Baltimore, Maryland
Health Physics Society 59th Annual Meeting

Exhibitor Prospectus & Sponsorship Opportunities
Exhibiting with Health Physics Society

The HPS Annual Meeting brings in the most recognized names in the industry, which is an excellent way for Exhibitors to:

♦ Stand out to Scientists, Researchers, Administrators, Educators, Policy Makers
♦ Network
♦ Increase Product Awareness and Brand Image
♦ Reach over 1,000 attendees from:
  - Academia
  - Government
  - Industry Radiation Protection
  - Medicine
  - Research & Development
  - Analytical Services
  - Consulting
  - Non-Profit

Reserve your booth and sponsorship by 6 June 2014

HPS Members: Employment Breakdown, 2013

Specialty Groups representing:
- Accelerator
- Administration
- Applied Health Physics
- Dosimetry
- Education
- Instrumentation
- Medical Physics
- Monitoring Environmental
- Monitoring Personnel
- Nonionizing Radiation
- Nuclear Fuel Cycle

Specialty Chart Breakdown, 2013

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accelerator</td>
<td>11%</td>
</tr>
<tr>
<td>Administration</td>
<td>19%</td>
</tr>
<tr>
<td>Applied Health Physics</td>
<td>7%</td>
</tr>
<tr>
<td>Dosimetry</td>
<td>9%</td>
</tr>
<tr>
<td>Education</td>
<td>5%</td>
</tr>
<tr>
<td>Instrumentation</td>
<td>4%</td>
</tr>
<tr>
<td>Medical Physics</td>
<td>11%</td>
</tr>
<tr>
<td>Monitoring Environmental</td>
<td>5%</td>
</tr>
<tr>
<td>Monitoring Personnel</td>
<td>3%</td>
</tr>
<tr>
<td>Nonionizing Radiation</td>
<td>1%</td>
</tr>
<tr>
<td>Nuclear Fuel Cycle</td>
<td>2%</td>
</tr>
<tr>
<td>Nuclear Medicine</td>
<td>4%</td>
</tr>
<tr>
<td>Radiation Safety</td>
<td>2%</td>
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<tr>
<td>Radiochemistry</td>
<td>2%</td>
</tr>
<tr>
<td>Radiological Assessment</td>
<td>2%</td>
</tr>
<tr>
<td>Reactors</td>
<td>3%</td>
</tr>
<tr>
<td>Reactors, Power</td>
<td>1%</td>
</tr>
<tr>
<td>Regulations/Standards</td>
<td>1%</td>
</tr>
<tr>
<td>Research</td>
<td>1%</td>
</tr>
<tr>
<td>Waste Management</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>

STATS

$96
81%
87%
67%

The cost of making an initial face-to-face visit with a potential customer through an exhibition lead - compared to $1,039 without exhibiting.

81% of exhibition attendees have buying influence over one or more major types of products at shows.

87% of purchasing decision-makers found that exhibitions are an "extremely useful" source of needed purchasing information.

67% of all attendees represent a new prospect and potential customer for exhibiting companies.

Statistics are based on the Center for Exhibition Industry Research (CEIR) current reports.
### Become an Affiliate Member of the Health Physics Society
Affiliate members are those organizations whose interests in the field of radiation safety are such as to warrant a formal working relationship with the Society. In general, they are organizations that provide services to the radiation safety profession. Ask for an Affiliate Membership Form if you are interested!

### Booth Package

<table>
<thead>
<tr>
<th>Price Type</th>
<th>Price Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Affiliate Price</strong></td>
<td>HPS Affiliate Member Booth $1,700</td>
</tr>
<tr>
<td></td>
<td>HPS Affiliate Additional Booths $1,500</td>
</tr>
<tr>
<td><strong>Non-Member Price</strong></td>
<td>Non-Member Booth $1,900</td>
</tr>
<tr>
<td></td>
<td>Non-Member Additional Booths $1,700</td>
</tr>
<tr>
<td><strong>Non-Profit Price</strong></td>
<td>Non-Profit Organization Booth $1,000</td>
</tr>
</tbody>
</table>

