

2012 AHP Regional Exhibitor Prospectus



ASSOCIATION FOR
HEALTHCARE
PHILANTHROPYSM

Connecting People • Enriching Lives

An Invitation to Exhibit and Get Connected with Health Care Development Professionals



2012 AHP Regional Conferences

AHP Midwest	May 6–8 Cincinnati, OH
AHP Mid-Atlantic	May 17–19 Alexandria, VA
AHP Rockies & Southwest & AHP Southeast	June 3–5 San Antonio, TX
AHP Pacific	June 10–12 La Jolla, CA

ASSOCIATION FOR HEALTHCARE PHILANTHROPY

313 Park Avenue, Suite 400
Falls Church, VA 22046

703-532-6243
703-532-7170 fax
ahp@ahp.org
www.ahp.org



2012 AHP Regional Exhibitor Prospectus

Why Exhibit at an AHP Regional Conference?

- **Exclusive access** to your target market—health care development
- **Connect with decision makers** representing more than half of the health care organizations in the United States
- Maximum visibility and exposure to this target market at **designated exhibit hall times**
- **Generate leads** in days that will result in partnerships for years
- **Build recognition** of your company name and products and increase your brand awareness and market share
- Showcase your latest products

Value-added Benefits of Exhibiting

1. Two Complimentary Registrations

Each exhibiting company will receive two complimentary conference registrations (up to a \$970 value.) Registration includes entrance to all educational sessions as well as all meals. Additional representatives and meal tickets can be purchased in the exhibitor service kit.

2. Complimentary Pre-conference Delegate List

Start promoting your products and services before the conference begins with a complimentary conference delegate list, approximately two weeks prior to the conference. Plan your outreach with current clients and make new connections using this delegate list, which will include each attendee's name, title, organization, mailing address and phone. Please note that AHP does not distribute attendee email addresses.

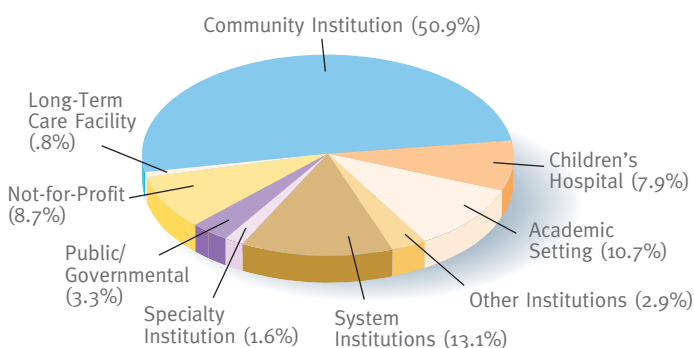
3. Complimentary Company Listing in the On-site Conference Program

A permanent reference for all conference attendees and an excellent way to get your company's message across to industry professionals.

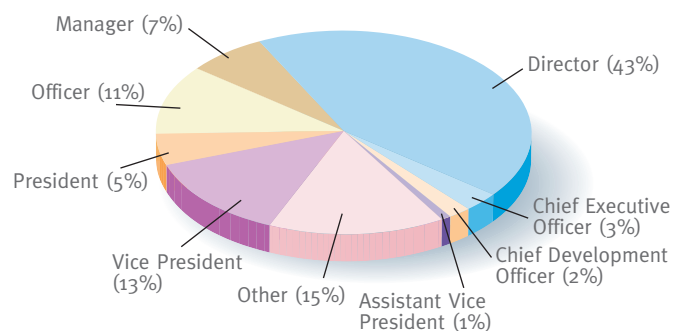
Reach your target market effectively and efficiently.

Who are AHP's Members?

AHP Membership by Institution/Organization*



AHP Membership by Job Title*



* Figures taken from the AHP 2010 Salary Report—USA



ASSOCIATION FOR
HEALTHCARE
PHILANTHROPY™

Connecting People • Enriching Lives



Increase Your Visibility—Be a Sponsor

Strengthen your presence at the conference by sponsoring an event or giving an in-kind gift. Your sponsorship support enables AHP to provide dynamic programming, while providing increased visibility for your company. Please contact meetings@ahp.org for more information.

How to Apply for Exhibit Space

1. Review the floor plan and pricing for each regional conference.
2. Choose the region(s) that interests you.
3. Complete the application and check the box for each region in which you are interested. Each regional conference listing provides details such as set-up times, exhibit hall hours, and dismantle times.
4. Please make sure to read “Rules and Regulations” page and sign the application, stating that you agree to all the terms and conditions of the contract.
5. In order to reserve booth space, AHP must receive payment and a completed and signed Application & Contract for Exhibit Space. Without this, we cannot proceed with your reservation.

Booth Assignments

Booths are table top and include a six-foot table and two chairs. Booth assignments will be made on a first-paid, first-served basis. AHP also will use the following considerations for assigning booth space:

- Space availability
- Special needs
- Exhibitor product compatibility

Please review each region’s floor plan for booth locations. To reserve a booth, your booth payment must accompany your exhibit application.

Cancellation Policy

All cancellations must be made in writing and received by AHP 45 days prior to the start of the regional conference to receive a 75% refund. Cancellations with less than a 45-day notice will NOT be refunded.

Benefits of AHP Membership

Health care is a growing, multifaceted industry with several opportunities for your company. Benefits include:

- Discounted price for exhibiting at our conferences.
- Access to reduced cost mailing lists
- A company listing in the AHP Membership Directory & Buyers Guide
- A complimentary listing in Healthcare Fundraising Marketplace, our online buyers guide
- A complimentary membership directory;
- Advertising opportunities;
- Monthly AHP E-Connect newsletter;
- Semiannual AHP Journal, *Healthcare Philanthropy*
- Increased opportunities to network with the leaders in health care.

