SDHCA Spring Institute
Exhibit/Sponsor Registration
April 22\textsuperscript{nd}-23\textsuperscript{rd}, 2020

Each entity must complete its own registration and cannot combine into one booth. Please type or print all information below as it should appear in our event materials:

<table>
<thead>
<tr>
<th>Company ____________________________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Name ________________________</td>
</tr>
<tr>
<td>Address ____________________________</td>
</tr>
<tr>
<td>City ____________________________</td>
</tr>
<tr>
<td>Phone (____) ________________________</td>
</tr>
<tr>
<td>Website ____________________________</td>
</tr>
</tbody>
</table>

Description of the product/service of your company ("same" will not be accepted. Please provide new description, or none will be printed. If attaching, please send attachment at time of submission):

_______________________________________________________________________________________________
_______________________________________________________________________________________________
_______________________________________________________________________________________________

Sponsorships*:

“Sponsorships can increase the number of visitors to your booth by as much as 50%.”

- Center for Exhibition Industry Research

**Water Station Sponsor $1,000:**

Only available to one sponsor and is first come, first served. Water station sponsor will be featured in the lobby with a sign thanking you for your support. Sponsor will provide their own promotional bottles to SDHCA to be distributed at this table. Attendees will be able to refill this bottle in each session. Must be dropped off at SDHCA office by April 1\textsuperscript{st}.

**Lanyards: $1,000:**

One organization may provide lanyards with their company’s name to be used for the conference name badges. Please provide 600 and have them delivered to the SDHCA office by April 1\textsuperscript{st}. We will distribute them at the registration desk.

**App Sponsor: $1,500:**

Only available to one sponsor and is first come, first served. Your logo will be featured on the main screen of our Convention app, which is our main line of communication with attendees during the event.

**Speaker Sponsorships: $1,000-$2,500:**

Please contact the office to see a listing of available topics or speakers to be sponsored. Speakers are pre-selected by our education committee. Sponsors will be listed in promotional documents and recognized at each session.

*Sponsors above will receive an attendee spreadsheet sent by email after the conclusion of the event.*
Exhibit Options:

Booth includes 2 exhibitors, access to electricity if requested, an 8x10" booth, and an 8" skirted table. Company will be listed on our Convention app with information listed above, and on our printed signs. Please check your selection(s) below. Rates are determined by the date your completed registration is received in the office. Any changes or additions will reflect the date of the change made. If you are not a Member, but would like to enjoy member rates, contact leahjanssen@sdhca.org.

General Row:

<table>
<thead>
<tr>
<th>SDHCA Member</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Early Bird</strong> (Feb 14th): $775</td>
<td><strong>Early Bird</strong> (Feb 14th): $1,475</td>
</tr>
<tr>
<td><strong>Advanced</strong> (March 2nd): $825</td>
<td><strong>Advanced</strong> (March 2nd): $1,525</td>
</tr>
<tr>
<td><strong>Standard</strong> (April 1st): $875</td>
<td><strong>Standard</strong> (April 1st): $1,575</td>
</tr>
<tr>
<td><strong>Late After April 1st</strong>: $925</td>
<td><strong>Late After April 1st</strong>: $1,625</td>
</tr>
</tbody>
</table>

Flyer: $500 □ Email: $300 □ Flyer: $500 □ Email: $300 □

New! Flyer option: Company may deliver 600 one-page flyers to the SDHCA office no later than April 1st. Flyer will be distributed to each attendee at the registration table. Available to all exhibitors. General Row exhibitors may purchase this option at the price above; Sponsorship Row receives discounted pricing (see Sponsorship Row below).

New! Email option: Company may submit a ½ page marketing piece that SDHCA will distribute to event registrants via email prior to the event. Must be submitted by March 21st.

Exhibitors for name badges (**TBD** will not be accepted):

1. Name: __________________________ Title: __________________________
2. Name: __________________________ Title: __________________________

Additional Exhibitors:

3. (+$100) Name: __________________________ Title: __________________________
4. (+$100) Name: __________________________ Title: __________________________

Sponsorship Row:

Sponsorship Row includes all of the above, plus two additional attendees, your logo printed in our app, a sign thanking you for your Sponsorship and displayed in the Exhibit Hall, and a spreadsheet of the attendees sent to you after the event.

