

# NASMD

National Association of State Medicaid Directors

an affiliate of the American Public Human Services Association

1133 Nineteenth Street, NW • Suite 400 • Washington, DC 20036  
Tel: (202) 682-0100 • Fax: (202) 682-3706 • [www.nasmd.org](http://www.nasmd.org)

Dear NASMD Sponsors and Exhibitors:

We are excited to report that last year's conference at the Hyatt Regency Hotel on Capitol Hill in Washington, D.C., was a major success and we know this year will be the same.

There are exhibitor and sponsorship opportunities available for you at the Fall 2009 NASMD Conference, which will be held on November 9 - 11, 2009 at the Marriott Crystal Gateway in Arlington, Va., right outside of Washington, D.C. We will have a much larger and better equipped space for our exhibitors.

Our conference program will once again offer a variety of Medicaid and health workshops, keynote speeches, and addresses from leaders in our profession and the new administration, drawing attendees from around the country. The participation of sponsorship and exhibitors will add greatly to the success of this annual conference which promises to be one you will remember and, most importantly, one you will return to time and again.

The following packet contains exhibit and sponsorship information. We hope that you will consider NASMD, as you have in past years, with exhibit support and this opportunity to contribute to the conference with sponsorships. Your participation in our annual event is greatly appreciated.

We look forward to seeing you and hearing the latest about the business products that you have to offer.

Thank you,



Ann Clemency Kohler  
NASMD Director

## NASMD Sponsorships

As a sponsor at the 2009 NASMD Fall Conference on November 9-11, 2009, your company obtains increased visibility not only with conference attendees, but also with the overall NASMD membership. This is benefit for your dollar! Several sponsorship opportunities are available to fit your budget and needs.

### Benefits of NASMD Sponsorship

Patrons will be recognized in the following manner:

- Free Vendor Registrations with different sponsorship levels
- Complimentary exhibit space(s)
- Your company's name and logo listed on the sponsorship page in the program
- Sponsors are entitled to advertisement in final program
- Company name listed on the official conference registration bag
- Differentiated signage in the exhibition hall, acknowledging sponsorship

### 2009 Sponsorship Levels\*

<b>Emerald</b>	<b>\$10,000.00</b>
<b>Sapphire</b>	<b>\$7,000.00</b>
<b>Ruby</b>	<b>\$5,000.00</b>
<b>Gold</b>	<b>\$3,500.00</b>

*\*Donated funds to be used at the discretion of APHSA/NASMD for the overall enhancement of the conference.*

**APHSA/NASMD is a 501(C)(3) organization. Your donations may be tax deductible.**

Questions: Call Bobbie Westmoreland at (202) 682-0100 x255 or e-mail her at [roberta.westermoreland@aphsa.org](mailto:roberta.westermoreland@aphsa.org).

## Exhibit and Sponsorship Highlights

- More than 200 program directors and key decision-making attendees
- Each exhibiting company receives a complete participant listing two weeks before the official start date of the conference
- Exhibitors are entitled to attend all open educational workshop sessions
- Advertising opportunities are available in final program booklet
- Multiple networking functions—Reception, Continental Breakfasts and all break functions held in Exhibit Space



National Association of State Medicaid Directors  
an affiliate of the American Public Human Services Association

## 2009 Sponsorship Form

Please select your sponsorship level from the list below.

**Forms are due no later than August 14, 2009 ~~Extended to September 4, 2009~~**

Please check the appropriate box:

**Emerald Sponsor \$10,000.00**

Emerald Sponsors get 2 free exhibit spaces, 4 complimentary meeting registrations, full-page ad in the program, and the company name on the APHSA gift bag

**Sapphire Sponsor \$7,000.00**

Sapphire Sponsors get 2 free exhibit spaces, 2 complimentary meeting registrations, one-half page ad in the program, and the company name on the APHSA gift bag

**Ruby Sponsor \$5,000.00**

Ruby Sponsors get 1 free exhibit space, 1 complimentary meeting registration, one-quarter page ad in the program, and the company name on the APHSA gift bag

**Gold Sponsor \$3,500.00**

Gold Sponsors get 1 free exhibit space and 1 complimentary meeting registration

Company \_\_\_\_\_

Office Contact Person/Title \_\_\_\_\_

On-site Contact Person/Title *(if different from above)* \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Tel \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**Method of Payment (please check one):**  Credit Card  Check (personal or agency)

**For Credit Card Use Only:**  VISA  MasterCard  American Express

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

**Please return completed form to: *Bobbie Westmoreland* at [roberta.westmoreland@aphsa.org](mailto:roberta.westmoreland@aphsa.org)  
or by fax to (202) 408-5947**

## General Information

### Exhibit-Only Application Deadline: September 4, 2009, or until all booths are sold

Exhibit reservations at this conference are on a first-come, first-served basis with preferential booth assignments for sponsors.

