



October 13-15 | Denver



BOOTH LOCATION PREFERENCES

Please indicate the location and configuration of the booth space requested. SHSMD recommends not concentrating your choices in only one area of the Exhibit Hall. SHSMD will make every effort to accommodate your booth preferences and requests but cannot guarantee them.

1st _____ 2nd _____ 3rd _____

PAYMENTS

A 50% deposit (payable in U.S. funds and drawn on a U.S. bank) of the total exhibit space fee is due upon receipt of the invoice. The balance of the space rental charge will become due and payable on June 1, 2024. Exhibitors applying for space after June 1, 2024 will be required to pay in full upon receipt of invoice.

EXHIBITOR REDUCTION/CANCELLATION POLICY

Receipt of a signed Booth Space Contract is a commitment to exhibit at SHSMD Connections. Therefore, notification of booth space cancellation or reduction must be submitted in writing to SHSMD, and exhibitors are required to pay appropriate fees or cancellation penalties. Exhibitors that cancel or reduce booth space will pay the following fees:

- For cancellation or reduction of booth space on or before June 1, 2024, the exhibitor will pay 50% of the total booth fee.
- For cancellation or reduction of booth space after June 1, 2024, the exhibitor will pay 100% of the total booth fee.

If a company reduces, increases, or cancels their exhibit booth at SHSMD Connections 2024 the registration badge allowance will be reduced, increased, or forfeited respectively.

No-shows will be treated as cancellations and the exhibiting company will lose all accumulated points toward the following year's space assignments.

Acquisitions: If an Exhibitor is acquired by another company, the Acquiring company will become liable for the full exhibit booth space fees.

AUTHORIZATION

I am an authorized company representative (named above) with the full power and authority to sign and deliver this application. The company listed on this application agrees to comply with all the policies, rules, terms, and regulations contained in the Agreement, including in this Application, and all policies, rules, terms, and regulations adopted after publication of the original Exhibitor and Sponsor Rules and Regulations and this Application, which we accept as part of our agreement with SHSMD. I further acknowledge that SHSMD reserves the right, in its absolute discretion, to reject this Application. This Application (and the Exhibitor and Sponsor Rules and Regulations) shall not become a binding contract until fully executed by us and accepted by SHSMD in the manner set forth in the Contract Conditions, Rules & Regulations.

Authorized Signature

Date

Name

Title

EXHIBIT APPLICATION & CONTRACT

Print exactly as you would like listed in all show materials:

COMPANY INFORMATION

Company Name

Company Street Address

Company City/State/Zip

Company Phone

Company Web Address

PRIMARY EXHIBIT CONTACT

The individual listed below will receive ALL exhibitor communications including invoices, show kit and registration information.

Name

Title

Email

Phone / Mobile

BOOTH SPACE & RATES

- \$2,875 per 10' x 10' booth
- \$350 per corner
- \$350 per main aisle premium locations

Number of 10 x 10 booths _____ x \$2,875 = \$ _____

Number of Corners _____ x \$350 = \$ _____

Main Aisle Premium _____ x \$350 = \$ _____

Total Exhibit Space Fee = \$ _____

50% Deposit = \$ _____

TERMS & CONDITIONS

The Society for Health Care Strategy & Market Development (SHSMD), a professional membership group of the American Hospital Association and its authorized representatives are hereinafter referred to as "Show Management."

SHSMD CONNECTIONS EXHIBITING AND SPONSORING COMPANIES MUST ADHERE TO THE FOLLOWING RULES AND REGULATIONS:

1. ELIGIBILITY

New companies requesting sponsorship or exhibit space during SHSMD Connections 2024 must submit an overview of their company product and/or service for approval to SHSMD Show Management. The review process is completed within 2 business days of submission.

Products and services must be related to the health care strategy field and companies must be in good financial standing with SHSMD. SHSMD reserves the right to refuse space to any company who has failed to fulfill its financial obligations to SHSMD, and/or whose products or services, in the judgment of SHSMD, do not meet the educational or practice needs of our members, and/or if SHSMD determines it is not in the best interest of the exposition.

2. PAYMENT AND REFUNDS

Exhibitor must pay to SHSMD a deposit equal to 50% of the total space rental charges no later than 30 days from the invoice date in the manner set forth on the invoice. SHSMD (or Tradeshow Logic, on SHSMD's behalf) may invoice you for this deposit any time after SHSMD (or Tradeshow Logic, on SHSMD's behalf) receives and accepts a completed Exhibitor Contract and Application from you. The full balance of space rental charges must be received by SHSMD no later than June 1, 2024. All payments shall be made to SHSMD in the manner specified on the Application. Submissions received after June 1, 2024 will be invoiced for the full amount.

