

Updates in

# Correctional Health Care

*Partners in Public Health*

**Nashville, Tennessee • April 24–27, 2010**



National Commission on  
Correctional Health Care

## Exhibitor Prospectus

# Updates in **Correctional Health Care**

**Partnership** is the theme of Updates 2010, and the Exhibit Hall is where you can form valuable new partnerships with our highly motivated attendees. Post-show evaluations consistently demonstrate that these decision makers value the Exhibit Hall as a place to learn about reputable companies that serve the correctional health care specialty.

With 1,000 professionals in attendance, this popular four-day event provides numerous opportunities for one-on-one dialogue about the products and services that can help improve health care services in correctional settings. And with its special sessions on public health, the 2010 meeting will attract an even broader array of professionals. This is your chance to capture their undivided attention.

## **New Products and Services in the Exhibit Hall!**

If you offer products and services in the following categories, reserve your space today!

- Associations
- Computer/Software Technologies
- Consulting
- Contract Management
- Dental Supplies/Equipment
- Educational Materials/Training Resources
- Emergency Preparation Supplies
- EMR/Health Record Technologies
- Infection Control
- Medical Devices
- Medical Supplies/Equipment
- Mobile Medical Solutions/Units
- Pharmaceuticals and Pharmacy Services
- Publications
- Recruitment and Staffing Services
- Research Organizations
- Suicide Prevention
- Uniforms/Scrubs
- University Programs

### **Exhibit Schedule**

#### **Sunday, April 25**

- Installation 8am – 2pm
- Exhibit Opening Reception 4:30pm – 6pm

#### **Monday, April 26**

- Exhibit Hall Open 9am – 1pm
- Exhibit Hall Break 9:15am – 10:30am
- Exhibit Hall Lunch 11:45am – 1pm

#### **Tuesday, April 27**

- Exhibit Hall Open 9am – 12:15pm
- Exhibit Hall Break 9am – 10am
- Exhibit Hall Break 11:15am – 12:15pm
- Dismantling 12:15pm

*(tear down before show close is strictly prohibited)*

## Major Marketplace

Nearly \$7 billion per year is spent to provide government-mandated health care to the 2.3 million individuals housed in the nation's jails, prisons and juvenile facilities. Services provided to this population include treatment for infectious disease (e.g., hepatitis, HIV/AIDS, tuberculosis), management of chronic illness (e.g., asthma, diabetes, hypertension), general health care, dental care, mental health care, substance abuse treatment and health education.

## Exclusive Exhibitor Benefits

- 2 full conference registration passes per 10' x 10' booth
- Discounted registration for additional personnel (up to 5 per company)
- Free 75-word company listing in the final program (deadline applies)
- Electronic attendee registration list for pre and post show marketing
- Free basic listing on the NCCHC Buyer's Guide
- Discounted advertising in conference programs and CorrectCare™
- Priority booth selection for 2010 National Conference

## Exhibit Fees & Registration

### Information

By February 6	Standard	10' x 10'	\$1200
After February 6	Standard	10' x 10'	\$1400
Prime Booths		10' x 10'	\$1600
(advanced deadline not applicable)		10' x 20'	\$3200

Prime booths are located near hall entrance and corner spaces.

### Booth Rentals Include

- Back and side rail draperies, company ID sign, general overhead lighting, and aisle carpeting (note: booth carpet, electricity, furnishings, etc., are NOT included)
- An interactive exhibit hall with food and beverage areas, lounge and raffle announcements
- 24-hour security

For detailed information, please refer to the appropriate sections in the Rules and Regulations section of this prospectus.



## Show Decorating, Shipping and Drayage

The official service contractor is Paramount Convention Services. Exhibit Service Kits will be sent to registered exhibitors in February. Kits and order forms will be available at [www.ncchc.org](http://www.ncchc.org) and interactive ordering can be done at [www.paramountcs.com](http://www.paramountcs.com).

The official freight company is YRC Transportation. Contact them at 800-610-6500 to arrange your shipping needs. Make sure to use discount code YFSY275 for special NCCHC pricing!



## Leads in the click of a button!

Forget those business cards and instead capture lead information from attendees in the swipe of a badge. SmartSource Technologies will be on site with their latest technology and services for purchase.

# Sponsorship Opportunities to Maximize Your Marketing Needs

## **Educational Programming . . . . . \$8,000 – \$25,000**

Educational sessions, breakfast and luncheon programs give attendees a fresh experience, keeping them up-to-date on the industry's hottest topics and developments while giving your company high-profile exposure.

