

*NACM's 17th  
Annual  
Conference*  
Exhibitor Brochure

**OCTOBER  
17-19, 2011**

Embassy Suites  
Old Market  
555 South 10th Street  
Omaha, NE 68102  
402-346-9000

[www.yournacm.com](http://www.yournacm.com)

Theresa Gomez  
NACM Service Coordinator  
[nacm@yournacm.com](mailto:nacm@yournacm.com)  
402-441-4385

NACM's national conference is your organizations' best opportunity in Nebraska to interact with mental health practitioners, physicians, case managers, service coordinators, supervisors, program managers, and administrators. Our team is dedicated to positively impacting and improving case management outcomes through training.

You will find that the 17th Annual Case Management Conference will provide the perfect venue for you to create brand awareness and build face-to-face marketing opportunities that are sure to have a maximum impact on attendees.

Exhibitors not only experience an exciting environment in which to educate both practiced and new attendees, but are able to observe how participants are attracted to and influenced by these specialized projects and services.

You will enjoy the chance to positively affect the industry's leading case managers in their use, support, and recommendations of your products in the future. Our attendees not only use the information you provide in their daily interaction, but take this information back to their workplace and educate co-workers.



**Exhibitor Benefits**

- Scheduled exhibit breaks.
- Booth identification sign with company name and booth number.
- 8 x 6 booth space, 6 ft. table, 2 chairs, and wastebasket.
- Admission to all breakfast, breaks and welcome reception. Tickets for the awards luncheon can be purchased separately.
- Access to exclusive exhibitor lounge to provide one-on-one networking opportunities.
- Company name and link to website listed on [www.yournacm.com](http://www.yournacm.com).
- Recognition for conference sponsorship to increase brand recognition and visibility.
- Company name and contact information provided to each full conference attendee in the onsite Conference Guide.
- Company listing in the conference brochure if booth secured prior to May 1, 2011.

# Pricing Reduced

### **Silver Package- \$300**

- One 8X6 exhibit booth—includes 6 ft. table, 2 chairs, and wastebasket.
- Two full days of exhibit hall time.
- Special exhibitor conference registration of \$99 per person for up to two people, includes awards luncheon.
- Access to breakfast, breaks, and welcome reception for two staff.
- Company name, contact information, and promotional description listed in conference materials.
- Availability of other sponsorship opportunities on an á la carte basis.

Special payment options may be made for small non-profit organizations. Contact NACM at 402-441-4385 for additional details.

## Hotel Information

The conference will be held at the Embassy Suites Hotel in downtown Omaha, Nebraska. Room rates will be honored on a space-available basis until September 16, 2011, or until the NACM room block sells out. Room rates are \$115 plus taxes (currently at 18.16%) for a single or double occupancy. Rooms include complimentary parking, wireless internet, cooked-to-order breakfast, manager reception, and round-trip airport shuttle.

Embassy Suites  
Old Market  
555 South 10th Street  
Omaha, NE 68102  
402-346-9000



# Exhibitor À La Carte Pricing

## **Product and Services Demo- \$1,000**

A 30-minute scheduled product/services demonstration opportunity during the conference. Session will be listed in the final program.

## **Exhibitor Conference Pass- \$99**

Special exhibitor conference registration rate of \$99 per exhibitor, available for those who wish to attend regular conference educational sessions and workshops.

## **Final Program Advertising**

Camera-ready artwork or electronic ad format to be provided by exhibitor and approved by NACM.

Full page – 5" X 7.25"	<b>\$275</b>
1/2 page – 5" X 3.5"	<b>\$200</b>
1/4 page – 2.25" X 3.5"	<b>\$100</b>

## **Registration Packet Insert- \$250**

A one page, 8.5 X 11 or smaller, pre-printed informational piece to be inserted in the conference folder and distributed to all attendees.

## **Awards Luncheon- \$25**

Individual tickets to the awards luncheon on Tuesday, October 18, 2011. This event is not included in exhibitor conference pass or exhibitor packages.

## **Pre-Conference Mailing Labels- \$75**

A set of one-time use mailing labels for promotional contact with conference attendees prior to the conference. These labels will be limited to all attendees who are pre-registered by 9/1/2011.

