

Promote your brand  
to compliance professionals,  
decision makers, and influencers

**Prospectus**  
EXHIBIT / SPONSOR / ADVERTISE

# Clinical Practice Compliance Conference

October 26–28 | Atlanta, GA

HCCA's Clinical Practice Compliance Conference offers you exposure, traffic, and the opportunity to get leads in the healthcare compliance field.

[hcca-info.org/2020clinical](https://hcca-info.org/2020clinical)



# Reach your target audience

The HCCA Clinical Practice Compliance Conference is expected to attract 200+ professionals focused on clinical compliance and provides a unique opportunity to promote your organization's product or service to a highly targeted audience.

The Clinical Practice Compliance Conference's exhibiting, sponsoring and/or advertising opportunities can help you to:

- Gain visibility and name recognition with healthcare compliance professionals across the country.
- Develop relationships with new prospects and strengthen ties with existing clients.

In addition to participating in educational sessions, attendees often gather in the Exhibit Hall to discover the latest solutions in healthcare software, services, and more. Breakfasts, networking breaks, and reception are held inside the Exhibit Hall, providing ample opportunity to connect with new and existing clients.

## Who attends

- Compliance officers
- Coders
- Managers
- Physicians
- General counsel
- Compliance attorneys

## Dates & times

### Exhibit set-up

**Monday, October 26**  
6:30 – 7:30 AM

### Exhibit hours

**Monday, October 26**  
7:30 AM – 6:00 PM

### Exhibit tear-down

**Tuesday, October 27**  
4:00 – 5:00 PM

**Tuesday, October 27**  
7:30 AM – 4:00 PM

Please contact Lori Dahmes at 952.567.6213 or [lori.dahmes@corporatecompliance.org](mailto:lori.dahmes@corporatecompliance.org) if you are unable to set-up or tear-down during the specified time slots. Additional information will be provided upon receipt of your application and payment.

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

## Dates to remember

**Tuesday, August 4**

Early-bird registration ends

**Friday, October 2**

Conference registration and exhibit-only forms due

**Monday, October 5**

Hotel reservation cutoff

## About HCCA

HCCA exists to champion ethical practice and compliance standards in the healthcare community and to provide the necessary resources for compliance professionals and others who share these principles.

