



M³CONFERENCE

merging medicine & management

2016 exhibitor prospectus

SEPTEMBER 15-18, 2016 | GRANDOVER RESORT, GREENSBORO, NC

North Carolina



Medical Society
Leadership in Medicine

MGMA
Medical Group Management Association
North Carolina

the big picture

WHAT IS THE M3?

The North Carolina Medical Group Management Association (NCMGMA) and the North Carolina Medical Society (NCMS) are joining forces to bring together practice administrators, physicians, physician assistants and medical students for a conference filled with exceptional educational and networking opportunities. As an exhibitor at the M3, your company can take advantage of:

- Promotion of your organization within all M3 marketing materials and on the M3 website;
- Effective traffic flow, with designated food functions, including breakfasts, breaks and lunches within the exhibitor hall for added exposure;
- Additional networking opportunities, including the Friday Cocktail Reception and Saturday's Reception and Dinner;
- A pre-show list of all registered M3 Conference attendees.

COST: The Exhibit booth fee is \$2000. Additional booth personnel is \$325 per person.

INCLUDED: (1) 8x10 booth, (2) chairs, (2) exhibitor badges, (1) pre-show attendance list, (1) wastebasket, (1) 6ft. skirted table and (1) electrical outlet.

PAYMENT: Applications must be submitted with payment IN FULL for space rental charges. Applications received without such payment will not be processed nor will space assignments be made. The deposit of payments does not constitute acceptance of application.

To apply for an exhibit rental space, complete the application form and mail, along with payment, to NCMS, PO Box 27167, Raleigh, NC 27611; or fax to 919-833-2023 with full credit card payment information included. The company name, as listed on the application, will be used for your booth sign and program listing.

EXHIBIT HOURS: Tentative Booth Setup/
Breakdown Hours & Exhibit Hall Hours:

Thursday, September 15, 2016

1:00pm-5:00pm - Setup
5:30pm-7:30pm - Reception

Friday, September 16, 2016

7:00am-8:00am - Breakfast
9:30am-10:15am - Break
11:45am-1:30pm - Lunch
3:00pm-3:45pm - Break

Saturday, September 17, 2016

7:00am-8:00am - Breakfast
10:15am-10:45am - Break
11:30am-12:45pm - Lunch
2:15pm-2:45pm - Break
2:45pm-3:15pm - Exhibitor Breakdown
6:00pm-7:00pm - Reception
7:00pm-9:00pm - Dinner and Entertainment
(Exhibitors welcome)

The logo features a large, bold, black 'M' with a stylized orange '3' to its right. The background consists of a network of grey circles of varying sizes connected by thin grey lines, resembling a molecular or organizational structure.

HOTEL ACCOMMODATIONS: Group rates have been arranged at the Grandover Resort for \$185 (plus tax) per night. The group rate cutoff is August 18, 2016. PLEASE NOTE: Hotel reservation information will be provided with your exhibitor registration confirmation via email. Please do not contact the hotel directly.

WHAT TO WEAR: Business casual is the appropriate attire for the conference and related conference events. Exhibit personnel must wear attire consistent with the professional decorum of the M3 Conference and conduct themselves in a professional manner.

CANCELLATION POLICY: In the event it is necessary for the exhibitor to cancel their space rental agreement, a full refund (less a \$50 processing fee per booth) will be made for requests postmarked no later than August 18, 2016. No refunds will be made on cancellations postmarked after August 18, 2016. Cancellations must be received in writing from the authorized exhibitor representative.

GRANDOVER RESORT: The Grandover resort in North Carolina offers the utmost in guest accommodations with spacious hotel rooms overlooking the Allegheny foothills and a world-class golf course. For details on the facility or directions, visit www.grandoverresort.com.

The M3 Exhibit Hall is sponsored by the NCMGMA and the NCMS, herein known as Show Management or Management.

1. EXHIBIT FEES & PAYMENT: Applications must be submitted with payment IN FULL for space rental charges. Applications received without such payment will not be processed nor will space assignments be made. Deposit of payments does not constitute acceptance of application. In the event of cancellation by exhibitor, the cancellation policy below shall apply. All cancellation requests must be made in writing.

2. SPACE RENTAL AND ASSIGNMENT: Space for exhibitors is available by invitation only. Alliance Sponsors and NCMS Partners receive priority booth assignment. Show management reserves the right to refuse rental of display to any individual or company whose display of goods or services is not, in its opinion, compatible with the general character and objectives of the Exhibit Hall. Applicant's right to space and to continued use of space during the Show is a right governed solely by the provisions hereof and is not a lease or tenancy, nor shall it be construed as such.

