



PALTC25 Exhibitor Prospectus

March 13-15 | Charlotte Convention Center | Charlotte, NC, USA

Join us at PALTC25 and connect with practitioners, executives, researchers, and students dedicated to enhancing patient and resident care. Share your expertise and become a valued resource in advancing post-acute and long-term care.

Event Statistics

This annual conference hosted by the Post-Acute and Long-Term Care Medical Association (PALTmed) offers a unique chance to engage with a diverse and influential audience. At our previous event, PALTC24, we saw:

- **1,600 Attendees:** Including medical directors, nurses, attending physicians, physician assistants, residents, fellows, and students.
- **High Engagement:** 76% of attendees explored the exhibit hall.
- **Increased Buying Potential:** 55% of attendees are more likely to purchase or recommend products from exhibitors.

Exhibiting Information

Why Exhibit?

- Show your dedication, focus and support of post-acute and long-term care (PALTC)
- Meet key PALTC specialists - clinicians, executives, researchers, and students
- Get noticed with prime booth locations.
- Network with potential clients and partners.
- Share your knowledge in sponsored sessions.
- Learn from educational sessions.
- Join in on fun, interactive activities.
- Make connections during breaks and receptions.
- Follow up easily with access to the opt-in attendee list.

Exhibits Schedule:

- **Thursday, March 13:**
 - 9am – 4pm: Exhibitor Move-In
 - 5:30pm – 7:30pm: Welcome Reception (Exhibits Open)
- **Friday, March 14:**
 - 10am – 3:30pm: Exhibits Open
- **Saturday, March 15:**
 - 10am – 2pm: Exhibits Open
 - 2:05pm – 8pm: Exhibitor Move-Out

Exhibit Fees

Booth Size	Exhibit Rates
10x10 Inline	\$4,200
10X10 with Corner	\$5,000
10X20 In-Line	\$8,400
10X20 with Corner	\$9,200
10x20 Peninsula	\$10,000
20X20 (Island)	\$20,000
Non-Profit*	\$1,500
*Proof of tax-exempt or non-profit status is required with this agreement.	

Note for Specialized Exhibitors:

We have a designated area for exhibitors offering products such as skin care items, lotions, TENS units, jewelry, cell phone chargers, and related items. These exhibitors must use this area to maintain the professional environment of our exhibit hall. If accepted, we will guide you to the designated area.

Important Notice:

- If your company is unfamiliar to us, we will conduct a vetting process as outlined in our terms and conditions.
- We reserve the right to move booths if necessary to uphold the standards of the exhibit hall, as specified in our terms and conditions.
- We also reserve the right to refuse any exhibitor that does not meet our criteria.

Your Exhibit Booth Includes:

- A 6' table, two chairs, and a draped backdrop.
- One exhibitor priority point for each 10x10 booth.
- A company identification sign and listing in the PALTC25 meeting website's exhibitor directory.
- Access to the opt-in attendee registration list.
- Access to non-ticketed sessions and events. No CME/CEUs included.
- Registration allocations:
 - 4 for a 10x10 booth
 - 6 for a 10x20 booth
 - 8 for a 20x20 booth
 - Non-profit: 2 for a 10x10 booth

Available for rent to optimize your space:

- Booth carpeting (required)
- Specialty furniture
- Audio/visual equipment

- Electrical power
- Lead retrieval devices

For a complete list and pricing, please view the Exhibitor Services Kit.

Virtual Exhibit Booth Listing Upgrades

All-Inclusive Package: \$1,000

Includes:

- Company logo
- Banner across top of the virtual booth
- One “give away” button to:
 - Link to a third-party site to collect contact information/generate leads in exchange for a random drawing
 - Generate market research on attendees in exchange for a random drawing or reward
 - Redirect to a microsite or special product website with promotional rates for your event attendees
 - Maximum of one give away button allowed
- Intro video
- Up to 6 PDF brochures/resources
- Up to 6 extra web links

A La Carte Options:

1. Add company logo: \$100
2. Add banner: \$300
3. Add “give away” button: \$250
4. Add intro video: \$400
5. Link to brochure/resource: \$50 per PDF (up to 6)
6. Extra weblinks: \$50 per link (up to 6)

The exhibitor application deadline is February 28, 2025.

