



exhibit

••••• policies & procedures

educate. advocate. cooperate.



Healthcare Billing & Management Association





## **VENDOR AFFILIATE ADVISORY COMMITTEE**

The Vendor Affiliate Advisory Committee serves as the vital communications link between HBMA and the vendor community. The committee seeks feedback on all marketing programs HBMA offers to the vendors of HBMA and maintains and enforces all marketing and communication policies of HBMA marketing programs. The Vendor Affiliate Advisory Committee also works with HBMA and the vendor community on all conferences and exhibits. The committee is responsible for maintaining working relationships with the vendor community. The committee is responsible for the wrap-up meeting which is held after each conference.

The committee has several goals for 2016 that include: clearly define the relationship of our vendor supporters; create and maintain a strong relationship between our members and our supporting vendors; continue to reiterate the value of our vendors to the HBMA membership without favoritism or endorsement; design and enforce a Policy and Conduct Manual to answer questions and privileges associated with being a vendor.

Barry S. Reiter chairs the Vendor Affiliate Advisory Committee. There are currently ten members.

### **Healthcare Billing and Management Association**

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# General

## INTRODUCTION

The rules and regulations that govern exhibitions and similar buyer/seller events define how buyers and sellers will interact with each other on and off the exhibition floor. Exhibition rules are designed to protect the integrity of the exhibition and/or event itself as well as provide an inviting space for all exhibitors and attendees. Exhibition rules form the basis of participation by all in the event.

Any and all matters, whether covered or not specifically covered by this content, shall be subject solely to the decision of show management.

## OPENING STATEMENT

HBMA Exhibitor events are produced by show management to provide a marketplace for the medical billing industry and to facilitate the exchange of information about relevant products or services.

## DEFINITIONS

**“Event”** means HBMA Conferences, which include the exhibition, conference, general sessions, and other show management-produced related programs. Event is owned, produced and managed by HBMA, Inc.

**“Show Management”** means, collectively HBMA.

**“Exhibitor”** means the company or person that applied for exhibit space rental and agreed to enter into a contract upon acceptance by show management in the manner stated below.

**“Facility”** means the location or locations at which the

event is being held.

The exhibit space application, these exhibitor rules and regulations, the exhibit display regulations and the exhibitor services manual are hereinafter referred to as the “Agreement” and constitute the agreement between HBMA and the exhibitor.

## ADMISSION POLICIES

Exhibit hall admittance is restricted to exhibitor personnel and registered attendees displaying the official event badge. All personnel representing the exhibitor or its authorized agents must be properly identified with this official show management badge.

In the interest of safety and injury prevention, children under 18 years of age will not be permitted on the exhibition floor during installation and dismantling of exhibits. During exhibition hours, no one under 18 years of age will be admitted to the exhibition. No baby strollers are allowed on the exhibition floor.

Exhibitors are permitted access to the exhibit hall with proper identification outside of established show hours as specified for the individual event.

## EXHIBITOR ELIGIBILITY/REQUIREMENTS

All exhibits and related demonstrations and presentations shall serve the interests of association members. Show management reserves the right to accept or decline, in its sole and absolute discretion, an application for exhibit space and to determine the eligibility of any exhibitor for inclusion in the event. Only HBMA Vendor Affiliate member companies are entitled to register at the reduced exhibit booth registration fee. Companies holding other types of membership, i.e. Principal





Members, may choose to exhibit at the rate assessed for non-member companies.

Acceptance and execution of a space application does not carry HBMA's endorsement of the products or services of that exhibitor.

### COMPLIANCE

Show management reserves the right to remove or prohibit any exhibit in whole, or in part, or any exhibitor or representatives that in its opinion are not, or whose conduct is not, in keeping with the character and purpose of the trade show.

Show management reserves the right to decline an exhibitor permission to conduct, maintain and exhibit if, in the sole judgment of show management, exhibitor shall in any respect be deemed unsuitable or offensive to other individuals. This reservation includes, but is not limited to, personal attire and conduct, articles of merchandise, printed matter, souvenirs, catalogs, and any other items, without limitation, which affect the character of the exhibition, the event or HBMA.

