

2016 Exhibitor Prospectus

Join the Main Street decision makers from more than 22,000 community pharmacies at



NCPA[®]
NATIONAL COMMUNITY
PHARMACISTS ASSOCIATION



Don't miss your opportunity to sell at the nation's largest gathering of independent community pharmacy owners, managers, and staff pharmacists.



[Attendee Profile](#)

[Exhibit Information](#)

[Promotional Branding](#)

[Past Exhibitors](#)

[Exhibits Information & Process](#)

[Trade Show & Application](#)

Attendee Profile

Our Marketplace

The National Community Pharmacists Association, founded in 1898, represents America's community pharmacists, including the owners of more than 22,000 pharmacies. The nation's independent pharmacies, independent pharmacy franchises, and independent chains represent an \$81.4 billion marketplace, dispensing almost 40% of the nation's retail prescription drugs.



90%

OF ATTENDEES RATED
THE CONVENTION AS
EXCELLENT OR GOOD

91%

OF ATTENDEES FIND
THE NCPA ANNUAL
CONVENTION HELPFUL
TO THEIR BUSINESS



PROJECTED
ATTENDANCE IN

New Orleans

3,000+



“I really appreciate the sessions on new service opportunities and always love the exhibition hall!”

Attendee Profile

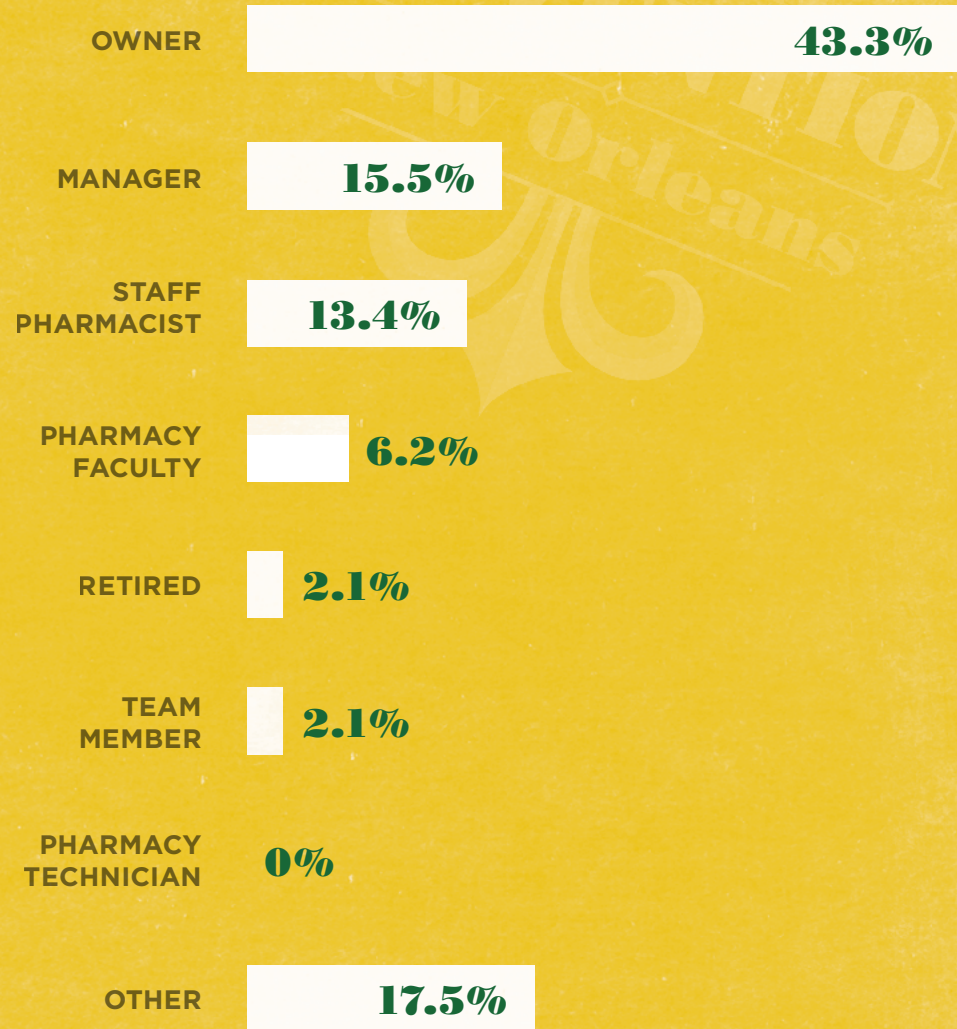
Who Attends?

The NCPA Annual Convention provides you with the opportunity to meet face-to-face with independent community pharmacy owners and managers.

These powerful decision makers buy and recommend products to their patients every day, and patients accept their recommendations 90% of the time. They interact with prescribers or other health care professionals on a patient's drug therapy at least eight times a day. When they suggest therapeutic changes to prescribers, their recommendations are accepted more than 80% of the time.

“I wanted to attend several of the Colleagues in Consultation sessions, but I was having too much fun talking to the exhibitors!”

What is your role in pharmacy?



Source: 2015 Convention Evaluation survey

Exhibit Information

Why Exhibit?

The NCPA Annual Convention is the most powerful, productive, and informative trade show in the pharmacy industry today. This is your best opportunity to secure and grow business with loyal and appreciative customers, the health care professionals and small-business owners of independent community pharmacy. They can decide on the spot—not write a memo to corporate.

This is your opportunity to...

