

GROWING YOUR PRACTICE

# HHP/CA

THE PATHWAY TO SUCCESS



## 2024 ANNUAL CONFERENCE

May 2-4, 2024

Doubletree by Hilton Sonoma Wine Country  
*Rohnert Park, California*

EXHIBITOR & SPONSOR OPPORTUNITIES



## JOIN US AS AN EXHIBITOR!

On behalf of the Hearing Healthcare Providers / California's Board of Directors, we cordially invite you to be an exhibitor at our Annual Conference, as well as, to take advantage of our sponsorship opportunities.

### WHY PARTICIPATE IN THE HHP CONFERENCE?

- The HHP Annual Conference is the largest single-state conference with over 100 hearing aid dispensers and audiologists in attendance.
- Saturday meals with the attendees will take place in a casual setting in the exhibit hall for conversation over breakfast and lunch.
- The 73rd Hearing Healthcare Providers of California Annual Conference will take place in the beautiful wine country of California.
- Conference has an outstanding reputation among hearing professionals for offering meaningful education, quality exhibitors, and valuable networking opportunities.
- Attendees of the Friday Reception and Saturday lunch "Passport Session" will earn two hours of educational credit regarding your product or service.
- This is a highly sought-after forum, which allows you to attain yearly education requirements.

## IMPORTANT DATES

Lock in the rate before it increases! .....	January 31, 2024
Exhibit and Sponsorship Application Deadline .....	April 5, 2024
Passport Questions Deadline.....	April 12, 2024
Hotel Reservation Deadline.....	April 12, 2024
Silent Auction Deadline .....	April 12, 2024
Order Services Deadline.....	April 19, 2024



## EXHIBIT BOOTH COST

### Exhibit Pricing:

\$1,195.00 until January 31, 2024

\$1,495.00 after January 31, 2024

### Includes:

- One 6' draped table with a chair
- One exhibit badge which must be worn at your booth
- With each exhibit badge you receive:
  - ✓ Entrance to conference and exhibit hall
  - ✓ CEU Credits will be offered for attending educational sessions
  - ✓ Evening reception for one person on Friday
  - ✓ Lunch for one person on Saturday

*\* Additional badges, which include meals listed above, can be purchased for \$395 per person*

## HOTEL INFORMATION

### Doubletree by Hilton Sonoma Wine Country

One Doubletree Drive, Rohnert Park, CA 94928

**Special HHP Group Room Rate: \$199.00**

*Plus all applicable taxes. Self parking is \$5.00 per night.*

Reservations: **707-586-4614** Please provide the group code **CDT90R**.

Please click here:

<https://group.doubletree.com/ax77ca>

to book your hotel reservation online.

**HOTEL ROOM RESERVATION DEADLINE:** April 2, 2024  
After April 2nd, the conference 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.

## EXHIBIT SCHEDULE:

### Friday, May 3, 2024

- 10:00 a.m. – 12:00 p.m. .... Set Up
- 12:00 p.m. – 5:00 p.m. .... Exhibits Open
- 5:00 p.m. – 7:00 p.m. .... Reception with Exhibitors/  
Passport Session Part 1

### Saturday, May 4, 2024

- 7:30 a.m. – 9:00 a.m. .... Exhibitors
- 12:00 p.m. – 1:30 p.m. .... Passport Session Part 2  
Includes Lunch
- 1:30 p.m. – 3:00 p.m. .... Tear Down



Hotel check-in time is 4:00 pm. Hotel checkout time is 11:00 am. Cancellations must be made at least 5 days in advance in order to avoid cancellation fees.

### HHP CONFERENCE/EXHIBITS CONTACT:

Becky Denhalter, Event Manager  
convention@hhpca.org  
Phone: 916-444-3568 x 118  
Fax: 916-444-7462



## PASSPORT SESSIONS / CONTINUING EDUCATION EVENTS:



Exhibitor participation in our two, well-attended continuing education events, is required. Please ensure that you submit all requested information on your Exhibitor application. CEUs cannot be given to attendees if you are not present. There will be two Passport Sessions to ensure attendees have enough time to complete the questions. These sessions will occur at the reception on Friday and lunch on Saturday.

Attendees earn their CE hours during these sessions by visiting with each Exhibitor to find out the answers to the two question that each Exhibitor has submitted. The structure of this session provides Exhibitors the opportunity to speak with everyone.

**\*IMPORTANT NOTE:** Your two Questions and Answers must be submitted by April 12, 2024 to Becky Denhalter at [convention@hhpca.org](mailto:convention@hhpca.org) and must be of a technical nature. There must be something of educational value to our attendees.

### SILENT AUCTION:

**COMMITMENT DEADLINE:** April 12, 2024

The HHP 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 and acknowledgment on silent auction materials.

Please complete the form on the last page.

You are welcome to participate and bid at the Silent Auction.