In the event an exhibiting company and/or its representative(s) are in violation of any of the rules and regulations established by HBMA, the infraction will be taken up with Show Management and the Vendor Affiliate Committee. A non-compliance warning will be issued and consequences of continuing the infraction presented.

Depending on the nature of the infraction, non-compliance may result in the following actions:

- Immediate dismissal from the exhibit show
- Loss of priority status
- Exclusion from future shows

### HOTEL RESERVATION AND CANCELLATION POLICIES

HBMA has negotiated special hotel rates for attendees of our events. Exhibitors may secure their hotel reservation through the hotel contact information publicized for the specific meeting. Please contact the hotel directly should it be necessary to cancel your room reservation.

Staying within the room block will help HBMA meet its contractual obligation to the hotels, avoid penalties, obtain favorable rates in the future, and control registration costs.



## Exhibit Procedures

### CHARACTER OF EXHIBIT

All booths are 8 feet deep by 10 feet wide. Included with each space are draped back and side walls, a booth identification sign, one 6' draped table, two chairs and a wastebasket. The exhibit hall floor and all booths are carpeted. Twenty-four hour security, including move-in and move-out, daily aisle maintenance and trash control, general overall illumination and temperature control will be provided.

No exhibitor shall exhibit, or permit to be exhibited, in the space allotted to him, any goods or services other than those specified in the space application as approved by show management. Any additions to the products and services to be displayed must receive the written consent of HBMA.

### APPLICATION TO EXHIBIT

The rates for Exhibit Space are:

HBMA Vendor Affiliate. . . . . \$&&- ) per booth  
Non-Member . . . . . \$' &95 per booth

Upon registering, show management will verify exhibitor's status to ensure that the correct registration fee is charged. To retain member pricing, membership dues must also be current and paid in full at the time of the event.

Exhibitor registrations for national conferences will be accepted according to the following procedure:

**Sponsoring Companies** have 1<sup>st</sup> option for a period of several weeks once registration is open.

**Returning Exhibitors** (i.e. those companies who have exhibited at a national conference within the past year) have 2<sup>nd</sup> option for a period of several weeks after the sponsor registration period.

**All Exhibitors** may sign-up to exhibit at the conclusion of the returning companies period.

*Note: Show Management is required to un-register non-eligible companies that attempt to register outside of the designated registration period. Specific dates will be publicized for each national conference.*



## TERMS OF PAYMENT AND CANCELLATION

Applications must be accompanied by check or money order made payable in U.S. funds to HBMA in the full amount per space rental reserved. If written notice of space cancellation is received by the published cancellation date (approximately one month prior to the conference), a full refund less a \$100 administration fee, will be made. No refund for cancellation will be made for requests postmarked after the designated cancellation date. In case of cancellation of the meeting for reasons beyond the control of HBMA, the liability of the association shall be limited to the refund of the amount paid by the exhibitor.

HBMA has the absolute right to cancel the contract if exhibitor fails at any time to comply with any of the

terms, provisions or conditions of the contract. Such cancellation shall be without liability on the part of HBMA who shall retain all payments made by exhibitor for exhibit space.

## SESSION AND EVENT ATTENDANCE

Due to meeting room space restrictions, session attendance is based on first-come, first-served access.

Only individuals registered and badged may attend conference events. Exhibitors are required to sign-up in advance for all ticketed events.

## SPACE SELECTION

Booth selection is on a first-come, first-served basis in accordance with the registration process as described. Show management reserves the right to set aside premium exhibit space as part of sponsorship packages offered to exhibitors.

## SCHEDULE

The dates and hours of operation of the event are determined by HBMA, who reserves the right to change the dates and the hours of operation for the event. Exhibitors will be notified of any changes should this become necessary.

The Exhibitor Prospectus and the HBMA website will offer the following information for each upcoming exhibitor event:

- Show dates and hours
- Exhibitor move-in, move-out
- Location of the meeting
- Exhibit hall floor plan

## EXHIBITOR REGISTRATION AND BADGES

Individuals staffing the booth must be registered and wear the official show management badge bearing only the name of the exhibiting firm as designated on the contract for exhibit space.

