Meet, mingle, and share your message with customers in the PIAA Exhibit Hall, purposefully designed to be the hub of the Conference. PIAA works with the hotel to design the most high-traffic exhibit layout possible. We encourage all exhibitors to increase traffic and enhance their exhibits through a raffle or giveaway, colorful display, engaging representatives, or an interactive game. PIAA also provides an incentive “game” to increase booth traffic for all exhibitors. There is no additional cost for the game and it is designed to motivate all attendees to visit as many booths as possible. The winners will be announced during the last break on Friday morning, creating excitement before the close of the Conference.

Please note: All booths must be show-ready by 3:30 p.m. on Wednesday, May 17. No installation will take place on Thursday, May 18 or Friday, May 19. All booths must remain in place and be staffed during show hours through 11:00 a.m. on Friday, May 19. Each booth must have at least one representative present during the show hours.

EACH EXHIBIT BOOTH RENTAL INCLUDES:

- Two full meeting registrations to attend entire Conference, including sessions and all food and beverage events. Additional registrations are available at the regular price.
- Names of individuals representing exhibit company printed on attendee list.
- One skirted table, two chairs, and one waste basket.
- Carpeted floors.
- 10’x10’ draped exhibit booth.
- 7”x44” booth identification sign with company name.
- Pre- and post-conference attendee list.
- Company name, logo, and contact information on PIAA’s website and listing that is distributed in attendee conference materials.
- Single slide show recognition with company logo running throughout the conference.
- Booth location assignments will be made by March 1, 2017. Sponsors, PIAA Affiliate Partners, and Exhibitors from prior years will receive priority on booth assignments.
- Exhibitors will receive a packet of information for additional services provided by PIAA’s official exhibitor contractor, Freeman.
- PIAA reserves the final decision on booth location as outlined above and will make every effort to separate exhibitors in competing service lines.
- 24-hour perimeter security.

SAVE $100 BY BOOKING EARLY!

<table>
<thead>
<tr>
<th>EXHIBIT BOOTH PRICING:</th>
<th>(Reserved)</th>
<th>(Reserved)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PIAA Affiliate Partner – Premium</td>
<td>$2,100</td>
<td>$2,200</td>
</tr>
<tr>
<td>PIAA Affiliate Partner – Advantage</td>
<td>$2,500</td>
<td>$2,600</td>
</tr>
<tr>
<td>Non-member</td>
<td>$3,400</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

2017 EXHIBIT HALL (SHOW HOURS)

<table>
<thead>
<tr>
<th>WEDNESDAY, MAY 17</th>
<th>(4:30 p.m.–6:30 p.m.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 a.m.–3:00 p.m.</td>
<td>Exhibit Hall Set Up</td>
</tr>
<tr>
<td>4:30–6:30 p.m.</td>
<td>Welcome Reception</td>
</tr>
<tr>
<td>THURSDAY, MAY 18</td>
<td>(7:00 a.m.–5:00 p.m.)</td>
</tr>
<tr>
<td>7:00–8:30 a.m.</td>
<td>Breakfast</td>
</tr>
<tr>
<td>10:15–10:45 a.m.</td>
<td>Refreshment Break</td>
</tr>
<tr>
<td>2:45–3:15 p.m.</td>
<td>Refreshment Break</td>
</tr>
<tr>
<td>FRIDAY, MAY 19</td>
<td>(7:00 a.m.–11:00 a.m.)</td>
</tr>
<tr>
<td>7:00–9:00 a.m.</td>
<td>Breakfast</td>
</tr>
<tr>
<td>10:15–10:45 a.m.</td>
<td>Refreshment Break</td>
</tr>
<tr>
<td>11:00 a.m.–3:00 p.m.</td>
<td>Exhibit Hall Breakdown</td>
</tr>
</tbody>
</table>
Application for
SPONSORSHIP & EXHIBIT SPACE

2017 PIAA MEDICAL LIABILITY CONFERENCE
MAY 17-19, 2017, THE BROADMOOR, COLORADO SPRINGS, COLORADO

Company Name: ____________________________________________________________
Address: __________________________________________________________________
City: ___________________________________________________________________
State: __________________ Zip Code: _________________________________
Telephone: __________________ Fax: ___________________________
Website Address: __________________________________________________________

Sponsor/Exhibitor Contact:
Contact: __________________________________________________________________
Title: ___________________________________________________________________
Telephone: __________________________________________________________________
E-mail Address: __________________________________________________________________

Sponsorship Selection:
Sponsorship Item: _______________ Sponsorship Amount: _______________

Exhibit Booth Space:
Please indicate the number of booths required. Note: Booth assignments will be made on March 1, 2017.

