



The Westin O'Hare  
Chicago, Illinois • August 24-26, 2012  
(Exhibits August 24 & 25)

Reach Your **Target Market** at  
**REHAB RALLY!!**

**INTRODUCTION**

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Your marketing dollar needs to S-T-R-E-T-C-H, and we get that! Rehab Rally, hosted by HomeCEUConnection.com, will be marketed to over 100,000 clinicians in the fields of Physical Therapy, Occupational Therapy and Athletic Training. Come join over 300 therapists this August!

Our clinicians will spend three action-packed days in Chicago, Illinois participating in an energizing conference scene. HomeCEUConnection.com will reach these clinicians in a variety of ways, and with high frequency. During the January to August 2012 marketing time frame, your company advertisement will be seen over 200,000 times. Can you think of a better way to get your company or product directly in front of these kinds of numbers?

Our attendees will be staff clinicians, managers and faculty (no students). They will be the decision makers of their facilities. Exhibiting at Rehab Rally 2012 will put your product / company in front of our eager therapists. To maximize your marketing dollar's impact, please consider our value-driven sponsorship and exhibit opportunities.

## Specialty Areas Represented:

- ❖ Acute Care
- ❖ Visceral Manipulation
- ❖ Geriatric
- ❖ Ortho/Sports
- ❖ Home Health
- ❖ Inpatient Rehab
- ❖ Outpatient Rehab
- ❖ Long-Term Care
- ❖ Wound Care

## Attendee Profile

- ❖ Physical Therapists
- ❖ Physical Therapist Assistants
- ❖ Occupational Therapists
- ❖ Occupational Therapist Assistants
- ❖ Athletic Trainers
- ❖ 100% qualified leads!
  - Decision Makers
  - Owners
  - Directors
  - Practicing Clinicians

*Energizing  
Education!*

## The Westin O'Hare Chicago Access, Airport Ease

**“Rehab Rally Rate”\*: \$139/night\***

\*plus applicable taxes

**Free Parking** for Rehab Rally Overnight Guests!

**Discounted Parking** (\$12) for Rehab Rally Local/Drive-In Guests!

(Voucher for discounted parking will be provided on site)

Located just five minutes from O'Hare International Airport and a mere 20 minutes from downtown Chicago, The Westin O'Hare offers you a stay of luxury. Every aspect of Westin is carefully selected to create an emotional connection. The hotel's sensory welcome greets you with warm lighting, beautiful botanical arrangements, signature music, and a calming white tea scent. The Heavenly Bed® and Bath help you awaken refreshed and ready for the day ahead at Rehab Rally.

Want to visit downtown Chicago? Located just two blocks away is the train that will zip you to the attractions of downtown Chicago in less than 30 minutes. All this without having to pay hefty downtown hotel rates!

**Reservations by Phone:**

**1.888.627.8517**

(Mention Rehab Rally 2012  
for discounted rate)

**Reservations online:**

**RehabRally.com/chicago/hotel**

**The Westin O'Hare**

6100 North River Road  
Rosemont, IL 60018



*Note: Westin Smoking Policy*

*The Westin O'Hare didn't discover fresh air, but is proud to offer an entirely smoke-free facility. By eliminating secondhand smoke and keeping pollutants from the air, we help our guests and employees stay healthy and feel their best. Please note that, in keeping with our Breathe Westin™ initiative, a \$250 cleaning fee will be applied to any guest room folio if smoking takes place in a guest room.*

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## Energizing Education!

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### Attendee Program

Outside back cover, 4-color	5.5" w x 8.5" h	\$ 1,000
Inside front cover, 4-color	5.5" w x 8.5" h	\$ 750
Inside back cover, 4-color	5.5" w x 8.5" h	\$ 750
Full page, 4-color	5.5" w x 8.5" h	\$ 500
1/2 page, 4-color <i>horizontal</i>	5" w x 3.75" h	\$ 250
1/4 page, 4-color <i>horizontal</i>	3.75" w x 1.75" h	\$ 150
	<i>vertical</i>	1.75" w x 3.75" h

#### • Deadline for Program Art

To be listed in the Rehab Rally Conference & Expo program, payment and ad must be received **no later than July 9, 2012.**

#### • Mechanical Specifications for Print

133-line screen, 300 dpi, CMYK

#### Ads may be submitted as:

- PDFs—300 dpi/high resolution
- PhotoShop—300 dpi/high resolution
- InDesign packaged w/images and fonts
- Illustrator .ai file with all fonts converted to outlines