Each exhibiting firm receives two (2) complimentary conference registrations. Each exhibiting company is limited to three (3) representatives. Representatives must be employees of the exhibiting company. The fee for a third representative is \$300. In specific instances, i.e. for some levels of sponsorship, registration for the third

representative may also be designated as complimentary.

Badges are the property of show management and are non-transferable. The lending/sharing of badges is prohibited and will result in confiscation. Exhibitors desiring additional badges for their personnel must be granted written approval from show management. Badge switching or the transfer of a badge to an unauthorized individual is a violation of the contract and will be subject to confiscation of the badge and removal of the individuals from the exhibit hall.

Cancellations or substitutions for complimentary badges can be made through HBMA up to the posted cancellation date. There will be no refunds for unused badges.

## FORFEITURE

**Space Abandonment** – Any space not claimed and occupied prior to ending set-up time may be resold or reassigned by HBMA without obligation on the part of HBMA for any refund whatsoever.

**Violations** – Any violation by exhibitor of any of the terms and conditions herein shall subject exhibitor to cancellation of the agreement to occupy exhibit space and to forfeiture of any monies paid on account thereof. Upon due notice of such cancellation, HBMA shall have the right to take possession of exhibitor's space, remove all persons and properties of exhibitor and hold exhibitor accountable for all risks and expenses incurred in such removal.

**Payments** – All fees owed by the exhibitor for any reason not fully paid by date of show will result in the loss of space assignment. Any unpaid balance(s) to official show service contractors for services rendered to exhibitor may be grounds for any combination of: cancellation of exhibit space, forfeiture of deposits, removal of exhibit from exhibition floor.

## SERVICES AND EQUIPMENT INCLUDED IN EXHIBIT SPACE RENTAL

Exhibit fee may include the following:

- Five or more hours (as specified) devoted exclusively to the exhibition
- Exhibit space with side and back drapes and standard sign with company name and booth number



- Two complimentary exhibitor registrations per 8'x10' booth space occupied. One additional badge is available for \$300
- Free listing of exhibitor's company name, booth number and product and services in the official event program guide provided to all attendees if the exhibitor meets the required deadlines and all fees owed are paid in full
- Carpeted aisles and booth space
- One draped 6' table, 2 chairs and a wastebasket
- 24-hour security from set up to tear down
- Free pre-and post-registration lists of registered attendees
- Free refreshments served in the exhibit hall
- Access to education sessions

Exhibit space does not include the following:

- Electrical services, shipping and handling, Installation and dismantle labor, booth cleaning
- Furnishings, carpet, accessories, floral, booth rental
- Hardware, A/V rental, broadband internet and networking
- Lead retrieval unit



## Display Rules

### AISLES

Aisles must not be obstructed at any time. No portion of an exhibitor's display, product, or demonstration may extend into any aisle.

### ANIMALS

Under the Americans with Disabilities Act (ADA), show management must allow people with disabilities to bring their service animals into all areas of the facility where exhibitors and attendees are normally allowed to go.

### BOOTH CONSTRUCTION STANDARDS, SIGHTLINES AND HEIGHT

Exhibit booths must be designed, constructed and operated in good taste. Booth space is 8 feet wide by 10 feet deep. The maximum back wall height is 8 feet with a 4 foot height restriction for the side rails. Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The HBMA rule of thumb in evaluating obstructions is the ability to stand at one end of an aisle and have a clear view of the space above 4 feet in the front 5 feet of all booths in that aisle.

### DEMONSTRATIONS

Exhibitors shall conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted

exhibit space and not encroaching on the aisle or neighboring exhibits. No activities should be planned or products displayed in a manner that would require an audience to gather in the aisles. Show management reserves the right to determine if a demonstration interferes with adjacent exhibit spaces and when it must be discontinued.

Exhibitors must comply with local regulations regarding fire/safety and environment that must be adhered to. Attention-getting devices, gimmicks and tactics that do not reflect favorably on the educational or business purpose of the show are prohibited. Devices including, but not limited to, entertainment, animals, models or demonstrations of non-product items or services, must be approved in advance in writing by HBMA.

