



22nd Annual Conference and Expo

June 19 - 22, 2012 - San Francisco

www.cmsa.org/conference

EXHIBITOR PROSPECTUS

Spanning the Waves of Change
in an Ocean of Opportunities



J U N E 1 9 / 2 2

2012
SAN FRANCISCO

A Letter from CMSA's President

Dear Potential Exhibitor:



On behalf of CMSA, it is with great pleasure that I invite you to join us June 19-22, 2012 in beautiful San Francisco, California—the City by the Bay—for **CMSA's 22nd Annual Conference & Expo!**

CMSA's National Expo is your organization's best opportunity to interact with one of today's most influential groups of health care professionals – **CASE MANAGERS!** Exhibitors at our conference experience an exciting, energetic environment in which to directly interact and engage with case managers from all levels of practice experience across multiple care settings.

Studies show that attendees want to review new products and services, meet new companies and vendors, and network with professional colleagues. CMSA Conference & Expo attendees are especially interested in accessing education, information, and resources for patients. **Attendees achieve ALL of this at our events!**

With the boom in social media, you might be asking yourself, "Does it still make sense to exhibit?" Conventions and trade shows could be considered the **original** "social media"! Most conferences and events focus on seeing and touching new products and learning about new companies. But just as important—and easily overlooked in today's online-driven world—is the opportunity for genuine face-to-face relationship building.

Your organization achieves ALL of this at CMSA's Annual Conference & Expo!

Exhibiting is your chance to make a positive influence on the industry's leading case managers who not only use your products and services, but refer co-workers and clients to your organization as well. If you are not there and your competition is... they will remember your competition!

We look forward to seeing you in San Francisco!

A handwritten signature in black ink that reads "Mary Beth Newman".

Mary Beth Newman

MSN, RN-BC, CMAC, CCP, CCM

President, CMSA 2011-2012 Board of Directors

CLICK HERE
to VIEW CMSA's 2011
EXHIBITOR LIST

“ A very first-class affair.
Well organized, excellent
traffic... best food EVER! ”

The Standing Company



Spanning the Waves of Change in an Ocean of Opportunities

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CMSA: Delivering your Target Audience

Reach Case Managers/Nurses from all over the Country

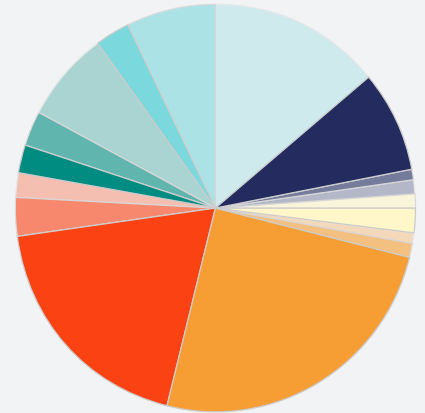
Our 2011 CMSA National Conference attracted over 2,400 Case Manager/nurses where they gathered to learn more about their industry and discover new products and services. While these attendees may not be your direct customers, they are KEY influencers and refer their customers to your products and services. Below you'll see a breakdown on their work settings and years in practice.



CMSA 2011 Attendee Breakdown SAN ANTONIO

WORK SETTINGS

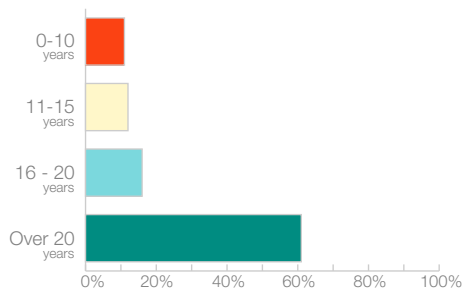
In 2011, CMSA hosted more than 2400 attendees.



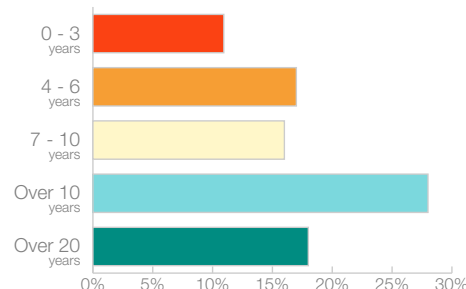
PERCENTAGE OF CMSA ATTENDEES:

- Acute Care - 14%
- Ambulatory Care/Community - 8%
- Behavioral Health - 1%
- Business Owner - 1%
- Disability Insurance - 1%
- Disease Management - 2%
- Education/Research - 1%
- Employer/Occ Health - 1%
- Government / VA - 25%
- Health Insurance/MCO - 19%
- Home Care - 3%
- Independent CM Company - 2%
- Integrated Care/Case Mngmt - 2%
- Other - 7%
- Rehab Facility/LTC/Subacute - 3%
- Work Comp - 7%