### Exhibit Hours

Monday, November 9, 2009	5:00 – 7:00 pm Reception
Tuesday, November 10, 2009	7:00 am – 5:00 pm
Wednesday, November 11, 2009	7:00 am – 12:00 noon

### Exhibitor Registration

All exhibitors are required to register as participants at the conference. The APHSA/NASMD online registration link and a Registration form will be available online at <http://www.aphsa.org> or at <http://www.nasmd.org>.

### Exhibit Set-Up

Exhibitors may set up:

Monday, November 9, 2009, 12:00 noon – 4:00 pm (reception to begin at 5:00 pm)

Booths must be operational and staffed during the Sunday reception and all continental breakfasts and breaks.

### Dismantling

Exhibits may be dismantled **after 12:00 noon** on Wednesday, November 11, 2009

### Booth Selection/Assignment

Booth assignments will be on a first come, first-served basis. All reasonable requests for placement within the Exhibit Hall will be considered. Final assignment is at the discretion of the Exhibitor Coordinator.

## Dates and Rates

### Conference Dates

**November 9 – 11, 2009**

### Exhibition Dates

*Monday, November 9*  
5:00 – 7:00 pm Reception  
*Tuesday, November 10*  
7:00 am – 5:00 pm  
*Wednesday, November 11*  
7:00 am – 12:00 noon

### Hotel Reservation Cut-Off Date

**October 9, 2009**

### Hotel Reservations

**Marriott Crystal Gateway**  
**(800) 228-9290**  
**(703) 920-3230**

### Room Rates

**\$207 (or the prevailing government rate)**

### Vendor/Exhibits Conference Registration Fees

\$800—Pre-Registration Vendor Attendee  
\$850—On-Site Registration Vendor Attendee

### Nonsponsor Booth Fees

One 8 ft. x10 ft. Booth space: \$2,000.00  
(includes one exhibitor registration)  
(2,700.00 after September 4, 2009)



National Association of State Medicaid Directors

an affiliate of the American Public Human Services Association

NATIONAL ASSOCIATION OF STATE MEDICAID DIRECTORS

Fall 2009 Conference

November 9-11, 2009

EXHIBIT SPACE ORDER FORM

(Please return form with payment by September 4, 2009)

(Please print legibly or type—one name per form and complete all information.)

Last Name: \_\_\_\_\_ First: \_\_\_\_\_

(Person to receive complimentary exhibitor registration)

Name on Badge: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Contact Person for Exhibit materials to be sent (if different from above): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

☐ \$2,000 for 8 x 10 ft. exhibit space \* (Note: Registration form and full payment must be received with exhibit space form before order can be processed. The exhibit fee includes one exhibitor registration. Each exhibitor must complete a separate vendor registration form for all other attendees attending the conference.)

☐ \$2,700 for 8 x 10 ft. exhibit space (After September 4, 2009) \*Same as above

Spaces are assigned on a first-come, first-served basis, with preferential booth space for sponsors. Spaces are not guaranteed until you receive an official meeting confirmation!

Method of Payment (please check one): ☐ Credit Card ☐ Check (personal or agency)

For Credit Card Use Only: ☐ VISA ☐ MasterCard ☐ American Express

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_ Today's Date \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Mail or Fax Exhibit Space Order Form to: NASMD Fall 2009 Annual Conference, Bobbie Westmoreland, Conference Assistant, 1133 19th Street, N.W., Suite 400, Washington, DC 20036—T: (202) 682-0100 x255; F: (202) 408-5947; E: roberta.westmoreland@aphsa.org

FOR OFFICIAL USE ONLY: Date: \_\_\_\_\_ Batch #: \_\_\_\_\_ Voucher/PO#: \_\_\_\_\_ APHSA Invoice: \_\_\_\_\_