Vendors will have the opportunity to have a special promotion at their booth through HBMA sponsorship. Examples include the ice-cream break, water bottles, etc. Exhibitors are eligible to hold these special promotions for two consecutive conferences, thus allowing other exhibitors the same opportunity.

### DISPLAY GUIDELINES AND RESTRICTIONS

Exhibitors are prohibited from possessing, displaying, or depicting any products or components in their booth which could be interpreted as being a promotion of another company. 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.

It is understood that exhibitors shall not injure, mar, nor in any manner deface the premises. Exhibitors will not be permitted to drive nails, hooks, tacks or screws into any part of the building, put up decorations or adhesives that would deface the premises. Exhibitor shall promptly pay for any and all damages to the facility, booth equipment or the property of others caused by the exhibitor or any of its agents, contractors or representatives.

### FIRE PROTECTION/FIRE MARSHAL REQUIREMENTS

All exhibit spaces must be in full compliance with all facility, fire marshal, show management, and exhibit guidelines, including all local, state and federal laws.

Cardboard, crepe paper, corrugated paper or other







combustible materials are prohibited.

Helium balloons are prohibited.

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant.

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

### **FOOD AND BEVERAGE SAMPLING (INCLUDING ALCOHOL POLICIES)**

Food and beverage products, including but not limited to alcoholic beverages, may not be distributed by exhibitors unless agreed upon and under contract with HBMA. Small bowls of candy are allowed.

Exhibitors must adhere to all rules, regulations and laws in effect at the facility regarding purchase, distribution and consumption of alcohol.

### **HANDLING AND STORAGE**

The official material handling contractor will handle and provide storage space for crates, boxes, skids, etc., during the exhibition and return properly marked materials at the completion of the meeting.

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the exhibit space area, so long as these items do not

impede access to utility services, create a safety problem, or look unsightly.

### **HANGING SIGNS AND GRAPHICS**

The highest point of any sign should not exceed the maximum allowable booth height of 8 feet.

No signs or advertising devices shall be displayed outside the exhibit booth space other than those furnished by HBMA.

### **INSTALL/DISMANTLE**

No displays may be dismantled prior to the official closing of the exhibition. Such activity will be considered a violation of these terms, rules and regulations.

Show management reserves the right to assign specific days to exhibitors for delivery of equipment and/or display items. Failure by exhibitor to abide by such delivery schedule shall obligate that exhibitor to pay all charges incurred for labor as a result of the disruption of the delivery schedule.

### **LABOR**

Labor jurisdiction and union rules are determined by the facility, state, and municipality in which the exhibition is held. Skilled and unskilled labor as needed or required can be arranged through the official service contractor at established rates.

### **NON-COMPLIANCE**

Show Management shall have full discretion in the interpretation and enforcement of all rules and regulations governing exhibitors.

In the event exhibitor begins teardown prior to the close of exhibits, exhibitor will be issued a non-compliance warning and may be subject to a loss of priority status.

### **PHOTOGRAPHY/VIDEO RECORDING/CAMERAS/VIDEOS**

Exhibitors are permitted to photograph or produce audio/video of their own booth displays and/or products. Exhibitors are prohibited from photographing or producing audio/video of other displays, products or materials without prior written permission from show management.

Only official photographers and audio/video producers appointed by show management are permitted to photograph or record audio/video of the entire event.

## SECURITY

Neither show management, the official contractors, nor the facility are responsible for the exhibitor's property in the event of theft, accident, vandalism, or other causes. General perimeter security is provided primarily for the purpose of badge and parcel checking. Exhibitors are responsible for the security of their displays at all times and should be properly insured.

## SOUND/NOISE/MUSIC/LIGHTING

In general, exhibitors may use sound equipment in their booths so long as the noise level does not, in the exclusive judgment of show management, disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle.

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI, and SESAC are three authorized licensing organizations that collect copyright fees. Show management does not have a license with any of these agencies; therefore the exhibitor is responsible for obtaining licensing directly. Adherence to these federally mandated copyright licensing laws is of critical importance.

