NCPEDS ANNUAL MEETING

WHY EXHIBIT

The North Carolina Pediatric Society hosts the NCPeds Annual Meeting, an influential gathering of NC’s leaders in pediatric medicine. NCPeds would like you to exhibit at the 89th Annual Meeting at the Washington Duke Inn, Durham, NC August 14th-15th, 2020.

Exhibitors at the Annual Meeting will get face to face contact with pediatric professionals, including pediatricians, residents, and practice managers from all across the state.

NCPeds Exhibitors meet with influential decision makers to:
1. Generate new sales leads
2. Build visibility in a competitive marketplace
3. Strengthen customer relationships and add new customers
4. Conduct market research
5. Introduce new products and services
6. Give product demonstrations in exhibit hall

WHO ATTENDS

* 225-250 decision makers in NC Pediatric clinic, practices, and hospitals.
* Pediatric specialists
* Pediatric subspecialists
* Pediatric fellows and residents
* Pediatric Practice Managers
* Allied Health Professionals
* Academic Leaders

WHO EXHIBITS

We consistently secure a diverse array of exhibitors. Below is a list of only some of our frequent exhibitors.

* Pharmaceutical Companies
* Health Plans
* Financial Service
* Medical Technology
* Medical Equipment Suppliers
* Physician Recruiting Services
* NC Children's Hospitals
* Insurance Companies
* Security Companies
* Pediatric Office Supplies
* NC Nonprofits
  And So Many More!

NCPEDS CONTACT INFORMATION

Event Coordinator: Kathryn Carroll
Phone: (919) 839-1156 ext. 102
Email: Kathryn@ncpeds.org
Address:
NC Pediatric Society
1100 Wake Forest Rd. Suite 200
Raleigh, NC 27604

HOTEL INFORMATION

Washington Duke Phone: (919) 490-0999
Address: 3001 Cameron Blvd, Durham, NC 27705
GENERAL INFORMATION

01 EXHIBIT DATES
August 14th-15th

02 REGISTRATION
Registration can be found on our website www.ncpeds.org.
https://www.ncpeds.org/events/EventDetails.aspx?id=1300203&group=

03 ROOMING BLOCK
The hotel rooming block information will be provided upon registration. It is at a first come first serve basis.

04 LOAD IN/LOAD OUT
TBD

05 ALL EXHIBITORS RECEIVE
One 6 ft. table-top exhibit space with chairs
Two booth personnel registrations
Breakfast and lunch for your team on Friday and Saturday.
Four drink tickets to the NCPeds Welcome Reception, Friday.

06 NETWORKING OPPORTUNITIES AT A GLANCE
DRAFT - Times based on 2019 agenda
Friday 8/14
Expo 8:00 AM until 4:00 PM
Exhibitor/Welcome Reception in Exhibitor Hall 4:45 PM to 5:30 PM

Saturday 8/15
7:30 AM until lunch
9:45-10:30 Resident Poster Session/ Visit Exhibitors/PM Break
12pm-1:45pm Lunch Break
Time subject to change.

07 SHIPPING
Shipping through the hotel will need to be setup individually by exhibitor.
FREQUENTLY ASKED QUESTIONS

HAVE ANOTHER QUESTION? PLEASE CONTACT EVENT COORDINATOR KATHRYN CARROLL AT KATHRYN@NCPEDS.ORG

When does the Early Bird rate end?
June 1st, 2020

When will the Exhibition open?
August 14th, 2020 - 7:00am

When can I set up and dismantle my booth?
TBD

Agenda?
TBD

How do I register?
https://www.ncpeds.org/events/EventDetails.aspx?id=1300203&group=

Mail Check Payment to:
1100 Wake Forest Rd. Suite 200
Raleigh, NC 27604

Who is my primary contact for exhibition needs?
Please contact Kathryn Carroll
Kathryn@ncpeds.org for all logistical aspects of the NCPeds Annual Meeting.

How many badges are allotted to each company?
Each standard/nonprofit exhibitor registration is allotted two exhibit hall badges and four drink tickets for the exhibitor reception. More are allotted with higher sponsorship packages.

