

22nd Annual Greystone.Net



HEALTHCARE INTERNET CONFERENCE

*Connect with Amazing People
in Healthcare and Digital Marketing*

Organized by:



greystone.net

SCOTTSDALE ARIZONA

November 5-7, 2018

Westin Kierland Resort and Spa

www.HCIC.net

EXHIBITOR & SPONSOR OPPORTUNITIES

22nd Annual Greystone.Net Healthcare Internet Conference

Why HCIC?

The 22nd Annual Greystone.Net Healthcare Internet Conference (HCIC) brings together healthcare leaders from many disciplines to collaborate and learn. Today's healthcare leaders are driving the digital transformation while facing the unbridled growth of their digital assets – websites, secured portals, the hospital intranet, all varieties of social media channels and mobile technologies, and much more. This complex, challenging and yet exhilarating time is helping to reshape the future of healthcare.

With HCIC, your firm can play a part in helping health systems thrive through the digital transformation. Showcase how your firm's services and products can help clients and prospects embrace and leverage the convergence of the web, technology, marketing, operations and connectivity. HCIC pulls together those in Marketing, Information Services, web, digital health and CRM to learn, collaborate and advance the industry. HCIC offers the perfect opportunity for your firm to reach clients and prospects who are coping with this ever expanding digital responsibility.

Who Attends?

HCIC is designed for healthcare executives from hospitals, health systems, group practices, integrated networks and health plans including:

- Chief Marketing Officers
- Vice Presidents of Marketing
- Chief Information Officers
- Marketing & Communications Directors
- Web Directors, Webmasters and Web Team Members
- Public Relations Directors
- Business Development Executives
- IT Professionals
- CRM Directors and CRM Team Members
- Strategic Planners

An Outstanding Opportunity

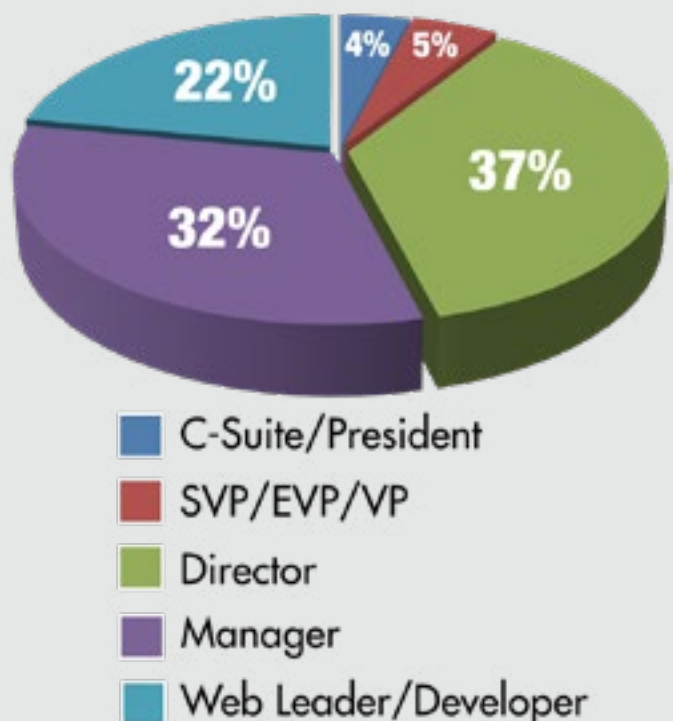
- Participation as an exhibitor is exclusive because of the limited number of booths available.
- A balance of technology, content and service companies provide registrants with a broad overview of support vendors.
- Access to the exhibitors will be enhanced by dedicated times for receptions and breaks.

HCIC Attracted Over 860 attendees!

Attendee Profile

The 21st Annual HCIC attracted over 860 attendees, with the following functions:

2017 Attendees by Function



Exhibitor Advantages

As a sponsor or exhibitor at the 22nd Annual Healthcare Internet Conference, you will:

Connect with the Right People

The Healthcare Internet Conference attendees are healthcare strategy professionals excited to learn about solutions that HCIC exhibitors can provide to help them maintain success and a competitive edge. This conference is one of the few where you can connect with digitally driven professionals in the healthcare industry.



