



2015 Annual Convention April 30-May 2

A Winning Combo for Your Education



Hearing Healthcare Providers 2015 Annual Convention

May 1-2, 2015

**Harveys Lake Tahoe
18 U.S. 50, Stateline, NV 89449**

Exhibitor and Sponsor Prospectus

*On behalf of the Hearing Healthcare Providers of California's Board of Directors,
we cordially invite you to be an exhibitor for the 2015 Convention, as well as take advantage
of our sponsorship opportunities.*

IMPORTANT DATES:

- Hotel Reservation Deadline March 23, 2015
- Exhibit Application Deadline April 10, 2015
- Passport Questions April 10, 2015
- Sponsorship Application April 10, 2015
- Deadline to order Services April 10, 2015
- Silent Auction Deadline April 29, 2015
- Shipments to hotel (no sooner than) April 29, 2015
- Convention Dates May 1-2, 2015

WHY PARTICIPATE IN THE HHP/CA 2015 CONVENTION?

- The HHP/CA Annual Convention is the largest single-state convention with 150+ hearing aid dispensers and audiologists in attendance.
- The 65th Hearing Healthcare Providers of California Annual Convention will take place in the fun and enjoyable Harveys Lake Tahoe on “Stateline” where CA and NV meet in South Lake Tahoe.
- Exhibitor interaction during breakfast for the “passport session” which qualifies for 2 hours of Continuing Educational Units (CEUs).
- NEW this year: Breakfast with the Exhibitors. A causal setting for conversation over coffee.
- Convention has a reputation among hearing professionals for meaningful education, quality exhibitors and valuable networking time.
- This is a sought-after forum in which to attain yearly education requirements.

EXHIBIT BOOTH COST:

Each 8' x 8' exhibit booth space costs \$1195.00.

This includes:

- One 6' draped table with two chairs
- One exhibit badge which must be worn at your booth
- With each exhibit badge you receive:
 - ✓ Wireless Internet
 - ✓ Entrance to convention and exhibit hall
 - ✓ Breakfast for one person on Fri and Sat
 - ✓ Evening reception for one person on Friday
 - ✓ Lunch for one person on Saturday
- Additional badges, which include meals listed above, can be purchased for \$200 per person

EXHIBIT SCHEDULE:

Thursday, April 30, 2015

2:00 p.m. – 6:00 p.m. Set Up

Friday, May 1, 2015

7:30 a.m. – 9:00 a.m. Passport Session Part 1
plus Breakfast

5:00 p.m. – 7:00 p.m. Reception with Exhibitors

Saturday, May 2, 2015

7:30 a.m. – 9:00 a.m. Passport Session Part 2
plus Breakfast

12:30 p.m. – 1:30 p.m. Lunch with Exhibitors

1:30 p.m. – 3:00 p.m. Tear Down

HOTEL INFORMATION:

Harveys Lake Tahoe
18 U.S. 50, Stateline, NV 89449
www.harveystahoe.com/

Discounted Meeting Room Rates:

	Thurs, Friday	Saturday
Mountain Tower	\$79	\$139
Lake Tower	\$99	\$159

Plus applicable taxes. Includes internet and parking

Reservations: (800) 455-4770

Refer as HHP – Hearing Healthcare Providers to receive the special group rates.

DEADLINE: March 23, 2015

After March 23, the Convention rate will apply on a space-available basis only. It is your responsibility to make your own hotel reservations and reference Hearing Healthcare Providers California group block to receive the special rate. Hotel check-in time is 4:00 p.m. Hotel checkout time is 12:00 p.m. Cancellations must be made at least 72 hours in advance in order to avoid cancellation fees.

HHP CONVENTION/EXHIBITS CONTACT:

Lauren Stoddard, HHP/CA Meeting Manager
LStoddard@amgroup.us
Phone: 916-447-1975 x 105
Fax: 916-444-7462

Passport Sessions / Continuing Education Events:

Exhibitor participation in our two, well-attended continuing education events are required. Please ensure that you submit all requested information on your exhibitor application. CEUs cannot be given if you are not present. The Passport Session will be divided into two sections, giving everyone more time to complete the questions and answers. This session will also concur with breakfast but we have allowed 90 minutes for the one-CE class.