Contacts:

- **Exhibits and Sponsorship Sales:** Nate Wicks, Director of Corporate Relations, nwicks@paltmed.org, (410) 992-3128
- **Exhibitor Services:** Viper Tradeshow Services, Mroberts@vipertradeshow.com, (847) 345-1901

Supporter Recognition

Companies can receive additional recognition for their support of PALTC25. Recognition levels are based on total support for the meeting, including exhibit space, thought leadership, and sponsorship support.

TOTAL Value of Qualifying Purchases	Platinum (\$50,000)	Gold (\$25,000)	Silver (\$15,000)
Supporter Level Benefits			
One-time use of pre- or post-attendee opt-in list	X	X	X
Podium acknowledgement during Opening Session	X	X	X
Recognition as Supporter in materials and signage	X	X	X
Extra registrations	4 extra	2 extra	1 extra
Commercial support ribbons for representatives	X	X	X
Supporter signage at booth	X	X	X
Additional exhibitor priority points	5 total	3 total	3 total
Exclusive Futures Program tour visit	X	X	X
Logo on conference website	X	X	
Inclusion on PALTmed promotional emails	Logo	Name	Name
Invitation to Foundation VIP event	2 invitations	1 invitation	
Virtual exhibit hall upgrades (logo, banner, description, downloadable resources, video)	X	X	
Spotlight as the booth with the exclusive "Find the Hidden Treasure" award to drive booth traffic	X		

Thought Leadership Opportunities

Reserve a slot to share your knowledge on your chosen topic. Our wide range of session tracks during the conference ensures relevance for every exhibitor. These topics include:

- Artificial Intelligence
- Behavioral Health
- Business Leadership
- Clinical Topics
- Communication with Patients and Families
- Deprescribing and Polypharmacy
- Emerging Technologies
- Infection Prevention and Control
- Leadership in Medical Direction
- QAPI
- Regulatory Changes and Compliance
- Staffing
- Substance Use Disorder
- Time Management

- Transitions of Care
- Value-Based Care

Industry Expert Theaters – view conference website for most up to date opportunity availability

Organize a session on your chosen topic. The IET sessions are not eligible for credit.

- **Break Industry Expert Theaters: \$15,000 each**
 - Thursday, March 13: 10:00-10:30AM
 - ~~Thursday, March 13: 2:00-2:30PM~~ **SOLD**
 - Friday, March 14: 2:30-3:00PM
- **Hour Industry Expert Theaters: \$40,000 each**
 - ~~Thursday, March 13: 11:30AM-12:30PM~~ **SOLD**
 - Friday, March 14: 11:45AM-12:45PM (2 slots available) **SOLD OUT**
 - Saturday, March 15: 10:00AM – 11:00AM (2 slots 1 slot still available)
 - ~~Saturday, March 15: 12:30PM-1:30PM (2 slots available)~~ **SOLD OUT**

All Industry Expert Theaters include:

- Meeting space at no additional charge.
- Meals or refreshments for attendees.
- Standard AV package (includes a screen, podium microphone, LCD projector package and floating technician). Additional AV items may be purchased.
- Promotion on the meeting website, room signage, and a pre-meeting promotional email.

Industry Insight Display: \$1,000

Showcase your product, service, or innovation in the exhibit hall. This display lets you present company materials during scheduled times, giving you a chance to interact with attendees and highlight your contributions to the field.

Spotlight Stage Session Sponsorship: Contact Nate Wicks for pricing

The Spotlight Stage at PALTC25 will host sessions on important topics in post-acute and long-term care. These sessions cover a variety of key issues, strategies, and innovations that affect the industry. Attendees will gain insights and practical knowledge while networking together. Each session will take place during the conference in the exhibit hall.

Session times:

- Thursday, March 13; 6:00PM - 7:00PM
- Friday, March 14: 10:30AM-11:00AM and 1:30PM-2:00PM

Sponsorship includes:

- Promotion on the meeting website, session signage by the stage, and a pre-meeting promotional email.
- Opportunity to provide materials to attendees (brochure, flyers, business cards, etc.).
- Acknowledgement by the moderator during the session.

Contact Nate Wicks at nwicks@paltmed.org for more information about Thought Leadership Opportunities.

Branding Opportunities – view conference website for most up to date opportunity availability

WiFi Advertising: \$15,000 (Exclusive)

Access areas will include all the public areas, concourses, and meeting rooms at the convention center. Promotional support includes a custom, branded log-in page and confirmation page redirect with the creation of a custom password. Your corporate logo will be included in all WiFi login instructions online and on-site.

