

# Premier Partner Program and 2016 OHUG Global Conference Support Opportunities

OHUG (Oracle HCM Users Group) is the only user group that encompasses all human capital management solutions from Oracle. Because of OHUG's unique relationship with Oracle, no other independent user group gives you the access you need to showcase your products and services to the decision-makers that matter.

The OHUG 2016 Global Conference is a not-to-be-missed event, held for the first time in New Orleans at the Hyatt Regency. This is the perfect venue for our members to collaborate with other Oracle HCM clients, vendors and Oracle thought leaders. Make the most of your partnership with OHUG by taking advantage of one of our many unique sponsorship opportunities on the following pages.

We'll see you in The Big Easy!

*"OHUG is the premium networking and educational event for Oracle HR Users worldwide. We are proud to support OHUG and always look forward to attending each year."*

- Ivan Harding, Applaud Solutions



## Accommodations

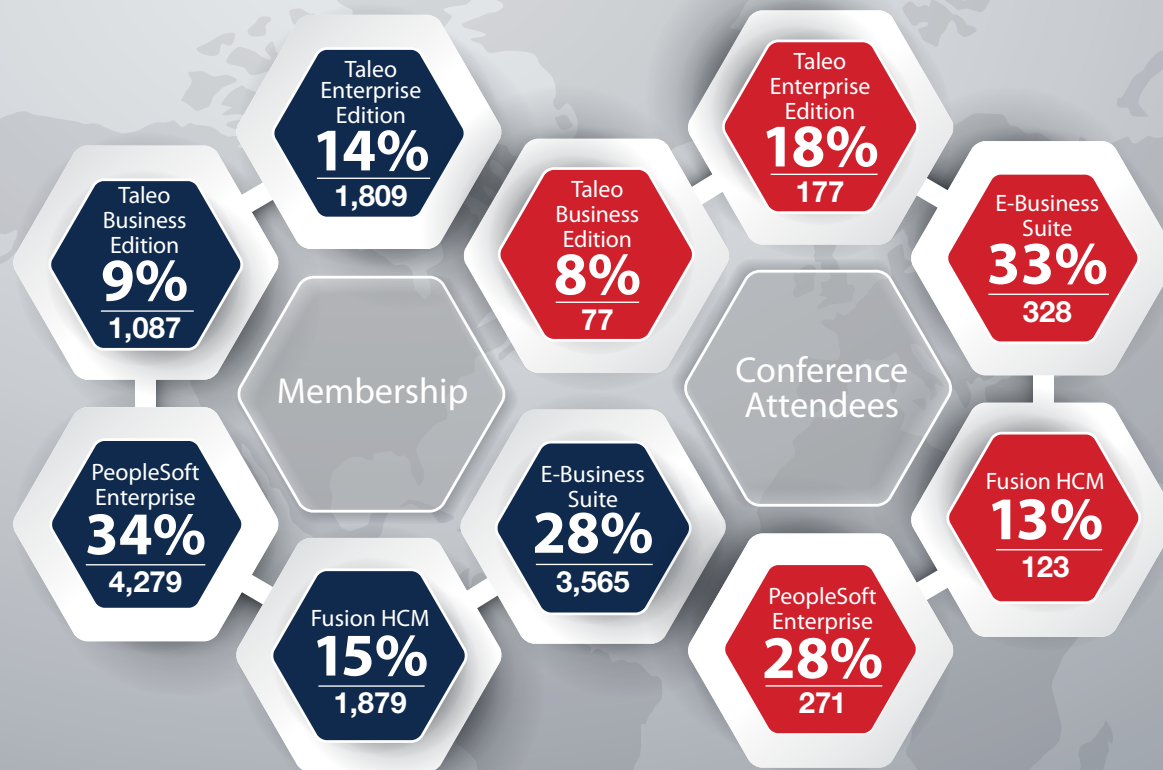
Experience The Big Easy in style  
in downtown New Orleans!