Attendees earn their CE hours during this session by visiting with each exhibitor to find out the answer to the (1) question that each exhibitor has submitted. The structure of this session means that exhibitors have the opportunity to speak with everyone.

***IMPORTANT NOTE:** Your (1) Question and Answer must be submitted to Lauren Stoddard at LStoddard@amgroup.us and must be of a technical nature. They must be something of educational value to our attendees.

SILENT AUCTION:

Deadline April 29th

The HHP/CA Silent Auction raises funds for special projects within the association to achieve our mission—your participation is key to the continued strength of this organization! All donors to the silent auction will receive special recognition on their exhibit tables and acknowledgment on silent auction materials.

Please label your items with your Company Information, Retail cost of item and short description if needed and send to: **Hearing HealthCare Providers CA, ATTN: Lauren Stoddard, 1 Capitol Mall, Suite 320, Sacramento CA 95814** by April 24th. You are welcome to participate and bid at the Silent Auction ~ Enjoy!

SOCIAL ACTIVITIES

Exhibitors must be present and staff their tables during all three time periods in which the exhibit hall is open, as the exhibitor showcase is a valuable opportunity for you to interact with the attendees. In addition to exhibit hall hours, there are many different ways for you to build relationships with the hearing professionals attending this convention. Besides the meals and business sessions that are part of the agenda, the Friday night reception time has been adjusted to allow for dining out afterward, should you choose to do so. Saturday also has one networking event: lunch with the exhibitors. That will be the last scheduled interaction with attendees. Pre-registration is required for this event.

DEADLINE: The deadline to apply for an exhibitor space is April 10, 2015.

SPACE: This is a tabletop show; however, freestanding displays will be permitted if they are no larger than 8' x 8'. Please indicate on your application form if you will be using a freestanding display.

CANCELLATION: In the event an exhibitor finds it necessary to cancel their participation, refunds will be made as follows: Cancellation requests received by April 15, 2015, a 50% refund will be issued if HHP/CA is able to resell the space at full price. No refunds will be issued after April 15, 2015.

All cancellations must be made in writing and emailed to the HHP/CA exhibit office.

MARKETING / SPONSORSHIP OPPORTUNITIES

Sponsorships are a great way to complement your exhibit time at the convention and increase your visibility throughout the convention and beyond. Sponsorships are available on a first-come, first-served basis.

Platinum (2 slots available) – \$8,000.00 and up

- One year banner ad, including link to company web site, on www.hhpca.org
- 10 minutes of podium time in front of general session for company presentation with full A/V.
- Company recognition in all convention materials
- One set of labels of convention attendees
- One exhibit table with associated benefits
- One company advertisement flyer in meeting packet

Gold (4 slots available) - \$6,000.00

- One year link to company web site on www.hhpca.org
- Company recognition in all convention materials
- One exhibit table with associated benefits
- One set of labels of convention attendees
- One company advertisement flyer in meeting packet

Silver (10 slots available) - \$3,000.00

- Company recognition in all convention materials
- One exhibit table with associated benefits
- One set of labels of convention attendees
- One company advertisement flyer in meeting packet

PAC Reception Sponsor (1 opportunity available) - \$5,000.00

- Sole recognition and speaking time in front of reception guests
- Up to 10 non-registered conference guests allowed
- Company recognition in all convention materials

Friday Night Beverage Sponsor (2 slots available) - \$1,000.00

- Company recognition during Friday night reception
- Bar placed in close proximity to your booth
- Company recognition in all convention materials

Coffee Break Sponsor (4 slots total) - \$850.00

- Company recognized as host for break via signage
- Opportunity to put marketing materials at the break
- Company recognition in all convention materials