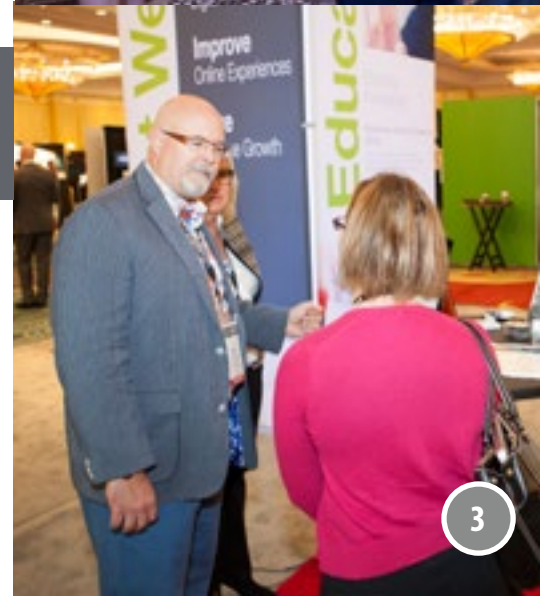
Promote Your Company

Promote your company to key decision makers in healthcare marketing, information services, web, digital health and CRM from leading hospitals, health systems, academic medical centers, children's hospitals and physician practices. These leaders come prepared and focused on hearing about products and services that will help to meet their organizational goals.



Contribute to the Experience

Your marketing dollars will not go to waste. Take advantage of being face-to-face with hundreds of current and potential clients by sharing your knowledge and expertise through presentations and booth demonstrations.



Increase ROI

Many of our exhibitors come back year after year not only because it provides decision makers in the healthcare industry, it also delivers results – connections that lead to long-term clients.

What's Included:

- **10'X10' Booth** (25ft. ceiling height)
Included in your investment is a 10x10 booth given on a first come, first served basis. Multiple booths and a limited number of island booths are available and multi-year discounts are available. 10'X8' tabletop displays in the hallway outside of the exhibit hall are also available. To find out more, call Jennifer Pense at 312-440-9080 ext. 23 to discuss options and prices.
- **Complimentary Registrations and Access to Rewind**
Two complimentary registrations are included with each exhibit booth, giving your staff access to over 60 cutting-edge sessions led by experts in healthcare marketing, interactive media and web technologies, including access to the session recordings, Rewind, post conference. Sponsorships have additional registration benefits.
- **Quality, Dedicated Exhibit Time**
Dedicated exhibit hours offer you valuable one-on-one contact with current and prospective clients.
- **Networking Opportunities**
Events that draw attendees to the exhibit hall include two evening receptions and three breaks. In addition, an "exhibitor" passport is used to encourage interaction between exhibitors and attendees. And, exhibitors can attend and mingle with clients at two lunches, all foyer breaks and two informal breakfasts.
- **Online Exhibitor Showcase**
A searchable list of exhibitors with description and contact information will appear on the Healthcare Internet Conference's website, www.hcic.net and the HCIC mobile app.
- **Mobile App Listing**
A complimentary listing in the mobile app available to all HCIC attendees. HCIC's mobile app will include your company's description and contact information and an interactive map to help attendees easily locate your booth in the exhibit hall. A link to the searchable exhibitor page will also be available.
- **Prospecting List**
One time restricted use of the attendee list, either pre or post-conference, at your choice, to communicate with prospective clients. **Email addresses and phone numbers are NOT provided.**



6 Hours of Dedicated Exhibit Time!

Monday, November 5, 2018

Exhibitor Set-Up

Noon-4:00pm

Opening Reception

5:15-7:00pm

Tuesday, November 6, 2018

Break

9:15-10:15am

Break

2:00-3:00pm

Reception

5:15-6:45pm

Wednesday, November 7, 2018

Break

9:30-10:15am

Exhibit Tear-Down

10:15am-12:30pm

(Hours subject to change)

Exhibitor Fees

\$3295

Tabletop displays (10'W x 8'D) available outside the exhibit hall.