**June 6–9, 2016**  
Hyatt Regency • New Orleans



# Why OHUG?



## Buying Power

**1,500+** Expected # of attendees for 2016

**14,000+** Total OHUG membership

**90%** of exhibitors rated the 2015 show as valuable to their business

**90%** of 2015 exhibitors were successful in reaching their objectives

**70%** of 2015 attendees were purchasing influencers or decision makers

**60%** of 2015 attendees were management level and above

"We found the participants to be very engaged and interested in our technology integration with the various platforms. We were more than happy with the results of our exhibiting at the conference."

Wallace Davis, Peopletrail

# Exhibitors

## What You Need to Know as an Exhibitor

### Exhibit Package

Each 10' x 10' booth costs \$4,995 and includes the following:

- 8' back drape, 3' high side-rail draped dividers
- 6' draped table
- Two (2) side chairs
- One (1) company name identification sign
- One (1) wastebasket
- Four (4) complimentary full conference badges
- OHUG post-show attendee list (Includes email addresses for those who opt in)
- Inclusion in Vendor Directory

If you need a 10' x 20' booth, the cost is only \$9,500, and includes eight (8) full conference badges. Multiple linear booths are available by indicating the number of booths requested on the Exhibit Space Application.

### Instructions for Requesting Exhibit Space

To request exhibit space for the OHUG 2016 Global Conference, please complete the application/contract. A 50 percent deposit must accompany all applications. Applications should be scanned and returned to Amanda Strombeck at [astrombeck@ohug.org](mailto:astrombeck@ohug.org). If paying by credit card, you will receive an invoice with credit card

processing information. Checks are preferred and should be made payable to OHUG. Mail all check payments to: OHUG Exhibits, 8561 Solutions Center, Chicago, IL 60677-8005.

### Exhibitor Qualifications

Products shown at the OHUG 2016 Global Conference are limited to those products that enhance and support the Oracle HCM products used by our attendees.

In order to exhibit at the OHUG 2016 Global Conference, you must be an approved Oracle HCM partner or vendor. Once OHUG has confirmed your approval, your application will be processed. If you are unsure of your status, please contact OHUG at [astrombeck@ohug.org](mailto:astrombeck@ohug.org) or 312-673-4844.

### Housing

OHUG has negotiated special discounted rates at The Hyatt Regency New Orleans. Housing will be provided at this hotel on a first-come, first-served basis. Detailed housing information will be sent to you with future exhibit materials.

### Past Exhibitors

For a complete list of OHUG Global Conference exhibitors, [click here](#)

### Dedicated Exhibit Hall hours!

#### EXHIBITOR MOVE-IN

Sunday, June 5, 2016 | 12:00 pm – 5:00 pm

Monday, June 6, 2016 | 8:00 am – 4:00 pm

#### EXHIBIT HOURS

Monday, June 6, 2016 | 5:00 pm - 7:00 pm

Tuesday, June 7, 2016 | 10:00 am - 1:00 pm and  
4:15 pm - 6:00 pm

Wednesday, June 8, 2016 | 10:00 am - 2:00 pm

#### EXHIBITOR MOVE-OUT

Wednesday, June 8, 2016 | 2:00 pm - 5:00 pm

Thursday, June 9, 2016 | 8:00 am - 12:00 pm

NOTE: All dates and times are subject to change.

// OHUG is one of the best run conferences our company has participated in. We enjoy coming back every year! //

