



American Hospital Association Conference
September 26-28, 2027 | Phoenix

SHSMD27 Exhibitor Booth Space Application & Contract Terms & Conditions

This Application & Contract to participate in the SHSMD27 Connections (Event) at the Phoenix Convention Center, Phoenix, AZ (“Event Facility”) over September 26-28, 2027 including but not limited to move-in and move-out dates (“Event Dates”) shall become effective when it has been submitted by the exhibiting company and accepted by the American Hospital Association (“AHA”) for its operating unit, Society for Health Care Strategy & Market Development (collectively referred to herein for purposes of this Application & Contract as “SHSMD”). The individual signing this Application & Contract represents and warrants that he/she is duly authorized to execute this binding Application & Contract on behalf of the exhibiting company. By signing below, the exhibiting company agrees to be bound by the terms and conditions below. The exhibiting company agrees that upon acceptance of this Application & Contract by SHSMD, with or without appropriate payment of the exhibition fee and further action by the exhibiting company, this Application & Contract, together with the terms and conditions below, (collectively “this Contract”) shall become a legally binding contract between SHSMD and exhibiting company (“Exhibitor”).

1. SHOW MANAGEMENT

Smithbucklin will orchestrate management of Event and will be known as SHSMD Show Management. Smithbucklin is responsible for assignment of exhibit booth space, exhibit logistics and collection of exhibitor payment. Smithbucklin acts as a liaison between exhibitors, SHSMD and all official contractors. If you have any questions about your exhibit booth, contact Smithbucklin directly.

Smithbucklin

330 N. Wabash Ave.

Ste. 2000

Chicago, IL 60611 USA

Phone: 312-673-5996

E-mail: SHSMD@Smithbucklin.com

2. EXHIBIT BOOTH COST

For purposes of this Application & Contract, the amount of the rental cost associated with the booth selected by Exhibitor is referred to as the “Exhibit Booth Fee.” Exhibit booth fee does not include required flooring, furnishings, electrical, internet, or other associated booth equipment or needs.

\$30.00/sq. ft. or \$3,000 per 10’ x 10’ booth

\$500 corner fee

\$4,200 Turnkey Booth

Exhibitors are provided with (2) complimentary Exhibit Hall badges per 10'x10' (100 sq. ft.) booth. SHSMD Show Management shall publish additional information about exhibitor registration and badges in the Exhibitor Services Manual.

3. ASSIGNMENT OF SPACE

For all Applications & Contracts received on or before September 28, 2027, space is assigned via Onsite Space Selection during the SHSMD26 at the Baltimore Convention Center. Assignment order is based on the SHSMD priority point system. Exhibitors may request their point balance and details on how points are earned from SHSMD Show Management. For all Applications & Contracts received after the Onsite Space Selection is complete, space will be assigned on a first-come, first-served basis.

SHSMD Show Management shall publish a floor plan online for all booth assignments. All Exhibitors should frequently review their booth location and changes to neighboring booths/areas for updates to the floor plan. It is the Exhibitor's responsibility to keep up with changes to their assigned area. SHSMD anticipates alterations to the initial plan and cannot be held responsible for changes that may affect a participating Exhibitor's selection of space.

SHSMD and SHSMD Show Management also reserves the right, at its sole discretion, to modify the floor plan to accommodate space sales or to avoid conflicts, and, should conditions dictate, SHSMD reserves the right to adjust the floor plan and relocate exhibit booths as necessary. The preferences given for booth space locations are a guidance and are not guaranteed by SHSMD.

SHSMD Show Management will maintain a waitlist for any Exhibitor who wishes to be placed in a different booth location after their initial selection. To be added to the waitlist, the Exhibitor shall submit a written request, including the requested size of space to SHSMD@smithbucklin.com. Exhibitors are added to the waitlist on a first-come, first-served basis based on date and time of email receipt by SHSMD Show Management. SHSMD reserves the right to change Event Hours or dates, to rearrange the floor plan, and/or to relocate any Exhibitor as it deems necessary at any time.

