

2011



NHIA Annual Conference & Exposition



Exhibitor Prospectus

April 4 - 7, 2011

Orlando, Florida



Gain **valuable connections** and **endless opportunities** with the **most qualified** alternate-site infusion professionals in the business.

Who SHOULD EXHIBIT?

Any company that provides:

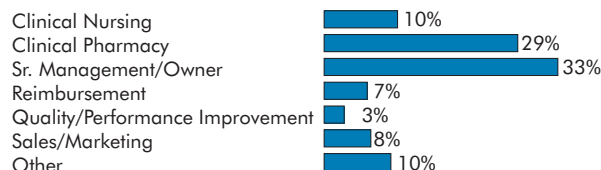
- ✓ Software for billing and reimbursement
- ✓ Infusion pumps and equipment
- ✓ Medical supplies and devices used for infusion therapy
- ✓ Medication infused in the alternate-site
- ✓ Group purchasing
- ✓ Acquisition and financial services
- ✓ Strategic and other consulting services for the alternate-site infusion field



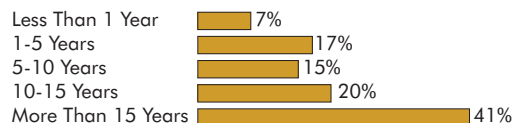
Over a thousand attendees are waiting to meet you and learn about your products and services—don't miss this exclusive event! The 2011 NHIA Annual Conference & Exposition is the ideal environment to reach the largest group of alternate-site infusion professionals with **purchasing power**.

Who are the NHIA Annual Conference Attendees?

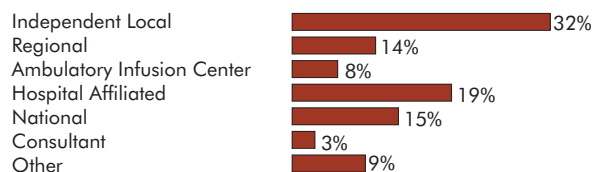
Areas of Practice



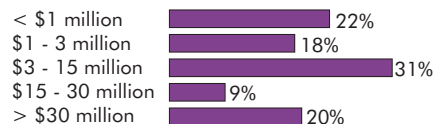
Years in Alternate-Site Infusion Industry



Type of Alternate-Site Infusion Organization



Size of Alternate-Site Infusion Organization (Annual Revenue)



Note: Above figures reflect data from the 2009 NHIA Annual Conference & Exposition.

Exhibitors

for the 2010 NHIA Annual Conference & Exposition

All companies identified in **RED** are NHIA Business Firm Affiliate Members

Accreditation Commission for Health Care, Inc.
 Acu-Serve, Inc.
Advantage Reimbursement
 Affinity Ventures, Inc.
 Analytical Research Laboratories
AmerisourceBergen
 Anda, Inc.
Aplicare, Inc
 ASD Healthcare
 Ardu Medical, Inc.
 Associates of Cape Cod
 Astellas Pharma U.S. Inc.
 Attentus Medical Sales, Inc.
B. Braun Medical
 Bard Access Systems
Baxa Corporation
Baxter Healthcare Corporation
 Berkshire
The Braff Group
 CM Research
 CME America

Cardinal Health
 CareFusion
 CarePoint Partners
 Carmel Pharma, Inc.
 Cenorin
Centocor Ortho Biotech
 CHAP, Inc.
 The Compliance Team, Inc.
 Contec, Inc.
 Covidien
Cubist Pharmaceuticals
Definitive Homecare Solutions/CPR+
 EMED Technologies
 Excelsior Medical Corp.
 FFF Enterprises
First Biomedical, Inc.
Genentech
 Germfree Laboratories, Inc.
HQAA
 Health Care Resources of America, Inc.