Courtney Smith, BTRG

## OHUG Premier Program

OHUG Benefits	Diamond (2)	Platinum (10)	Gold
Pricing	\$50,000	\$25,000	\$15,000
Availability	2	10	N/A
Booth space in Exhibit Hall	Up to 20' x 20' booth	Up to 10' x 20' booth	10' x 10' booth
Full Conference Passes	10	8	6
Opportunity Credits (to be used toward the purchase of additional a la carte sponsorship opportunities)	\$25,000	\$15,000	\$5,000
Diamond partners will be exclusive sponsors of one of the following social networking events: Welcome Reception or Customer Appreciation Event	•	N/A	N/A
Logo inclusion recognizing sponsorship on all applicable conference materials	•	•	•
Logo inclusion and recognition as a sponsor in the On-Site Guide	One of three full-page, premium position ads (inside front cover, inside back cover, back cover) in On-Site Guide. Logo and 150-word company description.	Full-page ad in On-Site Guide Logo and 150-word company description	Half-page ad in On-Site Guide Logo and 100-word company description
Product Spotlight Presentation	1	1	N/A
OHUG Thought Leadership Ambassador (white papers, guest blog and social media opportunities)	•	•	•
Opening General Session acknowledgement	•	•	•
Exposure on conference sponsor page to include logo and sponsorship level recognition on OHUG website	•	•	•
Customer Connection Presentations in Solutions Theater	N/A	N/A	(Limited Availability)
Electronic mailing list of pre-conference attendees (delivered one week prior) (available to Diamond and Platinum sponsors only)	•	•	N/A
Electronic mailing list of conference attendees (delivered post-event)	•	•	•
On-Site signage - sponsor signage in registration area	•	•	•
Virtual Event Bag ad placement	1	1	1
Webinar Host	1	1	N/A
Year-Round Online Vendor Directory	•	•	•
Knowledge Exchange Advertising	12 months	6 months	3 months

## OHUG 2016 Global Conference Sponsorship Opportunities At-a-Glance

Opportunities	Price	Opportunities	Price
Welcome Reception	\$25,000	Charging Stations	\$3,500
Member Appreciation Event	\$25,000	Chair Drop (General Session)	\$3,500
Conference Bags	\$25,000	<b>NEW</b> Wine Walk – Tuesday Tasting Reception Tuesday, June 7, 4:15 p.m. – 6:00 p.m.	\$3,500
Executive Notebooks (with pens)	\$15,000	Gobo	\$3,000
Mobile Application	\$15,000	Highlighters	\$3,000
Solutions Theater	\$10,000	Hotel Room Drop	\$3,000
On-Site Guide	\$10,000	<b>NEW</b> Refreshment Break (2 opportunities) Tuesday and Wednesday, 10:00 a.m. – 11:00 a.m.	\$3,000
Guest Room Key Cards	\$10,000	On-Site Guide Advertisement (Full Page)	\$2,500
WiFi Sponsorship	\$10,000	<b>NEW</b> Column Wrap	\$2,000
<b>NEW</b> Wireless Internet	\$10,000	Pre-Show Mailing	\$2,000
<b>NEW</b> Escalator Clings	\$9,500	Visibility Signage (Meter Boards)	\$2,000
Reusable Water Bottles	\$8,000	On-Site Daily Email	\$1,500
Badge Holders	\$7,000	On-Site Guide Advertisement (Half Page)	\$1,500
Badge Lanyards	\$7,000	Pre-Show Targeted Email Message	\$1,250
Directional Footprints	\$5,000	Floor Decals	\$1,000
<b>NEW</b> Main Lobby Banner	\$5,000	Virtual Event Bag Ad Placement	\$1,000

For complete descriptions of all advertising and sponsorship opportunities, please visit <http://ohug.org/page/2016-sponsorship-opportunities>



## Year Round Advertising Opportunities At-a-Glance

Year Round Opportunities	Price	Additional Opportunities	Price
OHUG Thought Leadership Ambassador (white papers, guest blog and social media opportunities)	\$4,000	<b>OHUG HCM Insider E-Newsletter Lead Banner</b>	
Webinar Host	\$1,500	12 months lead banner	\$7,000
Online Member Poll	\$1,000	12 months side banner	\$6,000
Targeted Email Messages	\$1,000	6 months lead banner	\$5,000
Web Banner	\$1,000	6 months side banner	\$4,000
		3 months lead banner	\$3,000
		3 months side banner	\$2,000

For complete descriptions of all advertising and sponsorship opportunities,  
please visit <http://ohug.org/page/2016-sponsorship-opportunities>



# Exhibit Space Application

## OHUG 2016 Global Conference | June 6-9

Exhibit Dates: June 6-8, 2016 | Hyatt Regency New Orleans | New Orleans



To request exhibit space for the Exhibit Hall at the OHUG 2016 Global Conference, please complete and sign the official space application/contract form. All applications should be submitted directly to Amanda Strombeck at [astrombeck@ohug.org](mailto:astrombeck@ohug.org).