4. PAYMENTS, CANCELLATIONS & REFUNDS

Exhibitors must remit 100% percent of their total fees within **30 days of receipt** of their invoice from SHSMD Show Management. Full payment must be received on or before June 25, 2027 regardless of Applications & Contract submission date. SHSMD reserves the right to reassign an exhibit booth space if the Exhibitor fails to remit 100% payment by the deadline date.

Credit card payments can be made online using American Express, MasterCard or Visa. Make all checks payable to SHSMD and remit to the following address via the U.S. Postal Service:

SHSMD
75 Remittance Drive

Suite 1272
Chicago, IL 60675 USA

Alternatively, Exhibitor may remit via overnight courier (e.g., FedEx) to the following address:

AHA-SHSMD-91272
5503 North Cumberland Avenue
Chicago, IL 60656 USA

Exhibitors who wish to pay by ACH/wire must email SHSMD@smithbucklin.com for remittance instructions.

SHSMD reserves the right to hold or revoke Exhibitor badges for any Exhibitor with an unpaid balance and to instruct all official contractors to deny goods and services.

5. CANCELLATION OF FULL OR PARTIAL SPACE BY EXHIBITOR

Cancellation of exhibit space must be directed to Smithbucklin at the address outlined in Section 1 with proof of delivery requested on or before the cancellation deadline. As an alternative, cancellation of exhibit space may be sent via email to SHSMD@smithbucklin.com provided that the cancelling Exhibitor obtains confirmation of Smithbucklin's receipt of the email on or before the cancellation deadline.

For cancellations of space received between the initial space selection and October 13, 2026, Exhibitor is not responsible for any monies owed to SHSMD. For cancellations of space received between October 13, 2026, and February 26, 2027, exhibitor is responsible for, and SHSMD shall be entitled to retain 50% percent of the total Exhibit Booth Fee as a cancellation fee. Full payment is required, and no refund whatsoever will be made on cancellations or reductions of space received after February 27, 2027. Should an Exhibitor cancel even partial space after February 27, 2027, the Exhibitor is responsible for the full Exhibit Booth Fee for the originally contracted exhibit space. Upon cancellation of exhibit space, all exhibitor benefits, including but not limited to complimentary exhibitor badges, attendee list access, housing eligibility, and other exhibitor privileges, are immediately revoked unless otherwise approved in writing by SHSMD.

Notwithstanding the foregoing, Exhibitor will have no right to cancel all or any portion of assigned exhibit space or this Contract subsequent to SHSMD's cancellation of the Event pursuant to Section 6.

6. ELIGIBILITY TO EXHIBIT

SHSMD reserves the right to determine the eligibility of any exhibitor for inclusion in the Event and to prohibit an exhibitor from conducting and maintaining an exhibit if, in the sole judgment of SHSMD, the exhibitor or exhibit or proposed exhibit shall in any respect be deemed unsuitable. An Exhibitor's eligibility to exhibit in the Event must remain in effect from the time of submission of the Application & Contract to the time of the Event and should SHSMD determine that an Exhibitor which it had previously determined was eligible to exhibit at the Event is no longer eligible to do so, SHSMD may notify the Exhibitor and may terminate the Application & Contract without liability upon written notice to Exhibitor. Exhibitors are prohibited from

assigning or subletting a booth or any part of the space allotted to them nor shall they exhibit or permit to be exhibited in their space any products or advertising materials for other companies.

7. SUBLETTING OF EXHIBIT SPACE PROHIBITED

Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them nor shall they exhibit or permit to be exhibited in their space any products or advertising materials which are not a part of their own regular products, or which are not compatible with the purpose and/or character of SHSMD as determined by SHSMD in its sole discretion.