- ❖ Broaden your product's reach in nearly 40% of the retail pharmacy market.
- ❖ Introduce new products and/or services to the decision makers from more than 22,000 community pharmacies.
- ❖ Demonstrate your product's value face-to-face with independent pharmacy owners.

To exhibit or advertise, contact Nina Dadgar at (703) 838-2673 or nina.dadgar@ncpanet.org.



“The NCPA Annual Convention was excellent and well worth the investment of time and money.”

Promotional Branding

NCPA 2016 Advertising & Sponsorship Opportunities

PRE-SHOW ADVERTISING

America's Pharmacist: As NCPA's official publication, advertise your products and services in the No. 1 source of information for independent pharmacists.

- ❖ Reach pharmacists prior to the show by starting your ad campaign in the July, August, and September show preview issues. Keep the momentum going by placing follow-up ads in the October convention issue and the November and December issues.

ON-SITE ADVERTISING

The NCPA Convention Daily News: The official newspaper of the convention featuring three editions—opening weekend, Monday, and Tuesday—each with new and exclusive editorial content.

- ❖ To advertise, contact Ascend Media at (913) 469-1110.

SPONSORSHIP

NCPA offers an extensive list of unique and exclusive sponsorship opportunities designed to increase brand recognition and showcase your products and/or services. For more information, contact Lois Davis at (703) 838-2655 or lois.davis@ncpanet.org.

The **BIGGEST** and **BEST** Decision You Can **MAKE** as a **VENDOR**:

Attend, Exhibit, Advertise, & Sponsor



NCPA 2015 Annual Convention Exhibitors

340B Health /alert
Accreditation Commission for Health Care
Acetaminophen Awareness Coalition
Acura Pharmaceuticals, Inc.
Alliance for Patient Medication Safety
Amarin Pharma Inc.
American Associated Pharmacies
American College of Apothecaries
American Pharmacy Cooperative, Inc. (APCI)
AmersourceBergen
Amgen
Anda Inc.
Animal Med Express
Apothecary Products
AqyrETT.com
Arab American Pharmacist Association
ARxIUM
Ashgrove Marketing
Ateb, Inc.
Auburn Pharmaceutical
Aureus Health Services
Bankers Healthcare Group
Bayer Healthcare Pharmaceuticals
BD
Bellco Generics
Best Computer Systems, Inc.
Boehringer Ingelheim
Boiron
Buy-SellAPharmacy.com
Calmoseptine, Inc.
CAM Commerce Solutions
Cardinal Health

CarePoint, Inc.
Center for Pharmacy Practice Accrediation
Centor
Chain Drug Marketing Association
Chattem-A Sanofi Company
Commission for Certification in Geriatric Pharmacy
The Compliance Team, Inc.
Computer-Rx
CoverMyMeds
Curaden USA Inc.
Data Rx Management, Inc.
Datarithm LLC.
DaVinci Laboratories
Designer Greetings
DryCorp, LLC
e-Cloth, by TADgreen Inc.
ECR Software Corporation
Emdeon
Emerson Ecologics
Facet Technologies
Fagron
FDA/ CDER
FDS
Federation of Pharmacy Networks (FPN)
First Databank
First Financial Bank
Flavorx, Inc.
Formula 3 Marketing
Franklin Eyewear
Freedom Pharmaceuticals, Inc.
Genetco, Inc.
GeriMed, Inc.
GeriscriptRx
GetMyRx Inc.
Golden Sunshine
International, Inc.
Guaranteed Returns

Hamacher Resource Group
Handy Store Fixtures, Inc.
Harmonyx
The Harvard Drug Group
H. D. Smith
Health Business Systems, Inc.
Health Engineering Systems
HealthSource Distributors
HotShotz Reusable Heat Packs
HPSO
HUMCO
ICA Health
iMedicare
Incrediwear
Independent Pharmacy Cooperative
Infinite Therapeutics
InfiniTrak
Innovation
Innovatix, LLC
inPharmacy Jobs
International Academy of Compounding Pharmacists (IACP)
Johnson & Johnson
Healthcare Systems
Kappa Psi Pharmaceutical Fraternity
KeyCentrix, Inc.
Kirby Lester, LLC
Kloudscript
Lagniappe Pharmacy
Services (LPS)
Letco Medical
Liberty Software
LifeScan
Lilly USA, LLC
Live Oak Bank
Logix, Inc.
Louisiana Wholesale
Drug Company

Major Pharmaceuticals
Managed Health Care Associates, Inc.
Manchac Technologies-DOSIS
Mason Vitamins
Masters Pharmaceutical, Inc.
MatchRx
McKesson
MD Labs
MedCall, LLC
Medicare's Limited Income Net Program
Medicine-On-Time
Medisca
MedTel Services LLC
Merck & Company
Merck & Co., Inc.
Metagenics
Micro Merchant Systems
Mirixa Corporation
Morris & Dickson
MTS, an Omnicell Company
Mylan Pharmaceuticals
NCPA
NCPA Foundation
NCPDP
Net-Rx
Novagenesis LLC
Novo Nordisk
Ortho Molecular Products
OutcomesMTM
Oxygen Butler
P&C Pharma
PAAS National, Inc.
Paragon Ventures LLC
Parata Systems
ParMed Pharmaceuticals
LLC
PBA Health
PCCA
PDR
PDX
Pfizer
Pharm Assess, Inc.
Pharmacists Mutual
Companies
Pharmacists United for Truth & Transparency
Pharmacy Automation
Supplies
Pharmacy Development
Services