E-mail ahp@ahp.org to be on our mailing list.

PLEASE JOIN US IN ATLANTA IN 2012

The 46th AHP Annual International Conference will be held in Atlanta, GA, on October 24–27, 2012, at the Westin Peachtree Plaza. This conference is AHP’s largest annual conference, which allows exhibitors to participate on a larger magnitude—including opportunities to exhibit, sponsor, and advertise. The prospectus for this conference is currently available online. Visit www.ahp.org and click the Affiliate Member link.



Association for Healthcare Philanthropy
**2012 AHP Midwest
Regional Conference**

The Westin Cincinnati • Cincinnati, OH • May 6–8, 2012



Location

Westin Cincinnati
21 E. 5th Street
Cincinnati, OH 45202

Phone: 513-621-7700

Web Site: <http://www.westincincinnati.com/>

Hotel Reservations

The Westin Cincinnati is offering AHP conference attendees a special rate of \$152 single/double, plus tax. To make reservations, call the hotel at 1-800-937-8461 and identify yourself as an 'AHP' conference attendee.

Hotel Deadline

The hotel deadline for the special hotel rate is **March 30, 2012**. After this date, AHP cannot guarantee rate and room availability, contact the hotel directly for more information.

Note: The AHP room block special room rates apply to the nights of May 6–8, 2012. AHP has reserved a limited number of rooms at the special rate. Please make your room reservations as soon as possible.

Application and Payment Policy

To apply for exhibit space at the AHP Midwest Regional Conference, choose your booth number located on the diagram (opposite page). Return the completed forms (enclosed) along with your payment representing applicable deposit.

Mail forms and payment to:

Association for Healthcare Philanthropy
313 Park Avenue, Suite 400
Falls Church, VA 22046
Or Fax 703-532-7170

Exhibit Information

- All breaks will be held in the Exhibit Hall.
- Booth space is one six-foot table (*no pipe and drape*). Booth fee includes
 - One 6 ft. skirted table
 - Two Chairs
- The pre-conference attendee list will be sent via e-mail **April 20, 2012** and the final conference attendee list will be sent via e-mail no later than **May 24, 2012**. *The e-mail will be sent to the person that is listed as the contact on the application & contract for exhibit space.*

Tentative Exhibit Hall Hours

Sunday, May 6, 2012

- | | |
|--------------|-----------------------------------|
| 1:00–5:00 PM | Booth Set-Up |
| 6:00–7:30 PM | Opening Reception with Exhibitors |

Monday, May 7, 2012

- | | |
|----------------|-------------------------------|
| 8:00–9:00 AM | Breakfast with Exhibitors |
| 10:15–10:45 AM | Break with Exhibitors |
| 1:30–2:00 PM | Dessert break with Exhibitors |
| 3:15–3:45 PM | Break with Exhibitors |

Tuesday, May 8, 2012

- | | |
|------------------|------------------------------|
| 10:15–10:45 AM | Coffee break with Exhibitors |
| 11:00 AM–2:00 PM | Exhibit Hall Tear Down |

