

A photograph of the Nashville skyline at sunset, with the city lights reflecting on the river. The sky is a mix of orange, pink, and blue.

24th Annual Compliance Institute

March 29—April 1, 2020
Gaylord Opryland • Nashville, TN

EXHIBIT | SPONSOR | ADVERTISE
PROSPECTUS

*Reach more than 3,000 healthcare
compliance professionals*

EXHIBIT DATES: MARCH 29–31, 2020

hcca-info.org/2020CI

Questions? lori.dahmes@corporatecompliance.org



Reach your target audience

HCCA's Compliance Institute provides a unique opportunity to promote your organization's product or services to a highly targeted and qualified audience.

As the largest healthcare compliance conference in the U.S., the Compliance Institute attracts more than 3,000 industry leaders, decision makers, and influencers from around the country. Our attendees are most likely to include people who fall into your desired target market.

The Compliance Institute's exhibiting, sponsoring, and advertising opportunities can help you to:

- Gain high visibility and name recognition with healthcare compliance professionals across the country.
- Develop relationships with new prospects and strengthen ties with existing clients.
- Heighten your credibility through close association with the largest organization of its kind.

In addition to participating in their choice of 140+ unique educational sessions, attendees often gather in the Compliance Institute Exhibit Hall to discover the latest solutions in healthcare software, services, and more. Breakfasts, networking breaks, and two receptions are held inside the Exhibit Hall, providing ample opportunity to connect with new and existing clients.

Dates to remember

2019 Call for speakers

June 1–30, 2019

Early bird registration ends

January 7, 2020

Conference Guide ad space reservation due

February 14, 2020

Conference Guide ad materials due

February 21, 2020

Attendee tote bag insert delivery deadline

February 28, 2020

Conference registration and exhibit-only forms due

February 28, 2020

Exhibiting opportunities

Exhibitor pricing

10' x 10' booth.....	\$3,195
10' x 10' corner booth.....	\$3,595
20' x 20' booth.....	\$12,995

Please note: The 2020 conference will be held in the Gaylord Opryland Hotel and the exhibit halls are not carpeted. You are required to provide your own carpet or order carpet through Freeman.

Official service and material handling contractor

Freeman has been designated the official show contractor.

Shipping

Freeman has been selected to receive, warehouse, transfer, and handle all exhibits. Advance and direct shipping labels are available from Freeman and will be included in the Exhibitor Kit. Please direct all calls regarding exhibit requirements, freight, and shipments to Freeman:

FREEMAN
1701 Lebanon Pike Circle
Nashville, TN 37210

PHONE 615.884.5785
FAX 469.621.5615

FreemanNashvilleES@freeman.com

Cancellation by exhibitor

A 50% deposit is required for all booth rentals. Balance must be paid in full by February 28, 2020. Cancellation fee for exhibit space is the 50% deposit if cancelled before February 28, 2020. No refunds will be made after this date. Deposits are non-refundable.

Exhibitor Benefits

Per 10' x 10' space: 8' high backdrape, 3' high side dividers, and a 7" x 44" exhibitor ID sign

Two exhibit staff badges per 10' x 10' space (Exhibit Hall access only; additional staff badges may be purchased for \$450 each)

Two reduced-rate attendee conference registrations per 10' x 10' space at \$899 each

Company name, website address, and link to online company description (700 characters max.) and logo at hcca-info.org under the Sponsors & Exhibitors tab

Company description and link to website in the conference mobile app

Post-conference attendee list for a one-time postal mailing (does not include email addresses)

