

CLINICAL
PATHWAYS
CONGRESS

OCTOBER 26-28, 2018
WESTIN BOSTON WATERFRONT
BOSTON

Shape
Change
at Every
Step.



JCP

THE OFFICIAL
MEETING OF
THE JOURNAL
OF CLINICAL
PATHWAYS



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PATHWAYS
CONGRESS

OCTOBER 26-28, 2018

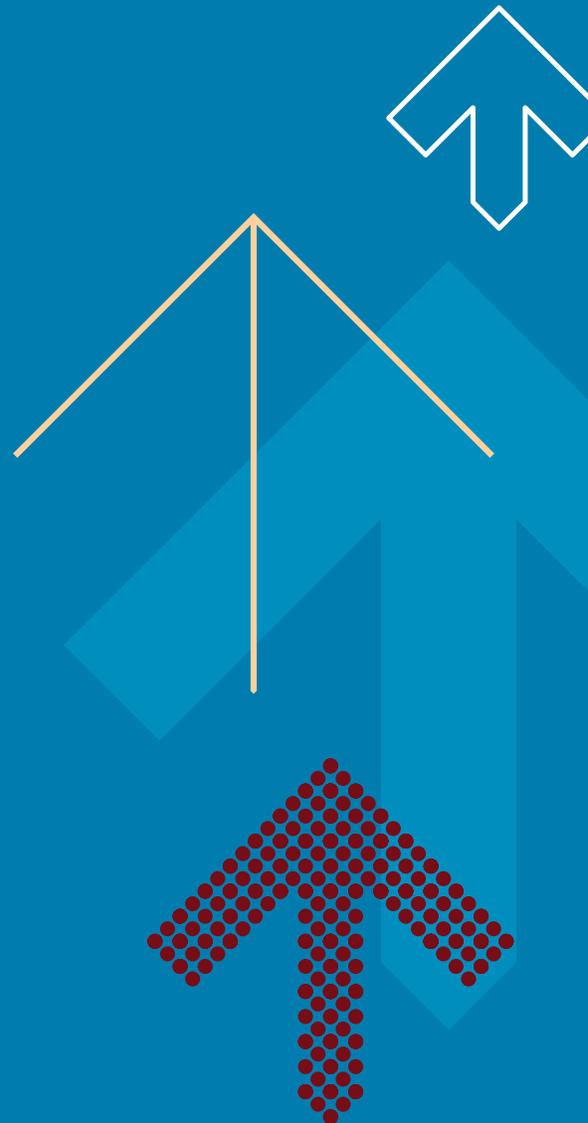
BOSTON, MA

The most
important meeting
of 2018 on
value-based care

Clinical Pathways Congress is the official meeting of the *Journal of Clinical Pathways* and represents an unprecedented opportunity to engage with leaders throughout the oncology care spectrum about the future of value-based care.

Clinical Pathways Congress is a live, national, annual meeting for the exchange of ideas, best practices, products, and services that seek to transform patient care.

This unique forum is designed specifically for Triple Aim.

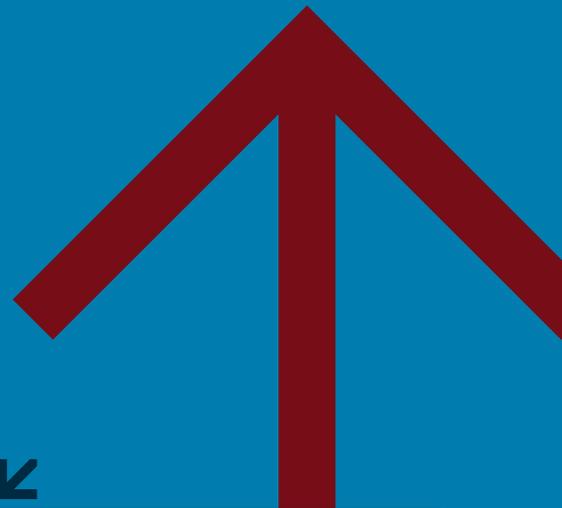




A ‘cookie cutter’ approach to cancer care will impede our ability to personalize care and meet patient needs. Pathways need to demonstrate flexibility to capitalize on advances in medical treatment, reflect development with scientific evidence, and assure providers that they offer the best possible outcomes for the patient.



