

2012 Conference Vendor Guide

September 19 – 21, 2012

The Homestead Resort

Hot Springs, VA



PROTECTING THE CONSUMER'S FUTURE

VAAHU

Virginia Association
of Health Underwriters

AMERICA'S BENEFITS SPECIALISTS

Sponsorship Opportunities	PRESIDENT'S RECEPTION (Two Available)	\$2000
	One full page advertisement in program directory guide, Recognition on VAHU website, Signage, Two Registrants	
	LUNCH SPONSOR (One Available)	\$3,000
	One full page advertisement in program directory guide, Recognition on VAHU website, Signage, Two Registrants	
	BREAKFAST SPONSORS (Two Available)	\$2,500
	1/2 page advertisement in program directory guide, Recognition from the podium, Signage, Two Registrants	
	BREAKOUT SPONSORS (Four Available)	\$2,000
	1/2 page advertisement in program directory guide, Private Meeting Room, Two Registrants	
	WORKSHOP SPONSORS (Two Available)	\$1,500
	1/2 page advertisement in program directory guide, One Hour Sessions, One Registrant	
	HOSPITALITY SPONSORS (Two Available)	\$1,200
	1/2 page advertisement in program directory guide, Private room to host reception, Food & beverage cost not included - must contract with Homestead Resort directly, One Registrant	
	BREAK SPONSORS (One Available)	\$1,200
	1/2 page advertisement in program directory guide, One Registrant	
	NAME TAG LANYARD SPONSOR	\$750
	1/4 page advertisement in program directory guide	
	GIFT BAG SPONSOR	\$1000
	1/4 page advertisement in program directory guide	
	MEDIA SPONSOR (Two Available)	\$1000
	1/4 page advertisement in program directory guide	
	ACTIVITY SPONSOR (Five Available)	\$1000
	1/2 page advertisement in program directory guide, One Registrant	
	KEYNOTE SPEAKER SPONSOR (Two Available)	\$2500
	One full page advertisement in program directory guide, recognition on VAHU website, signage, two registrants	

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Exhibitor Opportunity	EXHIBITOR	\$800
	<p>The exhibitor package includes:</p> <ul style="list-style-type: none"> • One Registration • One 8'x10' booth with one 110 volt outlet • Six-foot skirted table • Two chairs • Access to electricity (extension cords are available for a fee) • 1/8 page size advertisement in program directory guide. See below for upgrade advertisement options. <p>The package does not include:</p> <ul style="list-style-type: none"> • Storage and placement of display equipment • Security services • Extra labor requests (such as carpenters, electricians, and drapers) • Storage of any exhibit-related materials • Gas or water supply • Disposing of items left in your booth after tear down • Audio Visual equipment (AV packages are available for a fee) 	

Program Directory Guide Advertisement Opportunity	ADVERTISEMENT										
	<p>Advertisement space in the program directory guide is available. You need not be a sponsor or exhibitor to place an ad. Prices are listed below:</p> <p><u>Upgrade Advertisement from Sponsorship and/or Exhibitor package:</u></p> <table border="0"> <tr> <td>Full page:</td> <td>7.5" x 10"</td> <td>\$250</td> </tr> <tr> <td>1/2 page:</td> <td>7.5" x 4.75"</td> <td>\$100</td> </tr> <tr> <td>1/4 page:</td> <td>7.5" x 2.75"</td> <td>\$50</td> </tr> </table>		Full page:	7.5" x 10"	\$250	1/2 page:	7.5" x 4.75"	\$100	1/4 page:	7.5" x 2.75"	\$50
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Advertisement Only:	Full page: 7.5" x 10" \$500
	1/2 page: 7.5" x 4.75" \$250
	1/4 page: 7.5" x 2.75" \$150
	1/8 page: 4.25"x2.75" \$100
	Program Advertisement Instructions: Print ready artwork must be 300dpi in a jpg or pdf format and must be supplied by July 20, 2012. Submit advertisement materials to: Debbie Stocks, Your Insurance Partner Phone (804) 565-3540 Email: dstocks@yourbenefitpartner.net