YEARS IN CLINICAL PRACTICE



YEARS IN CASE MANAGEMENT

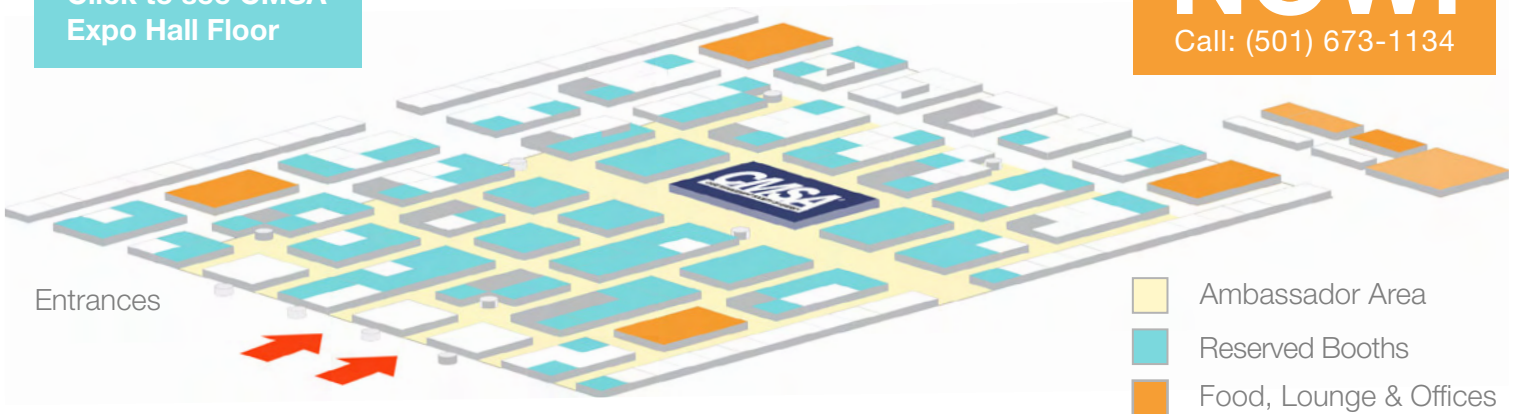


Floor Plan

**BOOK
NOW!**

Call: (501) 673-1134

Click to see CMSA
Expo Hall Floor



- Ambassador Area
- Reserved Booths
- Food, Lounge & Offices

Exhibitor Benefits

- 100% Exclusive exhibit time
- Crowd-drawing activities
- Exhibit space discount for our Corporate Partners
- Food events scheduled in the Hall
- Booth identification sign with company name and booth number
- A complimentary preconference mailing list provided via e-mail
- Recognition for Corporate Partners and Conference Sponsors
- Security service
- One (1) conference pass with CEs and three (3) conference passes without CEs per 10' x 10' space
- Company name, booth number & link to website listed on www.cmsa.org/conference
- Exclusive access to the Exhibitor Lounge providing an opportunity to network and secure space for the 2013 Expo
- Company name and contact information provided to each full conference attendee in the onsite Conference Guide
- Expo hours designed to maximize attendance and provide additional networking opportunities
- A highly-focused Exhibitors' Meeting to learn how to more effectively market to and educate case managers
- Company listing in the pre-conference issue of *CMSA Today*[™], CMSA's exclusive magazine

Ambassador Section:

Priority A	10' x 10'	\$ 2,900
Priority D	10' x 20'	\$ 5,850
Island A	20' x 20'	\$12,000
Island B	20' x 30'	\$18,000

General Hall Section:

Priority A	10' x 10'	\$ 2,650
Priority B	10' x 10'	\$ 2,200
Priority C	10' x 10'	\$ 1,900
Priority D	10' x 20'	\$ 5,350

Non-Profit Organizations*

Non Profit	10' x 10'	\$ 1,700
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*Non-profit booth assignments will be made in May 2012.

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Expo Hall Schedule

TUESDAY, JUNE 19

- ▶ 8:00a – 5:00p Exhibit Set Up & Early Registration
- ▶ 12:00p – 1:00p Exhibitor Meeting in Moscone West
 - ALL Exhibitors should attend.
 - Don't miss this important session.
- ▶ 5:00p Exhibits must be finalized

WEDNESDAY, JUNE 20


- ▶ 7:00a Exhibitor Registration Opens
- ▶ 10:00a Early Exhibit Hall access (Exhibitors only)
- ▶ 11:00a – 2:30p CM EXPO GRAND OPENING*
- ▶ 11:00a – 1:00p Lunch Served
- ▶ 1:30p – 2:30p Prize Drawings Posted (optional)

THURSDAY, JUNE 21

- ▶ 11:00a – 2:30p CM EXPO OPEN*
- ▶ 11:00a – 1:00p Lunch Served
- ▶ 1:30p – 2:30p Prize Drawings Posted (optional)

FRIDAY, JUNE 22

- ▶ 9:30a – Noon CM EXPO OPEN*
- ▶ 9:30a – 12:00p Brunch served
- ▶ 11:00a – Noon Prize Drawings Posted (optional)
- ▶ Noon – 5:00p Exhibits Dismantle

IMPORTANT NOTICE: Exhibitors are not to dismantle or remove any part of their exhibit prior to Expo Hall closing at noon, Friday, June 22. 