Meeting Website Advertisement \$4,500

Feature your company on the website where attendees can access session content, view and search exhibitor listings and find general meeting information. Ad will run January – March 2025.

Attendee Email Blast - \$2,500

PALTmed will send an email blast with your approved content to all PALTC25 attendees prior to or after the meeting. The email blast will be scheduled in alignment with other meeting promotions and confirmed by the PALTmed staff team. PALTmed reserves the right to approve all content

Conference Tote Bag Inserts - \$2,500 (Purchase deadline: 12/1/24; Materials deadline: 2/14/25)

Get your message in the hands of every attendee during the meeting, by purchasing a bag insert. You are responsible for producing your promotional item and shipping them to PALTmed in time for insertion. Details along with deadlines will be sent upon purchase.

PALTC25 Mixer Sponsorship Opportunities at the NASCAR Hall of Fame:

Interactive Opportunities Sponsorships (\$2,500 each): SOLD

- Pit Challenge, Qualifying Race, or Simulator exhibits
- 22x28 sign with sponsor's logo

Moonshine Tasting Station (\$4,000) SOLD

- 22x28 sign with sponsor's logo, branded cups, and napkins provided by the sponsor.

Digital Signage Opportunities (\$5,000) SOLD

- Full buyout of digital signage spaces with sponsor's logo and messaging

Printed Signage

- **Designs Due to PALTmed:** Friday, February 7
- **Proofs Due for Approval:** Friday, February 21
- **Installation and Breakdown:** Managed by Viper Tradeshow Services

Digital Signage

- **Final Designs Due to PALTmed:** Friday, February 21
- **Availability:** First come, first served
- **Management:** Handled by the Convention Center

Banners and Clings – [view conference website for further details](#)

1. ~~Grand Staircase Step Wrap – Concourse C~~ **SOLD**

- **Description:** Branded decals on steps near the food court.
- **Availability:** 1 opportunity
- **Specifications:** 8 stairs, total height 11 feet, varying widths
- **Cost:** \$2,000

2. ~~Exhibit Hall C Escalator Cling~~ **SOLD**

- **Description:** Branded decal on escalator leading to Exhibit Hall.
- **Availability:** 2 opportunities
- **Specifications:** Dimensions forthcoming
- **Cost:** \$3,000

3. Richardson Ballroom Pre-Function Columns

- **Description:** Branded signage on pre-function columns.
- **Availability:** 2 opportunities (must purchase both)
- **Specifications:** Various dimensions
- **Cost:** \$2,000

4. ~~East Meeting Wing Wall 1~~ **SOLD**

- **Description:** Branded wall cling signage.
- **Availability:** 1 opportunity
- **Specifications:** 192” W x 130” H
- **Cost:** \$5,000

5. East Meeting Wing Wall 2

- **Description:** Branded wall cling signage.
- **Availability:** 1 opportunity
- **Specifications:** 472” W x 130” H
- **Cost:** \$13,000

6. ~~Richardson Ballroom Escalator Wall~~ **SOLD**

- **Description:** Branded signage near Richardson Ballroom A.
- **Availability:** 1 opportunity
- **Specifications:** 117” W x 157” H
- **Cost:** \$2,500

7. Richardson Ballroom Pre-Function Windows

- **Description:** Branded decals on curved windows adjacent to the ballroom.
- **Availability:** 4 opportunities (must purchase entire grouping)
- **Specifications:** Various dimensions
- **Cost:** \$12,000

8. Exhibit Hall C Overlook

- **Description:** Window branding overlooking exhibit halls.
- **Availability:** 1 opportunity
- **Specifications:** Various dimensions
- **Cost:** \$5,500

9. Exhibit Hall C Lobby Windows

- **Description:** Branded decals on lobby windows.
- **Availability:** 1 opportunity
- **Specifications:** Various dimensions
- **Cost:** \$11,000

~~10. East Martin Luther King Jr. Blvd Entrance Windows: Interior~~ **SOLD**

- **Description:** Interior branded signage.
- **Availability:** 1 opportunity
- **Specifications:** Various dimensions
- **Cost:** \$15,000

~~11. Digital Signage Concourse C~~ **SOLD OUT**

- **Description:** Six-panel video screen for image or video ads.
- **Cost:**
 - \$1,425 per day (full buyout)

12. Delish Food Court

- **Description:** One-panel video screens for ads.
- **Availability:** 2 opportunities/screens
- **Cost:**
 - \$750 per day (full buyout)

~~13. MLK Entrance #5~~ **SOLD OUT**

- **Description:** One-panel video screen at Richardson Ballroom.
- **Cost:**
 - \$375 per day (full buyout)

~~14. MLK Entrance #6~~ **SOLD OUT**

- **Description:** One-panel video screen at E. Martin Luther King Jr. Blvd. entrance.
- **Cost:**
 - \$375 per day (full buyout)

For detailed specifications and additional information, please email exh-spn@paltmed.org.