Please reserve ________ booth(s) Exhibit Booth Amount: ______________

I, the duly authorized representative of the above mentioned organization, subscribe and agree to all the rules and regulations of the contract terms of the 2017 PIAA Medical Liability Conference (see next page).

Name: __________________________________________________________________
Title: ___________________________________________________________________
Signature: __________________________________________________________________
Date: ___________________________________________________________________

To reserve your booth or sponsorship item, please complete this form and fax or e-mail it to: 301.947.9090 or gmcguinness@piaa.us

A confirmation and a letter of agreement or other communication will follow.

Note: Deadline for exhibit booth reservations and all sponsorships is April 3, 2017.

Payment Information (prepayment required):
Credit Card: □ Visa/MC  □ American Express  □ Check
Card Number: ____________________________
Exp. Date: ________________ Amount: ____________________________
Cardholder Signature: ____________________________________________
Cardholder Name: ________________________________________________
Check Number: ____________________________ Check Amount: _______________

FOR QUESTIONS REGARDING:
Sponsorships/Exhibits:
Ginny McGuinness, Senior Director of Membership/Business Development
phone 240.813.6129
fax 301.947.9090
e-mail gmcguinness@piaa.us

General Conference Information:
PIAA Meetings Department
phone 301.947.9000
e-mail PIAAMeetings@piaa.us

Please make all checks payable to PIAA and reference the 2017 Medical Liability Conference.
The Broadmoor, Colorado Springs, CO

1. CHARACTER OF THE EXHIBITION
PIAA reserves the right to determine the eligibility of any company, product, or service and the right to restrict, prohibit, or void any Exhibitor or product which detracts from the character of the Exhibition or for any violation of the following Terms and Conditions.

2. LOCATION/DATES
The 2017 PIAA Medical Liability Conference will be held at The Broadmoor, Colorado Springs, CO and will be open to all attendees Wednesday through Friday, May 17-19, 2017.

3. INSTALLATION AND DISMANTLING
Spaces will be accessible to Exhibitors for setting up displays on Wednesday, May 17 at 11 a.m. Booth set up must be completed by 3:00 p.m. Packing and removal should not begin Friday, May 19 before 11:00 a.m. and end by Friday, May 19 at 4:00 p.m. Packing and removal of Exhibits prior to the close of the Exhibition time on Friday, May 19 is prohibited. Exhibitors shall be liable for all storage and handling charges for failure to remove Exhibits by the specified time and date. Please Note: Due to limited handling services at The Broadmoor, all freight must be shipped to Freeman’s advance warehouse.

4. BOOTH SIZE/FEES/EQUIPMENT
A full exhibit area is 10’x10’ at a cost of $2,200 for Affiliate Partner-Premium, $2,600 for Affiliate Partner-Advantage, and $3,500 for Non-Members (plus additional discount if reserved by January 31, 2017). Maximum height for all materials erected is restricted by The Broadmoor guidelines. Failure to make final payment constitutes a cancellation of this contract. (See #14). Standard Equipment entitlements include: 10’x10’ draped Exhibit booth, 7’x4’4” booth identification sign with company name, one skirted table with two chairs, and two full meeting registrations.

5. AUDIO/VISUAL
All Exhibitors are responsible for their own audio/visual costs as well as electricity.

6. SPACE ASSIGNMENTS
Booth space assignments are made by PIAA on a point system with priority given to Sponsors, Affiliate Partners, and past Exhibitors. All booth assignments will be made by PIAA by March 1, 2017. PIAA reserves the right to alter an Exhibitor’s assigned space if it is deemed necessary in the best interest of the Exhibition and will consult with the Exhibitor before exercising this discretion.

7. SUBLETTING OF SPACE
The Exhibitor shall not assign, sublet, or apportion the whole or any parts of the space assigned to or represent, equipment, or materials from other firms than his own in the Exhibit space without written consent of conference organizers. Only one company shall be considered as the Exhibitor, any other company or unit in the space shall be considered a subsidiary or affiliate.