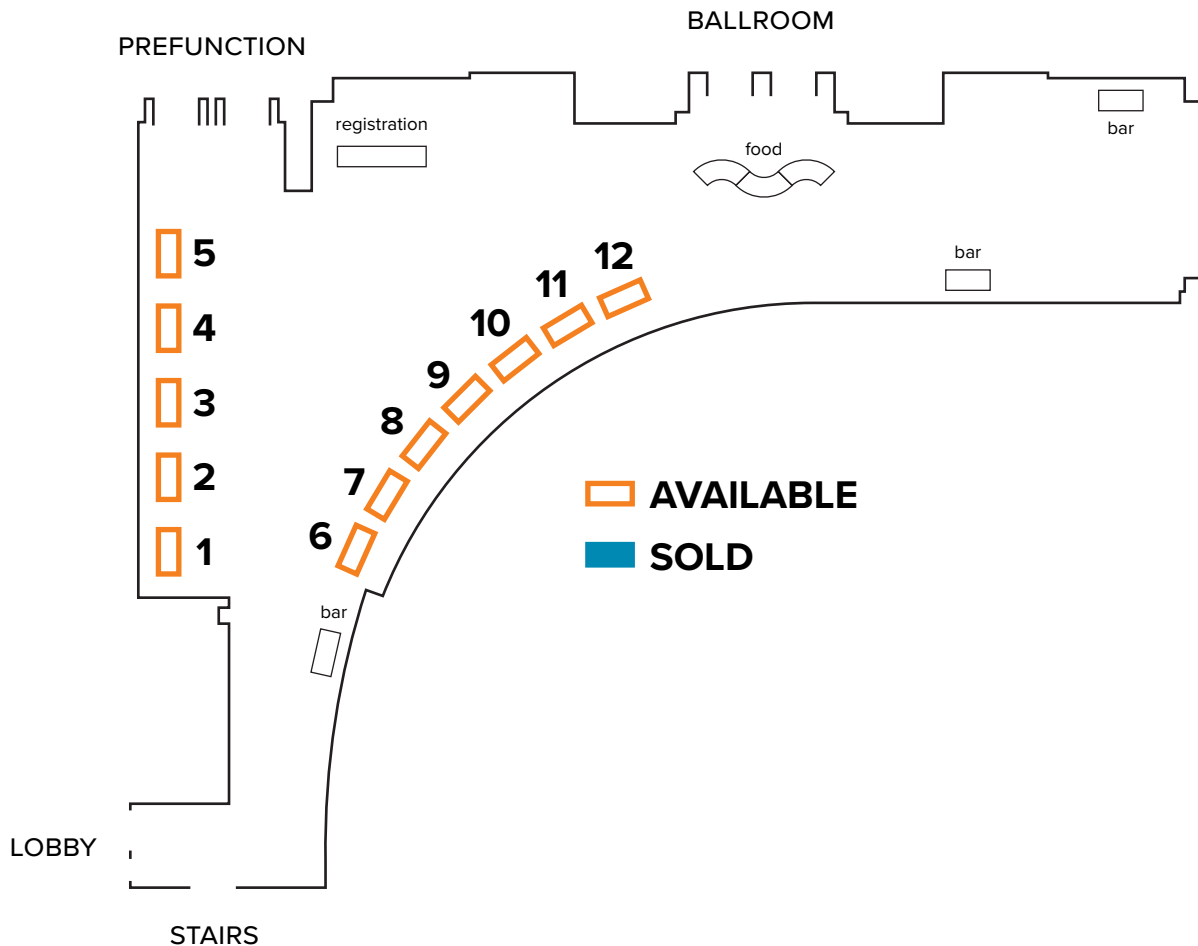
# Exhibit for maximum exposure

## Exhibitor pricing & benefits

Table-top exhibit space: \$1,650

6' draped table*	✓
Two chairs plus wastebasket	✓
Two "Exhibit Hall Only" staff badges per table-top (additional badges \$250 each)	✓
Two reduced-rate attendee full conference registrations per company at \$450 each	✓
Logo on conference website, with a link to your company's website	✓

\*Includes space for a small display to set on the table, or a maximum of two banner stands.



# Sponsorship packages

Increase your brand awareness among this relevant audience with a sponsorship package.

## Levels

- PLATINUM .....\$7,000 or more
- GOLD .....\$5,000 or more
- SILVER .....\$3,000 or more

HCCA requests that **sponsorship applications and logo be received by October 2, 2020** in order to guarantee return recognition in conference materials and on-site signage. Sponsor is responsible for package price and HCCA is responsible for all other sponsorship costs.

Benefits	PLATINUM	GOLD	SILVER
Package price	<b>\$7,000</b>	<b>\$5,000</b>	<b>\$3,000</b>
Dedicated recognition slide in opening general session slides	✓		
Recognition in opening session general session slides		✓	✓
Company name recognition in all attendee emails	✓		
Recognition in emails promoting specific sponsored activity	✓	✓	✓
Exhibit space discount and additional promotional opportunities	<b>20%</b>	<b>15%</b>	<b>10%</b>
Full conferences passes included	<b>3</b>	<b>2</b>	<b>1</b>
Additional “Exhibit Hall Only” passes	<b>2</b>		
Logo displayed on conference signage	✓	✓	✓
Logo on conference website, with a link to your company’s website	✓	✓	✓

# Sponsorship opportunities

Choose one or more opportunities below.

## PLATINUM

### Conference Bags

Logo will be placed on one side of the sponsorship bags distributed to all conference attendees. Includes a full page or postcard conference insert with a special message from you to stop by and visit your table.  
[\$7,000]

### Conference Journals

Your company logo will be debossed on the cover of a 6" x 8" soft, faux-leather journal. Journals will be distributed to all conference attendees.  
[\$7,000]

### Lanyards

Attendees will wear your company name/logo around their necks.  
[\$7,000]

### Mobile App

Attendees use our mobile app to view conference information (including their schedule), access conference handouts, and select vendors they want to visit during the show. As the sponsor you will see your logo on the app loading screen as well as on the main "now" screen that serves as the homepage for the app.  
[\$7,000]

### Wi-Fi

One of the first questions asked at any event is, "What is the Wi-Fi password?" Your Wi-Fi sponsorship will provide wireless internet for the attendees. Sponsorship includes your company logo in the conference guide, signage throughout the convention center promoting access to wireless internet. May or may not include a redirect splash page—dependent on availability at property.  
[\$7,000]

## GOLD

### Conference Notepads

Your company logo and web address will appear on notepads distributed to all conference attendees.  
[\$5,000]

### Hotel Keycards

Get your name in the hands of attendees with your company logo imprinted on the conference hotel room keys.  
[\$5,000]

### Internet Café

A link to your company's homepage will be set on the desktop of a minimum of four Internet Café computers that attendees can use to check their email.  
[\$5,000]

### Welcome Reception

The reception on Monday evening provides attendees the opportunity to greet old friends, make new acquaintances, and visit with exhibitors in a casual and festive environment. Your company name will be displayed on signage in the reception area and noted in the conference guide.  
[\$5,000]

### Networking Breaks

Provide a special snack for attendees. Choose from options such as pretzels, trail mix, ice cream, or popcorn. Your company name will be displayed on signage near the food stations during the break and noted in the conference guide.  
[\$5,000]