## **Post-Conference Mailing Labels- \$125**

A set of one-time use mailing labels for promotional contact with conference attendees following the conference. These labels will include all conference participants.

## **Post-Conference Email Distribution- \$125**

NACM staff will email a one page promotional piece in PDF form, provided by exhibitor, for contact with conference attendees after the conference. This distribution list will include all conference participants who provide a valid email address.

## **Take-One Exhibit- \$75**

Display brochures, pamphlets, cards, or leaflets on a shared table in prominent location. Our staff maintains and replenishes your materials throughout the conference.

# Sponsorship Opportunities

NACM offers a variety of sponsorship opportunities to increase brand recognition, raise product awareness, improve competitive positioning, highlight products, or target customer segments. NACM can work with you to determine the sponsorships that best fit your marketing and sales objectives as well as your budget. The following list provides a sampling of some of the opportunities available:

- Breaks, Awards Luncheon, or Reception
- Cyber Internet Café
- Expo Bingo Card
- 

- Name Badge Holders/Lanyards
- Note Pad, Pens, Tote Bags
- Refreshment Break, Water Bottles, or Water Station
- Prize for Early Registration Drawing
- Scholarship Donations
- Unrestricted Educational Grants
- Keynote Speaker

If you are interested in learning more please contact NACM at 402-441-4385.

# Exhibit Schedule

## ***Sunday, October 16, 2011***

- 12:00 p.m. - 5:00 p.m. Early Exhibit Set-up and Registration (Optional)  
8:00 a.m. - 5:00 p.m. Pre-Conference Seminars

## ***Monday, October 17, 2011***

- 7:30 a.m. - 9:00 a.m. Exhibit Set-up and Registration  
**Exhibits must be finalized by 9:00 a.m.**
- 8:00 a.m. Conference Begins
- 9:00 a.m. - 6:30 p.m. Exhibit Hall Open
- 11:45 a.m. - 1:30 p.m. Lunch (on your own)
- 2:30 p.m. - 3:00 p.m. Participant Break in the Exhibit Hall
- 5:30 p.m. - 7:30 p.m. Welcome Reception

## ***Tuesday, October 18, 2011***

- 7:30 a.m. - 5:00 p.m. Exhibit Hall Open
- 12:15 p.m. - 1:15 p.m. Awards Luncheon  
**Tickets must be purchase separately (included with conference registration)**
- 2:30 p.m. - 3:00 p.m. Participant Break in the Exhibit Hall
- 5:00 p.m. - 7:00 p.m. Exhibitors Dismantle

## ***Wednesday, October 19, 2011***

- 8:00 a.m. All Exhibits Dismantled
- 12:00 p.m. Conference Ends

**No exhibitor is to dismantle or remove any part of their exhibit prior to show closing. All exhibitor booths must be dismantled and removed by 8:00 a.m. Wednesday, October 19, 2011.**





National Association of Case Management

# Exhibitor Application and Contract

**NAACM 17th Annual Conference October 17 - 19, 2011 • Embassy Suites • Omaha, Nebraska**

Mail or fax this form with payment to: **NAACM • 1645 'N' Street • Lincoln, NE 68508 • Phone 402-441-4385 • Fax 402-441-4335**

**1. Published Information:** This information will be used on all published materials. Please print clearly and exactly how you want information to appear.

Company Name: \_\_\_\_\_ Website: \_\_\_\_\_  
 Fax: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**2. Description of Products and Services:** Write a 40 word description of your products and services (if limit is exceeded description will be subject to editing).  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**3. Exhibit Contact Information:** If different from above.

Company Name: \_\_\_\_\_ Website: \_\_\_\_\_  
 Fax: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 Booth Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Full name and Title of all booth staff: \_\_\_\_\_  
 \_\_\_\_\_

**4. Payment:** Choose the options you would like in the box to the right and total them at the bottom.

- Enclosed is my full booth payment.
- Please invoice me. I understand that space will be cancelled if payment is not received by NACM within 60 days of submission of this Exhibitor Application and Contract.
- Please contact me with more details on **Sponsorship Opportunities**.