Pharmacy First
Pharmacy Quality Solutions
Pharmacy Technician Certification Board
Pharmacy Times
PharmaLink
PharmSaver
Phi Delta Chi Fraternity
PickPoint, a Division of Maxor NPS
Pillvac
PioneerRx
PocketRx
PPOK
PPSC USA, LLC
Prescribe Wellness
Prevagen
Promotions Unlimited
PRS Pharmacy Services/ NASI
Purdue Pharma L.P.
Pure Encapsulations
Q-IN Medical Technologies, LLC
QS/1
Qualitest Pharmaceuticals, Inc.
RDC
Rees Scientific
RelayHealth
Retail Management Solutions
Return Solutions, Inc.
River City Pharmaceuticals
R. J. Hedges & Associates
RxInsider
RX Systems, Inc.
Rx30 Pharmacy System
RxSafe, LLC
RxWiki
Scientific Technologies Corporation
Scimera BioScience
Scoville and Company
ScriptPro
Sharps Compliance Inc.
Silvergate Pharmaceuticals, Inc.
SmartCareDoc
Smart Step Therapeutic
Flooring
Smith Drug

Snoozies
SoftWriters, Inc.
Spectrum Pharmacy Products
Speed Script Pharmacy Systems
Spenco Medical Corporation
Squatty Potty, LLC
StoneRiver Pharmacy Solutions
Surescripts
Sykes & Company, P.A.
Synergy Medical
Takeda Pharmaceuticals North America
TCGRx
TeleManager Technologies
TEVA Pharmaceuticals USA
Therapeutics MD
Thrifty White Pharmacy
Top Rx
Tri State Distribution
Ultra Lab Tests
Ultimed, Inc.
Upsher-Smith Laboratories, Inc.
URAC
U.S. Pharmacist
Uvanta LTCAdvantage
Value Drug Company
VaxServe
VoiceTech
VR1 (Ausanil)
Waypoint Pharmacist
Advisors
Wellness Works
Wiley Compounding
Systems, Inc.



Exhibits Information & Process

Application Process

Please read through the application carefully and complete it along with the signature of your company's authorized representative. Include full payment (required) for processing and return to:

NCPA
Attn: Accounting Department
PO Box 791223
Baltimore, MD 21279

Booth confirmations will be sent out to exhibitors **after July 15, 2016**. Additional information about education programs and special events will be forthcoming. For the most current news, check www.ncpanet.org/convention.

Space Assignment

NCPA makes every effort to assign booths based on requested preferences. However, this is not always possible. To ensure you receive an optimal space assignment, please send your application and contract along with full payment as soon as possible. **Spaces are assigned on a first-come, first-served basis with priority given to NCPA Corporate Members.** For information on NCPA Corporate Membership or to become a Corporate Member, contact Whitney Lynch at (703) 838-2656 or whitney.lynch@ncpanet.org or Nina Dadgar at nina.dadgar@ncpanet.org.

Exhibit Booth Includes:

- ❖ One complimentary booth identification sign
- ❖ Standard booth drape (8' background, 3' side rails)
- ❖ Alphabetical listing with booth number and website in the official convention program guide
- ❖ Pre-convention promotion by NCPA
- ❖ 24-hour general exhibit hall security during the show
- ❖ Complimentary registration
 - NCPA Corporate Members receive three complimentary convention registrations per 10' x 10' booth.
 - Non-members receive two complimentary convention registrations per 10' x 10' booth.
- ❖ Access to all continuing education sessions and social events
- ❖ Lunch/reception during show hours

NCPA Exhibitor Service Kits are emailed directly from Levy Exposition Services, Inc., NCPA's general service contractor. Kits will be sent a minimum of 60 days prior to the show so that exhibitors can take advantage of discount pricing. The kit contains information on show services, labor rates, and drayage/freight handling rate.

