

The Arizona Hospice and Palliative Care Organization presents:

# Building Quality Organizations Through Leadership Leadership Conference

August 17, 2007 Phoenix, Arizona

## EXHIBITOR & SPONSOR INFORMATION

Make plans to exhibit at the 2007 Leadership Conference featuring national speaker, Joe Tye, *America's Value Coach*.

This program is designed for health care leaders and professionals including Owners, Administrators, Clinical Supervisors, and others on the leadership team in hospice, home care and assisted living. We are anticipating 100-150 in attendance at this event.

### Special Opportunity!

Show your commitment to the healthcare industry. Benefits include: Exhibit Space\*, Event Program Listing, Event Signage, Listing on Event Webpage & Participant Roster. *(Limited to 2 sponsors)*  
Conference Sponsor.....\$750

### Take your visibility to the next level!

As the **Keynote Sponsor** at this conference you will have the exclusive opportunity to address the participants from the stage & introduce the Keynote Speaker, Joe Tye. Benefits also include: Exhibit Space\*, Banner on Stage, Event Program Listing with Logo & Contact Info, Event Signage, Link on Website, Collateral in Packet and Participant Roster. *(Limited to 1 sponsor)*  
Keynote Sponsor..... \$1,500

### Exhibit Space Only:

*\*Includes skirted table, registration for 2 people, and all meals and breaks provided as part of the event.*

AHPCO Member .....\$300  
Non-Member.....\$500 *Not a member?*  
Electricity Access.....\$25 *Join today and get the discount!*

### Schedule of Events

6:30 a.m. Exhibit Set-up  
8:30 a.m. Check-in & Exhibits  
9:00 a.m. Program  
10:30 a.m. Break & Exhibits  
10:45 a.m. Program Continues  
12:00 p.m. Lunch & Exhibits  
1:00 p.m. Program Continues  
2:30 p.m. Break & Exhibits  
2:45 p.m. Program Continues  
3:45 p.m. Exhibits & Evaluation  
4:30 p.m. Exhibit Tear-down

### Location

Hilton Garden Inn Phoenix Airport  
3422 E. Elwood  
Phoenix, Arizona

## Reserve Your Space Today!

Please complete the  
**Exhibitor Space Agreement**  
and mail/fax along with payment.  
Assignments will be made on  
a first-come, first-paid basis.

Make a Reservation with a credit card by faxing this form to (480) 603-4141

**Deadline:**  
**August 10, 2007**

**Join Today and Save!**

### Associate Member Benefits:

- Listing with logo in AHPCO's E-Newsletter
- Listing in Web Directory
- Reduced Exhibitor Fees at AHPCO Programs

*Note: Exhibitors are responsible for obtaining any sales or use permits required by the City of Phoenix.*

Please print clearly.

Company \_\_\_\_\_ Phone \_\_\_\_\_

Contact Person \_\_\_\_\_ Email \_\_\_\_\_

Sponsor: Conference: 1 \$750 Keynote: 1 \$1,500 \$ \_\_\_\_\_

Exhibitor: AHPCO Member: 1 \$300 Non-member: 1 \$500 Sponsor: 1 \$0 \$ \_\_\_\_\_

Yes! I would like to join today! Associate Member 1 \$300 \$ \_\_\_\_\_

Other Fees: \_\_\_\_\_ \$ \_\_\_\_\_

1 Electricity (\$25)

Total Amount \$ \_\_\_\_\_

Credit Cards Accepted: Visa or MC only.