A service desk will be open during installation, show hours and at dismantling. All electrical work and wiring must be approved and installed in accordance with local regulations.

For more information on services or questions, contact Exhibitor Services: (210) 227-0341 or FreemanSanFranciscoES@freemanco.com.



COMPLIMENTARY* FOOD AND DRINK

Exhibitors are allowed into the Expo Hall one hour before it officially opens to attendees. This allows you time to relax in the Exhibitor Lounge and to enjoy the complimentary food and drinks that CMSA makes available.

Store Information
with just **ONE SWIPE**

**FOLLOW-UP WITH
KEY PROSPECTS**

More information:
Georgia Martin
(866) 297-5246 ext. 2552
georgia.martin@experient-inc.com



OFFICIAL SHOW DECORATOR

F R E E M A N

freeman@freemanco.com
(210) 227-0341



Hotel, Travel & Transportation

IMPORTANT NOTICE !

Neither CMSA nor our contracted San Francisco hotels will ever contact you to secure your reservations. If entities claiming to represent either contact you prior to the 2012 Conference & Expo, **please report it immediately** to CMSA by calling (501) 673-1145.

Please Visit

www.cmsa.org/conference/hotel
For more detailed information

Government Rates

Government Rates are available to full-time military members and/or employees. All four hotels will honor the prevailing federal government per diem rate as it is published for June 2012. You must request CMSA's Government Room Block.

Military ID will be required during check-in.

Parking

Parking rates may vary. Please visit www.cmsa.org/conference/hotel for rates and information.

Room Rates

Room rates will be honored on a space-available basis until May 27, 2012 or until the CMSA Room Block sells out. Hotel rates are subject to applicable state and local taxes in effect at the time of check-in (currently at 14%). There is also a tourism fee of 1½% & a commerce fee of up to 50¢.

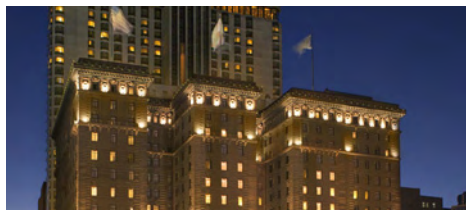
INTERCONTINENTAL SAN FRANCISCO



\$193.00 + taxes
for Single/Double Occupancy

888 Howard Street,
San Francisco, CA 94103
1-415-616-6500

WESTIN St. FRANCIS



\$196.00 + taxes
for Single/Double Occupancy

335 Powell Street,
San Francisco, CA 94102
1-800-Westin 1

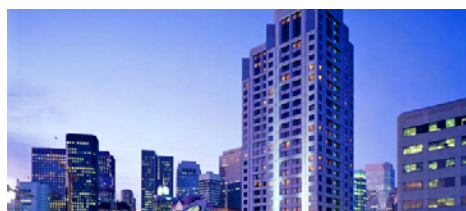
PALACE HOTEL, SAN FRANCISCO



\$203.00 + taxes
for Single/Double Occupancy

2 Montgomery Street,
San Francisco, CA 94105
1-415-512-1111

W SAN FRANCISCO



\$217.00 + taxes
for Single/Double Occupancy

181 3rd Street,
San Francisco, CA 94103
1-415-777-5300

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JUNE 19 / 22

2012 SAN FRANCISCO



Fisherman's Wharf

Piers 1-39.
Take trolley or cable car \$2 person

Pier 33 – Alcatraz Ferry
Pier 39 – See Alcatraz, Golden Gate Bridge, Sea Lions, Sea World, lots of stores and shopping

Weather

San Francisco is a city with temperate, though unpredictable weather. When you visit, you should bring layers of clothing.

with these **AIRLINE DISCOUNTS!**

Airline Discounts

CMSA has partnered with multiple airlines to offer exhibitors discounted tickets. Access the discount code and other information by clicking on this link: www.cmsa.org/conference.

Super Shuttle

The SuperShuttle & ExecuCar booth will open the afternoon of Wed., June 20.