EXHIBITOR REDUCTION/CANCELLATION POLICY

Receipt of a signed Booth Space Contract is a commitment to exhibit at SHSMD. Therefore, notification of booth space cancellation or reduction must be submitted in writing to SHSMD and exhibitors are required to pay appropriate fees or cancellation penalties. Exhibitors that cancel or reduce booth space will pay the following fees:

- For cancellation or reduction of booth space on or before June 1, 2024, the exhibitor will pay 50% of the total booth fee.
- For cancellation or reduction of booth space after June 1, 2024 the exhibitor will pay 100% of the total booth fee.

For any company that cancels completely, registration badges will be revoked regardless of the point of cancellation.

It is expressly agreed by the exhibitor that in the event exhibitor fails to pay the space rental at the times specified or fails to comply with any other provisions contained in these rules and regulations concerning use of exhibit space, Show Management shall have the right to reassign the booth location shown on the face of the contract or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages the amount paid for the space reservation regardless of whether or not Show Management enters into a further lease for the space involved.

If for any reason beyond SHSMD's control, the annual conference must be cancelled, shortened, delayed or otherwise altered or changed, Exhibitor understands and agrees that all losses and damages which it may suffer as a consequence thereof are its responsibility and not that of SHSMD or its directors, officers, employees, agents or subcontractors. Exhibitor understands that it may lose all monies it has paid to SHSMD for space, as well as other costs and expenses it has incurred, including travel to the show, setup, lodging, freight, employee wages, etc.

Exhibitor, as a condition of being permitted by SHSMD to be an Exhibitor at SHSMD agrees to indemnify and hold harmless SHSMD or its directors, officers, employees, agents or subcontractors from any and all loss, which Exhibitor may suffer as a result of show cancellation, duration, delay or other alterations or changes caused in whole or in part by any reason outside SHSMD's control.

SHSMD shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of a cause or causes not within the control of SHSMD. Causes not within the control of SHSMD shall include, but are not limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, curtailment of transportation, technical or other personnel, labor union disputes, loss of lease or other termination by the host, municipal, state or federal laws, or other acts of God (each, a "Force Majeure"). SHSMD may cancel, shorten, delay or otherwise alter or change the event or events under this Agreement due to a Force Majeure. If it does so, Exhibitor understands and agrees that all losses and damages which it may suffer as a consequence thereof are its responsibility and not that of SHSMD or SHSMD's directors, officers, employees, agents or subcontractors. Exhibitor understands that in such event,

it may lose all monies it has paid to SHSMD for space, as well as other costs and expenses it has incurred, including travel to the show, setup, lodging, freight, employee wages, etc. Exhibitor, as a condition of being permitted by SHSMD to be an Exhibitor at the event or events hereunder, agrees to indemnify and hold harmless SHSMD and its directors, officers, employees, agents or subcontractors from any and all loss which Exhibitor may suffer as a result of show cancellation, duration, delay or other alterations or changes caused in whole or in part by any Force Majeure.

3. SPACE RENTAL AND ASSIGNMENT OF LOCATION

Whenever possible, space assignments will be made by Show Management in keeping with the preferences as to location requested by the exhibitor. Show management reserves the right to make the final determination of all space assignments in the best interests of the exposition.

4. USE OF SPACE, SUBLETTING OF SPACE

No exhibitor shall assign, sublet or share the space allotted with another business or firm unless approval has been obtained in writing from Show Management. Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor's display, parent or subsidiary companies excepted.

Exhibitors must show only goods manufactured or dealt in by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business. No firm or organization not assigned exhibit space will be permitted to solicit business within the Exhibit Areas.