Credit Card \_\_\_\_\_ Verification Code \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Card Billing Address \_\_\_\_\_



P.O. Box 24158  
1843 E. Southern Ave  
Tempe, AZ 85282

**For more info:**  
**(480) 491-0540**

The Arizona Hospice & Palliative  
Care Organization is a non-profit  
501(c)3 organization.  
TIN: 86-0655760

## Exhibitor Space Agreement

*(Sign and return this form along with payment. Retain a copy for your files.)*

Staff Use Only
Table: _____
Date: _____

### 1. EXHIBITOR REGISTRATION

**Exhibitor:** Name as you wish it to on space signage.

**Exhibitor Registrants:** Person(s) who will be attending – must be authorized to make exhibit-related decisions.

Name 1 (as it should appear on badge): \_\_\_\_\_

Name 2 (as it should appear on badge): \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Business Type: \_\_\_\_\_

Website: \_\_\_\_\_

Exhibitor Address: \_\_\_\_\_

City, State & Zip: \_\_\_\_\_

Please reserve for our use at the **Arizona Hospice & Palliative Care Organization (AHPCO) Leadership Conference** to be held **August 17, 2007**. We understand that our use of this exhibit space subject to the stated rules and regulations, which, upon acceptance by AHPCO, shall be a binding contract between the exhibitor and AHPCO. We understand that in the interest of the success of the Conference, all assignments will be made in the consecutive order that Agreements and full payments are received, taking into consideration each exhibitor's requirements and other factors deemed reasonable by AHPCO. *Assignment will be at AHPCO's sole discretion.*

### 2. EXHIBIT FEES

<p><b>Space Fee:</b> <i>Includes exhibit space consisting of a 6-ft skirted table (suitable for a tabletop display) and registration for 2 people including lunch and breaks. If display requires floor space (such as for a banner stand), please indicate so below.</i></p> <p style="text-align: center;"> <input type="checkbox"/> AHPCO Member: \$300/table                    <input type="checkbox"/> Non-member: \$500/table                    <input type="checkbox"/> Sponsor: \$0/table             </p>	\$
<p><b>Special Requests:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> \$0 I have a floor/banner display, the dimensions are: (L)____ X (W)____ X (H)_____.</li> <li><input type="checkbox"/> \$25 I need electricity. Fee includes access and extension cord.</li> </ul>	\$
<p><b>Not an AHPCO Member?</b> <i>Join today for \$300— receive the member exhibit price plus other great benefits all year long, including a listing on the web directory and in the monthly e-newsletter.</i></p>	\$
<p><b>Sponsor Opportunity:</b> <i>Yes! I would like to be a sponsor!</i></p> <p style="text-align: center;"> <input type="checkbox"/> Keynote: \$1,500 (limited to 1)                    <input type="checkbox"/> Conference: \$750 (limited to 2)             </p>	\$
<p><b>Door Prize &amp; In-kind Donation:</b> <i>If you would like to contribute a door prize or an in-kind item (bags, pens, etc.) to be given away during the conference, please include a description of the prize/items here – donors will receive acknowledgement in the conference program.</i></p>	
<p><b>Payment Method:</b>                    <input type="checkbox"/> Credit Card: Visa or MC                    <input type="checkbox"/> Check Enclosed (<i>make payable to AHPCO</i>)                    <b>Total: \$</b> </p>	
<p>Credit Card Information: Name on Card: _____</p> <p>Card #: _____ Exp. Date: _____ CVV: _____</p> <p>Billing Address: _____ City: _____ Zip code: _____</p>	

**Send this entire agreement to:** Mail: AHPCO, P.O. Box 24158, Tempe, Arizona Fax: (480) 603-4141  
**Questions?** - Please contact the AHPCO Office at: Tel: (480) 491-0540 Email: [info@arizonahospice.org](mailto:info@arizonahospice.org)

### 3. CONTRACT DETAILS

Dated this \_\_\_\_\_ by and between \_\_\_\_\_ hereinafter called *Exhibitor*, and the Arizona Hospice & Palliative Care Organization (AHPCO) and/or their Agents, hereinafter called *Management*.