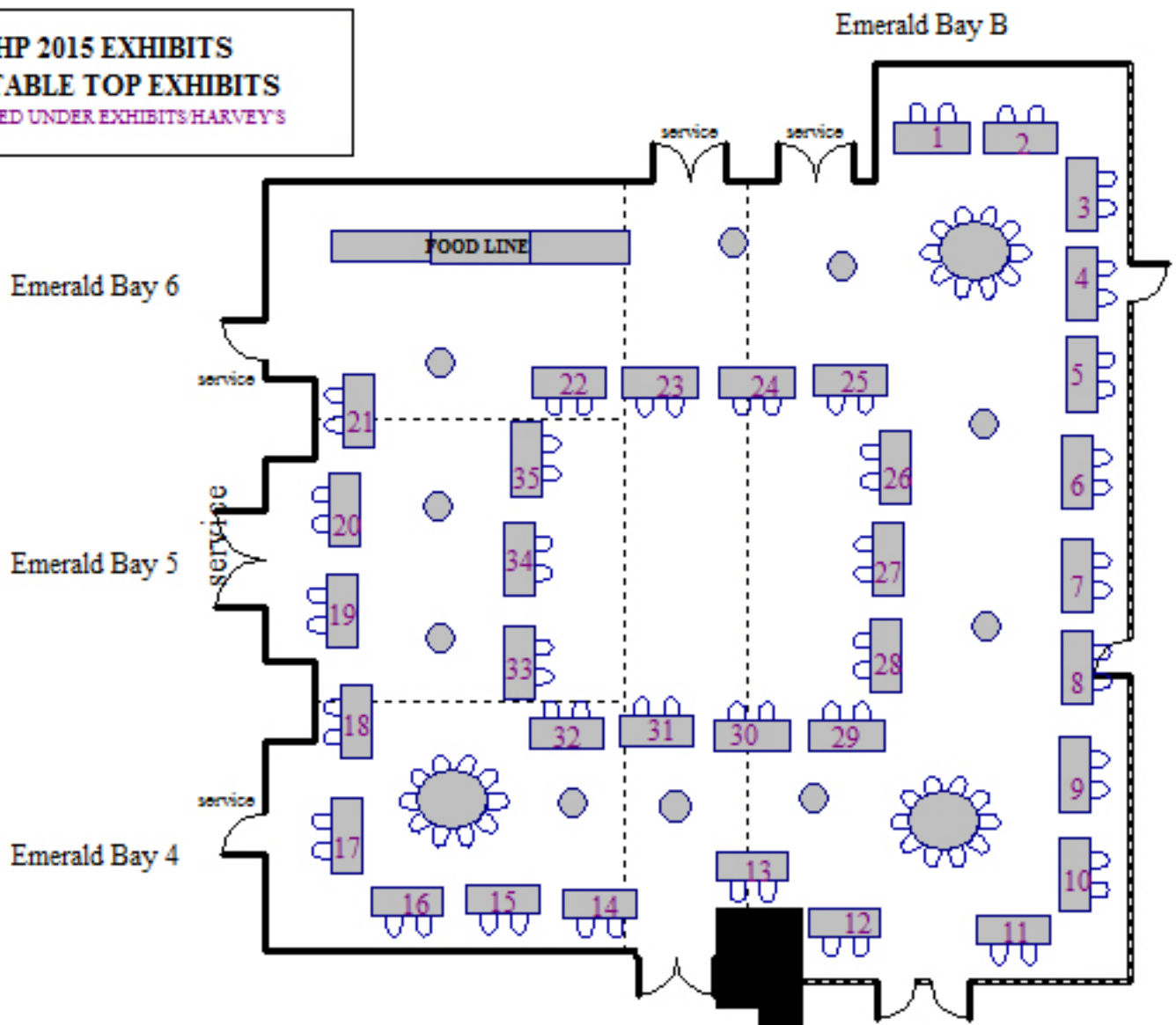
Convention Bag or Lanyard Sponsor (2 slots) – \$750 + Costs of Bags

- Company logo on convention bag – exclusive, only other logos will be HHP/CA and convention
- One set of labels of convention attendees
- Company recognition in all convention materials

Advertisement Flyer (8 slots) – \$300

- One company advertisement flyer in meeting packet

HHP 2015 EXHIBITS
35 6' TABLE TOP EXHIBITS
 SAVED UNDER EXHIBITS/HARVEY'S



Please mark on the Exhibitor Application your first, second, third and fourth choice of booth location.