### Rehab Rally Website: (call for availability and details)

Button Ad	\$250/month
Logo with link	\$200/month

### Exclusive à la Carte Opportunities

#### Includes:

- ❖ Attendee Carry Bags \$3,000
- ❖ Imprinted Room Keys \$3,000
- ❖ Lanyards \$3,000
- ❖ Luggage Grips \$2,000

### Exclusive Advertisement / Sponsorship Opportunities

All "Advertisement" / "Sponsorship" items or offerings listed in this Exhibitor Prospectus are considered exclusive to Rehab Rally. No exhibitor may provide to any person associated with Rehab Rally in any way, items of same or similar nature without the written consent of Rehab Rally. All listed items are exclusive opportunities to the Purchasing Exhibitor. Any attempt to provide these items without written consent will be considered harmful to Rehab Rally and the Purchasing Exhibitor that maintains legitimate claim to the item(s) in question and as such, retribution in the amount of two times the highest advertised value of such item(s) will be paid to Rehab Rally for the purpose of making whole the damaged parties.

**Pre and Post  
Show Mailing  
Lists**

**ADVERTISING 1**

**ADVERTISING 2**



## **Relaxation Station (up to 2 opportunities)**

❖ Sponsor the “talk of the conference”. Have your name associated with this soothing experience by sponsoring the two relaxation stations. The magic fingers of a masseuse, in combination with relaxing music of a tropical hideaway, will take attendees to a peaceful oasis.

- \$1,500 daily rate for each station
- \$2,500 daily rate for both stations

## **Meal Sponsorship (up to 4 opportunities)**

❖ People gotta eat, right? Well here's your opportunity to, without a doubt, reach each individual attendee! We will feed the masses on four occasions during Rehab Rally, and you can receive all the accolades without lifting a finger. Sponsor a meal to make a major impact.

- Sponsor one meal \$2,000
- Sponsor two meals \$3,500
- Sponsor all the meals \$4,000

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## **Floor Decals (1 opportunity)**

❖ Make sure they find you... Let the footprints lead the way! Get 50 decals, 25 with your logo and 25 with ‘follow me’ on them, leading the way through the exhibit hall to your booth. Provide the map to your treasure. • \$2,000

## **Refreshment Breaks (up to 4 opportunities)**

❖ Who doesn't love snacktime? There will be four opportunities to put yourself in front of attendees as they break from their educational sessions. Associate satisfaction with your company name by refueling the crowd.

- Sponsor one Break - \$1,000
- Sponsor all Breaks - \$4,000

## **Registration Bag Inserts**

❖ There will be only one bag allowed at the Rehab Rally and only one way to be sure your “stuff” makes it in. We will be stuffing bags pre-conference, and would love to get your information in the bag. This is a great opportunity for you to introduce your company to conference attendees.

- Brochures/Flyers - \$250 per item
- Promotional Items (pen, keychain, etc) - \$150



This year's Rehab Rally offers the following on-site benefits to all exhibitors:

- ❖ Unopposed hours with attendees
- ❖ Breakfast, lunch and all refreshment breaks served in the Exhibit Hall
- ❖ Use of microphone to make announcements
- ❖ 'Passport to Prizes' \*
- ❖ Convenient access to exhibit hall from session rooms
- ❖ Fully carpeted Exhibit Hall
- ❖ Reception to be held in Exhibit Hall

## EXHIBITORS

## DIAMOND PACKAGE

## PLATINUM/GOLD PACKAGE

## SILVER/BRONZE PACKAGE

## EXHIBIT HALL PLAN

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## Every Exhibit Booth Includes:

- ❖ Booth space with standard identification sign
- ❖ 8' high draped backdrop with 3' high side drapes
- ❖ 1/4 page color advertisement in the Attendee Program
- ❖ 2 exhibitor badges (additional badges \$50 each)
- ❖ 1 full conference registration with continuing education credit for your company use
- ❖ Pre- and post-attendee list
- ❖ Opportunity to hold a prize drawing during PASSPORT TO PRIZES\*

## Booth Locations and Costs:

- Inline Booth: \$1,250
- Corner Booth: \$1,500

## \* What is 'Passport to Prizes'?

HomeCEUConnection.com will sponsor a program designed to drive attendees to your booth in search of your 'stamp of attendance'. Attendees visiting all exhibit booths and attaining 100% of available 'stamps' will be entered into the drawing for fantastic prize giveaways.