### SPACE ASSIGNMENTS

Please indicate your first four (4) choices for booth space on the application. The OHUG Priority Points will be the determining factor for the order in which our online space assignment procedures will be conducted. Priority points for the 2016 Online Space Selection will include points accrued from the 2013, 2014, and 2015 OHUG Global Conferences. 1 point will be awarded for each year a company has exhibited at an OHUG event (2013, 2014, and 2015 only) and points will also be awarded for sponsorship spend and participation throughout the year in various opportunities. The more sponsorship dollars spent with OHUG, the more priority points a company can earn. In the instance two companies have the same number of priority points, priority will be based on contract received date/time. Instructions and schedule of call-in times will be sent to all exhibitors the week of February 1. If a company is not available for the call, OHUG Show Management will use the space application as a guide for assigning the best possible space at the time of the assignment.

### COMPETITORS

If specifically requested on the space application, OHUG will make every effort to keep competitors at least 20 feet from each other's exhibits; however, OHUG cannot guarantee that this will be possible in all circumstances, nor will OHUG review all applications for assignments made after the initial space assignments in February.

### COMPANY INFORMATION

*For coordinating all exhibit booth information.*

Company Name			
Company Address			
City	State	ZIP	
Primary Contact Name	Title		
Primary Phone			
Email Address	Web Address		

### BOOTH CHOICES

*Please designate your booth location choice.*

1st Choice	
2nd Choice	
3rd Choice	
4th Choice	
OHUG cannot guarantee these will be available at the time of your assignment.	
Competitors	

### BOOTH RATES

Booth assignments will be made at a later date and are based on your top booth space choices.

**Booth Rate\*** – \$4,995 per 100 square feet

**Total Due:** \$ \_\_\_\_\_

### PRODUCT INFORMATION AND DESCRIPTION

Products shown at the OHUG 2016 Global Conference are limited to those products that enhance and support the Oracle products used by our attendees. What Oracle solutions/services does your product support? (please be as specific as possible)


### SPONSORSHIP APPLICATION

To apply for participation as a supporter of OHUG 2016, complete, sign and return this form. Once we receive your application, we will issue an invoice within 14 days. OHUG reserves the right to determine the eligibility of any advertiser for inclusion in this program. All sponsorship applications will be accepted on a first-received, first-considered basis. However, the higher sponsorship levels of Diamond, Platinum and Gold have first choice, followed by companies who sponsored in 2015.

Acceptance of this application is at the sole discretion of OHUG. If an application is denied, any money submitted to OHUG will be returned within thirty (30) days and the association shall have no further obligation with respect to this application.

**Cancellation Policy:** No sponsorship cancellation refunds will be granted due to ongoing promotions.

Sponsorship 1	
Sponsorship 2	
Sponsorship 3	
Sponsorship 4	

### PAYMENT INFORMATION

A 50 percent deposit must accompany all applications. Applications submitted after January 29, 2016 must be accompanied by full payment.

Mail check with copy of application invoice to: OHUG Exhibits, 8561 Solutions Center, Chicago, IL 60677-80015

**Total Due \$** \_\_\_\_\_

- ☐ Check/Check Number: \_\_\_\_\_  
Make check payable to OHUG in U.S. funds. Include copy of application or invoice.
- ☐ Credit Card (**Please do not provide credit card information on this contract**).  
Upon receipt of this contract, OHUG will email an invoice with credit card processing information.

### ACCEPTANCE

Please sign below if you have read and accept the rules and regulations as stated in the OHUG 2016 Rules and Regulations:

Signature (Exhibitor Authorized Agent)	Date
Please Print Name (Exhibitor Authorized Agent)	
Return this application with payment to <a href="mailto:astrombeck@ohug.org">astrombeck@ohug.org</a> .	