\$2995 **SOLD OUT!**

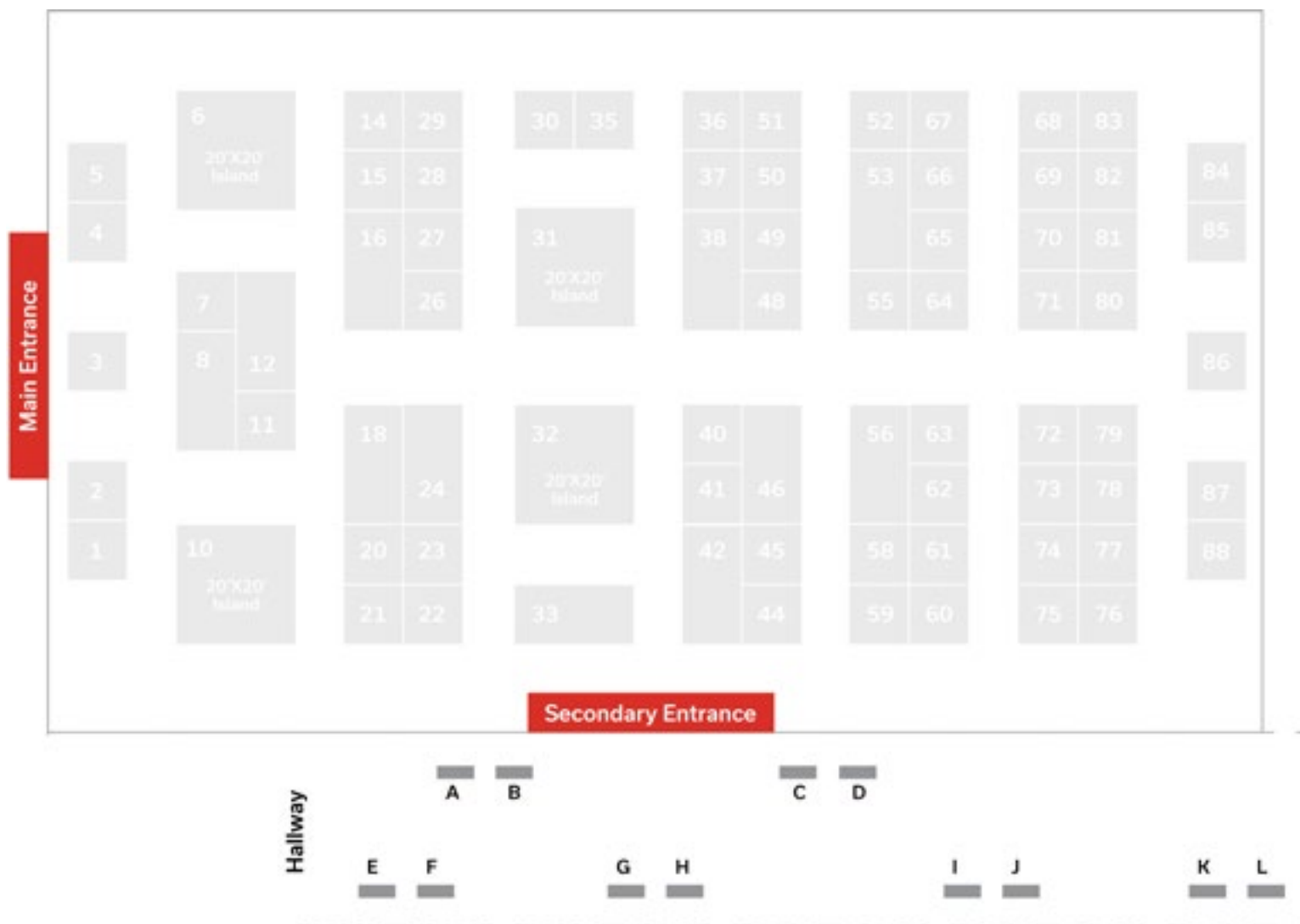
10'W x 10'D booth
if payment is received **by** June 8, 2018

\$3295 **SOLD OUT!**

10'W x 10'D booth
if payment is received **after** June 8, 2018

Exhibitor Map*

*Booth layout subject to change.



Highlights for Exhibitors



Find an Exhibitor

A searchable list of exhibitors with description and contact information appears on the HCIC website, www.hcic.net and the HCIC mobile app.

Attendees can search by keywords or company name to easily organize and locate the exhibitors they want to visit at HCIC.

Sponsorship Highlights

Custom Advertising Clings



Charging Stations



Game Sponsorships



Sponsorship Levels

Register online at www.hcic.net

Special Opportunity!

Diamond Level Sponsor: \$50,000

For the organization that wants ultimate exposure at HCIC. One Diamond sponsor will receive **all the benefits of the Platinum level** with the addition of sponsorship of a mutually agreed upon marquee keynote speaker.



Platinum Sponsor: \$30,000

The organization that wants maximum exposure at HCIC should choose to be a Platinum sponsor. Benefits include: two (2) 10'x10' choice location booths, the opportunity to address HCIC attendees at the beginning of a general session, eight (8) complimentary full registration fees for staff and three (3) staff registrations at 50% off. Among other benefits, Platinum sponsors get significant logo recognition throughout the event, and a banner ad and two push notifications on the mobile app.

Gold Sponsor: \$20,000

This sponsorship level is for companies that want prominent exposure throughout HCIC with the added benefit of one 10'x10' prime booth space, four (4) complimentary staff registration fees and two (2) staff registrations at 50% off and two push notifications via the mobile app. Don't miss the opportunity to sponsor a highly popular reception, a pre-conference event or one of HCIC's highly sought-after educational tracks.