5. USE OF SPACE – GENERAL

- A. No company will be permitted to display or distribute literature or any promotion outside the confines of the assigned booth space in the Exhibit Hall unless written permission is given by SHSMD. Distribution or display of promotional material in public areas or education session rooms is strictly prohibited. Additionally, the direct promotion of products and/or services is prohibited during educational presentations. Vendor exhibit hall and/or special product demonstrations are the only exceptions.
- B. Exhibitors are prohibited from possessing, displaying or depicting any products or components or company names in their booth which could be interpreted as being a promotion of another company.
- C. No exhibit will be permitted which interferes with the use of other exhibits or impedes access to them or impedes the free use of the aisles. Show Floor Aisles must remain a clear pathway for attendees at all times. Solicitation/Sales Presentations/Stopping or blocking passage in the aisles is prohibited. Use of convention center furniture in the aisle or inside your booth area is prohibited. Violators will be invoiced a fee for usage.
- D. Helium balloons or lighter-than-air or other objects designed to be airborne will not be on display or permitted as handouts/souvenirs. Distribution by exhibitors, or their agents, of any printed materials, souvenirs or other articles shall be restricted to the exhibitor's booth space.
- E. Any special promotions, music or stunts planned for the Exhibit Hall must be cleared with show management. SHSMD desires to avoid major disruption to the flow of the exhibition and reserves the right to refuse special events and/or designate specific days and hours during which special promotions may be conducted if they are permitted at all. Additional fees may be imposed by SHSMD to cover floor management and/or security staffing.
- F. Sponsoring and exhibiting companies must abide by all of the facility rules and regulations of the hotels participating in the SHSMD housing block. A detailed list of all hotel rules and regulations are included in the Exhibitor Services Manual, made available to exhibitors ninety (90) days prior to the show opening.
- G. The SHSMD logo and SHSMD conference logo may not be used without the express written permission of SHSMD. SHSMD will distribute an official SHSMD logo to all sponsoring and exhibiting companies for their use prior to the conference. Companies agree to abide by the guidelines included with the SHSMD logo.
- H. Exhibitors must have a floor covering in the entire space rented if the exhibit hall is not already covered. If no covering is installed by end of exhibitor set-up, SHSMD will order carpet for the space at the exhibitor's cost.
- I. Any exhibitor wishing to provide food or non-alcoholic beverages in their booth during exhibit hours must receive permission from SHSMD Show Management. Exhibitor further agrees to abide by any rules and regulations governing food service provided by the center/facility. If a food or beverage item cannot be ordered from the catering department, Exhibitor must secure approval to offer the item from their booth from Show Management and the catering department of the facility before bringing the item onto the show floor.
- J. SHSMD must approve all public relations, press and media-related activities of an exhibitor that will take place on the exhibit floor. All press must have a badge to enter the exhibit hall.

6. USE OF SPACE – AUDIO/ VIDEO, LIGHTS, MUSIC, ETC.

- A. No spotlight may be directed toward the aisles or so directed that it proves to be irritating or distracting to neighboring exhibit booths or guests.
- B. Droplights or special lighting devices must be hung at a level or positioned so as not to prove to be an irritant or distraction to neighboring exhibit booths or guests.
- C. No strobe light effects are permitted.
- D. Projectors, computer screens or TV screens must not cause people to block the aisle. Computer screens and TV screens are considered part of the overall booth components and may not protrude into the aisle.
- E. Loudspeakers or operation of equipment which is of excessive sound volume to be annoying to neighboring exhibitors or guests is not permitted based on the 80/80 Rule: Any sound that consistently exceeds 80 decibels measured at the edge of an exhibitor's booth or is clearly identifiable more than 80 feet from that booth is considered objectionable.
- F. Exhibitors are prohibited from taking videos or photographs of any booths on the show floor, other than their own.

7. EXHIBITOR'S AUTHORIZED REPRESENTATIVE

Each exhibitor must name one person to be his representative in connection with installation, operation, and removal of the firm's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for such representative being in attendance throughout all exposition periods; and this representative shall be responsible for keeping the exhibits neat, manned and orderly at all times. For their own safety and protection, children sixteen years of age and under will not be admitted to the Exhibit Hall at any time.

8. EXHIBIT STAFFING

Exhibits must be staffed by qualified employees of the exhibiting company at all times during the show hours. Each individual staffing an exhibitor's booth is required to register and must wear the exhibitor badge at show site.

Badges will be required for entry into the exhibit hall in 2024 and anyone without a badge will not be allowed into the floor by onsite security. This will be enforced and any exhibit staff who do present an exhibitor pass or set-up/tear down bracelet may be removed from the conference, or their company will not be allowed to exhibit in the future. Attendee badges will not be allowed into the exhibit hall floor outside of dedicated exhibit hall hours.

Exhibitors are provided two (2) complimentary Exhibitor badges per 100 square feet of exhibit space purchased. Exhibitors may purchase additional full conference badges equal to the number of badges received with their booth fee (i.e., two full conference badges included with the booth allows the company to purchase two full conference badges.) Special registration fees will apply for exhibit booth talent/models.

Maximum number of salespersons per 10'x10' booth: three (3), at any one time. Additional sales personnel should not be at the booth outside of the allotted amount per square feet. SHSMD will enforce these guidelines.

9. COMMUNICATIONS

A. Digital

- Use of Mobile App: exhibiting and sponsoring companies will not post solicitous messaging, sales promotions or unprofessional notations. It is the sole discretion of SHSMD to remove messages that do not comply with our guidelines and/or remove privileges entirely.