**Questions?** Contact: Amanda Strombeck, Manager of Partner Engagement,  
Phone: 312-673-4844 [astrombeck@ohug.org](mailto:astrombeck@ohug.org).



# Terms and Conditions



These Contract Conditions/Rules & Regulations are part of the OHUG 2016 Global Conference Application & Contract for Exhibit Space. By signing the Application & Contract for Exhibit Space, Exhibitor agrees to abide by these rules and regulations. After completing the Application & Contract for Exhibit Space, please forward these Rules & Regulations to the person(s) in charge of your exhibit at the OHUG 2016 Global Conference.

## 1. NATURE OF EXHIBITION

OHUG's objective is to showcase products and services that support our members' business information technology strategies. Exhibitors include companies that offer products and services that complement Oracle offerings, such as: networking, IP telephony, security, wireless and mobile computing.

## 2. ELIGIBILITY

OHUG reserves the right to refuse rental of display space to any company whose display of goods or services is not, in the opinion of OHUG, compatible with the general character and objectives of OHUG. Application for space is not an assurance of eligibility. All applications are subject to review and OHUG reserves the right to refuse any application for any reason deemed appropriate by the OHUG 2016 Global Conference Committee, OHUG's Board of Directors or headquarters staff.

OHUG reserves the right to revoke exhibit privileges based on intellectual property violations, unfair trade practices or other activities in the industry deemed illegal, unethical or contrary to the best interests of OHUG or its sponsors.

OHUG reserves the right to remove, at Exhibitor's expense, any merchandise deemed by the Board of Directors as not suitable for display at the OHUG 2016 Global Conference. OHUG reserves the right to revoke a company's exhibit agreement should the company's products and/or services be considered ineligible by the terms listed above.

## 3. EXHIBIT INFORMATION

Each 10' x 10' booth space will be set with an 8' high back drape, 3' high side dividers, a 7" x 44" one-line identification sign, one (1) 6' x 30" skirted table, two (2) side chairs and one (1) wastebasket. Each 10' x 10' will also receive four (4) full conference badges with their booth. Additional badges may be purchased for \$495 each. All exhibits are to be kept intact until the closing of the OHUG 2016 Global Conference. No part of an exhibit shall be removed during the exposition without special permission from Show Management. **Any Exhibitor who begins the dismantling of their display before the close of the show will lose their company's priority status in future OHUG Conferences and may altogether lose the privilege of exhibiting.** All freight must be removed from the Facility/Hotel by 12:00 p.m. on June 9. If exhibits are not removed by this time, Show Management has the right to remove exhibits and charge the expense to the Exhibitor.

## 4. BOOTH RENTAL RATES AND PAYMENTS

Space will be charged at the following rates.

**Rental Rate:** \$4,995 per 100 square feet

To request exhibit space for the Exhibit Hall at the OHUG 2016 Global Conference, please complete and sign the official space application/contract

form and return to [astrombeck@ohug.org](mailto:astrombeck@ohug.org). Payment should be submitted directly to: OHUG Exhibits, 8561 Solutions Center, Chicago, IL 60677-8005.

## 5. CANCELLATIONS AND REFUNDS

If space and/or sponsorships are canceled by the Exhibitor prior to January 29, 2016, the Exhibitor will incur an administrative fee as listed below. For space reduction, a cancellation fee applies to all cancelled partial space.

Date of Notice	% of Cost for Canceled space
On or before January 29, 2016	50%
After January 29, 2016	100%

If space is reduced, Show Management will make allocations of space guided by requirements of individual exhibitors, and reserves the right to rearrange the floor plan and/or relocate any exhibit if deemed advisable in the best interest of the show. If space is canceled by the Exhibitor, Show Management has the right to resell the space and retain all revenue collected. ALL NOTICES OF CANCELLATION OR REDUCTION MUST BE RECEIVED IN WRITING.