Silver Sponsor: \$15,000

Silver sponsors receive a significant level of exposure and the opportunity to choose from a list of highly visible and popular benefit selections. This level provides – on a first come, first serve basis – opportunities like branded lanyards or sponsorship of a track. Among other benefits, Silver sponsors get one 10'x10' booth space, two (2) complimentary staff registration fees and one (1) staff registration at 50% off and an opportunity to choose from a wide variety of promotional options such as sponsoring a track, sponsoring a pre-conference session, sponsoring lanyards, etc.

Bronze Sponsor: \$9,000

Bronze is the sponsorship level for firms that want added exposure throughout HCIC, multiple logo-recognition opportunities and the ability to include printed organizational materials in attendee tote bags. Among other benefits, included is one (1) complimentary staff registration, one (1) staff registration at 50% off and an opportunity to choose from promotional opportunities such as breakfast sponsorship, mobile app sponsorship, a mobile banner ad, and other options.

Patron Sponsor: \$4,000

Being a Patron sponsor is an economical way to secure additional exposure at HCIC. In addition to having your organization's logo on conference eBlasts, onsite signage, the HCIC website and mobile app, you also have an opportunity to choose from promotional opportunities such as coffee breaks in the foyer, relaxation stations and more.

New Sponsorship Options

Available to all HCIC Exhibitors

Please call Jennifer Pense
at 312-440-9080 ext. 23
to discuss new sponsorship
opportunities

To participate, see pricing and sign up details on the registration form (page 13).

Exhibitor Passport Tour



Attendees will receive a passport at registration and must visit all the participating vendors on the exhibit hall floor, during exhibiting hours to be eligible for prize drawings valued at up to \$200.00! Only participating exhibitors will be listed in the passport.

Backstage Pass Webinars



These webinars were created to provide an environment where healthcare marketers, web leaders, IT professionals and business strategists could learn from one another and have interactive dialogues during the presentations.

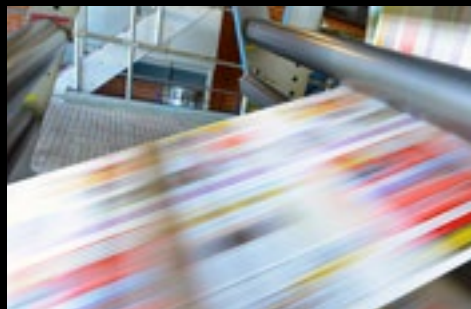
Speaking opportunities are available NOW so take advantage by signing up today to share your expertise and best practices with leaders in the healthcare industry.

Roundtable Facilitation



Free to those who serve as a facilitator at Tuesday's networking luncheon. Lead the discussion on the latest trends in a predetermined topical area of importance to the digital healthcare industry. A limited number of tables are available.

In-Brochure Advertising



22nd Annual HCIC brochure will be released June 2018. Advertising in the brochure will give you additional exposure to all of the attendees that will be at HCIC this year. 1/4, 1/2 page options available.

Sponsorship Packages

BENEFITS	PATRON (\$4,000)	BRONZE (\$9,000)	SILVER (\$15,000)	GOLD (\$20,000)	PLATINUM (\$30,000)
Company logo on conference marketing e-Blasts	●	●	●	●	●
Company logo on select monitors/signs throughout conference	●	●	●	●	●
Company logo and brief description on screens before General Sessions	●	●	●	●	●
Logo and company description on the HCIC website and mobile app with a link to company homepage	●	●	●	●	●
One time restricted use of the conference attendee mailing list pre-meeting (does not include phone numbers or email addresses)	●	●	●	●	●
Company logo in HCIC marketing brochure (if contracted pre-printing)	●	●	●	●	●
Full page 6" x 9" ad in conference notebook. (HCIC approved, artwork received by 9/24/18) Premium placement and additional ad space can be secured for an additional fee.			●	●	●
One time restricted use of the conference attendee mailing list post-meeting (does not include phone numbers or email addresses)		●	●	●	●
Waived full conference registration fees for staff		1	2	4	8
50% discount on full conference registration fee for staff		1	1	2	3
20% discount on full conference registration fee for client/prospect		1	1	2	3
Scheduled push notifications (content HCIC approved) to attendees who are using the mobile app		1	1	2	2
10'x10' booth space in exhibit hall (electricity not included)			1	1	2
Opportunity to include branded promotional item in the tote bag (company provided, HCIC approved: must be shipped directly to the Westin for arrival on 11/2/18)				●	●
Logo on conference notebook				●	
Rotating banner ad on the conference mobile app					●
One selection, subject to availability, from the Patron Sponsorship Selection list (see page 11)	1				
One selection, subject to availability, from the Bronze Sponsorship Selection list (see page 11)		1			
One selection, subject to availability, from the Silver Sponsorship Selection list (see page 10)			1		
One selection, subject to availability, from the Gold Sponsorship Selection list (see page 10)				1	
Four selections, subject to availability, from the Platinum Sponsorship Selection list (see page 10)					4

