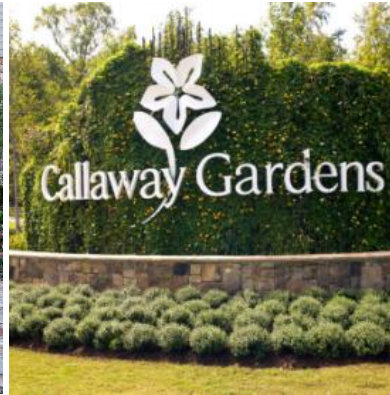


HEALTHCARE LEADERSHIP AND EDUCATION SUMMIT

June 20-22, 2022

The Lodge & Spa at Callaway Gardens

PINE MOUNTAIN, GEORGIA



The Georgia Hospital Association invites you to join the Georgia Society for Healthcare Marketing and PR for our annual conference for professionals representing marketing, public relations, online strategy and web promotion throughout hospitals in Georgia. Promote your company's products and services by exhibiting at the 2022 Annual Conference.

Who Attends:

- Marketing directors
- PR directors
- Strategic planners
- Web directors
- Business development directors

Exhibitor Fee

Returning exhibitor: \$850
First-time exhibitor: \$975

Your exhibitor fee includes:

- Name recognition on conference brochure and conference reminders (if submitted prior to printing)
- One 6-foot-by-3-foot vendor booth with skirted table for tabletop display purposes during the vendor exhibitions on Monday, June 20.
- Two (2) free conference passes.

Exhibitors and sponsors should register online at www.gha.org/gshmpr.

Location:

The Lodge & Spa at Callaway Gardens
4500 Southern Pine Drive
Pine Mountain, Ga 31822
844-512-3826

Lodging:

Be sure to book your hotel room early as GHA maintains a limited room block. Call The Lodge & Spa at Callaway Gardens at 844-512-3826 to reserve your room. Ask for the GHA block when registering.

High Visibility Sponsorship Opportunities

FIRST COME, FIRST SERVED

These opportunities are available as an alternative to simply purchasing an exhibitor table space. Limited space is available for the sponsor area, so sign up early!

PLATINUM SPONSOR

\$5,000

Sponsorship includes:

- Session sponsorship: Opportunity to make a five-minute presentation (and introduction of speaker) during one of the conference sessions
- Opportunity to set up your display in the hallways outside of the sessions for the duration of the conference (limited availability/first come, first served basis)
- Up to three push notifications to attendees through the conference app
- Company name/logo displayed during the sponsored presentation
- Company name and logo on conference website, conference schedule and conference email communication (if submitted prior to email communication)
- One 6'x3' skirted table for table-top display purposes during the vendor exhibitions
- Sponsor recognition, name, company logo/description and contact information on the conference app
- Additional company signage located prominently next to registration for a full company display throughout all three days of the conference
- Five free conference passes
- Opportunity to host a webinar during the course of the sponsorship year
- One promotional flyer to be distributed to all conference attendees

GOLD SPONSOR

\$3,000

Sponsorship includes:

- Session sponsorship: Opportunity to make a three-minute presentation (and introduction of speaker) during a conference session
- Opportunity to set up your display in the hallways outside of the sessions for the duration of the conference (limited availability/first come, first served basis)
- One push notification to attendees through the conference app
- Company name/logo displayed during the sponsored session
- Company name and logo on conference website, conference schedule and conference email communication (if submitted prior to email communication)
- One 6'x3' skirted table for table-top display purposes during the vendor exhibitions
- Sponsor recognition, name, company logo/description and contact information on the conference app
- Three free conference passes
- One promotional flyer to be distributed to all conference attendees

SILVER SPONSOR

\$2,000

Sponsorship includes:

- Opportunity to set up your display in the hallways outside of the sessions for the duration of the conference (limited availability/first-come, first-serve basis)
- Company name and logo on conference website, conference schedule and conference email communication (if submitted prior to email communication)
- Sponsor recognition, name, company logo/description and contact information on the conference app
- One 6'x3' skirted table for tabletop display purposes during the vendor exhibitions
- Two free conference passes

Additional Exclusive Sponsorships

FIRST COME, FIRST SERVED

These additional opportunities are available only to companies that have purchased either an exhibitor space or a sponsorship opportunity. Contact [Carley Elsberry](#) for more information.

ATTENDEE BAG

\$1,500

Have your logo displayed prominently on bags carried by each attendee. Logo to be supplied by sponsor.