The undersigned do hereby apply for the reservation of space at NACM's 17th Annual Conference. We understand this application becomes a binding agreement between NACM and the undersigned exhibitor when accepted by NACM. We agree to abide by the "Rules Governing NACM's 17th Annual Conference" and such additional rules and regulations as may be adopted by NACM. We understand that exhibit space allocation shall be at the discretion of NACM. Cancellations, in whole or in part, must be made in writing, and are subject to cancellation fees outlined in the "Rules Governing NACM's 17th Annual Conference".

**5. Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

<b>Exhibitor Options</b>	
<b>Exhibit Packages (see page 2):</b>	
<input type="checkbox"/> Silver Package	\$300
<b>À La Carte Pricing (see page 3):</b>	
<input type="checkbox"/> Product and Services Demo	\$1,000
<input type="checkbox"/> Exhibitor Conference Pass	\$99
<input type="checkbox"/> Final Program Advertising	
Full Page 5" x 7.25"	\$275
1/2 Page 5" x 3.5"	\$200
1/4 Page 2.25" x 3.5"	\$100
<input type="checkbox"/> Registration Packet Insert	\$250
<input type="checkbox"/> Awards Luncheon	\$25
<input type="checkbox"/> Pre-Conference Mailing Labels	\$75
<input type="checkbox"/> Post-Conference Mailing Labels	\$125
<input type="checkbox"/> Post-Conference Email	\$125
<input type="checkbox"/> Take-One Exhibit	\$75
<b>Total:</b>	<b>\$ _____</b>

- WHO MAY EXHIBIT** - The Exhibit Hall is only for those companies offering products, equipment, and services that are related to the case management profession and which have no outstanding payments due to NACM for other goods or services. NACM reserves the right to determine eligibility of any applicant as an Exhibitor up to and including the dates of the show. Acceptance of an exhibitor is in no way to be construed or promoted as an endorsement by NACM.
- ASSIGNMENT OF EXHIBIT SPACE** - Assignment of space will be made on a first-come, first-serve basis. NACM reserves the final decision and right, in the best interest of the Exhibit Hall, to amend the floor plan, assign, or relocate selected space in areas other than that selected by Exhibitor.
- CANCELLATION** - An exhibitor may cancel or withdraw from the Exhibit Hall subject to the following conditions:

  - The Exhibitor shall file a written notice of intention to cancel or withdrawal by June 30, 2011.
  - If a written notice is received by NACM on or before June 30, 2011, NACM shall return the fees paid for exhibit space but shall retain a service fee of \$100 per booth space. If payment has not been received, NACM will invoice the Exhibitor and the Exhibitor agrees to pay \$100 per each booth reserved.
  - If written notice of cancellation is received on or after June 30, 2011, refunds will be at the discretion of NACM.
- HOLD HARMLESS CLAUSE** - The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to Exhibitor's displays, equipment, and other property brought upon the exhibition premises and shall indemnify, defend, and hold harmless Embassy Suites, NACM, and their respective officers, directors, employees, or agents from any and all such possible losses, damages, and claims. The terms of this provision shall survive the termination or expiration of this agreement.
- ARRANGEMENTS OF EXHIBITS** - Exhibits shall be arranged so as to avoid obstructing the general view of the other exhibits in the Exhibit Hall. Exhibits must be self-contained within the booth area assigned; chairs, furniture, or exhibit materials are NOT to be placed outside the booth area. Demonstrations are permitted only within the confines of the individual exhibitor's booth. No interference with normal traffic flow or infringement of neighboring exhibits will be permitted.
- Nothing shall be posted, tacked, screwed, or otherwise attached to columns, walls, floors, or other parts of the facility or furniture. Exhibitor shall not do, nor permit to be done, anything which may interfere with the effectiveness or accessibility of utility, heating, ventilation, or air conditioning systems or portions thereof, or to the public area.

