

20/20 Insight into Value-Based, Quality Care

ABQAURP's Annual Health Care Quality & Patient Safety Conference

ABQAURP's Annual Health Care Quality & Patient Safety Conference (HCQ&PS) will deliver health care quality innovations and best practices to address the challenges health providers are facing. Attendees will explore strategies and emerging solutions to successfully implement within their health care organization.

Develop new relationships, increase your name recognition, and network with decision-makers in a smaller, friendly setting where you won't be overlooked. ABQAURP's annual conference is your opportunity to receive dedicated attention from potential clients.

Don't miss this unique opportunity to demonstrate the value of your products and services outside of today's crowded marketplace!

Sponsorship Opportunities and Booth Space Are Limited! Reserve Your Space Now!

Interact with organization leaders and proactive decision makers.

Attendees include:

- **Physicians and Nurses from all specialties**
- **Presidents and Vice Presidents**
- **Executive Officers**
- **Hospitalists**
- **Physician Advisors**
- **Legal Counsel**
- **Medical Directors**
- **Managers and Directors**

Exhibit Opportunities

The conference sessions and events are designed to drive maximum attendance to your exhibit booth. The conference room is adjacent to the exhibit area; networking events, breaks, and meals are held in the exhibit area.

Exhibit Hours in Island Ballroom Thursday, April 29, 2021

- Attendee Early Registration: 3:30pm - 6:00pm
- Networking Reception: 4:30pm - 6:00pm

Friday, April 30, 2021

- Registration and Breakfast: 6:45am - 7:45am
- AM Networking Break: 10:00am - 10:15am
- Buffet Lunch: 12:15pm - 1:15pm
- PM Networking Break: 3:15pm - 3:30pm

*Event schedule subject to change.

For more information, contact:

Kelly Sokoll

(800) 998-6030, ext. 117

ksokoll@abqaurp.org

April 29 - 30, 2021
Sheraton Sand Key Resort
Clearwater Beach, FL



WHY EXHIBIT AT ABQAURP'S ANNUAL CONFERENCE?

- Promote your organization's offerings to prominent leaders in the medical community
- Opportunity to discuss the relationship of your products and services to our health care quality leaders
- Intimate and consultative setting - no crowded, noisy exhibit hall
- Diverse attendees including: Presidents and Vice Presidents; Chief Executive, Operating, Medical, Nursing, and Financial Officers; Hospitalists; Physician Advisors; Legal Counsel; Medical Directors; Managers and Directors of Quality and Utilization; and Practicing Physicians and Nurses from all specialties
- An understanding of the variety of products and services offered in the health care marketplace is critical to our attendees – they appreciate the networking opportunity
- Exhibits will be in the networking area where reception, meals, and refreshments are served
- National and international attendees are influential decision-makers from their organizations
- Your company information featured in attendee conference syllabus – ensuring your information is available to them long after the conference is over

WHAT OTHERS HAVE SAID...

"It is with great pleasure that Health Information Alliance, Inc. once again is exhibiting at the ABQAURP Conference. The conference is managed with professionalism and care and we reach our target audience directly in a professional, relaxed atmosphere."

Louis Testa, BBA

CEO - Health Information Alliance, Inc.

"The meeting was very beneficial and the best one yet. Hope next year's participation; traffic in vendor room, and food are as good as this one. You have created a tough act to follow!"

Cheryl Payne, RN

President - MPRS

"I enjoyed exhibiting at the conference and meeting the ABQAURP team. I have some solid leads, both with regard to potential clients and physician reviewers, so it was a successful exhibiting opportunity."

Judy Ring, RN, BSN

Manager, Quality Services and Corporate Compliance - CIMRO

CORPORATE MEMBERSHIP

For a more long-lasting relationship and continual opportunity to network with ABQAURP's members, consider an annual Corporate Membership. Membership includes many of the same great sponsor benefits that continue throughout the year.

The Corporate Membership program is designed for companies who share ABQAURP's mission to improve the overall quality of health care provided to the consuming public. Companies and corporations affiliated with ABQAURP help create a solid foundation to ensure professionalism, credibility, and quality in the health care industry. Several Membership levels are available; each tier increases the level of opportunities for the Corporate Member.

Benefits include: exhibit space, conference registrations, promotion of your organization in the *Patient Safety & Quality Healthcare* magazine, website placement, mailing prospects, Professional Membership, and additional discounts on certification.