Exhibit Hours Subject To Change Without Notice

Association for Healthcare Philanthropy

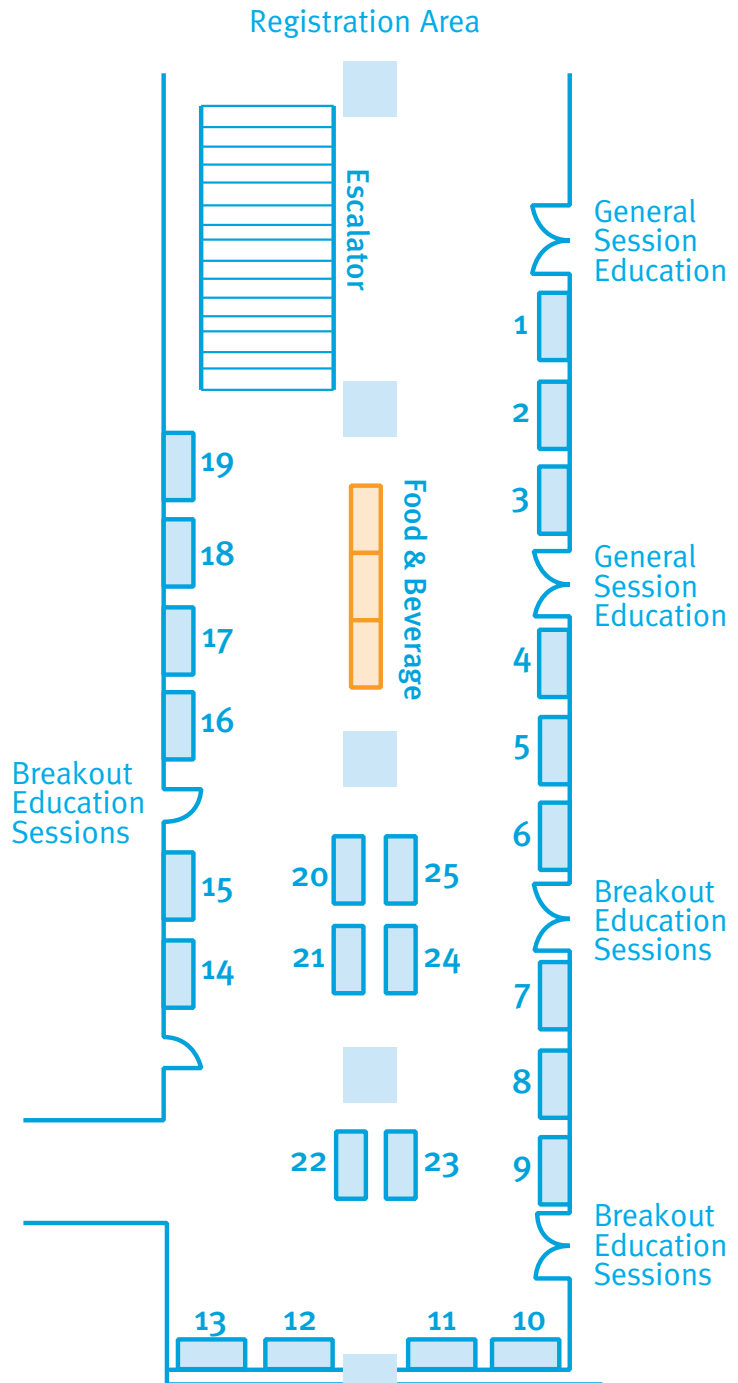
2012 AHP Midwest Regional Conference

The Westin Cincinnati
Cincinnati, OH
May 6–8, 2012

This exhibit hall is foyer space

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313 Park Avenue, Suite 400
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www.ahp.org

Exhibit Hall Floor Plan



A H P M I D W E S T

Please contact AHP at 703-532-6243 if you have any questions.

Association for Healthcare Philanthropy

2012 AHP Mid-Atlantic Conference

The Westin Alexandria • Alexandria, VA • May 17–19, 2012



Location

The Westin Alexandria
400 Courthouse Square
Alexandria, Virginia 22314-5700

Phone: 703-253-8600

Web Site: www.westin.com/Alexandria

Hotel Reservations

The Westin Alexandria is offering AHP conference attendees a special rate of \$189.00 single/double, plus tax/complimentary internet in guest rooms for those in AHP block. To make reservations, call the hotel at 1-800-937-8461 and identify yourself as an 'AHP' conference attendee.

Hotel Deadline

The deadline for the special hotel rate is **April 13, 2012**. After this date, AHP cannot guarantee rate and room availability, contact the hotel directly for more information.

Note: The AHP room block rate applies to the nights of May 17–19, 2012. AHP has reserved a limited number of rooms at the special rate. Please make your room reservations as soon as possible.

Application and Payment Policy

To apply for exhibit space at the AHP Mid-Atlantic Conference, choose your booth number on the floor plan (opposite page). Return the completed forms (enclosed) along with your payment representing applicable deposit.

Mail forms and payment to:

Association for Healthcare Philanthropy
313 Park Avenue, Ste 400,
Falls Church, VA 22046
Or Fax 703-532-7170

Exhibit Information

- All Breaks will be held in the Exhibit Hall.
- Exhibitor service kits will be posted on AHP's web site in spring 2012. A link will be e-mailed to exhibitors when it becomes available.
- Booth space is one six-foot table (*no pipe and drape*). Booth fee includes:
 - One 6 ft. skirted table
 - Two Chairs
- The pre-conference attendee list will be sent via e-mail **April 27, 2012** and the final conference attendee list will be sent via e-mail no later than **May 25, 2012**. *The e-mail will be sent to the person that is listed as the contact on the application & contract for exhibit space.*

Tentative Exhibit Hall Hours

Thursday, May 17, 2012

1:00–4:30 pm	Booth Set-Up
6:00–7:30 pm	Opening Reception with Exhibitors

Friday, May 18, 2012

8:00–9:00 am	Breakfast with Exhibitors
10:30–11:00 am	Break with Exhibitors
3:15–3:45 pm	Break with Exhibitors