## **Final Proceedings . . . . . \$8,000**

Provide attendees with an electronic version of the speakers' PowerPoint presentations and the opportunity to continue their study after the meeting. The sponsor will be acknowledged on the cover of the CD-ROM.

## **Exhibit Hall Reception, Luncheon . . . . . \$5,000 – \$20,000**

### **Sole or Partial Sponsorship**

The exhibit hall is the high-energy center for commerce and communication throughout the day. Provide attendees with refreshments at the opening reception, lunch, morning coffee, or afternoon snacks as they mingle and network with you on the show floor.

## **Conference Bags, Water Bottles, or Coffee Tumblers . . . . . \$5,000 – \$10,000**

These conference necessities can be your best marketing tools. Put your name on the conference bag as attendees tote their meeting materials. Or keep participants hydrated and your booth number in their hand with a sponsored water bottle. Plus, you gain extra exposure when they return home with these perfect meeting mementos.

## **Smaller Sponsorships with Big Impact . . . . . \$1,000 – \$8,000**

Brand your company name throughout the meeting by sponsoring one of the following, while enhancing the attendee experience! Co-sponsorships are available to fit every budget. Check out our newest opportunities:

Attendee Beverage  
Breaks

CCHP Lounge Host  
Exhibit Hall Aisle Drops

First-Timer's Reception  
Hotel Room Keys

Internet Café  
Lanyards

## **Customize Your Contribution**

Don't see a sponsorship opportunity that meets your budget? NCCHC will work with you to develop a package tailored to your needs.

## **ADVERTISING OPTIONS**

Reinforce your message before and after the show by advertising in the conference Preliminary Program, the Final Program, or CorrectCare™, NCCHC's quarterly magazine, and receive discounted exhibitor placements.

For more information, contact Deborah Ross, Director of Education and Meetings, at (773) 880-1460, ext. 298, or [deborahross@ncchc.org](mailto:deborahross@ncchc.org).

## Exhibition Rules and Regulations

All exhibitors must adhere to the following rules and regulations and other rules issued by NCCHC. This agreement pertains to all exhibitors, their agents and employees who shall use and occupy the exhibit space pursuant to all terms and conditions of the agreement between NCCHC and the Renaissance Nashville regarding use and occupancy of the exhibition hall and all reasonable rules and regulations prescribed by the Renaissance Nashville. The exhibitor shall comply with all applicable federal, state and local statutes, ordinances, rules and regulations.

Please be sure that other personnel in your company who are involved in the arrangements for your exhibit have a copy of these rules and regulations. It is the exhibitor's responsibility to see that all exhibit personnel are aware of and adhere to these rules.

### Activities

NCCHC reserves the right to approve all exhibits and activities related thereto. NCCHC may refuse to admit an exhibitor or may require that an exhibit be curtailed if it does not meet the standards set forth herein, if it reflects against the character of NCCHC or the conference, if it creates a disruption in business activities, or if it exceeds the bounds of good taste as interpreted by NCCHC.

Exhibit booths must be staffed during all exhibit hours. An exhibit company that fails to set up or properly staff its booth during the exhibition will forfeit all exhibit rights for this meeting. In the event of such incomplete set-ups or improper staffing, NCCHC reserves the right to reassign exhibit space without notice to the exhibitor and without obligation on the part of NCCHC for any refund whatsoever.

NCCHC does not in any manner endorse any of the products services related to the exhibits that have been accepted for display during the conference.

Loitering near other exhibit booths is not permitted. Exhibitors may not enter another exhibitor's booth without obtaining permission.

Distribution of literature outside of an exhibitor's exhibit space or through the convention hotel is permitted only with approval from the Director of Education and Meetings. Exhibitors may not use NCCHC conference logos in connection with any product or advertising materials.

NCCHC reserves the right to restrict and supervise any exhibitor whose exhibit and/or related conduct and activities NCCHC deems objectionable. Such activities include, but are not limited to, distributing articles or other printed matter, samples or questionnaires, and conducting radio and/or television broadcasting interviews of conference attendees.

### Educational Programs, Seminars, & Workshops

NCCHC does not allow any organization or individual to hold a meeting or symposium before, during or after NCCHC meeting hours; therefore, exhibitors may not participate in any unsanctioned programs from April 24–27, 2010.