8. PROMOTIONAL ACTIVITIES

Further, Exhibitors shall not engage in any promotional activities which SHSMD determines to be outside the purpose and/or character of the SHSMD Connections as determined by SHSMD in its sole discretion.

9. RETAIL SALES

No retail sales, where payment is received and product delivered, are permitted during the Event at any time. Payment and/or orders may be taken for future delivery.

10. INTELLECTUAL PROPERTY MATTERS

The Exhibitor represents and warrants to SHSMD that no materials used in or in connection with their exhibit infringe the trademarks, copyrights (including, without limitation, copyrights in music and other materials used or broadcast by Exhibitor) or other intellectual property rights of any third party. The Exhibitor agrees to immediately notify SHSMD of any information of which the Exhibitor becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights or other intellectual property rights. The Exhibitor agrees to indemnify, defend and hold SHSMD, its officers, directors, employees, agents, successors and assigns harmless from and against all losses, damages and costs (including attorney's fees) arising out of or related to claims of infringement by Exhibitor, its employees, agents, or contractors of the trademarks, copyrights and other intellectual property rights of any third party.

Notwithstanding the foregoing, SHSMD, its officers, directors, employees, agents, and each of them, shall not be liable for and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights or other intellectual property of any third party arising out of the actions of any Exhibitors. The terms of this provision shall survive the termination or expiration of this Contract.

11. USE OF SHSMD NAME

SHSMD, SHSMD Connections and Event logo are registered trademarks owned by SHSMD. Participation by an Exhibitor in the Event does not entitle the Exhibitor to use such names or logos, except that the Exhibitor may reference SHSMD Connections and use the Event logo with reference to the Exhibitor's participation as an Exhibitor at SHSMD Connections. Participation in the Event does not imply endorsement or approval by SHSMD of any product, service or participant and none shall be claimed by any participant.

12. BADGES

Exhibitors are provided with (2) complimentary Exhibit Hall badges per 10'x10' (100 sq. ft.). SHSMD Show Management shall publish additional information about exhibitor registration and badges in the Exhibitor Services Manual.

13. MINIMUM AGE FOR ADMISSION

Children under the age of 21 are not permitted in the Exhibit Hall at any time. Any attendees arriving with children under the age of 21 will be denied access to the Exhibit Hall with such children without any exceptions or refunds.

14. EXHIBITOR LIABILITY

Exhibitor remains solely responsible for the safety of its property at all times during transit to and from the Facility and in the Exhibit Hall. Neither SHSMD, its directors, officers, employees, agents, subcontractors nor SHSMD Show Management (collectively "Event Management") are responsible for Exhibitor's property or any loss thereto from any cause.

EXHIBITOR HEREBY WAIVES AND RELEASES ANY CLAIM OR DEMAND IT MAY HAVE AGAINST ANY OF THE EVENT MANAGEMENT BY REASON OF ANY DAMAGE TO OR LOSS OF ANY OF ITS PROPERTY.

15. INDEMNIFICATION

Exhibitor agrees that it will indemnify, defend and hold Event Management, SHSMD, their respective officers, directors, employees, agents and each of them, harmless from and against a) the performance or breach of this Contract by Exhibitor, its employees, agents or contractors; b) the failure by Exhibitor, its employees, agents or contractors to comply with applicable laws, regulations and ordinances; and c) the act, omission, negligence, gross negligence, or willful misconduct of Exhibitor, its employees, agents, contractors, licensees, guests, or invitees. This indemnification of Event Management by Exhibitor is effective unless such injury was caused by the sole gross negligence or willful misconduct of Event Management. Exhibitor agrees that if Event Management or SHSMD is made a party to any litigation commenced by or against Exhibitor or relating to this Contract or the premises leased hereunder, then EXHIBITOR WILL PAY ALL COSTS AND EXPENSES, including attorneys' fees, INCURRED BY OR IMPOSED UPON EVENT MANAGEMENT OR SHSMD BY REASON OF SUCH LITIGATION. THE TERMS OF THIS PROVISION SHALL SURVIVE THE TERMINATION OR EXPIRATION OF THIS CONTRACT.