Exhibit booths may be set-up on Monday, October 17, 2011 between 7:30 a.m. - 9:00 a.m. Exhibitor agrees to maintain exhibit space during open Exhibit Hall hours. In the event that the exhibitor fails to set-up their display before 9:00 a.m. on Monday, October 17, 2011, NACM reserves the right to take possession of the space and reassign it to another organization. The exhibit area is accessible to the public and not secured overnight. NACM is not responsible for loss or damage to property or person. Booths are to be dismantled and removed by 8:00 a.m., Wednesday, October 19, 2011.
- REGISTRATION** - All visitors to the NACM conference must register in accordance with the rules of the Conference. Depending on your choice of exhibit package, registration may be included in your exhibit fee or can be purchased on an à la carte basis.
- OBJECTIONABLE CONDUCT** - NACM reserves the right to reject or terminate exhibit privileges of any Exhibitor including personnel in whole or in part, which because of notice, conduct of personnel, method of operation, selling outside of the booth, materials, or for other causes NACM believes is not compatible with the purpose of the Conference and Exhibition, or any other reason in the opinion of NACM, without liability for any refunds or other expenses incurred.
- COMPLIANCE WITH LAWS** - Exhibitors shall bear responsibility for the compliance with any and all local, city, state, and federal safety, fire, and health laws, ordinances and regulations, including the policies, rules, and regulations of the Embassy Suites, regarding the installation, dismantling, and operation of the exhibit. Electrical wiring used by the exhibitor must conform to all federal, state, and local governmental requirements, including the National Electric Code safety rules. No flammable liquids are allowed in the building, and smoking is prohibited in all indoor areas.
- AMERICAN WITH DISABILITIES ACT** - Exhibitor represents and warrants that its exhibit and product/services information shall comply with the Americans with Disability Act, its regulations and guidelines (collectively "ADA"). Exhibitors shall indemnify, defend, and hold harmless NACM and its respective directors, officers, employees, and agents against any and all claims and expenses, including attorney's fees and costs, arising out of or related to Exhibitor's breach of this provision or noncompliance with any provision of the ADA.
- EXHIBIT HOURS** - In their own best interest, and for security, Exhibitors are encouraged to keep an attendant at their booth during all open hours. It is agreed that no Exhibitors will dismantle or remove any part of their exhibit prior to show closing. If an Exhibitor violates this provision, the Exhibitor will be fined up to \$200. Each Exhibitor shall name one individual to act as its authorized representative at the exhibit. All Exhibitor representatives need to check in at the conference registration desk, and are required to wear the conference name tag.
- FORCE MAJEURE** - Should events beyond the reasonable control of NACM or Embassy Suites, such as acts of God, war, curtailment, or interruption of transportation facilities, unavailability of facilities, threats or acts of terrorism or similar acts, diseases, epidemic, State Department or other federal, state, or local government agency travel advisory, civil disturbance, or any other cause beyond the parties control, which, in the party's reasonable judgment, would tend to make it commercially unreasonable, illegal, or impossible for either party to perform its or their obligations under this Agreement as they relate to the Conference and Exhibit Hall, such party may cancel the Exhibitor Agreement upon written or email notice to the Exhibitor without liability including return of exhibition fees in whole or part at NACM's discretion.
- PHOTOGRAPHS/VIDEOTAPING** - NACM reserves the right to record, video-tape, and take photographs for promotional and educational purposes.
- COPYRIGHTED WORKS** - Exhibitor acknowledges and agrees that it shall be solely responsible for obtaining any licenses, permits, etc. which may be required for it to broadcast, perform, or display any copyrighted materials including, but not limited to, music, video, and software. Exhibitor shall indemnify, defend, and hold harmless NACM, its directors, officers, employees, and agents from and against any and all claims and expenses, including attorney's fees and costs, arising out of or related to Exhibitor's breach of this provision. The terms of this provision shall survive the termination or expiration of this Agreement.
- CHANGES** - NACM reserves the right to make any changes in the rules necessary to ensure the health and safety of those in attendance, the significance of the exhibition, and harmony of operation. Exhibitor will be advised of any such changes by bulletin or email.
- COMMUNICATION** - All conference correspondence will be made through email. A valid email address is required.
- VIOLATIONS** - Violation of any of these rules and regulations on the part of the Exhibitor, its employees, or agents shall, at the discretion of NACM, constitute cause for NACM to terminate this Agreement, expel Exhibitor from the Exhibit Hall, and Exhibitor shall forfeit all fees paid to NACM. All decision of NACM are final.