OHUG, in the event of conflicts regarding space requests or conditions beyond its control, reserves the right to rearrange the floor plan. Also, OHUG may relocate any exhibit at any time with the understanding that, if the Exhibitor does not agree with such relocation, the deposit and/or full payment for exhibit space will be refunded for any requests made pre-show. Disagreements onsite due to booth relocation are not eligible for a refund. Any space not claimed and occupied for which no special arrangements have been made prior to 4:00 p.m., June 6 (opening day of the show), may be resold or assigned by OHUG without obligation on the part of OHUG for any refund whatsoever.

## 6. BOOTH CONSTRUCTION RULES

Exhibitors must abide by all of the facility rules and regulations of the Grand Hyatt New Orleans. A detailed list of all Grand Hyatt New Orleans rules and regulations will be included in the Exhibitor Services Manual, made available to exhibitors 90 days prior to the show opening. All display rules and regulations outlined by the International Association of Exhibitors and Events (IAEE) in "Guidelines for Display Rules and Regulations" (2014 Update) apply. To obtain these rules and regulations prior to March 2016, please contact OHUG's Tradeshow Manager at [exhibit@ohug.org](mailto:exhibit@ohug.org). The Grand Hyatt New Orleans has reserved the right to update, change or amend its rules and regulations after publication in the Exhibitor Services Manual.

## 7. ASSIGNMENT OF SPACE

OHUG may at its discretion accept or reject any Application for Exhibit Space and reserves the right to relocate or reassign exhibit space at any time. Space assignments are scheduled to begin on February 9, 2016. Application and a 50% deposit must be received by January 29, 2016 in order to participate in the first round of the OHUG Online Space Selection. Applications received after this date will be assigned on a first-come, first-served basis. The primary consideration in the assignment of space to exhibitors shall be in the best interest of OHUG. Space determinations are

also contingent upon a receipt of Application; the size of exhibit space requested; physical layout and characteristics of the Exhibit Hall; and compatibility of exhibitors. Please keep a copy of the application for your records. Each exhibiting company must have contiguous booths, unless other set-up is approved by OHUG Show Management at its discretion.

## 8. OHUG PRIORITY POINTS

A priority point system has been established to equitably assign space to exhibitors. All points are accrued based on the previous three calendar years (2013, 2014 and 2015) for the company's participation in OHUG Conference exhibit space, Conference sponsorships and other opportunities throughout the calendar year as outlined by OHUG Show Management.

OHUG Global Conference Priority Point System (points accrued only for 2013, 2014 and 2015)

- 1 point for each year participated
- 5 points for sponsorship spend \$50,000+
- 4 points for sponsorship spend \$25,000 - \$49,999
- 3 points for sponsorship spend \$15,000 - \$24,999
- 2 points for sponsorship spend \$5,000 - \$14,999
- 1 point for sponsorship spend \$4,999 or less

In the instance two companies have the same number of priority points, priority will be based on contract received date.

## 9. INSURANCE AND LIABILITY

Neither OHUG, its members, officers, representatives or employees, nor the conference Facility/Hotel, nor General Contractors representatives, or employees, will be responsible for any injury, loss, or damage that may occur to the Exhibitor or the Exhibitor's employees or property from any cause whatsoever, prior, during, or subsequent to the period covered by the exhibit contract. It is understood by the Exhibitor that the nature of the facilities available, the presence and circulation of large numbers of people, the difficulty of effective supervision over the protection of large numbers of removable articles in many booths, and various other factors, make it reasonable that each Exhibitor shall assume the risk of any such injury, loss or damage. The Exhibitor, by signing the Application & Contract for Exhibit Space, thereby assumes such risk and expressly releases and agrees to indemnify OHUG and its members, officers, representatives, and employees from any and all claims for any such loss, damage, or injury. OHUG reserves the right to modify these Contract Conditions/Rules and Regulations, or any part of them, if ordered to do so by an authorized Government official and OHUG shall not be liable to any Exhibitor for any loss or damage resulting from such modifications.