Saturday, May 19, 2012

10:15–10:45 am	Break with Exhibitors
11:00 am–2:00 pm	Exhibit Hall Tear Down

Exhibit Hours Subject To Change without Notice



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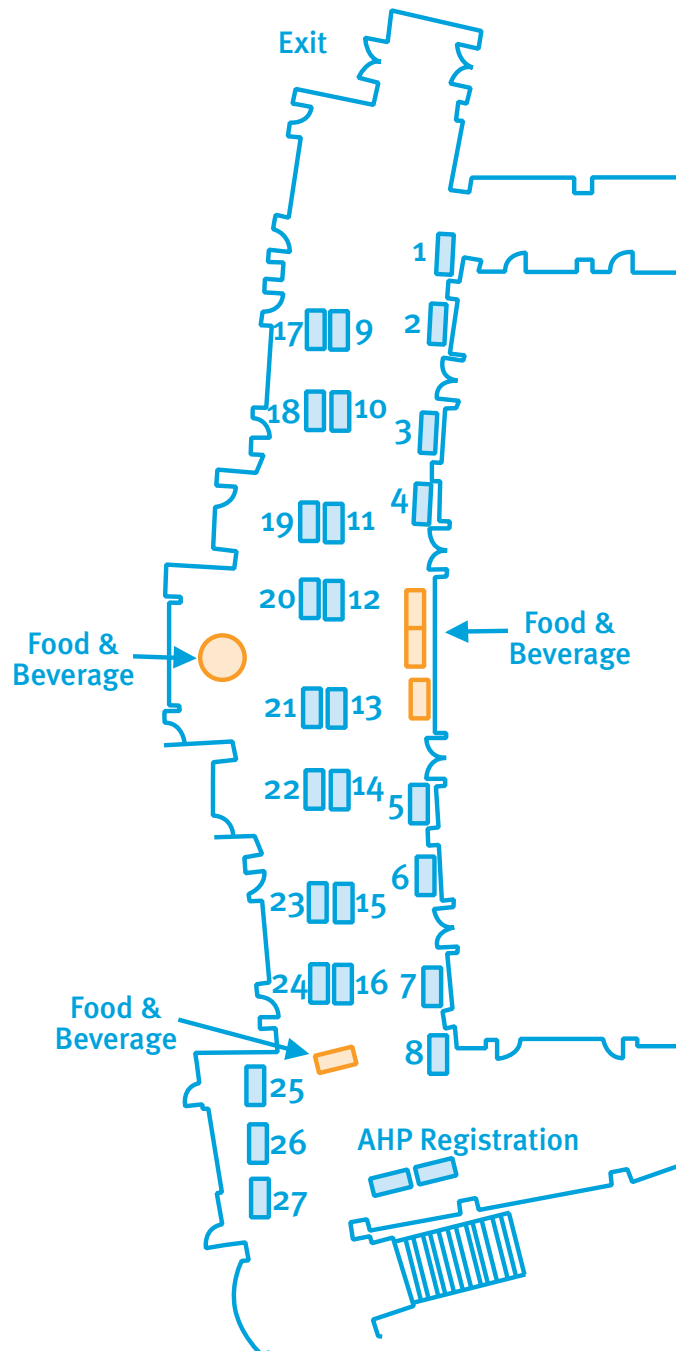
Association for Healthcare Philanthropy

2012 AHP Mid-Atlantic Conference

The Westin Alexandria
Alexandria, VA
May 17–19, 2012

Exhibit Hall Floor Plan

This exhibit hall is foyer space



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A H P M I D - A T L A N T I C

Please contact AHP at 703-532-6243 if you have any questions.

Association for Healthcare Philanthropy

2012 AHP Southeast and AHP Rockies & Southwest Regional Conference

The San Antonio Marriott Rivercenter • San Antonio, TX • June 3–5, 2012



Location

The San Antonio Marriott Rivercenter
101 Bowie Street
San Antonio, Texas 78205
Phone: 1-800-648-4462
Web Site: <http://www.Marriott.com>

Hotel Reservations

The San Antonio Marriott Rivercenter is offering AHP conference attendees a special rate of \$189 single/double, plus tax. To make reservations, call the hotel at 1-800-648-4462 and identify yourself as an 'AHP' conference attendee.

Hotel Deadline:

The hotel deadline for the special hotel rate is **May 11, 2012**. After this date, AHP cannot guarantee rate and room availability, contact the hotel directly for more information.

Note: The AHP room block special room rates apply to the nights of June 3–5, 2012. AHP has reserved a limited number of rooms at the special rate. Please make your room reservations as soon as possible.

Application and Payment Policy:

To apply for exhibit space at the AHP Rockies & Southwest and AHP Southeast Regional Conference, choose your booth number located on the diagram (opposite page). Return the completed forms (enclosed) along with your payment representing applicable deposit.

Mail forms and payment to:

Association for Healthcare Philanthropy
313 Park Avenue, Ste 400,
Falls Church, VA 22046
Or Fax 703-532-7170



A H P S O U T H E A S T



A H P R O C K I E S & S O U T H W E S T

Exhibit Information

- All breaks will be held in the Exhibit Hall.
- Booth space is one six-foot table (*no pipe and drape*). Booth fee includes
 - One 6 ft. skirted table
 - Two Chairs
- Exhibitor service kits will be posted on AHP's Web site in the spring. A link will be e-mailed to exhibitors when it becomes available.
- The pre-conference attendee list will be sent via e-mail **May 18, 2012** and the final conference attendee list will be sent via e-mail no later than **June 15, 2012**. *The e-mail will be sent to the person that is listed as the contact on the application & contract for exhibit space.*