### Exhibitor Schedule

#### MEETING DATES
Sunday 13 - Thursday 17 July 2014

#### MOVE IN
- Sunday 13 July Noon-5:00 PM
- Monday 14 July 8:00-11:00 AM

#### EXHIBIT HOURS
- Monday 14 July Noon-5:00 PM
- Tuesday 15 July 9:30 AM-5:00 PM
- Wednesday 16 July 9:30 AM-Noon

#### MOVE OUT
- Wednesday 16 July Noon-6:00 PM

The HPS Annual Meeting will officially end Thursday 17 July 2014.

All booths include pipe and drape and an identification sign.

HPS expects each exhibit booth to be staffed during all show hours, Monday 14 July through Wednesday 16 July. Please note that perimeter security will be provided in the exhibit area during the optional break hours; however, at all times each exhibiting company or organization will be responsible for its inventory and materials.

Only HPS 2014 Annual Exhibitors are permitted to do business on the show floor. All exhibitors are expected to act appropriately and in a professional manner. Any sales people who are disrupting the business of another exhibitor will be asked to leave the show floor.

### Your Booth Package Includes:
- Complimentary meeting registration for two of your exhibit staff (two per 10’x10’ booth), allowing them to attend the scientific program, register for optional programs (AAHP, PEP Courses, or ticketed events). Additional ‘Exhibits Only’ personnel may be registered for $40 each.
- Preregistration email blast sent to Exhibitors upon request
- Your Company’s contact information, including a description of your products and/or services will be printed in the Final Program and available online
- Listing of attendees sent to Exhibitors upon completion of the meeting to follow up with contacts
- Take advantage of negotiated rates at Conference Hotels, if reservations are made through the conference website
- Show Management will provide 24 hour perimeter security in Exhibit Hall, and the area will be locked between 6:00 PM-8:00 AM each show day
- Aisles will be carpeted at HPS expense
HPS offers exciting sponsorship opportunities. Sponsorship will increase your visibility at the show, and is a great way to strengthen networking relationships.

Contact Exhibits@HPS.org for more details

**Sponsorship Benefits Include:**
- Recognition in the HPS Final Program
- Weblink on HPS.org
- Logo visibility on promotional ads and materials
- Signage visibility onsite

### Levels of Sponsorship

**Platinum Sponsorship - $10,000**

**Benefits:** Three complimentary 10’x10’ booths, Full page color ad on inside front or back cover (based on availability) in Final Program, Program Acknowledgement, Signage at HPS Registration Desk with logo

**Gold Sponsorship - $5,000**

**Benefits:** Two complimentary 10’x10’ booths, Full page black and white ad in Final Program, Program Acknowledgement, Signage at HPS Registration Desk with logo

**Silver Sponsorship - $2,500**

**Benefits:** One complimentary 10’x10’ booth, Half page black and white ad in Final Program, Program Acknowledgement, Signage at HPS Registration Desk with logo

**Bronze Sponsorship - $1,000**

**Benefits:** Program Acknowledgement, Signage at HPS Registration Desk with logo

### Sponsorship Opportunities:

**S-1 Advertising in Final Program**
(multiple sponsors) See Order/Contract Form

**S-2 Lunch in Exhibit Hall**
$18,000
Provides lunch for attendees in the Exhibit Hall on opening day of the Exhibits. Lunch will have signage.

**S-3 Welcome Reception**
$15,000 for 1, $7,500 for multiple
Provides food for Opening Reception for attendees. Reception will have signage.

**S-4 Conference Tote Bag**
$8,000
Provides a tote bag for attendees to carry through the Exhibit Hall and to all the Sessions. Your organization’s logo along with the conference logo will be screen-printed on the tote and distributed to all attendees.

**S-5 Upgraded Coffee Break**
$5,000 per break
Provides one morning or afternoon refreshment break for attendees with upgrades - muffins with coffee in the morning, and juices and cookies in the afternoon. Breaks will have signage.