Management will make reasonable efforts to separate exhibitors of like products, but no assurance can be given as to such separation. MANAGEMENT RESERVES THE RIGHT, IN ITS SOLE DISCRETION, TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS AND TO CHANGE ASSIGNMENTS AT ANY TIME.

3. EXHIBITOR'S AUTHORIZED REPRESENTATIVE: Each exhibitor must name one person to be his/her representative in connection with the firm's exhibit. This representative shall have authority to contract for the company, be responsible for payment of booth rental and, during show times, keeping the exhibit neat, staffed, and orderly. Badge swapping is not permitted.

Exhibit personnel must wear attire consistent with the professional decorum of the Conference and conduct themselves in a professional manner.

4. INSTALLATION & REMOVAL OF EXHIBITS: At the time of the writing of these rules, it is planned that installation may take place on Thursday, September 15th, from 1:00pm - 5:00pm. In the event that the exhibitor fails to complete installation of his/her exhibit by 5:00pm on Thursday, September 15th, Show Management shall have the right to take possession of said space and resell some, or any part thereof. Exhibitors shall be liable for 100% of said booth rental. (Exhibits must be completely removed by September 17th by 3:15pm).

ANY EXHIBITOR WHO BREAKS DOWN HIS/HER BOOTH BEFORE 2:45PM, SATURDAY, SEPTEMBER 17th, WILL BE ASSESSED A \$200 PER BOOTH CHARGE.

5. EXHIBITS AND PUBLIC POLICY: Each exhibitor is charged with the responsibility for knowledge of and shall comply with all applicable laws, ordinances, and regulations while participating in the Show. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.

Management and service contractors have no responsibility for any exhibitor's compliance. All exhibits must conform to the rules and regulations for the Fire Department having local jurisdiction. All drapery, carpet, cloth, paper banners, and other decorative effects shall be flame retardant treated. No signs or advertising devices shall be displayed outside of the exhibit booth space other than those furnished by M3. No alcoholic beverages of any kind may

be prepared, served or distributed by an exhibitor. Food and/or non-alcoholic beverage products must be approved by show management. Photography of individual exhibits is not permitted at the Show except with the permission from the exhibitor whose booth is photographed, or by special written permission from Management, or by representatives of the press who are so credentialed by Management.

6. BOOTH CONSTRUCTION: Since each exhibitor (regardless of the size of their exhibit) is entitled to a reasonable sightline from the aisle, all exhibit materials and/or backdrops in excess of 4 feet tall must be kept within 5 feet of the back line of the exhibit except for back-to-back booths where exhibit materials and/or backdrops in excess of 4 feet tall must be confirmed to within 5 1/2 feet of the centerline. In addition, Show Management has the authority to approve a greater height limit in the exhibit hall in cases where a special need has been satisfactorily shown and where the increased height limit will not interfere with neighboring exhibits or the overall appearance of the Trade Show.

7. DISPLAY & SELLING OF PRODUCTS: Show Management provides display space for suppliers to exhibit and demonstrate products to customers and potential customers. All exhibitors are required to adhere to such rules and regulations that may be established by the Internal Revenue Service to ensure continued income tax exemption for the trade show. Exhibitors, in the presentation of their products and services, cannot make claims that may be construed as misleading or unsubstantiated, in accordance with FTC Regulations.

According to the North Carolina sales tax codes, any items sold and delivered onsite of the Show, may be subject to local and state sales taxes. It is the exhibitor's sole responsibility to know these codes, apply for any needed permits, collect the appropriate fees, and submit payments accordingly.

8. CREDENTIALS: Show Management will provide exhibitors with up to two (2) exhibitor badges per booth assignment for booth personnel while on the exhibit floor. These badges are intended for use by employees of the exhibiting company. Additional exhibitor personnel will be charged a \$325 registration fee. ALL REQUESTS FOR ADDITIONAL EXHIBITOR BADGES MUST BE APPROVED BY THE EXHIBITING FIRM'S AUTHORIZED REPRESENTATIVE. Badges are not transferable and may not be replaced or exchanged. No refunds will be issued for badges not picked up by the exhibitor.

9. LIABILITY: Each exhibitor is entirely responsible for their booth space contracted by him/her, and has sole responsibility of keeping said space free from any conditions that might be dangerous to persons coming upon the premises. The exhibitor agrees to defend, indemnify and hold harmless NCMGMA and NCMS, its management, sponsors, members, officers, representatives or employees, the designated exposition/decorating company or their owners, managers, officers, directors, agents, employees, subsidiaries, affiliates, or subcontractors, from any damages or charges resulting from the exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees, and business invitees which arise from or out of the exhibitor's occupancy and use of the exhibition premises, the facilities or any part thereof.