PLEASE VISIT WWW.ABQAURP.ORG FOR CORPORATE MEMBERSHIP DETAILS

EXHIBIT AND SPONSORSHIP LEVELS

Achieve better outcomes while exhibiting, accomplish multiple goals, and enhance the value of your conference investment with a sponsorship package. Sponsorship opportunities are available at several different levels beginning at \$800.

STANDARD EXHIBIT BOOTH - \$800

Each standard exhibit booth includes:

- 8'x8' tabletop exhibit booth (including one 6' table & two chairs)
- 150-word company listing and logo in the conference syllabus
- Company listing on the ABQAURP Annual Conference webpage (including logo & web link)
- Email(s) sent to attendees on your behalf (including logo & web link)

STANDARD EXHIBIT BOOTH WITH CONFERENCE REGISTRATION - \$1,385

- Standard Exhibit Booth (as above) with one full conference registration (including CME/CE)

LUNCHEON SPONSOR - \$3,000

Host the conference networking luncheon. Receive maximum exposure among the attendees with the following benefits:

- A complimentary Standard Exhibit Booth including:
 - 150-word company listing and logo in the conference syllabus
 - Company listing on the ABQAURP Annual Conference webpage (including logo & web link)
 - Email(s) sent to attendees on your behalf (including logo & web link)
- Signage during the luncheon

NETWORKING RECEPTION SPONSOR - \$3,000

Host the networking reception in the exhibit area. Provide beverages and snacks to attendees, while allowing the opportunity for additional networking with attendees and peers with the following benefits:

- A complimentary Standard Exhibit Booth including:
 - 150-word company listing and logo in the conference syllabus
 - Company listing on the ABQAURP Annual Conference webpage (including logo & web link)
 - Email(s) sent to attendees on your behalf (including logo & web link)
- Signage during the reception

CONTINENTAL BREAKFAST SPONSOR - \$2,000

Host the continental breakfast in the exhibit area to start off the conference with the following benefits:

- A complimentary Standard Exhibit Booth including:
 - 150-word company listing and logo in the conference syllabus
 - Company listing on the ABQAURP Annual Conference webpage (including logo & web link)
 - Email(s) sent to attendees on your behalf (including logo & web link)
- Signage during the continental breakfast



EXHIBIT INFORMATION

Conference events are structured to encourage maximum attendance by being adjacent to the conference room. Networking events will take place directly in and around the exhibit area. Events include: a Welcome Reception, Registration/Continental Breakfast, Morning and Afternoon Networking Breaks, and a Buffet Lunch.

EXHIBIT LOCATION

Sheraton Sand Key Resort
1160 Gulf Blvd.
Clearwater Beach, FL 33767
Island Ballroom

MOVE-IN

Thursday, April 29, 2021 12:00pm - 3:00pm

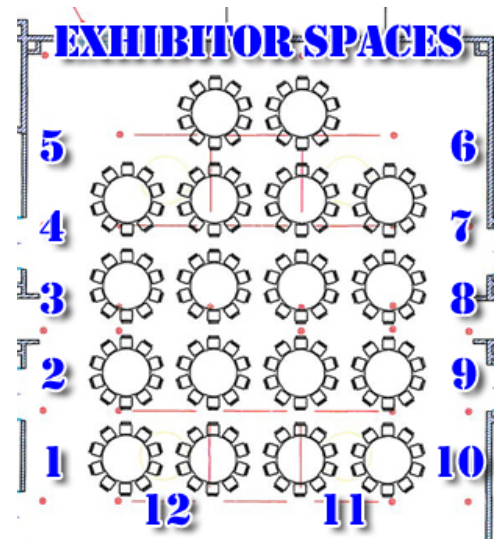
EXHIBITS OPEN

Thursday, April 29 3:30pm - 6:00pm

Friday, April 30 6:45am - 3:45pm

MOVE-OUT

Friday, April 30 after 4:00pm



HOTEL ACCOMMODATIONS

Make your reservations now by calling hotel reservations at (727) 595-1611. Use group: ABQAURP to identify yourself as an ABQAURP attendee to receive our special room rate of \$210/Single or Double (plus taxes and fees). **Rooms in this block are VERY LIMITED and are on a first-come, first-served basis.** The deadline date for reservations is March 28, 2021. If any rooms remain after this date, our block of rooms will be released.

Exhibitors/sponsors are responsible for their own hotel reservations. A link to make reservations online is available at: www.abqaarp.org/AnnualConference.

ELECTRICAL OR A/V NEEDS

The Sheraton Sand Key has onsite audio visual/electric service available. Information is available at your request.

