



**340B
2020**

**340B COALITION
WINTER CONFERENCE
FEB. 10-12 | SAN DIEGO, CA**



Rules and Regulations Governing Exhibits & Sponsorships

Exhibit & Sponsorship Eligibility

The following qualifications are required of all exhibitors and sponsors at the 340B Coalition Winter Conference to be held at the Hilton San Diego Bayfront:

1. Products or services displayed/promoted must further the educational purpose of the 340B Coalition Winter Conference to provide an atmosphere conducive to exchanging information and views in a professional manner about pharmacy practice, healthcare and other matter relevant to attendees.
2. Products or services must be related or of interest to pharmacy practitioners in hospitals and health systems or other related avenues.
3. The Coalition reserves the right, in The Coalition's sole judgment, to determine eligibility or compatibility of any company or its products to exhibit or purchase a sponsorship at this event.

Use of the Official 340B Coalition Winter Conference Hotel Block

A completed contract for exhibit space must be submitted to 340B Health prior to receiving the link to complete a guestroom block. All reservations must be made through the official 340B Coalition Housing Company, Orchid.Events. Procedures and rules for reserving blocks will be available during booth and sponsorship selection and must be adhered to. Exhibitors who do not adhere to these procedures may be subject to restrictions at future 340B Coalition meetings, including but not limited to, denial of exhibit space and/or meeting room requests; and ineligibility for conference hotel room rates.

Assignment of Space

Booth space will be allocated in the sole and exclusive discretion of The Coalition with due regards to the grouping of exhibitors and their position on the priority points list. The Coalition reserves the right, in the best interest of the Exhibits, to relocate booth space other than that selected by the exhibitor. The decision of The Coalition with respect to allocation of booth space will be final and binding upon all exhibitors.

Exhibit Specifications

Sapphire BCDFGHJKLNOP at the Hilton San Diego Bayfront has been reserved for the 340B Coalition Winter Conference. The tentative layout of the exhibit hall includes: 10' wide x 10' deep booths that will consist of draped backwalls and siderails, carpet, two chairs, one trash can, one table. In addition to alphabetical aisle banners, a uniform one-line sign will be provided to each exhibitor. Ceiling height is 26' and includes hang points; if an exhibitor would like to hang a structure from the ceiling, they are required to contract with PSAV, the official in-house provider for the Hilton San Diego Bayfront. Under the sole judgment of The Coalition and 340B Health, we reserve the right to make changes at any time in the location, size, display limits, etc., of any booth if it is in the best overall interest of the exhibit program.

Booth Fees

Exhibitor applications will be completed online with two payment options: credit card or check. Choosing to pay with a credit card will result in 100% payment at time of check-out, whereas paying by check will generate an invoice. Final payment for exhibit and sponsorship fees is due **Friday, January 31**. Should an exhibitor fail to provide payment by this date, the 340B Coalition has the full authority and discretion to cancel any or all booth space and sponsorship opportunities assigned to the exhibitor. Any payment that is received shall be retained by the 340B Coalition in consideration of the 340B Coalition holding the exhibit space/sponsorship opportunity for the exhibitor. Exhibitors will not be permitted to install their

exhibits, furnish their booths, or receive acknowledgement for their sponsorship until full payment has been received.

Refund and Cancellation Policy

An exhibitor intending to cancel participation in the exhibit program at the 340B Coalition Winter Conference must notify 340B Health in writing. Cancellation requests provided by **Monday, December 9** will receive a 50% refund. If an exhibitor withdraws after **Monday, December 9** they will pay a cancellation fee of 100% of the full price of their booth(s).

Set-up & Dismantling

Sapphire BCDFGHJKLNOP at the Hilton San Diego Bayfront has been reserved for exhibit move in/out during the following days/times:

Move In*:	Sunday, February 9 7:00 am – 10:00 pm Monday, February 10 7:00 am – 11:30 am
Move Out*:	Wednesday, February 12 11:00 am – 2:00 pm
*Subject to change	

Exhibitors are encouraged to measure their booth space prior to set up to ensure the layout matches the space(s) reserved on the floor plan. Additionally, exhibitors should allow enough time to finalize minor booth preparations and display literature and samples, etc., well before the exhibit hours. All exhibits must be operational by 11:30 am, Monday, February 10; after this hour, no installation work will be permitted without special permission from the 340B Coalition. Dismantling or packing of exhibits cannot begin earlier than 11:00 am, Wednesday, February 12; all displays must be removed from the exhibit hall by 2:00 pm, Wednesday, February 12.

Exhibit Badges

Each exhibiting organization will receive three (3) complimentary badges per 10'x10' booth; additional badges over the allotment may be purchased for \$850 each. Complimentary and additional badges will permit access to the exhibit hall and 340B Coalition educational sessions¹, including pre-conference workshops². **1)** Please note that some sessions may be restricted to covered entities only and will be designed by stakeholder category. **2)** While there is no charge* to attend the pre-conference workshops, registration is required to receive the correct designation on the badges; if an exhibitor **does not have a W or C** printed on their badge, they will be turned away from the session and instructed to register onsite. ***Unless an exhibitor is an employee of a 340B Health partner and an active Individual Member, there will be a \$100 fee to attend the Career Development workshop.**

Booths must be staffed by qualified employees of the exhibiting company who are able to explain or demonstrate the products or services on display. Everyone staffing an exhibitor's booth is required to register and must wear the furnished exhibitor name badge. Exhibitors may not register as guests. All complimentary and additional exhibitor badges must be submitted and paid for through the online registration system by the designated deadline. After this date, any changes to exhibit personnel shall be processed onsite at the staffed registration desk. Exhibitors may choose to transfer and/or cancel complimentary and/or additional badges through the online registration system however all changes must be completed by the designated deadline.