Robin Zon, MD, FACP, FASCO
 CHAIR, ASCO PATHWAYS TASK FORCE
 VICE PRESIDENT, FINANCE & QUALITY CHAIR
 MICHIANA HEMATOLOGY-ONCOLOGY, PC



Participating companies & organizations in the 2017 meeting included:

- Cleveland Clinic
- Harvard Medical School
- MD Anderson
- Blue Cross Blue Shield
- Cancer Treatment Centers of America
- Lilly
- Express Scripts
- Dana Farber Cancer Institute
- Pfizer Oncology
- Moffitt Cancer Center
- Flatiron Health
- Eisai
- McKesson Specialty Health
- Roswell Park Cancer Institute
- Thomas Jefferson University Hospital
- Janssen Biotech
- Knigh Cancer Institute
- Stanford University Medical Center
- Genentech
- AmerisourceBergen

Reserve Your Booth Space

Exhibit Hall Schedule

**Friday,
October 26, 2018**

Evening Exhibit Hall
Grand Opening

**Saturday,
October 27, 2018**

Breakfast in Exhibit Hall
and Evening Reception
in Exhibit Hall

Exhibit Hall hours will not conflict
with the CME/CE-accredited
educational sessions.



Who should exhibit?

Exhibiting is beneficial for any company that wants to reach our professional audience of 200–250 stakeholders interested in learning how to develop, implement, and measure treatment pathways to achieve the Triple Aim.

The exhibits, an integral part of the Clinical Pathways Congress experience, complement the program and clinical sessions, letting participants examine and evaluate the expansion of clinical pathways and their increasing influence on patient care.

Exhibiting at the Clinical Pathways Congress will give you the opportunity to identify qualified leads on the spot, build and develop new business relationships, and have unprecedented networking opportunities.

Booth Fees

BOOTH	BADGES	COST
8' × 10' booth	3 badges	\$4,275
8' × 20' booth	5 badges	\$8,500

Included in Booth Fees

- ▶ Standard 7" × 44" booth identification sign showing exhibitor name and booth number
- ▶ Draped 8' back wall and 3' side rails
- ▶ Exhibit description in the Exhibit Guide
- ▶ Complimentary exhibit badges (quantity based on the size of the booth space)
- ▶ Exhibitors may add a draped table, two chairs, and a wastebasket to their exhibit booth for a fee of \$500. Orders must be placed by August 7, 2018. Please select the corresponding box on the Exhibitor Agreement. Additional furniture can be arranged through the show decorator.

Value-Added Exhibitor Benefits

- ▶ Recognition through a comprehensive and innovative promotional campaign of emails, direct mail, and targeted advertising
- ▶ Link on the official conference website
- ▶ Press opportunities on the official conference website

Innovation Theater

\$40,000 (EXCLUSIVE)

TWO TIME SLOTS AVAILABLE

Benefits include:

One hour of dedicated promotional time

Reach up to 75 professional attendees

Listing on the Clinical Pathways Congress website and in regular email messages to all pre-registered attendees

Meeting room at the hotel

Signage outside the meeting room

Email invitations distributed to pre-registered attendees

Onsite meeting management

Food and beverage consisting of plated meal and non-plated meal options

Audiovisual support, including projection package and microphones



Opportunities are limited.

Please contact Jeff Hennessy at 732.865.5823
or jhennessyjr@hmpcommunications.com.

Sponsorship Opportunities

Sponsorships are an excellent way to enhance product awareness, drive more traffic to your booth, and increase lead and revenue generation.

Your support of the conference and other approved opportunities will increase your brand awareness while supporting the educational goals of Clinical Pathways Congress. Each sponsor is recognized through publications, signs, and a variety of other high-exposure channels during the conference.

Outlined below is a list of the available sponsorship opportunities. If you would like to propose an idea that is not listed, simply call your sales representative.

Platinum Sponsorship

\$50,000 (EXCLUSIVE)

Sponsor Exhibit Hall Opening
(\$15,000 value)

10 full-conference registrations
(\$29,999 value)

Logo recognition on Exhibit Hall Towers
(\$5,000 value)

8' x 20' booth + furniture + Passport to Prizes
(\$9,500 value)

Full-page ad in the Conference Guide
(\$5,000 value)

Bag Insert
(\$3,000 value)

Door Drop
(\$3,000 value)

One e-blast to conference attendees
(\$1,500 value)

Logo placement on cocktail tables in dining areas
(\$7,900 value)

Gold Sponsorship

\$35,000

6 full-conference registrations
(\$17,999 value)

Full-page ad in the Conference Guide
(\$5,000 value)

Logo recognition on Exhibit Hall Towers
(\$5,000 value)

Bag Insert
(\$3,000 value)

Door Drop
(\$3,000 value)

Logo placement on cocktail tables in dining areas
(\$7,500 value)



Choose one:

- 8' x 10' booth + furniture + Passport to Prizes *(\$5,275 value)*
- Hotel Keycards *(\$5,000 value)*
- Coffee Station, 1 day *(\$5,000 value)*

Silver Sponsorship

\$25,000

4 full-conference registrations
(\$11,999 value)