Lighting elements must be contained within the confines of the contracted exhibit space and not protrude into the aisles or onto neighboring exhibits. Strobe, flashing, and rotating lights are not permitted without the advance written approval of show management. Specialized lighting effects shall be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the exhibition.

## SPONSORSHIPS

Exhibitors, both member and non-member companies, will be given the opportunity to purchase HBMA sponsorships. Items and events available for sponsorship will be publicized by HBMA. Vendors may also contact HBMA to offer other sponsorships that may not be listed for a particular event.

Gdcbcgfg\jd ]hYa g'UFY'Uj U]UV'Y'hc'V&a dUb]Yg'cb'U'Zfgh f][\hcZYZ'gU'dfcWgg'hc'ja a YX]UHY'dUghgdcbgcf"

## STAFFING OF BOOTH

As a courtesy to participants and fellow exhibitors, exhibiting companies must open their exhibit on time and staff the booth at all times during the exhibit hours. To insure readiness of the exhibit hall, HBMA recommends that booths be staffed 15 minutes prior to the posted exhibit hall schedule. No packing of equipment or literature, or dismantling of exhibits is permitted until the exhibit show closing. Exhibitors should make travel and staffing arrangements accordingly.

Any exhibitor that fails to occupy its assigned exhibit space by the end of published set-up hours, leaves its exhibit space unattended during event hours, or begins dismantling of exhibit space prior to the close of the event, may forfeit its right to the exhibit space and its eligibility to exhibit at future events.



# Conduct Best Practices

## ATTIRE

Exhibitors and attendees are required to dress and conduct themselves appropriate to and consistent with the professional and business-like purpose of the show.

## BEHAVIOR/GOOD NEIGHBOR POLICY

Exhibitors are required to conduct themselves and operate their exhibit so as not to annoy, endanger, or interfere with the rights of others at the show. Show management reserves the right to deny access to the exhibition floor to exhibitors not conducting themselves in a professional, ethical, and other wise appropriate manner.

Exhibitor's personnel and their representatives may not enter the exhibit space or loiter in the area of another exhibitor without permission from that exhibitor, and at no time may anyone enter an exhibit space that is not staffed.

## HOSPITALITY AND NETWORKING EVENTS BY EXHIBITORS

No exhibitor, or any affiliate thereof, shall conduct any off-site activity during official event hours that would encourage attendees to leave the officially scheduled event activities. Hospitality suites shall not be open during event hours.

Only exhibiting companies will be permitted to have meeting rooms or hospitality/business suites at any of the official hotels or exhibit facilities. Exhibitors must inform show management of any hospitality suites, functions, classes, seminars or exhibits being held at venues other than the exhibition floor, and must receive express written consent from show management for said activities prior to the show. Exhibitors who are found to be in violation of outside activities rules and regulations will be subject to the loss of exhibiting privileges.

Show management strictly prohibits solicitation of business in any public areas occupied by the event. Such solicitations are limited to badged individuals within registered booths in the exhibit hall only. In addition, no exhibitor may hold any revenue-producing or fundraising function during the course of the HBMA conference.

Companies who wish to host hospitality suites must apply in writing to show management for permission and must agree that the suites not be open during any scheduled event. If an activity is held without approval, show management reserves the right to exclude the exhibitor from future events.

## LITERATURE DISTRIBUTION/GIVEAWAYS

Materials may be distributed only at the exhibitor's display and must be related strictly to the exhibiting company's products and/or services.

# HBMA Mission Statement

HBMA is committed to advancing the healthcare billing and management industry through advocacy and by providing education, information, and other valuable resources to its members while promoting high ethical and professional standards.



## OUTBOARDING

Any company that is not an official exhibitor that hosts an exhibit or other function at a non-official show venue is in violation of show rules and may lose priority status and/or the ability to exhibit at future exhibitions. Exhibiting companies are encouraged to protect their investment and report any violations to show management.

## RAFFLES/DRAWINGS AND CONTESTS

Raffles, drawings and contests, if permitted by law, are allowed in an exhibitor's booth but will be regulated by show management.

## SMOKING

Smoking is prohibited within the function space. Smoking is allowed only outside of the building in designated areas.