NOTE: Exhibitors wishing to pay for an attendee **THAT WILL NOT BE WITH THEIR BOOTH** or that will be with their booth and **NOT USE THE EXHIBITING COMPANY'S NAME ON THEIR BADGE** must choose the appropriate rate based on the attendee's stakeholder category. **For example**, if the individual is an employee of a covered entity, provider, or government, they will fall into one of the following rates: nonprofit members of 340B Coalition organizations (institution must be a member of one of the [340B Coalition organizations](#) in order to qualify for this rate) or government/nonprofit health care

providers. If the individual is an employee of a for-profit company, they will qualify for the industry rate for health or pharmacy-related companies or firms, other businesses. The rates mentioned above will vary based on the registration date; please refer to [registration costs](#) for the 340B Coalition Winter Conference. If the exhibiting company is a corporate partner, the appropriate discount that they receive as a benefit will be applied (15% for Pinnacle, Diamond, Platinum, Gold, and Resource Affiliate partners; 30% for Silver partners)

Exhibit Construction Guidelines Summary

All exhibits must be confined to the space limits of their respective booth(s) as indicated on the floor plan. All equipment, products, or materials to be displayed or demonstrated must be placed within the exhibit space in order to ensure that the attendee viewing the exhibit will stand within said booth space and not in the aisles. All exposed parts of displays must be finished to present an attractive appearance when viewed from the aisles or from adjoining exhibits. Exhibits not conforming to these specifications or are otherwise found objectionable in the opinion of the 340B Coalition, will be prohibited. The 340B Coalition reserves the right, in the best interest of the exhibit, to relocate selected space in areas other than that selected by exhibitor.

Every exhibit space should allow for visibility of surrounding spaces. The booth guidelines below are set forth to ensure this standard is both understood and adhered to.

Linear Booth

Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

Dimensions

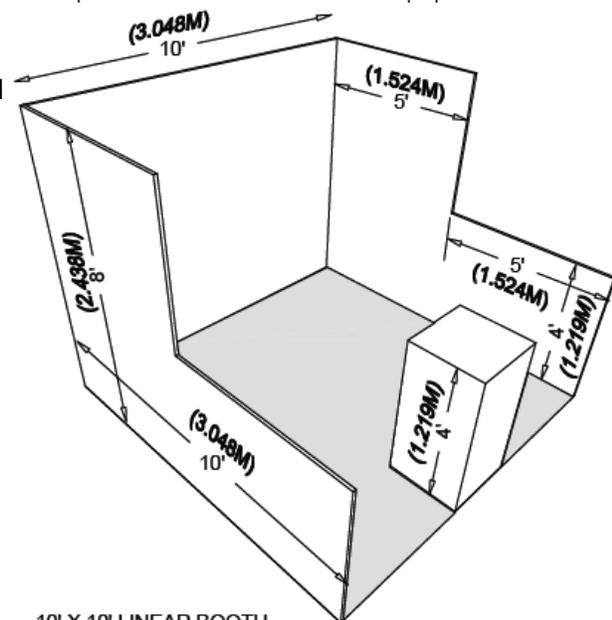
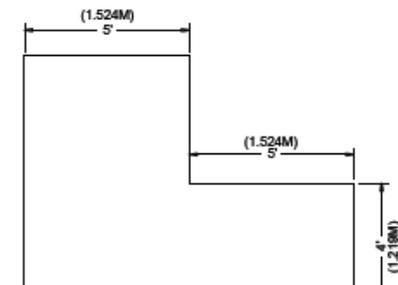
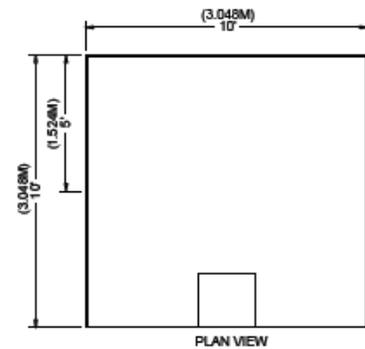
For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified.

Use of Space

Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.

Corner Booth

A Corner Booth is a Linear Booth at the end of a series of in-line booths with exposure to intersecting aisles on two sides. All other guidelines for Linear Booths apply.