# diamond package



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## Diamond Package (1 available) \$10,000

The Diamond Package, an elite sponsorship opportunity, is available to one exclusive sponsor. Your company will be featured from the moment Rehab Rally begins. You will get the fun started with exclusive sponsorship of the Opening Night Reception, to be named in your company's honor. Capitalize on the energy and enthusiasm of the evening as we give you the 'stage' for the Reception's opening remarks.

The Diamond Package also includes the sponsorship of 'Passport to Prizes', to be named in your company's honor. The 'Passport to Prizes' allows each attendee possible eligibility for a variety of prizes by visiting each exhibitor booth and obtaining a stamp from the corresponding exhibitor. Attendees fully completing their 'Passport to Prizes' will be placed in a prize drawing. This rewarding activity, sponsored by your company, is destined to be 'all the buzz' in the Exhibition Hall during Rehab Rally.

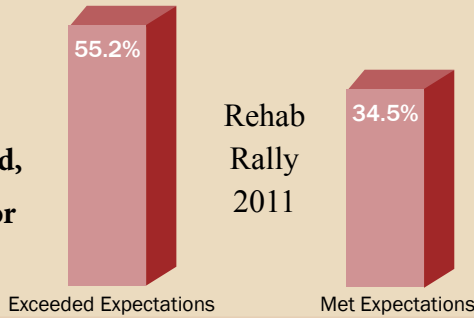
### Includes:

- ❖ Exclusive sponsorship of the Opening Night Reception
- ❖ Special Projection of your Company Logo—*See Your Name in Lights at the Reception!*
- ❖ Full page, back cover color ad on Attendee Program (\$1,000 value)
- ❖ Logo on our website with 50-word company description and live link
- ❖ Listing in the Attendee Program with 50-word company description
- ❖ Choice of booth in Exhibit Hall (up to a \$1500 value) (additional booth space at \$500 per standard booth; 60% off regular price)
- ❖ Free registration for four attendees to conference
- ❖ Passes for four to the Exhibit Hall; additional badges available for \$50 each (\$200 value)
- ❖ Logo inclusion on over 200,000 pieces of direct mail (\$100,000 value)

# platinum/gold package

## Rehab Rally Fun Facts:

89.7% of Rehab Ralliers said,  
“Rehab Rally entirely met or  
exceeded my expectations!”



65% of 2011  
Rehab Rally  
Attendees  
declared Rehab  
Rally the  
“Best Event Ever!”

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## Platinum Package (1 available) \$7,500

First choice of one of the following options with  
company logo imprinted:

- ◆ Attendee Bags
- ◆ Room Keys
- ◆ Lanyards

### Includes:

- ❖ Sponsorship recognition at one day's lunch
- ❖ Full page, inside front or back color ad on Attendee Program (\$750 value)
- ❖ Logo on our website with 50-word company description and live link
- ❖ Listing in the Attendee Program with 50-word company description
- ❖ Choice of booth in Exhibit Hall (up to \$1,250 value) (additional booth space at \$500 per standard booth; 60% off regular price)
- ❖ Free registration for two attendees to conference
- ❖ Passes for four to the Exhibit Hall; additional badges available for \$50 each (\$200 value)
- ❖ Logo inclusion on over 200,000 pieces of direct mail (\$100,000 value)

## Gold Package (2 available) \$5,000

Choice of one of the following options with company logo  
imprinted:

- ◆ Luggage Grips
- ◆ Lanyards

### Includes:

- ❖ Sponsorship recognition of one day's refreshment break
- ❖ Full page color ad in Attendee Program (up to \$500 value)
- ❖ Logo on our website with 50-word company description and live link
- ❖ Listing in the Attendee Program with 50-word company description
- ❖ Standard booth in Exhibit Hall (additional booth space at \$750 per standard booth; 40% off regular price)
- ❖ Free registration for two attendees to conference
- ❖ Passes for two to the Exhibit Hall; additional badges available for \$50 each (\$200 value)
- ❖ Logo inclusion on over 200,000 pieces of direct mail (\$100,000 value)

# silver/bronze package

## Fun Facts:

### **Navy Peir:**

Navy Pier is the place where all of Chicagoland and tourists from around the world have come together since 1995 to enjoy the beauty and the thrills of a day on Lake Michigan. From rides to restaurants, exhibitions to entertainment, shopping to dining cruises and tour boats, Navy Pier has it all - in a location unlike any other!