Tentative Exhibit Hall Hours

Sunday, June 3, 2012

1:00–5:00 pm	Booth Set-Up
6:00–7:30 pm	Opening Reception with Exhibitors

Monday, June 4, 2012

10:30–11:00 am	Break with Exhibitors
3:30–4:00 pm	Break with Exhibitors

Tuesday, June 5, 2012

10:30–11:00 am	Break with Exhibitors
11:00 am–2:00 pm	Exhibit Hall Tear Down

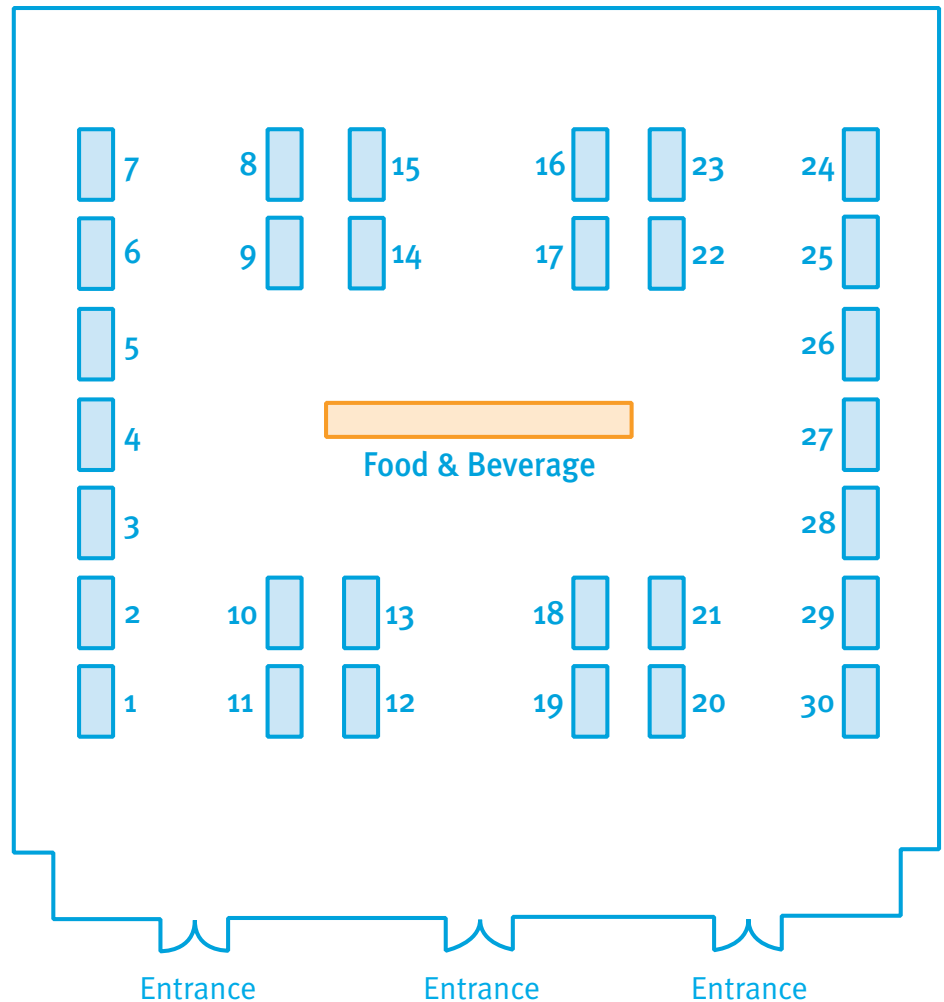
Exhibit Hours Subject To Change Without Notice

Association for Healthcare Philanthropy

2012 AHP Southeast and AHP Rockies & Southwest Regional Conference

The San Antonio Marriott
Rivercenter
San Antonio, TX
June 3-5, 2012

Exhibit Hall Floor Plan



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A H P S O U T H E A S T



A H P R O C K I E S & S O U T H W E S T

Please contact AHP at 703-532-6243 if you have any questions.

Association for Healthcare Philanthropy

2012 AHP Pacific Conference

San Diego Marriott La Jolla • La Jolla, CA • June 10–12, 2012



Location

San Diego Marriott La Jolla
4240 La Jolla Village Drive
La Jolla, CA 92037

Phone: 1-858-587-1414

Web Site: <http://www.marriott.com>

Hotel Reservations

The San Diego Marriott La Jolla is offering AHP conference attendees a special rate of \$140 single/double, plus tax. To make reservations, call the hotel at 1-858-587-1414 and identify yourself as an Association for Healthcare Philanthropy (AHP) conference attendee

Hotel Deadline

The hotel deadline for the special hotel rate is **May 11, 2012**. After this date, AHP cannot guarantee rate and room availability, contact the hotel directly for more information.

Note: The AHP room block special room rates apply to the nights of June 10–12, 2012. AHP has reserved a limited number of rooms at the special rate. Please make your room reservations as soon as possible.

Application and Payment Policy

To apply for exhibit space at the AHP Pacific Regional Conference, choose your booth number located on the diagram (opposite page). Return the completed forms (enclosed) along with your payment representing applicable deposit.

Mail forms and payment to:

Association for Healthcare Philanthropy
313 Park Avenue, Suite 400
Falls Church, VA 22046
Or Fax 703-532-7170

Exhibit Information

- All Breaks will be held in the Exhibit Hall.
- Booth space is one six-foot table (*no pipe and drape*). Booth fee includes
 - One 6 ft. skirted table
 - Two Chairs
- Exhibitor service kits will be posted on AHP's Web site in the spring. A link will be e-mailed to exhibitors when it becomes available.
- The pre-conference attendee list will be sent via e-mail **May 25, 2012** and the final conference attendee list will be sent via e-mail no later than **June 22, 2012**. *The e-mail will be sent to the person that is listed as the contact on the application & contract for exhibit space.*

Tentative Exhibit Hall Hours

Sunday, June 10, 2012

1:00–5:00 pm	Booth Set-Up
6:00–7:30 pm	Opening Reception with Exhibitors

Monday, June 11, 2012

10:15–10:45 am	Break with Exhibitors
1:15–1:45 pm	Dessert Break with Exhibitors
3:00–3:30 pm	Break with Exhibitors
3:30–6:00 pm	Exhibit Tear Down