Exhibit Hall hours

Set-up

Sunday, March 29 8:00 AM–3:00 PM

Exhibit viewing

Sunday, March 29 4:45–6:30 PM

Monday, March 30 7:00 AM–6:30 PM

Tuesday, March 31..... 7:00 AM–2:00 PM

Teardown

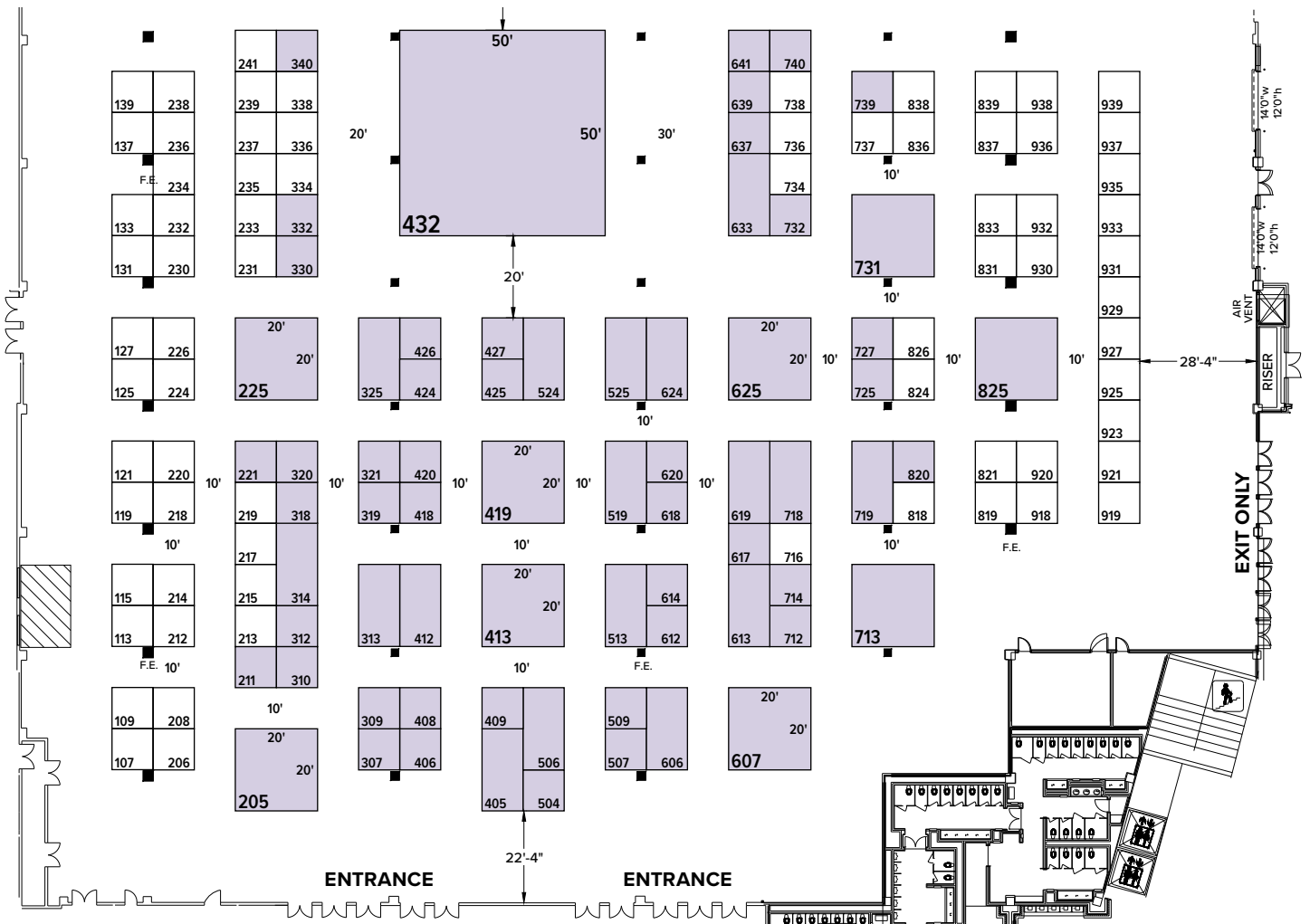
Tuesday, March 31..... 2:00–6:00 PM

Times and layout are subject to change and will be confirmed prior to the conference. Exhibitors are not required to staff booths during times attendees are in session.

Exhibit hall

Gaylord Opryland Hotel

= BOOTH TAKEN



Wolters Kluwer Legal & Regulatory US.....205	CliftonLarsonAllen340	Loyola University Chicago509	UASI637
ACFE.....211	Protenus.....405	Ankura Consulting Group513	Ludi, Inc.639
MRO.....221	ProviderTrust Inc406	Ntracts519	Certiphi Screening Inc641
Maize Analytics Inc225	Aviocode408	DoctorsManagement LLC524	Eminere Group LLC712
Reimbursement Management Consultants307	Radar Inc.....409	PreCheck525	Verisys Corporation713
MD Ranger Inc.....309	NAVEX Global412	LockPath606	AHIMA714
ComplyAssistant310	HCCS A Healthstream Company413	Healthicity607	Strategic Management Services.....718
CBIZ KA Consulting Services LLC.....312	Iatric Systems Inc418	Kchecks.....612	GeBBS Healthcare Solutions.....719
MDaudit313	ProviderTrust Inc419	CynergisTek613	Coding Strategies Inc.....725
Osprey Compliance Software.....314	Coker Group.....420	Global Healthcare Exchange Inc (GHX)614	CORL Technologies.....727
Widener University Delaware Law School ...318	ComplianceLine424	Mitchell Hamline School of Law617	FairWarning Inc731
Panacea Healthcare Solutions LLC.....319	Coding Network LLC (The).....425	youCompli.....618	Protiviti.....732
ComplianceLine320	FTI Consulting426	Zebu Compliance Solutions.....619	Verify Comply739
Berkeley Research Group.....321	George Washington University (The).....427	Intruno620	NorthStar Technology Group.....740
PYA.....325	Pinnacle Healthcare Consulting.....504	MCN Healthcare624	Change Healthcare820
HealthDox.....330	Streamline Verify.....506	SAI Global625	MediTract.....825
Realty Trust Group332	ProviderTrust Inc507	Compliance Wave LLC.....633	

Advertising opportunities

Exhibitors or sponsors only

Advertising in the On-site Conference Guide

The on-site Conference Guide contains all the information attendees need to know: session rooms, Exhibit Hall information, and much more. Attendees will be referring to their guides throughout the conference.