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## **Silver Package**

**\$3,000**

### Includes:

- ❖ 1/2 page ad in the Attendee Program (\$250 value)
- ❖ Logo on Rehab Rally website
- ❖ Listing in the Attendee Program with 25-word company description
- ❖ Company Acknowledgement with logo on screen
- ❖ Standard booth in Exhibit Hall (\$1,250 value) (additional booth space at \$900 per booth; 28% off regular price)
- ❖ Passes for two to the Exhibit Hall; additional badges available for \$50 each
- ❖ One free registration bag insert (up to \$250 value)

## **Bronze Package**

**\$2,000**

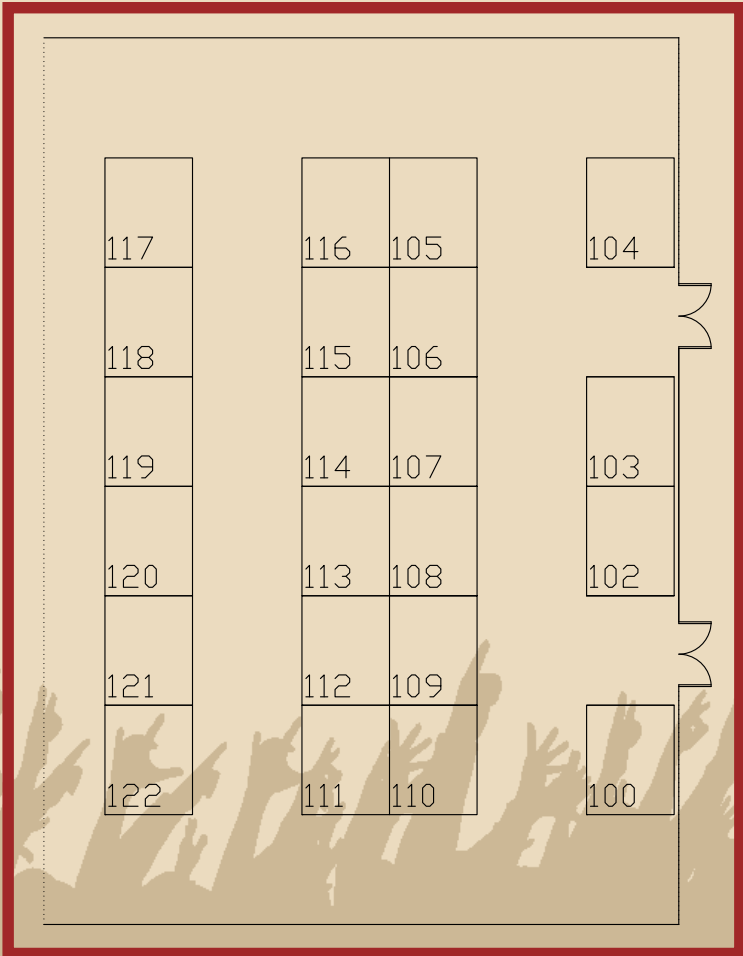
### Includes:

- ❖ 1/4 page ad in the Attendee Program (\$150 value)
- ❖ Logo on Rehab Rally website
- ❖ Listing in the Attendee Program
- ❖ Company Acknowledgement with logo on screen
- ❖ Standard booth in Exhibit Hall (\$1,250 value)
- ❖ Passes for two to the Exhibit Hall; additional badges available for \$50 each



# exhibit hall plan

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# preliminary schedule



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## **Thursday, August 23, 2012**

3 p.m. - 6 p.m. Exhibitor Registration & Set-up

## **Friday, August 24, 2012**

6:30 a.m. - 7:30 a.m. Breakfast in Exhibit Hall

9:15 a.m. - 9:45 a.m. Break in Exhibit Hall

Noon - 1:30 p.m. Unopposed Exhibit Hall Hours (Lunch available in the Exhibit Hall)

3:45 p.m. - 4:15 p.m. Break in Exhibit Hall

6 p.m. - 7:30 p.m. Rehab Rally Reception in Exhibit Hall

## **Saturday, August 25, 2012**

6:30 a.m. - 7:30 a.m. Breakfast in Exhibit Hall

9:15 a.m. - 9:45 a.m. Break in Exhibit Hall

Noon - 1:30 p.m. Unopposed Exhibit Hall Hours "Passport to Prizes" Giveaway (Lunch Available in Exhibit Hall)