Preferred tables will be reserved early.

Check with Exhibits Manager, Lauren Stoddard for open locations.

LStoddard@amgroup.us (916) 447-1975 x 105



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EXHIBITOR RULES AND REGULATIONS

HHP/CA 2015 Annual Convention

Harveys Lake Tahoe, 18 U.S. 50, Stateline, NV 89449

1. ASSOCIATION: The word "Association" means Hearing HealthCare Providers/ California, acting through its Officers, Committees, Agents, or Employees, acting for it in the management of the Exhibition.

2. EXHIBIT DATES AND HOURS: The exhibition will be open on Thursday, April 30, 2:00pm – 6:00pm; Friday, May 1, 7:30am – 9:00am and 5:00pm – 7:00pm; and Saturday, May 2, 7:30am – 9:00am and 12:30pm – 1:30pm.

3. PERMISSIBLE EXHIBITS: All business activities of the Exhibitor at the Exhibit Hall must be within the Exhibitor's allotted exhibit space of 8'x8'. Selling, calling to prospective buyers to come visit, distribution of literature, conducting surveys, etc., in the exposition aisles will not be permitted. Staged performances, special costuming, promotional activities and give-aways will be permitted within the booth areas. Exhibitors may not distribute food or beverages unless ordered directly through the Hotel. Sales Dept. and order taking will be permitted on the exhibit floor. It is expected that such activities will be conducted with dignity and decorum so as to be in line with the character of the event. All booth personnel must be properly attired and conduct themselves in a professional manner. Appropriately controlled sound systems will be permissible provided that sound levels are not objectionable to exhibitors in adjacent booths. Management will be the final judge should any controversy arise in the matter. The Association reserves the right to determine which firms and products are appropriate in its judgment for inclusion in the Exhibition and to refuse, cancel or restrict any applicant or exhibit which the Association considers undesirable for any reason. Acceptance of an application does not imply endorsement by HHP/CA of the applicant's products or services; nor does rejection imply lack of merit of the same. Solicitation of interested parties is limited to people that have expressed an interest in their product.

4. ASSIGNMENT OF SPACE: Space assignments will be made on the basis of the date of receipt of the application/contract, the Exhibitor's sponsorship level in the Association's Convention, the amount of space requested, availability of requested area, special needs and compatibility of exhibitors. The Association, in the event of conflicts regarding available space requests or conditions beyond its control, reserves the right to rearrange the floor plan. Aisles are under control of the Association and may not be used for exhibits. If the Association should be prevented from conducting the Convention, or if it cannot permit the exhibitor to occupy this space, due to circumstances beyond its control, the Association will refund to the exhibitor the amount of the rental fee paid less a proportional share of the exhibit expenses, and the Association shall have no further obligation or liability with the exhibitor.

5. RATES AND REFUNDS: Space will be charged at the rate of \$1195 per 8' x 8' booth space. The total cost of the space is due when the application/contract is returned. The application/contract and full payment is required by April 10, 2015. Cancellations received in writing prior to April 10, 2015, will be entitled to a 50% refund if space is resold by HHP/CA at full price. If space is canceled after date, no refund will be given. Exhibitors and sponsors will not be listed on any convention materials until payment is received in full.

6. SPACE RELOCATION: All or any part of the space herein above designated is subject to reassignment or rearrangement by the Association for the purpose of consolidation of display space or for any reason. The Association may also assign or reassign space to Exhibitor as it deems to be required by virtue of the need of Exhibitor for water, drain, gas, electricity, air, steam, or other services and the availability, capacity and locations of these services. The judgment of the Association with respect to such reassignment or rearrangement of space shall be final although the total square footage occupied by Exhibitor shall not be reduced or increased substantially without the consent of Exhibitor. If space is so reduced or increased, the amount of the rent payable shall be appropriately adjusted.