Full-page ad in the Conference Guide
(\$5,000 value)

Logo recognition on Exhibit Hall Towers
(\$5,000 value)



Choose one:

- 8' x 10' booth + furniture + Passport to Prizes *(\$5,275 value)*
- Hotel Keycards *(\$5,000 value)*
- Coffee Station, 1 day *(\$5,000 value)*

Bronze Sponsorship

\$15,000

2 full-conference registrations
(\$5,999 value)

Logo recognition on Exhibit Hall Towers
(\$5,000 value)

Full-page ad in the Conference Guide
(\$5,000 value)

The Clinical Pathways Congress (CPC) is dedicated to ensuring that sponsors receive high-quality attention. Available advertising and sponsorship opportunities prominently display your company's message to draw interest among your intended audience and maximize your return on investment.

Innovation Theater **\$40,000**

Innovation Theaters are one-hour marketing presentations about your company's products or services. These sessions are promotional and do not offer CME credit. A total of two slots are available. The cost is \$40,000 per 60-minute timeslot. Each timeslot includes:

- › Audio/Visual needs
- › Badge scanner for onsite admission tracking
- › Email promotion to attendees
- › Seating for up to 75 attendees
- › Signage outside the meeting room
- › Lead retrieval
- › Listing in the Conference Guide and on the CPC website
- › Meals
- › Signage

Advertisement in the Conference Guide **\$5,000**

The CPC Conference Guide will be provided to all attendees in their conference tote bag. Get your message into their hands with an advertisement that will be seen as they refer to the Conference Guide for important meeting information. The sponsoring company will receive a full-page, four-color ad.

Afternoon Refreshment Break **\$5,000/day**

Help attendees keep working through the day with the sponsorship of an afternoon refreshment break that provides hot and cold beverages and snacks. Branded signage, coffee cups, and napkins will remind participants of your hospitality and sponsorship. Electronic artwork must be submitted by the sponsor. CPC will manage production and onsite logistics. A package discount for multi-day break sponsorship is available.*

Bag Insert (Double-Sided) **\$3,000**

Educate attendees on a specific product or service from your company with a custom insert stuffed into CPC tote bags, which are distributed to registered attendees as they check-in at CPC. Pricing is based on an 8.5" x 11" double-sided flyer. Materials must be created and shipped by the sponsor.

Coffee Station **\$5,000/day**

Perk up conference attendees by sponsoring a morning coffee break on one or more days. Coffee will be available each morning for attendees to grab during the CME presentations. The coffee station will include your logo on signage, coffee sleeves, and napkins. Electronic artwork must be submitted by the sponsor; CPC will manage production and onsite logistics. A package discount for multi-day coffee station sponsorship is also available.*

*Please contact us for full details.

Conference Tote Bags **\$10,000**



Place your company or product logo on conference bags distributed to attendees as they check-in at CPC. One-color, one-side imprinting is included.

Continental Breakfast **\$10,000/day**

Help attendees start the conference day with your branded breakfast. Branded signage will remind participants of your hospitality and sponsorship. In addition, your branded coffee cups and napkins will be displayed on tables for further visibility. Electronic artwork must be submitted by the sponsor; CPC will manage production and onsite logistics. A package discount for multi-day breakfast sponsorship is also available.*

*Please contact us for full details.

Cyber Center **\$15,000**

The Cyber Center allows attendees to access computer stations with complimentary internet while they are between sessions. The Cyber Center will be located in a high-traffic foyer near the General Session room and refreshment stations. Computers will display the sponsor's logo and the Cyber Center will be branded with the sponsor's artwork.

E-Blast to Attendees **\$1,500**

Send one (1) custom email to registered CPC attendees. The HTML file must be provided by the sponsor. CPC will manage the email distributions on the sponsor's behalf and provide click-through data and reports.

Escalator Runner **\$9,500** Right Bank and Left Bank Only



Place your message as an escalator runner on the Harbor Side lobby level escalator. This is the escalator that takes CPC attendees between the CPC session rooms and the Exhibit Hall. Package allows the sponsor to brand both the “up” and “down” escalators. Graphics are placed on the diagonal glass bannisters that surround and span the length of the escalator.

Footprints/Floor Decals **\$9,500**

Printed floor ads placed in high-traffic areas will be sure to grab the attention of participants as they walk to and from CPC registration and function rooms. Cost includes the production of ten (10) 2' x 2' stickers and placement. Artwork is provided by the sponsor.

Grand Opening Reception in the Exhibit Hall **\$15,000**

Welcome attendees with an upscale evening reception on the opening night of the conference. Branded signage and napkins will remind participants of your hospitality and sponsorship. Sponsor also receives one customized mobile app notification (character limits apply). Limited to four sponsors.