Hospira Worldwide
 ICU Medical, Inc.
 Infusion Careers
 Innovative Energy
Innovatix, LLC
Integrated Medical Systems
 International Journal of Pharmaceutical Compounding
MSD, LLC
Managed Health Care Associates, Inc.
 Medical Accounts Receivable Solutions, Inc.
 Maximus
 McKesson
 MedAssets
 Medefil, Inc.
Medical Technology Resources
Mediware
Moog Medical Devices
 NHIC, Medicare Contractors

NeoMed, Inc.
 Nuaire, Inc.
Octapharma USA
Ortho-McNeil Pharmaceuticals
 Paragon Ventures
Pharmacists Mutual Companies
 Pharmacy OneSource
 Progressive Medical, Inc.
PROVISTA, Inc.
 RMS Medical
Reimbursement Concepts
 RemitDATA, Inc.
 Rock-Pond Solutions
 Rymed Technologies, Inc.
Sharps Compliance, Inc.
Smiths Medical
 Talecris Biotherapeutics
 Texwipe (ITW)
 Triac Medical Products
Ultimate Resource, Inc.
 URAC
 Wolf Medical Supply, Inc.

Don't delay!

The NHIA Exposition is always a sell out. To ensure an exhibit location and obtain optimal space assignment, complete the enclosed contract and return it with your booth rental fee immediately.
 - See you in Orlando!

Why

Exhibit at the NHIA Annual Conference?

When you exhibit at the 2011 NHIA Conference & Exposition, you are a valued partner in creating a positive, prosperous and dynamic experience for all attendees. We look forward to building upon this fellowship throughout the years—and recognize you as an integral component to the overall success of the conference...and the field!

Whether you're a first-time exhibitor or a veteran, you will share immediate and direct access to the key decision-makers in the alternate-site infusion profession.

The below figures reflect data from the 2009 NHIA Annual Conference & Exposition

- Over **66%** of NHIA attendees have decision-making authority for purchasing
- Over **61%** of attendees have 10 or more years experience in the infusion industry
- 82%** of attendees rate the exhibit hall hours, quality and quantity as "very good" or "excellent"
- 60%** indicate their organization has an annual revenue greater than \$3 million
- Given the cost and time out of the office, over **98%** of attendees report that attending the NHIA Annual Conference is a wise business decision

But don't just take our word for it...

"At Hospira, we view our relationship with the National Home Infusion Association and the NHIA Annual Conference as **critical** to our business. Through the most concentrated blend of clinician interaction, educational programs and product exposure available to us, the NHIA Annual Conference offers vital industry insights as well as promotional opportunities."

Susan Hazelwood
Vice President/General Manager
Alternate Site Group
Hospira Worldwide, Inc.

General Exhibit Information

Exhibit Schedule (preliminary*)

Monday, April 4	5:30 - 7:30 p.m.
Tuesday, April 5	11:45 a.m. - 3:15 p.m.
Wednesday, April 6	12:15 - 2:45 p.m.

* Additional information regarding finalized exhibit hours will be provided in Exhibitor Newsletters and the Exhibitor Service Manual.

Booth Application and Payment

To reserve your booth location AFTER the 2010 NHIA Annual Conference, complete the enclosed Contract for Exhibit Space. Booth space is \$37.50 per square foot or \$3,750 plus \$100 for corner locations. A 50% deposit of the rental for booth space(s) requested must accompany your contract. The balance of the booth rental must be paid on or before January 4, 2011. After January 4, 2011, contracts must be submitted with full payment.

Hilton Orlando

Exhibits will be located in the Orlando Ballroom. Ceiling height is 27' and there are a limited number of columns in the exhibit area.

Exhibit Inclusions

Standard 8' booth backgrounds and 3' side rails, decorated with draperies, an identification sign, aisle carpet throughout the exhibit hall, general exhibit hall cleaning, overall hall security guard service, complimentary promotion in *INFUSION*, complimentary box lunch on show days and four [4] complimentary exhibitor badges per 10' x 10' booth for NHIA Business Firm Affiliate Members (three [3] complimentary exhibitor badges per 10' x 10' booth for non-members), which include all educational and social programs and eligibility for CE credit.

