appropriate ACCME guidelines.

OFFICIAL PROGRAM INFORMATION: Describe the products or services to be exhibited exactly as you want the information to appear in the virtual event. Refer to the Exhibitor and Sponsor Prospectus as word limits vary by sponsorship level. This information must be received by AAHCM with the application to be included. (Descriptions may be edited slightly to maintain consistency.) Please e-mail copy to Stacy at swarkentine@aahcm.org.

Product category (check all that apply)

- | | | |
|--|---|--|
| <input type="checkbox"/> Associations | <input type="checkbox"/> Palliative Care | <input type="checkbox"/> Hospitals |
| <input type="checkbox"/> Education Materials | <input type="checkbox"/> Publications | <input type="checkbox"/> Pharmaceutical |
| <input type="checkbox"/> Technology | <input type="checkbox"/> House Calls | <input type="checkbox"/> products |
| <input type="checkbox"/> Institutions | <input type="checkbox"/> Medical Device Equipment | <input type="checkbox"/> Therapeutic Areas |
| <input type="checkbox"/> Durable Medical | <input type="checkbox"/> Other _____ | |
| Equipment (DME) | | |

Company Information

This representative will be contacted for more details about the Annual Meeting. This person is not registered as an attendee for the Annual Meeting. Please print or type.

Company _____
(exactly as you want it to appear on the exhibit signage)

Address _____

City, State, ZIP _____

Phone _____

Fax _____

Website _____

READ BEFORE SIGNING: Exhibitor's or sponsor's signature on this contract indicates acceptance of the Rules and Regulations provided with this contract and is an agreement to pay the total amount due. The person signing this contract on behalf of the exhibitor/sponsor has the authority to do so and is responsible for employees' adherence to the Rules and Regulations.

Name _____
(first) (last)

Title _____

Email _____

Signature _____

Billing Information

This contract will be addressed to the signer (or designee indicated below, if different from above).

Name _____
(first) (last)

Title _____

Company (if different from above) _____

Address _____

City, State, ZIP _____

Phone _____

Fax* _____

Email _____

*I understand that by providing the fax number(s) listed above, on behalf of the company specified above, I am authorized and hereby consent for the company to receive faxes sent by or on behalf of AAHCM.

Make checks payable to the American Academy of Home Care Medicine (AAHCM). Please complete all steps.

Credit Card: Fax application to 1 (443) 451-8362

Check: Send form with check to:
AAHCM
307 South Eaton Street
Baltimore, MD 21224

Payment Information

Name on credit card _____

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

cc# _____ CVV# _____ exp _____ \$ _____

check # _____ \$ _____ date _____

check # _____ \$ _____ date _____

FOR AAHCM USE ONLY

Booth number(s) assigned _____

Total cost \$ _____

Amount paid \$ _____

Registered by AAHCM _____

1. APPLICATION AND ELIGIBILITY. Application for virtual booth space and/or sponsorship must be made on the printed form provided by AAHCM (hereinafter “the Association”), contain the information as requested, and be executed by an individual who has authority to act for the applicant. This exhibition is designed for the display and demonstration of products and services relating to home care medicine and those individuals attending the Association's 2021 Virtual Annual Meeting. The Association shall determine the eligibility of any company, product, or service. The Association may reject the application of any company whose display of goods or services is not compatible, in the sole opinion of the Association, with the educational character and objectives of the exhibition. In the event an application is not accepted, any paid space rental fees or deposits will be returned. This contract is binding upon receipt and acknowledgment by the Association. Acknowledgment constitutes one or more of the following: Association confirmation letter or e-mail message, shared conference information to exhibitor, receipt of exhibit kit or information.

2. PAYMENT DATES. No booths or sponsorship will be guaranteed until the Association receives full payment of the total booth fee, along with a signed contract. If full payment is not received by August 15, 2021, the Association will have the right to resell the assigned booth space. The exhibitor/sponsor expressly understands and agrees that all amounts paid hereunder will be applied first to any outstanding obligations due the Association by the exhibitor/sponsor, and then to the amounts due in accordance with this paragraph hereof, that any resulting arrearages must be paid within the time limits specified herein, and that the Association will have the right to cancel this agreement if the exhibitor/sponsor is or becomes in arrears with respect to any outstanding obligation due the Association.

3. CANCELLATION OF EXHIBIT SPACE OR SPONSORSHIP. If the exhibitor/sponsor notifies the Association in writing of their intent to cancel the contract after acceptance but prior to July 15, 2021, a full refund of monies, minus a \$500 administrative fee, will be made. If the Association receives a written request for cancellation of contract between July 15-August 30, 2021, the exhibitor/sponsor will be liable for fifty percent (50%) of the full price of said exhibitor's/sponsor's booth space or sponsorship. No refunds will be made after August 31, 2021. In the event of cancellation by an exhibitor/sponsor at no time can the cancellation fee be considered a donation or be recognized as support of AAHCM.