Other Sponsorship Add-Ons

Platinum Selections:

Introduce a General Session	Be seen and heard at the 22nd Annual HCIC by introducing one of four general sessions or become the sponsor of a networking luncheon on Tuesday.
Logo Recognition	Includes prominent logo placement on event signage, screens, on/near stage at General Session sponsored, website, mobile app, event communications, etc.
Conference Tote Bag	Logo on conference tote bag given to each attendee.
Giveaway Item	Logo on one conference giveaway item given to each attendee.
Chair Drop	One piece of sponsor-supplied literature or item placed on chairs in general session being sponsored.
Clings	Choose <u>one</u> : branded elevator, door, stairwell, column, or wall cling in key locations around the meeting and exhibit areas.

Gold Selections:

Sponsor an Evening Reception	Meet clients and new prospects as the official sponsor at one of two well attended networking events. Includes promotion in conference brochure if contracted pre-printing, event signage and branded napkins.
Sponsor Pre Conferences	Be seen and heard by sponsoring the pre conference workshops. Includes the opportunity to kick off the workshops and introduce the speakers. Also includes logo recognition on the event signage and in the conference brochure if contracted pre-printing.
Sponsor a Track	Sponsor one of eight tracks and introduce each set of concurrent speakers in the track. Includes logo recognition on the track signage and in the conference brochure if contracted pre-printing.
WiFi Sponsorship SOLD OUT!	Help attendees interactively participate and stay connected while at HCIC. WiFi will be available in all General Sessions, all concurrent sessions and foyers. Includes the ability to brand the WiFi network, logo recognition on signage, and mentions in the General Sessions.
Book Signing	Sponsor a keynote speaker book signing (limited number of books provided as part of the sponsorship; additional can be purchased at a discounted rate) in a prominent location with logo signage.
Hotel Drop	One piece of sponsor-supplied literature or item hand delivered to the hotel rooms of your targeted conference attendees staying at the Westin Kierland.
Custom Room Keys SOLD OUT!	Put your logo on the hotel room keys of attendees staying at the Westin Kierland.

Silver Selections:

Sponsor Pre Conferences	Be seen and heard by sponsoring the pre conference workshops. Includes the opportunity to kick off the workshops and introduce the speakers. Also includes logo recognition on the event signage and in the conference brochure if contracted pre-printing.
Sponsor a Track	Sponsor one of eight tracks and introduce each set of concurrent speakers in the track. Includes logo recognition on the track signage and in the conference brochure if contracted pre-printing.
Lanyards SOLD OUT!	As the sponsor of the lanyards, your company gets great visibility, literally walking billboards.
Water Bottles SOLD OUT!	Your logo on a reusable water bottle that will be given to each attendee upon checking in at the HCIC registration desk.
Banner Stand	Advertise your brand with a banner stand. Strategic placement will be determined on site, but placement may be in the registrations area, exhibit and meeting room foyers, etc.
Clings	Choose <u>one</u> : branded elevator, door, stairwell, column, or wall cling in key locations around the meeting and exhibit areas.
Electronic Charging Station	Logo/brand on <u>one</u> electronics charging station that powers multiple mobile devices - location to be determined on site but may be in the registrations area, exhibit and meeting room foyers, etc.

Other Sponsorship Add-Ons

Bronze Selections:

Sponsor Breakfast

Start off Tuesday or Wednesday morning as the named sponsor of the breakfast. Includes logo recognition before the session begins on the stage screen, on the event signage, in the conference brochure if contracted pre-printing and branded napkins at the breakfast.

Mobile App Sponsorship

SOLD OUT!

Put your company's logo and a link to your website in the hands of onsite tablet and Smartphone users at HCIC. The mobile app includes schedules, session descriptions, handouts, maps, attendee and faculty lists and more.

Full Page Ad in Brochure

SOLD OUT!

Advertising in the brochure will give you additional exposure to all of the attendees that will be at HCIC this year.

Refreshment Breaks with the Exhibitors

SOLD OUT!

Sponsor the exhibit hall refreshment breaks on Tuesday and Wednesday (three events). Includes logo recognition on signage, in the conference brochure if contracted pre-printing and branded napkins.

Coffee Travel Mugs

SOLD OUT!

Your logo on a reusable coffee mug that will be given to each attendee upon checking in at the HCIC registration desk.