2 p.m. - 5 p.m. Exhibit Hall tear down

# exhibitor checklist/contacts

## July 9, 2012 - Important Exhibitor Deadlines

- Application and remaining 50% deposit due for exhibitors.
- All applications for exhibit space received after July 9, 2012, require full payment and are assigned on a first-come, first-served basis.
- An Exhibitor may cancel or withdraw from the exhibit program by filing a written notice of intent to cancel or withdraw by July 9, 2012. If written notice is received prior to July 9, 2012, exhibitor will receive a refund in the amount of 50% of the cost of the reserved exhibit space. No refunds, in any amount will be granted after July 9, 2012.
- Ad Artwork due for Rehab Rally Attendee Program

Outside back cover, 4-color	5.5"w x 8.5"h	\$ 1,000
Inside front cover, 4-color	5.5"w x 8.5"h	\$ 750
Inside back cover, 4-color	5.5"w x 8.5"h	\$ 750
Full page, 4-color	5.5"w x 8.5"h	\$ 500
1/2 page, 4-color <i>horizontal</i>	5"w x 3.75"h	\$ 250
1/4 page, 4-color <i>horizontal</i>	3.75"w x 1.75"h	\$ 150
	<i>vertical</i>	1.75"w x 3.75"h
- Product/service description due for inclusion and on-site program (silver, platinum and gold sponsors only).

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## Westin O'Hare/Room Inquiries

**"Rehab Rally Rate": \$139/night\***

\*plus applicable taxes

### Reservations by Phone:

**1.888.627.8517**

(Mention Rehab Rally 2012 for discounted rate)

### Reservations Online:

**RehabRally.com/chicago/hotel**

## Exhibit Operations/Sales, Sponsorship & General Inquiries

Charles Langley

HomeCEUConnection.com

Phone: 800.554.2387

RehabRally@homeceuconnection.com

# exhibitor agreement

By receiving your application for exhibit space(s) at the Rehab Rally, it is assumed you have read the terms as outlined below and agree to abide by these terms. Your application and booth assignment are subject to the acceptance of the Rehab Rally. Written confirmation will be sent upon receipt of signed application and payment. This Application/Agreement is made and entered into by and between HomeCEU-Connection.com and the entity and persons named in the application/contract inserted in this flier (hereinafter, Exhibitor), on the date set forth. The Exhibitor agrees that this Application is effective and an Agreement only upon its acceptance by the Rehab Rally.

1. **WHO MAY EXHIBIT:** The Rehab Rally reserves the right to determine the eligibility of any applicant as an Exhibitor.
2. **LOCATION OF EXHIBITORS' SPACE PRIORITY FEE:** Exhibit space will be assigned to Exhibitors by the Rehab Rally on a "priority" or "first come, first-served" basis, and as much in accord with the Exhibitor's wishes as is reasonably and conveniently feasible. The Rehab Rally reserves the right to locate and/or relocate Exhibitor's assigned exhibit space.
3. **COST OF EXHIBIT SPACE:** The cost of the exhibit space is \$1,250 for an in line booth and \$1,500 for a corner booth. Included in the cost of an exhibit space rental, in addition to the space itself, are: a standard booth background, side rails, a booth sign showing the exhibitor's name and booth number, security service, an exhibitor's listing in the program book (when received by July 9, 2012), and two free representatives per 10' X 10' booth. The cost of each additional representative is \$50. Payment for exhibit space should be made to HomeCEUConnection.com.
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 July 9, 2012;
  - b. If written notice is received prior to July 9, 2012, the Rehab Rally shall retain a sum equal to fifty percent (50%) of the cost of the reserved exhibit space;
  - c. No refunds will be granted after July 9, 2012.
5. **DRAWINGS:** Drawings for exhibitor prizes will be conducted at times specified by the Rehab Rally. There is no limit to value of prizes.
6. **EXHIBIT HOURS:** In their own best interest, and for security, Exhibitors are encouraged to keep an attendant at their booth(s) during all open hours. It is agreed that no Exhibitors will dismantle or remove any part of their exhibit prior to show closing.
7. **DRESS OF ATTENDANTS:** Costumes not regularly associated with the business and professional character of the conference must have the approval of show management.
8. **SERVICE CONTRACTOR:** All costs of shipping, cartage, and handling are to be borne by the Exhibitor. The service contractor selected by the Rehab Rally will handle all 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 packed goods to the loading dock of the hotel, and load the items onto transport vehicles. All additional services required by Exhibitors should be ordered directly from the service contractor. Each Exhibitor will receive, from the service contractor, an exhibitor service kit containing the appropriate order forms. These additional services are not part of this agreement and must be ordered separately. If an Exhibitor uses a contractor other than the official decorator, the other company must furnish a certificate of insurance to the Rehab Rally no later than July 9, 2012, or the Exhibitor will be required to use the official decorator of the show. To facilitate movement in and out of the Exhibit Hall and to insure 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. The hotel has no facilities for receiving or storing advance shipments. Therefore, all shipments that must arrive earlier than the move-in day should be consigned to the warehouse address of the exhibit contractor. In the receipt, handling, care, or custody of property of any kind shipped or otherwise delivered to the exhibition—either prior to, during, or subsequent to the use of the exhibit space by the Exhibitor—the Rehab Rally and its officers, agents, and employees shall not be liable for any loss, damage, or injury to such property.
9. **SMOKING:** This is a non-smoking conference and no smoking will be allowed in conference sessions, Exhibit Hall or registration area.
10. **ARRANGEMENT OF EXHIBITS:** Exhibitor's exhibit(s) shall be arranged so as to avoid obstructing the general view of the other exhibits in the exhibition area. Display material exposing an unfinished surface to neighboring booths is strictly prohibited. Nothing shall be posted on, tacked, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture, and anything in connection therewith necessary for the protection of the building, equipment, or