Member #: \_\_\_\_\_ Ck. Amt: \_\_\_\_\_ Processor Initials: \_\_\_\_\_

## APHSA/NASMD Exhibit Rules and Regulations

- 1. Registration:** All exhibitors and sponsors, including staff manning the booth, are required to register as participating attendees at the APHSA/NASMD Fall 2009 Conference. Conference registration entitles Exhibitors and sponsors to participate fully in all open conference workshops, keynotes, and social events on the program agenda.
- 2. Exhibit Details:** Each booth area is 8 ft. x 10 ft. and includes one 6 ft. table skirted table and 2 chairs. All exhibitors are expected to complete the appropriate forms with the decorating company for any additional needs such as drayage, AV, electrical, etc. All necessary order forms and shipping information will be provided in the Exhibitors Confirmation Packet.
- 3. Booth Block:** In the event an organization would like to purchase multiple booth space or if two Exhibitors would like adjoining space, this request MUST be indicated on the Booth Application forms and must be received at the same time as spaces are assigned on a first-come, first-served basis. Every effort will be made to accommodate adjoining booth requests, but final assignment is at the discretion of the Exhibit Coordinator.
- 4. Exhibit Move-In:** Exhibit installation hours are Monday, November 9, 2009, 12:00 pm – 4:00 pm (reception to start at 5:00 pm). Exhibitors agree that all booths will be operational and staffed by 5:00 pm on Wednesday, November 11, 2009.
- 5. Dismantling Exhibits:** Exhibits may be dismantled immediately after the final refreshment break on Wednesday, November 11, 2009. Early tear down is discouraged. Anticipated time of tear down is 12:00 noon.
- 7. Cancellation:** Cancellations made before September 4th will receive a refund, less the \$100.00 conference cancellation fee. All cancellations and requests for refunds must be in writing and sent to the attention of Bobbie Westmoreland, APHSA, 1133 19<sup>th</sup> Street, N.W., Suite 400, Washington, DC 20036. Refunds will be processed after the conference.
- 8. No Shows:** If an Exhibitor fails to install or display in assigned space or fails to comply with any other provision of this agreement, APHSA/NASMD shall have the right, without notice to Exhibitor, to take possession of said space and lease said space, or any part thereof, to such parties, and upon such terms and conditions, as it may deem proper. Any exhibitors who do not show up will not get a refund. If you e-mail, fax, or mail your cancellation notice, please call to confirm receipt.
- 9. Fees:** Full payment must accompany the application for booth space. Exhibitor Information Packets and Booth assignments will be mailed after confirmation and payment of full conference registration. Shared booth space is prohibited. All materials, services, and products represented must be the wholly owned or managed by the exhibitor on record.
- \*\*10. Indemnification & Hold Harmless**
  - The exhibitor shall indemnify, defend, and hold harmless APHSA and its officers, directors, partners, agents, members, and employees from and against any and all demands, claims, damages to person or property, losses and liability, including reasonable attorney fees (collectively "claims") arising out of or caused by the exhibitor's negligence in connection with the provision of services of the Hyatt Regency. The exhibitor shall not have waived or be deemed to have waived, by reason of this paragraph, any defense, which it may have with respect to such claims.
  - APHSA shall indemnify, defend, and hold harmless the exhibitor and its officers, directors, partners, agents, members, and employees from and against any and all demands, claims, damages to person or property, losses and liabilities, including reasonable attorney fees (collectively "claims") arising out of or caused by the APHSA's negligence. APHSA shall not have waived or be deemed to have waived, by reason of this paragraph, any defense that it may have with respect to such claims.
  - Exhibitors assume the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to their displays, equipment, and other property brought upon the premises of the hotel and shall indemnify and hold harmless APHSA and the Marriott Crystal Gateway, their officers, directors, partners, agents, members, and employees from any and all such losses, damages, and claims.
  - In all cases, occupants wishing to insure their property must do so at their own expense. It is especially recommended that all occupants have representatives in attendance at all times when the exhibits are open and especially when exhibits are being set up or dismantled, to protect against loss.
- 11. Rules:** APHSA/NASMD reserves the right to make changes to these rules. Any matters not specifically covered herein are subject to decision by APHSA/NASMD. APHSA/NASMD reserves the right to make such changes, amendments, and additions to these rules as considered advisable for the proper conduct of the exhibit, with the provision the exhibitors will be advised of any such changes.
- 12. Rights of Termination:** This agreement is subject to termination for cause, upon written notice, without liability to the terminating party due to acts of God, war, government regulation, terrorism, disaster, strikes, civil disorder, curtailment of transportation facilities, or any other emergency beyond the party's control making it illegal or impossible to provide the facilities or to hold the meeting. The phrase "without liability" wherever used in this agreement shall be deemed to include a refund by the APHSA of all deposits and repayment made within thirty (30) days of the event's final day.