7. SUBLETTING OF SPACE: No Exhibitor shall, without written consent of the Association, assign, sublet, or apportion any space contracted hereunder, or show in such space any articles other than those manufactured or sold by the Exhibitor without obtaining the written consent of the Association and shall not promote items other than those manufactured or sold by it in the regular course of business and shall not place any name signs or courtesy cards on any equipment loaned it for demonstration purposes unless the supplier of such equipment is also an Exhibitor. Advertising, displays, and/or demonstrations, are not permitted except by firms that have rented space to exhibit and have obtained approval of their activity from the Association in writing.

8. LIABILITY: Neither the Association, Harveys Lake Tahoe, or any of its officers, agents or employees, shall be held liable for any damage, loss, harm or injury to the person or property of the Exhibitor or any of its officers, agents or employees, resulting from theft, fire, water, accident or any other cause. The Exhibitor shall indemnify, defend and hold harmless, the Association, its officers, agents or employees, as well as Harveys Lake Tahoe and any of their officers, agents or employees, from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees and expenses of whatever kind or nature, which might result from or arise out of any action or failure to act on part of the Exhibitor, any of its officers, agents or employees. The Association shall have the right to approve any legal counsel selected to defend the Association in any such claim or alleged claim.

9. INSURANCE: All property of Exhibitor is understood to remain under his/her custody and control in transit to or from or within the confines of the Exhibition Hall. Exhibitors shall carry their own insurance to cover exhibit material against damage and loss and public liability insurance against injury to the person and property of others. The Association shall not be obligated to carry any insurance for the benefit of the Exhibitors.

10. SIGNAGE: Signs and posters must be within the booth area and may not be posted on columns or pillars or placed in aisles. In addition, signs must conform to height limitations (8 ft.).

11. SERVICES: Each Exhibitor, as part of the contract with the Association, will be provided the following services free of additional charges: One 6' draped table, breakfast, lunch and reception for 1 person on Friday, breakfast and lunch for 1 person on Saturday and general hall cleaning. Telephone and electrical service is not provided as part of your booth rental and you are responsible for any associated expenses. The exhibitor shall provide only the material and equipment, which he/she owns and is to be used in his exhibit space. All other items used in the booth are to be provided through arrangements with the Hotel. Payment for services provided to the Exhibitor by the Hotel is the responsibility of the Exhibitor.

12. INSTALLATION OF EXHIBITS: Installation of exhibits may commence at 2:00 PM on Thursday, April 30. If erection of any exhibit has not been completed by 6:00 PM on Thursday, April 30, 2015, the Association shall have the right to order the exhibit dismantled and the Exhibitor billed for all charges. All exhibits must be fully operational by 7:30 AM on Friday, May 1, 2015.

13. REMOVAL OF EXHIBITS: Exhibitors will complete arrangements for prompt pickup of all outbound shipments and remove the exhibit at the time specified by the Association for removal of exhibits. All freight not called for within the contractor's designated move-out time may be shipped by the official cartage carrier. All Exhibits must remain intact until 1:30 PM on Saturday, May 2, 2015. Exhibitors expressly agree not to begin packing or dismantling until such time. All exhibits must be completely removed from the Exhibition Hall by 4:00 PM on Saturday, May 2, 2015.

14. BOOTH CONSTRUCTION AND ARRANGEMENT: This is a tabletop show, unless indicated on your application form. No special signs, booth construction, apparatus, equipment, lighting fixtures, etc. will be permitted to extend above 8 feet. Exhibit material must be set up so as to not interfere with the view into adjoining booths. All materials must conform to local building, electrical and Fire Department codes and regulations. Inflammable or other dangerous fluids, substances, materials, equipment or other items the use of which is in violation of City, County/Parish or State laws or regulations shall not be used in any booth. No gasoline, kerosene, candles or other flammable or explosive substance will be permitted in the building without prior written permission. Exhibitor must use flame-resistant decorative materials.