#### **WITNESSETH:**

That Management, for and in consideration of the covenants and agreements herein contained, and the faithful performance by the Exhibitor of all such covenants, hereby grants to the Exhibitor the right to use the exhibit table assigned on the official Diagram for the Exhibitor Portion of the [Arizona Hospice & Palliative Care Organization \(AHPCO\) Leadership Conference](#) and Exhibition, hereinafter called *Conference*, to be held **August 17, 2007** at the [Hilton Garden Inn Phoenix Airport](#), hereinafter called *Site*, and Management agrees to hold and reserve said exhibit space in said Conference upon and after acceptance of this Agreement by said Management, except as hereinafter set forth. This Agreement is made and entered into upon the following special terms and conditions, which are mutually agreed to by parties hereto.

**FIRST:** Management shall not be responsible for any injury or loss that may arise or come to the Exhibitor, Exhibitor Registrant, Exhibitors employees or representatives, or its goods, from any course whatsoever, and any and all claims or damages therefore are hereby expressly waived by the Exhibitor.

**SECOND:** The Exhibitor hereby covenants and agrees to pay for the right to use the said space at the said price indicated in the Fee Section of this agreement. The paid Exhibit Fee entitles Exhibitor to two (2) Exhibitor Registrations for the person indicated in the Registration section of this agreement. Registration includes the meals and breaks served at the conference. A list of additional Exhibitor Representatives who will be assisting in the set-up and/or dismantling of the exhibit space but will not be attending must be received by Management 48 hours in advance of the Conference. Persons on the list approved by Management will receive at the Conference an "Exhibitor Only" badge that must be worn at all times while on the Site and will entitle access to the exhibit area during the set-up and dismantling times only as set forth below. Receipt of such a list by Management and/or distribution of a badge does not void any rights retained by Management as set forth in Section 21 of this agreement.

**THIRD:** Management shall not be liable for any damages in the event that performance of this contract is rendered impossible for any of the following causes: destruction of the Site, or any substantial portion thereof, by fire, earthquake, the elements or a public enemy; strikes or other public disorder; impossibility of performance created by law or any public authority; and/or cause beyond its control or the control of the Site. Management will, however, in the event of its not being able to hold the Conference for any of the reasons set forth above, reimburse the exhibitors pro-rate the amount of rental paid by each Exhibitor, less expenses incurred by Management in constructing and installing the exhibits. Such reimbursement shall be refunded to Exhibitors in the ratio of their rental payments prorated by the number of days the exhibit fails to proceed as scheduled.

Management and the Site shall not have any liability whatsoever to any person or property who or which might sustain injury or damage due to any act or failure to act by the exhibitor, his agents, servants or employees. Further, the Exhibitor agrees to indemnify and save harmless Management and the Site for any claims whatsoever arising, but of such act or failure to act and shall defend and pay all fees and costs in connection with any such claim.

**FOURTH:** If the Exhibitor does not exhibit designated products in said space, or fails to comply in any other respect with the terms of this Agreement, then Management shall have the right, without notice to the Exhibitor, to offer said space to another exhibitor and the Exhibitor agrees to pay any deficiency, loss or damage suffered by the said Management herein and thereby.

**FIFTH:** The Exhibitor shall not assign or sublet any part of the space herein contracted for, without the consent of Management, in writing, duly signed by an officer.

**SIXTH:** Management shall have full power to make such rules and regulations for the said Conference as it may deem proper and may amend same at any time, and the Exhibitor agrees to abide by each and everyone thereof.

**SEVENTH:** In the event that the Lease is subject to any Federal, State or Municipal sales or other tax now or hereinafter to be enacted, the amount of such tax shall be added to the price above agreed.

**EIGHTH:** The representative of the Exhibitor who will have charge of the space is the person indicated in the Registration section of this agreement. Said representative is the only person authorized to represent the Exhibitor in transactions relative to the exhibit.