B. E-mail and Phone

- Exhibiting and sponsoring companies will not use the attendee mailing list for e-mail or phone appending or solicitation.
- Exhibiting and sponsoring companies communications will not convey endorsement by or representation of SHSMD.
- Exhibiting and sponsoring companies will not use the SHSMD logo without written authorization.
- SHSMD reserves the right to exclude noncompliant exhibiting and sponsoring companies from the current or future conferences.

C. Solicitation

- No exhibitor may call or invite a visitor out of one exhibit and into their own. Exhibitors must remain within their own exhibit space in demonstrating products, distributing literature, product samples or other materials; other areas of the hotel and convention center or the aisles may not be used for this purpose.

10. EXHIBIT HOURS AND ADMISSION

Admittance during non-show hours without permission from SHSMD Show Management is prohibited. Children under the age of 16 are not permitted on the exhibit floor at any time. SHSMD Show Management shall have the sole control over admission policies. All persons visiting the exhibit area, including exhibit booth representatives, will be required to register and to wear an appropriate badge.

11. CANVASSING BY NON- EXHIBITING AND SPONSORING COMPANIES

SHSMD Connections 2024 is limited to registered attendees as well as registered

representatives of firms, professional organizations and dealers who have contracted with SHSMD for exhibit space and/or sponsorship. No other persons or concerns will be permitted to demonstrate their products or distribute advertising materials at any time during SHSMD Connections.

12. INSTALLATION AND REMOVAL

Show Management reserves the right to set the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the Show. Installation of all exhibits must be fully completed by the opening time of the exposition. Any space not claimed and occupied by two hours prior to show opening may be resold or assigned without refund.

No exhibitor will be allowed to dismantle or repack any part of his exhibit until after the closing of the Show. Plan staff travel accordingly. Scheduled times are subject to change – Exhibitors will be notified in advance of any changes.

13. ARRANGEMENT OF EXHIBITS

Each exhibitor is provided an Official Exhibitors Kit via e-mail from our decorator partner, The Expo Group. The Exhibitors Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Rules and Regulations. If, in the sole opinion of Show Management, any exhibit fails to conform to the guidelines or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exposition. SHSMD adheres to IAEE Guidelines.

Exhibitor Plan Review. Booth construction plans and layout arrangements for first-time exhibitors, island booth spaces or involving other unusual construction features must be submitted for approval at least sixty (60) days prior to the opening of the exposition. SHSMD reserves right to determine best booth layout and size for the exposition, it may differ from year to year.

14. BOOTH CONSTRUCTION, ALL BOOTH SPACES ARE IN MULTIPLES OF 10' x 10'

A. Standard Inline Booth

- Inline booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. Individual booths may be combined to form a larger inline booth space. All inline booths are 10' across the front and 10' in depth.
- Use of Space. Regardless of the number of inline booths utilized, e.g. 10' by 20', 10' by 30', etc., exhibit construction and fixtures should be arranged in such a manner as not to obstruct sight lines of neighboring Exhibitors. The maximum height of 8' is allowed in the rear of the booth space, with a 4' height restriction imposed on all exhibit inclusions (monitors, computers, signage, marketing materials, etc.) within 5' of an aisle.

B. Corner Booth

- A corner booth is an inline booth exposed to aisles on two (2) sides. All other guidelines for inline booths apply.

C. Perimeter Booth

- A perimeter booth is an inline booth that backs up to an outside wall of the exhibit facility rather than to another exhibit. All guidelines for inline booths apply to perimeter booths with the exception that the maximum back wall height is 12'.

D. Island Booth

- An island booth is any size booth exposed to aisles on all four (4) sides. Any Exhibitor occupying an island booth is required to submit a detailed floor plan with dimensions, including height, of all items in the booth, including hanging signage (if allowed in the current exhibition hall), to SHSMD Show Management for review and approval sixty (60) days prior to the show opening.

15. EXHIBITS AND PUBLIC POLICY

Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in this exposition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor. Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor's space, materials and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, Show Management will endeavor to answer them.

All booth decorations including carpeting must be flame-proofed and all hangings must clear the floor. Electrical wiring must conform with National Electrical Code Safety Rules. If inspection indicates any exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazard, Show Management reserves the right to cancel all or such part of his exhibit as may be irregular, and effect the removal of same at exhibitor's expense.

Exhibitors will not be permitted to store behind their booth background any excess material such as cardboard cartons, literature, etc. Excess supplies must be stored in areas which will be made available for such purpose.

If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the exhibitor should communicate with Show Management for information concerning facilities or regulations.

Exhibitors must comply with local union guidelines and jurisdictions as well as City and

State fire regulations.