Guest Room Keycards (without sleeve) **\$5,000** (with sleeve*) **\$6,500**



Put your message right into attendees' hands. Have your company's message included on both sides of room keycards at the Westin Boston Waterfront. This puts your company at the top of attendees' minds throughout the conference.

*Only available as an upgrade to sponsor of the keycards.

Harbor Ballroom Foyer Column Wraps **\$10,000 per column**



Located immediately outside of the CPC General Session room, these 9' columns are sure to make a big impression on the CPC audience. Two columns are available. Your branding will surround all four sides of the column. Sponsor is responsible for the artwork. Messaging can be unique on each side of the column. Sponsor can elect to brand one column (four sides) or both columns (eight sides).

Harbor Ballroom Foyer Wall Cling **\$15,000**



Feature your company message on this highly visible wall. The wall is prominently located in the Harbor Ballroom Foyer, where CPC general sessions and registration will occur. Sponsor is responsible for the artwork. CPC will manage the production and onsite logistics.

Hotel Room Door Drops **\$3,000**

Hotel room door drops allow you to deliver your own company literature right to the attendees' hotel doors at the Westin Boston Waterfront. Materials must be printed and shipped by the sponsor. Cost includes distribution of one (1) double-sided 8.5" x 11" flyer. CPC will manage the onsite logistics.

Lanyards **\$4,000**



Place your logo on the CPC lanyard that attendees wear with their required name badge. Electronic artwork must be provided by the sponsor. Price assumes one-color imprinting. CPC will manage production and onsite logistics.

Mailing List Rental **\$1,500**

Rent the mailing list of pre-registered CPC attendees and/or final participants for a one-time use.

Meterboards **\$3,000/pair**

Single-sided, 2 meterboards/billboards each



Two (2) double-sided vertical signs standing 7.25' tall will display your marketing message. Placed in high-traffic areas of the Westin Boston Waterfront, the signs will be viewed by attendees as they walk to registration, educational sessions, Innovation Theaters, and the Exhibit Hall. Electronic artwork is provided by the sponsor. CPC will manage production and onsite logistics.

Mobile App and Conference Portal **\$40,000**

Conference slide decks are only available through the mobile app and online conference portal (no printed slide decks are provided). This provides an excellent opportunity to drive awareness by sponsoring the easy-to-use mobile app/conference portal. In addition to slide decks, the app and portal provide other pertinent conference information, including session schedules, daily events, and exhibitor listings. The sponsor will receive two push notifications deployed on the dates/times of their choosing, and their logo will be prominently displayed on the homescreen of the app.

Mobile App Push Notification **\$2,000**



Drive attendees to your booth or Innovation Theater with a mobile app announcement. Customized messages must be created and provided by the sponsor (character limits apply). Announcements are appropriately timed to maximize your traffic.

Overhead Panel **\$8,500**

Harbor level

Feature your company message on this highly-visible overhead panel. The panel is prominently located in the Harbor Ballroom Foyer, where the CPC General Session and registration will occur. Sponsor is responsible for the artwork. CPC will manage production and onsite logistics.

Passport to Prizes **\$500**

The "Passport to Prizes" booth traffic enhancer gives attendees an extra incentive to stop by your booth. For only \$500, your company name is printed in the "Passport to Prizes" booklet supplied to all professional attendees in the conference tote bag. Your company listing shows that you are a participating exhibitor and eligible to sign attendees' passports so they can qualify for a prize drawing, enticing maximum traffic to your booth. Attendees must earn the signature by speaking with your staff about your available offerings.

Registration Desk Kick Panel **\$12,000**

Your branding will appear on the registration desk kick panel and be prominently seen as attendees visit and pass by the registration desk. The panel is 4' tall and 20' long. Electronic artwork must be provided by the sponsor. CPC will manage production and onsite placement.

Table Stickers **\$7,900**

Your messaging will cover the high-top tables in the Exhibit Hall. Sponsor will provide the artwork. CPC will manage the production and onsite printing. Sponsorship includes 10 tables.

Wi-Fi **\$20,000**

Increase your exposure to CPC attendees by providing free Wi-Fi access. The Wi-Fi sponsorship allows you to customize the login screen and will take attendees directly to your website. Sponsorship recognition will also appear on conference signage. Wi-Fi will be available throughout the meeting space at the Westin Boston Waterfront, where all CPC functions will be hosted.



Opportunities are limited.

Please contact Jeff Hennessy at 732.865.5823 or jhennessyjr@hmpglobal.com.

Increase brand awareness, drive traffic to your booth, and possess a strong visual presence before, during, and after the conference.