ShareRide:

\$ 2.00 OFF per passenger each way to / from Downtown SF and SFO Airport
\$ 4.00 OFF per passenger each way to / from Downtown SF and OAK Airport

Exclusive Vans: (accommodates up to 9 passengers travelling together)
\$ 5.00 OFF per vehicle each way to / from Downtown SF and SFO or OAK.

ExecuCar: (town car accommodates up to 4 passengers travelling together)
\$ 5.00 OFF per vehicle each way to / from Downtown SF and SFO or OAK.

*Additional \$10.00 applies for Meet & Greet services

Note: Discounts are only applicable to prepaid reservations booked on the group website. Cannot be combined with any other discount.

H WESTIN SAN FRANCISCO

H PALACE HOTEL SAN FRANCISCO

H THE W SAN FRANCISCO

CMSA
Moscone Center
747 Howard Street
San Francisco

H INTERCONTINENTAL SAN FRANCISCO

AT&T Stadium
San Francisco Giants

McCovey Bay

2012 Sponsorship Opportunities

COMPANIES EXHIBITING WITH CMSA

- Air Transport
- CM Services
- Computer Software
- Disability Management
- Disease Management
- Health Care Product Manufacturers
- Health Care Providers
- Home Care Products & Services
- Hospitals & Health Care Facilities
- Internet & Web-Based
- Managed Care Services
- Medical Equipment Suppliers
- Pharmaceutical Manufacturers & Services
- Publishers
- Recruiters & Staffing
- Rehab Facilities
- Related Professional & Govt. Organizations
- Sub-Acute Facilities
- Transport
- Universities & Colleges
- Wellness
- Workers' Compensation
- Wound Management

For complete list of available sponsorships, please visit the following website:
www.cmsa.org/conference/sponsorship

CMSA offers a variety of sponsorship opportunities to increase brand presence, raise product awareness, improve competitive positioning, highlight imaging or target specific customer segments.



Cash Giveaway Sponsorship Opportunity

The following list provides a sampling of some of the opportunities available:

- \$500 Cash Giveaway
- Annual Member Meeting
- Awards Event
- Chapter Mixer
- Chapter Presidents' Council Breakfast
- Conference Guide
- Coffee Breaks
- Cyber Café & Program Management Center
- CM Expo Lunches
- CM Expo Grand Opening
- Expo Card
- Highlighters
- Literature Kiosk
- Literature Kiosk Inserts
- Main Sessions
- Name Badge Holders
- Official Pocket Guide
- Padfolio
- Partners in Promotions (PIP)
- Pens
- Pre- & Post- Conference Mailers
- Room Drop Envelopes & Inserts
- Tote Bag
- Tote Bag Inserts
- Water Bottles

CMSA works with you to determine the sponsorships that **best fit** your **marketing** and **sales** objectives as well as your **budget**.



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Why Join CMSA's Corporate Partner Program?

Connect with more than 11,000 Case Managers throughout the year by joining CMSA as a Corporate Partner. Our Corporate Partners have unique opportunities to increase their visibility to CMSA's members, website visitors and information subscribers. CMSA offers six levels of Corporate Partnership to suit any budget... starting as low as \$1,500.

CMSA Corporate Partners also enjoy additional benefits at the CMSA Annual Conference & Expo, including:



- Discounts on exhibit space and other CMSA products
- Post-conference attendee mailing list
- Complimentary conference registrations & individual memberships
- Special signage and recognition opportunities

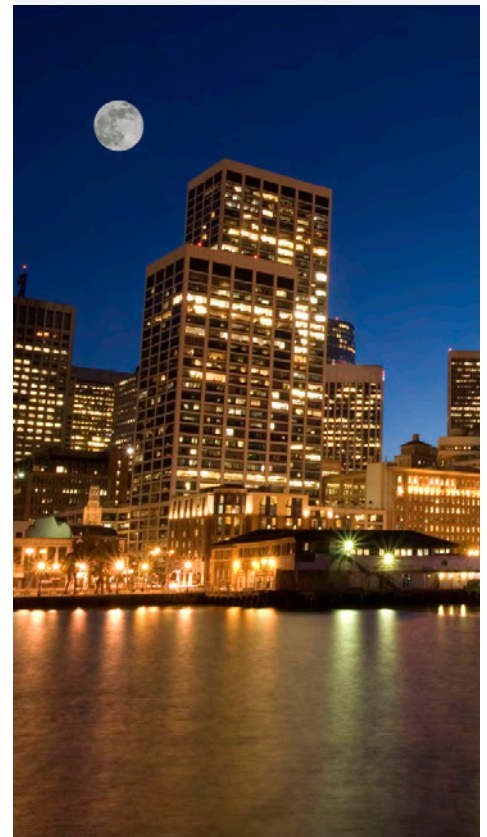
REGISTER
TODAY!