No exhibiting hours on Tuesday

Exhibit Hours Subject To Change Without Notice



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PHILANTHROPY**SM

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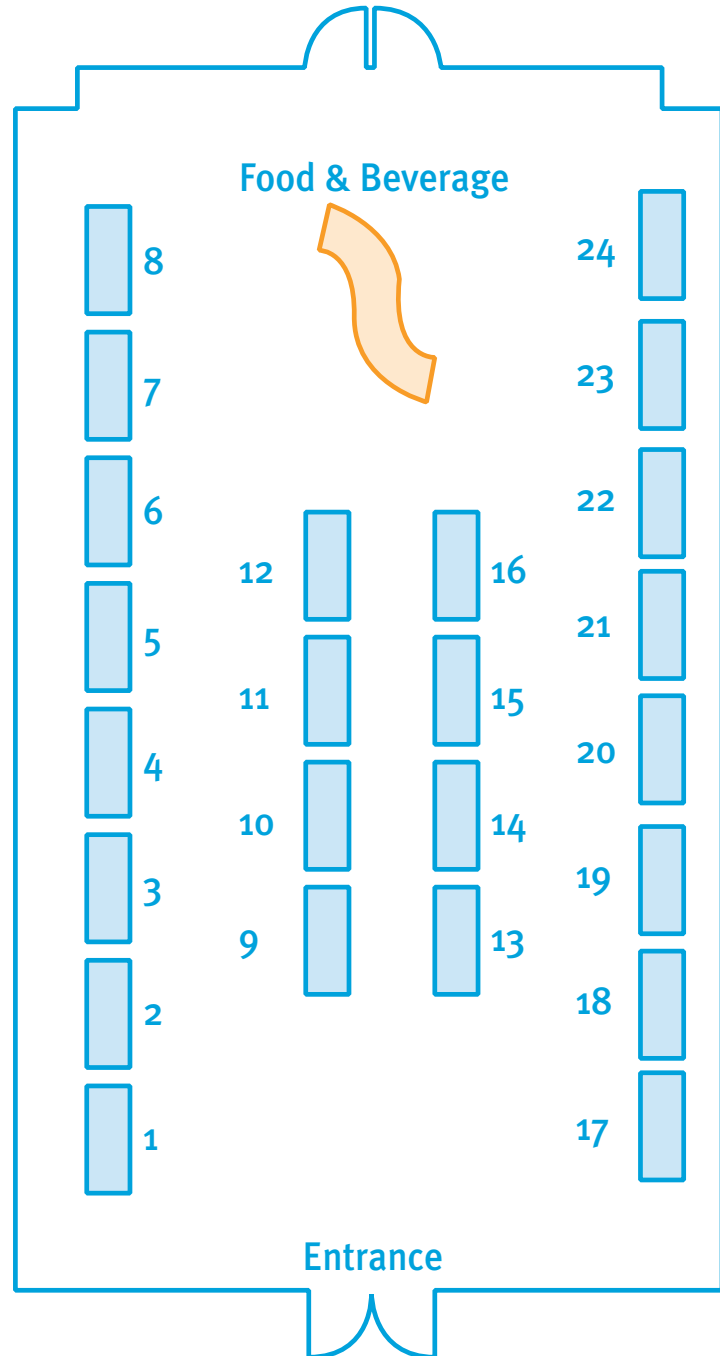
Association for Healthcare Philanthropy

2012 AHP Pacific Conference

San Diego Marriott La Jolla
La Jolla, CA
June 10–12, 2012

Exhibit Hall Floor Plan

Salon B



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A H P P A C I F I C

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ASSOCIATION FOR HEALTHCARE PHILANTHROPY

Past Exhibitors



ASSOCIATION FOR
HEALTHCARE
PHILANTHROPY™

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1157 Designconcepts
Advanced Marketing
Aesthetics, Inc.
Alexander Haas Martin & Partners
Allegiant Direct, Inc.
American City Bureau, Inc.
American Presence
Amri Studios, Inc.
APB Communication
Auctionpay, Inc.
Aurora Health Care
AVID Design, Inc.
Bentz Whaley Flessner
Blackbaud, Inc.
Bliss Direct Media
Brakeley Briscoe, Inc.
Camelot Pewter
Campbell & Company
Capital Quest, Inc.
CauseForce
Cargill Associates, Inc.
Carl Bloom Associates, Inc
CCS
Celebrity Talent International
CFRE International
CHB Consulting, Inc.
Connell & Assoc
Connelly & Associates
Convio, Inc.
Copley Raff Company, Inc.
Corporate DevelopMint
Crescendo Interactive, Inc.
CTAC
Curran & Connors, Inc.
DataProse Direct
DeLauro & Associates Consulting
Destyle, Inc.
Direct Response Solutions
DirectLine Technologies, Inc.
DonorPro By TowerCare Technologies
Donorsearch.net
Donovan Slone & Guthrie, Inc.
ePhilanthropy Foundation
Esser Design
eTapestry, Inc.
Event Journal, Inc.
Eventsigns.Biz
Forsythe, Inc.
FundraisingINFO.Com
Fundraising Cruises
Future Focus
Ghiorso & Sorrenti, Inc.
Goettler Associates, Inc.
Graham-Pelton Consulting, Inc.
Grenzebach Glier & Associates, Inc.
Grizzard
GuideStar
HealthTeacher
Health Vantage/Health Values Magazine
Heaton Smith Group
Heim Consulting
Heller Consulting, Inc.
Henderson Mallory Partners
HEP Development Services
Hillary Lyons Associates
Holmes, Radford & Avalon, Inc.
Honorcraft Incorporated
Huntsinger & Jeffer
IDC Fundraising Division, Harris
Connect, LLC
InAssist
IPC healthcare Direct Mail Cooperative
iWave Information Systems Inc.
Jacobson Consulting Applications, Inc.
Jeffrey Byrne & Associates
Jerold Panas, Linzy & Partners
Kidzpace Interactive
Kintera, Inc.
Leading Edge Software Solutions
Mail Enterprises
Maly Executive Search
Marts & Lundy, Inc.
MatchMaker Fund Raising Software
McMurry
MCS Direct
MD Designs By Metal Decor
MGI Fund Raising Consulting, Inc.
Mitchell Associates, Inc.
Netzel Grigsby Associates, Inc.
Newport Creative Communications
Non-Profit Personnel Network
Octopus Design & BlueLemon Media Inc.
Partners In Recognition, Inc.
Paschal Murray Executive Search
PG Calc Incorporated
Physicians Committee for Responsible
Medicine (PCRM)
Planned Gift Associates
PlannedLegacy
Portrait Sculptures by Jernigan
Powers Events (Powers Solutions Corp)
Presentation Design Group, LLC
Pride Philanthropy
Professional Mailing & Marketing
Pursuant Ketchum
Qbase
Qgive
R & R Newkirk
Recognition Awards Co.
Robin E. Williams Incorporated
RuffaloCODY
Ruotolo Associates Inc
Sage Software / Nonprofit Solutions
Sanford Werfel Artist
Sinclair, Townes & Company
Snavelly Associates, Ltd
Speakers On Healthcare
Sterling Cut Glass
Stobbe Design
Strategic Health Care
Streets of Manhattan
Target America Inc
Telecomp, Inc.
Tempo Framing Systems
The Alford Group
The Center on Philanthropy at
Indiana University
The Giving Collaborative
The Greenwood Company
The Heritage Company
The Russ Reid Company
The Stelter Company
The Ultimate Gift Experience, LLC
Thompson & Associates
TowerCare Technologies
Trio Solutions, Inc.
Trust Event Solutions
United Printing and Mailing
University of California—Irvine
VisionMark, Inc.
Vital Data Management, Inc.
Vitruvian Digital
W & E Baum
WealthEngine