The Conference Guide's trim size will be 6" wide by 9" tall. Ads are half-page and will be printed in color. See ad specifications below for special instructions. **(\$1,500)**

Reserve ad space by: FEBRUARY 14, 2020

Ad file due: FEBRUARY 21, 2020

PLEASE NOTE: A maximum of 14 half-page ad spaces are available for the Conference Guide.

Ad specifications

- Trim size: 5" wide x 3.75" high, no bleed.
- All ads should be print-ready PDFs, 300 ppi at 100%.
- No spot colors.

Email print-ready files to

lori.dahmes@corporatecompliance.org

Mobile App e-Bag Insert Ad

Connect with attendees via an electronic ad sheet on the Mobile App. Encourage them to stop by your booth for a discount or giveaway of something special, or take them to an offer page on your website. Your ad sheet will be placed on your company description page, and a link to all of the e-bag inserts will be on the mobile app menu and on the homepage at both Internet Cafés. **(\$1,500)**

Ad specifications: Vector image, 350 pixels wide x 400 pixels high

Materials due: FEBRUARY 21, 2020

Attendee Tote Bag Insert

Place marketing material in all attendee tote bags. Company will provide their marketing material as an 8½" x 11" single page. **(\$3,000)**

Materials due at HCCA office: FEBRUARY 28, 2020

Questions about advertising opportunities?

Please contact Lori Dahmes at 888.580.8373 or lori.dahmes@corporatecompliance.org

Advertising with HCCA

HCCA offers several avenues for advertising:

- *Compliance Today*, HCCA's monthly member magazine
- HCCA's website: hcca-info.org
- *Compliance Weekly News (CWN)*, HCCA's weekly e-newsletter
- HCCAnet®, our own social network for compliance professionals

Other opportunities

COMING SOON: Sponsorship information

Volunteer Project

Join your colleagues and network with a purpose as you participate in the annual Volunteer Project on Saturday, March 28. More details will be sent out prior to the conference.



Introduce a Speaker

We're looking for volunteers to introduce speakers at the start of each breakout session. It's a great way to meet people and help get sessions off to a good start. We'll even provide you with a short bio for each speaker. Send an email to patti.hoskin@corporatecompliance.org to sign up! PLEASE NOTE: You must be a registered conference attendee to participate.

Questions about these opportunities?

Please contact Lori Dahmes at 888.580.8373 or lori.dahmes@corporatecompliance.org

Speaking at HCCA conferences

Exhibitors and sponsors are welcome to submit speaking proposals when the call for speakers is open for HCCA conferences. Submissions will be evaluated based on the merits of the proposed topic, the content, and the speaker(s), at the same time and alongside all of the other speaking proposals for the conference. Sponsoring/exhibiting at the conference does not entitle an organization to a speaking slot, nor does it earn any preferences.

For more information, visit
hcca-info.org/events/CallforSpeakers.aspx

Hotel & conference location

Book your hotel online ► hcca-info.org/2020CI-hotel

Gaylord Opryland Nashville

2800 Opryland Drive
Nashville, TN 37214

Book online: hcca-info.org/2020CI-hotel

Book via phone: 877.491.7397

A group rate of \$249 per night plus applicable taxes has been set up for HCCA Compliance Institute attendees. To make reservations please visit hcca-info.org/2020CI-hotel or call 877.491.7397 and reference HCCA. All reservations must be accompanied by a first-night room deposit and guaranteed with a major credit card. This rate is good through Thursday, March 5, 2020, or until the group block is full, which may be prior to this date. It is recommended to book your hotel reservations early. Hotel accommodations are not included in your conference registration fee.



PLEASE NOTE: Neither HCCA nor any hotel it is affiliated with will ever contact you to make a hotel reservation. If you receive a call soliciting reservations on behalf of HCCA or the event, it is likely from a room poacher and may be fraudulent. We recommend you make reservations directly with the hotel using the phone number or web link in this document. If you have concerns or questions, please contact us at 888.580.8373.

Get to know HCCA

Learn more and become a member at hcca-info.org/join

About us

HCCA's vision is to be the preeminent healthcare compliance association, promoting the lasting success and integrity of healthcare organizations across the country. Our organization is 12,500+ members strong—and growing!

Since 1996, HCCA has been championing ethical practice and compliance standards and providing the necessary resources for healthcare compliance professionals and others who share these principles.

Major functions

1. To promote the highest standards in healthcare compliance programs—from their introduction and development to continuing maintenance.
2. To provide a forum for interaction and information exchange among healthcare compliance professionals.
3. To create high-quality educational opportunities for the compliance community.



Our services

- 50+ national and regional conferences around the country
- Web conferences covering hot topics, allowing you to learn without leaving your desk
- Educational products, including books, videos, and other training materials
- *Compliance Today*, HCCA's monthly magazine for members
- *Compliance Weekly News (CWN)*, HCCA's weekly email newsletter
- Opportunity to join *HCCAnet*, our thriving online social network for healthcare compliance professionals
- Member discounts on conferences, certification registrations, and healthcare compliance products
- Certification through the Compliance Certification Board (CCB)[®]—Certification options include Certified in Healthcare Compliance (CHC)[®], Certified in Healthcare Compliance-Fellow (CHC-F)[®], Certified in Healthcare Privacy Compliance (CHPC[®]) and Certified in Healthcare Research Compliance (CHRC)[®]

Who attends the Institute?