PEN

\$1,000 (Exclusive)

Have your logo displayed on pens to be used by attendees during educational sessions. Pens will be set out at each table. Logo to be supplied by sponsor.

HOTEL KEY CARD

\$1,000 (Exclusive)

Have your logo and message displayed on one side of the hotel key card given to all attendees staying at The Lodge & Spa at Callaway Gardens. Communicate your company message each time attendees enter their hotel room. Sponsor must design the key card art within hotel specifications.

LANYARD

\$1,000 (Exclusive)

Have your logo displayed alongside GHA and allow the attendees to do the advertising for you. GHA will produce and distribute lanyards printed with your logo. Registrants will receive the lanyards upon arrival.

To Inquire About Exhibiting and Sponsoring, Contact:

Kristin Grace

GSHMPR Conference Chair
770-219-3840
Kristin.Grace@sghs.com

Jenni Morris

GSHMPR Conference Co-Chair
912-466-2145
Jenni.Morris@sghs.org

We look forward to having you with us and want to make your setup as seamless as possible. Please review the information below and contact GHA with any questions you may have. Please also forward this information to the individuals who will be on site with your displays during the meeting.

PACKAGES: GHA is not responsible for in-bound, out-bound shipping, storage or storage fees. They are the responsibility of the company and its representatives. If you need to ship your materials prior to the day of the conference, contact The Lodge & Spa at Callaway Gardens at 844-512-3826.

TABLE ASSIGNMENT: Signs will designate table assignment. Please locate the table with your company name.

BADGES: Name badges must be worn at all times. Please ensure you have submitted the correct names of those representing your company.

ASSIGNMENT OF EXHIBIT SPACES

Exhibit space will be assigned on a first-come, first-served basis. Payment must accompany the contract or the contract will not be accepted.

APPLICATION/OCCUPATION/ CANCELLATION OF EXHIBIT SPACE

Application for exhibit space must be made online. Any space not claimed and occupied for which no special arrangements have been made by noon on May 9 may be resold or reassigned by GHA to eliminate empty spaces in the exhibit hall. No company will be listed as an exhibitor or sponsor on conference marketing communications until full payment has been received by GHA. If cancellation is made after May 9, GHA will not refund the table rental fees. Cancellation of exhibit space must be directed via email to Kati Hyland at khyland@gha.org. Should you have any questions, please feel free to contact us.

INSTALLATION OF EXHIBITS

Installation must take place between **9-11 a.m. on Monday, June 20.** Exhibits must be fully installed by 11 a.m. No installation work will be permitted after this time without special permission from GHA.

REMOVAL OF EXHIBITS

Immediately following the Showcase reception from **4-6 p.m. on Monday, June 20,** exhibitors can tear down their exhibits in the exhibit hall. If you are a platinum, gold or silver sponsor, you may move your booth to the designated area outside of the education session room at this time (subject to availability).

DISPLAY CONSTRUCTION AND ARRANGEMENT

All exhibits must be confined to the special limits of the exhibit area. No part of the display, except equipment therein, is permitted in excess of six feet in height without prior permission granted by GHA. No perpendicular obstruction eight feet or more in height may extend forward more than half the distance from the back wall, and none over 48 inches in height shall extend forward for the remaining space to the front of the display. (Exceptions are subject to GHA's approval.) Displays shall not present an objectionable side appearance when viewed from adjoining exhibit areas. Please bring your own electrical extension cords and table signs as these items are not provided and will incur additional charges at the hotel.

USE OF SPACE/PROMOTIONAL MATERIALS

Persons who are prepared to explain all products and services on display must staff exhibit areas during exhibit hours. Each exhibitor must wear an official GHA conference badge. All solicitation, demonstration or other promotional activities must be confined to the limits of the exhibit hall or designated sponsor exhibit area. No exhibitor can distribute promotional materials in a breakout room or session. Literature on display shall be limited to reasonable quantities (one-day supply). Sponsors may distribute materials in the designated sponsor area.

A company's promotional materials should not interfere with any other company's exhibit or sponsorship. Further, an exhibitor is prohibited from distributing copyrighted materials, unless they have written permission to distribute such materials.

Exhibitors' and Sponsors' Schedule

Monday, June 20

9-11 a.m. — Exhibit set up

11:30 a.m.-1 p.m. —
Sponsor Showcase
Luncheon

3:30-5 p.m. — Showcase
reception

5 p.m. — Exhibit tear down in the main exhibit room. (At this time, if you have chosen a sponsorship package, you may move your booth to the designated area outside of the education session room.)