Foundation for Post-Acute and Long-Term Care Medicine

Sponsorship Opportunities

Contact the [Foundation](#) for additional information on Foundation sponsorships.

Established in 1996, the Foundation for Post-Acute and Long-Term Care Medicine is a celebrated and respected national 501(c)(3) charitable organization whose mission is to support the advancement of the post-acute and long-term care community by funding research, workforce development, and education.

2025 FUTURES PROGRAM

The Futures Program, a workforce development initiative managed by PALTmed and funded by the Foundation, provides opportunities for engaging current and future leaders of the PALTC community.

Champion Partner: \$15,000 (EXCLUSIVE)

This unique and exclusive sponsorship provides dual support for the 2025 Futures Program and the 1996 Charter Society Donor Recognition Reception, granting access to both current and future leaders of the PALTC community and demonstrating your commitment to top-tier annual donors. This opportunity ensures visibility among a prominent base of national PALTC leaders.

- Principal sponsor of the Futures Program.
- Opportunity to address Futures Class of participants.
- Co-Sponsorship for the 1996 Charter Society Donor Recognition event, including all Signature Sponsorship benefits listed below.
- Opportunity for one (1) industry representative to attend the Futures Program.
- Opportunity to host one (1), six-foot tabletop exhibit table outside the Futures session room with priority placement.
- Opportunity to include one (1) handout in the meeting materials for all Futures attendees.
- Recognition in all promotional materials.

Futures Program Partner: \$5,000,000 (Four Available)

- Two (2) invitations to the 1996 Charter Society & Futures Welcome Dinner
- Recognition in all Futures-related promotional and meeting materials.
- Opportunity for one (1) industry representative to attend the Futures program
- Opportunity to include one (1) handout in the meeting materials for all Futures attendees.
- Opportunity to host one (1) - six-foot tabletop exhibit table outside of the session room.

Futures Scholarship Grants – \$2,500 per awardee

Sponsor a resident, fellow, or advanced practitioner with a full scholarship to attend the Futures Program held during PALTC25 to engage burgeoning healthcare professionals in post-acute and long-term care while developing relationships and awareness with our future medical leaders.

1996 CHARTER SOCIETY DONOR RECOGNITION RECEPTION honoring the 2025 Futures Class Since the Foundation's start in 1996, philanthropy has been the cornerstone of its mission, started by and for the PALTC practitioner. This special event brings together those who consistently donate at higher annual and lifetime giving levels together with PALTC leadership. Together, they celebrate the Foundation's annual impact and success at a uniquely appointed reception while also honoring the 2025 Class of Futures Program participants

Signature Sponsor \$5,000 (4 sponsorships allowed)

- Recognition as sponsor
- Logo recognition on invitation and signage
- Verbal recognition in opening comments
- 4 complimentary tickets to attend the reception
- Logo recognition on donor gift card
- Logo recognition on attendee pictorial video

Premier Sponsor \$3,000 (6 sponsorships allowed)

- Recognition as sponsor
- Logo recognition on invitation and event signage
- Verbal recognition in opening comments
- 2 complimentary tickets to attend the reception event
- Logo recognition on donor gift card
- Logo recognition on attendee pictorial video

Upon selection of sponsorship opportunities, final sponsorship payments shall be made directly to the Foundation for PALTC Medicine.

Contact Victoria Hann, Director, Foundation for PALTC Medicine at vhann@paltmed.org for additional information on Foundation sponsorships.

Terms and Conditions

PAYMENT FOR EXHIBIT SPACE

Full payment is due at the time of booth space reservation. In the event any remaining balance has not been received by the Association within five business days of reserving booth space, the Association reserves the right to cancel its agreement with the exhibiting company without liability. In such an event, the Association shall retain the amount paid by such exhibitor as a forfeited deposit. The Association reserves the right to refuse admittance of the exhibits or materials to the exhibit hall until all fees owed are paid in full and received prior to the conference.