Exhibitor/Affiliate Groups

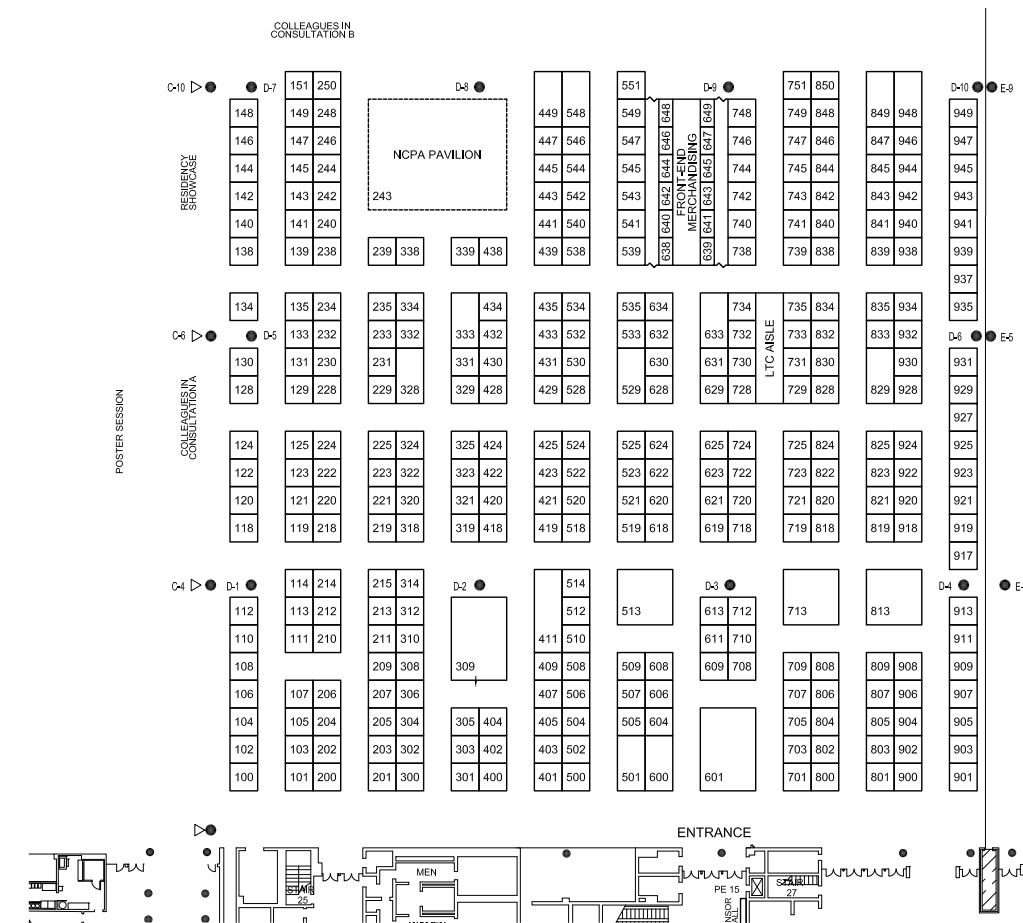
Exhibitor/Affiliate groups desiring space for meetings and social events must submit a written request no later than **July 15, 2016** to the NCPA Meetings and Conventions Department, Attention: Beverly Martin, 100 Daingerfield Road, Alexandria, VA 22314 or via email to beverly.martin@ncpanet.org.

No entertaining, social functions, focus groups, or industry-sponsored symposia may be scheduled in conflict with official NCPA Annual Convention programming.



Trade Show

DON'T WAIT! Make the decision to grow your business at NCPA's Annual Convention...reserve your booth today.



100 Daingerfield Road, Alexandria, VA 22314-2885
703-683-8200 | Fax 703-683-3619 | exhibits@ncpanet.org

EXHIBIT LOCATION

Ernest N. Morial Convention Center
New Orleans, La.—Exhibit Hall C & D

CONFERENCE DATES

October 15-19, 2016

EXHIBIT DATES

October 16-18, 2016

Exhibit Move-in

Friday, October 14, 2016..... 9 a.m.–5 p.m.

Saturday, October 15, 2016..... 8 a.m.–5 p.m.

Sunday, October 16, 2016 8–11 a.m.*

EXHIBIT HOURS:

Sunday, October 16, 2016

Exhibit Hall Open 1:30–6 p.m. (Wine and cheese reception)

Monday, October 17, 2016

Exhibit Hall Open 12–4 p.m. (Lunch)

Tuesday, October 18, 2016

Exhibit Hall Open 11:30 a.m.–2:30 p.m. (Lunch)

EXHIBIT MOVE-OUT:

Tuesday, October 18, 2016

Exhibit Dismantling 2:30–8 p.m.

*All booths need to be setup by this time. After 11 a.m. on Sunday, show management will have its general contractor force booths up; exhibitors are responsible for payment for this service.

Booth Size	Corporate Member	Non-Member
10x10	\$4,500	\$6,300
10x20	\$9,000	\$12,600
10x30	\$13,500	\$18,900
20x20*	\$18,400	\$25,600
20x30*	\$27,400	\$38,200
20x40*	\$36,400	\$50,800
30x30*	\$40,900	\$57,100
Corner: Add \$100		
*Please note that the 20x20 through 30x30 prices include the corner fee.		
**One year corporate membership dues range from \$3,500–\$9,500.		



EXHIBITOR APPLICATION *and* CONTRACT
 NCPA's 2016 Annual Convention
 Ernest E. Morial Convention Center, Hall C & D • New Orleans, LA
 October 15-19, 2016, Exhibit days: Oct. 16-18, 2016

Application Deadline: July 15, 2016
Questions: Nina Dadgar at (703) 838-2673
 or nina.dadgar@ncpanet.org

COMPANY NAME* (Please print clearly)

 ADDRESS

 CITY STATE ZIP

CONTACT NAME* TITLE

TELEPHONE* FAX

EMAIL* WEBSITE*

 SHOW COORDINATOR (Exhibitor kit will be emailed to this person)

 EMAIL

**Convention program guide will contain this information along with company's booth number and program listing (see below).*

- **NCPA Corporate Members** receive three (3) complimentary badges per 10' x 10' booth. Non-members receive two (2) per 10' x 10' booth. Additional booth personnel must register at a fee of \$495 each.
- **Confirmation letters, housing information, service kits and meeting materials** will be emailed to the show coordinator name and address provided, unless otherwise indicated in writing and mailed to the NCPA Convention Department. The contact listed is responsible for distributing show materials company-wide and to third-party vendors.
- **NCPA reserves the right** at its sole discretion to reject or rescind any Exhibitor Application and Contract at any time for any reason. In the event NCPA exercises this right, NCPA will refund any payments received by the exhibitor applicant.

Booth Selection Preference 1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____
Note: Booth size available is 10 feet deep with width increments of 10 feet. Two or more contiguous spaces may be selected in combination. Subject to show management approval. In the event that the space(s) chosen are unavailable, we agree to accept the booth assigned. NCPA Corporate Members get preferred location.

