



**SPRING 2019 EXHIBITOR/SPONSOR REGISTRATION FORM –  
April 13, 2019 – NRG Center – Houston, TX**

- X Yes!** I will participate in the **HCMS Spring 2019 Business Expo**. I am enclosing my:
- Non-refundable deposit of \$250.00 to reserve my booth space/sponsorship and
  - Signed Terms and Conditions (attached).

**Final payment is due March 13, 2019. Registration received on or after March 13, 2019 must include payment in full.** Registrations will be accepted until all booths are sold.

**How did you hear about the Expo?** \_\_\_\_\_

**Please indicate your top 3 booth choices (refer to the floor plan). Booths assignments are made in the order of payment received.**

**First choice:** \_\_\_\_\_ **Second choice:** \_\_\_\_\_ **Third choice:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Organization Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **Email:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**Tell the physicians who you are (we will use this in HCMS promotional materials. Please limit to 30 words):**

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Make your selections below and calculate the total at the bottom**

Quantity	Description	Price per item	Total
	8x8 Booth	\$1,050.00	
	8x10 Booth	\$1,150.00	
	10x10 Booth	\$1,250.00	
	Electrical Outlet – <b>Must be ordered by 3/25/19</b>	\$105.00	
	Extension Cord or Power Strip (circle one)	\$30.00	
	Internet Access	TBA via Email	
	Lunch*	TBA via Email	
<b>Booth Total</b>			<b>\$</b>

**Increase your visibility with a sponsorship. [See Website](#) or call for details**

Quantity	Description	Price per item	Total
	Invitation	\$1,500.00	
	Email Invitation	\$1,050.00	
	Flyers	\$800.00	
	Registration Bags – (200 distribution)	\$825.00	
	CME Sponsorship - three different opportunities 1 <sup>st</sup> 2 <sup>nd</sup> 3 <sup>rd</sup> (circle one)	\$800.00 each	
	Parking Pass	\$735.00	
	Lunch Sponsorship – Four sponsorships total	\$650.00 each	
	Continental Breakfast – Two total	\$525.00 each	
	Refreshments – four different opportunities; two per refreshment break 1 <sup>st</sup> 2 <sup>nd</sup> (circle one)	\$550.00 each	
	Badge Holder (200 distribution)	\$550.00	
	USB Flash Drive (200 distribution) – Insertion in Registration Bags	\$350.00	
	Pens – (250 distribution)	\$325.00	
	Notepads (250 distribution)	\$325.00	
	Stick 15 to Win (required stop – max 8 total)	\$325.00 each	
	Water Cooler – Two sponsorships total	\$325.00 each	
<b>Sponsorship Total</b>			<b>\$</b>
<b>GRAND TOTAL</b>			<b>\$</b>

\*Must complete lunch order form. Lunches may not be paid for with Friends of the Society account.

**Method of payment:**

- FRIENDS of the SOCIETY Account**       **Company check**

**Make checks payable to Medserv, Inc. in the amount of \$ \_\_\_\_\_**

**Mail checks to:**

Medserv, Inc., 1515 Hermann Drive  
Attention: Ahuva Terk  
Houston, TX 77004

- Credit Card PERSONAL or CORPORATE (circle one) in the amount of \$ \_\_\_\_\_**

**Visa/MasterCard/American Express/Discover Payments**

**Name:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**CC#** \_\_\_\_\_ **Exp Date** \_\_\_\_/\_\_\_\_ **Amount \$** \_\_\_\_\_

**Name on Card** \_\_\_\_\_ **Signature** \_\_\_\_\_

\_\_\_\_\_ **Personal Card** or \_\_\_\_\_ **Business Card (check one)**

# Harris County Medical Society Spring Business Expo 2019 – April 13, 2019 Terms and Conditions Agreement

## **Section 1 –Submission and Acceptance:**

Sponsor's/Exhibitor's ("Exhibitor") submission of signed Exhibitor Registration Form and Terms and Conditions, **accompanied by a \$250 non-refundable deposit** in good funds shall constitute an offer from Exhibitor to enter into an agreement with Medserv Inc. ("Medserv") for the purpose of exhibiting or purchasing a sponsorship in the Spring 2019 Harris County Medical Society Business Expo (the "Expo", "Business Expo"). Such an offer can only be accepted by execution of this agreement by the authorized Medserv employee listed on page 3 of the Terms and Conditions Agreement (Ahuva Terk). After signing the Agreement, Medserv will send to Exhibitor a fully-signed copy of the Terms and Conditions Agreement, which shall constitute Medserv's acceptance and cause the terms in the Exhibitor Registration Form and this Terms and Conditions Agreement (together, Exhibitor's Application Packet) as a whole to become effective. Acceptance of the Exhibitor's Application Packet does not constitute an endorsement by HCMS or Medserv.