Space Assignment and Confirmation

Booth dimensions are 10' x 10' unless otherwise noted. Following assignment of NHIA Business Firm Affiliate Members, space is assigned on a first-come, first-served basis. Assignments will begin June 21, 2010, for companies who have submitted their contract and deposit. Exhibitors will also receive Exhibitor Newsletters via email with additional details about exhibiting beginning in November of 2010.



Exhibitor Registration and Badges

NHIA will provide four [4] complimentary exhibit badges for NHIA Business Firm Affiliate Members (three [3] for non-members) per 10' x 10' booth. Exhibitors requesting more than the above designated exhibit badges per 10' x 10' booth will be charged a fee per person. Exhibit badges permit access to all functions including continuing education credits. Additional information regarding registration will be provided in Exhibitor Newsletters.

Exhibitor Service Manual

An exhibitor's service manual providing information about ordering drayage, electrical services, furniture rental, labor, etc., with a complete list of charges, will be emailed to exhibitors 2 months prior to the conference. Manuals are mailed to the person identified on the exhibit contract.

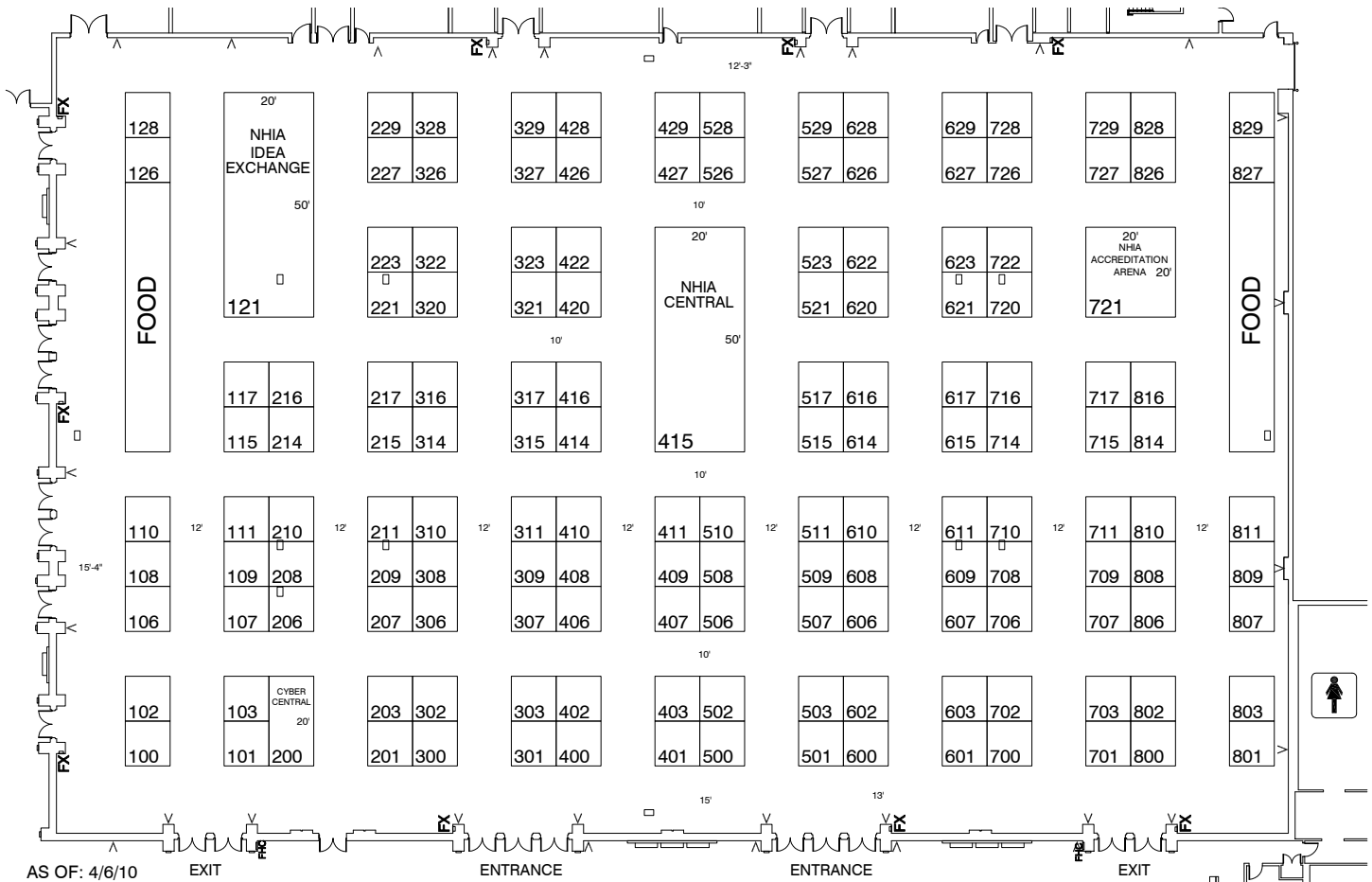
Installation and Dismantling of Exhibits