16. STORAGE OF PACKING CRATES AND BOXES

Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibits period, but these, when properly marked, will be stored and returned to the booth by service contractors. It is the exhibitor's responsibility to mark and identify his crates. Crates not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty." The removal and return of large crates that cannot be handled by hand trucks will be charged for at prevailing rates. Crates, boxes or other exhibit materials unclaimed by the exhibitor after the Show will be removed at the exhibitor's expense. Exhibitors will be billed by Show Management for removal time and materials at prevailing rates.

17. OPERATION OF DISPLAYS

Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its opinion, detracts from the general character of the exposition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, are determined by Show Management to be objectionable to the successful conduct of the exposition as a whole. Use of so-called "barkers" or "pitchmen" is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near his exhibit space free of congestion caused by demonstrations or other promotions.

A. Direct Sales

- No retail sales are permitted within the exhibit area at any time, but orders may be taken for future delivery.

B. Contests, Drawings and Lotteries

- Must be authorized by Show Management and include specific language to be provided upon approval by Show Management.

C. Literature Distribution

- All demonstrations or other activities must be confined to the limits of the exhibitor's booth space. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges, grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited.

D. Live Animals

- Live animals are prohibited.

E. Models

- Booth representatives, including models or demonstrators, must wear a SHSMD name badge. Special registration fee will apply.

18. LIABILITY AND INSURANCE

All property of the exhibitor remains under the vendors' custody and control in transit to and from the Exhibit Hall and while it is in the confines of the Exhibit Hall. Neither Show Management, its service contractors, the management of the Exhibit Hall, nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand the vendor may have against any of them by reason of any damage to or loss of any property of the exhibitor.

It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

19. INDEMNIFICATION

Exhibitor agrees that it will indemnify and hold and save Show Management whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or asserted against Show Management on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of Show Management by exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of Show Management. Exhibitor covenants and agrees that in case Show Management shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the Premises leased hereunder, then exhibitor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon Show Management by virtue of any such litigation.

Property Damage. Neither Show Management nor exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion or other insurable casualty, and Show Management and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. Accordingly, it shall be the responsibility of Show Management and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

20. CARE OF BUILDING AND EQUIPMENT

Exhibitors or their agents shall not injure or deface any part of the conference and exhibit building, the booths or booth contents, or show equipment and decor. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

21. OTHER REGULATIONS

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. Show management shall have full power to interpret, amend and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each exhibitor, for himself and his employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

22. UNION LABOR

Exhibitors shall be bound by all contracts in effect between service contractors, the Denver Convention Center and labor organizations.

23. BOOTH ACCESSIBILITY/ADA COMPLIANCE

Exhibitors shall be responsible for compliance with the Americans with Disabilities Act of 1992 with regards to their booth space, including, but not limited to wheelchair access. Further information regarding ADA compliance is available via phone at 800.514.0301 or at www.ada.gov/infoline.htm.

24. MEETINGS/EVENTS/ PROMOTIONS OUTSIDE OF THE EXHIBIT HALL

Exhibitor-Sponsored Hospitality/ Entertainment Functions. No entertainment, meetings or similar activities for SHSMD attendees can be scheduled during official show or program hours, including social events.

Exhibitors are to conduct social and hospitality functions in a manner that is consistent with the professional and educational nature of SHSMD social events such as SHSMD all-attendee networking event or SHSMD receptions.

Exhibitors sponsoring any type of function are required to adhere to the following guidelines: All planned social or hospitality functions as well as company functions/ meetings must be cleared through SHSMD's Manager of Meetings prior to booking meeting space and must not conflict with the official SHSMD Connections program or SHSMD networking events and receptions.

The final hours will be outlined on the Company Function/Sponsored Hospitality Request Form (available upon request) and must be submitted for approval. Companies that do not sponsor or exhibit with SHSMD Connections are prohibited from hosting hospitality functions, market research or focus groups during the meeting. Host companies must make it clear that their event is not an official SHSMD function. Host companies agree to assume all liability arising out of or in connection with such functions and agree to indemnify SHSMD against any and all liability, claims and demands arising or in connection with such functions.

25. ATTENDEE AND MEMBER MAILING LIST PRIVACY

All SHSMD mailing lists are for one-time use only and do not include phone numbers or e-mail addresses. Phone and e-mail appending and solicitation strictly prohibited. The preconference attendee mailing list will be sent approximately three weeks prior to the conference and must be used in reference to the SHSMD Connections conference, and not to promote another event. Mailings must occur by December 31, 2024. Multiple uses and transfer to/sharing with other companies are subject to a penalty of \$2,500 per mailing.