CPC Mobile App

Clinical Pathways Congress is pleased to offer the Conference Mobile App, which allows attendees to have mobile access to conference activities through a simple touch of their smartphone.

App Features

- › Conference schedule
- › Exhibitor list
- › Faculty list
- › Floor plan
- › CME/CE/CPE information
- › Industry-supported CME sessions and Innovation Theater listings
- › Attendee information
- › Twitter feeds
- › Searchable content
- › Push notifications

Sponsorship Includes:

- › “Sponsored by (company logo)” on front splash page
- › “Sponsored by (company logo)” in the tool/search bar located at the top of the page
- › Active first button (company logo) linking to your website
- › Two (2) scheduled push notifications during the conference
- › Promo pop-ups: Highlight your company and promote your website/booth number on the homescreen.

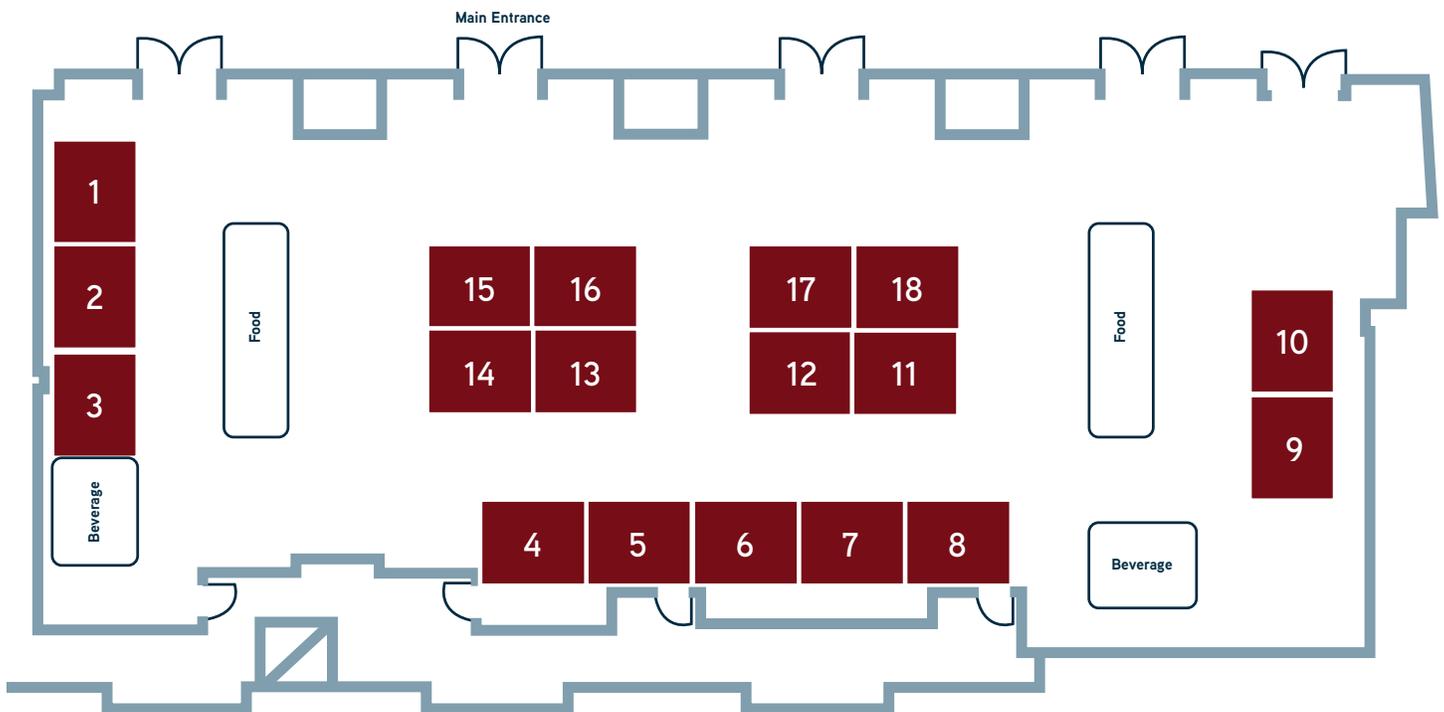
Sponsor Image: 400 pixels × 400 pixels, message (25 characters), and button text (10 characters)

Exclusive Sponsorship Package: \$40,000

This sponsorship will give you a very strong presence throughout Clinical Pathways Congress. The sponsorship will be sold on a first-come, first-served basis.

Exhibit Floor Plan*

Westin Boston Waterfront



*Exhibit floor plan subject to change.

Exhibitor Agreement



CLINICAL
PATHWAYS
CONGRESS

OCTOBER 26-28, 2018
BOSTON, MA

Complete this form to reserve exhibit space for Clinical Pathways Congress 2018 at the Westin Boston Waterfront in Boston, MA, from October 26-28, 2018.