LIST COMPETITORS YOU DO NOT WANT IN CLOSE PROXIMITY (if possible)

- Product Categories (Max 5 categories please):**
- | | | | |
|---|-------------------------------------|---|--|
| <input type="checkbox"/> Accreditation | <input type="checkbox"/> Adherence | <input type="checkbox"/> Association | <input type="checkbox"/> Buying Group |
| <input type="checkbox"/> Compounding | <input type="checkbox"/> Diabetes | <input type="checkbox"/> Natural Products | <input type="checkbox"/> OTC/HBA |
| <input type="checkbox"/> Pharmaceutical | <input type="checkbox"/> Technology | <input type="checkbox"/> Service | <input type="checkbox"/> Store Fixtures |
| <input type="checkbox"/> Long-Term Care | <input type="checkbox"/> Generics | <input type="checkbox"/> Home Health Care | <input type="checkbox"/> Wholesale/Distributor |
- Other: _____

Program Listing to be published in the Convention Program Guide. Write below or email to exhibits@ncpanet.org: 25-word maximum (Deadline is July 15, 2016):

Configuration \$100 per corner, \$400 per island premium charge applies: Island In-line # of corners _____
 Please circle the appropriate booth size and amount at right.

Booth Rental Cost	\$	Booth Size	10x10	10x20	10x30	20x20*	20x30*	20x40*	30x30*
Corner Fee (if applicable) +\$		NCPA Corporate Member	\$4,500	\$9,000	\$13,500	\$18,400	\$27,400	\$36,400	\$40,900
Final Amount Due	\$	Non-Member**	\$6,300	\$12,600	\$18,900	\$25,600	\$38,200	\$50,800	\$57,100

**Note that the 20x20 through 30x30 prices include a premium charge. **One-year corporate membership dues range from \$3,500-\$9,500.*

Payment Schedule

Acceptance of this application by NCPA constitutes a contract. The total rental fee must be enclosed with this application. We abide by all rules and regulations governing the exposition as stated on the reverse side, hereof and which are part of this contract _____ (initial)

Payment NCPA does not invoice. Payment must accompany applications.

Designate the credit card type you will be using: Discover VISA MasterCard American Express

Credit card no.:	Expiration date:	By July 15, 2016 , mail, e-mail or fax this application and contract with full payment to Nina Dadgar at exhibits@ncpanet.org or fax to (703) 683-3619.
Security code*:	Total payment enclosed:	

**Security code is the three-digit number on the back of credit card or the four-digit number on the front of American Express card.*

 AUTHORIZED SIGNATURE TITLE DATE

 PERSON FILLING OUT THIS FORM (If different than above) PHONE

Date application received: _____

Remit payment to: NCPA, Attn: Accounting Department, PO Box 791223, Baltimore, MD 21279-1223 • 703 683 8200 • Fax 703 683 3619 • exhibits@ncpanet.org

NCPA Official Use Only: Word Description ACT/IMIS Payment Confirmed

NCPA's 2016 Annual Convention
Ernest Morial Convention Center • New Orleans, LA • October 15–19, 2016

