

Maryland Pharmacists Association

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Baltimore, Maryland 21230

410-727-0746

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128th Annual Convention
Saturday, June 12 – Tuesday, June 15, 2010
The Clarion Resort Fontainebleau Hotel
Ocean City, Maryland

Trade Show: Sunday, June 13, 2010

AN INVITATION TO EXHIBITORS:

On behalf of the Maryland Pharmacists Association, we welcome your participation as an exhibitor at our 128th Annual Convention at The Clarion Resort Fontainebleau Hotel in Ocean City, Maryland, Sunday, June 13.

FACT: You can make more presentations and contacts in a day at a convention than a week in the field.

Source: Sales & Marketing Business Report

The Maryland Pharmacists Association meeting attracts pharmacists from Maryland, the District of Columbia, Delaware and Northern Virginia. Our meeting provides an unrivaled opportunity to meet pharmacists from all practice settings.

To insure your chances of prime exhibit space, please read the enclosed materials and send your Application and Contract for Exhibit Space, with full payment, to the MPhA office by Friday, May 28, 2010.

Sincerely,

Elsie Prince

Elsie Prince

Office Manager

If you require hotel accommodations, The Clarion Resort Fontainebleau is offering discounted hotel rates for our event. To reserve your room, call the Clarion directly at **1-800-638-2100**. **You must tell the reservation agent you are with the Maryland Pharmacists Association to receive the special rate. *The hotel deadline is Tuesday, May 18, 2010.***

FID 52-0543828

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Ocean City, Maryland

Exhibit Space Application & Contract

Consider the Benefits

The Maryland Pharmacists Association (MPhA) represents pharmacists from all practice areas in Maryland and the surrounding region. The Annual Convention brings together pharmacists for four days of professional education programs. Your exhibit is an important part of this total education experience. As exhibitors, you are the pharmacist's partner.

Exhibiting at the Trade Show offers you tremendous exposure to a vital segment of MPhA membership. This is your opportunity to inform pharmacists about your products and services, enhance your corporate image, and meet and interact with the decision-makers of Maryland Pharmacy. Not only do you meet face-to-face with Maryland Pharmacy leaders, but Trade Show exposure continues to be the most cost-effective way to reach qualified prospects.

Location

The Clarion Resort Fontainebleau in Ocean City, Maryland is the location for this year's meeting. One large ballroom will be *exclusively* dedicated for the Trade Show. Come share in the many programs and activities with the attendees.

Reserving Your Space

Complete the Exhibitor Application and Contract on the inside page and return to MPhA. No space reservations will be confirmed until the contract and full payment is received in the MPhA office. *If you have any questions, please contact MPhA at 410-727-0746.*

Exhibit Space

MPhA will provide the following: an 8' x 10' space, an 8' high backdrop, one 6' clothed and skirted table, and two chairs.

No exhibit is permitted to obstruct the view of adjacent spaces. MPhA reserves the right to make changes, at exhibitor expense, of any exhibit that does not comply with the guidelines.

Space Rental

Each 8' x 10' Exhibit Space is \$ 950. Full payment for space is ***due no later than Friday, May 28, 2010.***

Move In

Sunday, June 13

10:00 a.m. - 12:00 noon

Move Out

Sunday, June 13

After close of show

Exhibit Hours

Sunday, June 13

12:00 - 2:00 p.m.

Additional Information

For your own protection, be sure to read carefully the Terms and Conditions in this mailing. It is important that your representatives at the show be aware of these terms and conditions and the general information that affects the operation of exhibits.

Terms and Conditions—Contract for Space

The signed Exhibit Space Application and subsequent notice of assignment constitute a contract between the Maryland Pharmacists Association (hereinafter referred to as "MPhA") and the exhibitor. The following rules are part of the contract. Any point not specifically covered in these rules is subject to the decision of MPhA, which decision will be final.

Eligibility for Exhibiting

In keeping with the education purposes of the Annual Convention, any exhibitor whose proposed exhibit will enhance the educational purpose of the meeting is eligible to apply for space. MPhA reserves the right to reject any application that in its judgement does not meet this criterion.

Space Assignments

Assignments will be made based upon the date the exhibit space contract and full payment are received, as well as the space selection and location specifications supplied by the exhibitor. Location specifications include proximity to other companies. Priority of space selection is given to companies who are corporate sponsors, have exhibited in previous years and who advertise in the *Maryland Pharmacist*.

Cancellation

Requests for cancellation of exhibit space must be made in writing to MPhA. Telephone cancellations will not be accepted. All cancellations are subject to a \$ 200 non-refundable administrative fee. Cancellations received on or before Friday, May 28, 2010, will receive a refund less the non-refundable administrative fee. No refunds will be made on space cancelled after June 1. MPhA retains the right to resell any space cancelled by the exhibitor.

Labor/Safety/Fire Codes

The exhibitor is responsible for knowledge of and compliance with all union requirements and fire and safety codes established by the State of Maryland and The Clarion Resort Fontainebleau. Space decorations must be flame proofed and all hangings must clear the floor. Electrical wiring must conform with all federal, state, and municipal government requirements and with National Electrical Code Safety Rules. If inspection indicates that an exhibitor has neglected to comply with these regulations or otherwise incurs fire hazards, MPhA reserves the right to cancel at exhibitor's expense all or such part of the exhibit as may be irregular.