Perimeter guard service will be furnished, but the furnishing of security personnel shall not be deemed to affect the non-liability of OHUG and its members, officers, representatives, and employees; the official service contractors; the Conference Facility/Hotel, its officers, representatives and employees; nor





# Terms and Conditions



to modify in any way the assumption of risk and release provided for above. If insurance is desired, it must be placed by the Exhibitor. It is recommended that Exhibitors take precautionary measures of their own, such as the securing of small or easily portable articles of value and the removal of them to a place of safekeeping after exhibit hours.

In the case that said premises shall be destroyed by fire or the elements or by any cause, or in the case of Government intervention regulation, military activity, strikes, or any other circumstances that make it impossible or inadvisable for OHUG to hold the show at the time and place provided in the Application & Contract for Exhibit Space, then and thereupon the contract shall terminate and the Exhibitor shall waive any claim for damages or compensation, except the pro rata return of the amount paid for space, after deduction of actual expenses incurred in connection with the show, and there shall be no further liability on the part of either party.

It is recommended that Exhibitors obtain adequate insurance coverage at their own expense for property loss or damage and liability for personal injury. If for any reason beyond OHUG's control, the OHUG 2016 Global Conference must be cancelled, shortened, delayed or otherwise altered or changed, Exhibitor understands and agrees that all losses and damages which it may suffer as a consequence thereof are its responsibility and not that of OHUG or its event manager SmithBucklin, or their respective directors, officers, employees or agents. Exhibitor understands that it may lose all monies it has paid to OHUG for space in the exhibition, as well as other costs and expenses it has incurred, including travel to the show, setup, lodging, freight, employee wages, etc.

## 10. PROHIBITION OF SELLING PRODUCTS AND TAKING ORDERS FOR SHOW DELIVERY

OHUG provides exhibit space for Exhibitors to display and demonstrate products on the basis of their potential informational and commercial value, and not for the purpose of direct or onsite commerce. Sales transactions involving the exchange of products for payment are prohibited.

## 11. USE OF SPACE – GENERAL

All marketing activities of each Exhibitor on the Exhibit Hall floor must be confined to the Exhibitor's allotted booth space. Demonstrations in booths must be designed to take place and keep the audience within the existing booth space to allow free access in aisles. The Exhibit Hall should be viewed as a place of business; business casual attire is appropriate. Booth personnel must be modestly and appropriately clothed. If clarification is needed on a specific activity, please submit it to OHUG for approval.

## 12. USE OF OHUG NAME

OHUG is a tradename belonging to the Oracle HCM Users Group. Participation by an Exhibitor in the OHUG 2016 Global Conference does not entitle the Exhibitor to use such names other than with reference to the Exhibitor's participation as an Exhibitor. Participation in the OHUG 2016 Global Conference does not imply endorsement or approval by OHUG of any product, service, or participant and none shall be claimed by any participant.

## 13. AUDIO VISUAL AND SOUND REGULATIONS

Audiovisual and other sound and attention getting devices and effects will be allowed by OHUG if the Exhibit Manager determines that they do not interfere with activities of neighboring exhibitors. Operational equipment demonstrated may not create noise levels objectionable to neighboring exhibitors.

## 14. PHOTOGRAPH AND TELEVISION COVERAGE

Arrangements for taking photographs and/or television coverage must be made with OHUG Show Management. All other activities are prohibited.

## 15. RAFFLES/GIVEAWAYS

All prize giveaways must be kept to the confines of each Exhibitor's booth. It is the responsibility of the Exhibitor to follow through with winners on in-booth prize giveaways.

## 16. CONFLICTING EVENTS

Exhibitors are prohibited from scheduling private functions, cocktail parties, hospitality suites, special events or otherwise encouraging the absence of members, exhibitors or attendees during OHUG conference hours, or the hours of OHUG sponsored events.

## 17. AMERICANS WITH DISABILITIES ACT (ADA)

Exhibitors shall be responsible for making their exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act (ADA) and shall hold OHUG harmless from any consequences of exhibiting companies who fail in this regard.