Exhibitor Rules and Regulations

1. **Total booth cost must accompany this application** — Applications will not be processed nor booths assigned without the required payment.
2. **Exhibit Space Cancellation Policy** — All exhibit booth space cancellations must be submitted in writing and received by NCPA on or before July 15th, 2016 for a full refund less \$500 administration fee. Exhibit booth space cancellations received after July 15th, 2016 will not be refunded. Please note that Exhibitor registration cancellations must be submitted in writing separately from the exhibit booth space cancellation.
3. **Termination of Conference and Exposition** — Should the premises in which NCPA's 2016 Annual Convention is to be held become, in the sole judgment of NCPA, unfit for occupancy, or should the convention and trade exposition be materially interfered with by reason of action of the elements, strike picketing, boycott, embargo, injunction, war, riot, emergency declared by a governmental agency, or any other act beyond the control of NCPA the contract for exhibit space may be terminated. NCPA will not incur liability for damages sustained by Exhibitor as a result of such termination. In the event of such termination, Exhibitor expressly waives such liability and releases NCPA of and from all claims for damages and agrees that NCPA shall have no obligation except to refund to Exhibitor pro-rated shares of the aggregate amounts received by NCPA as rental for exhibit spaces for said exhibits after deducting all costs and expenses in connection with such exhibits, including reasonable reserves for claims, such deduction being hereby specifically agreed to by the Exhibitor.
4. **If Exhibitor violates any of the Rules and Regulations set by NCPA at its sole discretion, then this contract may be terminated immediately** — In the event of a default by Exhibitor, as set forth in the previous sentence, Exhibitor shall forfeit as liquidated damages the amount paid by him for his space rental and Exhibitor registrations, regardless of whether or not NCPA enters into a further lease of the space involved.
5. **Space Assignment** — Where possible, space assignments will be made by NCPA in keeping with the preferences as to location requested by Exhibitor. NCPA, however, reserves the right to make the final determination of all space assignments in the best interest of the exposition. Exhibitor is prohibited from subletting or sharing any part of their assigned exhibit space. Exhibitor shall not assign, sublet or share any part of their assigned exhibit space with another business (including affiliates, subsidiaries or parents), firm, organization or entity without prior written consent of NCPA.
6. **Use of Exhibit Space** — The general rule of the Exhibit Hall is: Be a good neighbor. No exhibits will be permitted to interfere with the use of other exhibits or impede access or the free use of the aisle. Booth personnel, including but not limited to demonstrators, receptionists, and models are required to confine their activities within Exhibitor's booth space. Apart from the specific display space for which Exhibitor has under contract with NCPA, no part of the Exhibit Hall, its grounds, the convention center, or the official convention hotels may be used by any organization other than NCPA for display purposes of any kind or nature. Marketing is prohibited outside of the Exhibit Hall, unless prior written consent is received from NCPA. Exhibitor representatives shall conduct themselves and be attired to maintain the professional and businesslike climate of the convention.
7. **Conflicting Meetings and Social Activities** — In the interest of the success of the entire convention, Exhibitor agrees not to extend invitations to meetings, receptions, outings, social events, or otherwise encourage attendee absence from the conference or Exhibit Hall during conference and show hours. Exhibitor must obtain prior written approval from NCPA for all activities, whether official or unofficial, planned during the course of the convention. NCPA reserves the right to request and enforce cessation of any non-approved activity as it sees fit and shall not indemnify Exhibitor for any liability, losses, claims or expenses resulting from cessation of any non-approved activity.
8. **Installation and Dismantle** — In fairness to all exhibitors, NCPA exhibit construction guidelines must be observed. Booth backgrounds are eight feet high; side rails are approximately 33" high. The back half of the sidewalls of the booth may extend to the height of the back wall. The front half of the sidewall must contain at least 50% open area to permit side viewing through the booth. If motion pictures, other than A/V or loud speakers are used, Exhibitor agrees to comply with all applicable union requirements for the operation of the equipment. Sound presentation, slides or movies will be permitted if tuned to conversational level and if not objectionable to neighboring exhibitors. NCPA reserves the right to restrict the use of glaring lights or objectionable light effects. The exterior of any display cabinet or structure visible from an adjacent exhibitor's booth must be finished or suitably decorated at the expense of the Exhibitor erecting or installing such a display and must not include corporate or product identity that would detract from the adjacent display. If the Exhibit Hall is not carpeted, then Exhibitor is required to carpet each booth space contracted for. NCPA reserves the right to make reasonable modifications, additions, or subtractions to exhibit and booth requirements at any time at its sole discretion.

All exhibits need to comply with IAEE Guidelines for Display Rules and Regulations.

The Exhibit Hall has been reserved for exhibit installation during the following hours: Move in: Friday, October 14, 2016 from 9 a.m.–5 p.m., Saturday, October 15, 2016 from 8 a.m.–5 p.m. and Sunday October 16, 2016 from 8-11 a.m.

All exhibits must be fully operational by Sunday, October 16, 2016 at 11 a.m. If erection of any exhibit has not started by 11 a.m., NCPA shall order the exhibit to be erected and Exhibitor shall be responsible for payment of expenses incurred.

The dismantling of displays begins on Tuesday, October 18, 2016 at 2:30 p.m., and move out must be completed by 8 p.m. Deadline for removal of all display materials is Tuesday, October 18, 2016 by 8 p.m. At that time, all exhibit displays or materials left in booths without instructions will be discarded or packed and stored at the discretion of NCPA, and all related expenses will be applied to and payable by Exhibitor.

Exhibitor is advised to provide locked storage facilities within their own display area for excess merchandise.

9. **Health, Fire Regulations, and Public Safety** — To ensure the safety of all participants, fire regulations must be observed. Fire regulations require that all display materials be flame-proof. Electrical signs and equipment must be wired to meet the specifications of the local Fire Underwriters Inspection Bureau. Exhibitor is charged with knowledge of and compliance with all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in this exposition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of Exhibitor.

10. **Care of Buildings** — Cost for repairing any damages to the Exhibit Hall by Exhibitor or Exhibitor representatives shall be billed to and payable by the responsible Exhibitor. Nothing may be posted, tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, ceiling, furniture, or other properties of the Exhibit Hall, convention center, or hotel.

11. **Service Personnel will not be allowed on the exhibit floor without work orders and official service badges** — Exhibitors using companies other than NCPA's official service contractors (list will be emailed to Exhibitor and is included in Exhibitor Service Manual) must advise them to check with the Exhibitor Service Center upon their arrival. Copies of all job orders must be presented at that time for contractor management's files to qualify their company's participation. Upon verification, official service badges allowing access to the exhibit area during service hours only will be issued.

12. **Exhibitor's displays may not be dismantled or packed in preparation of removal prior to the official closing time of Tuesday, October 16, 2016 at 2:30 p.m.** — No equipment may be removed from the exhibit hall during the conference without prior written permission from NCPA. Failure to comply with these Rules and Regulations may result in not being invited to exhibit in future years or denied selection of premium booth space.

13. **Insurance** — Exhibitors are advised to carry floater insurance to cover exhibit material against damage and loss and public liability insurance against injury to the person, personal effects, and property of others. Guards will be furnished for non-exhibit hours, but the furnishing of such guards shall not be deemed to increase the liability of NCPA, its members, representatives or official service contractors, employees, the official convention hotel, the convention center, their representatives and employees, nor to modify in any way the assumption of risk and release provided for above. All property of the Exhibitor is understood to remain under his custody and control, in transit to and from the confines of the Exhibit Hall, subject to the Exhibitor Rules and Regulations.