## SUITCASING

Suitcasing is defined as any activity designed to solicit or sell products or services to delegates attending a meeting, conference, or event without the proper authorization by show management. Any individual who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of this policy, is subject to removal without refund and subject to additional penalties, to be determined by show management.

exhibitor's responsibility to inform show management if contact information changes to ensure the timely distribution of exhibition information to the responsible person within exhibitor's organization. This person shall be authorized to enter into service contracts as may be necessary and for which the exhibitor is responsible. This person will receive all official correspondence from HBMA and be responsible for communicating all information to appropriate individuals.

## CONTACTING ATTENDEES

Exhibitors may send an email or direct mail invitation to attendees to visit your booth prior to the conference from the participant list furnished to you by HBMA. The attendee list may only be used for 30 days following the conference. No further contact should be made without permission from the attendee.

Contact of attendees by phone, text messaging, or other means during the conference is prohibited. All contacts with a member must cease if so requested by the individual.

## LIST SERVE ACCESS

Exhibitors have access to the HBMA List Serve but may not respond directly to the members. Vendors may have a client/member respond on their behalf. No selling is allowed on the List Serve. Complaints from members may result in your access being restricted.

## OFFICIAL SHOW DIRECTORY AND EXHIBITOR LISTINGS

The Exhibiting Company's service or product description will be included in the final Conference Program Book and will also be linked to the Conference Page on the Meeting Calendar of the HBMA website. The exhibitor shall be responsible for the content of its entries. HBMA reserves the right to edit copy to conform to format and length limitations as necessary.

The company logo will be included in the Exhibitor Information section of the final program book and on any sponsor signage if received by the deadline date specified in the Exhibitor Prospectus. For best results, Illustrator or Freehand EPS files are requested. If not available, hi-res JPEG format will be accepted. Word document representations cannot be adequately reproduced and HBMA is not able to use logos from websites.

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# Communications

## ACCEPTANCE OF COMMUNICATION FROM SHOW MANAGEMENT AND OFFICIAL CONTRACTORS

Exhibitor agrees, on its own behalf and on behalf of its employees and agents, to receive event and organizer related information via phone, facsimile, mail and e-mail from show management and its associated contractors. Exhibitor waives any right or option to opt out of any of these forms of communication until the conclusion of the contracted event.

The signer of the exhibit space application shall be the official representative of the exhibitor or shall have the authority to act on behalf of the exhibitor. It is the



## MOBILE APP FOR CONFERENCES

The HBMA Mobile App offers you the opportunity to get your company name and logo in front of all conference attendees for one month prior to, during, and after HBMA national conferences. Sponsors at the Platinum and Gold levels receive a complimentary rotating banner. Sponsors of the App also receive the rotating banner. Banner ads will link to your exhibitor listing page, including your website for additional promotion. Enhanced exhibitor listings are also available for purchase.

## PAGING/ANNOUNCEMENTS

Show management reserves the right to determine when and what type of announcements over the public address system will be permitted. Exhibitor announcements over the PA system are prohibited.

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# Contract Management

## ADDITIONAL RULES AND REGULATIONS/AMENDMENTS/AUTHORITY OF SHOW MANAGEMENT

Show management reserves the right to make changes, amendments and additions to the rules at any time, and all changes, amendments and additions so made shall be binding on the exhibitor with the provision that all exhibitors will be advised of any such changes. Show management shall have the final determination, interpretation, and enforcement of all rules, regulations, and conditions governing exhibitors. All matters and questions not specifically covered by the agreement are subject to the decision of show management and those decisions will be final.

## ADA

Each exhibitor shall have the sole responsibility for ensuring that its exhibit is in full compliance with the Americans with Disabilities Act and any other laws and regulations on disabilities or accessibility. Exhibitors agree to comply with all laws and regulations that apply to their exhibit space. The exhibitor will ensure the



accessibility of its exhibit space and agrees to hold harmless and indemnify show management, the facility and the official contractors against any claims, damages or loss, including attorney's fees and costs, arising out of or related to any alleged ADA violation.