**S-6 Internet Cafe**
(1 or more sponsors) $2,500 per sponsor
Provides up to 3 online computers for attendees to access their email during the conference. Screensaver will show your organization's logo on each computer.

**S-7 Lanyards**
(1 sponsor) $2,000
Provides lanyards for attendees. Your organization’s logo will be screen-printed on the lanyard and distributed to all attendees. If sponsoring organization provides the lanyards, the cost of S-7 will be $500.

**S-8 Lounge Sponsorship**
$1,500
Your organization’s logo will be on a lampost with a banner, and on the Charging Station in the lounge (see photos on the next page).

**S-9 Technical Tours**
(1 sponsor) $1,400 per tour - General Support
Your organization’s logo will be on the bus signs.

**S-10 5k Run Shirts**
(1 sponsor) $600
Your organization’s logo will be screen-printed on the 5k run shirt and distributed to all runners.

**S-11 Open Mic Night**
(Multiple Sponsors) $500 each
Your organization’s logo will be on Open Mic Night signage.

**S-12 Computer Projection**
(Multiple Sponsors) $500 per day per session room
Your organization’s name and logo on projection screen during all breaks.

**S-13 Handouts in Tote Bag**
$350 each handout
Your organization’s handout (maximum size, 8.5” x 11”) will be put in the HPS Tote Bags that are handed out to all attendees. Handouts are due about one week prior to the start of meeting, and must be approved by HPS before you print.
Sponsorship Opportunities with the Health Physics Society

S-8 Charging Station

S-8 Lounge Sponsorship
Exhibit Hall Layout - Baltimore Convention Center

**Show Schedule**

**MOVE IN**
- Sunday 13 July: Noon-5:00 PM
- Monday 14 July: 8:00-11:00 AM

**EXHIBIT HOURS**
- Monday 14 July: Noon-5:00 PM
- Tuesday 15 July: 9:30 AM-5:00 PM
- Wednesday 16 July: 9:30 AM-Noon

**MOVE OUT**
- Wednesday 16 July: Noon-6:00 PM

Coffee Breaks from Monday afternoon to Wednesday morning will be held in the Exhibit Hall.
Baltimore Convention Center, Baltimore, Maryland

Meeting Dates: 13-17 July 2014

The Following Booth Space is Requested (please choose 3!):

1._______ 2._______ 3._______

Company Name_________________________________

- HPS Affiliate Member Booth $1,700
- HPS Affiliate Additional Booths $1,500
- Non-Member Booth $1,900
- Non-Member Additional Booths $1,700
- Non-Profit Organization Booth $1,000

Sponsorship:

<table>
<thead>
<tr>
<th>Item #</th>
<th>Name</th>
<th>Amount</th>
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Example:

| S-2    | Lunch in Exhibit Hall                    | $ 18,000   |

Advertising:

- Inside Front Cover Color 8 1/2 x 11 $900
- Outside Back Cover Color 8 1/2 x 11 $900
- Inside Back Cover Color 8 1/2 x 11 $800
- Full Page Ad 8 1/2 x 11 $500
- Half Page Ad 8 1/2 x 5 1/2 or 4 1/4 x 11 $300
- Handouts in Conference Tote Bag $350

TOTAL $ 

See the next page for payment and to provide Final Program description and booth attendee information

Questions? Call us at 703.790.1745, or email us at Exhibits@HPS.org
Booth Attendees for Company: __________________________________________
Two are complimentary with each Booth, and enjoy full conference registration. If you would like additional attendees with the Exhibits Only rate, an additional $40 per attendee, please list their name(s) as well:

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Name</th>
<th>Email</th>
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Booth Description
Please submit your 50-word description of your Company’s Booth for placement in the Final Program, or submit electronically to: Exhibits@HPS.org

_______________________________________________________________________________________________________________________________________________
_______________________________________________________________________________________________________________________________________________
_______________________________________________________________________________________________________________________________________________
_______________________________________________________________________________________________________________________________________________
_______________________________________________________________________________________________________________________________________________