14. **Hold Harmless Clause** — Exhibitor assumes the entire responsibility and liability for losses, damage and claims arising out of injury or damage to Exhibitor's displays, equipment, and other property brought upon the premises of the official convention hotel and/or convention center and shall indemnify and hold harmless NCPA, the hotel and/or convention center, agents, and employees from any and all such losses, damages and claims.

15. **Royalties, license fees and other charges** — Exhibitor agrees to pay all royalties, license fees or other charges accruing or becoming due to any firm, person or corporation by reason of use of any intellectual property, including but not limited to music—either live or recorded or other entertainment of any kind or nature, played, staged, or produced by the Exhibitor, its agents, employees or contractors within the premises including but not limited to, royalties or licensing fees due to BMI, ASCAP or SESAC. Exhibitor agrees to hold harmless NCPA, its agents and employees against any and all such claims and charges, and to defend, at its own expense any and all such claims and charges.

16. **In no event** shall NCPA or its directors, officers, agents, employees, subsidiaries, affiliates, assignees, or successors be liable for payment of any consequential, punitive, incidental, special, or indirect damages including, without limitation, lost profits, regardless of the basis of the claim and whether NCPA has been advised of the possibility of such damages.

17. **NCPA reserves the right to make changes to these Rules and Regulations** — Any matters not specifically covered herein are subject to decision by NCPA at its sole discretion. NCPA reserves the right to make such changes, amendments and additions to these rules at any time with the provision that all Exhibitors will be advised of any such changes.

NOTE: NCPA reserves the right at any time to change any or all times noted in the Exhibitor Rules and Regulations at NCPA's sole discretion.

NCPA's 2016 Annual Convention
Ernest Morial Convention Center • New Orleans, LA • October 15–19, 2016

Exhibitor Rules and Regulations

1. **Total booth cost must accompany this application** — Applications will not be processed nor booths assigned without the required payment.
2. **Exhibit Space Cancellation Policy** — All exhibit booth space cancellations must be submitted in writing and received by NCPA on or before July 15th, 2016 for a full refund less \$500 administration fee. Exhibit booth space cancellations received after July 15th, 2016 will not be refunded. Please note that Exhibitor registration cancellations must be submitted in writing separately from the exhibit booth space cancellation.
3. **Termination of Conference and Exposition** — Should the premises in which NCPA's 2016 Annual Convention is to be held become, in the sole judgment of NCPA, unfit for occupancy, or should the convention and trade exposition be materially interfered with by reason of action of the elements, strike picketing, boycott, embargo, injunction, war, riot, emergency declared by a governmental agency, or any other act beyond the control of NCPA the contract for exhibit space may be terminated. NCPA will not incur liability for damages sustained by Exhibitor as a result of such termination. In the event of such termination, Exhibitor expressly waives such liability and releases NCPA of and from all claims for damages and agrees that NCPA shall have no obligation except to refund to Exhibitor pro-rated shares of the aggregate amounts received by NCPA as rental for exhibit spaces for said exhibits after deducting all costs and expenses in connection with such exhibits, including reasonable reserves for claims, such deduction being hereby specifically agreed to by the Exhibitor.
4. **If Exhibitor violates any of the Rules and Regulations set by NCPA at its sole discretion, then this contract may be terminated immediately** — In the event of a default by Exhibitor, as set forth in the previous sentence, Exhibitor shall forfeit as liquidated damages the amount paid by him for his space rental and Exhibitor registrations, regardless of whether or not NCPA enters into a further lease of the space involved.
5. **Space Assignment** — Where possible, space assignments will be made by NCPA in keeping with the preferences as to location requested by Exhibitor. NCPA, however, reserves the right to make the final determination of all space assignments in the best interest of the exposition. Exhibitor is prohibited from subletting or sharing any part of their assigned exhibit space. Exhibitor shall not assign, sublet or share any part of their assigned exhibit space with another business (including affiliates, subsidiaries or parents), firm, organization or entity without prior written consent of NCPA.
6. **Use of Exhibit Space** — The general rule of the Exhibit Hall is: Be a good neighbor. No exhibits will be permitted to interfere with the use of other exhibits or impede access or the free use of the aisle. Booth personnel, including but not limited to demonstrators, receptionists, and models are required to confine their activities within Exhibitor's booth space. Apart from the specific display space for which Exhibitor has under contract with NCPA, no part of the Exhibit Hall, its grounds, the convention center, or the official convention hotels may be used by any organization other than NCPA for display purposes of any kind or nature. Marketing is prohibited outside of the Exhibit Hall, unless prior written consent is received from NCPA. Exhibitor representatives shall conduct themselves and be attired to maintain the professional and businesslike climate of the convention.
7. **Conflicting Meetings and Social Activities** — In the interest of the success of the entire convention, Exhibitor agrees not to extend invitations to meetings, receptions, outings, social events, or otherwise encourage attendee absence from the conference or Exhibit Hall during conference and show hours. Exhibitor must obtain prior written approval from NCPA for all activities, whether official or unofficial, planned during the course of the convention. NCPA reserves the right to request and enforce cessation of any non-approved activity as it sees fit and shall not indemnify Exhibitor for any liability, losses, claims or expenses resulting from cessation of any non-approved activity.
8. **Installation and Dismantle** — In fairness to all exhibitors, NCPA exhibit construction guidelines must be observed. Booth backgrounds are eight feet high; side rails are approximately 33" high. The back half of the sidewalls of the booth may extend to the height of the back wall. The front half of the sidewall must contain at least 50% open area to permit side viewing through the booth. If motion pictures, other than A/V or loud speakers are used, Exhibitor agrees to comply with all applicable union requirements for the operation of the equipment. Sound presentation, slides or movies will be permitted if tuned to conversational level and if not objectionable to neighboring exhibitors. NCPA reserves the right to restrict the use of glaring lights or objectionable light effects. The exterior of any display cabinet or structure visible from an adjacent exhibitor's booth must be finished or suitably decorated at the expense of the Exhibitor erecting or installing such a display and must not include corporate or product identity that would detract from the adjacent display. If the Exhibit Hall is not carpeted, then Exhibitor is required to carpet each booth space contracted for. NCPA reserves the right to make reasonable modifications, additions, or subtractions to exhibit and booth requirements at any time at its sole discretion.