Banner Ad on Mobile App

Promotional banner ad displayed on mobile app. (limited availability)

Patron Selections:

Relaxation Stations

SOLD OUT!

Offer HCIC attendees the opportunity to relax and take a short respite through a chair massage by certified massage therapists. Therapists' fee is an additional cost based on a mutually agreed upon number of chairs and times.

Coffee Breaks in Foyer

SOLD OUT!

Sponsor the intra-session coffee breaks (three events). Includes logo recognition on signage, in the conference brochure if contracted pre-printing and branded napkins.

Banner Ad on Mobile App

Promotional banner ad displayed on mobile app. (limited availability)

Mobile App Push Notification

Scheduled push notifications (content HCIC approved) to attendees who are using the mobile app (limited availability)



If you are interested sponsoring a charity event, HCIC Gives Back, please contact Jennifer Pense at 312-440-9080 ext. 23



Conference Hotel

The Westin Kierland Resort & Spa Scottsdale, AZ

The Westin Kierland Resort & Spa, a AAA Four Diamond resort, is the official hotel for the 22nd Annual Healthcare Internet Conference. All educational and networking sessions will be conducted on the hotel premises.

Westin Kierland offers 732 guest rooms, each with Heavenly® accommodations and a private balcony or terrace. Most rooms offer magnificent views of the lush golf course and sweeping mountain range. All guest rooms are non-smoking as the Westin Kierland is a smoke-free resort.

The Westin Kierland offers exhibitors and sponsors the perfect environment to meet with and entertain clients and prospects. The hotel is part of the 730-acre master-planned Kierland community, which includes the Kierland Commons, an upscale open-air shopping complex.

The hotel also offers a full-service spa, championship golf, tennis courts, pools and award winning dining (in the hotel and nearby). Intuitively designed to celebrate Arizona's rich history and diverse culture, the Westin Kierland offers multiple opportunities and the perfect ambiance for building long-lasting relationships with clients.



22nd Annual Healthcare Internet Conference
November 5-7, 2018
Westin Kierland Resort and Spa

Sign up online at: www.hcic.net or complete pages 13-17 and return this form.

Primary Contact Information

(This person will receive a confirmation code to register employees attending as exhibitors for this event. Registration opens June 2018)

Company _____

First Name _____

Last Name _____

Title _____

Mailing Address _____

City _____

State _____

Zip Code _____

Phone _____

Fax _____

Email _____

Company URL _____

Networking Roundtable Facilitation

Are you interested in facilitating a Networking Roundtable Discussion on Tuesday, November 6th? **Yes** **No**

Name of the potential facilitator _____

Topic you wish to discuss _____

5 questions related to your topic that you would ask to help with stimulating the discussion at the table:

Passport Tour Participation

(See page 8 for more information)

Yes **No**

Participation requires purchase of a prize valued at approximately \$200. **Only participating** exhibitors will be listed in the passport.

Registration (Cont'd)

Sponsorship Information

Please choose your desired level:

Patron (\$4,000) **Bronze** (\$9,000)

What other sponsorship add-on would you like to add to your sponsorship package? (limit one see pg. 10)

(Please fill out the **Exhibitor Information** section below if you also want to exhibit.)

Silver (\$15,000) **Gold** (\$20,000) **Platinum** (\$30,000) **Diamond** (\$50,000)

What other sponsorship add-on would you like to add to your sponsorship package? (limit one Silver and Gold, limit four Platinum see pg. 9)

Besides the booth(s) you get as a sponsor, do you want additional booths?
If yes, number of additional booths requested: _____

Booth Number: 1st Choice _____ 2nd Choice _____ 3rd Choice _____ 4th Choice _____

Please do not place us next to or across from the following companies: _____

Exhibitor Information

Exhibitor (Exhibit space is on a first come, first serve basis, and is not confirmed until payment is received.)

Number of booths requested: _____

Booth Number: 1st Choice _____ 2nd Choice _____ 3rd Choice _____ 4th Choice _____

Please do not place us next to or across from the following companies: _____

Company Description:

Company Keywords:

Exhibit Rules and Regulations

Please read the following information, sign and return signature page (page 17) with application form.

The following Terms and Conditions govern this contract ("Contract") between Greystone Interactive, LLC d/b/a Greystone.Net and the Exhibitor.