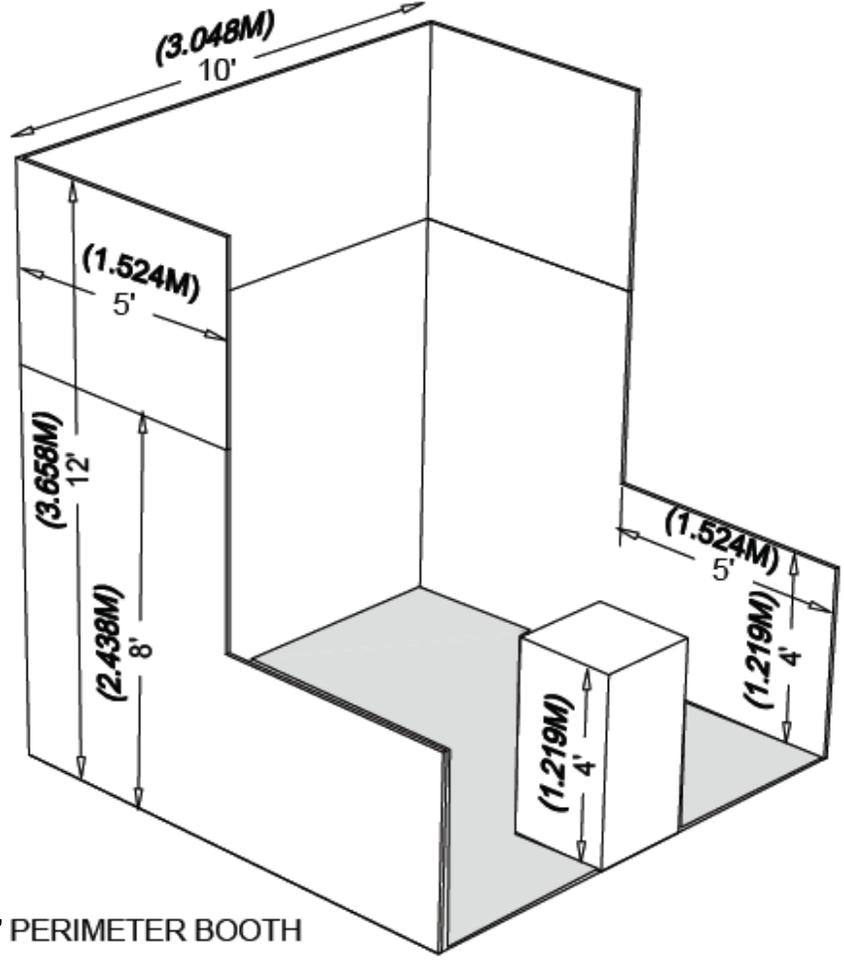
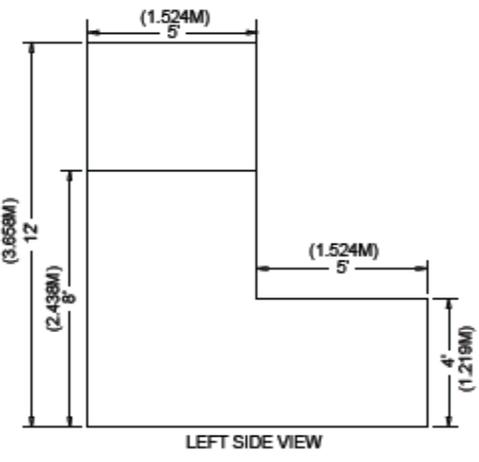
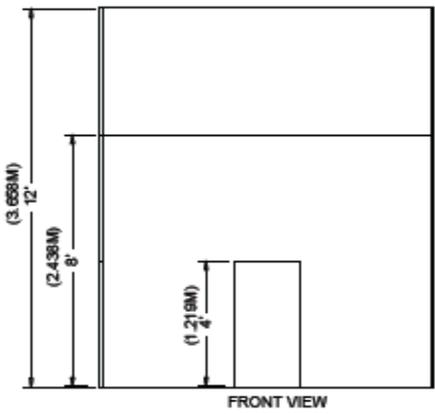
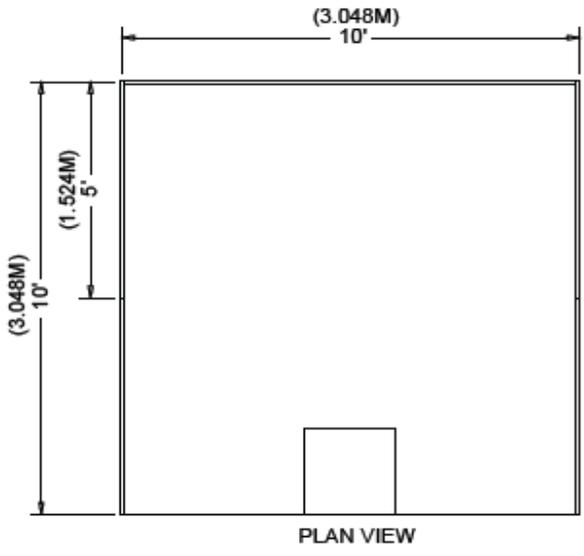
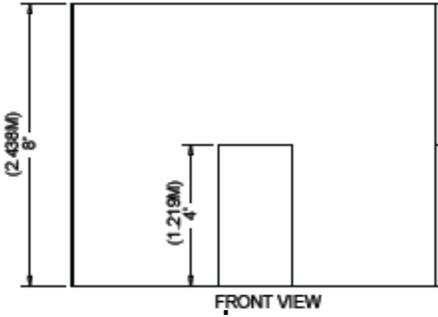


Perimeter Booth

A Perimeter Booth is designed to fit around an existing structure or to be placed around an outdoor area.

Dimensions

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height is 12ft (3.66m).