Installation and dismantling will occur as outlined in the enclosed NHIA Exposition Rules and Regulations. Additional information regarding installation and dismantling will be provided in Exhibitor Newsletters and the Exhibitor Service Manual.

Key NHIA Staff Contacts

David Gershman
Director of Corporate Marketing
David.Gershman@nhia.org
703-838-2665

Pamela Mulvehill
Exhibits Manager
psmulvehill@att.net
317-834-0999



Conference Sponsorship Opportunities

Increase your presence at the 2011 NHIA Annual Conference with one of the many sponsorship opportunities available!

Choose from:

- ✓ Educational workshops and track programs
- ✓ Pre-conference programs
- ✓ General sessions
- ✓ Special events
- ✓ Breakfast and lunch educational symposia
- ✓ And much, much more!

For additional information, please contact **David Gershman, Director of Corporate Marketing** at 703-838-2665 or by email at David.Gershman@nhia.org.

Hilton Orlando

Orlando Ballroom—April 4-6, 2011

(Please Print All Sections Clearly and Make a Copy for Your Records)

Primary/Corporate Contact:

Check here to receive all conference material

Company : _____ Contact Name/Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ Email: _____

Additional Conference Contact:

Check here to receive all conference material

Company : _____ Contact Name/Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ Email: _____

We agree to abide by all the NHIA Exposition Rules and Regulations governing the Conference as outlined in the Exhibitor Prospectus. We further agree that if, in the judgment of NHIA, it becomes necessary to change the original allocation of space, NHIA may do so by notification to the authorized representative. Acceptance of this application by NHIA constitutes a contract. All correspondence (confirmation, newsletters, manual, badge information, etc.) will be mailed to the name(s) and address checked above.

Authorized Signature X _____ Date: _____

Booth Request: NHIA will make every effort to honor one of your six choices. If not available, you will be contacted for additional options. Assignment of space begins the week of June 21, 2010. Following assignment of NHIA Business Firm Affiliate Members, space assignments are granted on a first-come, first-served basis according to receipt of contract and deposit.

Booth size requested _____ x _____ **Booth Choices:** 1st _____ 2nd _____ 3rd _____ 4th _____ 5th _____ 6th _____

Exhibitors we do not want in close proximity: _____

Booth Payment: Booth space is \$37.50 per square foot plus \$100 for corner or peninsula booths. Prior to January 4, 2011, a deposit of 50% of booth space rental must accompany this contract. The balance must be paid by January 4, 2011. After January 4, 2011, contracts must be submitted with full payment.