16. INSURANCE

Exhibitors are required to maintain and to provide a certificate of insurance to SHSMD Show Management on or before August 30, 2027, evidencing the following:

- a. General liability with limits of not less than \$1,000,000 per occurrence, \$2,000,000 in the aggregate
- b. Owned (if applicable), hired and non-owned auto liability with limits not less than \$1,000,000 per occurrence
- c. Workers' compensation with state statutory limits
- d. Employer's liability with limits of not less than \$500,000
- e. Commercial umbrella liability with limits not less than \$1,000,000
- f. Personal property and equipment on a special form replacement cost basis

SHSMD, Smithbucklin Corporation and the Phoenix Convention Center are to be listed as additional insureds on a primary and non-contributory basis with respect to general/auto/umbrella liability.

A waiver of subrogation must apply to all policies. All carriers are to maintain an A.M. Best rating of not less than A- VII.

Exhibitors will not be permitted to set up their booth without submitting the proper certificates. Certificates should be emailed to SHSMD@smithbucklin.com .

17. DISPLAYS OUTSIDE EXHIBIT AREA

Absolutely no exhibits are permitted outside the Facility. There are to be no displays in hotel rooms, hotel public areas or other facilities or areas contracted or used by SHSMD.

18. HOTEL ROOMS, SUITES & MEETING ROOMS

SHSMD reserves the right to control all suites and meeting rooms in the Facility and in those hotels participating in the SHSMD housing block. These controls have already been set up with each property. The Meeting Space Request Form should be used to submit requests for function space, including meeting and hospitality rooms. You may submit your application for meeting space online on the 'Exhibitor Resource' page of the website. No meetings, private functions, including lunch meetings, or entertainment can be scheduled during Event Hours. No product displays or demonstrations are permitted in meeting rooms. Activities that conflict with the nature of SHSMD Connection are not permitted. Suites and meeting rooms are assigned on a first-come, first-served basis and only to Exhibitors and organizations allied with SHSMD.

19. ATTENDEE LISTS

Attendee lists from the Event are distributed only to exhibiting companies, other official partners and attendees. Please note that no other individual or organization is authorized to market or to sell attendee lists of SHSMD. Such lists shall only be used for a (1) time mailing of promotional material relating to Exhibitor's booth at the Event and shall not be reproduced, transferred or used in any other manner. In using such lists for mailings, Exhibitors must ensure compliance with all country, state and local laws and regulations including, but not limited to, the European Union's General Data Protection Regulations (GDPR) and the California Consumer Privacy Act (CCPA). The Exhibitor shall indemnify, hold SHSMD, its directors, officers, employees, agents or subcontractors harmless from the performance or breach of this provision by Exhibitor, its employees, agents or contractors. The terms of this provision shall survive the termination or expiration of this Contract.

20. FIRE REGULATIONS

- a. All materials used in exhibit booth(s) must be of a non-flammable nature. Electric signs and equipment must be wired to meet the specifications of the Facility and the Fire Marshal.
- b. Any Exhibitor having equipment that produces heat, smoke or open flames as an integral part of product demonstration must provide ventilation, safety equipment and proper insulation and utility

connections meeting all local fire regulations. Such Exhibitors must receive written approval of plans from the Facility and from SHSMD.

- c. Exhibitor agrees to abide by the National Fire Protection Association. Basic Fire Code Regulations: The National Fire Protection Association (NFPA) 101 Life Safety Code 1997 that has been adopted with specific revisions by the Facility. Reference copies of the fire code are available from Phoenix Convention Center. Exhibitor can request a copy via email by emailing SHSMD@smithbucklin.com.