Exhibitors must advise NCCHC of their participation in any daytime or evening activities outside of their allotted exhibit space from April 24–27, 2010. This includes, but is not limited to, social functions, product demonstrations, focus groups, lectures or seminars, including those organized by NCCHC. These activities may not be scheduled to conflict with NCCHC programs, activities or exhibit hours. Functions must be in good taste and conform to the purpose of the conference.

All functions must be approved by NCCHC in writing. Exhibitors must notify the Director of Education and Meetings, in writing, with details regarding any function taking place outside an exhibitor's allotted exhibit space from April 24–27, 2010.

### FDA Regulations

Exhibitors are expected to abide by all applicable Food and Drug Administration (FDA) regulations. Exhibitors shall have available at the booth a letter from the FDA that describes the allowable use status of the product.

Exhibitors are reminded of FDA restrictions on the promotion of investigational and preapproved drugs and devices, and the prohibition on promoting approved drugs and devices for unapproved uses.

All products that are not FDA approved for a particular use in humans or that are not commercially available in the United States will be permitted to be exhibited only when accompanied by the appropriate signs that indicate their status. The signs must be easily visible and placed near the product and on any graphics depicting the product.

### Gifts and Promotional Items

NCCHC reserves the right to grant permission to distribute souvenirs or other free special convention offer of any type.

Exhibitors are permitted to distribute product samples from the exhibit booths during the conference. Novelty gifts or souvenirs not manufactured by the exhibiting company must be submitted to NCCHC for review. Exhibitors must receive written permission from NCCHC to hold drawings or raffles, and winners will be announced during the exhibit hall raffle.

A form will be included in the Exhibitor Service Kit for exhibitors to request permission to distribute premium or novelty items.

### Subletting of Space

Exhibitors may display only those products or goods that they manufacture or regularly distribute. This information must be included on the application/contract for exhibit space.

Sharing of exhibit space is permitted only for divisions of the same company. Exhibitors may not sublet or assign booth spaces.

### Fire Ordinances

Local fire codes and ordinances require that the aisles be clear at all times. Demonstration areas shall not be placed on the aisle line of an exhibit. Sufficient space within an exhibit area must be left to absorb the crowd. Should spectators interfere with the normal traffic flow in the aisle or with other exhibits, NCCHC may, in its sole discretion, require that the demonstration be limited or canceled.

### Insurance

The exhibitor acknowledges that neither NCCHC, Paramount Convention Services nor the Nashville Convention Center shall be obligated to maintain property, liability or business interruption insurance covering exhibitors, and that it is the sole responsibility of the exhibitor to obtain such insurance.

The exhibitor shall secure and maintain, at its own expense, comprehensive liability insurance in the amount of \$50,000 per occurrence for the entire term of the exhibit lease. NCCHC, Paramount Convention Services and the Renaissance Nashville shall have no liability whatsoever to an exhibitor or its employees resulting from any cause.

### Liability

NCCHC shall not, in any manner or for any cause, be liable or responsible to the exhibitor or the exhibitor's directors, officers, employees, agents, licensees or guest for any loss of, or injury or damage to, the goods or other property of the exhibitor that may occur to the exhibitor or to the exhibitor's directors, officers, employees, agents, licensees or guests. Any and all claims for such injuries are hereby waived.

The exhibitor is responsible for protecting and providing the security for its exhibit, demonstration, goods, materials and/or equipment before, during and after the exhibition.

The exhibitor is responsible for taking all measures necessary to protect other parties and property from any harm that might result from or be caused by its exhibit demonstration, goods, materials and/or equipment. The exhibitor shall be solely liable for any and all damages, costs or expenses which the exhibitor may incur, suffer or be required to pay by reason of injury to persons or loss of or injury to property which may be caused by or result from any act or omission on the part of the exhibitor, or caused by or result from any demonstration or exhibit of the exhibitor.

### Violations of Rules and Regulations

As a condition for exhibiting, each exhibitor shall agree to comply with all policies. The action taken against an exhibitor for violation of rules and regulations will be determined on the basis of the particular circumstances of each case, but in cases involving major violations the action may include immediate closing of an exhibit without a refund to the exhibitor or exclusion from future exhibit programs. Minor violations will be enforced as in the delivery of a warning notice to the exhibitor. If the warning is not addressed, the next violation may result in the company being ineligible to exhibit at future conferences.