Charge 50% (if before January 4, 2011) Charge full amount (on or after January 4, 2011)

Credit Card # _____ Exp. Date _____ / _____

Authorized Signature X _____

Booth balances must be postmarked NO LATER THAN January 4, 2011. We understand that if full payment is not received by this date, we will be notified that our assigned space has been forfeited.

Mail original contract

& payment to:

NHIA
100 Daingerfield Road
Alexandria, VA 22314

Or Fax to:

703-683-1405

Payment Calculator

Booth \$ _____

\$100 Corner + _____

Subtotal \$ _____

Less 10% - _____

(NHIA Business Firm Affiliate Members ONLY)

Total \$ _____

50% Deposit \$ _____

Due by June 21, 2010 (to assure first assignment) or with signed contract

Balance \$ _____

Booth Rental Fees

10 x 10 \$3,750

10 x 20 \$7,500

10 x 30 \$11,250

10 x 40 \$15,000

20 x 20 \$15,000

20 x 30 \$22,500

20 x 40 \$30,000

Add \$100 for corner booths

For NHIA Use Only

Date Received _____

NHIA I.D. _____

Received By _____

Booth# _____

_____ Deep x _____ Wide

NHIA

EXPOSITION RULES & REGULATIONS

NHIA is a trade association that represents and advances the interests of organizations that provide alternate-site infusion and specialized pharmacy products and services to the entire spectrum of home-based patients.

EXPOSITION SPONSOR & MANAGEMENT – The exposition is sponsored by and shall at all times be conducted under the direction of the Association (NHIA). The Association, through its Board of Directors, shall have full power to interpret and enforce all rules and regulations contained herein. The Association reserves the right to restrict or remove any exhibit(s) for any infraction or non-compliance with the Rules and Regulations. NOTE: Setup and conference hours are subject to change – please refer to Exhibitor Newsletters and the Exhibitor Service Manual for the most current information.

ELIGIBILITY – Eligibility to exhibit in the exposition is limited to manufacturers and suppliers to alternate-site health care.

APPLICATION FOR SPACE – Manufacturers and suppliers desiring to exhibit must complete and return to the Association the Exhibit Application and Contract provided. A floor plan showing exhibit space layout in the exposition facility is included in this prospectus. Assignment of booths will begin June 21, 2010. Following assignment of NHIA Business Firm Affiliate Member booth locations, exhibit space is assigned on a first-come, first-served basis without regard to product classification. The Association reserves the right to limit the amount of space assigned to one exhibitor.

PAYMENTS AND CANCELLATIONS – The required deposit must accompany the exhibit application and contract. Applications received without deposit will not be processed, nor shall space be assigned. Assigned exhibit space must be paid in full by January 4, 2011. Exhibitors failing to make the final payment as required will forfeit their right to participate as an exhibitor and lose their deposit. In the event an exhibitor cancels reservation of assigned space, a written notification must be sent to the NHIA Exhibits Manager, 100 Daingerfield Road, Alexandria, VA 22314, fax: 703-683-1405.

If the cancellation occurs before January 4, 2011, (more than 90 days) full refund less a \$200 administrative fee per 10x10 will be granted. If the cancellation occurs between January 4, 2011 and February 3, 2011, (more than 60 days) a 50% refund less a \$200 administrative fee per 10x10 will be granted. After February 3, 2011, no refunds will be granted.

SUBLETTING AND ASSIGNMENT OF SPACE – Subletting of exhibit space or occupation of exhibit space by more than one exhibiting company is not allowed.

EXHIBITOR SERVICE MANUAL – An exhibitor service manual containing general and technical information regarding rates and instructions for shipping, drayage, labor, power and other decorating needs will be provided to each exhibiting company approximately 2-3 months prior to the exposition.