8. GENERAL REGULATIONS
Loudspeaker sound displays are prohibited. PIAA staff reserves the right to refuse any Exhibit not in good taste or inconsistent with a conference of this kind.

9. SAFETY CONSIDERATIONS
All Exhibit and space materials must be in compliance with local fire and hazardous materials handling ordinances. Volatile oils, gases, other explosives, or any substance prohibited by the city departments or authorities will not be permitted in the Exhibit area. Likewise, all electrical work and wiring must be approved and installed in accordance with regulations. Corridors leading to exit doors and all entrances and exit doors should be kept clear of obstructions at all times. No objects are to be attached to or suspended from the fire sprinklers or light fixtures on the ceiling. Under no circumstances should the fire alarm call points, fire hose reels, fire extinguishers, and exits be blocked or access to them be impeded by Exhibition booths, partitions, Exhibits, or other objects.

10. OFFICIAL CONTRACTOR
Freeman, the official contractor will be designated in the Service Manual to perform services for Exhibitors. No Exhibitor or representative shall contract for such services with anyone other than the official Contractor without the express written consent of PIAA meeting organizers, which, for reasons of security, in their sole discretion can deny such permission.

11. ON-SITE REPRESENTATIVE
Exhibitors shall keep an attendant in their space during all Exhibit show hours. Each booth must have a minimum of one person present during the show hours.

12. SECURITY/LIABILITY
Overnight security personnel will be present in the Exhibit area. The Exhibitor assumes entire responsibility for and agrees to protect, indemnify, and defend The Broadmoor, PIAA, meeting sponsors, and their employees and agents, harmless against all claims, losses, and damages to persons or property, governmental charges, or fines, and attorney’s fees arising out of or caused by Exhibitor installation, removal, maintenance, occupancy, or use of Exhibit premises or a part thereof, excluding any such liability caused by the negligence or misconduct of meeting organizers, its employees, and agents. In addition, Exhibitors acknowledge that the show services contractor and PIAA do not maintain insurance covering Exhibit property and that it is the responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses sustained through Exhibition. The indemnities contained herein are conditioned upon (a) prompt written notice of the details of such claim by the party seeking indemnification to Exhibitor, (b) Exhibitors right to sole control of the defense and all related settlement negotiations of all such claims, related lawsuits or proceedings, and (c) the party seeking indemnification providing assistance, information, and authority necessary to perform above.

13. FACILITY DAMAGE
Exhibitor, or their agents, must not injure or deface the walls or floors of the building, the spaces, or the equipment in the spaces. When such damage occurs, the Exhibitor is liable to the owner of the property so damaged.

14. CANCELLATION
If space contracted is cancelled by the Exhibitor on or after April 3, 2017 or if the Exhibitor fails to occupy the space contracted, 2017 PIAA Medical Liability Conference is entitled to the full amount of the space rental. Exhibitor cancellations before April 3, 2017 are subject to a fifty percent (50%) cancellation fee.

15. AMENDMENT TO EXHIBITOR AGREEMENT
Any and all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the reasonable discretion of the conference organizers and PIAA.

16. INABILITY TO PERFORM
If the 2017 PIAA Medical Liability Conference should be prevented from holding the exhibition by any cause beyond its control or if it cannot permit the Exhibitor to occupy its space due to circumstances beyond its control, PIAA will refund to the Exhibitor the amount of the rental paid, and PIAA shall have no further obligation or liability to the Exhibitor.

17. SALES PROMOTIONS AND DRAWINGS
All promotions conducted by the Exhibitor must be free of obligation on the part of the winner and participants. All promotions and drawings must be approved by PIAA prior to the opening of the event.

18. SPONSORSHIPS AND GRANTOR ENTITLEMENTS
Completion of the sponsorship/exhibit portion of the Application Form is a commitment to support. Full payment must be received or the contract will be considered null and void and all promotional entitlements will be withdrawn. PIAA, at its discretion, may make reasonable changes, amendments, or additions to entitlements.

19. COMPLIANCE WITH TERMS AND CONDITIONS
PIAA, at its discretion, may make reasonable changes, amendments, or additions to these Terms and Conditions. Interpretations of these Terms and Conditions shall rest with show management and noncompliance can result in ejection of the offending Exhibitor or closing of the Exhibit.