Distribution

Distribution of product/service literature may be made only within the space assigned to the exhibitor presenting such information. Firms or organizations not assigned space in the exhibit area will not be permitted to solicit. Only customary/descriptive product literature and samples may be distributed to meeting registrants. No food or drink may be distributed from exhibitor spaces without the prior approval of MPhA. Water coolers are prohibited in the exhibit space.

Protection of Exhibit Facility

Exhibitors will not deface any part of the exhibit facility. The cost of repairing any damage to the hotel caused by the exhibitor, its employees, representatives or agents will be billed to and paid by the exhibitor. Nothing can be taped, tacked, nailed, screwed, or otherwise posted to the columns, walls, floors, ceiling, furniture or other property of the hotel. All set up and dismantling of exhibit spaces and equipment must be conducted within the exhibit area. No storage of exhibit materials will be permitted between or behind space draping.

Use of Space

In keeping with the educational purpose of the Annual Convention, sales and order-taking (entering into a contract of sale) are prohibited on the exhibit floor and other related areas during the meeting. No exhibitor is permitted to promote products, equipment or services other than its own.

If an article of a non-exhibiting firm or business is required for the operation or display of an exhibitor's wares, identification of such an article will be limited to the usual and regular name plates, imprinting or trademarks under which the article is sold in the regular course of business. No subletting of space is permitted. All activities must be confined to the limits of rented space and must not impede traffic or interfere with the activity of other exhibitors. MPhA may evict exhibitors who, because of noise, conduct of personnel, methods of operation, or any other reason, detract from the general educational character of the meeting. In case of eviction, MPhA will not issue a refund.

Liability and Insurance

The exhibitor is responsible for any claims arising out of its own negligence or out of the negligence of its employees or agents. MPhA will attempt to protect exhibitor property through conference center security personnel. The exhibitor will be responsible for protecting its own property to its full value, either through purchased insurance or self-insurance. MPhA will not assume responsibility for any loss or damage to exhibit property.

In holding the Exhibit, MPhA does not act as the agent of the exhibitor, the facility, the general service contractor or any other party. Claims against any party other than MPhA are to be submitted directly to the party involved.

If the 128th Annual Convention is cancelled due to fire, strikes, government regulations, acts of God or other causes beyond the control of the Association, MPhA will not be held liable for failure to hold the Trade Show as scheduled. In such circumstances, MPhA will refund the amount of the exhibit fee. In the event the Exhibit is cancelled, or the exhibitor does not participate due to circumstances within the control of MPhA, the liability of MPhA will be limited to a refund of all monies paid by the exhibitor as exhibit space rental and registration fees.

Freight

An Exhibitor Services Kit—***with important information about directions for shipping and returning of exhibit items***—will be sent to you after your application form has been received.

APPLICATION AND CONTRACT FOR EXHIBIT SPACE

Sunday, June 13, 2010

Deadline: Friday, May 28, 2010

Exhibiting Company Information

Mail all correspondence to:

Company Name _____

Exhibit Contact _____

Address _____

City, State, Zip _____

Telephone _____

Fax _____

E-mail _____

Registration Information

Important: Applications without full payment will not be assigned space.

Rep. #1 Name _____

Rep. #2 Name _____

Additional Representatives:

If providing more than two people, enclose \$ 40 for each additional person. \$ _____

Space Fee \$ 950 \$ _____

After 5/28/10 late fee of \$ 100 applies \$ _____

Total Amount Enclosed \$ _____

Check here if you do not need a lunch ticket(s)

_____ Total lunch ticket(s) needed

Method of Payment:

Check/Money Order Visa MasterCard

Credit Card Number: _____

Exp. Date: _____

Signature: _____

For Office Use Only: _____

Space Selection

Indicate space preferences using space numbers:

1st choice _____ 3rd _____

2nd _____ 4th _____

If possible, we would prefer *not* to be located near the following companies:

Contract Information

Agreement: I am an authorized representative for this *Exhibiting Company* with full power and authority to sign this application and contract for exhibit space. The *Exhibiting Company* has read and understands the Exhibitor Terms and Conditions, and agrees to comply with them and with any modifications and amendments communicated hereafter. In the event The Clarion Resort Fontainebleau, or any part shall be destroyed or damaged by fire or any other cause, or if any casualty or unforeseen circumstances, including strikes, natural disaster, shall cause the fulfillment of this contract by MPhA impracticable, *Exhibiting Company* agrees that MPhA shall not in any case be held liable or responsible to company for any damage caused thereby.

Authorized Signature

Name & Date (Please Print)

FLOOR PLAN

FOOD										Exit
5		6	15		16	25		26	35	36
4		7	14		17	24		27	34	Exit
3		8	13		18	23		28	33	X
2		9	12		19	22		29	32	37
1		10	11		20	21		30	31	38

MAIN ENTRANCE/EXIT

*Make check payable to:
Maryland Pharmacists Association*

Fax your credit card registration to:
410-727-2253

or
send payment to:

Maryland Pharmacists Association
1800 Washington Blvd., Suite 333
Baltimore, MD 21230-1701