Past Attendance:

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Providers</th>
<th>Residents</th>
<th>Allied Health</th>
<th>PM/Staff</th>
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<tr>
<td>2013</td>
<td>Asheville</td>
<td>164</td>
<td>49</td>
<td>N/A</td>
<td>21</td>
<td>12</td>
<td>246</td>
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<tr>
<td>2014</td>
<td>Myrtle Beach</td>
<td>117</td>
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<td>N/A</td>
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<tr>
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<td>225</td>
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<td>43</td>
<td>5</td>
<td>60</td>
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<td>Asheville</td>
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<td>71</td>
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<td>4</td>
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<td>Level</td>
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<td>Early bird (8/1/2019 - 5/30/2020)</td>
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<tr>
<td>Gold</td>
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<tr>
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<td>Bronze</td>
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Standard

Opportunity to meet and greet attendees at your booth, distribute promotional pieces and build relationships. This level is given a full registration. All Exhibitors are recognized onsite and in NCPeds event media related to the conference. Spend two days with current customers and future customers at the NCPeds conference.

All exhibitors will receive:
* 6ft table-top exhibit spaces with chairs
* Two booth personnel registrations
* Breakfast and lunch for your team
* Four drink tickets to the exhibitor reception

Gold Level - Meal Host

Your company will be recognized onsite and in NCPeds event app for the conference. Exhibit at event with signage and logo recognition. Logo will be printed on event signage, individual sign with company logo in recognition as meal host. Individual page with company details on the event app as part of the Exhibitor package. Exhibitor will be provided with the opportunity to give out ten (10) beverage tickets to attendees for the Friday Reception as part of the Exhibitor package.

All exhibitors will receive:
* Premium Booth Space - 6ft table-top exhibit spaces with chairs
* Four booth personnel registrations
* Breakfast and lunch for your team
* Electrical socket/power strip and trash bin
* Meal Host for Breakfast or Lunch on Friday or Breakfast on Saturday
* Ten drink tickets to the exhibitor reception

Silver Level - Refreshment Host

Your company will be recognized onsite and in NCPeds event app for the conference. At this level your company will have signage during the refreshment break and be given the opportunity to welcome guests and provide information and/or giveaways to each attendee for the Friday or Saturday breakfast. Exhibitor will be provided with the opportunity to give out eight (8) beverage tickets to attendees for the Friday Reception as part of the Exhibitor package.

All exhibitors will receive:
* Premium Booth Space - 6ft table-top exhibit spaces with chairs
* Two booth personnel registrations
* Breakfast and lunch for your team
* Electrical socket/power strip and trash bin
* Refreshment Host on Friday or Saturday
* Eight drink tickets to the exhibitor reception
**Bronze Level- Friday Reception Host** $2,500

Your company logo will be displayed inside and outside Exhibit Hall during the Exhibitor Reception. Your representatives will be given the opportunity to welcome guests and provide information and/or giveaways individually to each attendee. Exhibitor will be provided with the opportunity to give out six (6) beverage tickets to attendees for the Friday Reception as part of the Exhibitor package.

All exhibitors will receive:
- 6ft table-top exhibit spaces with chairs
- Two booth personnel registrations
- Breakfast and lunch for your team
- Six drink tickets to the exhibitor reception
- Co-Host of the Friday Reception

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**Dessert Host**

Your company logo will be displayed inside the dessert room. Exhibitor will be provided with the opportunity to give out six (6) beverage tickets to attendees for the Friday Reception as part of the Exhibitor package.

**Practice Manager Host** $5,000

Support the designated area onsite where NCPeds Practice Managers gather to learn, network, and socialize. Open Friday through Saturday.

All exhibitors will receive:
- Opportunity to briefly address PM attendees on behalf of your company
- Color logo on presentation screen and event app
- Signage acknowledgement sponsorship inside and outside event room
- Premium Booth Space- 1 6ft table-top exhibit spaces with chairs
- Two booth personnel registrations
- Breakfast and lunch for your team
- Ten drink tickets to the exhibitor reception

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**NCPeds President's Dinner** $8,000

In addition to premier Exhibit Hall location. Your company will host a reception and three course meal on Thursday evening for leaders and guests of NCPeds at this invitation only evening event. Mingle with the best in the profession for an entire evening in a casual atmosphere.

All exhibitors will receive:
- Signage at entrance of function room
- Four Booth personnel registrations
- Acknowledgement in special invitation sent to invitees
- The opportunity to attend and network with attendees
- Breakfast and lunch for your team
- Premier 6ft table top exhibit space with chairs, electric strip, and trash bin.
- Ten drink tickets to the exhibitor reception
Add Ons

**Premier Bag Sponsor**  
$2,500  
Your company logo will be added to a giveaway tote. Your company logo will be the only logo on one side of the tote bag that will be given to all attendees upon registration. Sponsorship includes one front and back paper flyer that will be added to the giveaway tote.