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furniture will be at the expense of the Exhibitor. Exhibitor shall not do, nor permit to be done, anything that may interfere with the effectiveness or accessibility of utility, heating, ventilating, or air conditioning systems or portions thereof, or to the public areas adjacent thereto, or to the walkways adjoining.

11. **CHARACTER OF EXHIBIT:** The Rehab Rally reserves the right to restrict any exhibit that, because of noise, method of operation, materials, or any other reason, in the opinion of the Rehab Rally, becomes objectionable, and also to prohibit or remove any exhibit that, in the opinion of the Rehab Rally, may detract from the general character of the exhibition as a whole, consists of products or services inconsistent with the purpose of the exhibition, or products pending litigation or FDA approval, without liability for any refunds or other exhibit expenses incurred.

12. **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 the Westin O'Hare regarding the installation and operation of the exhibit. Products sold must be related to industry and Exhibitor is responsible for applicable sales tax.

13. **LIABILITY, INSURANCE, AND WAIVER OF SUBROGATION:** The Westin O'Hare shall not be held responsible for the safety of exhibits against fire, theft, or property damage, or for accidents to Exhibitors or their employees 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 or real and personal property. Should any circumstance prevent the conference from being held as scheduled, or the exhibit space not being available for uses herein specified due to war, terrorism, governmental action or order, act of God, fire, strikes, labor disputes, or any other causes beyond the control of the Rehab Rally, this agreement shall immediately terminate and no fees shall be returned. Exceptions may be made in the event that the Rehab Rally management determines a refund is appropriate after due consideration of expenditures and commitments already made. Exhibitor assumes responsibility and agrees to indemnify and defend the Rehab Rally, the Westin O'Hare and their respective employees, agents, and contractors against any claims or expenses arising out of the use of the exhibition premises. Exhibitor

**NEXT ▶**



# exhibitor agreement

understands that neither the Rehab Rally nor the Westin O'Hare maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance. Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Westin O'Hare, its owners or managers, which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless Westin O'Hare, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Westin O'Hare or any part thereof. Any contractors/vendors contracted for by Exhibitor participating in the set-up and closing of the exhibit, are required to provide the Westin O'Hare with Certificates of Insurance, naming Westin O'Hare as "additional insured," for the period covering this agreement.

14. HOSPITALITY FUNCTIONS: Scheduling of private functions, cocktail parties, special events, or other hospitality functions must be coordinated in advance directly with the Rehab Rally. Functions during the period of move in, show hours, or move-out are prohibited. Any Exhibitors desiring to offer food or beverage from their booth, during exhibit hours, must submit a request directly to the Rehab Rally prior to exhibit hours. This request must be approved prior to providing food and beverage.