Event Description	The Virginia Association of Health Underwriters annual conference will be held over a 2 ½ day period. It will draw agents and brokers from all areas in Virginia. The purpose of this conference is to provide an opportunity for continuing education, networking, and discussion of new products and emerging issues in the industry.
Accommodations	Accommodations should be made directly with the Homestead Resort by calling 540-839-1766. The Homestead room rate is \$159.00 per night, excluding state and local taxes and fees. Rate is guaranteed until August 17, 2012. Reservations are on a first come, first serve basis. Overflow hotel accommodations will be available and information will be posted on VAHU website.
Additional Registrations	Exhibitors and Sponsors are provided a certain number of event registrations. One additional event attendee may be registered at a rate of \$150.
Exhibit Hall	Exhibitors are required to have someone at the booth during time exhibit hall is open.
Care and Use of Space	The exhibitor must, at his/her expense, maintain in good order the space for which the exhibitor has contracted. Material shall be shown only in the official area designated by VAHU. Neither exhibitors nor non-exhibitors will be allowed to show firms or display products or services in competition with the program. Products or literature may be distributed only from within the rented space.
Exhibit Set-Up	Set-Up Date: September 19, 2012 at 2:00pm Hours for Set-Up: 2:00 – 4:00PM
Breakdown	Breakdown Date: September 21, 2012 at 9:00am. No early breakdowns will be permitted. Violations will result in a penalty of \$250.

Conflicting Meeting and Social Functions	<p>To ensure maximum participation in all VAHU activities, exhibiting companies may not schedule meetings or social functions which would encourage the absence of attendees or exhibitors from scheduled functions.</p>
Cancellation	<p>Booth cancellations will be honored until August 17, 2012. A 20% service charge will be deducted from the refund for each booth. Refunds less the service charge for cancellations after August 17, 2012 will be made only if VAHU's exhibit space can be resold. Any space not claimed or occupied or for which arrangements have not been made with VAHU by 8:00 a.m. September 19, 2012 will be forfeited without refund.</p>
Electrical Requirements	<p>Electrical requirements beyond a single 110 volt outlet should be directed to the Homestead Resort's audiovisual department.</p>
Audio Visual	<p>Audio Visual Packages are available for an additional fee based on specific needs. Contact the hotel or Debbie Stocks at (804) 565-3540, dstocks@yourbenefitspartner.net for additional information.</p>
Exhibits & Exhibit Space Guidelines	<ul style="list-style-type: none"> •Hotel has limited storage space for crates, palettes, or other large containers. • Exhibitors shall indemnify and hold harmless hotel and its servicing agents from all liability (damage or accident) which might ensue from any cause resulting or connected with transportation, placing, removal or display of exhibits. • Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save Hotel, its owners, its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of Hotel and its employees and agents. •Hotel requires each exhibitor to provide a fully completed data sheet including a summary of the Exhibitor's requirements for the exhibit area, the floor load, electrical needs, and square footage requirements for each booth and the total square footage to be used in the exhibit hall. • The Homestead understands that there may be persons or groups attending the event who may wish to schedule additional meetings over the convention dates. These affiliated persons or entities will be expected to pay for use of function space requested at the Hotel's published rates.

Exhibits & Exhibit Space Guidelines Continued

- Alcohol may not be served to guests under the age of twenty-one (21), and those unable to produce acceptable identification. Hotel reserves the right to discontinue any and all service in the event of blatant or willful disregard for the law on the part of the event sponsor or guests in attendance, or if continued service is inconsistent with the Hotel's Alcohol Service Policy. Hotel is required by law to terminate liquor service to any guests who, in Hotel's judgment, appears intoxicated.

- Because of Hotel's legal responsibility for all food and beverage served on premises, as well as liquor licensing restrictions, Hotel requires that only food and beverage purchased from Hotel be served on Hotel property. In addition, no food or beverage, including alcoholic beverages, can leave the property if it has been prepared specifically for on-property, private functions. Under no circumstances may liquor be brought in from outside Hotel or served by anyone other than a designated Hotel representative.

- There is plenty of parking at the resort and guest self-parking is free. Valet parking for overnight guests is available for a fee. Both are subject to change without notice.

- The Hotel requires that arrangements for delivery of packages be made through the Hotel's Sales & Catering Office. The Hotel is not responsible for any arrangements or expenses of shipping materials, merchandise, exhibits, or any other items to and from Hotel. Hotel must be notified in advance of shipping to ensure proper acceptance of items upon arrival at Hotel. Any alternate arrangements are to be approved by Hotel Representative. Hotel is not able to receive COD packages. The Hotel policies of safe handling are based on advice from the United States Postal Service (USPS) and the federal Center for Disease Control and Prevention (CDC). Any materials being sent to the Hotel must include the following information:

- Hold for Arrival - Attn:(Guest's Name and Organization Name)
- Complete return address
- The Homestead's representative's name
- Number of packages (Example: Box 1 of 2, Box 2 of 2, etc.)
- Date the function is being held
- Address package to hotel as follows:

The Homestead Resort
Post Office Box 2000
Hot Springs, VA 24445

Exhibits & Exhibit Space Guidelines Continued

- Handling and storage charges for inbound and outbound items may incur an additional charge. Please arrange with the hotel directly.
- The Hotel does not accept any liability for equipment, goods, displays or other materials that arrive unmarked or fail to arrive at the Hotel. The group is responsible for insuring its property for loss or damage.
- Palette items will not be accepted without seven (7) days advance notification. Please contact the Group's Hotel representative for details. Due to limited storage space, additional storage charges will be applied to packages stored more than three (3) business days.
- Only a minimum of pre-approved decorations, signs, or displays are permitted in the public areas. This enables Hotel to maintain the public areas with a professional and attractive appearance. Banners, posters, props and similar decorations may not be adhered to walls, ceilings, windows, doors or floors, without the express written consent of Hotel and supervision of Hotel staff. There may be an additional labor charge for hanging each banner or sign. Any costs to repair or clean Hotel property as a result of self-installations will be added to the final bill. Please consult the Convention Services Manager for assistance in displaying all materials and decorations.
- Hotel reserves the right to review and approve any advertisements or promotional materials in connection with Group's event which specifically reference the Homestead Resort's name or logo, or the Hotel's name or logo.
- Each party agrees to protect, indemnify, defend and hold harmless the other and their respective employees and agents against all claims, losses or damages to persons or property, governmental charges or fines, and costs (including reasonable attorney's fees), arising out of actual or threatened claims or causes of action resulting from the gross negligence or intentional misconduct of such party or its respective officers, directors, employees, agents, contractors, members or participants connected with Group's function, except those claims arising out of the sole negligence or willful misconduct of the Hotel. Group represents and warrants that Group's activities conducted at the hotel and in connection with the function shall not infringe the patent, copyright or trademark rights or violate rights of privacy or publicity of any third party.

General Planning Agenda (for exhibitor use only, not for distribution, subject to change)

<p>September 19, 2012</p>	<p>Noon – 1:30pm 1:00pm – 5:00pm 5:30pm – 7:30pm</p>	<p>Registration Open, Exhibit Set-Up CE Workshop or Golf Outing President’s Welcome Reception & BBQ– Cash Bar</p>
<p>September 20, 2012</p>	<p>8:00am – 9:00am 9:00am – 10:30am 11:00am – 12:00pm 12:15pm – 1:15pm 1:15pm – 2:30pm 2:30pm – 3:30pm 3:45pm – 4:45pm 5:00pm – 6:00pm 6:00pm – 8:00pm 8:00pm – 10:00pm</p>	<p>Breakfast and Registration/ Exhibit Hall Open General Session Breakout Session Lunch BREAK – Exhibit Hall Open Breakout Session Keynote Speaker (TBD) Exhibit Hall Open, Cash Bar & appetizers Dinner on your own Hospitality Suites</p>
<p>September 21, 2012</p>	<p>8:00am – 9:00am 9:00am – 11:00am 11:00am</p>	<p><i>Breakfast Buffet</i> Exhibit Hall Open General Session, CE Course Closing Remarks</p>

End of Conference 12:00pm

NOTE: EXHIBITORS MUST NOT BREAKDOWN PRIOR TO 9:00AM ON FRIDAY, SEPT 21st

2012 Sponsor And Exhibitor Contract Form

Contract Form (Please print or type):

Company	Telephone
Address	Fax
City	Email
State	Zip
Authorize by or contact name:	

Please send all exhibit information to:

Name	Telephone
Address	Fax
City	Email
State	Zip

Selection:

Exhibitor Package:	
Sponsorship Package:	
Our sign should read: (26 character maximum):	
Need 110 volt electrical outlet?	Yes No

Program Directory Guide Advertisement:

Full Page: 7.5" x 10"	\$250 (Sponsor Upgrade)	or	\$500 (Ad Only)
1/2 Page: 7.5" x 4.75"	\$100 (Sponsor Upgrade)	or	\$250 (Ad Only)
1/4 Page: 7.5" x 2.75"	\$50 (Sponsor Upgrade)	or	\$150 (Ad Only)
1/8 Page: 4.25" x 2.75"			\$100 (Ad Only)

We have read and agree to the Rules and Regulations included in this contract. Enclosed is a check for \$____. We understand that this contract shall be legally binding between VAHU and the sponsor/exhibitor upon acceptance of this contract in writing by VAHU. We understand any changes in booth representation or exhibits, products, or services must be received by August 17, 2012.

Signed	Date
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Please return this form and check made payable to VAHU to:

Debbie Stocks, Your Insurance Partner, 11551 Nuckols Rd, Suite N, Glen Allen, VA 23059

Phone: (804) 565-3540 FAX: (804) 565-3542 Email:

dstocks@yourbenefitpartner.net