Payment Information for Company Name: _________________________________________
Full payment is due within 30 days of reservation to secure your Booth and/or Sponsorship opportunity. Payment must be received by 6 June 2014 in order to be included in the Final Program.
If paying by check, make payable and mail to: Health Physics Society, 1313 Dolley Madison Blvd., Suite 402, McLean, VA 22101
☐ VISA   ☐ MasterCard   ☐ American Express

<table>
<thead>
<tr>
<th>Card Number</th>
<th>CVV</th>
<th>Exp. Date</th>
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</table>

Cardholder Name

Cardholder Signature

Cardholder Address

Cardholder Email

Cardholder Phone

Booth Total $______
Sponsorship Total $______
Advertising $______
TOTAL FEES $______
RULES AND REGULATIONS

1. Location, Dates, and Hours of Exhibit: The Exhibition will be held at the Baltimore Convention Center. The exhibit area will be open free of charge to the meeting registrants as follows:

   Monday 14 July  
   Noon-5:00 PM

   Tuesday 15 July  
   9:30 AM-5:00 PM

   Wednesday 16 July  
   9:30 AM-Noon

   These hours are subject to change as dictated by program requirements.

2. Installation and Dismantling: Booths will be accessible to Exhibitors for setting up displays between Noon-5:00 PM Sunday 13 July and Monday 14 July from 8:00-11:00 AM, and are to be ready for display by Monday 14 July at Noon. Packing and removal can begin at Noon until 6:00 PM, Wednesday 16 July 2014.

3. All booth personnel must register using the exhibitor reservation form. Additional booth personnel must register as “Exhibits Only” for an additional $40.

4. Standard and Special Booth Equipment: Standard booth equipment consists of draperies assembled with polished aluminum attachments, backs 8' high and side rail dividers 3' high. These are included in the booth charge. A sign 7' by 44' with one line of copy for identification is furnished for the backdrop. Official decorator for the Exhibitors is Summit Expo. A complete line of furniture, display tables, and other items is available. Official Drayage Company is Summit Expo.

   All independent service companies performing work at the show site will be required to submit certificates of insurance for both workers’ compensation and general liability insurance at amounts established by the state of Maryland. Deadline for receipt of these materials is 20 June 2014—three weeks prior to the start of the show. In addition, such contractor must submit his request in writing to the show management and list the names of all company representatives working in the exhibit area and must adhere to all exhibitor move-in and move-out hours and regulations.

5. Space assigned to an Exhibitor may be transferred by the Exhibit Manager to affect balance against congestion, to avoid confusion in firm names, to solve competitive conditions, or similar reasons. No such transfer will be made without notice to Exhibitor in writing. An Exhibitor may not share or sublet space to another party. One Exhibitor may not exhibit the named “end product” of another Exhibitor without permission of that Exhibitor and the Exhibit Manager in writing.

6. General Regulations: Loud speaking sound displays are prohibited. The Society reserves the right to refuse any exhibit not in good taste or inconsistent with a meeting of this kind. All exhibits, back walls, and decorations will be limited to 8’ in height and not extending more than 2’ from the back wall except actual equipment which in normal operation exceeds this height. Permission to exhibit equipment with abnormal heights must be obtained from the Exhibit Manager. Any large items must be placed in the rear 4’ of the booth.

7. Exhibitor will be responsible for sales tax owed to Maryland, on any transactions made on the show floor. Exhibitor will be responsible for any business license required by Maryland. No exhibitor will be permitted to give away premium items, nor to conduct any prize drawings, awards for signing of names and addresses, or other extreme promotions without first obtaining written permission from the Exhibit Manager.

8. Photographing booths is limited to non-exhibit hours or candid shots only. Exhibitors and photographers shall not disrupt visitor traffic by clearing booths or aisles for photography during the regular conference hours.