ASSIGNMENT OF EXHIBIT SPACE

All booth spaces are subject to approval by the Association and will be assigned based on the exhibit priority points system. Applications received by the priority points deadline will be placed in point order, and then by date received. After the priority points deadline exhibitors will be placed on a first-come, first-served basis by the date the signed agreement and full payment is received. Exhibit booth rental agreements are not final until full payment is received.

The Association reserves the right to alter the official floor plan, and/or re-assign any exhibitor's location as deemed necessary. Space assignment(s) will be final once all booth space is paid for in full. The Association further reserves the right to make changes, amendments and additions to these terms and conditions and such further regulations as it considers necessary for the good of the exhibit hall.

ELIGIBILITY TO EXHIBIT

The Association reserves the right to determine eligibility of any company or product to exhibit in the exhibit hall and further reserves the right to reject any application and/or limit space assigned to any one company. Exhibiting is to further the education of attendees through product displays and demonstrations. The acceptance of a product or service for exhibit at the meeting does not constitute an endorsement by the Association. All medical devices and/or pharmaceuticals exhibited must have fulfilled all applicable FDA regulations and must have received approval from the FDA for the use exhibited at the Association meeting.

Skin care items, lotions, TENS units, jewelry, cell phone chargers, and similar products do not align with the professional environment of our exhibit hall and must be displayed in the designated area for specialized exhibitors. If your company is vetted and found to retail these types of products, you will be relocated to the designated area. Failure to comply may result in removal from the exhibit floor, with your deposit and/or fees forfeited.

CASH AND CARRY POLICY

The purpose of the Association's exhibit program is to further the education of the attendees by providing an area for exhibitors to present information on products or services pertinent to their professional interest. Except for book publishers and EMR vendors, the sale of equipment or products of any kind is prohibited in the exhibit hall.

There is a strict no cash and carry (selling of products directly to the attendees on the show floor) per the rules and regulations of a signed space contract.

LIMITATIONS OF EXHIBITS

The Association reserves the right to stop or remove from the exhibit hall any Exhibitor or company representatives performing an act or practice which in the opinion of the Association is objectionable or detracts from the dignity of the exhibit hall or is unethical to the business purpose of the exhibit hall.

CANCELLATION/REDUCTION IN EXHIBIT SPACE

Written notification must be received to cancel or reduce space. If cancellation/reduction occurs on or before January 15, 2025, the exhibitor will receive a full refund less an administrative fee of 25% of the full contracted booth fee. If cancellation notice is received after January 15, 2025, no refunds will be made, and the company shall be liable for the full fee of the contracted booth.

INSTALLATION, SHOW AND DISMANTLEMENT

Exhibitors agree to comply with assigned installation, show and dismantle days and hours as outlined in the Exhibitor Prospectus. Exhibits may not be removed from the facility until the final closing of the show.

EXHIBIT HALL POLICIES

Booths shall not obstruct other exhibitors or aisles and cannot exceed a height of 8' (eight feet) and side walls should not exceed 3' (three feet) in height. Booth carpeting (if the facility is not carpeted), decorations, furniture, signs, and electrical connections are available for rent or purchase to the Exhibitor through the Association's official contractors, who will bill the Exhibitor directly. Noisy or offensive exhibits are prohibited. Distribution of literature or samples must be related to the exhibit and distribution limited to within the Exhibitor's space. Canvassing the exhibit hall is strictly prohibited. A representative of the exhibiting company must always be present at the booth during the posted exhibit hours.

BOOTH PERSONNEL REGISTRATION

Each booth comes with a set quantity of exhibitor badges per booth space. Booth personnel must always display the conference badge when within the conference exhibit hall and education program/conference space. Exhibitor badges are non-transferable.

All company representatives must adhere to the PALTmed Corporate Firewall Policy in compliance with the ACCME Standards for Integrity and Independence in Accredited Continuing Education. Exhibitors are welcome to attend the conference education sessions as silent auditors but are not allowed to participate or receive CME/CEUs.

Exhibitors desiring to receive CME/CEU credit for attending the Association's educational sessions must register as a full-conference attendee in addition to being registered as an exhibitor.

PROVISION OF COMMERCIAL SUPPORT

The Association prohibits participation in this sponsorship/exhibit opportunity as a condition of commercial support for CME activities.