Connect with attendees from a variety of backgrounds

Institute attendees are:

- Healthcare compliance officers and risk managers
- Healthcare senior executives and leaders, including CEOs and CFOs in hospitals, medical groups and IPAs, Ancillary providers, long-term care organizations, and health plans
- Members of the board of trustees of healthcare enterprises
- Institutional chief information officers
- Coding and billing specialists
- Physicians and other health professionals
- Healthcare consultants and attorneys
- Healthcare regulators and other government personnel
- Privacy officers and other professionals handling healthcare privacy issues
- Health information management specialists
- Nurse managers and executives
- Staff educators and trainers



Institute attendees are interested in:

- Auditing services
- Billing, coding, and reimbursement services
- Compliance issues/education
- Consulting and legal services
- Regulatory information and news
- Instruction aides
- Professional liability insurance services
- Software
- Training techniques and/or training services

Search HCCA's Compliance Institute on Twitter: #HCCACi

Sponsors & exhibitors in 2019

ACFE	CompetentSee, LLC	HealthDox	Post Acute Advisors
AHIMA	ComplianceLine	Healthicity	PreCheck
American Health Lawyers Association	Compliance Resource Center	HelioMetrics	Protenus
Animas Data Solutions	Compliance Wave LLC	HIPAA Solutions LC	Protiviti
Ankura Consulting Group	ComplyAssistant	HireRight LLC	ProviderTrust Inc
Arete Compliance Solutions LLC	Contract Guardian	Iatric Systems Inc	Public Responsibility in Medicine & Research (PRIM&R)
ATTAC Consulting Group	CORL Technologies	INCompliance	PwC
Aviacode, Inc	Crowe LLP	Intruno	PYA
Background Decision	CynergisTek	Iron Mountain	Radar Inc
Berkeley Research Group	Dixon Hughes Goodman	i-Sight	Realty Trust Group
Bluemark	DoctorsManagement LLC	Kchecks	Reimbursement Management Consultants
Bottomline Technologies	Drexel University Online	LockPath	SAI Global
Caetra.io	ECG Management Consultants	Loyola University Chicago	Sectyr
CARF International	Eide Bailly	LTC Integrity	SecurityMetrics, Inc.
CBIZ KA Consulting Services LLC	Eminere Group LLC	Ludi, Inc.	Stetson University College of Law
Certiphi Screening Inc	FairWarning Inc	Maize Analytics Inc	Strategic Management Services
Champion Healthcare Technologies	Frank Ruelas - HIPAA College	MCN Healthcare	Streamline Health
Change Healthcare	FTI Consulting	MD Ranger Inc	Streamline Verify
Clearwater Compliance	G&M Health, LLC	MDaudit	TeachPrivacy
CliftonLarsonAllen	GeBBS Healthcare Solutions	MedeAnalytics	TEKSystems
CloneSleuth	George Washington University (The)	MediTract	UASI
CMS-Center for Program Integrity	Global Healthcare Exchange Inc (GHX)	M.E.D.X. App- Secure Texting	University of New Hampshire Online
Coding Network LLC (The)	HCCS A Healthstream Company	Mitchell Hamline School of Law	Verify Comply
Coding Strategies Inc	HealthCare Compliance Network LLC	MRA	Verisys Corporation
Coker Group	Healthcare Compliance Pros	MRO	Widener University Delaware School Law School
Compass IT Compliance LLC		NAVEX Global	Wolters Kluwer Legal and Regulatory U.S.
		Nelson Mullins Broad and Cassel	youCompli
		NorthStar Technology Group	Zebu Compliance Solutions
		Ntracts	Zix
		Osprey Compliance Software	
		Panacea Healthcare Solutions LLC	
		Pinnacle Healthcare Consulting	
		PolicyStat	

As a condition of being an Exhibitor and/or Sponsor at the Health Care Compliance Association's Compliance Institute (the "Conference"), all Exhibitors and/or Sponsors agree to the following Exhibitor & Sponsor Terms and Conditions ("Terms and Conditions"). By submitting a booth space or sponsorship application, Exhibitors and Sponsors agree to abide by these Terms and Conditions, and any other rules and regulations set forth for the Conference, including any special requirements that are imposed by the facility at which the Conference will be held ("Facility"). Exhibitor and/or Sponsor agrees and understands that these Terms and Conditions are contractual in nature, and become part of the binding and legally enforceable agreement between the Exhibitor/Sponsor and HCCA relating to Exhibitor's/Sponsors attendance and exhibiting activities at the Conference.

1. Eligibility to Exhibit. Exhibitor's products and services must be relevant to the compliance profession. Exhibitor must be in good financial standing with HCCA. HCCA has the right to refuse or terminate exhibit space rental if products, services, Exhibitor behavior or displays are not appropriate and compatible with the general character or quality of the Conference and cause undue interference with the effective operations of HCCA.

2. Space Assignment. All dimensions and locations shown on the official floor plan are believed, but not warranted, to be accurate. HCCA reserves the right to make such modifications as may be necessary to meet the needs of the exhibitors and Sponsors and the exhibit program.