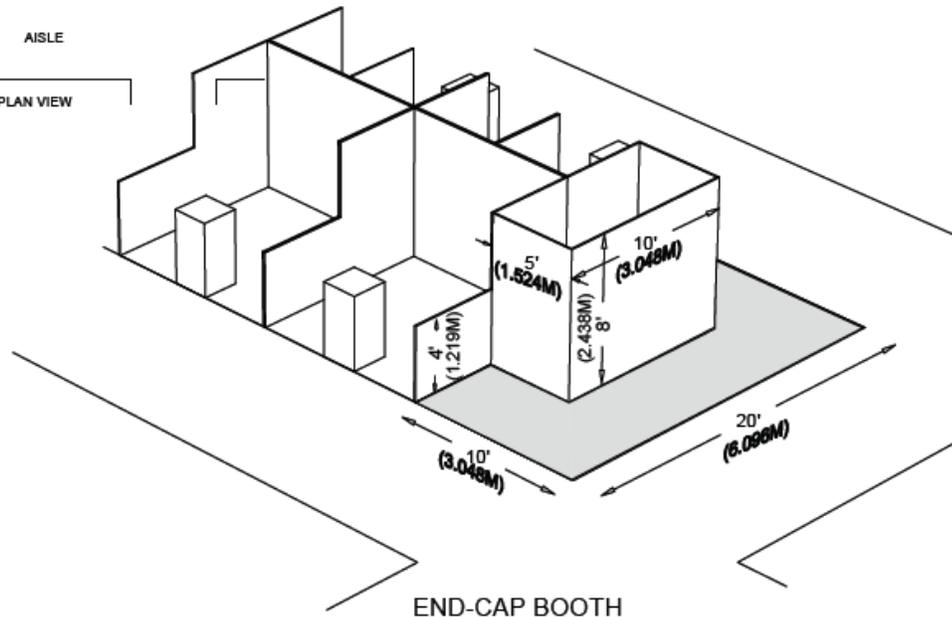
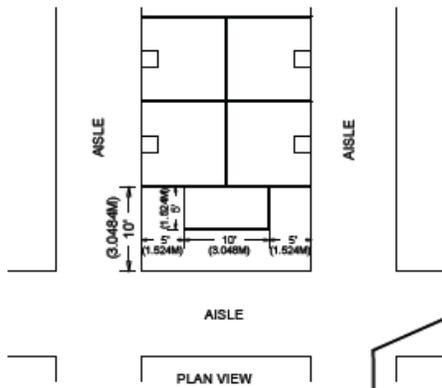
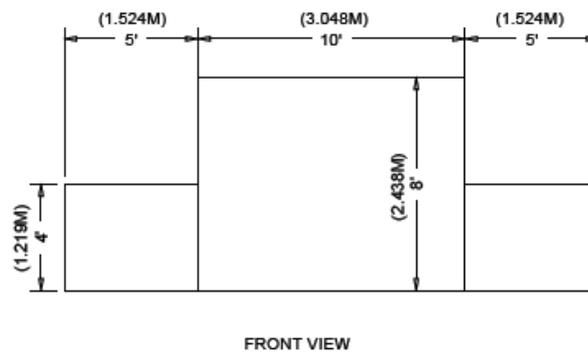
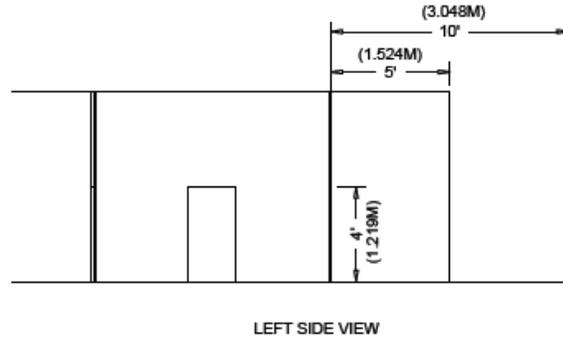
10'x10' PERIMETER BOOTH

End-cap Booth

An End-cap configuration is essentially an in-line (linear) booth placed in the position of a Peninsula or Split Island. This configuration must follow the dimensions below.

Dimensions

End-cap booths are generally 10ft (3.05m) deep by 20ft (6.10m) wide. The maximum back-wall height allowed is 8ft (2.44m) and the maximum back-wall width allowed is 10ft (3.05m) at the center of the back-wall with a maximum 5ft (1.52m) height on the two side aisles. Within 5' of the 2 side aisles, the maximum height for any display materials is 4'.

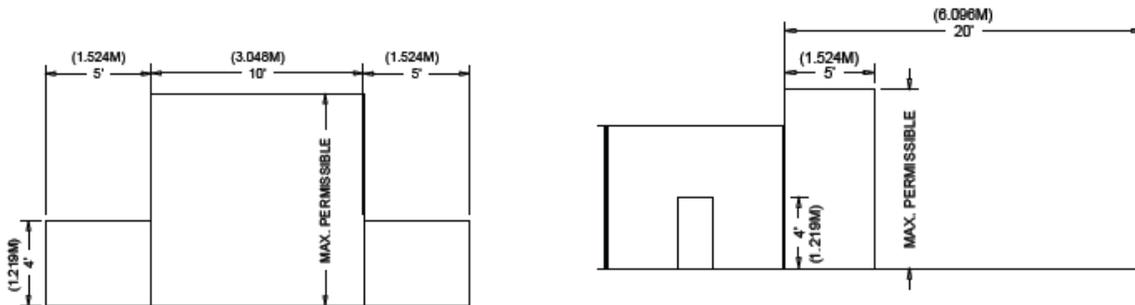
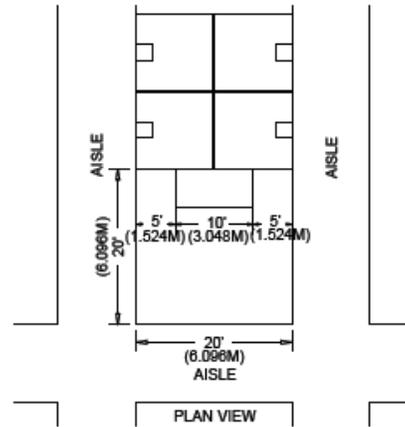


Peninsula Booth

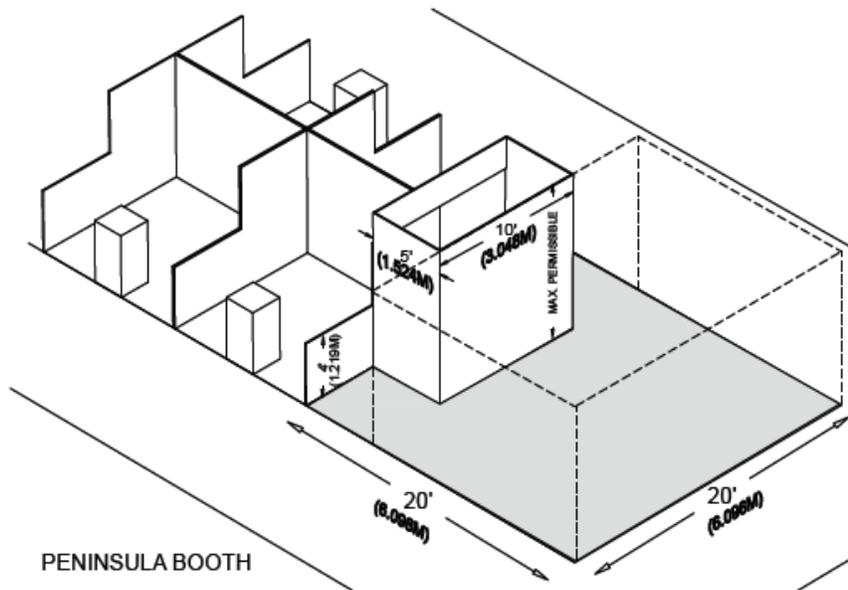
A Peninsula Booth is exposed to aisles on three sides, and comprised of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a "Split Island Booth."