Application & Contract for Exhibit Space

Application Must Be Filled Out in its Entirety to Be Accepted.

Mail to: AHP • 313 Park Ave, Ste 400 • Falls Church, VA 22046
 Fax to: 703-532-7170 • e-mail: meetings@ahp.org



**ASSOCIATION FOR
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Section 1: COMPANY INFORMATION *(must be filled out completely)*

Company _____		Contact name _____ <i>(Official conference mailings will be mailed to this individual.)</i>	
Title _____	E-mail _____ <i>(for updates only)</i>	Web site _____	
Address _____	City _____	State _____	Zip _____
Phone _____	Fax _____		

Section 2: BUSINESS CATEGORY *(please select only one)*

- | | | | |
|---|--|---|--|
| <input type="checkbox"/> Annual Giving | <input type="checkbox"/> Consulting | <input type="checkbox"/> Planned Giving | <input type="checkbox"/> Special Events |
| <input type="checkbox"/> Awards/Donor Recognition | <input type="checkbox"/> Direct Mail | <input type="checkbox"/> Prospect Research/
Identification/Cultivation | <input type="checkbox"/> Telephone Outreach/Teleservices |
| <input type="checkbox"/> Capital Campaigns | <input type="checkbox"/> Executive Search/Recruiting | <input type="checkbox"/> Other: _____ | |

Section 3: CONFERENCE & BOOTH SELECTION

(Check the conference(s) you will be attending and note booth choice(s) for each region.)

Booth Selection Preferences: Full consideration will be given to the exhibitor's selections, but the Association for Healthcare Philanthropy reserves the right to assign space as equitably as possible and cannot guarantee preferences. Space is assigned on a first-paid, first-served basis.

Conferences		Before April 3, 2012		After April 3, 2012	
<input type="checkbox"/>	AHP MIDWEST May 6-8, 2012 Cincinnati, OH Booth Preferences: _____	Member:	<input type="checkbox"/> \$625	Member:	<input type="checkbox"/> \$675
		Nonmember:	<input type="checkbox"/> \$775	Nonmember:	<input type="checkbox"/> \$825
<input type="checkbox"/>	AHP Mid-Atlantic May 17-19, 2012 Alexandria, VA Booth Preferences: _____	Member:	<input type="checkbox"/> \$625	Member:	<input type="checkbox"/> \$675
		Nonmember:	<input type="checkbox"/> \$775	Nonmember:	<input type="checkbox"/> \$825
<input type="checkbox"/>	AHP Rockies & Southwest and AHP Southeast June 3-5, 2012 San Antonio, TX Booth Preferences: _____	Member:	<input type="checkbox"/> \$625	Member:	<input type="checkbox"/> \$675
		Nonmember:	<input type="checkbox"/> \$775	Nonmember:	<input type="checkbox"/> \$825
<input type="checkbox"/>	AHP Pacific June 10-12, 2012 La Jolla, CA Booth Preferences: _____	Member:	<input type="checkbox"/> \$625	Member:	<input type="checkbox"/> \$675
		Nonmember:	<input type="checkbox"/> \$775	Nonmember:	<input type="checkbox"/> \$825

Special Requirements:

Is there an organization you prefer not to be adjacent to? Please list:

Section 4: 50-word Description REQUIRED FOR SUBMISSION *(same description used for all regional conferences for 1-year term)* In 50 words or less, please describe the products/services your company offers to attendees. **E-MAIL TO** meetings@ahp.org.

Section 5: PAYMENT

(check one) Visa Mastercard AMEX Check enclosed

Number _____ Expiration _____

3-Digit Security Code _____ Zip Code Associated With Billing Address _____

TOTAL \$ _____

AGREEMENT: We agree to abide by all Terms and Conditions governing the Exposition as stated on this Application and Contract/Rules and Regulations.

Name _____ Title _____

Signature _____ Date _____

Rules & Regulations

1. Contract for Space

The receipt by AHP of your signed contract, accompanied by payment will constitute an application for the right to use space. The exhibit rental charges are as stated on EACH contract.