Call: (501) 673-1134

DON'T MISS THE ELEGANT OPENING NIGHT EVENT!

Dress up and step out in style at CMSA's elegant party to kick off Conference week.

Don't miss this exciting semi-formal event where exhibitors and attendees will **enjoy a taste of San Francisco music and entertainment.**



Through CMSA, Angel MedFlight has connected with thousands of case managers nationwide. The Corporate Partner Program has proven to be a valuable investment for us.



Angel MedFlight

DOWNLOAD APPLICATION HERE

JOIN CMSA'S CORPORATE PARTNER PROGRAM
For more information about the program, participation levels and benefits, visit www.cmsa.org/partners or contact **Lindsay Harp** at (501) 673-1117 or lharp@cm-innovators.com.

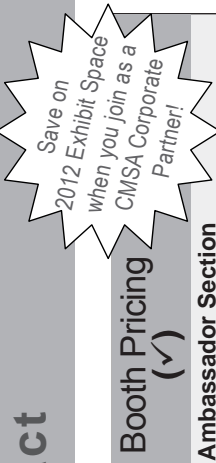


June 19 - 22, 2012 • Moscone Center West • San Francisco, California

Mail or fax this form with payment to: CMSA • 6301 Ranch Drive • Little Rock, AR 72223 • Phone (501) 225-2229 • Secure Fax (501) 421-2135



WWW.CMSA.ORG



Booth Pricing (✓)

Ambassador Section

- Priority A 10' x 10' \$ 2,900
- Priority D 10' x 20' \$ 5,850
- Island A 20' x 20' \$ 12,000
- Island B 20' x 30' \$ 18,000

General Hall Section

- Priority A 10' x 10' \$ 2,650
- Priority B 10' x 10' \$ 2,200
- Priority C 10' x 10' \$ 1,900
- Priority D 10' x 20' \$ 5,350

Non-Profit Organizations*

- 10' x 10' \$ 1,700

*Non-Profit booth assignments will be made in May 2012.

Corporate Membership Savings

If you are a Corporate Partner or wish to become one, the following Exhibit discounts will apply**:

- Diamond \$2,900 Gold \$1,200
- Sapphire \$2,500 Silver \$ 900
- Platinum \$2,250 Bronze \$ 300

**Memberships current as of June 2012 are eligible for Exhibit discounts.

- Please check here if you would like to be contacted about CMSA's Corporate Partner Program (or complete an application).

Other Information:

- A \$1,000 deposit (per 10' x 10') and a completed Contract are required to hold space. Space will be cancelled if deposit is not received within 60 days of submission of signed Contract. Final payment due 1/13/12.
- Booth priorities are indicated by a letter above each number on the floor plan (A, B, C).
- Booths are assigned on a first-come, first-served basis after signed Contract and deposit have been received and accepted.
- Cancellation & Exhibit benefits are listed in the "Rules Governing CMSA's 22nd Annual 2012 Conference & Expo."

Booth Selection:

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

List a maximum of (3) organizations you prefer not to exhibit next to:

- 1: _____
 - 2: _____
 - 3: _____
- Event Management will try, but cannot guarantee, to accommodate these requests.

1 EXHIBITING CO.: _____ Website: _____
Print information EXACTLY as it should appear in all published materials.

Published Contact Name: _____ Title: _____
The person listed above will be identified in the Conference Guide as the Company Contact.

Published Mailing Address: _____

City: _____ State: _____ Zip: _____

Published Phone: _____ Published Fax: _____

Primary Attending Exhibitor Cell Phone: _____
By providing the primary attending Exhibitor's cell phone number, you agree to allow CMSA and its agents to communicate conference-related information and notifications as needed through text or recorded messaging.

2 BILLING/CORRESPONDENCE: Co. Name: _____

Contact Name: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

3 CATEGORY LISTING: Please select no more than 3 categories below that describe your core business:

- Accreditation Programs/Certification Disease Mgmt Med Equipment/Med Device Physical Therapy Spiritual Care Web-based Co
- Associations/Foundations Guidelines Orthotic/Prosthetic Subacute Wellness Svcs
- CM Education Home Care Products/Svcs Pharmaceutical/ Recruiting/Staffing Therapy Program Mgmt Worker Compensation
- Consulting Svcs Hospitals/Facilities Medication Management/ Rehab Svcs Translation/Language Svcs Wound Mgmt
- Disability Mgmt Managed Care/Insurance Co Specialty Pharmacies Software Transport Co