22. LABOR

- a. Full-time employees of exhibiting companies may set up their own exhibits without the use of power tools or ladders. Any labor services that may be required beyond what your regular full-time employees can provide must be rendered by union personnel and can be ordered in advance through The Expo Group. Proof of full-time employment status may be requested by the Union Steward of any personnel working in your booth.
- b. Exhibitors may hand carry their own materials into the exhibit facility. The use or rental of flat trucks and other mechanical equipment, however, is not permitted. The Expo Group controls access to the loading docks in order to provide for a safe and orderly move-in/out. Only full-time employees of the exhibiting company are allowed to hand carry items. Unloading or reloading at the dock of any and all contracted carriers will be handled by The Expo Group.
- c. If Exhibitors intend to use an Exhibitor Appointed Contractor (EAC) to install and/or dismantle their booth, the Exhibitor must register their EAC no later than August 27, 2027. An EAC registration form is provided in the Exhibitor Services Manual. An original Certificate of Insurance must be filed with The Expo Group in order for any EACs to gain access to the Exhibit Hall. All EACs are required to wear both a Facility Access Credential and individual event credentials at all times.
- d. The Facility and The Expo Group have reserved the right to update, change or amend the labor rules and/or labor credential process outlined above. SHSMD shall inform all Exhibitors of any changes or amendments.

23. EXHIBITOR SERVICES MANUAL & SHOW RULES & REGULATIONS

In June 2027, The Expo Group distributes an Exhibitor Services Manual to each Exhibitor that provides Exhibitors with complete shipping instructions, production information, and other forms for all services needed during set-up, Event Hours and dismantle. The Expo Group discount deadline is early August 2027.

Exhibitor agrees to abide by the Show Rules & Regulations and Use of Space Guidelines as published in the Exhibitor Services Manual. Exhibitor may request a copy of the Show Rules & Regulations and Use of Space Guidelines in advance of their publication in the Exhibitor Services Manual by contacting SHSMD Show Management at SHSMD@smithbucklin.com.

24. WARRANTIES

SHSMD makes no warranties, either express or implied, as to the availability or suitability of the contractors, services and/or equipment of the Facility, SHSMD, or their respective employees, agents or contractors.

25. DO NO HARM

Exhibitor agrees to not engage in any conduct or take any action that is illegal or intended to reflect negatively on or harm the reputation or business interests of SHSMD, SHSMD and their members. Exhibitor further agrees not to harm, disturb, disrupt, or otherwise interfere with SHSMD's operations, including Event. Exhibitor shall immediately notify SHSMD Show Management of any knowledge of or reasonable suspicion of violation of this provision by any Exhibitor, attendee, or other entity.

26. RELEASE

In consideration of the opportunity to participate in Event, Exhibitor, on behalf of itself, its employees, agents, contractors, and other booth personnel FOREVER RELEASE, WAIVE, AND HOLD HARMLESS SHSMD and/or their respective members, officers, employees, and agents from any and all liability, injury, damage, loss, or expense that may arise, directly or indirectly, now or in the future, regardless of whether caused by fault on the part of any indemnified party in connection with the attendance of Exhibitor, its employees, agents, contractors, and other booth personnel at a SHSMD hosted in-person event. Exhibitor, on behalf of itself, its employees, agents, contractors, and other booth personnel understand this release and waiver is intended to be as broad and inclusive as is permitted by law, and that if any portion of this release and waiver is held invalid, the remainder will continue in full legal force and effect. This release and waiver shall extend to and be binding upon Exhibitor, on behalf of itself, its employees, agents, contractors, and other booth personnel and each of their respective estate, heirs, executors, administrators, and personal representatives.

27. AMENDMENTS/ INTERPRETATION

SHSMD reserves the right to amend and enforce this Contract. Written notice of any amendments shall be given to each affected Exhibitor. Each Exhibitor, for itself, its agents and employees, agrees to abide by this Contract set forth therein, or by any subsequent amendments. SHSMD reserves the sole right to interpret this Contract. All interpretations are final and are not subject to review or to appeal. Exhibitors which, in the sole interpretation of SHSMD shall be subject to disciplinary action up to and including ejection from the Event and refusal to participate in any future events or Events of SHSMD.