**Additional Bag Sponsor**  
Dependent on Bag Sponsor  
$1,500  
Your company logo will be displayed with other bag sponsors on one side of the giveaway tote bags. Sponsorship includes one front and back paper flyer that will be added to the giveaway tote.

**Promo Add On Sponsor**  
Dependent on Bag Sponsor  
$500  
We will add your company’s flyer to the giveaway tote. You will need to provide the flyers/promotional item at least one month prior to the event. Please send all flyers/promotional items to NCPeds. Promotional addon dependent on exhibitor participation.

1100 Wake Forest Rd. Suite 200  
Raleigh, NC 27604
Who may exhibit - The Event or other professional services is intended for agencies, practices, organizations, and companies that are related to the pediatric profession. NCPEDS reserves, in its sole discretion, the right to determine the eligibility of any applicant as an exhibitor. Written confirmation will be sent to Exhibitor upon receipt of the completed application and payment.

Assigning exhibit space - The locations are assigned on a first-come, first served basis. NCPEDS reserves the right to change location assignment at any time, as it may in its sole discretion deem necessary.

Cancellation by Exhibitor - All cancellation requests must be submitted in writing to NCPEDS. Cancellation received forty-five (45) calendar days or more prior to the Event will incur a $400 cancellation fee. Cancellations received less than forty-five (45) calendar days prior to the Event will receive no refund.

Cancellation or relocation by NCPEDS - If NCPEDS fails to hold the Event as currently scheduled, relocates the Event site to another location, or fails to furnish Exhibitor exhibit space as stated herein, it shall refund to Exhibitor the full price of registration paid by Exhibitor in full settlement of any loss or damage suffered or claimed by Exhibitor.

Exhibit standards - Each Exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of the exhibit. Exhibits must conform to the size of the space and must be of such character or arrangement so as not to obstruct the view or interfere with the exhibits of others. All demonstrations and exhibits must be confined to the contracted space. Questionable exhibits shall be modified at the request of NCPEDS staff. Exhibitors shall not deface or harm the property on which the exhibits are housed. The fastening of materials to venue furniture, drapery, walls, ceilings, floors, carpeting, or columns is expressly prohibited.

Use of space - No sharing, subletting, or assignment of space is permitted. NCPEDS shall have the right to prohibit any exhibit or part of an exhibit that, in its opinion, is not suitable to or in keeping with the character or purpose of the Event. Exhibits shall not be unduly noisy, glaring or otherwise objectionable. Audiovisual and other sound effects will be permitted only where and when they do not interfere with activities in adjacent spaces. Exhibitor shall maintain its exhibit in good order at its own expense. As a provider of continuing medical education, NCPeds must ensure the separation of educational activities from promotional activities. Continuing medical education is for scientific and educational purposes only and will not promote any products or services, directly or indirectly. The exhibitor agrees to adhere to the ACCME Standards for Commercial Support of Continuing Medical Education (SCS) and guidelines, where applicable. No other payment shall be given to the director of the activity, planning committee members, teachers or authors, joint sponsor, or any others involved with the supported activity. Social events or meals at CME activities cannot compete with or take precedence over the educational events. Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities. Promotional material cannot be displayed or distributed in the educational space immediately before, during or after a CME activity. Exhibitors may not engage in sales or promotional activities while in the space or place of the CME activity. Exhibitors shall comply with any municipal, state and federal laws, rules and regulations applicable to them. Exhibitors are encouraged to verify helium balloon usage with the facility and will be held accountable for any charges resulting from their use. Unless agreed upon prior to the Event, Exhibitor shall limit the number of personnel working concurrently to two (2) per space. Exhibitor personnel are prohibited from working in aisles or other public area.
Security - Exhibitors will be responsible for the security of their own property.

Contests, prizes, or lotteries - NCPEDS encourages supplying giveaways during events. It is Exhibitor’s responsibility to notify winners following the Event.

Exhibitor services - All costs for shipping, cartage, and handling are to be borne by Exhibitor. NCPEDS will supply one (1) skirted table and two (2) chairs; all other services required must be ordered directly from the facility or their approved contractor(s). Any and all charges for services levied by the facility or subcontractors are the responsibility of Exhibitor. NCPEDS is not responsible for payment for any services connected with Exhibitor requests and has no authority over any service charges, rental fees, set-up fees, labor contracts, etc., that are requested by any venue.

Marketing for the social media - Exhibitor grants NCPEDS the right to display Exhibitor’s name and logo in press releases, Event signage, websites, social media, and other publicity for the Event.