## 18. INTELLECTUAL PROPERTY MATTERS

The Exhibitor represents and warrants to OHUG that no materials used in or in connection with their exhibit infringe the trademarks, copyrights (including, without limitation, copyrights in music and other materials used or broadcast by Exhibitor) or other intellectual property rights of any third party. The Exhibitor agrees to immediately notify OHUG of any information of which the Exhibitor becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights or other intellectual property rights. The Exhibitor agrees to indemnify, defend and hold OHUG, its agents, successors and assigns harmless from and against all losses, damages and costs (including reasonable attorneys' fees) arising out of or related to claims of infringement by Exhibitor of the trademarks, copyrights and other intellectual property rights of any third party. Notwithstanding the foregoing, OHUG shall not be liable for and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights or other intellectual property of any third party arising out of the actions of an Exhibitor.

## 19. GENERAL

All matters and questions not covered by the regulations are subject to the decision of OHUG. OHUG may amend these regulations at any time, and all amendments that may be so made shall be equally binding on all parties affected by them, as are the original regulations. In the event of any amendment or additions to these regulations, OHUG will give written notice to such Exhibitors as may be affected by them. Any

Exhibitor not abiding by the Rules and Regulations set forth herein will lose the privilege of exhibiting. The Rules and Regulations set forth herein will be enforced.

## 20. SPECIAL REGULATIONS

**NO SMOKING POLICY** – OHUG's policy is No Smoking. Therefore, smoking is not allowed within the Exhibit Hall at any time including installation and dismantle. All exhibitors are required to obey local fire ordinances.

**AUDIO-VISUALS** – Audiovisual presentations must be arranged so that aisles are not blocked and must be presented in a sound-proof room.

**COURTESY** – The right and privileges of an exhibit shall not be infringed upon by any other exhibitor. Interviews, demonstrations, distribution of literature, etc. must be made from inside the exhibitor's booth. Exhibitors may not enter another exhibitor's booth or photograph/ investigate another exhibitor's products at any time without the express permission of that exhibitor.

**CANVASSING** – Canvassing outside the booth is forbidden. Vendors and/or exhibitors may not distribute materials to other exhibitors at any time. All business must be conducted from within each exhibitor's booth.

**CONDUCT** – Unethical conduct or infraction of rules on part of the exhibitor or its representatives will subject the exhibitor or both to dismissal from the Exhibit Hall. In this event, it is agreed no refund shall be made by OHUG.

**MUSIC** – Exhibitors are responsible for establishing any necessary license agreements for copyrighted music within the booth space or hospitality functions. Music has to be kept at a level so as not to disturb or interfere with the other exhibits.

**HOTEL ACCOMMODATIONS** – Information regarding hotel accommodations will be included in the Exhibitor Service Manual under the General Information tab. Exhibitors are responsible for making their own hotel reservations.

**INTERPRETATION** – The rules and regulations outlined are to be construed as part of the Application & Contract for Exhibit Space. OHUG reserves the right to interpret them as well as make final decisions on all points the rules and regulations do not cover.

**LOGO REQUIREMENT AND USE** – If sponsoring, to ensure that your company receives the highest quality logo recognition, OHUG must receive your logo in a Vector-based .eps format, as well as in a high resolution .jpg format. Logo size will be based on the following criteria:

- The level of sponsorship (this will determine size of logo in relation to other logos on general sponsorship signage).
- Sponsored item (OHUG Show Management will determine the appropriate size for item).

OHUG RESERVES THE RIGHT TO EXPEL AND EJECT ANY EXHIBITOR AND "BAR IT FROM FUTURE PARTICIPATION" FOR CONDUCT DETRIMENTAL TO THE OHUG 2016 GLOBAL CONFERENCE, IN OHUG'S SOLE JUDGMENT, WHOSE DECISION SHALL BE BINDING UPON THE EXHIBITOR. LIKEWISE, OHUG SHALL HAVE THE RIGHT TO LEVY FINES AGAINST EXHIBITORS WHO VIOLATE THE ABOVE RULES & REGULATIONS IN A MONETARY SUM UP TO \$4,995 AND RESERVES THE RIGHT TO EJECT THE EXHIBITOR IN ADDITION TO THE ASSESSMENT OF THE FINE.