Please note: Wi-fi is provided in the exhibit area, but is limited and is not meant to replace an internet connection if service is required for exhibit.

INBOUND SHIPMENTS

To ensure your shipments are routed in a timely fashion, use the below addressing format on each package. Please schedule your packages to arrive no earlier than 3 days prior to the event. Handling fees apply; additional storage fees may apply if materials arrive earlier than the event.

Sheraton Sand Key Resort
1160 Gulf Blvd.
Clearwater Beach, FL 33767

To: Guest Name

Event: American Board of Quality Assurance – April 29-30, 2021

HANDLING SERVICE FEES

Weight/Item	Charges
0-5 lbs.	\$5.00 per item
6-20 lbs.	\$10.00 per item
21-50 lbs.	\$15.00 per item
Over 50 lbs.	\$25.00 per item
Pallet charges	\$100.00 per pallet in and out

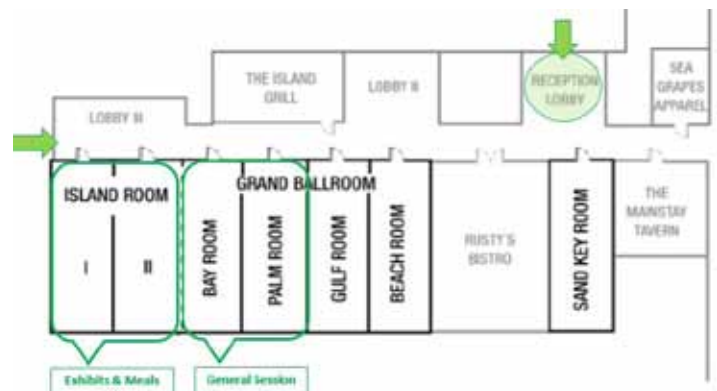




EXHIBIT OR SPONSOR ORDER FORM - 43rd Annual HCQ & PS Conference

Please note: Exhibit space will not be reserved until registration form is completed and required fees are paid.

Company Name: _____

Representative Name: _____ Representative Title: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: () _____ Email: _____ Website: _____

Please mark your selection below:

Conference Sponsorship -

Luncheon Sponsor \$3,000

Reception Sponsor \$3,000

Breakfast Sponsor \$2,000

Exhibit -

Exhibit Booth \$800

Exhibit Booth with Registration \$1,385

(registration must be submitted at same time as exhibit order)

**Note: Electricity and dedicated internet service is available for separate purchase through the hotel AV provider. Forms will be provided on request. ABQ AURP is not responsible for these services.

Sponsors: As a sponsor, I want to take advantage of the available exhibit booth. (Continue below.)

As a sponsor, I do not want to take advantage of the available exhibit booth.

REQUEST FOR COMPANY INFO

For guaranteed syllabus placement, logo file and text copy must be **received no later than February 15, 2021.**

Please email a product and/or organization description (up to 150 words) to Kelly Sokoll at ksokoll@abqaurp.org. Include contact name, phone number, and a web address for the logo to link to online.

A **high-resolution** (minimum 300 dpi) product/company logo, preferably in .eps format, .jpg is acceptable.

Exhibit Hall Badge Information (2 per exhibit booth)

Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ Email: _____

Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ Email: _____

Optional CME/CE Registration (if you chose Exhibit Booth with Registration above)

Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ Email: _____

BOOTH ASSIGNMENT

Please reference the floor plan and choose your top 3 booth choices. Booths are assigned on a first-come, first-served basis. Every attempt will be made to accommodate all requests.

Choice 1: _____ Choice 2: _____ Choice 3: _____

Continue on reverse...

PAYMENT INFORMATION

Payment must be received with your order. Sponsorship fees are non-refundable. Exhibit booth cancellations must be received, in writing, by September 30, 2020, and are subject to a \$75.00 cancellation fee. No refunds will be made for cancellations after this date. If you do not cancel and do not attend, you are still responsible for payment. ABQAURP reserves the right to cancel the conference and return all applicable fees. Exhibit and sponsor status is not final until payment is received and processed.