(a) The first opportunity to reserve booth space for the 2020 HCCA Compliance Institute is at the 2019 HCCA Compliance Institute. This on-site selection is based on the HCCA Priority Point three-year rolling system using the following criteria:

- One (1) point per 10'x10' space at the 2017, 2018, and 2019 HCCA Compliance Institutes.
- Five (5) points for participation as a Platinum Sponsor of the 2017, 2018, and 2019 HCCA Compliance Institutes.
- Four (4) points for participation as a Gold Sponsor of the 2017, 2018, and 2019 HCCA Compliance Institutes.
- Three (3) points for participation as a Silver Sponsor of the 2017, 2018, and 2019 HCCA Compliance Institutes.
- Three (3) points per Platinum Sponsorship of a national HCCA conference from April 2016–March 2019.
- Two (2) points per Gold Sponsorship of a national HCCA conference from April 2016–March 2019.
- One (1) point per Silver Sponsorship of a national HCCA conference from April 2016–March 2019.
- One (1) point per table top space at a national HCCA conference from April 2016–March 2019.
- One (1) point per sponsorship or exhibit for each set of 3 regional conferences from April 2016–March 2019.
- Date HCCA receives exhibitor application (tie-breaker).

A priority point list is created for each year's space assignments in descending order from highest point total. The Exhibitor with the highest point total will select space first, followed by the consecutive Exhibitors in descending point total order. The order of selection will be based on the accrued priority points. The Exhibitor with the highest number of acquired points will choose booth space first and so on. Each Exhibitor has a maximum of 5 minutes to select booth space from a live floor plan. Exhibitors must be ready to select their booth when the Exhibitor name is called or the Exhibitor will be passed. Prior to leaving on-site booth selection, Exhibitor's designated representative

will receive a confirmation letter with Exhibitor's booth number. If an Exhibitor misses its scheduled selection time, they will be accommodated as the booth selection schedule allows at the end of the scheduled time slot they arrive in.

(b) After on-site space selection, booth space reservations will be open to the public and space will be assigned on a first-come, first-served basis by the date the booth space contract and deposit are received. If an Exhibitor's first selection of space has already been assigned, HCCA will allocate the next-best available space. Upon receipt of contract and deposit, space assignment(s) will be sent within five to seven business days. If the exhibit hall space is sold out, notification will be made immediately by phone and the organization applying to exhibit is placed on a waiting list. HCCA assumes that the exhibit space assignment is accepted unless HCCA receives a written denial within 7 days of notification. Assignments made within 30 days of the start of the conference are assumed to be final at the time that they are made. Date of notification is the date HCCA emails the notification. HCCA reserves the right to modify the floor plan or move the Exhibitor's booth location to accommodate floor plan configuration or traffic flow.

3. Exhibitor Use of Space. Exhibitors may not assign, sublet, or apportion the whole or any part of their allotted space. In addition, Exhibitors may not advertise or display products or services other than those manufactured or sold in their regular business. Exhibitor and/or Sponsor company descriptions in the on-site conference guide will be limited to one company name and identity listing. The distribution of samples, souvenirs, publications, etc., or other sales or sales promotion activities must be conducted by Exhibitor only from within its space. The distribution of any article that interferes with the activities or obstructs access to neighboring booths, or that impedes aisles, is prohibited. This includes placement of display racks, banners, brochures or other items outside of the designated space rented by the Exhibitor, as well as the offering of food or beverages.

4. Exhibitor and Sponsor Code of Conduct. All Exhibitors and Sponsors agree to abide by the following Code of Conduct, and agree to HCCA's right to take immediate action to restrict or evict Exhibitor/Sponsor and/or its personnel from the Conference in the event of Code of Conduct violations. In the event of such eviction or restriction, Exhibitor will forfeit all moneys paid for the Conference, and may be subject to restrictions or prohibitions on attending future HCCA conferences.

- The Exhibitor/Sponsor and its personnel shall conduct and operate its exhibit so as not to annoy, endanger or interfere with the rights of other Exhibitors, conference attendees, and visitors or HCCA staff.
- HCCA reserves the right to prohibit any exhibit and/or Exhibitor/Sponsor that, in its sole discretion and judgment, is inappropriate, offensive, or may detract from the general character of the Conference.
- HCCA reserves the right to remove, without compensation, any exhibit and/or Exhibitor/Sponsor that, in HCCA's sole discretion and judgment, is inappropriate, offensive, or may detract from the general character of the Conference.
- HCCA reserves the right to require the removal of any Exhibitor/Sponsor personnel who engage in behavior which, in the sole discretion of HCCA, is determined to be objectionable to other Exhibitors, conference attendees, visitors and/or HCCA staff.
- Any demonstrations or activity that may result in obstruction of aisles or that prevent ready access to nearby Exhibitors' booths shall be prohibited.
- The audio level of any playback equipment, audio, video and/or demonstrations must be at a level so as not to disturb or be heard by adjacent Exhibitors and their patrons. HCCA reserves the right to restrict exhibits to a minimum noise levels.

To review our full **Meetings and Anti-Harassment Policy**, please visit hcca-info.org.