CODE OF CONDUCT

The Association requires all attendees, including exhibitors and sponsors, to follow any federal, state, or local health and safety standards, as well as any health and safety standards that may be implemented by the Association, the City of Charlotte, NC, the Charlotte Convention Center, and all other meeting venues from the time of contracting exhibit space and sponsorships/advertisements up to and through the end of the meeting. Failure to comply may result in the removal of exhibitor staff and/or company exhibition from the meeting and loss of exhibitor or sponsor fees.

ASSIGNMENT OF INDUSTRY EXPERT THEATER AND SPONSORSHIP

Industry Expert Theater and Sponsorship opportunities are subject to approval by the Association and will be assigned on a first-come, first-served basis by the date the signed agreement and deposit are received. Payment is due in full within five business days and must accompany a signed agreement to reserve Industry Expert Theater and/or Sponsorship. Upon receipt of signed contract and full payment, confirmations will be sent no later than five business days.

PAYMENT FOR INDUSTRY EXPERT THEATER AND/OR SPONSORSHIP

In the event any remaining balance of the full remittance in payment for the Industry Expert Theater and/or Sponsorship engaged by the contracted organization has not been received within five business days the Association reserves the right to cancel this contract without liability. In such an event, the Association shall retain the amount paid as a forfeited deposit.

CANCELLATION OF INDUSTRY EXPERT THEATER AND/OR SPONSORSHIP

Written notification must be received for cancellation of Industry Expert Theater and/or Sponsorship. If cancellation occurs on or before January 15, 2025, the company will receive a refund less 25% of the full sponsorship price. After January 15, 2025, no refunds will be made in the event of cancellation and the company shall be liable for the full price of the Industry Expert Theater and/or Sponsorship.

COMPETING ACTIVITIES

Sponsorship/exhibit activities cannot compete with, interfere, or take precedence over the educational program. The Association follows the Accreditation Council for Continuing Medical Education Standards for Integrity and Independence in Accredited Continuing Education as well as the PhRMA code on interactions with Healthcare Professionals. Advertisement and promotional materials cannot be displayed or distributed in the educational space within 30 minutes before, during, or within 30 minutes after an accredited education activity.

Sponsorship/exhibit activities that are educational in nature must be labeled as "Not for Credit." The Association cannot allow representatives of ineligible companies to engage in sales or promotional activities while in the space or place of the accredited education. Violators of the Association's anti-solicitation policy will forfeit all registration fees and the right to continued participation in the program.

IMPOSSIBILITY

The performance of this agreement is subject to termination without liability upon the occurrence of any unforeseen circumstance beyond the control of either party, such as acts of God, war, acts of terrorism, government regulations, disaster, strikes, civil disorder, curtailment of transportation facilities, or destruction of the Convention Center or Hotel, to the extent that such circumstance makes it illegal or impossible to perform the agreed-upon exhibit or sponsorship opportunity. The ability to terminate this agreement without liability pursuant to this paragraph is conditioned on the delivery of written notice to the other party indicating the basis for the termination as soon as reasonably practical, but no later than 10 days after learning of such basis.

The Association is not a party to any agreements made between the exhibitor and vendor(s). Cancellation policies should be thoroughly reviewed when contracting goods and services.

GOVERNING LAW

This Agreement, including its formation, performance and enforcement, shall be governed by and construed in accordance with the laws of Maryland, without regard to conflict of law principles.

DISPUTE RESOLUTION

In the event of any dispute, claim, question, or disagreement arising from or relating to this agreement or the breach thereof, the parties hereto shall use their best efforts to settle the dispute, claim, question, or disagreement. To this effect, they shall consult and negotiate with each other in good faith and, recognizing their mutual interests, attempt to reach a just and equitable solution satisfactory to both parties. If they do not reach such solution within a period of 90 days, then, upon notice by either party to the other, all disputes, claims, questions, or differences shall be finally settled by arbitration administered by the American Arbitration Association in accordance with the provisions of its

Commercial Arbitration Rules. The arbitration will be conducted in Columbia, Maryland. The parties shall select a single arbitrator to conduct the arbitration. If the parties do not agree on the identity of the arbitrator within 15 days of a party making a demand for arbitration, either party may cause the American Arbitration Association to select the arbitrator. The parties shall pay for their own costs and expenses associated with the arbitration and shall split evenly and pay when due the costs of the arbitrator.