1. Contract for Space

The application for space and the notice of assignment by Greystone Interactive, LLC (Greystone) constitutes a contract for the right to use the space allotted for The 22nd Annual Healthcare Internet Conference, herein referenced as the "Event". In the event of uncontrollable circumstances in which the building holding the Event is unfit for use, Greystone shall notify Exhibitor within a reasonable period and shall refund to Exhibitor within 30 days the amount paid by Exhibitor to the Forum. If Greystone cancels or moves the location of the event, without cause by uncontrollable circumstances, Greystone will at Exhibitor's preference either (a) reimburse Exhibitor the full amount for monies paid to date within 30 days, or (b) allow Exhibitor to apply the monies paid to the rescheduled event. If the Exhibitor cancels, it shall not be subject to a refund.

2. Exhibition Location, Dates and Times

The Event will be located at the Westin Kierland Resort and Spa in Scottsdale, AZ. The dates of the event are November 5-7, 2018. Setup will be on November 5th, beginning at noon, and teardown will be on November 7th. Greystone will use reasonable efforts to maintain the location, dates and times and floor plans of the Event.

3. Restrictions in Use of Space

All demonstrations, food distribution, or other activities must be confined to the limits of the exhibit booth. Assigning, sharing or subletting the assigned space is not permitted without written consent from Greystone, which may be withheld for any reason or no reason. Exhibitor shall comply with the Hotel's rules, regulations, and restrictions relative to the use of the space. All food distribution other than prepackaged items must be approved in advance by Greystone.

4. Indemnity

Both parties assume full responsibility for the acts, omissions, and conduct of their representatives, agents and contractors and agree to indemnify, hold harmless and defend the other party, its officers and directors, employees, and agents from and against any and all claims, losses, damages, governmental fines or penalties, and costs or expenses (including court costs, interest, and attorney fees) of any kind whatsoever arising from such acts, omissions, and conduct except to the extent that such claims, losses, and damages are the direct result of the other party's gross negligence or intentional acts. In any event, except for acts of gross negligence or intentional misconduct, each party's liability to the other party under this Contract shall be limited to and shall not exceed the amount of the exhibit fees paid by Exhibitor to Greystone. Exhibitor acknowledges that Greystone and the Hotel do not maintain insurance covering the Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain appropriate insurance. The Hotel is not deemed to be an agent of Greystone.

5. Liability and Insurance

Unless caused by acts of negligence or intentional misconduct by the other party, its agents or employees, each party shall not be responsible for the safety of the property of the other party, their agents or employees, from theft, damage by fire, accident or other causes, but will use reasonable care to protect the other party from such loss. During the dates of the exhibit, including move-in and move-out days, Exhibitor shall obtain and maintain comprehensive general liability insurance that provides a minimum coverage of \$1,000,000.00 per occurrence, and be able to show proof of such insurance upon five (5) business days notice and shall name Greystone as an additional insured. Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to Exhibitors' displays, equipment and other property brought upon the premises of the Hotel unless caused by acts of gross negligence and intentional misconduct by Greystone, any of its agents, or employees.

6. Circularization and Solicitation

Circulars or advertising matter of any description may only be distributed within the booth assigned to the Exhibitor presenting such materials. If Exhibitors want flyers distributed to hotel rooms, this must be cleared in advance through Greystone. The Hotel charges for such distribution and such charges will be the responsibility of the Exhibitor.

7. Mailing List Usage

Exhibitors, as well as Sponsors, will receive access to the attendee mailing list. The list will be provided for one-time restricted use before and/or after the conference (based on the benefits of the exhibitor or sponsorship package purchased). The list cannot be incorporated into a broader list, nor the contents generally disseminated. The list cannot be shared with any other person or any other company for any purpose except in connection with your restricted use of the mailing list.

8. Hospitality/Events

Hospitality suite functions and other events must not conflict with the conference schedule. Invitations and company literature may only be distributed from assigned exhibit booths. All hospitality suites must be approved prior to the conference by Greystone. Those hospitality suites requiring food and beverage must have arrangements made through the Hotel Food and Beverage Department.

9. Fire Protection

Table and booth decorations must be fire proof. Electrical wiring must conform to the National Electrical Code Safety Rules. If inspection indicates that the Exhibitor has neglected to comply with these regulations, or otherwise causes a fire hazard, Greystone then reserves the right to cancel all or such part of the exhibit and not provide any refund. The Exhibitor must comply with Hotel fire regulations.

10. Restrictions in Operations of Exhibits

Greystone reserves the right to (a) restrict exhibits because of noise, method of operation or for any other reason that causes disruption to the Event, and/or (b) prohibit or evict any exhibits, which detract from the general character of the exhibition as a whole, provided Greystone notifies Exhibitor and provides Exhibitor reasonable time to cure such problem. In the event of such restriction, Greystone is not liable for any exhibit expense unless Greystone resells the Exhibitor space at which point Exhibitor would be entitled to a refund within 30 days equal to the amount paid by Exhibitor less the fee Greystone collected in reselling the space. Any noise-making exhibits must receive approval of Greystone before the exhibit opens. Greystone also reserves the right to alter the exhibit layout at any time.