Subsidiaries of one company may have more than one name. Unaffiliated companies may not have a combined listing.

Exhibiting Company Information

AS IT SHOULD APPEAR IN THE CONFERENCE GUIDE

Company Name _____

Company Address _____

City _____ State _____ Zip _____

Company Telephone _____ Company Fax _____

Company Website _____

Contact Information

Contact Name _____ Title _____

Contact Email _____ Telephone _____

Authorized Signature _____ Date _____

Please note that by submitting this form, you understand that your use of this space is subject to the conditions and terms provided, which upon acceptance by HMP will become a binding contract between you, as the exhibitor, and HMP.

Payment Information

Only charge the deposit to my credit card at this time, and I approve the automatic charging of the balance to this credit card on June 22, 2018.

Charge the entire amount to my credit card at this time.

Check Enclosed: Mail your application along with a 50% deposit or full payment and check made payable to HMP to Clinical Pathways Congress Exhibitor Booth Registration, HMP, Dept. 1110039, P.O. Box 150422, Hartford, CT 06115-0422

A 3% administrative fee will be applied to all credit card payments.

Credit Card Type: Visa MasterCard American Express Discover

Name on Credit Card (please print) _____

Credit Card Number _____

Expiration Date _____ Security Code _____

PAYMENT INFORMATION We agree to pay the total booth cost as rent for the space allotted to us. We understand that a 50% deposit must accompany the application, with the balance due June 22, 2018. After this date, payment in full must accompany all space applications. Make checks payable to HMP or provide credit card information above.

CANCELLATIONS Notification of intent to cancel must be provided in writing. Cancellations before June 22, 2018 will result in the forfeiture of 50% of the total booth fee. Cancellations after this date will result in the forfeiture of the total booth fee.

Exhibit Booth

Booth Sizes	Booth Rates	Badges Allocated Per Booth
8' x 10' booth	\$4,275	3
8' x 20' booth	\$8,500	5

Furniture Package | \$500
Add 1 draped table, 2 chairs, and a wastebasket

Passport to Prizes | \$500
Exhibit Hall traffic enhancer

Preferred booth size

_____ x _____

Total booth cost

\$ _____

Assigned booth number

Booth location

1st choice _____

2nd choice _____

3rd choice _____



Return completed agreement to:

Jeff Hennessy

ASSOCIATE VICE PRESIDENT

732.865.5823

jhennessyjr@hmpglobal.com

Sponsorship Agreement



CLINICAL
PATHWAYS
CONGRESS

OCTOBER 26-28, 2018
BOSTON, MA

Complete this form to become a sponsor of Clinical Pathways Congress 2018 at the Westin Boston Waterfront in Boston, MA, from October 26-28, 2018.

Company Information

Company Name _____

Address _____

City _____ State _____ Zip _____

Company Telephone _____ Company Fax _____

Contact Information

Contact Name _____ Title _____

Contact Email _____ Telephone _____

Authorized Signature _____ Date _____

Payment Information

Only charge the deposit to my credit card at this time, and I approve the automatic charging of the balance to this credit card on June 22, 2018.

Charge the entire amount to my credit card at this time.

A 3% administrative fee will be applied to all credit card payments.

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American Express Discover

Credit Card Type: Visa MasterCard

Name on Credit Card (please print) _____

Credit Card Number _____

Expiration Date _____ Security Code _____

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Return completed agreement to:

Jeff Hennessy

ASSOCIATE VICE PRESIDENT

732.865.5823

jhennessyjr@hmpglobal.com

Sponsorship Opportunities

Asterisk indicates exclusive sponsorship.