15. CARE OF EXHIBIT BOOTH: The Exhibitor must, at their own expense, maintain and keep in good order the exhibit space contracted. The Exhibitor shall maintain and conduct the exhibit in a neat, clean, orderly, and safe manner. The Exhibitor shall keep an attendant in its display during the hours of the Exhibition and must surrender the space occupied by it in the same condition, as it was at the commencement of the occupation, ordinary wear excepted. Exhibitor shall be responsible for damage to property.

16. EXHIBITOR PERSONNEL: The Exhibition is limited to individuals, business firms, manufacturers and dealers who have contracted and paid for space assignments. Each Exhibitor shall furnish the Association with the names of its representatives. Exhibitor and its representatives are required to wear identification badges throughout the Exhibition, including setting up and dismantling.

17. VIOLATIONS: Any violation of any of the Regulations & Information by Exhibitor shall give the Association the right at its option to terminate the right of the Exhibitor to occupy space and the Association may re-enter and take possession of the space occupied by the Exhibitor and remove all persons and goods at the Exhibitor's own risk, and the Exhibitor shall pay all expenses and all damages which the Association may incur, and forfeit all monies paid or due to the Association on account thereof. Exhibitor waives the service of written notice to re-enter and terminate.

18. SOCIAL FUNCTIONS AND HOSPITALITY SUITES: Any social function or hospitality suite scheduled during the meeting must be approved in writing by the Association.



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EXHIBITOR REGISTRATION

Please send completed form by April 10, 2015

HHP/CA 2015 Annual Convention May 1-2, 2015

Harveys Lake Tahoe, 18 U.S. 50, Stateline, NV 89449

The undersigned (hereinafter called "Exhibitor") hereby applies for space at the 2015 Hearing Healthcare Providers/California Annual Convention. Exhibitor agrees that this becomes a valid contract when accompanied by full payment and that space must be paid in full on or before April 10, 2015. The Exhibitor hereby acknowledges receipt of Rules and Regulations and agrees to abide by them and to all conditions under which exhibit space at Harveys Lake Tahoe is leased to HHP/CA.

Company Name: _____

Contact Name: _____ Contact Title: _____

Address: _____

City: _____ State _____ Zip Code: _____

Email: _____ Phone: _____

Representatives: Exhibit fee includes 1 representative badge. Each additional badge is \$200. List first and last names.

- 1. _____ 2. _____
- 3. _____ 4. _____

Exhibit Only:

8'x8' exhibit space; one 6' draped table with two chairs; one exhibitor's badge which includes: breakfast and lunch for one person on Friday; evening reception for one person on Friday; breakfast and lunch for one person on Saturday

- Table Top Exhibit Space \$1,195
- Additional Badge _____ x \$200
- Saturday Lunch _____ x \$40
- Saturday Dinner _____ x \$60

Preferred Booth Location:

- 1st: # _____
- 2nd: # _____
- 3rd: # _____
- 4th: # _____

Sponsorship Level: See information packet for different sponsorship level. Sponsorship space is limited and will be confirmed on a first-come, first-served basis.

- Platinum – includes booth \$8,000
- Gold – includes booth \$5,000
- Silver – includes booth \$3,000
- Friday Reception Beverage \$1,000
- Coffee Break \$850
- Bag or Lanyard Sponsor + cost \$750
- Advertisement Flyer \$300

Payment:

- Check payable to HHP/CA
- Credit card (complete information below)
- Card # _____
- Exp. Date _____ Security Code _____
- Billing Zip Code _____ Date _____
- Name on Card _____
- Signature _____

TOTAL AMOUNT TO BE CHARGED: \$ _____

Send completed 1-page form by email, fax or mail (checks and credit cards) no later than April 10, 2015 to:

HHP/CA Meeting Manager, Lauren Stoddard
One Capitol Mall #320, Sacramento, CA 95814

Email: LStoddard@amgroup.us
P: (916) 447-1975 x 105 Fax: (916) 444-7462