5. Exhibitor/Sponsor-hosted functions. Only Exhibitors and Sponsors may host functions at the Conference. Functions may not be scheduled at times that conflict with conference sessions or receptions.

6. Cancellation

- **Conference Cancellation Policy.** The parties agree that if the Conference is cancelled in whole or in part, or its scheduled opening is cancelled or delayed, due to fire, explosion, strike, freight embargo, act of God, act of public enemy, act of war, war, act of terrorism, civil disturbance, act of any government, de jure or de facto, or governmental declaration or regulation, epidemic or other event over which HCCA has no control, then the Exhibitor contract may be immediately amended or cancelled by HCCA, and the Exhibitor hereby waives any and all claims against HCCA for damages, reimbursement, refunds, or compensation.
- **Cancellation or Reduction of Booth by HCCA.** An Exhibitor's failure to submit payment in accordance with the terms and conditions of the applicable invoice from HCCA may result in the cancellation of the assigned space, in HCCA's sole discretion. In addition, HCCA has the right to cancel, reduce, or redistribute allocated booth space upon reasonable cause or due to events that make performance impossible. In the event of such an occurrence, HCCA will provide written notification to any affected Exhibitor/Sponsor and agrees to negotiate in good faith toward refund or reduction of the exhibit or sponsorship fee. If any part of the exhibit area is damaged, or the Exhibitor is not permitted to occupy its assigned space, the Exhibitor will be charged only for space that was actually occupied. HCCA is released from any and all claims for damages that may arise in conjunction cancellation or reduction of an Exhibitor's booth pursuant to this provision.
- **Cancellation by Exhibitor/Sponsor.** A 50% deposit is required for all booth rentals and sponsorships. Balance must be paid in full and received by HCCA by February 28, 2020, and 100% payment is due on all applications after February 28, 2020. Cancellation fee for exhibit space and/or sponsorships is the 50% deposit if cancelled before February 28, 2020. No refunds will be made after this date. Deposits are non-refundable.

7. Installation and Dismantling of Exhibit. Installation must take place during the times provided by HCCA, unless HCCA has previously provided written approval for installation at other times. Space not occupied by the start of the conference returns to HCCA for discretionary use. Dismantling begins at the conference's close and must be completed by the time indicated. Exhibitors dismantling prior to conference close will lose all points accumulated in the previous twelve months. Note: The Exhibitor assumes all financial responsibility for installation and dismantling of the exhibit.

8. Booth Construction and Usage.

- **In-Line Booth.** An in-line booth is one or more standard 10' x 10' units arranged in a straight line. In-line booths have only one side exposed to an aisle. The maximum height of 8' is allowed on the back wall and the rear half of the booth space, with a 4' height restriction imposed on all materials in the remaining space forward to the aisle. The maximum back wall height limitation of 8' includes signs, company name, logo, or product information. Regardless of the number of in-line booths used (e.g., 10' x 20', 10' x 30', etc.) display materials should be arranged so they do not obstruct sight lines of neighboring Exhibitors. Each in-line booth will have an 8'-high draped back wall and 3'-high draped dividers defining the sides of the space. The backside of an in-line booth must not be visible and must not be used for storage.
- **Corner Booth.** A corner booth is a linear booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for linear booths apply.
- **Island Booth.** An island booth is any size booth exposed to aisles on all four-sides. All other guidelines for linear booths apply. An island booth is typically 20 feet by 20 feet.
- **Use of Space.** The entire cubic content of the space may be used up to the maximum allowable height, which is usually a range of 16 feet to 20 feet (4.88 meters to 6.10 meters), including signage.

9. Registration and Housing. Registration information will be available on the HCCA website. Exhibitors are encouraged to book their hotel rooms through the HCCA's room block at the Conference venue.

10. Meeting rooms. To request meeting room space at the Conference, please contact HCCA.

11. Exhibitor Service Kit. All Exhibitors receive an Exhibitor Service Kit electronically, including order forms for ancillary services at the Conference.

12. Union. Local union jurisdiction applies. Detailed information will be provided to Exhibitors in the Exhibitor Service Kit.

13. Security. Although security services may be furnished, neither HCCA nor the Facility will be responsible for damage to, loss, or theft of property belonging to any Exhibitor, Sponsor, their agents, employees, business invitees, visitors, or guests. Security information will be available in the Exhibitor Service Kit.

14. Indemnification. Exhibitor/Sponsor shall indemnify, defend and hold harmless SCCE & HCCA from and against all claims, losses and liabilities and causes of action, including reasonable attorney's fees, resulting from any claim, suit, fine, penalty action or proceeding arising from, or out of, or by reason of (a) Exhibitor's/Sponsor's breach of these Terms and Conditions, (b) Exhibitor or Sponsor's violation of any applicable law, regulation or ordinance, (c) any accident or bodily injury or other occurrences to any property, person, or persons, including the Exhibitor/Sponsor, its agents, employees, and business invitees, which arise from, or out of, or by reason of said Exhibitor's/Sponsor's participation at the Conference, or (d) any negligence, gross negligence or intentional misconduct by Exhibitor/Sponsor, or employee, agent or any other third party on behalf of Exhibitor/Sponsor in connection with the Conference. Exhibitor/Sponsor's indemnification obligation to SCCE & HCCA shall survive the termination of these Terms and Conditions.