15. CHANGES: The Rehab Rally reserves the right to make any reasonable changes in the rules necessary to insure the health and safety of those in attendance, the significance of the exhibition, and the harmony of operation. Exhibitors will be advised of any such changes by bulletin.

16. ADVERTISING/MARKETING: Exhibitor consents that any photographs or images taken during the Rehab Rally may be used by HomeCEUConnection.com (The Rehab Rally) in all media and manners, including but not limited to: promotion, art, education, electronic, and exhibition. Exhibitor further agrees to transfer all copyrights and other interests in the photographs or images taken and agrees to grant royalty-free permission to use the media in all formats.

17. EXCLUSIVE ADVERTISEMENT / SPONSORSHIP OPPORTUNITIES: All "Advertisement" / "Sponsorship" items or offerings listed in this Exhibitor Prospectus are considered exclusive to the Rehab Rally. No exhibitor may provide to any person associated with Rehab Rally in any way, items of same or similar nature without the written consent of Rehab Rally. All listed items are exclusive opportunities to the Purchasing Exhibitor. Any attempt to provide these items without written consent will be considered harmful to Rehab Rally and the Purchasing Exhibitor that maintains legitimate claim to the item(s) in question and as such, retribution in the amount of two times the highest advertised value of such item(s) will be paid to Rehab Rally for the purpose of making whole the damaged parties.

18. FDA MARKET CLEARANCE: No product, apparatus, instrument, device, or drug that is the subject of litigation pending before the US Food & Drug Administration (FDA) may be exhibited. All exhibitors for which FDA Market Clearance applies shall have available at the booth documentation from the FDA on all products being displayed. The documentation should state the model and regulatory class of those products that have been determined to be medical devices, as defined by the Federal Food, Drug, and Cosmetic Act, Section 201(h). All devices that have not obtained FDA Market Clearance and are intended for use on humans or that are not commercially available in the US will be permitted for exhibit only when accompanied by the appropriate signs that indicate their status. The following are signs that should be displayed: (1) "This device is not for distribution in the United States"; (2) "Device is limited by Federal Law for Investigational Use"; (3) "Cleared for marketing when intended for \_\_\_\_ only"; (4) "Pending FDA Market Clearance." The signs must be easily visible and placed on or near the device itself and on any graphics depicting the device. All products to be exhibited at HomeCEUConnection.com must be identified on the application/contract and must include FDA market clearance status. Applications received without insurance information, an authorized signature, FDA information, and/ or the required deposit will not be accepted or processed until the conditions of acceptance are met. HomeCEUConnection.com reserves the right to reject any application.

**Note:** Prior to receiving the FDA Market Clearance of a 510(k) for a device, a manufacturer is limited in what promotional activities may be undertaken with regard to the device. Prior to the clearance of a 510(k), a manufacturer may advertise or display the device, but the device may not be sold, given away, held or offered for sale, nor may orders be solicited, even upon the qualification that orders cannot be filled until the FDA acts on the 510(k), unless the device is limited to research or

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REGISTRATION FORM

investigational use. The failure to file a 510(k) is a misbranding violation [21 USC 352(o)]. Please contact the FDA Office of Compliance regarding your responsibilities under the Federal Food, Drug, and Cosmetic Act at 301/594-4692.

19. WAITING LIST: Companies on the waiting list for which no exhibit space opens will be refunded their payment in full within 30 days of the close of the exposition.

20. RELOCATION: If it becomes necessary to relocate an exhibitor for any reason the HomeCEUConnection.com Exposition Services team will contact the exhibitor by phone to discuss alternatives.

21. CANCELLATION OF EXPOSITION: It is mutually agreed that in the event of the cancellation of Rehab Rally due to circumstances beyond Rehab Rally's control, including, but not limited to, fire, strikes, government regulations, or causes that would prevent its scheduled opening or continuance, then and there upon this agreement will be terminated, and HomeCEUConnection.com, at its sole and exclusive discretion, shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after due consideration of expenditures and commitments already made.

22. SECURITY: HomeCEUConnection.com will provide overnight perimeter security. Each exhibitor must make provisions for safeguarding goods, materials, equipment, and displays at all times. HomeCEUConnection.com shall not be held responsible for the loss of, or damage to, any material for any cause and encourages the exhibitor to exercise normal precautions to prevent loss or damage as a result of theft or other causes.