NINTH: After the date of entering into this agreement, if the Exhibitor elects not to use the aforesaid premises for the purposes set forth in this Agreement, the Exhibitor shall notify Management of such election by registered mail at Management's principal office. Said election shall be effective as of the date of receipt of the aforementioned notice by Management as evidenced by the signed registered receipt issued by the U.S. Post Office Department or Overnight mail service provider. In such event, the Exhibitor agrees to pay to Management the following sum of money, which is hereby agreed upon as, liquidated damages for the breach of this agreement, it being directly understood and agreed that the amount of damage which Management may secure by reason of the breach hereof cannot be estimated or determined. Hence, this figure is arrived at, which is not a penalty, but it is expressly agreed upon as such liquidated damages:

- If such election is made more than thirty days prior to the commencement of the Conference: One half the rental fee, less any expenses incurred by Management in materials, construction or installation of the exhibit space.
- If such election is made less than thirty days prior to the commencement of the Conference: The full rental fee, plus any expenses incurred by Management in materials, construction or installation of the exhibit space.

TENTH: The Exhibitor agrees to indemnify and save harmless Management from any and all liabilities to any person or persons for or by reason of any condition, whether defective or otherwise, or of any apparatus, equipment or fixtures placed upon the said premises by the exhibitor or any of its agents, servants, or employees.

ELEVENTH: **DAMAGE TO BUILDING**: No Exhibitor may allow any article to be brought into or any act done upon the Site which will violate or increase the premiums on the policies of insurance held by the owners of any of the buildings, nor deface any part of the building, nor permit anything to be done by employees by which the premises may in any manner be injured, marred or defaced. Violation of this rule will annul the Lease and the Exhibitor will forfeit to Management all monies which may have been paid for rental and reimburse the owners of the building or buildings for the cost of repairing such damages.

TWELFTH: **CARE OF SPACE RENTED**: No boxes, crates, or packing cases will be allowed to remain in any space during the Conference. Exhibitors must, at their own expense, keep their respective spaces suitably arranged and clear of paper waste, packing materials and articles of a like nature at all times. Exhibitors shall remove waste material to a place provided in the building.

CARE OF SPACE: The Exhibitor agrees not to deface, injure or mar the Site or any of the furniture or fixtures contained therein, and/or any of the property of whatever nature placed therein by Management or the Site. The Exhibitor shall be liable to the Site, and/or Management for any damage resulting to such Conference hall and/or the furniture and fixtures contained therein and/or such property placed therein by Management, which shall occur by reason of the commission or omission of any exhibitor and/or its agents, servants or employees, and the exhibitor shall defend and save harmless Management from all claims and suits against said Management arising from the aforesaid commissions or omissions of the Exhibitor, his agents, servants or employees. All materials used by Exhibitors must conform to the requirements of the Fire Department and Board of Insurance Underwriters of the State of Arizona.

THIRTEENTH: **UNOCCUPIED SPACE**: Management may, should any rented space remain unoccupied on the opening day, or at any time thereafter, rent said space to any other applicant, but this clause shall not be construed as affecting the obligation of the original lease to pay the full amount of rental agreed upon in case the space shall not be relet.

FOURTEENTH: **EMPLOYEES/REPRESENTATIVES OF EXHIBITORS**: During the Exhibit Hours in which the general Conference area is open to view, as set forth below, Representatives of the Exhibitor shall be confined to the space occupied by the respective Exhibitor, unless attending event or program for which prior registration has been made. In no instance shall the Exhibitor's area be unoccupied during these hours.

FIFTEENTH: This agreement shall not be modified unless same is done in writing, signed by a duly authorized officer of the Exhibitor and accepted by a duly authorized officer of Management.

SIXTEENTH: The Exhibitor is responsible for the transportation, installation and removal of all exhibit material. All tools, equipment and personnel shall be provided by the Exhibitor.

SEVENTEENTH: Exhibit set up will be from **6:30 a.m. – 8:30 a.m. on August 17**. Set-up must be completed by **8:30 a.m. on August 17, 2007**. Exhibitor agrees have an Exhibitor Representative present in the assigned exhibit space during exhibit hours, which are from **8:30 a.m. until 4:00 p.m.** Exhibits may not be dismantled until after **4:00 p.m.** and the dismantling, removal of the exhibit and any waste must be completed by **6:00 p.m.**

**INSTALLATION OF EXHIBITS:** In the event that any exhibitor fails to complete installation or does not remove boxes and crates by the specified time, the Management reserves the right to remove, at the exhibitor's expense and risk, all such exhibits and material pertaining thereto from the space allotted to such exhibitor and cancel this contract, and in such event Management shall retain the amount paid by such exhibitor as space rental and for liquidated damages covering expenses paid by Management and the loss of rental from other exhibitors.