<input type="checkbox"/> Platinum Sponsorship*	\$50,000
<input type="checkbox"/> Gold Sponsorship	\$35,000
<input type="checkbox"/> Silver Sponsorship	\$25,000
<input type="checkbox"/> Bronze Sponsorship	\$15,000
<input type="checkbox"/> Mobile App*	\$40,000
<input type="checkbox"/> Innovation Theater*	\$40,000
<input type="checkbox"/> Afternoon Refreshment Break Choose One: <input type="checkbox"/> Friday <input type="checkbox"/> Saturday	\$5,000
<input type="checkbox"/> Bag Insert (Double-Sided)	\$3,000
<input type="checkbox"/> Coffee Station Choose One: <input type="checkbox"/> Friday <input type="checkbox"/> Saturday <input type="checkbox"/> Sunday	\$5,000
<input type="checkbox"/> Conference Guide Ad	\$5,000
<input type="checkbox"/> Conference Tote Bags	\$10,000
<input type="checkbox"/> Continental Breakfast Choose One: <input type="checkbox"/> Saturday <input type="checkbox"/> Sunday	\$10,000
<input type="checkbox"/> Cyber Center	\$15,000
<input type="checkbox"/> E-Blast to Attendees	\$1,500
<input type="checkbox"/> Escalator Runner	\$9,500
<input type="checkbox"/> Exhibit Hall Grand Opening Reception	\$15,000
<input type="checkbox"/> Footprints/Floor Decals	\$9,500
<input type="checkbox"/> Harbor Ballroom Foyer Column Wraps	\$10,000
<input type="checkbox"/> Harbor Ballroom Foyer Wall Cling	\$15,000
<input type="checkbox"/> Guest Room Keycards (No Sleeve) \$5,000 (Sleeve) \$6,500	
<input type="checkbox"/> Hotel Room Door Drops	\$3,000
<input type="checkbox"/> Lanyards	\$4,000
<input type="checkbox"/> Mailing List Rental	\$1,500
<input type="checkbox"/> Meterboards	\$3,000
<input type="checkbox"/> Mobile App Push Notification	\$2,000
<input type="checkbox"/> Overhead Panel	\$8,500
<input type="checkbox"/> Registration Desk Kick Panel	\$12,000
<input type="checkbox"/> Passport to Prizes	\$500
<input type="checkbox"/> Table Stickers	\$7,900
<input type="checkbox"/> Wi-Fi	\$20,000

Terms and Conditions

This form indicates the policies and regulations set forth as part of the contract for sponsorship with HMP Communications and its organizing committee, hereinafter referred to as HMP, for the Clinical Pathways Congress being held at the Westin Boston Waterfront from October 26–28, 2018 in Boston, MA. HMP reserves the sole right to render all interpretations, to amend and enforce these policies and regulations, and to establish any and all further regulations not specifically covered below to assure the general success and well-being of the conference. HMP reserves the right to decline, prohibit, and/or deny any sponsorship that in its sole judgment is contrary to the character, objectives, and best interests of the conference or suitable for its attendee audience.

1. GENERAL EXHIBIT INFORMATION All exhibits must be set up by 10:00 AM on Friday, October 26, 2018 without exception. The exhibits officially close at 6:30 PM on Saturday, October 27, 2018. No exhibitors may dismantle exhibits until the official closing time. HMP reserves the right to assign booth space. All booths must reflect a uniform image. Each exhibitor will be permitted to display the following items only: literature, logos, company signs, and samples.

2. EXHIBITOR SERVICES The following services will be provided for exhibitors at no additional charge: 7' × 44" identification sign, 8'-high back wall, and 3' side drape. The official decorating and drayage company of the Clinical Pathways Congress will provide and distribute an exhibitor kit containing literature and rates for all services and equipment. All furnishings and special requirements should be ordered through that decorating company.

3. CEILING HEIGHT No hanging sign or booth display may exceed 8' in height with the exception of island booths and perimeter booths. Companies in island or perimeter booths must contact show management for booth displays exceeding 8' for restrictions. Contact show management for any specifics.

4. EXHIBIT COORDINATOR The official decorating company will direct and manage all of the following services and will have a service desk in operation at the time of installation and dismantling: Exhibitor Service Manual distribution • furnishings • labor • rent or exhibit displays • signage • material handling services • transportation services.

5. EXHIBITOR SERVICE MANUAL A complete Exhibitor Service Manual containing all the necessary order forms for drayage, electrical service, furniture rental, carpeting, cleaning, etc., will be sent via email to each exhibitor 60 days prior to the conference. The official decorating company of the Clinical Pathways Congress will also provide instructions within the manual so forms may be processed online.

6. PHOTOGRAPHY IN THE EXHIBIT HALL The use of cameras (including but not limited to cellular phones, film, digital, video taking, or image or sound capturing) or audio taping equipment is prohibited anywhere during the conference without prior permission from Clinical Pathways Congress and/or the presenting author.

7. SUBLETTING OF SPACE The exhibitor agrees that the display will be confined to the area of space reserved and that subletting or showing products other than those manufactured or represented by the exhibitor is strictly prohibited.

8. ARRANGEMENT OF EXHIBITS The exhibitor agrees to manage his/her exhibits so as not to obstruct or interfere in any way with the general view, the view of the exhibits of other exhibitors, or the free passage of spectators. The decision of HMP as to what constitutes such obstruction or interferences will be final.