EXHIBIT DISPLAYS – Dimensions of all exhibit spaces are provided on the exposition floor plan. Linear/In-line booths are commonly 10x10 booths arranged in a straight line. Display materials should be arranged so as not to obstruct sight lines of neighboring exhibitors. The maximum back wall height is 8' from the rear half of the booth (i.e. 5'). The front 5' may not exceed 4' high. Corner booths are linear booths exposed to aisles on two sides. All other guidelines for linear booths apply. End-cap/Peninsula booths are exposed to aisles on three sides and composed of two booths (10x20). The maximum back wall height is 8' high by 10' wide so as not to obstruct sight lines. The rear half of the booth may be 5' from the back wall at 8' high but the remaining front 5' is restricted to 4' high. Island booths are exposed to aisles on four sides and have greater flexibility with use of the entire cubic content of space. The maximum allowable height is 18' with approval. Island booths must be set up so as to utilize the entire space for flow and is not allowed to have a back wall facing a linear booth (i.e. a booth behind it facing into a blank wall).

Exhibitors are urged to check with the Association before preparing any special displays. No walls, wings, partitions, decorations or other obstructions may be erected which will in any way interfere with the view of any booth. The exterior of any display cabinet or structure visible from an adjacent exhibitor's booth must be finished or suitably decorated at the expense of the exhibitor installing the display. Exhibitors desiring to use other than standard booth equipment, signs,

decorations or arrangement of display material conflicting in any way with these exhibit rules and regulations must submit a detailed sketch of the proposed layout to NHIA at least 60 days prior to the exposition. If the exhibit hall is not carpeted, NHIA exhibitors are required to carpet each booth space contracted.

INSTALLATION – NHIA will designate an official service contractor to provide all services to the exhibitor. The official contractor will have complete control of all dock and loading facilities and will receive all direct and advance shipments, handle all freight and provide all rigging labor and equipment. All services not ordered in advance must be procured through the Official Contractor's Exhibitor Service Desk onsite.

General setup for all exhibitors will begin at 8 a.m., Sunday, April 3, 2011. If setup of any exhibit has not started by 11 a.m., Monday, April 4, 2011, NHIA may order the exhibit to be set up and the exhibitor billed for all charges incurred. NHIA will not be responsible for any damage incurred. All exhibits must be substantially completed by 1 p.m., Monday, April 4, 2011, and all aisles cleared of exhibit materials and crates.

Nothing shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors, furniture or other parts of the exposition facility. Damage resulting from such actions shall be repaired at the expense of the exhibitor.

DISMANTLING/EXHIBIT REMOVAL – Dismantling of exhibits begins no earlier than 2:45 p.m., Wednesday, April 6, 2011 and move out must be completed by Thursday, April 7, 2011, at 2:00 p.m. (trucks must be checked in by 10 a.m. on Thursday, April 7, 2011). Exhibitors expressly agree not to begin packing or dismantling exhibits until the official closing of the exposition. Exhibits or materials left in booths without instructions will be packed and stored at the discretion of NHIA and all charges will be billed to the exhibitor.

REGISTRATION OF EXHIBITORS/PERSONNEL – Exposition Hall attendance is restricted to qualified exhibitors and those certified by them. Exhibitor personnel are entitled to four [4] complimentary registrations per 10 x 10 booth for NHIA Business Firm Affiliate Members (three [3] complimentary registrations per 10' x 10' booth for non-members). Due to liability, children under 16 years of age will not be permitted on the exhibit floor at any time.

Exhibitors using companies other than NHIA's official contractors must check in at the Exhibitor Registration Desk upon their arrival for a badge. Upon verification, setup/tear down badges will be issued allowing access to the exhibit area during service hours only.