Dimensions

A Peninsula Booth is usually 20ft by 20ft (6.10m by 6.10m) or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4ft (1.22m) high within 5ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. (See Line-of-Sight exception on page 7.) A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage for the center portion of the back wall. Double-sided signs, logos and graphics shall be set back ten feet (10') (3.05m) from adjacent booths.

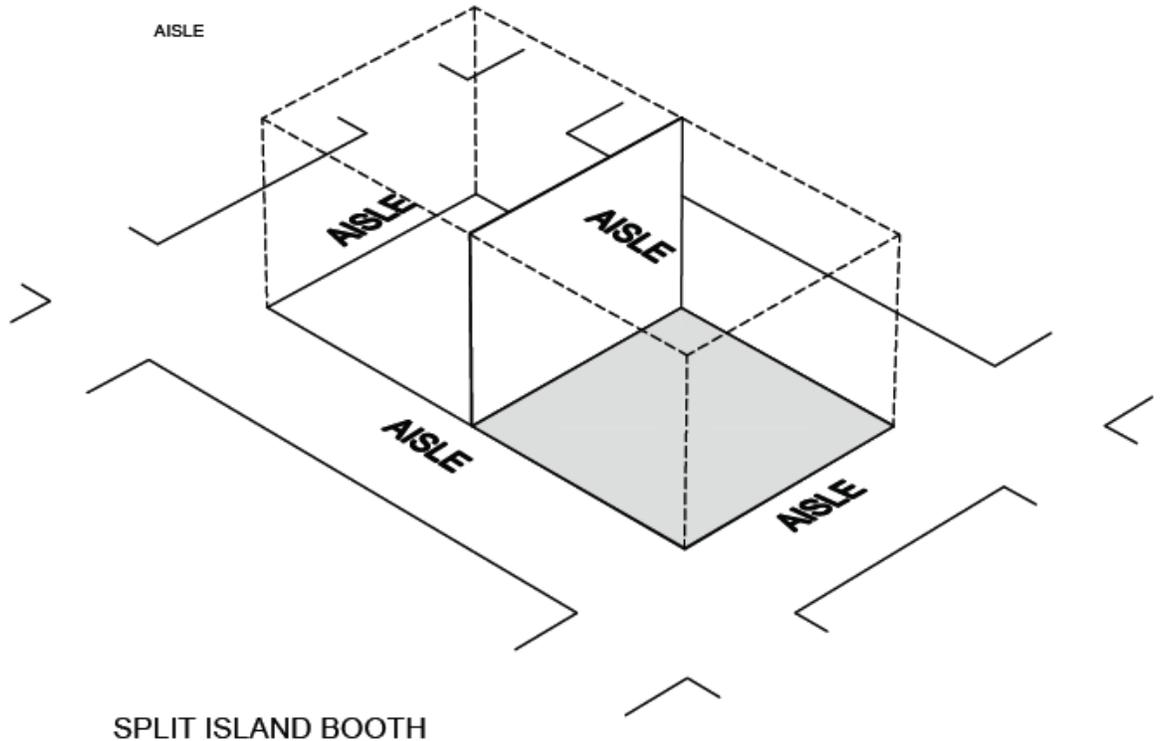
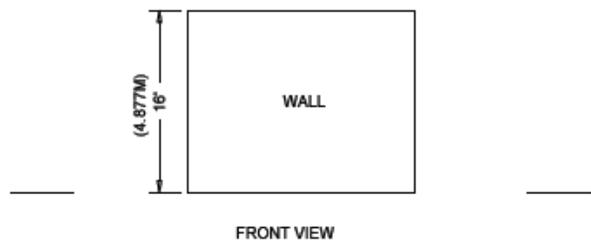
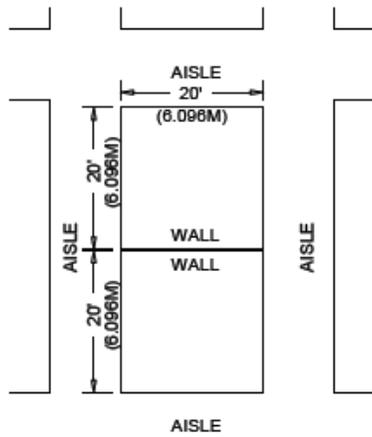
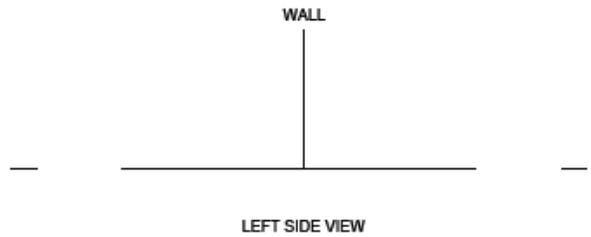


FRONT VIEW



Split Island Booth

A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth. The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions. A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage. The entire cubic content of the space may be used up to the maximum allowable height. Double-sided signs, logos and graphics shall be set back ten feet (10') (3.05m) from adjacent booths.