15. Exhibitor/Sponsor Insurance. All property of the Exhibitor/Sponsor is understood to remain under its custody and control in transit to and from or within the confines of the Facility. HCCA and the Facility do not maintain insurance covering Exhibitor's/Sponsor's conduct or property. Exhibitor/Sponsor shall carry Commercial General Liability coverage, including premises, operations, and contractual liability coverage of at least \$500,000 for Personal Injury Liability and \$500,000 for Property Damage Liability and Statutory Workers' Compensation insurance in full compliance with all federal and state laws. A certificate of insurance shall be furnished if requested by HCCA.

16. Facility Rules. Exhibitors and Sponsors shall strictly comply with all conditions imposed by the Facility in its contract with HCCA, and with the rules and regulations of the Facility.

17. Damage to Property. The Exhibitor is liable for any damage caused to Facility floors, walls, columns, standard booth equipment, or other Exhibitors' property. The Exhibitor may not mar, tack, make holes, or apply paint, lacquer, adhesives, or other coating to building columns and floors or to standard booth equipment

18. Americans with Disabilities Act. Exhibitor represents and warrants (i) that its exhibit will be accessible to the full extent required by law; (ii) that its exhibit will comply with the Americans with Disabilities Act (ADA) and with any regulations implemented by the ADA; and (iii) that it shall defend, indemnify and hold HCCA harmless from and against any and all claims and expenses, including attorneys' fees and litigation expenses that may be incurred by or asserted against HCCA, its officers, directors, agents, or employees on the basis of the Exhibitor's breach of this paragraph or noncompliance with any of the provisions of the ADA.

19. Mergers. In the event of a merger of two or more Exhibitors or Sponsors, the following rules will apply: one main contact will be designated by the purchasing company to HCCA, for all related correspondence and questions. The Exhibitor or Sponsor company will have one identity in the on-site Conference guide. A courtesy listing (example: ABC Company, see WorldAlliance), within one year of the acquisition or merger, will be provided if requested in writing. The cancellation policy set forth in these Terms and Conditions will apply to mergers regardless of the ability of HCCA to resell the booth space. Priority Points will not be combined for companies that merge. This allows the company with the highest point total to keep the priority ranking they have achieved.

20. Market research and surveys. Exhibitors and Sponsors are not permitted to conduct surveys of conference attendees during the conference.

21. Announcements. No public announcement of door prize winners will be made.

22. Attendee information distribution. HCCA encourages Exhibitor and Sponsor efforts to communicate with HCCA attendees. However, in an effort to meet Exhibitor needs and also protect the privacy rights of our attendees, the following provisions shall apply. Exhibitors may request either a business card or may scan attendee badge barcodes using lead retrieval equipment to obtain contact information for follow-up. For Barcode Lead Scans, HCCA agrees to release to the Exhibitor, where it is authorized to do so, attendee name, title, company, work postal mailing address, work phone, fax and e-mail, as provided by the attendee. Unless otherwise individually agreed with each attendee, Exhibitors shall (i) use attendee information in accordance with each attendee's reasonable expectations, (ii) limit the use of attendee information to contacting each attendee no more than twice and no later than within 30 days following the exhibition, (iii) put in place reasonable technical and organizational measures to ensure the security of attendee information, (iv) comply with the rights of attendees including any opt-out requests, (v) not transfer attendee information to any third party outside the Exhibitor/Sponsor and any affiliate entities of Exhibitor/Sponsor, and (vi) comply with all applicable laws in relation to the use of attendee information. Regarding an Advance/Post Mailing List: HCCA may, at its discretion, also offer Exhibitors/Sponsors the opportunity to communicate about their products and services through the pre-registered attendee postal address list and post-conference attendee postal address list, either or both of which may be available for purchase. This information is only provided to qualified HCCA Exhibitors and Sponsors pursuant to the terms of HCCA's Conference Attendee List One-Time Use License. Each list shall include attendee name, title, company and preferred postal mailing address as provided by the attendee. HCCA does not release attendee email addresses. Any Advance/Post Mailing List remains the property of HCCA, and may not be sold or distributed by Exhibitor/Sponsor to third parties.

23. Children. Due to health and safety considerations, children under the age of 18 will not be admitted to the exhibit program or educational sessions.

24. Picture taking, videotaping/audio taping. Exhibitors are not permitted to photograph, audiotape or videotape sessions, exhibits, or any other part of the conference without express, written approval from HCCA.