## SILVER

### Antibacterial Hand Sanitizer with Neoprene Sleeve

Company logo placed on item distributed to all conference attendees.  
[\$3,000]

### Portable Phone Chargers

Help attendees keep their phones charged by sponsoring portable phone chargers. Your logo will be displayed on all portable chargers. Attendees pick up a charger in the conference registration area and charge their device while in sessions, at lunch, or networking events. Chargers are returned when the device is charged.  
[\$3,000]

### Quiet/Working Lounge

Get away from the hustle and bustle of the conference to a quiet spot to check email, voicemail, have a conversation, or just relax. Your sponsorship includes branded earbuds, beverages, and light snacks.  
[\$3,000]

# Hotel & conference location

## Sheraton Atlanta Hotel

165 Courtland Street NE  
Atlanta, GA 30303

**Online reservations:** [bit.ly/hotel2020clinical](https://bit.ly/hotel2020clinical)

**Telephone reservations:** 888.236.2427  
(Ask for the HCCA group rate.)

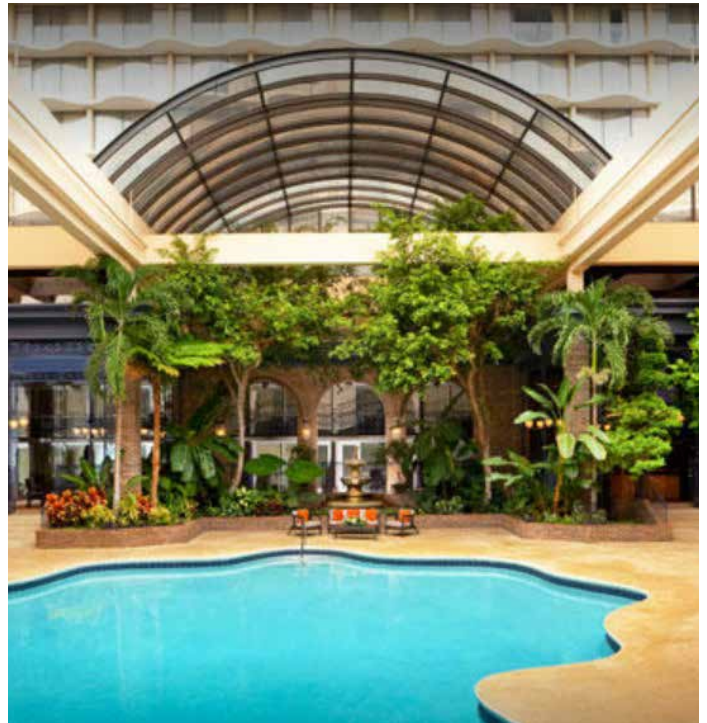
### Reservation details

A reduced rate of \$169 per night (plus applicable taxes, currently 16.9%, subject to change; and Georgia State Hotel Assessment Fee, currently \$5) for single/double occupancy has been arranged for this conference. To make a reservation, call 888.236.2427 and ask for the HCCA group rate.

All reservations must be accompanied by a first-night's room deposit or guaranteed with a valid credit card.

The cutoff date to receive the reduced rate is Monday, October 5, 2020 or when the group block is full, whichever comes first. Confirmation of rooms after the cutoff date will only be accepted based on availability and at the Hotel's prevailing rates.

For those who wish to extend their stay, sleeping room rates are available three days before and three days after the conference, based on availability.



**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 brochure. If you have concerns or questions, please contact 952.933.4977 or 888.277.4977.

## Speak 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). Sponsoring/exhibiting at the conference does not entitle an organization to a speaking slot, nor does it earn any preferences.

For more information about speaking at HCCA conferences,  
visit [hcca-info.org/Events/CallforSpeakers.aspx](https://hcca-info.org/Events/CallforSpeakers.aspx).

# Terms and conditions

As a condition of being an Exhibitor and/or Sponsor at the Health Care Compliance Association (“HCCA”) 2020 Clinical Practice Compliance Conference (the “Conference”), all Exhibitors and/or Sponsors agree to the following Exhibitor & Sponsor Terms and Conditions (“Terms and Conditions”). By submitting an exhibit 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.

**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 exhibit spaces, 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. Permission to offer food or beverages must be requested from HCCA at least 2 weeks prior to the conference.

**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 or 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’ exhibit spaces 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.

**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 Exhibit Space 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 exhibit 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 exhibit space pursuant to this provision.
- **Cancellation by Exhibitor/Sponsor.** A 50% deposit is required for all exhibit space rentals and sponsorships. Balance must be paid in full and received by HCCA by September 25, 2020 and 100% payment is due on all applications after September 25, 2020. Cancellation fee for exhibit space and/or sponsorships is the 50% deposit if cancelled before September 25, 2020. No refunds will be made after this date. Deposits are non-refundable.