Island Booth

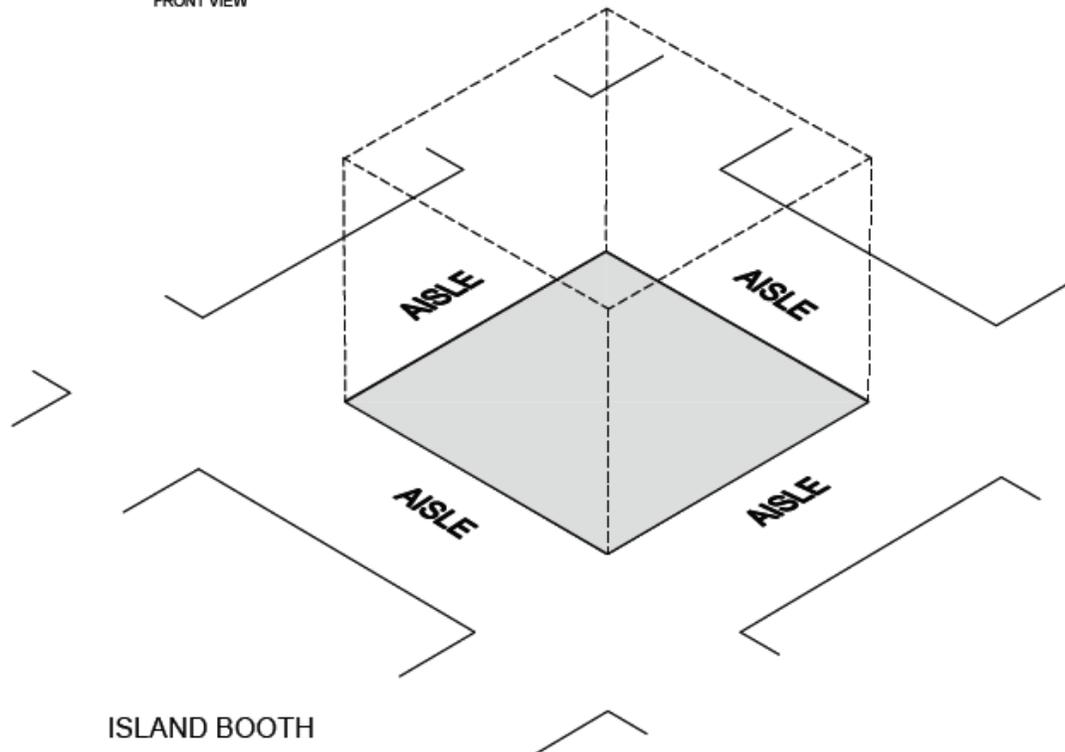
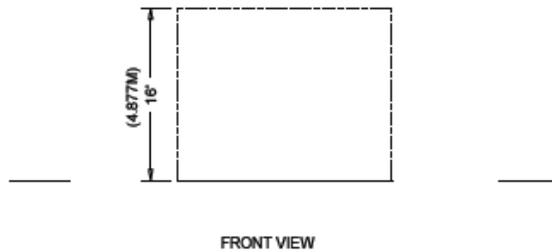
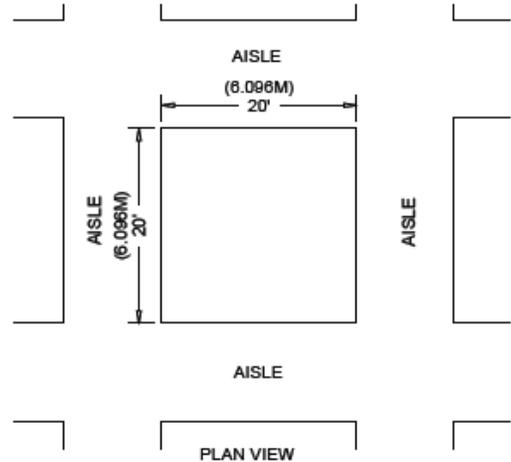
An Island Booth is any size booth exposed to aisles on all four sides.

Dimensions

An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently.

Use of Space

While the entire cubic content of the space may be used up to the maximum allowable height (usually a range of 16ft to 20ft (4.88m to 6.10m), including signage), the design of the booth must allow accessibility from all four sides and sufficient see-through areas so the view of the adjacent exhibits are not blocked. Sufficient see-through area (50%) must be provided on the portion of the booth from the floor up to a minimum of 8ft (2.44m) in height (no exceptions). Exhibitors requesting an Island booth must submit a detailed diagram (includes heights and dimensions on all structures, including hanging signs, and clear labels for all structures within the booth) to the 340B Coalition for approval.