10. FORCE MAJEURE OR CANCELLATION OF THE SHOW: In case said premises shall be destroyed by fire or the elements which or by any cause, or in case of Government intervention or

regulations, military activity, strikes, or any other circumstances making it impossible or inadvisable to hold the show at the time and place provided in the Application and Contract for Exhibit Space, then and thereupon, the contract shall terminate and the exhibitor shall waive any claim for damages or compensation, except the prorated return of the amount paid for the space, after deduction of actual expenses incurred in connection with the Show, and there shall be no further liability on the part of either party.

In the event that the Show is not held, for any reason determined by Show Management, this contract shall be deemed terminated and a full refund of exhibit rental fees shall be refunded to the exhibitor, less Show Management's actual incurred expenses. Should the Show be closed by Management prior to the scheduled closing date and time, a proportional remedy will be determined, at the sole discretion of Show Management.

11. INSURANCE: Each exhibitor is responsible for his/her own equipment. In all cases, exhibitors desiring to insure their exhibits and displays against fire, theft, etc. must do so at their own expense.

12. AMENDMENTS/ENFORCEMENT: Show Management reserves the right to interpret, amend and enforce these Rules and Regulations.

Written notice of any amendments or interpretations shall be given to exhibitors. Each exhibitor, for himself, his agent, and employees agrees to abide by the Rules and Regulations set forth herein, or by any subsequent amendments or interpretations. Show Management reserves the right to enforce compliance with these rules and regulations. If an exhibitor violates one or more of these Rules and Regulations, Show Management may refuse to allow the exhibitor to set up and/or continue to exhibit and may refuse to permit that exhibitor to show in future years.

13. AMERICANS WITH DISABILITIES ACT: Exhibiting company shall be responsible for making its exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act, and shall hold the NCMGMA/NCMS harmless from any consequences of exhibiting company's failure in this regard.

14. MUSIC LICENSING: The exhibitor shall be responsible for securing any and all necessary licenses or consents for:

- a) any performances, displays, or other uses of copyrighted works or patented inventions, and
- b) any use of any name, likeness, signature, voice or other impression or other intellectual property owned by any third party used, directly or indirectly, by the exhibitor. The exhibitor hereby agrees to indemnify, defend and hold the NCMGMA/NCMS harmless from and against any claim of liability and any resulting loss, cost, or damage (including costs of lawsuit and attorney's fees) for failure to obtain these licenses or consents and/or for infringements or other violations of the property rights or the rights of privacy or publicity of any third party.

15. OTHER MATTERS: The rules and regulations incorporated in this agreement have been formulated in the best interest of our exhibitors. We request your full cooperation in their observance. Any and all matters not specifically covered will be subject to the decision of Show Management.

Questions? Contact the NCMS at (800) 722-1350 or nlowe@ncmedsoc.org.