CONDUCT OF EXHIBITORS – All exhibits, activities and/or personnel must confine their activities to within the exhibitor's booth space and cannot interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Distribution by exhibitors of any printed matter, promotional materials, etc. is strictly limited to the confines of the exhibitor's booth. Non-exhibiting companies or organizations will not be permitted to solicit business within the exposition area nor in any public spaces controlled by NHIA. Exhibitor representatives should be attired professionally and maintain a businesslike climate conducive with the conference. The exhibitor must, at its expense, maintain and keep its exhibit clean and in good order in accordance with the conference. Distribution of food and beverages must be consumed within the exhibitor's booth and distribution of alcoholic beverages is strictly prohibited. Exhibitors may not deface or otherwise obstruct the logo or branding of materials or events sponsored by other companies throughout the conference, i.e., signs, badge holders, conference bags, etc.

HOSPITALITY ROOMS & EVENTS – Private or public rooms for entertainment purposes will be available only to companies that have contracted for space in the exposition, and prior permission from NHIA is mandatory before scheduling these events (please discuss such matters with the key NHIA staff contact identified within this exhibitor prospectus). Exhibiting firms must confine these activities to hours, which do not conflict, with NHIA Annual Conference activities. The distribution of promotional material for hospitality events in any public areas of either the host hotel or the exposition facility is strictly forbidden.

NHIA LOGO – Use of the NHIA logo in conjunction with advertisements, signs, promotional materials, endorsements, statements, contests and/or awards of any kind without the expressed written consent of the National Home Infusion Association is prohibited.

MUSIC LICENSING – Exhibitors agree to pay all royalties, license fees or other charges accruing or becoming due to any firm, person or corporation by reason of any music either live or recorded or other entertainment of any kind or nature, played, staged, or produced by the exhibitor, their agents or employees within the premises covered by this License Agreement including but not limited to, royalties or licensing fees due to BMI, ASCAP or SESAC. Exhibitor agrees to hold harmless NHIA, its agents and employees against any and all such claims and charges, and to defend, at its own expense any and all such claims and charges. Exhibitors shall have the right to protest, and if desired to litigate and adjudicate any and all such claims.

FIRE REGULATIONS – Fire regulations require that all display materials be flameproof. Electrical signs and equipment must be wired to meet the specification of the local Fire Underwriters Inspection Bureau. Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in this exposition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.

SECURITY/INSURANCE/LIABILITY – Neither NHIA, its agents, employees or the trade show facility, its representatives or employees shall be liable for any damage to the property or loss of business to the exhibitor by theft, damage by fire or other means or for any injuries to the exhibitor, its employees, agents, customers or guests arising from any cause or matter caused or contributed by the negligence of NHIA or the trade show facilities.

The exhibitor, on behalf of itself, its employees and agents, agrees to protect, indemnify, save and defend and hold harmless NHIA, its agents and employees and the trade show facility, its agents and employees from all costs, losses, damages and expenses arising out of or from any accident or other occurrence connected with the use or occupation by the exhibitor of its exhibit space.

Security guards will be maintained at all times by NHIA. The duty of the guards will be to control admittance and exit to the exposition area and to protect the general trade show area against fire or other catastrophes. The presence of the guards does not constitute acceptance of any responsibility by NHIA for the safety of the exhibitor's products and property, but is merely a service to aid exhibitors during the exposition. Exhibitors are advised to add to their existing insurance, a portal-to-portal rider to protect them against loss or damage to their materials by accidents, theft, fire, etc.

TERMINATION – In the event NHIA must cancel the conference and exposition for reasons such as strike, picketing, boycott, embargo, injunction, war, riot, acts of terrorism, emergency declared by a governmental agency or other reason termed "Act of God", the exhibitors expressly waive such liability and release the Association of and from all claims for damages and agree the Association shall have no obligation except to refund exhibitors pro-rated shares of the aggregate amounts received by the association as rental for exhibit spaces for said exhibits after deducting all costs and expenses in connection with such exhibits, including reasonable reserves for claims, such deduction being hereby specifically agreed to by the exhibitor.

AMENDMENTS – NHIA reserves the right to make changes, amendments and additions to these rules as considered advisable for the proper conduct of the exhibit with the provision that all exhibitors be advised of any such changes.