<table>
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<tr>
<th>SDHCA Member</th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Early Bird</strong> (Feb 14th): $1,550</td>
<td><strong>Early Bird</strong> (Feb 14th): $2,250</td>
</tr>
<tr>
<td><strong>Advanced</strong> (March 2nd): $1,600</td>
<td><strong>Advanced</strong> (March 2nd): $2,300</td>
</tr>
<tr>
<td><strong>Standard</strong> (April 1st): $1,650</td>
<td><strong>Standard</strong> (April 1st): $2,350</td>
</tr>
<tr>
<td><strong>Late After April 1st</strong>: $1,700</td>
<td><strong>Late After April 1st</strong>: $2,400</td>
</tr>
</tbody>
</table>

Flyer: $250 □ Email: $300 □ Flyer: $350 □ Email: $300 □

1. Name: __________________________ Title: __________________________
2. Name: __________________________ Title: __________________________
3. Name: __________________________ Title: __________________________
4. Name: __________________________ Title: __________________________
Does your booth require electricity?  No ____ Yes ____ (110 volt ____ 220 volt ____)

Will your booth have a door prize?  No ____ Yes ____

(Please list item:______________________________________________________________)

Please list any organization(s) you prefer NOT to be placed near:
___________________________________________________________________________

Gifts available for Sponsorship*:

Tumblers $6,000* ________

Notepads $2,000* ________ For attendees to take notes in sessions

Each gift will be printed with SDHCA’s and your company’s logo and be distributed to each attendee of the Institute. It will leave a lasting impression and entice attendees to come visit the exhibit hall! A sign will thank you for your sponsorship of the item. One sponsor per item, first come first served. Deadline for sponsorship: March 1st.

*Sponsors will receive an attendee spreadsheet sent by email after the conclusion of the event.

Please do not send pre-payment! You will be invoiced after the event.

I, on behalf of my company, hereby agree to sponsor/exhibit as indicated on this form at the aforementioned event. I agree that should I become unable to attend; no refunds will be given after February 14, 2020. If notification is received in writing prior to this date, refunds will be provided less a $250 administrative fee.

I agree that pricing is determined by the date the completed registration is received in the office, and that I may be asked to resubmit if I am missing or wish to change any information. I understand that pricing will be determined by my Membership status at the time of the event. I state further that I have read the attached Exhibit Show Rules and Regulations on the next page and that I agree to the contents thereof.

___________________________________________________________________________

(SOUTH DAKOTA HEALTH CARE ASSOCIATION)

804 N Western Avenue │ Sioux Falls, SD 57104 │ Phone: 605.339.2071 │ Fax: 605.339.1354

REGISTRATIONS MUST BE COMPLETELY FILLED OUT TO QUALIFY FOR PRICING AS INDICATED ABOVE. INCOMPLETE REGISTRATIONS WILL NOT BE ACCEPTED. COMPLETED REGISTRATION MUST BE RECEIVED BY APRIL 1ST, 2020 TO GUARANTEE BOOTH SPACE AND BE INCLUDED IN SDHCA MATERIALS.
Exhibit Show

RULES AND REGULATIONS

1. MANAGEMENT - All arrangements for exhibits are to be made with the SDHCA office.

2. BOOTH EQUIPMENT - The price of the exhibit booth includes back and side drapes.

3. SIGNAGE - Each exhibitor is to provide signage identifying their company. This signage must be displayed within the space of your booth, and not outside your booth space.

4. FURNITURE - One draped and skirted table and two chairs are furnished with your booth fee.

5. ELECTRICITY - Electricity will be provided if it is marked on the registration. Electrical cords are the responsibility of the exhibitor. A 110 volt outlet is available; if a 220 volt is needed, there may be an additional charge.

6. SHIPPING - All arrangements for shipping and receiving of materials must be made by the exhibitor directly with the management of the Ramkota, Sioux Falls, South Dakota.

7. ASSIGNMENT OF SPACE – Booth numbers are not provided until you arrive at the show. Booth location priority is given based on level of sponsorship. If reassignment of space is requested, there may be an additional fee.

8. EXHIBIT - Management reserves the right to limit products/services displayed.

9. LIABILITY - It is agreed that any damage to walls, furniture, rugs or other Ramkota property shall be chargeable to the exhibitor liable for such damage. It is further agreed that the exhibitor shall indemnify and exempt the South Dakota Health Care Association and the Ramkota from all liability, which may ensue from any cause whatsoever. The SDHCA and the Exhibit Management shall not be held responsible for the safety of exhibits against fire, theft, or property damage or for accidents to exhibitors or their employees. Exhibitors should place their own insurance to cover all contingencies.

10. Rights of SDHCA - SDHCA reserves the right to remove any exhibit which may detract from the general character of the event.

11. EXHIBIT HOURS - Exclusive times have been planned so that registrants may thoroughly visit the exhibits. All exhibits must be removed from the exhibit area after the lunch concludes at 1:15 PM on Thursday.

12. EXHIBIT FEES - Rates are based upon the date the signed registration is received in the SDHCA office by close of business. If information is missing, rates will be revised to reflect the date all information is received in the office. Refunds will be given if notified by February 14, 2020 less $250.00 administrative fee. SDHCA cannot be held responsible for any acts of God, whether it be weather, fire, mechanical failure or otherwise. No refunds, discounts or transfers will be given if the exhibitor cannot make it to the show. Membership must be paid current to receive Member rates on booth costs. Please wait to pay for your booth or sponsorship until you are invoiced. Acceptable payments are check and credit card payment by phone.