## APPLICABLE LAW CLAUSE

The agreement shall be governed by and construed in accordance with the laws of the State of California without regard to conflict of laws, rules, policies, or principles. If legal action is required to enforce this agreement, the prevailing party is entitled to recover reasonable attorney fees, costs of court, and any other expenses incurred in enforcing the agreement.

## APPLICATION FOR SPACE/EXECUTION OF CONTRACT – NON ENDORSEMENT

Applications for rental of exhibit space shall be subject to the approval of show management, which reserves the right to reject applications for space with or without cause if in the best interest of the event. Applications will be accepted or declined based on availability of exhibit space and the proposed products and/or services of the exhibitor. An exhibitor's products and/or services must relate to the needs of the industry.

The individual signing (either written or electronic signatures) on behalf of the exhibitor represents and warrants that he/she is authorized to do so.

Upon acknowledgement of acceptance of the application by show management, the application shall be a legally binding contract between the exhibitor and show management. It is understood and agreed that any

changes or modifications to the application in terms of exhibit size, location, configuration, or cancellation by the exhibitor, following the initial submission, shall be considered accepted and approved by show management if written notification is provided by exhibitor to, and received by, show management.

Acceptance of an application does not carry show management's endorsement of the products or services of that exhibitor.

## EXHIBITOR LIABILITY INSURANCE REQUIREMENT

Each exhibiting company, and exhibitor appointed non-official contractor, is required to carry general liability insurance of \$1 million per occurrence/\$2 million general aggregate.

## FORCE MAJEURE

Show management will not be responsible in any event for any loss, damage, delay, or limitation related to acts of God, transportation stoppages, labor disputes, government restrictions, civil unrest, warfare, acts of terrorism, unavoidable casualty, or any other similar or dissimilar causes beyond the control of HBMA, Inc. Exhibitor hereby releases and discharges HBMA, Inc. and its officers, directors, employees and agents from liability for any such loss, damage, delay or limitation. Should any contingency prevent the holding of the exhibition, HBMA, Inc. may retain such part of the fee specified in the exhibitor contract as is required to compensate show management for expenses incurred up to the time such contingency has occurred.

## HOLD HARMLESS AGREEMENT AND INDEMNIFICATION

Neither HBMA, Inc. nor its officers, directors, employees and agents shall in any manner or for any cause be liable or responsible to any exhibitor or its employees or agents or any other person for any injury or damage to any person, business or property in any way related to or arising in connection with the exhibition; and any and all claims for such

injuries or damages are hereby waived. Each exhibitor agrees to indemnify and hold harmless and defend HBMA, Inc. and the facility, and their respective employees and agents from any and all such losses, damages and claims.

Exhibitors understand that neither HBMA nor the facility maintain insurance covering exhibitor's property and it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses.

## LICENSING/PERMITS

Exhibitors are responsible for obtaining all necessary licenses and permits to use music, photographs, or other copyrighted materials.





## **HBMA VISION**

HBMA shall be the leading authority on healthcare billing and management services for association members and their employees, government decision makers and other industry stakeholders.

## **HBMA CORE VALUES**

HBMA values the highest level of professionalism, integrity, and compliant business practices in every aspect of our industry. We expect transparency and accountability from our leaders while ensuring the continued growth of the association by providing valuable benefits and resources to our members and other industry stakeholders.

## **HBMA MISSION STATEMENT**

HBMA is committed to advancing the healthcare billing and management industry through advocacy and by providing education, information, and other valuable resources to its members while promoting high ethical and professional standards.

## **HBMA CODE OF ETHICS**

### **HBMA Members Pledge to:**

- Exercise sensitive professional and moral judgment in all business activities
- Act in a way that will honor the public interest and demonstrate a commitment to professionalism and competence
- Perform all business activities with the highest sense of integrity
- Maintain objectivity and avoid any conflict of interest
- Strive to improve the quality and competence of services performed through continuing education
- Exercise care and diligence in providing services
- Maintain confidentiality of patient and client information
- Strive to comply with all relevant federal, state, and local laws and regulations
- Refrain from making misleading or false statements about professional qualifications, experience, performance, or results that can be achieved

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