- a) In the event of fire, strikes or other uncontrollable circumstances, AHP shall have no liability or obligation to make any refund; however, the AHP Board of Directors will make every effort to refund any portion of the exhibit fees not expended or committed.
- b) If any exhibitor does not follow the rules and regulations as set by AHP, their contract will be terminated. In the event of default by the exhibitors, as set forth in the previous sentence, the exhibitor shall forfeit the amount paid for space rental regardless of whether or not AHP enters into a further lease of the space involved.
- c) AHP determines the eligibility of any company or product(s) for exhibition at a regional conference. Furthermore, AHP may prohibit installation or request removal of any exhibit or promotion, wholly or in part, that is in its opinion is not in keeping with the Association's character or purpose.
- d) AHP will endeavor to honor choice of space as noted on the contract in the order requested. In the event that preferred space has been assigned, AHP reserves the right to assign alternative space. Exhibitors may not assign, sublet or apportion any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the regular course of business.
- e) Exhibitors are encouraged to offer information that is educational, professional and instructional. All exhibitors must conduct exhibits in a dignified and professional manner. All activities must be confined to the limits of rented space including booth personnel and must not impede traffic or interfere with the activity of other exhibitors. Unless approved by AHP, publicizing and/or maintaining any extraneous activities, including hospitality suites, inducements, demonstrations or displays away from the exhibit area at any time or during exhibit hours is prohibited.

2. Cancellation Policy

All cancellations and/or requests for refunds must be made in writing to AHP. Cancellation made within 45 days of a conference will receive a 75% refund. After 45 days, refunds will not be given. AHP reserves the right to resell such space. In the event of cancellation, AHP assumes no responsibility for having included the name of the canceled exhibitor or description of their products in promotional materials.

3. Installation and Dismantling of Exhibits

All exhibits must be fully installed by the date and time specified on each regional conference insert. After this hour, installation work will not be permitted without permission of AHP. Arrangement and payment for transporting goods to and from the event, receiving, shipping/handling, decorating and removal of exhibits are the responsibility of the exhibitor. NO EXHIBITS CAN BE DISMANTLED before the OFFICIAL CLOSING of the Exhibit Hall specified on the regional conference inserts and NO PACKING of materials can begin before that time. The rules require the cooperation of all exhibitors in maintaining due regard to adjoining exhibitors. Specifically:

- a) Displays must fit within the confines of your booth space and be placed against the back of the booth. Displays shall not interfere/block attendees or exhibitors line of sight.
- b) Exhibitors wishing to use props or display items that do not directly pertain to their product or business must have prior approval from AHP. Any special equipment must fit in your booth.
- c) All giveaway items must be distributed within the exhibitor's booth. No balloons may be distributed. Items that cannot be stored

in sufficient quantities within this space are not appropriate.

The process of distribution, however, must not interfere with the orderly conduct of business by other participants.

- d) All exhibitors are responsible for informing their personnel and their authorized representatives of the requirements of these rules.

4. Staffing

Exhibitors must open their exhibit on time and staff the booth at all times during show hours. The designated booth manager shall represent the exhibitor in connection with setup, operation and dismantling of the exhibit. Only representative who are employed by the exhibiting company and who will be working in the booth are to be registered as booth personnel. False certification of individuals as exhibitors representative, sharing of exhibitor badges, or any other method used to assist unauthorized persons to gain admission to the exhibit floor will be just cause for expelling the violator from the event.

5. Liability

The exhibitors agree to assume all risks of loss, injury, theft or damage of any kind or nature whatsoever to any exhibit or component. The exhibitor assumes all liability for damaged property, person or persons arising from accidental or other cause's incidental movement and operation of the exhibit and hereby releases AHP, hereby releases AHP, its contractors, officers, board, directors, volunteers, staff and attendees from any liability whatsoever.

6. Safety Regulations

The exhibitor must comply with all federal, state and local laws and ordinances and regulations concerning environment laws and Hazardous Materials.

7. Insurance

Exhibitors must make provision for safeguarding their materials, equipment and displays at all times. Exhibitors are advised to carry special insurance to cover exhibit material against loss or damages, and public liability insurance against injury to the persons and property of others. Exhibitors shall indemnify AHP against loss or theft of any kind.

8. Disability Provisions

Exhibitors represent and warrant (1) the exhibit will be accessible to the full extent required by law (2) the exhibit will comply with the Americans with Disabilities Act (ADA) and with any regulations implemented by the Act and (3) that it shall indemnify and hold harmless AHP from and against any and all claims and expenses including attorney and litigation expenses that may be incurred by or asserted against AHP on the basis of the exhibitor's breach of this paragraph or non-compliance with any provisions of ADA.

9. Union Labor and Other Contracts

Exhibitors are required to observe all contracts as well as all rules and regulations in effect between service contractors and the hotels.

10. Regulation Enforcement

AHP has full power to interpret and enforce all regulations and power to make amendments and/or further regulations that are considered necessary for the proper conduct of the show. Such decisions shall be binding on exhibitors. Failure to comply with these or any other regulations or amendments may be sufficient cause for AHP to require the immediate removal of the exhibit and/or the offending exhibitor. As the organizer, AHP reserves the right to terminate without notice an exhibitor's right to exhibit if an exhibitor or any of its representatives fail to observe the conditions of this contract, or in the opinion of AHP, conduct themselves in an unethical or unprofessional manner. Such exhibitors will be dismissed without refund.

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