



HEALTHCARE BUSINESS MANAGEMENT ASSOCIATION

# Exhibitor Policies & Procedures



**FOR MORE INFORMATION**

(877) 640-4262 | [www.hbma.org](http://www.hbma.org) | [info@hbma.org](mailto:info@hbma.org)

## Introduction

Exhibition rules are designed to protect the integrity of the exhibition and 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 HBMA.

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## 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 an official show badge.

In the interest of safety and injury prevention, children under 18 years of age will not be permitted 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.

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## Exhibitor Eligibility/Requirements

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 member companies are entitled to register at the reduced exhibit booth registration fee.

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

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## Compliance

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 Advisory 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

## Character of Exhibit

Booth sizes are dependent on the event type, and will be outlined in the individual event prospectus. Daily aisle maintenance and trash control, general overall illumination and temperature control will be provided. Booths will include one draped table, two chairs, and a wastebasket at all events.

No exhibitor shall exhibit, or permit to be exhibited, in the space allotted to them, 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.

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## Hotel Reservation and Cancellation

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.

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## Register to Exhibit

Registrations must be completed via HBMA's online education calendar. Booths are provided on a first come, first served basis. To retain member pricing, membership dues must also be current and paid in full at the time of registration.

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## Terms of Payment and Cancellation

Mailed registrations must be accompanied by check made payable to HBMA in the full registration amount.

HBMA will provide for a full refund of registration fees, less an administrative processing fee of \$500, for any booth cancellations received in writing more than sixty (60) days prior to the event. No refund for cancellation will be made for requests after this time.

Sponsorships are non refundable or transferable. All sponsorship purchases are final.

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.

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## 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.

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## 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
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## Exhibit Booth Badge Registration

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

Each exhibiting firm receives two (2) complimentary conference registrations. Representatives must be employees of the exhibiting company. Additional representatives may be registered for the attendee registration fee of the event. In specific instances, i.e. for some levels of sponsorship, registration for additional representatives may be designated as complimentary.

Badges are non-transferable. 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

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## 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.



## 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.

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## Display Guideline 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.

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## Food and Beverage

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.

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## Set Up/Break Down

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. 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 consequence (referenced on page 2).

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.

## 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.

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## 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.

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## 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.

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## 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.

Exhibitors must inform show management of any 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.

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## 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

## Rules and Regulations Amendments

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.

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## 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.

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## 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.

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## 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 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.

For Additional details on the committee structure, please visit [www.hbma.org/leadership](http://www.hbma.org/leadership)