11. Care of Building and Equipment

Exhibitors or their agents shall not damage, alter or otherwise injure or deface the walls or the floors of the building, the booths, or the equipment of the booths. If such damage occurs, the Exhibitor shall be liable to the Hotel.

12. Code of Conduct

Our conference is dedicated to providing a harassment-free conference experience for everyone, regardless of gender, gender identity and expression, age, sexual orientation, disability, physical appearance, body size, race, ethnicity, religion (or lack thereof), or technology choices. We do not tolerate harassment of conference participants in any form. Sexual language and imagery is not appropriate for any conference venue, including sessions, workshops, parties, Twitter and other online media. Conference participants violating these rules may be sanctioned or expelled from the conference without a refund at the discretion of the conference organizers. Exhibitors or their agents will adhere to the Code of Conduct listed on the HCIC website at www.hcic.net/footer/conference-policies

Exhibit Rules and Regulations, cont.

13. Cancellation, Termination or Postponement by Greystone

Cancellations by Exhibitor are not subject to a refund. Any substitutions must be approved by Greystone prior to the event. In the event that rendering the fulfillment of this Contract by Greystone be impossible or impractical due to cause or causes not reasonably within the control of Greystone, such as fire, casualty, epidemic, earthquake, explosion or accident, blockage embargo, inclement weather, governmental restraints, or orders of civil defense or military authorities, act of public enemy, riot or civil disturbance, strike, or Act of God, the parties shall mutually amend or terminate the agreement at Greystone's option. If terminated, Exhibitor shall receive a refund within 30 days equal to the amount paid to Greystone. If Greystone cancels or moves the location of the event, without cause as defined above, Greystone will at Exhibitor's preference either (a) reimburse Exhibitor the full amount for monies paid to date within 30 days, or (b) allow Exhibitor to apply the monies paid to the rescheduled event.

14. Waiver

Waiver by either party of any term or condition of this Contract or any breach shall not constitute a waiver of any term or condition or breach of this Contract.

15. Entirety of Contract

This Contract, including the Exhibit Application, states the entire agreement between the parties and supersedes all proposals, oral or written, and all other communications between the parties relating to this Contract. No amendment or modification of this Contract shall be made except by an instrument in writing signed by both parties.

16. Currency

Unless otherwise indicated, all dollar amounts referred to in this Contract are in lawful money of the United States, and any amount advanced, paid or calculated is to be in US currency.

17. Amendments

All amendments to this Contract must be in writing and signed by both parties, but may be executed in counterpart form.

18. Hotel Accommodations

In order to help ensure that the conference sponsors meet the required hotel room minimum commitment, as a condition of this Contract, all registered exhibitors are required to book and stay in the official Conference Hotel, the Westin Kierland Resort and Spa, for the duration of the meeting. We appreciate your understanding and cooperation with this requirement.

19. Consent to Photography and Videography

The exhibitor acknowledges and consents to allowing its employees and exhibitors to be photographed and videotaped for use by conference sponsors, for profit or otherwise, which may include brochures, website postings, etc.

20. Notices

All notices, requests, demands and other communications required or permitted to be given pursuant to this contract shall be in writing and shall be deemed to have been duly given upon the date of receipt if delivered by hand, recognized national overnight courier, or registered or certified mail, return receipt requested, postage prepaid, to the following addresses:

If to Exhibitor (exhibitor must complete before returning):

Company Name _____

Company Address _____

City, State, Zip _____

Attn: _____

If to Greystone.Net:

Greystone.Net
c/o Forum for Healthcare Strategists
980 N. Michigan Avenue
Suite 1260
Chicago, IL 60611
ATTN: Jennifer Pense

Either party may change its designated address by notice to the other party in the manner provided in this Section.

ALL MATTERS SET FORTH ON IN THIS CONTRACT ARE ESSENTIAL TERMS AND SIGNATURE BELOW CONSTITUTES AGREEMENT TO SUCH TERMS.

This document represents the entire understanding and contract between the exhibitor or sponsor and Greystone Interactive, LLC. The agreement is governed by the laws of the State of Georgia. Any person executing this agreement represents that he or she is fully authorized to do so and agrees to be bound to all terms and conditions by signing this Sponsor/Exhibitor Registration form and Exhibit Rules and Regulations.

Exhibitor Name

Signature _____ Date _____

Printed Name _____

22nd Annual Greystone.Net Healthcare Internet Conference

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