4 PAYMENT SCHEDULE:

- Enclosed is my deposit of \$1,000 per 10' x 10' space. (Full payment is required for all contracts received after 1/13/12). Total Amount Due: _____
- Please invoice my company for deposit. I understand that the space will be cancelled if deposit is not received by CMSA within 60 days of submission of this Exhibitor Application and Contract. \$ _____
- Enclosed is my full booth payment (Full payment is required for all contracts received after 1/13/12). (Based on Hall Section & Booth Priority Pricing)

Check Visa MasterCard AmEx Discover (print card number below)

Card Number: _____ Exp. Date: _____

Print Name on Card: _____ Signature: _____

The undersigned do hereby apply for the reservation of space at CMSA's 22nd Annual Conference & Expo. We understand this application becomes a binding agreement between CMSA and the undersigned exhibitor when accepted by CMSA. We agree to abide by the "Rules Governing CMSA's 22nd Annual Conference & Expo", and such additional rules and regulations, as may be adopted by CMSA. We understand that exhibit space allocation shall be at the discretion of CMSA. Cancellations, in whole or in part, must be made in writing, and are subject to cancellation fees outlined in the "Rules Governing CMSA's 22nd Annual Conference & Expo." Consent to Use of Photographic Images: Registration and attendance at or participation in CMSA meetings and other activities constitutes an agreement by the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions, or audiotapes of such events and activities. (Refer to #13 reverse side.)

5 AUTHORIZED SIGNATURE: _____ DATE: _____

Office Use: _____

How did you hear about CMSA's Expo?

- Past Exhibitor: (Years) _____
- Internet: (Site) _____
- Publication: _____
- Other: _____

June 19 - 22, 2012 • Moscone Center West • San Francisco, California

1. **WHO MAY EXHIBIT** – The exhibition is only for those companies offering products, equipment and services that are related to the case management profession and which have no outstanding payments due CMSA for other goods or services. CMSA reserves the right to determine eligibility of any applicant as an Exhibitor up to and including the dates of the show.
2. **ASSIGNMENT OF EXHIBIT SPACE** – Assignment of space will be made on a first-come, first-served basis. CMSA reserves the final decision and right, in the best interest of the Exhibit, to amend the floor plan, assign, or relocate selected space in areas other than that selected by Exhibitor.
3. **COST OF EXHIBIT SPACE** – The cost of the exhibit spaces is noted in the application. Cost per 10' x 10' space includes: booth fee; exhibitor standard draping; a booth identification sign with Exhibitor's name and booth number; one (1) complimentary conference pass with CE; three (3) complimentary conference passes without CE's (see Section 8 for additional details); and one attendee pre-show mailing list via e-mail for a one-time mailing to attendees. Only one company name per booth will be listed on the booth sign or in onsite materials. All booths are required to be carpeted at the exhibitor's expense. Payment & application must be received within 10 days of verbal agreement, otherwise space will be cancelled. Final payment due January 18, 2012.
4. **CANCELLATION** – An Exhibitor may cancel or withdraw from the exhibit program subject to the following conditions:
 - a. The Exhibitor shall file a written notice of intention to cancel or withdraw by March 6, 2012.
 - b. If written notice is received by CMSA on or before March 6, 2012, CMSA shall return the fees paid but shall retain a service fee of \$600.00 per 10' x 10' space. If payment has not been received, CMSA will invoice the Exhibitor and the Exhibitor agrees to pay \$600 per each 10' x 10' reserved space.
 - c. If written notice of cancellation is received on or after March 7, 2012, no refunds will be made for cancellation regardless of reason.
 - d. If all or part of the Exhibitor's payment represents funds CMSA credited from that Exhibitor's cancellation of a previous year's conference, the Exhibitor shall not be entitled to a refund on such amounts.
5. **HOLD HARMLESS CLAUSE** – The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to Exhibitor's displays, equipment, and other property brought upon the exhibition premises and shall indemnify, defend and hold harmless Moscone Center West, CMSA, Case Management, Inc. (CMI) (CMSA's conference management company), their respective officers, directors, employees, or agents from any and all such possible losses, damages and claims. (See also section 13). The terms of this provision shall survive the termination or expiration of this Agreement.
6. **ARRANGEMENT OF EXHIBITS** – Exhibit(s) shall be arranged so as to avoid obstructing the general view of the other exhibits in the Exhibition area. Exhibits must be self-contained within the booth area assigned, and chairs, furniture, or exhibit materials are NOT to be placed outside the booth area. Demonstrations are permitted only within the confines of the individual exhibitor's booth. No interference with normal traffic flow and infringement of neighboring exhibits will be permitted.
7. **EXHIBITS** shall be fully assembled and boxes marked for storage 3 hours prior to hall opening event. Violations of this provision may result in additional costs to the exhibitor.