# Terms and conditions

**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. Exhibit Space Construction.** One 6-foot table is provided along with two chairs and a wastebasket. All display items must fit on top of the table or directly behind the table. There is space for a maximum of two banner stands behind the table.

**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 exhibit space 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 exhibit space 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 exhibit space.

**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



# Terms and conditions

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 space or Sponsor area. Exhibitor/Sponsor shall also cause its subcontractors 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 space 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 space 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 table or exhibit space, including any trademarks, logos, or other images displayed in or on Exhibitor's table or exhibit 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.

# Exhibiting & sponsorship application

Clinical Practice Compliance Conference • October 26–28, 2020 • Atlanta, GA

## Exhibitor/Sponsor Information

Organization \_\_\_\_\_

Street Address \_\_\_\_\_

City/Town \_\_\_\_\_ State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Contact Person's Full Name \_\_\_\_\_

Contact Person's Job Title \_\_\_\_\_

## Billing Contact

Billing Contact's Full Name \_\_\_\_\_

Billing Contact's Job Title \_\_\_\_\_

Billing Contact's Email \_\_\_\_\_

## Terms and Conditions

By submitting this form you agree to the full terms and conditions, including use of your information, viewable at [hcca-info.org/2020clinical](http://hcca-info.org/2020clinical).

**Exhibitor/Sponsor Registration Forms:** An exhibitor registration form is required for all on-site personnel.

**Payments:** All payments must be paid in full 30 days prior to the conference date.

**Payment/Cancellation Fee:** A 50% deposit is required for all exhibit space rentals and sponsorships. Deposits are non-refundable. Balance must be paid in full by September 25, 2020. Full payment is required on applications received after September 25, 2020. No refunds will be made less than 30 days from the start of the conference.

## Authorized Signature

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

\_\_\_\_\_  
Authorized Signature

## OFFICE USE ONLY

Date received \_\_\_\_\_ By \_\_\_\_\_ Invoice \_\_\_\_\_

## Exhibiting Opportunities

### EXHIBIT SPACE RENTAL

- Table-Top Exhibit Space \_\_\_\_\_ @ \$1,650 = \$ \_\_\_\_\_  
(includes 2 "Exhibit Hall Only" staff badges)
- Additional Exhibit Staff Badges\* \_\_\_\_\_ @ \$250 = \$ \_\_\_\_\_  
(allows access to Exhibit Hall ONLY)

EXHIBITING TOTAL = \$ \_\_\_\_\_

**Table Choice** (see floor plan on page 3 for location numbers):

1st Choice: \_\_\_\_\_ 2nd Choice: \_\_\_\_\_ 3rd Choice: \_\_\_\_\_

## Sponsorship Opportunities

**PLATINUM LEVEL**  
\$7,000 each

**GOLD LEVEL**  
\$5,000 each

**SILVER LEVEL**  
\$3,000 each

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Conference Bags     | <input type="checkbox"/> Conference Notepads | <input type="checkbox"/> Antibacterial Hand Sanitizer with Neoprene Sleeve |
| <input type="checkbox"/> Conference Journals | <input type="checkbox"/> Hotel Keycards      | <input type="checkbox"/> Portable Phone Chargers                           |
| <input type="checkbox"/> Lanyards            | <input type="checkbox"/> Internet Café       | <input type="checkbox"/> Quiet/Working Lounge                              |
| <input type="checkbox"/> Mobile App          | <input type="checkbox"/> Welcome Reception   |  |
| <input type="checkbox"/> Wi-Fi               | <input type="checkbox"/> Networking Breaks   |  |

SPONSORSHIP TOTAL = \$ \_\_\_\_\_

## Payment

TODAY'S DEPOSIT \$ \_\_\_\_\_ (out of TOTAL \$ \_\_\_\_\_)

Mail this form to HCCA, 6500 Barrie Road, Suite 250, Minneapolis, MN 55435-2358

Fax this form to 952.988.0146

Email this form to [helpteam@hcca-info.org](mailto:helpteam@hcca-info.org) — Due to PCI compliance, do not provide credit card information via email. You may email this form (without credit card information), then call HCCA at 888.580.8373 with payment information.

- Invoice me
- Check enclosed (payable to HCCA)
- Wire transfer requested
- Credit card: I authorize HCCA to charge my:  
 Visa  Mastercard  Discover  American Express
- 50% deposit  Payment in full

\_\_\_\_\_  
Credit Card Account Number

\_\_\_\_\_  
Credit Card Expiration Date

\_\_\_\_\_  
Cardholder Name

\_\_\_\_\_  
Cardholder Signature