### Social Activities:

Exhibitors must be present and staff their table during all periods in which the exhibit hall is open. 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 conference. 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 networking events: breakfast and lunch with the Exhibitors.



## MARKETING/SPONSORSHIP OPPORTUNITIES

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

### GOLD

**\$7,500.00**

- Bring more visibility to your company with a speaking slot during the HHP Conference! Includes a 1-hour and 50-minute (Case Specific rather than company or product driven) CEU session with your company's provided speaker.
- One year link to company website on [www.hhpc.org](http://www.hhpc.org)
- Company recognition in all conference materials
- One exhibit table with associated benefits
- Attendee listing with name, company, email, mailing address and phone number

### SILVER

**\$5,000.00**

- A one-hour "Case Specific" session with your company's provided speaker as part of the HHP conference. Your company name and logo will be included in all marketing material.
- One exhibit table with associated benefits.
- Attendee list with name, company, email, mailing address and phone number

### BRONZE

**\$3,500.00**

- A table top exhibit
- Pick one "à la carte" item not to exceed \$1,000.
- Attendee list with name, company, email, mailing address and phone number

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### TOPIC GUIDELINES FOR CEU QUALIFICATION

The content of a continuing education course shall pertain to direct, related, or indirect patient/client care. Course content shall not focus on equipment, devices, or other products of a particular company.

Direct client care courses cover current practices in the fitting of hearing aids.

Indirect patient/client care courses cover practical aspects of hearing aid dispensing (e.g., legal or ethical issues (including the ethics of advertising and marketing), consultation, record-keeping, office management, and managed care issues).

Courses that are related to the discipline of hearing aid dispensing may cover general health condition or educational course offerings including, but not limited to, social interaction, cultural and linguistic diversity as it applies to service delivery for diverse populations, service delivery models, interdisciplinary case management issues, or medical pathologies that also result in hearing difficulties.

Examples of courses that are considered outside the scope of acceptable course content include: personal finances and business matters, marketing and sales, and office operations that are not for the benefit of the consumer.

**DEADLINE:** The deadline to apply for an Exhibitor space is April 5, 2024.

**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.



## SPONSORSHIP OPPORTUNITIES

<p><b>WI-FI SPONSORSHIP</b> <b>\$2,600</b></p>	<ul style="list-style-type: none"> <li>All conference attendees will use your company name to log into the conference wifi.</li> <li>Enjoy high-profile brand exposure while giving attendees the necessary service of Wi-Fi.</li> </ul>	<p>1 opportunity available</p>
<p><b>RECEPTION SPONSOR</b> <b>\$2,000</b></p>	<ul style="list-style-type: none"> <li>Company recognition in all conference materials.</li> <li>Bar placed in close proximity to your booth.</li> <li>Drink tickets with your logo on them.</li> </ul>	<p>1 opportunity available</p>
<p><b>BREAK SPONSOR</b> <b>\$2,000</b></p>	<ul style="list-style-type: none"> <li>The sponsoring company will receive recognition in all marketing materials and event signage.</li> </ul>	<p>2 opportunities available</p>
<p><b>MINI POCKET AGENDA</b> <b>\$1,000</b></p>	<ul style="list-style-type: none"> <li>Attendees love the pocket agenda and use it throughout the event as their guide to conference activities.</li> <li>Your company name and logo will be displayed prominently on the Mini Pocket Agenda.</li> </ul>	<p>1 opportunity available</p>
<p><b>CONFERENCE SIGNS</b> <b>\$1,000</b></p>	<ul style="list-style-type: none"> <li>Company name and logo on all session signage throughout the conference.</li> </ul>	<p>1 opportunity available</p>
<p><b>CONFERENCE BAG OR LANYARD SPONSOR</b> <b>\$1,000</b> + COST OF BAGS/LANYARDS</p>	<ul style="list-style-type: none"> <li>Company logo on conference bag – exclusive, only other logos will be HHP and conference.</li> <li>Company recognition in all conference materials.</li> </ul>	<p>1 opportunity available for each</p>
<p><b>ADVERTISEMENT FLYER</b> <b>\$500</b></p>	<ul style="list-style-type: none"> <li>One company advertisement placed in each of the attendee's welcome bag.</li> </ul>	<p>5 opportunities available</p>



# HHP/CA ANNUAL CONFERENCE, 2-4, 2024

## Doubletree by Hilton Sonoma Wine Country

The undersigned (hereinafter called "Exhibitor") hereby applies for space at the 2024 Annual Conference. 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 12, 2024. The Exhibitor hereby acknowledges receipt of Rules and Regulations and agrees to abide by them and to all conditions under which exhibit space at the conference hotel is leased to HHP/CA.

Company Name (as you would like it displayed in marketing material): \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Representatives: Exhibit fee includes 1 representative badge. Each additional badge is \$395. List first and last names and their email address.