9. CARE OF SPACE The exhibitor agrees not to deface, injure, or mar the Exhibit Hall of the Westin Boston Waterfront, any of the furniture or fixtures contained therein and/or any of the property of whatever nature placed therein. The exhibitor will be liable to HMP and/or the Westin Boston Waterfront for any damage resulting to such Exhibit Hall, furniture, and fixtures contained therein and/or such property placed therein by HMP, which will occur by reason of the commission or omissions of any exhibitor and/or its agents, servants, or employees. The exhibitor will defend and hold harmless HMP from all claims and suits against HMP arising from the aforesaid commissions or omissions of the exhibitor, their agents, servants, or employees. All material used by exhibitors must conform to the requirements of the Fire Department of Boston, MA. X-ray equipment is to be disconnected.

10. INSURANCE HMP assumes no responsibility for the safety of the personnel and property of exhibitors or the personal property of their officers, agents, servants, or employees. Any exhibitor wishing to insure his/her personnel or goods against injury, theft, damage by fire, accident, or other cause must do so at his/her own expense.

11. SECURITY HMP will provide around-the-clock security to control access to the Exhibit Hall beginning Friday, October 26, 2018, at 10:00 AM and continuing during Exhibit Hall hours only. HMP and the Westin Boston Waterfront are not responsible for loss of or damage to exhibitor property. Exhibitors will be required to display proper credentials to gain access to the floor.

12. LIABILITY HMP will not be liable for any damages in the event that performance of this contract is rendered impossible for any of the following causes: destruction of the Exhibit Hall or any substantial portion thereof by fire, earthquake, the elements, a public enemy, strikes, or other public disorder, impossibility of performance created by lay or any public authority, and/or any cause beyond its control or the control of the Westin Boston Waterfront.

13. CHILDREN Under no circumstances will children under the age of 18 be allowed in the Exhibit Hall during installation or dismantling. For insurance reasons, children are not permitted on the show floor. Due to limited seating capacity and the highly technical nature of the programs, children under the age of 18 are not invited to attend presentations.

14. SHIPPING INSTRUCTIONS Please ship early and prepay all transportation charges. Collect shipments will not be accepted and all shipments should be labeled with return address. Additional shipping instructions and labels will be provided in the decorating kit. All shipments should be packed securely and fully prepaid. Bills of lading should be forwarded to the drayage agent when shipment is made. Each exhibitor agrees to ship his/her materials at the company's own risk and expense.

15. CONDUCT OF EXHIBITS All booths must be uniform. Interviews, demonstrations, and distribution of literature or samples must be made within the booth area assigned to the exhibitor. Canvassing or distributing of promotional materials outside the exhibitor's own booth will not be permitted. Any and all educational activities conducted at the booth must be delivered via headsets – no exceptions. HMP reserves the right to monitor and reduce the sound of any system so that it does not interfere with the show and/or other exhibitors. Exhibitors may not serve or dispense food or beverages of any type from their booths or in the exhibit area without the consent of HMP. No part of the display, including products, is permitted outside the exhibit space. Products and furnishings should be arranged with the safety of the exhibitors and attendees in mind. Each exhibitor must make provisions for the safeguarding of his goods, materials, equipment, and display at all times. The Exhibit Hall will be secure during closed hours, but neither HMP nor the Westin Boston Waterfront will be held liable for personal injuries or for damage to property owned or controlled by the exhibitor in the rented exhibition space. The exhibitor will indemnify and hold HMP and the Westin Boston Waterfront harmless against all such claims. All of the exhibitor's property should be deemed to remain under the exhibitor's custody and control in storage, in transit to or from, or within the confines of HMP or its service contractor. Each exhibiting company should acknowledge that it is responsible for obtaining insurance coverage in such amounts as it deems appropriate to comply with its obligations hereunder and for its own protection. Each exhibiting company that wishes to insure its exhibit and display materials against loss of any kind must do so at its own expense.

16. ELECTRICAL POWER AND UTILITIES Rates and data on electrical power, telephone connections, etc., will be provided in the Exhibitor Service Manual from the decorator.

17. TELECOMMUNICATION SERVICES Rates and data will be provided in the Exhibitor Service Manual from the decorator.

18. BOOTH RELOCATION Organizer reserves the right to rearrange the floor plan at any time. The organizer reserves the right to relocate exhibitors should it become necessary for causes beyond the control of the organizer, or advisable in the best judgement of the organizer. After assignment of space, exhibitor agrees to accept relocation to other comparable space if the organizer deems such a relocation to be necessary or appropriate.

19. CANCELLATION BY EXHIBITOR Notification of intent to cancel must be provided in writing. Cancellations before June 22, 2018 will result in the forfeiture of 50% of the total booth fee; cancellations after this date will result in the forfeiture of the total booth fee.

Book your exhibit
or sponsorship
opportunity today!

For sponsorship pricing, please contact
your sales representative:

Jeff Hennessy

ASSOCIATE VICE PRESIDENT

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Sai Niyogi

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