Maximum height of booth permitted is eight feet. The full height of the back walls may extend from the back of the booth to three feet forward. Maximum height for the front seven feet of the exhibit booth shall not be higher than three feet. Peninsula booth maximum height is three feet. The layout of an Island booth will need to be approved by CMSA. Maximum island booth height is 16 feet unless otherwise approved by CMSA.

Display material exposing an unfinished surface to neighboring booths is strictly prohibited. Nothing shall be posted, laced, screwed, or otherwise attached to columns, walls, floors, or other parts of the facility or furniture. Exhibitor shall not, nor permit to be done, anything which may interfere with the effectiveness or accessibility of utility, heating, ventilation, or air conditioning systems or portions thereof, or to the public areas adjacent thereto, or to the street or sidewalks adjoining. Any changes required to protect the facility in the opinion of CMSA will be at the expense of the Exhibitor.
8. **HOSPITALITY FUNCTIONS** – Scheduling of private functions, cocktail parties, special events or other hospitality functions planned in conjunction with the conference and within the host hotels must be coordinated directly with CMSA. Functions during the period of move-in, show hours, or move-out are prohibited.
9. **REGISTRATION** – All visitors to the CM Conference and Expo must register in accordance with the rules of the Conference. One (1) complimentary conference pass with CE's, and three (3) complimentary conference passes without CE's per 10' x 10' booth. Additional passes available: Conference Pass without CE's: \$300 and Conference Pass with CE's: \$500. Set-Up Only Passes will be provided at no charge. Conference materials are not included with conference passes without CE's. All passes are to be used exclusively by exhibiting company employees (verification of such will be required). Children under the age of 16 will NOT be allowed on the floor. All attendees must register in order to enter the Exhibit Hall. Any outstanding balances on the Exhibitor Representative's account will be the responsibility of and billed to the exhibiting company.
10. **OBJECTIONABLE CONDUCT** – CMSA reserves the right to reject or terminate exhibit privileges of any Exhibitor including personnel in whole or in part, which because of notice, conduct of personnel, method of operation, selling outside of the booth, materials, or for other causes which CMSA believes is not compatible with the purpose of the Conference and Exhibition, or any other reason in the opinion of CMSA, without liability for any refunds or other expenses incurred.
11. **COMPLIANCE WITH LAWS** – Exhibitors shall bear responsibility for the compliance with any and all local, city, state and federal safety, fire and health laws, ordinances and regulations, including the Policies, Rules and Regulations of Moscone Center West, regarding the installation, dismantle and operation of the exhibit. Moscone Center West information is included in the Exhibitor kit. Exhibitors choosing to sell items from their booth are required to obtain a Special Events License from both city and state. The applications will be available on www.cmsa.org. Information will also be included in the Exhibitor Confirmation Packet.
12. **AMERICANS WITH DISABILITIES ACT** – Exhibitor represents and warrants that its exhibit and product/service information shall comply with the Americans with Disabilities Act, its regulations and guidelines (collectively "ADA"). Exhibitors shall indemnify, defend and hold harmless CMSA, CMI, their respective directors, officers, employees and agents, and each of them, from and against any and all claims and expenses, including attorney's fees and costs, arising out of or related to Exhibitor's breach of this provision or noncompliance with any provision of the ADA.
13. **EXHIBIT HOURS** – In their own best interest, and for security, Exhibitors are encouraged to keep an attendant at their booths during all open hours. It is agreed that no Exhibitor will dismantle or remove any part of their exhibit prior to show closing. If an Exhibitor violates this provision, the Exhibitor will be fined up to \$500.
14. **LIABILITY, INSURANCE AND WAIVER OF SUBROGATION** – CMSA, CMI, and Moscone Center West shall not be held responsible for the safety of exhibits against fire, theft, or property damage, or for accidents to Exhibitors or their Employees, Agents, and Attendees from any cause prior to, during or subsequent to the period covered by the exhibit contract. Exhibitors shall obtain, at their own expense, adequate insurance against any such injury, loss or damage. The Exhibitor waives the right of subrogation by its insurance carrier(s) to recover losses sustained under Exhibitor's insurance contracts for real and personal property. Exhibitor shall list CMSA and CMI as additional insureds on its liability policies for the period beginning with installation of the booth through completion of move out. Further, Exhibitor shall indemnify, defend and hold harmless CMSA, CMI, their respective officers, directors, employees, and agents against and from any and all losses, costs, damages, liability or expenses (including attorney's fees) arising from or by reason of any accident, bodily injury, property damage, or other claims or occurrences to any person, including Exhibitor, its employees and agents, or any business invitees, arising out of or related to Exhibitor's occupancy or use of the exhibition premises in Moscone Center West, including storage and parking areas. The terms of this provision shall survive the termination or expiration of this Agreement. CMSA makes no representation or warranty as to the attendance or overall success of the conference and, as such, shall have no liability to Exhibitor for damages relating to low attendance, the overall success of the show, or any other factors beyond the reasonable control of CMSA.
15. **FORCE MAJEURE** – Should events beyond the reasonable control of CMSA or Moscone Center West, such as acts of God, war, curtailment or interruption of transportation facilities, unavailability of facilities, threats or acts of terrorism or similar acts, disease, epidemic, State Department or other federal state or local government agency travel advisory, civil disturbance, or any other cause beyond the parties' control, which, in the party's reasonable judgment, would tend to make it commercially unreasonable, illegal, or impossible for either party to perform its or their obligations under the Agreement as they relate to the Convention and Exhibition, such party may cancel the Exhibitor Agreement upon written or e-mail notice to the Exhibitor, without liability including return of exhibition fees in whole or part at CMSA's option.
16. **DRESS OF ATTENDANTS** – Costumes not regularly associated with the business and professional character of the conference must have the approval of CMSA.
17. **SUBLEASING** – Exhibitors may not sublet, sub-divide or assign their space, or to otherwise permit non-exhibitors to distribute materials in their space or any part thereof.
18. **PHOTOGRAPHS/VIDEOTAPING** – CMI reserves the right to record video and take photographs for promotional and educational purposes.
19. **ALCOHOLIC BEVERAGES** – Exhibitors will not be permitted to sell, serve, or give away alcoholic beverages in the exhibit hall.
20. **CONSUMABLE ITEMS** – All consumable items must be approved through Moscone Center West.
21. **COPYRIGHTED WORKS** – Exhibitor acknowledges and agrees that it shall be solely responsible for obtaining any licenses, permits, etc. which may be required for it to broadcast, perform, or display any copyrighted materials including, but not limited to, music, video, and software. Exhibitor shall indemnify, defend and hold harmless CMSA, CMI, its directors, officers, employees and agents, and each of them, from and against any and all claims and expenses, including attorney's fees and costs, arising out of or related to Exhibitor's breach of this provision. The terms of this provision shall survive the termination or expiration of this Agreement.
22. **SMOKING** – Smoking will not be allowed in the conference sessions or exhibit hall.
23. **UNION RULES** – Exhibitors must comply with Union rules as listed in the Exhibitor kit as provided by the official service contractor.
24. **SERVICE CONTRACTOR** – All costs of shipping, cartage, carpeting and handling are to be borne by the Exhibitor. The service contractor selected by CMSA will handle the drayage from the drayage warehouse to the Exhibitor's booth; remove crates and empty cartons; return them at the end of the show; deliver packaged goods to the loading dock of Moscone Center West; and load the items onto transport vehicles.