1. (Attendee Name and Email Address) \_\_\_\_\_

2. (Attendee Name and Email Address) \_\_\_\_\_

3. (Attendee Name and Email Address) \_\_\_\_\_

4. (Attendee Name and Email Address) \_\_\_\_\_

**Exhibit:** One 6' draped table with one chair; one Exhibitor's badge which includes: breakfast, lunch and reception on Friday and breakfast and lunch on Saturday for one person.

I have read and agree to the Exhibitor Rules and Regulations listed on page 8.

Tabletop Exhibit Space \$1,195 (before January 31, 2024)

Will you require electrical? Additional \$150

Additional Badge \_\_\_\_\_ x \$395

**Sponsorship Level:** See page 5&6 for different sponsorship level. Sponsorship space is limited and will be confirmed on a first-come, first-served basis.

Gold - \$7,500    Silver - \$5,000    Bronze - \$3,500

Please list any sponsorship item(s) and the amount below:

Sponsorship \_\_\_\_\_ \$ \_\_\_\_\_

Sponsorship \_\_\_\_\_ \$ \_\_\_\_\_

Tabletop Exhibit Space \$1,495 (after January 31, 2024)

Will you be using an 8x8 free-standing display or smaller?

### 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 form by email, fax or mail (checks and credit cards) to:

Becky Denhalter, Event Manager, Email: [convention@hhpca.org](mailto:convention@hhpca.org)  
One Capitol Mall 800, Sacramento, CA 95814 | Phone: (916) 444-3568 x 118, Fax: (916) 444-7462



# EXHIBITOR RULES AND REGULATIONS

## HHP/CA ANNUAL CONFERENCE

**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:** See page 3 for details.

**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 giveaways 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 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 if sound levels are not objectionable to Exhibitors in adjacent booths. Management will be the final judge should any controversy arise in the matter. All exhibitors must have a product or service that would be a benefit to the Association's members. 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 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 Conference, 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, 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 Conference, 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 \$1,195 before January 31, 2024, after January 31st the rate increases to \$1,495 per 8' x 8' space. The total cost of the space is due when the application/contract is submitted. The application/contract and full payment is required by April 12, 2024. Cancellations received in writing prior to March 3, 2024, will be entitled to a 50% refund. If space is canceled after March 3, 2024, no refund will be given. Exhibitors and sponsors will not be listed on any conference 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 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 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, the host Hotel, 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 the Hotel/Facility 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





## EXHIBITOR RULES AND REGULATIONS

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:** Exhibitor shall provide to HHP/CA a Certificate of Insurance with General Liability, Auto, Workers' Compensation (if there are employees) and an Additional Insured Endorsement by April 15, 2024. The certificate and endorsement should be issued to: HHP/CA, One Capitol Mall, Suite 800, Sacramento, CA 95814 and must name HHP/CA, its Officers, Directors, Agents and Consultants as additional insureds. Coverage limits shall be \$1,000,000 per occurrence/\$1,000,000 aggregate for GL, \$1,000,000 for Auto and Statutory limits for Workers' Compensation. All coverage limits and insurers must be acceptable to HHP/CA.

**10. SIGNAGE:** Signs and posters must be within the booth area and may not be posted on columns, 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, one full registration that includes breakfast, lunch and reception on Friday and breakfast and lunch on Saturday for one person. 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 10:00 AM on Friday, May 3. If erection of any exhibit has not been completed by 5:00 PM on Friday, May 3, 2024, 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 5:00 PM on Friday, May 3, 2024.

**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 p.m. on Saturday, May 5, 2024. Exhibitors expressly agree not to begin packing or dismantling until such time. All exhibits must be completely removed from the Exhibition Hall by 3:00 p.m. on Saturday, May 5, 2024.

**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.



## HHP/CA SILENT AUCTION PLEDGE FORM

**May 2-4, 2024**

**Doubletree by Hilton Sonoma Wine Country, Rohnert Park, California**

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website: \_\_\_\_\_

Description of Donation/Package: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Restrictions: \_\_\_\_\_

\_\_\_\_\_

Expiration Date (*Expiration date should not be any earlier than 5/1/2025*): \_\_\_\_\_

Estimated Dollar Value: \$ \_\_\_\_\_

In order to include your donation in the HHP/CA's Silent Auction, please email your pledge form to [convention@hhpca.org](mailto:convention@hhpca.org) and mail your donation along with your pledge form by Friday, April 12, 2024.

**SUBMIT YOUR DONATION TO:**

HHP/CA

Attn: Becky Denhalter

One Capitol Mall, Suite 800, Sacramento, CA 95814

If you have any questions, please contact Becky at [convention@hhpca.org](mailto:convention@hhpca.org)

We reserve the right to combine the above item with other donations to create a complete memorable package experience.

<http://www.hhpca.org/>