9. All exhibit and booth materials, particularly drapes, curtains, table covers, etc. must comply with Federal, State and City Fire Laws, Insurance Underwriter and Convention Center Safety Regulations, and must be flame-proof. All packing containers, excelsior and similar materials are to be removed from the exhibition area upon completion of the booth arrangement. The Exhibitor is restricted to materials which will pass fire inspection. Decorations of paper, pine boughs, leafy decorations or tree branches are prohibited. Volatile or flammable oils, gases, unprotected picture films, other explosives or flammable matter, or any substance prohibited by the City Departments or authorities will not be permitted in the exhibition areas. Likewise, all electrical wiring must be approved and installed in accordance with State and Local Regulations. Smoking in exhibits may be prohibited. Crowding will be restricted. Aisles and fire exits cannot be blocked by exhibits.

10. In their own best interest, and for security, Exhibitors shall keep an attendant in their own booths during all exhibit hours. No exhibit may be dismantled before the specified time, nor may any part of the exhibit or equipment be removed, once it has been set up, without permission of the Exhibit Manager.

11. Due to the tremendous value of exhibits, it is impractical and impossible to insure Exhibitor’s equipment against loss, theft, damage and breakage. Neither the Convention Center nor any of its employees, nor representatives, nor any representatives of Health Physics Society, nor Burk and Associates Inc., nor any subcontractor will be responsible for any injury, loss or damage to the Exhibitor, the Exhibitor’s employees or property, however caused. In addition the Exhibitor must assume responsibility for damages to the Convention Center property and indemnify and hold harmless the Convention Center from liability, which might ensue from any cause, whatsoever, including accidents or injuries to Exhibitors, their agents or employees. The Exhibitor must also assume responsibility for any accident, injury or property damage to any person viewing his exhibit where such accident, injury or property damage is caused by the negligence of the Exhibitor, his agents or employees. In view of the foregoing, Exhibitors are urged to place “extraterritorial” and other coverage on equipment and exhibits, and arrange for extended public liability insurance with their regular insurance carrier, particularly if they are conducting experiments or demonstrations using heat or high voltage.

12. Health Physics Society and the Exhibit Manager for the meeting will cooperate fully, but cannot assume responsibility for damage to Exhibitor’s property, lost shipments either coming in or going out of the premises or for moving costs. Any damage due to inadequately packed property is Exhibitor’s own responsibility. If exhibit fails to arrive, Exhibitor will be, nevertheless, responsible for booth rent and no refund will be made. Exhibitors should carry insurance against such risks.

13. Exhibitors wishing to have Hospitality Suites must reserve them through the Exhibit Manager. Such Suites cannot be open during any Meeting or Exhibit Hours and can be open after midnight only with Exhibit Manager’s permission.

14. The Exhibit Management will attempt to assist and generally protect Exhibitors, keep them informed and will assume responsibility for its own misconduct and negligence all in good faith.

15. Rejected Displays: Unethical conduct or infractions of rules on the part of the Exhibitor or his representatives or both will subject the Exhibitor or his representatives to dismissal from the exhibit area, in which event it is agreed that no refund shall be made and further that no demand for redress will be made by the Exhibitor or his representatives. Alcoholic beverages may not be distributed from any booth, its attendees or company representative.

16. Care of Building and Equipment and Safety Precautions: Exhibitors, or their agents, must not injure or deface the walls or floors of the building, the booths, or the equipment in the booths, when such damage appears, the Exhibitor is liable to the owner of the property so damaged.

17. The Exhibitor will engage at its expense, and through the Convention Center where the Convention Center so requires, all necessary labor and trade performing functions directly related to the exhibit. The Exhibitor agrees that any person employed to perform such functions on a temporary basis at the Convention Center shall be represented by the appropriate bona fide Union.

18. HPS will process refunds equal to 50% of the paid exhibitor fee if space is cancelled by 23 May 2014. No refunds will be made after 23 May 2014. If booth space is not occupied by 6:00 AM Tuesday 15 July 2014, HPS will have right to use such space as it sees fit to eliminate blank spaces in the exhibit area.

19. Amendment to Rules: Any and all matters or questions not specifically covered by the preceding Rules and Regulations shall be subject solely to the discretion of Health Physics Society.

The foregoing regulations have been formulated for the best interests of all Exhibitors; the cooperation of all Exhibitors is requested.