Check Enclosed: \$_____ Please make check payable to ABQAURP, Inc. (Tax ID 23-2110723)

Visa Mastercard American Express Discover Charge approved in the amount of \$_____

Name of Card Holder: _____

Account Number: _____

Expiration Date: _____ Sec. Code: _____ Signature: _____

TERMS AND CONDITIONS FOR EXHIBIT/SPONSOR

I agree to abide by the Terms and Conditions for Exhibit Booth/Sponsorship established for the ABQAURP Annual Health Care Quality & Patient Safety Conference, and such additional rules and regulations put into effect by ABQAURP. Cancellations must be made in writing and are subject to cancellation fees outlined in the Terms and Conditions for Exhibit/Sponsor Booth. Participation at any ABQAURP event constitutes an agreement by the attendee to ABQAURP to the use and distribution (both now and in the future) of the attendee’s voice or image in photographs, audio, video, or electronic reproductions of said events. I understand that exhibit space assignment shall be at the discretion of ABQAURP.

I, _____, on behalf of _____, am duly authorized to execute this binding contract.

Signature: _____ Title: _____ Date: _____

Send order form and payment to:

ABQAURP | Attn: Kelly Sokoll | 6640 Congress Street | New Port Richey, FL 34653

Email: ksokoll@abqaurp.org



TERMS AND CONDITIONS FOR EXHIBIT BOOTH/SPONSORSHIP ESTABLISHED FOR ABQAURP'S ANNUAL HEALTH CARE QUALITY & PATIENT SAFETY CONFERENCE