Wednesday, June 22

Exhibit tear down in vendor area outside of session rooms. Please tear down at your convenience prior to the end of the conference 11:30 a.m.

FUNCTION SPACE

Except for the vendor showcase and sponsor exhibit area, it is understood that no rooms, suites or other space in the conference hotel are to be used for exhibit purposes, workshops or other exhibitor sales-related use. Invitational cocktail parties, open houses and similar exhibitor-sponsored affairs, other than usual private occupancy, are welcome but should be scheduled with the hotel and confirmed with GHA conference management so as not to conflict with program events.

CARE OF EXHIBIT SPACE AND BUILDING

The exhibitor shall care for and keep occupied space in good order. Special cleaning and dusting of the display and display equipment and material will be the exhibitor's responsibility. Exhibitors may not place anything in the exhibit space common areas during the open hours of the exhibition. Exhibitors or their agents must not injure or deface the wall or floors of the building. When such damage appears, the exhibitor is liable to the owner of the property so damaged. Electrical wiring must conform to the National Electric Code Safety Rules. Combustible materials or explosives are not permitted in the exhibit area.

All exhibits shall serve the interests of the members of GHA and be operated in a way that does not detract from other exhibits or the conference.

Conference management determines the acceptability of persons, things, conduct, sound equipment and/or printed material and reserves the right to require the immediate withdrawal of any exhibit that is believed to be injurious to the purpose of GHA. In the event of such restriction or eviction, GHA is not liable for any refund of exhibit fees or any other exhibit-related expenses.

SALES, SAMPLES AND SOUVENIRS

No goods are to be sold for delivery on the floor. Orders may be taken for future delivery. Free samples and souvenirs may be given away at your designated display only.

Exhibitors may not display literature or products at any other conference areas unless a separate sponsorship and agreement has been arranged.

LIABILITY

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and hold GHA and its employees and agents harmless against all claims, losses and damages to persons or property, government charges or fines and attorney fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of The Lodge & Spa at Callaway Gardens, its employees and agents.

Furthermore, exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and The Lodge & Spa at Callaway Gardens, 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 The Lodge & Spa at Callaway Gardens and its employees and agents.

Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the contractual liability set forth in this exhibit, in an amount not less than \$2,000,000 combined single limit for personal injury and property damage.

The Lodge & Spa at Callaway Gardens, its owners, and its operator shall be included in such policies as named additional insured. In addition, exhibitor acknowledges that neither the hotel, its owners, its operator maintain insurance covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property damage insurance insuring any losses by exhibitor.

SECURITY

Exhibitors should take steps to protect merchandise or equipment they have displayed. Please see that all small display and personal items are secure before leaving the hall — even temporarily.

GHA does not provide security guards and GHA assumes no responsibility for any loss, damage or injury to any property of the exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, theft or any other cause whatsoever.

THE AMERICANS WITH DISABILITIES ACT

Exhibitor shall be responsible for making its exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act and shall hold GHA harmless from any consequences of exhibiting companies who fail in this regard.

COMPLIANCE

The exhibitor agrees to abide by and comply with the rules and regulations including any amendments that conference management may make

from time to time. Exhibitor further assumes all responsibility for compliance with all pertinent laws, ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning fire, safety and health as well as the rules and regulations of the operators of and/or owners of the property where the exposition is held.

CONFERENCE POSTPONEMENT OR CANCELLATION

GHA at its discretion shall have the right to postpone or cancel the conference and exhibit and shall be liable in no way to the exhibitor for losses resulting from such delay or cancellation. GHA will not be liable for fulfillment of this contract as to the delivery of exhibit space if non-delivery is due to any of the following causes: By reason of the facility being damaged or destroyed by fire, act of God, public enemy, war or insurrections, strikes, the authority of the law, or for any cause beyond GHA's control. It will, however, in the event of its not being able to hold an exhibitor for any of the above-named reasons, reimburse exhibitor for the amount already paid for exhibit space.

AMENDMENTS

Any and all matters and questions not specifically covered by the preceding regulations shall be subject to the decision of GHA. These rules and regulations shall be binding on exhibitors equally with the foregoing conditions. Exhibitors shall be notified in writing of any amendments to these regulations.

QUESTIONS

For more information, contact GHA member services at 770-249-4555 or email khyland@gha.org.