All exhibits need to comply with IAEE Guidelines for Display Rules and Regulations.

The Exhibit Hall has been reserved for exhibit installation during the following hours: Move in: Friday, October 14, 2016 from 9 a.m.–5 p.m., Saturday, October 15, 2016 from 8 a.m.–5 p.m. and Sunday October 16, 2016 from 8-11 a.m.

All exhibits must be fully operational by Sunday, October 16, 2016 at 11 a.m. If erection of any exhibit has not started by 11 a.m., NCPA shall order the exhibit to be erected and Exhibitor shall be responsible for payment of expenses incurred.

The dismantling of displays begins on Tuesday, October 18, 2016 at 2:30 p.m., and move out must be completed by 8 p.m. Deadline for removal of all display materials is Tuesday, October 18, 2016 by 8 p.m. At that time, all exhibit displays or materials left in booths without instructions will be discarded or packed and stored at the discretion of NCPA, and all related expenses will be applied to and payable by Exhibitor.

Exhibitor is advised to provide locked storage facilities within their own display area for excess merchandise.

9. **Health, Fire Regulations, and Public Safety** — To ensure the safety of all participants, fire regulations must be observed. Fire regulations require that all display materials be flame-proof. Electrical signs and equipment must be wired to meet the specifications of the local Fire Underwriters Inspection Bureau. Exhibitor is charged with knowledge of and compliance with all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in this exposition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of Exhibitor.

10. **Care of Buildings** — Cost for repairing any damages to the Exhibit Hall by Exhibitor or Exhibitor representatives shall be billed to and payable by the responsible Exhibitor. Nothing may be posted, tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, ceiling, furniture, or other properties of the Exhibit Hall, convention center, or hotel.

11. **Service Personnel will not be allowed on the exhibit floor without work orders and official service badges** — Exhibitors using companies other than NCPA's official service contractors (list will be emailed to Exhibitor and is included in Exhibitor Service Manual) must advise them to check with the Exhibitor Service Center upon their arrival. Copies of all job orders must be presented at that time for contractor management's files to qualify their company's participation. Upon verification, official service badges allowing access to the exhibit area during service hours only will be issued.

12. **Exhibitor's displays may not be dismantled or packed in preparation of removal prior to the official closing time of Tuesday, October 16, 2016 at 2:30 p.m.** — No equipment may be removed from the exhibit hall during the conference without prior written permission from NCPA. Failure to comply with these Rules and Regulations may result in not being invited to exhibit in future years or denied selection of premium booth space.

13. **Insurance** — Exhibitors are advised to carry floater insurance to cover exhibit material against damage and loss and public liability insurance against injury to the person, personal effects, and property of others. Guards will be furnished for non-exhibit hours, but the furnishing of such guards shall not be deemed to increase the liability of NCPA, its members, representatives or official service contractors, employees, the official convention hotel, the convention center, their representatives and employees, nor to modify in any way the assumption of risk and release provided for above. All property of the Exhibitor is understood to remain under his custody and control, in transit to and from the confines of the Exhibit Hall, subject to the Exhibitor Rules and Regulations.

14. **Hold Harmless Clause** — Exhibitor assumes the entire responsibility and liability for losses, damage and claims arising out of injury or damage to Exhibitor's displays, equipment, and other property brought upon the premises of the official convention hotel and/or convention center and shall indemnify and hold harmless NCPA, the hotel and/or convention center, agents, and employees from any and all such losses, damages and claims.

15. **Royalties, license fees and other charges** — Exhibitor agrees to pay all royalties, license fees or other charges accruing or becoming due to any firm, person or corporation by reason of use of any intellectual property, including but not limited to music—either live or recorded or other entertainment of any kind or nature, played, staged, or produced by the Exhibitor, its agents, employees or contractors within the premises including but not limited to, royalties or licensing fees due to BMI, ASCAP or SESAC. Exhibitor agrees to hold harmless NCPA, its agents and employees against any and all such claims and charges, and to defend, at its own expense any and all such claims and charges.

16. **In no event** shall NCPA or its directors, officers, agents, employees, subsidiaries, affiliates, assignees, or successors be liable for payment of any consequential, punitive, incidental, special, or indirect damages including, without limitation, lost profits, regardless of the basis of the claim and whether NCPA has been advised of the possibility of such damages.

17. **NCPA reserves the right to make changes to these Rules and Regulations** — Any matters not specifically covered herein are subject to decision by NCPA at its sole discretion. NCPA reserves the right to make such changes, amendments and additions to these rules at any time with the provision that all Exhibitors will be advised of any such changes.

NOTE: NCPA reserves the right at any time to change any or all times noted in the Exhibitor Rules and Regulations at NCPA's sole discretion.