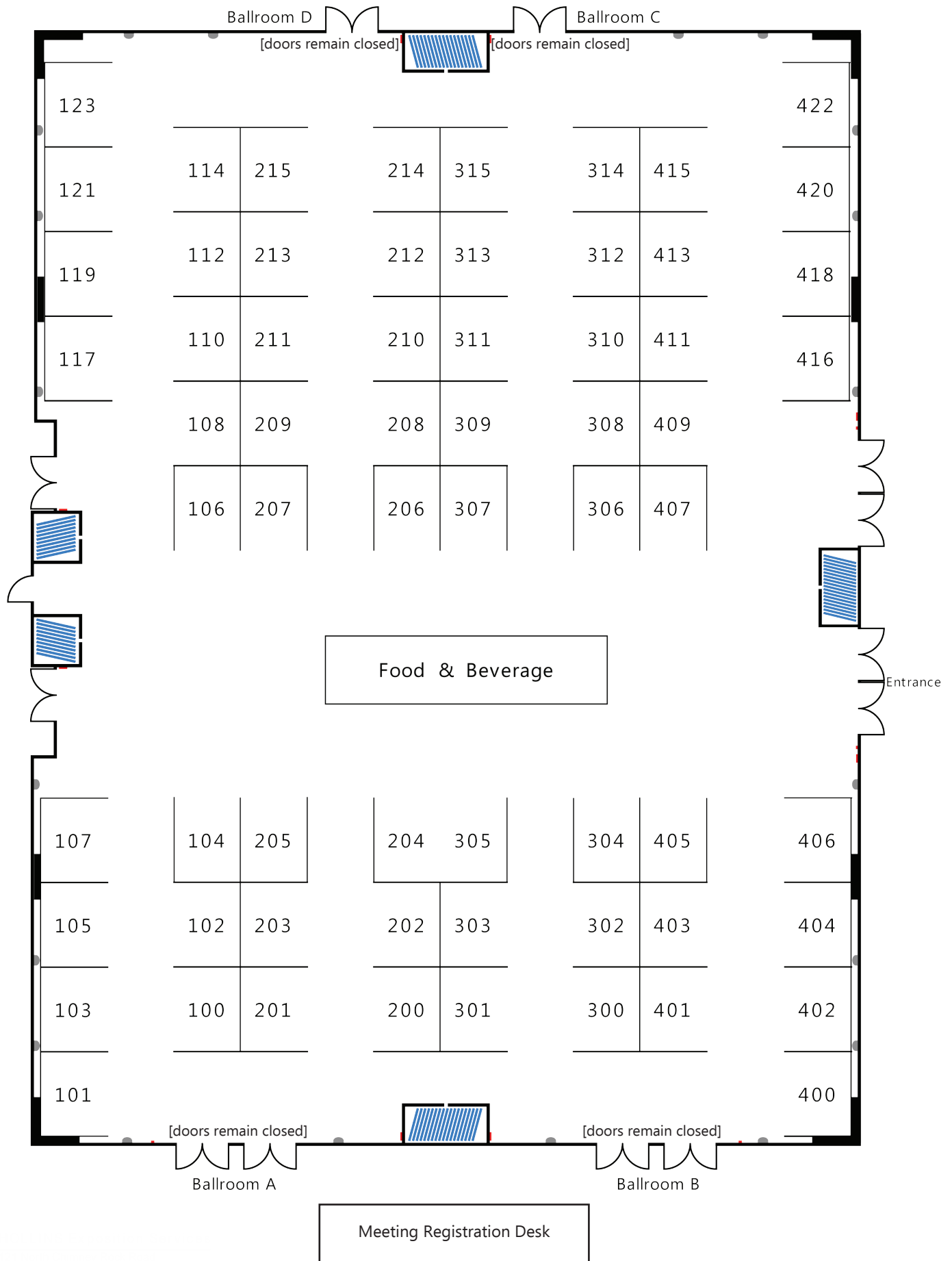


Exhibit Hall Layout - M3 Conference

Grandville Ballroom, Grandover Resort & Conference Center, Greensboro, NC

64 Booths | Booth Size: 10' x 8' | Please Note: Meetings will be primarily on the second level. The Exhibit Hall is on the lobby level.

2016 M3 exhibitor registration form

SEPTEMBER 15-18, 2016 | GRANDOVER RESORT, GREENSBORO, NC

Note: The company name, as listed below, will be used for your booth sign and program listing. All information will be sent to the company contact. The company contact will be responsible for distributing information to the company representatives. Questions? Call the NCMS at (800) 722-1350 | (919) 833-3836 or email nlowe@ncmedsoc.org.

EXHIBITOR CONTACT INFORMATION

Company Name *(will be used for booth sign and program listings)*

Contact Person *(this is the authorized contact who will receive all M3 exhibitor information)*

Title

Address

City

State

Zip

Phone *(800# and/or direct line)*

Fax

Email

Representative #1 *(Complimentary – for on-site badge)*

Representative #2 *(Complimentary – for on-site badge)*

Representative #1 Email Address

Representative #2 Email Address

YOUR EXHIBIT DETAILS

Please list your top 5 booth choices *(see Exhibitor Layout on previous page)*

1) _____ 2) _____ 3) _____ 4) _____ 5) _____

Do you need an electrical connection for your booth?

☐ Yes

☐ No

List any company you want your booth to be **near**

List any company you **do not wish to be near**

***Required:** Service/Product description *(25 words or less):* _____

I hereby acknowledge that I have received the 2016 M3 Conference Exhibit Hall rules and regulations and will abide by them as stated in the Prospectus. It is understood that these rules and regulations are part of the application and contract for exhibit space.

Accepted For Exhibitor *(Authorized Signature)*

Title

Date

BOOTH FEES

Booth Rental Fee: \$2000

Additional Booth Personnel

_____ # x \$325 = \$ _____

TOTAL: \$ _____

PAYMENT INFORMATION

☐ Enclosed is my check made payable to the North Carolina Medical Society for my total booth fees.

☐ Charge my total booth fees to my ☐ Visa ☐ MC ☐ AMEX

Card Number

Expiration Date

Security Code

Cardholder Signature

Please complete this application and return this form to the NCMS with payment. Fax to 919-833-2023. Mail to the NC Medical Society, PO Box 27167, Raleigh, NC 27611.