**REMOVAL OF EXHIBITS:** All exhibits and/or waste not removed by deadline listed above will be removed by Management or the Site at the express risk and expense of the Exhibitor.

**EIGHTEENTH: EXHIBIT SPACE ASSIGNMENT/CONFIRMATIONS:** Exhibit space assignments will be made in order of full payments and signed contracts received. Spaces will be confirmed by Management upon receipt of a signed contract, payment in full and written notification from Management to Exhibitor Registrant and address as indicated in Registrant section of this agreement. Any concerns regarding space and/or other exhibitors must be communicated to Management in writing at the time of application for exhibit space.

**NINETEENTH: ARRANGEMENT OF EXHIBITS:** The Exhibitor agrees to arrange their exhibit so as not to obstruct or interfere in any way with the general view or the view of the exhibits of other exhibitors, or the free passage of spectators. The decision of the Management as to what constitutes such obstruction or interference shall be final. This agreement shall bind the parties hereto, their successors, heirs, executors and administrators.

**TWENTIETH: INSURANCE:** Management assumes no responsibility for the safety of the personnel and property of exhibitors or of the personal property of their officers, agents, servants or employees. Exhibitors desiring to insure their personnel or goods against injury, theft, damage by fire, accident or other cause, must do so at their own expense.

**TWENTY-FIRST: CONDUCT AND RESTRICTIONS:** Management reserves the right to decline any exhibit, exhibitor or proposed exhibit or exhibitor representative, which in its sole discretion is not suitable for the Conference. The reservation concerns person, things, conduct, printed matter, souvenirs, catalogs and all other things, which affect the character of the Conference.

Distribution of literature is specifically allowed from the exhibitors' exhibit space. Only Exhibitors have the right to distribute catalogs, souvenirs and other matter from their assigned exhibit space. Exhibitors may staff their exhibit space with personnel of their choice, with a maximum of Three (3) people per space at any one time. Exhibitors are encouraged to make displays educational and communicative. Distribution of literature, demonstrations, explorations, sales talks, negotiations and registration of prospects are specifically allowed, as well as actual sales on the floor and taking of orders/sales for future delivery. Exhibitors are prohibited from soliciting customers in other exhibit spaces, in the aisles or in any other areas of the Conference, i.e., lobby. Exhibitors may not enter the exhibit space of other exhibitors without invitation; nor may exhibitors call or invite a visitor out of one exhibitor's exhibit space and into their own. Exhibitors must remain in their own exhibit space while distributing literature, product samples or other materials. The aisles may not be used for any product/service business solicitation purposes. No company identification signs, provided by Management, may be altered, changed or removed.

**Only registered Exhibitors, Conference Participants and other persons designated by Management will be allowed in the exhibit area of the Conference.** Revenue lost from violation of this rule by the Exhibitor will be recovered from the transgressing Exhibitor who accepts the decision of the Management in the event of a dispute.

**TWENTY-SECOND: RULE CHANGES:** Management reserves the right to make reasonable changes in the foregoing rules, exhibit hours and move-in/move-out arrangements as long as such changes have been approved by the Management. All rules and regulations are subject to the terms and conditions contained in any AGREEMENT WITH THE SITE AND SHOULD BE EXPRESSLY INCORPORATED INTO ANY SUCH AGREEMENT.

**The undersigned *Exhibitor* proposing to exhibit:**

**Management accepts this contract for space:**

Signed by:

Printed Name/Title:

Dated:

Phone/Address:

Callene Bentoncoury, President

(480) 491-0540  
AHP CO, 1843 E. Southern Avenue, Tempe, AZ 85282