- I. USE OF ASSIGNED SPACE:** It is expressly agreed that exhibit space assigned under this contract is subject to the following terms and conditions:
- A. All exhibits in the ABQAURP Exposition shall be officially housed in the selected conference facility.
 - B. All exhibit space assigned under this contract is for the **SOLE AND EXCLUSIVE USE OF THE UNDERSIGNED EXHIBITOR**. Exhibitor shall not reassign, sublease, or share the assigned space with any other person. Exhibit space is assigned on the expressed understanding that it is to be used solely for the display of the Exhibitor's products and/or services that the Exhibitor holds out for sale to the health care industry. Use of the assigned space for the display of products or persons other than the Exhibitor is a violation of this contract.
 - C. Exhibitor shall display products and/or services only in the exhibit space assigned. Exhibitor is expressly prohibited from displaying products in any space (including aisle space) not assigned.
 - D. ABQAURP has absolute right to require Exhibitor to change, alter, modify, or remove any or all parts of Exhibitor's display, including but not limited to signs, cards, or other material, stands, display cases, or other physical structures, and any items being displayed by Exhibitor, which ABQAURP in its sole discretion deems unsuitable for its exposition.
 - E. For the purposes of these paragraphs, "person" means any natural person or any corporation, partnership, foreign, or domestic business entity.
- II. SPECIAL SERVICES:** ABQAURP shall provide the following items and services to the exhibitor without any additional charge:
- A. ABQAURP will furnish each Exhibitor: one (1) standard six (6) foot skirted table and two (2) chairs. Standard electricity is available for purchase from hotel AV vendor. Internet service is available for purchase from the hotel AV vendor.
 - B. ABQAURP will include Exhibitor's name, logo, and 150-word company description in its official conference syllabus if received prior to the listed deadline.
 - C. Unless otherwise provided elsewhere in this contract or by ABQAURP, Exhibitor must obtain all labor, furnishings, wiring, lighting, decorations, and other supplies and equipment through the hotel. All charges for such services are the sole responsibility of the Exhibitor. The charges shall not be billed through ABQAURP, nor shall ABQAURP assume any responsibility for them under any circumstances.
- III. INSTALLATION AND DISMANTLING OF EXHIBITS:**
- A. Move-In: Thursday, April 29, 2021 12:00pm - 3:00pm
 - B. Move-Out: Friday, April 30, 2021 4:00pm
- IV. LIABILITY FOR LOSS, THEFT, PROPERTY DAMAGE OR DESTRUCTION, AND PERSONAL INJURY:** The exhibitor assumes all responsibility for any and all loss, theft, or damage to exhibitor's displays, equipment, and other property while on the conference property, and hereby waives any claim or demand it may have arising from such loss, theft, or damage. In addition, the exhibitor agrees to defend (if requested), indemnify, and hold harmless ABQAURP, the conference property, and their respective parent, subsidiary, and other related or affiliated companies from and against any liabilities, obligations, claims, damages, suits, costs, and expenses, including without limitation, attorney's fees and costs, arising from or in connection with the exhibitors occupancy and use of the exhibition premises or any part thereof or any negligent act, error, or omission of the exhibitor or its employees, subcontractors, or agents.
- V. INSURANCE:** It is expressly acknowledged that ABQAURP has not purchased insurance of any kind for the benefit of Exhibitor, nor is it under any obligation whatsoever to do so.
- VI. STRIKES AND LABOR DISPUTES:**
- A. Exhibitor shall obey all applicable union labor requirements prevailing in the selected conference facility at the time the Exposition is held.
 - B. Exhibitor shall take steps deemed necessary by ABQAURP to avert or mitigate a strike or other labor dispute.
- VII. EXHIBITOR'S RESPONSIBILITY FOR ADDITIONAL CHARGES:** The following charges are the sole and direct responsibility of Exhibitor and ABQAURP shall incur no responsibility or liability with respect to them:
- A. Any expenses incurred by Exhibitor as a result of any partial or total evacuation of the selected conference facility, which is beyond the control of ABQAURP. Exhibitors shall remain liable for the full contract price in the event of such evacuation.
 - B. Any expenses incurred by Exhibitor in order to comply with any federal, state, or local government regulation.
 - C. Any expenses incurred by Exhibitor in order to comply with any regulation imposed by the selected conference facility.
 - D. Any expenses incurred by Exhibitor due to a strike or labor dispute beyond the control of ABQAURP.
- VIII. CHANGE OF TIME OR PLACE:** ABQAURP shall have the right to change the location and the time of the Exposition, provided that it shall give Exhibitor immediate notice of such change via mail, phone, and/or e-mail.
- IX. EVENT CANCELLATION:** Upon acceptance by ABQAURP, this contract is binding and may not be canceled by either party, except under any of the following circumstances:
- A. ABQAURP 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 this contract. Such cancellation shall be without liability on the part of ABQAURP.
 - B. ABQAURP has the absolute right to cancel the contract in the event that the performance is rendered impossible by any circumstances beyond the control of ABQAURP, including but not limited to acts of God, government, or public enemy; strikes or other labor disputes; the selected conference facility is unable to provide space. Such cancellation shall be without liability on the part of ABQAURP provided that ABQAURP refunds Exhibitor thirty percent (30%) of the total contract price as specified in this contract, if said contract price has been paid in full, and zero percent (0%) of the deposit paid upon execution of this contract if the full contract price has not been paid at the time this clause shall become effective.
- X. EXHIBITOR'S RESPONSIBILITY FOR EXPENSES AND ATTORNEY'S FEES:** Exhibitor shall be liable to ABQAURP for any and all expenses incurred by ABQAURP, including attorney's fees, in exercising and/or enforcing any of its rights under this contract, or incurred by ABQAURP as a result of Exhibitor's violation or failure to comply with all the terms of this contract.
- XI. RULES AND REGULATIONS:** ABQAURP reserves the right to adopt any rules or regulations which it may deem necessary in order to facilitate the smooth and effective operation of the Exposition. Exhibitor hereby agrees to abide by any such rules or regulations, as if they were fully set forth herein. The rules and regulations will be furnished to the Exhibitor upon his request. Exhibitor agrees to comply with the rules of the selected conference facility.
- XII. SPACE ASSIGNMENT:** ABQAURP shall in all respects have the right to assign such space in Exposition as ABQAURP deems appropriate, any claims for priority and/or seniority by Exhibitor notwithstanding. Exhibitor shall have no right to any space unless and until a contract for exhibit space has been duly executed by ABQAURP and all Exhibitors' financial and other obligations under this contract have been complied with.
- XIII.** This agreement shall be subject to and subordinate to the lease and rules and regulations between the selected conference facility and ABQAURP for the period of the exposition. The term "Exposition" as used herein shall mean ABQAURP and the term "Exhibitor" shall refer to the party contracting hereunder for said exhibit space.
- XIV.** The Exposition reserves the rights to restrict, refuse, or expel at any time exhibits, which in its judgment may detract from the general character of the Exposition. This reservation includes persons, things, conduct, printed matters, or anything of a character, which might be objectionable or detrimental to the Exposition as a whole, the opinion of the Exposition being final in this matter. The Exposition reserves the right to alter locations of Exhibitors or of booths as shown on the official floor plan, if deemed advisable, in the best interest of the Exposition generally. The Exposition reserves the right to fill space vacancies occurring for the reason of non-arrival or late arrival of the Exhibitor as described in paragraph III.
- XV. HEADINGS:** The captions and headings in the contract are for references only and are to have no effect on the content of any of the terms of this contract.
- XVI.** This contract contains the entire agreement between the parties and for all purposes shall be deemed to have been executed under and subject to and constructed in accordance with the laws of the State of Florida. The parties stipulate and agree that the venue for any dispute arising out of this agreement shall be in Pasco County, Florida.