# Exhibit Floor Plan

**April 24-27, 2010**  
**Nashville Convention Center**  
**East Hall**

- Standard 10' x 10' **\$1,200** by February 6
- Standard 10' x 10' **\$1,400** after February 6
- Prime 10' x 10' **\$1,600**
- Prime 10' x 20' **\$3,200**

**Register by  
 February 6  
 for early rate!**



**PARAMOUNT**  
 CONVENTION SERVICES, INC.  
 (314) 621-6677  
[www.paramountcs.com](http://www.paramountcs.com)

# Updates in Correctional Health Care

April 24-27, 2010 • Nashville Convention Center

## Exhibit Reservation Form

Company Name \_\_\_\_\_ Person to Receive Exhibit Info \_\_\_\_\_

Company Contact \_\_\_\_\_ Title of Person Above \_\_\_\_\_

Street Address \_\_\_\_\_ Authorized Signature \_\_\_\_\_

City/State/Zip \_\_\_\_\_ E-mail \_\_\_\_\_

Telephone \_\_\_\_\_ Web address \_\_\_\_\_

Fax \_\_\_\_\_

Products/goods that will be displayed: \_\_\_\_\_

Please indicate preferred booth locations (see opposite page for floor plan and pricing schedule). Booths are assigned on a first-come, first-served basis. Every effort will be made to accommodate requests.

1st Choice     2nd Choice     3rd Choice \_\_\_\_\_

Please place/do not place (circle one) our exhibit near the following companies/products:

## Payment Information

Enclosed is our check for \$ \_\_\_\_\_ covering the rental of \_\_\_\_\_ exhibit space(s).

Please bill my Visa/MasterCard/American Express for \$ \_\_\_\_\_ for the rental of \_\_\_\_\_ space(s).

Card number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Our check for \$ \_\_\_\_\_ covering the rental of \_\_\_\_\_ exhibit space(s) will be sent within 30 days of completion of contract.

I understand that exhibit space will not be assigned until the exhibit fee is paid in full.

We understand the rental of exhibit space does not include decoration or related services, the displacement of equipment, the labor of carpenters or electricians, electrical power, internet, or telephone. We agree to adhere to the exhibit rules and regulations issued by NCCHC. We agree to assume responsibility for losses, damages and claims arising out of injury or damage to our displays, equipment and other property brought upon the premises of the convention facility and shall indemnify and hold harmless the the Nashville Convention Center and the National Commission on Correctional Health Care (NCCHC), their agents and employees. We understand that neither NCCHC nor the Nashville Convention Center maintains insurance to cover losses and will not pay for losses or damages to exhibit materials.

**Cancellation Policy:** All cancellations must be made in writing. An exhibitor who cancels all or part of reserved booth space before February 6, 2010, will forfeit 50% of the total contracted costs. No cancellation of space will be accepted or refunds made after February 6, 2010. If payment is not received by cancellation date, payment must still be paid in full. Cancellation of booth forfeits complimentary exhibitor registrations to all conference activities and other exhibitor benefits.

Authorized Signature: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

Return this completed form to:  
National Commission on Correctional Health Care  
1145 W. Diversey Parkway, Chicago, Illinois 60614  
Fax credit card payments to: (773) 880-2424

## Your Target Audience Under One Roof

When you connect with NCCHC attendees, you reach the departments, facilities and staff they work with every day.

Physicians

Nurses

Dentists

Psychologists/Psychiatrists

Medical Directors

Health Service Administrators

Social Workers



## Hotel Highlights

Discover the Renaissance Nashville Hotel and experience all that Music City has to offer within one distinctive property. Perfectly positioned in the business district, this recently renovated hotel in Downtown Nashville is connected to the Convention Center and within walking distance of the Sommet Center, LP Field, B.B. King's Blues Club, Country Music Hall of Fame & Museum, Schermerhorn Symphony Center and Historic Second Avenue District. This vibrant hotel boasts contemporary touches and modern amenities and is the standard in sophisticated luxury.

### Renaissance Nashville

611 Commerce Street  
Nashville, TN 37203  
Direct: (615) 255-8400  
Reservations: (800) 327-6618  
Rate: \$165 single/double  
Meeting code: NCCHC



## National Commission on Correctional Health Care

1145 W. Diversey Parkway  
Chicago, Illinois 60614

NON-PROFIT  
U.S. POSTAGE  
PAID  
PERMIT NO. 741  
CHICAGO, IL