Liability, insurance, and waiver of subrogation - NCPEDS, its staff, directors, volunteers, service contractors, nor the facility shall 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 this Agreement. Exhibitor agrees to assume sole responsibility and liability for any and all damages and injuries arising out of, resulting from or in any manner connected with its exhibit (including installation and dismantling) that may be suffered by: (a) Exhibitor and its employees and representatives, (b) other exhibitors and their employees or representatives, (c) Event participants, guests or visitors, (d) the venue and the owners, employees and representatives thereof, (e) any other persons lawfully on or about the Event premises. Exhibitor further agrees to obtain, maintain and pay for general insurance coverage in amounts sufficient to insure against liability assumed pursuant to the provisions of this section. Exhibitor waives the right of subrogation by its insurance carrier(s) to recover losses sustained under Exhibitor’s insurance for real and personal property.

Force Majeure - NCPEDS shall not be liable for failure to deliver exhibit space to an Exhibitor as contracted for herein due to causes beyond NCPEDS’s control, including, without limitation, acts of God, war or public enemies, labor disputes, equipment malfunctions, computer downtime, material or component shortages, supplier failures, embargoes, earthquakes or other natural disaster, rationing, acts of local, state or national governments or public agencies, utility or communication failures or delays, fire, flood, epidemics, riots and strikes. In such event, NCPEDS will reimburse fees paid hereunder, less expenses incurred by NCPEDS including advertising, administration and related expenses. Exhibitor further agrees to obtain, maintain and pay for general insurance coverage in amounts sufficient to insure against liability assumed pursuant to the provisions of this section. Exhibitor waives the right of subrogation by its insurance carrier(s) to recover losses sustained under Exhibitor’s insurance for real and personal property.
Indemnification - Exhibitor agrees to indemnify and hold harmless NCPEDS, its members, directors, officers, employees, agents, affiliates, successors and assigns, from and against any and all liabilities, obligations, losses, damages, penalties, actions, judgments, suits, costs, expenses, including reasonable attorneys’ fees or disbursements of any kind or nature whatsoever, which may be imposed on, incurred by, or asserted against NCPEDS in any way relating to or arising out of this Agreement and/or Exhibitor’s use of exhibit spaces at the Event.

Music and amplification - Due to U.S. Copyright Laws, ASCAP, and BMI licensing requirements, no copyrighted music, live or recorded, will be permitted in the exhibit area unless Exhibitor has purchased the appropriate license.

Hospitality functions - Scheduling of private functions must be coordinated directly with NCPEDS. There shall not be any Exhibitor entertainment, meetings, and/or any other activities aimed at convention attendees scheduled during exhibit hours or during sessions without prior written approval from NCPEDS.

Violations - In the event of violation of this Agreement, NCPEDS may evict Exhibitor from the exhibit space and/or have exhibit materials removed. No fees will be returned to Exhibitor and Exhibitor shall be liable to NCPEDS for the costs associated with such eviction.

Matters not covered - NCPEDS reserves the right to rule on all matters pertaining to the Event, whether expressly mentioned or not, and Exhibitor, by completing the application process, agrees that all rulings shall be binding upon both Exhibitor and NCPEDS.

Governing Law, Venue, and Attorneys’ Fees - This Agreement will be governed by and construed in accordance with the internal substantive laws of the State of North Carolina, which are intended to supersede any choice of laws rules, which might require the application of the laws of another jurisdiction. Both Exhibitor and NCPEDS consent to the jurisdiction of the courts of North Carolina, whether federal, state or local, with respect to actions brought to enforce or interpret this Agreement. Venue for all actions shall be in North Carolina. The prevailing party in any legal or equitable action shall be entitled to an award of its reasonable attorneys’ fees and costs.

Waiver - Either Exhibitor or NCPEDS may at any time waive compliance by the other with any covenant or condition contained in this Agreement, but only by written instrument signed by the party waiving such compliance. No waiver of any provision of this Agreement shall be deemed to be, or shall constitute, a waiver of any other provision hereof, nor shall such waiver constitute a waiver in any other instance. Entire Agreement; Amendment; Order of Precedence; Severability - This Agreement is the entire agreement between NCPEDS and Exhibitor with respect to its subject matter, and supersedes all prior oral and written understandings, communications, or agreements between NCPEDS and Exhibitor. No amendment to or modification of this Agreement, in whole or in part, will be valid or binding unless it is in writing and executed by authorized representatives of both NCPEDS and Exhibitor. In the event that the terms of a separate agreement conflict with the terms of this Agreement, the terms of this Agreement shall control. If any provision of this Agreement is void or unenforceable, the remainder of this Agreement will remain in full force and will not be terminated.