If for any cause beyond the control of the Association—such as, but not limited to, the destruction of the virtual exhibit platform by an act of God, the public enemy, authority of the law, or other force majeure—the Association is unable to comply with the terms of this contract and deliver the space allotted hereunder, this contract shall be considered terminated and any payments made hereunder by the exhibitor/sponsor shall be refunded to the exhibitor/sponsor, less expenses incurred by the Association to the date of the termination allocable to the exhibitor/sponsor after proration thereof among all exhibitors/sponsors.

4. ASSIGNMENT OF VIRTUAL BOOTH SPACE. Space will be assigned on or before October 1, 2021 according to the date on which the contract and payment are received, the availability of the requested area, amount of space requested, special needs, and compatibility of the exhibitor's products with the Association's aims and purposes.

The Association reserves the right to assign space other than the choice requested, if necessary, and the right to rearrange the floor plan and/or relocate any exhibit.

5. VIRTUAL BOOTH DETAILS. The virtual exhibit space consists of the following elements, supplied by the exhibitor upon receiving access to virtual exhibit platform: Company Name, Company Description, Booth Graphics, Company Website, Social Media Links, Links to Company Content, Documents and Videos (number according to sponsorship level), 1:1 Video Sessions with individual attendees and Group Chat with multiple attendees and the ability to schedule 1:1 pre-scheduled appointments.

6. CONDUCT OF EXHIBITS. The advertisement or display of goods or services other than those manufactured, distributed, or sold by the exhibitor in the regular course of business and identified in this contract is prohibited. An exhibitor may not assign, sublet, or apportion all or any part of the contracted booth space, nor may an exhibitor permit the display, promotion, sales, or marketing of non-exhibitor products or services. Interviews, demonstrations, and distribution of literature or samples must be made within the virtual booth area assigned to the exhibitor. All sales activities must be compliant with the FDA and OIG. Canvassing or distributing of advertising outside the exhibitor's own virtual booth will not be permitted. There is no restriction on selling in common networking spaces provided that sales transactions may be conducted only within the exhibitor's own virtual booth.

Exhibitors are responsible to the Internal Revenue Service for the collection and submission of the applicable state and local sales taxes for sales which occur on the exhibit platform.

The Association reserves the right to restrict the operation of, or evict completely, any exhibit which, in the sole opinion of the Association, detracts from the general character of the exhibition as a whole. This applies to displays, literature, advertising novelties, souvenirs, conduct of persons, etc.

7. BOOTH SETUP. All virtual exhibits must be set up by 5:00 pm EST, Monday, October 11, 2021, without exception. AAHCM will provide multiple training options to instruct exhibitors on the event platform.

8. ENTERTAINMENT. No entertainment may be scheduled to conflict with the Association's program hours, activity hours, or exhibit hours.

9. EXHIBIT STAFF REGISTRATION. Registration of two (2) representatives per paid booth will be complimentary, provided that registrations are received by the Association before September 26, 2021. There will be a \$225 charge for the registration of each additional representative who exceeds the per-booth allotment.

10. GENERAL CONFERENCE REGISTRATION. Any exhibitor/sponsor who desires to attend the program sessions or any optional activities must register through the AAHCM website.

11. UNACCEPTABLE EXHIBITS. The exhibitor agrees not to use any displays that the Association determines, in its absolute discretion, will unreasonably endanger the person or property of the attendees or of the exhibitors, are in bad taste, are liable to discredit

or subject the Association to criticism or legal liability, are inconsistent with the stated purposes of the Association and the interest and welfare of its members, are inimical to the

property rights of the Association, or violate the booth regulations or any other provision of this contract. In the event the Association determines at any time that any exhibit may or does violate this contract

and the exhibitor is unable or unwilling to cure or correct such violation, the Association may terminate this agreement immediately and forbid erection of the exhibit or may remove or cause the exhibit to be removed at the exhibitor's expense, and the exhibitor hereby waives any claim for refund of the exhibit booth or other damages arising out of such termination and/or exhibit removal. Any exhibitor who is uncertain as to whether an exhibit is in compliance with all applicable regulations and requirements should contact the Association.

12. FDA REGULATIONS. Exhibitors shall comply with all applicable U.S. Food and Drug Administration (FDA) regulations, including, without limitation, FDA restrictions on the promotion of investigational and pre-approved drugs and devices and the FDA prohibition on promoting approved drugs and devices for unapproved uses. Any product not FDA- approved for a particular use or not commercially available in the U.S. may be exhibited only if accompanied by easily visible signs indicating the status of the product. Exhibitors shall have available in their virtual exhibit space a PDF letter from the FDA that describes the allowable use of any drug or device exhibited.

13. AMERICANS WITH DISABILITIES ACT. The exhibitor shall ensure that its booth and its promotional materials and activities comply with the Americans with Disabilities Act so as to allow persons with disabilities equal access to goods and services.