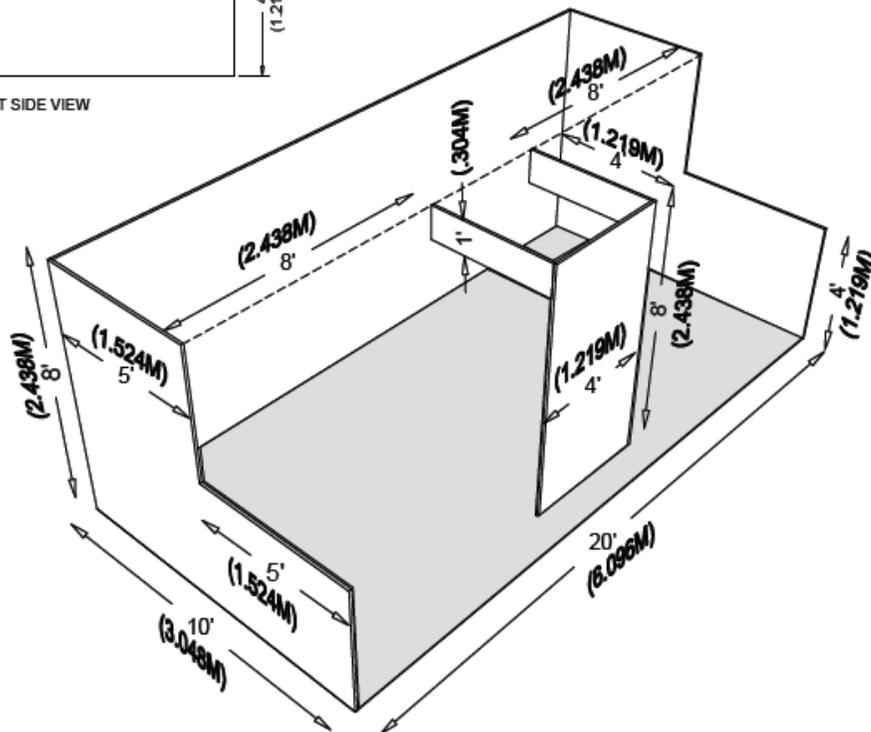
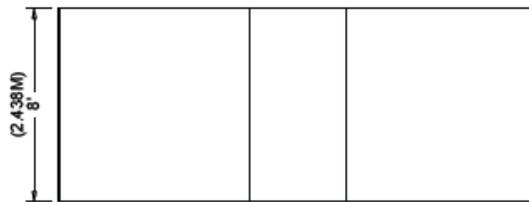
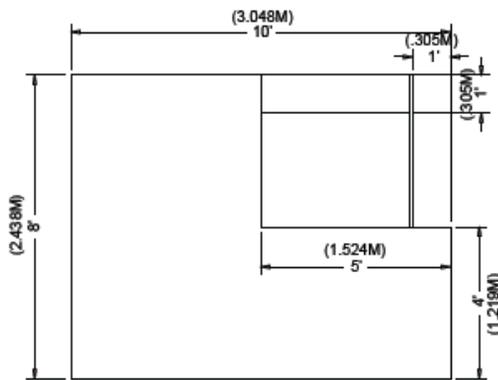
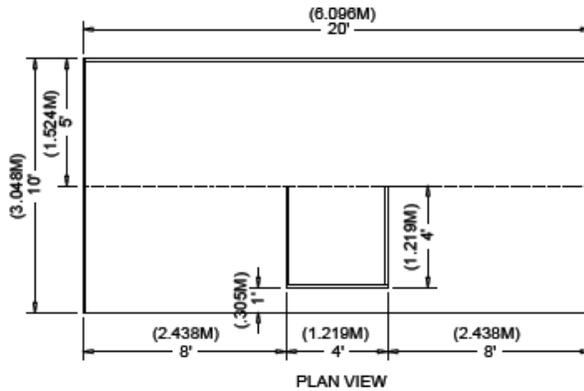


Extended Header Booth 20ft (6.10m) or Longer

An Extended Header Booth is a Linear Booth 20ft (6.10m) or longer with a center extended header.

Dimensions and Use of Space

All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8ft (2.44m), a maximum width of 20 percent of the length of the booth, and a maximum depth of 9ft (2.7m) from the back wall.



10' X 20' EXTENDED HEADER BOOTH

Cancellation

Should the premises in which the 340B Coalition Winter Conference is to be held become unfit for occupancy or should the 340B Coalition Winter Conference be materially interfered with for any reason or act beyond the control of The Coalition and 340B Health, the agreement for exhibitor space may be terminated. In the event of such termination, the exhibitor expressly waives all liability of The Coalition and 340B Health, its officers, directors, employees, members, agents, volunteers, service contractors, arising out of, or in any way related to, the cancellation. The exhibitor also releases The Coalition and 340B Health, its officers, directors, employees, members, agents, volunteers, and service contractors from all claims for damages and agrees that The Coalition and 340B Health shall have no obligation except to refund to the exhibitor the exhibit fee or deposit paid.

Liability and Security Agreement

By accepting exhibit space, exhibitor agrees that neither The Coalition, 340B Health, its officers, directors, employees, members, agents, volunteers or service contractors will be liable to the exhibitor or its contractors or agents for any loss, injury, death or damage of any kind arising out of or in any way related to the 340B Coalition Winter Conference. By accepting exhibit space, exhibitor expressly releases The Coalition, 340B Health and their officers, directors, employees, members, agents, volunteers and service contractors from any and all claims for any such loss, injury, death or damage, including any and all claims for contribution and indemnification. Exhibitor must have in effect during the conference a general liability certificate of insurance (including both property damage and personal injury coverage) with a minimum of \$1,000,000 per occurrence in coverage from a reputable insurance company. The certificate must list 340B Health and the Hilton San Diego Bayfront a limited liability company and their respective members as additional insured. Additionally, the exhibitor shall supply the Hilton San Diego Bayfront with certificates of insurance at least 30 days prior to the use of the exhibition premises. The Exhibitor understands that neither 340B Health nor the Hilton San Diego Bayfront maintain insurance covering the exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance.

The exhibitor further agrees to indemnify, defend and hold harmless The Coalition, 340B Health, and each of their respective officers, directors, employees, members, agents, volunteers, and service contractors, as well as the Hilton San Diego Bayfront and its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates against all losses, damages, injuries, claims, costs or expenses, including reasonable attorney's fees and other defense costs, settlements and judgments incurred by reason of any claim arising out of or related to exhibitor's operation of the exhibit or its occupation or use of any part of the Hilton San Diego Bayfront.