All additional services not listed in section 3 of this contract and required by Exhibitors should be ordered direct from the service contractor. Each Exhibitor may download from the service contractor's website, the appropriate order forms. These additional services are not part of this agreement and must be ordered separately.

If an Exhibitor Appointed Contractor (EAC) is used other than the official decorator, the contracted company must furnish a certificate of insurance to CMSA and to the service contractor no later than March 31, 2012, or the Exhibitor will be required to use the official decorator of the show. The exhibiting company accepts all responsibility for EAC's actions or omissions that causes damage or injury, and shall hold CMSA harmless from any liability.

To facilitate movement in and out of the Exhibit hall and to ensure proper delivery, it is essential that all shipments by the Exhibitor be consigned to arrive no later than the date designated by the service contractor.

Moscone Center West has no facilities for receiving or storing advanced shipments. Therefore, all shipments which must arrive earlier than move-in day should be consigned to the warehouse address of the exhibit contractor.

In the receipt, handling, care of, custody of, property of, and any kind shipped or otherwise delivered to the Exhibition, either prior to, during or subsequent to the use of the exhibit space by Exhibitor, CMSA, CMI, and its officers, agents, and employees shall not be liable for any loss, damage or injury to such property.
25. **CHANGES** – CMSA reserves the right to make any changes in the rules necessary to ensure the health and safety of those in attendance, the significance of the exhibition and harmony of operation. Exhibitors will be advised of any such changes by bulletin or e-mail.
26. **COMMUNICATION** – All conference correspondence will be made through e-mail or cell phone text or recorded messaging. A valid e-mail address and cell phone number are required. Your information will only be used by CMSA and its agents as needed to communicate conference-related information and notifications. Data and text charges may apply.
27. **VIOLATIONS** – Violations of any of these Rules and Regulations on the part of Exhibitor, its employees, or agents shall, at the option of CMSA, constitute cause for CMSA to terminate this Agreement, expel Exhibitor from the show, and Exhibitor shall forfeit all fees paid to CMSA. All decisions of CMSA and CMI are final.



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Corporate Partners, Exhibitors & Sponsors:

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