14. INDEMNIFICATION. The exhibitor agrees that it is responsible for the defense and payment of any and all claims, demands and suits on account of any alleged injuries, death or other loss by individuals, or damage to property or other loss, to any party occurring

in the exhibit facility or elsewhere because of the acts or omissions of the exhibitor, its employees or agents, licensees, guests or contractors. The exhibitor agrees to defend, indemnify and hold harmless the Association, the exhibit platform, and their respective owners, managers, officers or directors, agents, employees, independent contractors, subsidiaries and affiliates (collectively “Indemnitees”), from any and all claims, actions, causes of action, demands or liabilities of whatsoever kind and nature including judgments, interest, attorneys’ fees, and all other costs, fees, expenses and charges which any Indemnitee, its officers, directors, employees, and agents, and each of them, may incur arising out of the negligence, gross negligence or willful or wanton misconduct of the exhibitor, its officers, directors, employees, agents, contractors, or any other person or organization hired by the exhibitor. The term of this section shall survive the termination or expiration of this contract.

15. FAILURE TO COMPLETE VIRTUAL SPACE. Any virtual exhibit space not completed by 5:00 pm, Monday, October 11, 2021 shall be forfeited by the exhibitor, and space may be resold, reassigned, or used by the Association without refund, unless a request for delayed occupancy has received prior approval by the Association in writing.

16. ADVERTISING MATERIAL. The use or distribution of any souvenirs prior to the conference shall be subject to prior written approval by the Association. Such material shall be submitted to the Association for approval 60 days prior to the conference. Except as otherwise provided, the Association will not endorse, support, or be liable for the claims made by the exhibitors/sponsors as to the qualities or merits of their products or services, and no advertising or mention will indicate, claim, or suggest such endorsement or support. All handouts must be distributed as PDFs within the virtual exhibit booths.

17. VIRTUAL EXHIBIT SPACE FLOOR PLAN. Every effort will be made to maintain the general configuration of the floor plan for this conference. However, the Association

reserves the right to modify the plan, if necessary, as determined solely by the Association. The Association shall reserve the right to change booth assignments at the Association's discretion.

18. MISCELLANEOUS. The Association shall have the sole authority to interpret and enforce all terms and conditions governing exhibitors/sponsors and this exhibition. Any and all matters not specifically covered herein are subject to decision by the Association. These terms and conditions may be amended at any time by the Association upon written notice to all exhibitors/sponsors. The exhibitor/sponsor expressly agrees to be bound by the terms and conditions set forth herein and by any amendments thereto adopted by the Association from time to time. This contract shall be interpreted under the laws of the United States and of the State of Illinois.

19. LIMITATION OF LIABILITY. IN NO EVENT SHALL ASSOCIATION, EXHIBIT PLATFORM, AND THEIR RESPECTIVE OWNERS, MANAGERS, OFFICERS OR DIRECTORS, AGENTS, EMPLOYEES, INDEPENDENT CONTRACTORS, SUBSIDIARIES AND AFFILIATES (COLLECTIVELY “EXHIBITION PARTIES”) BE LIABLE TO THE EXHIBITOR/SPONSOR OR ANY THIRD PARTY HIRED BY OR OTHERWISE ENGAGED BY THE EXHIBITOR/SPONSOR FOR ANY LOST PROFITS OR ANY OTHER INDIRECT, SPECIAL, PUNITIVE, EXEMPLARY, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING ATTORNEYS’ FEES AND COSTS, ARISING OUT OF THIS APPLICATION AND CONTRACT OR CONNECTED IN

ANY WAY WITH USE OF OR INABILITY TO USE THE SERVICES OUTLINED IN THIS APPLICATION OR FOR ANY CLAIM BY THE EXHIBITOR/SPONSOR, EVEN IF ANY OF THE EXHIBITION PARTIES HAVE BEEN ADVISED, ARE ON NOTICE, AND/OR SHOULD HAVE BEEN AWARE OF THE POSSIBILITY OF SUCH DAMAGES. EXHIBITOR/SPONSOR AGREES THAT EXHIBITION PARTIES’ SOLE AND MAXIMUM LIABILITY TO THE

EXHIBITOR/SPONSOR REGARDLESS OF THE CIRCUMSTANCES SHALL BE THE REFUND OF THE EXHIBIT BOOTH FEE. THE EXHIBITOR/SPONSOR AGREES TO INDEMNIFY AND DEFEND THE EXHIBITION PARTIES FROM ANY CLAIMS BROUGHT BY A THIRD PARTY HIRED BY OR ENGAGED BY THE EXHIBITOR/SPONSOR FOR ANY AMOUNT BEYOND THE EXHIBIT BOOTH FEE. FURTHER, EXHIBITOR/SPONSOR AGREES TO PAY ALL ATTORNEY'S FEES AND COSTS INCURRED BY EXHIBITION PARTIES ARISING OUT OF OR IN ANY WAY RELATED TO THIS CONTRACT. EXHIBITOR/SPONSOR SHALL BE SOLELY RESPONSIBLE FOR ITS ATTORNEY'S FEES AND COSTS.