INSURANCE

Each exhibiting company shall carry Certificates of Insurance prior to the use of the exhibition premises, adding the Charlotte Convention Center and the Association as additional insureds on such policies with a waiver of subrogation in favor of the certificate holder. Each insurance policy shall contain a provision stating coverage will not be canceled without 30 days' prior written notice to the other party. The Association will require each exhibiting company to agree, in writing, to indemnify, defend and hold harmless the Association and its' respective employees and agents, as well as the Charlotte Convention Center and its' respective employees and agents, against any claims or expenses arising out of the use of the exhibition premises and (ii) that it understands that neither the Association nor the Charlotte Convention Center maintains insurance covering the exhibitor's property and it is the sole responsibility of the exhibiting company to obtain such insurance. Certificates shall be furnished upon request.

POLICY ON ANCILLARY EVENTS

All Ancillary Events must be approved in advance by the Association's staff, once approved you will receive confirmation and an invoice for the event. Ancillary Events may not conflict with any official Association events, educational programming, or exhibition hours. Educational/Speaker programs may not be offered at Association meetings outside of official Association programming. Organizations must utilize the opportunities provided by the Association within the program for such events. Any company holding an Ancillary Event in conjunction with an Association Annual Meeting that fails to abide by the policy will be subject to a penalty (reviewed on a case-by-case basis) or may be prohibited from participating as an Exhibitor or Sponsor at a future Association Annual Conference. This includes, but is not limited to: Corporate Meetings, Customer Events, Focus Groups/Advisory Boards, Hospitality Functions, Staff Meetings, any formalized forum presenting information to Association members and meeting attendees, or networking dinner meetings with more than 15 Association attendees. Please check the website for the final conference schedule and the ancillary event form

ANTI-HARRASSMENT POLICY

It is the policy of PALTmed that any type of harassment of or by PALTmed staff, members or attendees, by members of the association or other attendees, at all locations where PALTmed members and staff are conducting PALTmed business, is prohibited conduct and is not tolerated. This includes locations of association meetings, including but not limited to conferences, meetings, dinners, receptions and social gatherings held in conjunction with PALTmed meetings. This zero-tolerance policy also applies to meetings of all PALTmed affiliates, committees, task forces, as well as other PALTmed-sponsored events.

Definition

Harassment consists of unwelcome conduct, whether verbal, physical or visual, that denigrates or shows hostility or aversion toward an individual because of his/her race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, marital status, citizenship or other protected group status. This includes conduct that: (1) has the purpose or effect of creating an intimidating, hostile or offensive environment; (2) has the purpose or effect of unreasonably interfering with an individual's participation in meetings or proceedings of any PALTmed entity; or (3) otherwise adversely affects an individual's participation in such meetings or proceedings or, in the case of PALTmed staff, such individual's work, employment opportunities, or tangible job benefits.

Harassing conduct includes, but is not limited to: epithets, slurs or negative stereotyping; threatening, intimidating or hostile acts; denigrating jokes; and written, electronic, or graphic material that denigrates or shows hostility or aversion toward an individual or group and that is placed on walls or elsewhere in PALTmed's offices or at the site of any PALTmed meeting or circulated in connection with any PALTmed meeting.

Sexual Harassment

Sexual harassment also constitutes discrimination and is unlawful and is absolutely prohibited. For the purposes of this policy, sexual harassment includes (1) making unwelcome sexual advances or requests for sexual favors or other verbal, physical, or visual conduct of a sexual nature; and/or (2) creating an intimidating, hostile or offensive environment or otherwise unreasonably interfering with an individual's participation in meetings or proceedings of any PALTmed Entity or, in the case of PALTmed staff, such individual's work performance, by instances of such conduct.

Sexual harassment may include such conduct as explicit sexual propositions, sexual innuendo, suggestive comments or gestures, descriptive comments about an individual's physical appearance, electronic stalking or lewd messages, displays of foul or obscene printed or visual material, and any unwelcome physical contact.

Retaliation against anyone who has reported harassment, submits a complaint, reports an incident witnessed, or participates in any way in the investigation of a harassment claim will not be tolerated. Each complaint of harassment or retaliation will be promptly and thoroughly investigated. To the fullest extent possible, the PALTmed will keep complaints and the terms of their resolution confidential.

Any person who believes they have experienced or witnessed conduct in violation of this Anti-Harassment Policy should promptly notify PALTmed's Executive Director, Michelle Zinnert at mzinnert@paltmed.org or 202-280-5027.