**\$250 in good funds is required as a deposit with an Exhibitor's Application Packet to request to reserve a booth. Booth assignments will be made in the order reservation requests are received. Full payments for all booths and sponsorships must be received by Medserv no later than March 13, 2019.** Exhibitor's Application Packets received on or after March 13, 2019, must be accompanied by payment in full. Exhibitors submitting late applications may not be included in all promotional materials.

**Medserv reserves the right to adjust booth assignments.** Any changes will be discussed with the affected Exhibitor in advance of the Business Expo.

## **Section 2 – Benefits to Exhibitors and Sponsors:**

### **Exhibitors:**

- In exchange for payment in full for the booth(s) contracted by the Exhibitor, Medserv will provide the following for each (8'x8', 8'x10' or 10'x10') booth:
  1. back and side drapes
  2. draped six-foot table
  3. two chairs
  4. 7 x 44-inch sign with company name, as listed in the Exhibitor Registration Form
  5. name badges
  6. parking pass, if applicable
  7. company name and booth number listed in the registration handout
  8. company name, brief description of services, website hot link, and booth number listed on the HCMS website in the Business Expo section (as listed in the Exhibitor Registration Form)
  9. list of Expo RSVPs and attendees after the event
  10. one complimentary copy of the *2018-2019 HCMS Pictorial Roster*
- Exhibitors shall provide their own equipment or furnishings. Individual requests for special equipment will be handled by Freeman.

### **Sponsors:**

- In exchange for payment in full for sponsorship, Medserv will provide the following for each Sponsor in addition to the benefits associated with each unique sponsorship agreement (specific benefits by sponsorship can be found on the HCMS website at <https://www.hcms.org/advertise/sponsorships-expo/>):
  1. listing on a sign displayed at the event listing all event Sponsors
  2. name badges
  3. parking pass, if applicable
  4. one complimentary copy of the *2018-2019 HCMS Pictorial Roster*
  5. company name, brief description of services, website hot link, and booth number listed on the HCMS

website in the Business Expo section (as listed in the Exhibitor Registration Form)

6. sponsorship acknowledgement in registration handout
7. list of Expo RSVPs and attendees after the event

### **Section 3 – Exhibitor Responsibilities:**

- Exhibits which have a disruptive nature and/or unsuitable content, as determined solely by Medserv, are not permitted.
- Live or recorded music is prohibited.
- Exhibitors and their exhibits are limited to their assigned booth space. Marketing displays and material cannot block or interfere with the booth space of other Exhibitors. Exhibitors are not permitted to solicit customers in the aisles, outside the booth, or in any other area of the show. Exhibitors must remain within their own space while distributing literature, products samples, or other materials.
- Any food or beverage sample distributed and/or sold by an Exhibitor must meet the following criteria:
  - All sample sizes are restricted and not to be competitive with the products sold by ARAMARK's food and beverage outlets. Allowable sizes are: 2-oz food item and 2-oz non- alcoholic beverage.
  - ABSOLUTELY NO ALCOHOLIC BEVERAGES are permitted to be brought into NRG Park.
  - All food and beverage products sold by exhibitors must be packaged for at- home consumption and not to be consumed on premise. The minimum selling size must be pre- approved by ARAMARK.
  - Coca Cola is one of the major sponsors in NRG Park, please note the following exceptions:
    - There can be no sampling of any beverages other than a Coca- Cola product.
    - There can be no sampling of any type of ice cream product or bottled water.
- No helium balloons or open flames (candles, lanterns, etc.) are permitted in the exhibit area.
- Smoking is not permitted in the meeting rooms or exhibit areas.
- There will be no subletting or assignment of a booth except by written permission of Medserv.
- Exhibitors must adhere to the opening and closing times of the exhibit hall.
- Fire Protection: Booth decorations as well as any merchandise or materials attached to table skirts must be noncombustible or flame-proofed. Electrical wiring must conform to all federal, state, and municipal government regulations 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, the right is reserved to cancel all or such part of the exhibits deemed irregular. Exhibitors must comply with local fire regulations.
- **Exhibitor is responsible for unloading and setting up material the day of the expo.** Only curbside unloading will be provided, located on the west side of NRG Center. Exhibitor may use the passenger and/or freight elevators to bring materials to exhibit floor, located on the second floor of NRG Center. Delivery vehicles cannot access the exhibit floor. Exhibitors with any unloading needs beyond those described above (requirements for loading docks, forklifts, etc.) must contact Medserv at least a week before the expo. Medserv will do its best to accommodate the request. Special unloading requests may result in additional charges that may have to be absorbed by Exhibitor. Exhibitor will be notified in advance regarding any additional charges.