25. Music licensing.

- (a) Exhibitor/Sponsor and HCCA acknowledge that any public performance of music during the Conference requires a license. Exhibitor agrees to secure all licenses required for all such performances which occur in any area of the Facility exclusively reserved for Exhibitor's/Sponsor's use, including in an exhibit booth or Sponsor area. Exhibitor/Sponsor shall also cause its sub-contractors to secure all licenses for their public performances of music. For purposes of this provision, a public performance is one that occurs "in a place open to the public or at any place where a substantial number of persons outside of a normal circle of a family and its social acquaintances is gathered."
- (b) The foregoing provision applies to all public performances of music, including but not limited to live performances, as well as performances over television, radio, and by Internet or digital wireless service.
- (c) Should Exhibitor/Sponsor use television, movies, video, or other media in its exhibit booth or Sponsor area (irrespective of whether music is incorporated in such media), Exhibitor/Sponsor shall also be required to secure all other licenses required by law for such performances.
- (d) If HCCA is contacted after the Event by a performing rights society or another entity seeking license fees for the unauthorized public performance of music or other media in an area exclusively used by Exhibitor/Sponsor, Exhibitor/Sponsor shall promptly either: (i) pay the applicable license fees within ten (10) days of notification; or (ii) contest the validity of the request for license fees, in which case Exhibitor shall indemnify, defend, and hold HCCA harmless from and against any claims, demands, judgments or liabilities arising from the failure to promptly pay all fees when due. This provision shall survive after the Conference and after termination of these Terms and Conditions.

26. Promotion During Conference. Exhibitors/Sponsors are not allowed to place brochures, stickers, signs, pens, posters or marketing materials anywhere other than within their own booth space.

27. Trademarks. Exhibitor/Sponsor grants HCCA, without the right to sublicense, a nonexclusive, revocable, nontransferable, royalty-free, worldwide license to use and display Exhibitor/Sponsor's company name and logo on HCCA website(s), print materials, and in other marketing media solely for purposes of promoting the Event and future events, provided that such use is in accordance with Exhibitor/Sponsor's established brand guidelines. If Exhibitor/Sponsor elects to become a branded Sponsor for any portion of the Event, the use of Exhibitor/Sponsor's logo, marks, or artwork (collectively "Sponsor Artwork") on any Event merchandise or collateral is subject to the prior approval of HCCA, which reserves the right to reject any Sponsor Artwork that, in HCCA's sole discretion, fails to meet the defined specifications or general standards of quality for HCCA events. Exhibitor grants HCCA or anyone authorized by HCCA the right to use or publish, in print or electronic format, any photographs or video taken during the Event which contain images of Exhibitor's booth or space, including any trademarks, logos, or other images displayed in or on Exhibitor's booth or space, as well as any images or likenesses of Exhibitor's employees, contractors, subcontractors, or agents in the Exhibit Hall or at the Event.

Exhibitor/Sponsor has no right to use the name, logo or trademarks of SCCE & HCCA as a result of being an Exhibitor/Sponsor at the Conference.

Sponsorship & exhibiting application

HCCA's Compliance Institute • March 29—April 1, 2020 • Gaylord Opryland • Nashville, TN

Contact Information (please print)

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Website Address _____

Contact Person _____

Contact Person's Title _____

Contact Person's Email _____

Logistics Coordinator (please print)

Full Name _____

Email _____

Phone _____

Advertising Opportunities

- Pre-registration List: postal address only.....\$500
- Mobile App e-Bag Insert Ad: company-provided ad.....\$1,500
- Conference Guide Half-page Ad: company-provided ad.....\$1,500
- Attendee Tote Bag Insert: company-provided material.....\$3,000

TOTAL \$ _____

Booth Rental (Two Exhibit Hall badges per 10x10 space included)

- 10' x 10' Booth Rental @ \$3,195 \$ _____
- 10' x 10' Corner Booth @ \$3,595 \$ _____
- 20' x 20' Booth Rental @ \$12,995 \$ _____
- Additional Personnel @ \$450 \$ _____

TOTAL \$ _____

Booth Choice (see floor plan for location numbers):

1st choice: _____ 2nd choice: _____ 3rd choice: _____

4th choice: _____ 5th choice: _____ 6th choice: _____

Please list any companies you would rather not be near.
Check hcca-info.org/2020CI for a list of current exhibitors:

Billing Information

50% deposit is required for all booth rentals and sponsorships. Balance must be paid in full by February 28, 2020. Deposits are non-refundable. Full payment is required on applications received after February 28, 2020.

TODAY'S DEPOSIT \$ _____ **(out of TOTAL \$** _____ **)**

BY MAIL: Enclose application and check payable to HCCA:

HCCA, 6500 Barrie Road, Suite 250, Minneapolis, MN 55435
PHONE 888.580.8373 • FAX 952.988.0146

BY FAX: 952.988.0146—I authorize HCCA to charge my credit card

INVOICE

Due to PCI Compliance, please **DO NOT provide any credit card information via email**. You may email the application (without credit card information) and call HCCA at 888.580.8373 or 952.988.0141 with the credit card information.

CREDIT CARD: AmericanExpress Discover MasterCard Visa

Credit Card Account Number _____

Credit Card Expiration Date _____

Cardholder Name _____

Cardholder Signature _____

Authorized Signature

This agreement shall not be binding unless it is signed by an authorized representative of the applicant's firm and is accepted and signed by HCCA. By signing below, I hereby certify that I have read and will abide by the "Terms and conditions" in this prospectus.

Authorized Signature

Questions? lori.dahmes@corporatecompliance.org

OFFICE USE ONLY

Date received _____ By _____