23. SALES: The purpose of the Rehab Rally exhibit program is to further the education of the attendees by providing information, services, products, and industry trends that are pertinent to the physical therapist's professional interest. Consistent with this purpose, exhibitors may make sales and take orders for exhibited products/services. Exhibitors may not sell or take orders for any other products/services. At no time may the exhibit or product display be altered to fulfill a transaction. Exhibitors may not sell items to be carried from the hall unless they are small enough to be easily hand-carried. No signage or advertising of product pricing will be allowed. It is the responsibility of each exhibiting company to appropriately address the issue of sales tax in the event of product / service sale.

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# registration form

## Mailing Information

Contact Person \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company Name \_\_\_\_\_  
 Company Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_  
 Website \_\_\_\_\_  
 Type of Business \_\_\_\_\_

## Exhibit Space (Standard Package)

**Exhibit Pricing:**  8'x 10' inline booth \$1,250  
 8'x 10' corner booth \$1,500  
*\*Sponsorship packages include booth space*  
 # of booths: \_\_\_\_\_ Subtotal \$ \_\_\_\_\_

### Booth Selection:

Please list four preferred exhibit spaces  
 (\*Booth assignment is based on date of application, receipt of payment and availability.)  
 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ 4th \_\_\_\_\_

List any potential exhibitors you wish to be near:  
 \_\_\_\_\_

List any potential exhibitors you do not wish to be near:  
 \_\_\_\_\_

**Any company receiving exhibit booth space will be responsible for ordering electricity, tables, chairs or other desired booth accessories.**

## Payment Method

Check enclosed  
 Make checks payable to **HomeCEUConnection.com**  
 Visa  MasterCard  
 American Express  Discover  
 \_\_\_\_\_  
**Card #** \_\_\_\_\_ **Exp. Date** \_\_\_\_\_  
 \_\_\_\_\_  
**Name As It Appears On Card**  
 \_\_\_\_\_  
**Cardholder Signature**  
 \_\_\_\_\_

## Sponsorship Packages

**Diamond Package** (1 available) \$10,000  
 **Platinum Package** (1 available) \$7,500  
 **Gold Package** (2 available) \$5,000  
 **Silver Package** \$3,000  
 **Bronze Package** \$2,000

Subtotal \$ \_\_\_\_\_

## Sponsorship Packages

**Relaxation Station:** 1 Station for 1 day: \$1,500  
 Both Stations for 1 day: \$2,500

**Meal Sponsorship(s):** 1 Meal: \$2,000  
 2 Meals: \$3,500  
 All Meals for 1 day: \$4,000

**Floor Decals:** \$2,000

**Refreshment Breaks Sponsorship(s):** 1 Break: \$1,000  
 All Breaks: \$4,000

### Registration Bag Insert(s):

Brochures/Flyers \$250  
 Promotional Items \$150

Subtotal \$ \_\_\_\_\_

## Advertising

Attendee Program	Size	Cost
<input type="checkbox"/> Outside back cover, 4-color	5.5" w x 8.5" h	\$1000
<input type="checkbox"/> Inside front, 4-color	5.5" w x 8.5" h	\$750
<input type="checkbox"/> Inside back, 4-color	5.5" w x 8.5" h	\$750
<input type="checkbox"/> Full page, 4-color	5.5" w x 8.5" h	\$500
<input type="checkbox"/> 1/2 page, 4-color horizontal	5" w x 3.75" h	\$250
<input type="checkbox"/> 1/4 page, 4-color horizontal	3.75" w x 1.75" h	\$150
<input type="checkbox"/> 1/4 page, 4-color vertical	1.75" w x 3.75" h	

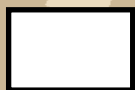
Subtotal \$ \_\_\_\_\_

Rehab Rally Website (call for availability)

## Totals

Exhibit space subtotal \$ \_\_\_\_\_  
 Sponsorship subtotal \$ \_\_\_\_\_  
 Advertising subtotal \$ \_\_\_\_\_  
**Grand Total Enclosed \$ \_\_\_\_\_**

Please complete this application and return with payment to:  
 Rehab Rally, c/o HomeCEUConnection.com,  
 5048 Tennyson Pkwy, Suite 200, Plano, TX 75024  
 Fax: 800.839.0823 Email: RehabRally@HomeCEUConnection.com



Initial Here

**I have read and agree to the terms of the Rehab Rally Exhibit Agreement.**