28. ENFORCEMENT/ MISCELLANEOUS

This Contract is governed by Illinois law and the Exhibitor consents to the exclusive jurisdiction of the State and Federal courts seated in Cook County, Illinois, with respect to any action arising out of this Contract or SHSMD. The parties explicitly acknowledge and agree that the provisions of this Contract are both reasonable and enforceable. However, the provisions of this Contract are severable and, as such, the invalidity of any one or more provisions shall not affect or limit the enforceability of the remaining provisions. Should any provision be held unenforceable for any reason, then such provision shall be enforced to the maximum extent permitted by law.

This Contract will be binding on the Exhibitor's heirs, successors and assigns. Exhibitor may not assign any of its rights or obligations under this Contract without the prior written consent of SHSMD Show Management.

29. LIMITATION OF LIABILITY

IN NO EVENT SHALL THE FACILITY, THE SHSMD Connection, SHSMD, THEIR OWNERS, MANAGERS, OFFICERS OR DIRECTORS, AGENTS, EMPLOYEES, INDEPENDENT CONTRACTORS, SUBSIDIARIES AND AFFILIATES (COLLECTIVELY "SHSMD PARTIES") BE LIABLE TO THE EXHIBITOR OR ANY THIRD PARTY HIRED BY OR OTHERWISE ENGAGED BY THE EXHIBITOR FOR ANY LOST PROFITS OR ANY OTHER INDIRECT, SPECIAL, PUNITIVE, EXEMPLARY, INCIDENTAL OR CONSEQUENTIAL DAMAGES, INCLUDING ATTORNEY'S FEES AND COSTS, ARISING OUT OF THIS APPLICATION & CONTRACT OR CONNECTED IN ANY WAY WITH USE OF OR INABILITY TO USE THE SERVICES OUTLINED IN THIS APPLICATION & CONTRACT OR FOR ANY CLAIM BY EXHIBITOR, EVEN IF ANY OF THE SHSMD PARTIES HAVE BEEN ADVISED, ARE ON NOTICE, AND/OR SHOULD HAVE BEEN AWARE OF THE POSSIBILITY OF SUCH DAMAGES. EXHIBITOR AGREES THAT SHSMD PARTIES' SOLE AND MAXIMUM LIABILITY TO EXHIBITOR, REGARDLESS OF THE CIRCUMSTANCES, SHALL BE THE REFUND OF THE EXHIBIT BOOTH FEE. EXHIBITOR AGREES TO INDEMNIFY AND DEFEND THE SHSMD PARTIES FROM ANY CLAIMS BROUGHT BY A THIRD PARTY HIRED BY, OR ENGAGED BY THE EXHIBITOR FOR ANY AMOUNT BEYOND THE EXHIBIT BOOTH FEE. FURTHER, EXHIBITOR AGREES TO PAY ALL ATTORNEY'S FEES AND COSTS INCURRED BY SHSMD PARTIES ARISING OUT OF, OR IN ANY WAY RELATED TO, THIS CONTRACT. EXHIBITOR SHALL BE SOLEY RESPONSIBLE FOR ITS ATTORNEY'S FEES AND COSTS.

30. PERSONAL INFORMATION CONSENT

Exhibitor acknowledges that personal information of its company contacts may be used by AHA and AHA Show Management to: (a) fulfill the purposes and obligations of this Contract; (b) communicate information about AHA and the Show; (c) engage in outreach to solicit corporate support of AHA in the future; (d) provide Exhibitor contact information to meeting service providers for purposes related to Exhibitor's participation in the Show; and (e) for any other purpose described in [AHA's Privacy Policy](#).