### **Section 4 - Liability:**

- Neither Medserv nor the NRG Center assumes responsibility for damage to, loss, or theft of property of the Exhibitors or the Exhibitors' agents, employees, or invitees.
- **EXHIBITOR AGREES TO BE RESPONSIBLE FOR ITS OWN PROPERTY. EXHIBITOR SHALL RELEASE AND HOLD HARMLESS AND INDEMNIFY MEDSERV FROM ANY AND ALL CLAIMS, OBLIGATIONS, LIABILITIES, CAUSES OF ACTION, LAWSUITS, DAMAGES AND ASSESSMENTS, INCLUDING LEGAL FEES, THAT RESULT FROM AN ALLEGATION OF NEGLIGENCE ON THE PART OF THE EXHIBITOR OR MEDSERV OR THIRD PARTIES IN THE USE OF THE EXHIBIT SPACE OR ACTIVITIES IN CONNECTION WITH THE USE OF EXHIBIT SPACE.**
- Exhibitor acknowledges that the risk allocations of this section are reasonable based on the understanding that Exhibitor shall obtain, at its own expense, adequate insurance against any such industry, loss, or damage.
- Exhibitor agrees to pay for any damage caused to the NRG Center property by the Exhibitor or its representatives. Exhibitor will not be responsible, however, for ordinary wear and tear or for damage that it can show was caused by persons other than Exhibitor or Exhibitor's agents or employees.

**Section 5 – Refund and Cancellation Policy:**

- All cancellation notices must be provided in writing.
- The following refund policy will be followed once the cancellation notice is received:
  - 8 calendar weeks or more prior to the Expo - \$250 deposit is forfeited, the balance will be reimbursed.
  - 7 to 4 calendar weeks prior to the Expo - \$250 deposit is forfeited; the balance must be applied to the following HCMS Business Expo or the following year's Pictorial Roster.
  - 2 to 3 calendar weeks prior to the expo - 50% of monies paid is forfeited and 50% must be applied to the following HCMS Business Expo or the following year's Pictorial Roster.
  - One calendar week prior to the expo – all monies paid are forfeited.
- **The balance owing for any booth or sponsorship must be received by Medserv no later than March 13, 2019. Failure to do so will result in a 5% late charge added to the unpaid balance, and the Exhibitor may lose its right to the space assignment previously designated.**
- In the event of failure or inability to fulfill this contract or to furnish the space due to fire, strikes, authority of the law, act of God or any other cause or reason, Medserv agrees to return to the Exhibitor all monies paid, except the \$250 deposit, and thereupon this agreement shall be deemed canceled by mutual consent, and Medserv shall be relieved from all responsibility.
- If, due to any reason, Medserv cannot hold the event in its originally designated location, but is able to offer another location on the same date, vendors wishing to cancel attendance will be subject to the standard cancellation policy above.
- If, due to any reason, Medserv is forced to reschedule the event, Exhibitors wishing to cancel attendance will receive all monies paid, except the \$250 deposit, and thereupon this agreement shall be deemed canceled by mutual consent, and Medserv shall be relieved from all responsibility.

Acceptance of this application as an agreement between the Exhibitor and Medserv will occur when signed by one of the Medserv representatives listed below.

It is understood that all exhibit agreements are subject to review by the Medserv Board.

It is agreed that disapproval of an Exhibitor by the Board will result in termination of the agreement without penalty to either party. In such an event, Medserv agrees to return to the Exhibitor all monies paid.

This agreement shall be governed by, and construed and enforced in accordance with, the laws of the State of Texas. Any litigation arising under or in connection with this agreement shall be in the courts of Harris County, Texas, and each party hereby consents to personal jurisdiction and venue therein.

This agreement constitutes the entire agreement between the parties with respect to the subject matter hereof and may not be changed orally, but only by an agreement in writing signed by the party against whom the enforcement of any change is sought. The parties acknowledge that each has read this agreement, understands it, and agrees to be bound by its terms.

**Date:** \_\_\_\_\_

**Exhibitor/Sponsor Representative's Signature:** \_\_\_\_\_

**Print Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Medserv Inc., Contract Authorization (electronic signature):** *Ahuva Terk*

Ahuva Terk,  
Sales & Marketing Manager  
Medserv, Inc., Service Company of the Harris County Medical Society



## Exhibitor Information Form

### April 13, 2019 - NRG Center

Please complete this form and return it with your completed Registration Form, or return to Ahuva Terk via secure fax to 713-528-0951, or email to [sales@hcms.org](mailto:sales@hcms.org) no later than March 29, 2019.

Company Exhibiting\* *(as you would like it to appear on your booth sign and name-tags)*: \_\_\_\_\_

Contact person: \_\_\_\_\_ Phone number: \_\_\_\_\_

**Name-tags:**

Representatives attending the expo *(first and last names as you would like them to appear on the name-tags)*:

1. \_\_\_\_\_ 2. \_\_\_\_\_

3. \_\_\_\_\_

**Shipping and Booth Amenities:**

Will you need shipping before the expo? Please let us know if you have ordered the following:

Shipping?     Yes     No    # of boxes shipped \_\_\_\_\_

The RSVP/Attendee List will be emailed to the above primary contact 5 business days after the event, unless otherwise specified below.

\_\_\_\_\_  
(Name and email address)

**For more information contact: Ahuva Terk 713-524-4267 ext. 329**

\*If this form is not received by March 29, 2019 company name will appear as stated on the Expo Registration Form and blank name-tags will be provided.