By accepting an assignment of exhibit space, each exhibitor agrees to insure (at the exhibitor's own expense) their materials, goods, wares and exhibits against theft, damage, loss or injury of any kind. The Coalition will provide overnight security service starting Sunday, February 9 and ending Wednesday, February 12. However, by providing security guards, neither The Coalition, 340B Health, its officers, directors, employees, members, agents, volunteers, service contractors, the Hilton San Diego Bayfront and its servicing agents assumes any responsibility for theft, damage, loss or injury of any kind to the materials, goods, wares or exhibits of any exhibiting company. By accepting such exhibit space, each exhibitor agrees that the providing of such security guards in no way modifies the rights and obligations of the parties with respect to the waiver and release of liability and indemnification set forth in this liability and security agreement.

The Coalition, 340B Health, its officers, directors, employees, members, agents, volunteers, service contractors, or the Hilton San Diego Bayfront shall not be subject to any claim, demand, liability, lawsuit, judgment, award of any type, for any damage or injury to person or property which arises directly or indirectly from the actions or failure to act of one or more exhibitors, their employees, agents, contractors, or persons on or about the premises with a badge of an exhibitor. Such exhibitor or exhibitors shall jointly or severally reimburse and hold harmless The Coalition, 340B Health, its officers,

directors, employees, members, agents, volunteers, service contractors, or the Hilton San Diego Bayfront and its servicing agents against any liability resulting there from, including without limitation, attorney fees and any other costs incurred as a result of said lawsuit or judgment.

No person has authority to waive, modify or change, in any way, the provisions of this liability and security agreement by means of any oral representation. Any waiver, modification, or other change must be in writing, executed by the Chief Executive Officer of 340B Health. Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Hilton San Diego Bayfront, its owners or managers which result from any act or omission of exhibitor.

Union Regulation

To assist you in your planning efforts for the upcoming exposition, we are certain you will appreciate knowing in advance that union labor may be required for certain aspects of your exhibit handling. To help you understand the various union jurisdictions, we ask that you read the following:

DECORATORS UNION

Members of this union claim jurisdiction over all set-up and dismantling of exhibits including signs and laying of carpet. This does not apply to the unpacking and placement of your merchandise. You may install and/or dismantle your exhibit display if one person, who is a full-time employee, can accomplish the task in an hour or less without the use of tools.

If your exhibit preparation, installation or dismantling requires more than 1 hour, you must use union personnel supplied by the Official Decorating Contractor.

As an exhibitor, you will be pleased to know that when union labor is required, you may provide your company personnel to work along with a union installer in Southern California on a one-to-one basis.

TEAMSTERS UNION

This union claims jurisdiction on the operation of all material handling equipment, all unloading and reloading, and handling of empty containers. An exhibitor may move the material that is hand carry-able by one person in one trip, without the use of dollies, hand trucks or other mechanical equipment.

ELECTRICAL UNION

IBEW Electricians jurisdiction covers all electrical labor for each booth including but not limited to, cable distribution under your carpet or flooring, and throughout the booth structure. Included are connections & hardwiring of all electrical equipment, (e.g. 208volt & higher services, panels, motors, and audio-visual equipment), installation of all lighting hung from truss or beams & distribution of all cabling throughout the booth & truss structures. All stage-hand labor used in the exhibit area will be supplied through Alliance Exposition with exception of their company representative/ supervisor. Unless contracted directly with the in-house AV / Internet provider, all data and coaxial cable run within the booth, overhead or on the floor will be installed by our electricians. Electrical services are provided on a time and material basis and cannot be performed by other unions, I&D houses or Exhibitors.

SAFETY

Standing on chairs, tables or other rental furniture is prohibited. The furniture is not engineered to support your standing weight. Alliance Exposition is not responsible for injuries caused by improper use of furniture.

TIPPING

Alliance Exposition request that exhibitors do not tip our employees. They are paid at an excellent wage scale denoting a professional status and we feel that tipping is not necessary.

Official Decorator & Drayage Contractor

The official convention decorator and drayage contractor for the 340B Coalition Winter Conference is: Alliance Nationwide Exposition. 10-14 days after booth space has been confirmed by 340B Health, Alliance will send the Service Kit login information to the main contact listed on the Exhibit & Sponsorship Application. The Service Kit includes prices on materials, drayage, electrical services, furniture rental, lead retrieval, labor electricity, etc. with a complete list of charges and exhibit information. Additionally, shipment guidelines and deadlines will be provided in the Service Kit.

NOTE: Exhibit material/packages/shipments cannot be received at the hotel unless deliveries are made on move-in days. Otherwise deliveries will be returned to the shipper at the exhibiting company's expense. Exhibit material left in the hotel after the contracted move-out time, or damaged exhibits left behind, will be removed by the official service contractor at the expense of the individual exhibiting company. Any materials left after the official service contractor's departure is considered trash. Please refer to the Service Kit for shipping instructions.

Exhibitor Service Desk

Alliance will provide a service desk in the exhibit hall at which exhibitors may verify, check and adjust their requirements for installation. This service will be available during the set-up period to cover all requirements and will be in operation during set-up and dismantle period. While Alliance is responsible for the initial layout of the exhibit hall, exhibitors are encouraged to measure their booths to ensure the correct size has been set based on their reserved space(s) on the floor plan. If an exhibitor finds an issue with their set-up, they are responsible for finding a representative from Alliance or contacting the 340B Coalition.

General Restrictions

All exhibits must conform to the Exhibit Regulations. Exhibits, which in the opinion of The Coalition and 340B Health, are found to be objectionable will be prohibited. Exhibitors agree to comply with all applicable federal, state and municipal statutes, ordinances, regulations, and requirements relating to health, fire, safety and use of the premises. Non-flammable materials must be used. Exhibitors may not use any 340B Coalition Conference or 340B Health logo, the 340B Coalition Conference name, nor in any manner associate any exhibit or any activity with the 340B Coalition Winter Conference without express written consent of 340B Health.