

**San Diego Association of Health Underwriters**  
**Annual Sales Convention and Expo**  
**January 18, 2018**  
**“A Look Back into the Future”**

Town and Country Resort Hotel ▪ 500 Hotel Circle North ▪ San Diego 92108

Dear Exhibitor,

Enclosed is the **Exhibitor Application** for SDAHU’s 30th Annual Convention and Expo. Be sure to respond by January 5, 2018 to take advantage of the *Early Bird* pricing of a single or double booth at a cost of \$800 or \$1500 respectively. Please complete and mail, fax or email back to as soon as possible to secure your booth. With over **450 in attendance last year**, we encourage you to participate as one of our esteemed exhibitors!

**Hall Layout**

The floor layout for the Expo is enclosed. Review, and note your booth location preference on the **Exhibitor Application**. Booths will be assigned on a first-come, first served basis. Please note that some booths are already reserved for our corporate sponsors.

***Please note this is a preliminary exhibit hall layout, the attached layout could change. Should the final layout change, we will do our best to keep you in the booth/area you requested.***

**Booth Decorations:** Our theme and show colors are yet to be determined.

**Agenda**

The exhibit hall will open at 7:30 a.m. and close at 3:00 p.m. There will be approximately 2-1/2 hours of exhibit face-to-face time during the Expo. We will also be providing a sit-down lunch, which is included in the cost of your exhibit booth or sponsorship.

**Raffle & Booth Prize Drawings**

The “Grand Prize Raffle” will only be for the attendees that are present and have registered to win. Attendees will be given a raffle card to qualify for the drawing. In addition, each booth representative will come up to the main stage, draw a winner, and award their booth prize (if one is brought). This allows your company maximum exposure presenting your booth prize to an agent or broker during the grand finale of the show.

Grand Prize Raffle Rules

- Only non-exhibitor, registered attendees are eligible for the Grand Prize
- Winner must be present to claim prize

**Exhibitor Setup, Shipping Booth Displays and Materials**

The location of the Sales Convention and Expo is located at the Town and Country Resort Hotel, 500 Hotel Circle North in San Diego, CA 92108; phone (619) 219-7131. Setup in the **Atlas Ballroom** is scheduled for Wednesday, January 17th; time of set-up TBA or on Thursday, January 18th between 6:00 and 7:30 a.m.

**DO NOT** ship displays or materials directly to the hotel. An exhibitor kit with shipping, drayage information, additional tables, etc. will be emailed to you before January 5, 2018. Electrical will be coordinated directly through the Town and Country’s contracted electrical services department; Trade Show Electrical. Information will be sent to you in the exhibitor kit prior to January 5, 2018.

# THE SAN DIEGO ASSOCIATION OF HEALTH UNDERWRITERS ANNUAL SALES CONVENTION AND EXPO

## 2018 Exhibitor Application

This application is made on the \_\_\_\_\_ day of the month of \_\_\_\_\_, 2017 / 2018 between:

---

(Print the **name** of the proposed **exhibitor** in the space provided above)

The above-named company (herein called Exhibitor) and the San Diego Association of Health Underwriters (herein called SDAHU) upon the terms and conditions below.

1) **BOOTH RENTAL FEES:** In consideration of the Fees paid to, and upon acceptance of this application by SDAHU, booth rental space shall be provided to the above referenced Exhibitor for the SDAHU Annual Sales Convention and Expo, scheduled to be held at the Town and Country Resort Hotel, 500 Hotel Circle North, San Diego, CA 92108 on Thursday, January 18, 2018 pursuant to the Rules and Regulations published by SDAHU.

2) **BOOTH LOCATION:** Booths will be assigned on a first-come, first served basis. Attached is a floor plan of the booth spaces. Please choose first, second and third space. If all the spaces you requested are filled, you will be automatically assigned to the nearest available booth space to those chosen. SDAHU reserves the right to assign space as deemed appropriate.

First Choice: \_\_\_\_\_ Second Choice: \_\_\_\_\_ Third Choice: \_\_\_\_\_

SDAHU understands that certain vendors prefer booth space near certain vendors, or away from certain vendors. Should this be a consideration for you, please complete the items below:

I prefer to be near: \_\_\_\_\_.

I prefer not to be near: \_\_\_\_\_.

3) **YOUR OFFICIAL IDENTIFICATION:** Exhibitor agrees to let the Conference and SDAHU use the name of the Exhibitor in any advertising by SDAHU. Exhibitors with names longer than 30 characters including spaces may be shortened at the discretion of SDAHU tradeshow managers.

---

(In the space above, print the name of your company, as you would like it to appear in all printed materials related to this tradeshow. This is also how the 7" x 44" booth sign will read.)

4) **BOOTH FEATURES:** It is understood that the Exhibit Fee for each approximate 10 x 10 booth space includes:

- Conference registration for two company representatives
- One eight-foot draped table and two chairs
- Draped 10' back wall with 36" draped side rails.
- A 7" x 44" booth identification sign (one line only)

### OPTIONAL FEATURES:

Exhibitors may request a double space, subject to availability – see page 5.

One 500-watt electrical outlet is available for a fee – see page 5.

**Please Note: Exhibitors will be responsible for additional furnishings, additional signs, special lighting, etc. Exhibitor kits will be emailed with instructions, no later than January 5, 2018.**

5) **INSTALLATION/BREAKDOWN:** Exhibitor shall be responsible for delivery and removal of equipment and display material to and from the exhibit area. Exhibitors must have a representative at the booth at all times. DO NOT ship displays or materials directly to the hotel. An exhibitor kit with shipping and drayage information will be emailed, with instructions, no later than January 5, 2018. For a modest fee, the trade show decorating company will receive your shipment and deliver it to your Booth space on Wednesday, January 17th. **Information to be emailed with instructions no later than January 5, 2018.**

6) **ACCEPTANCE OF EXHIBIT:** A copy of the Exhibit Order Form and Contract will be returned to the exhibiting company upon receipt and acceptance of the exhibit order. SDAHU reserves the right to reject any application for exhibit space.

7) **PLACE AND NATURE OF EXHIBIT:** Display booths and other exhibits shall not be displayed in a way that interferes with other exhibits. No exhibits that violate any municipal, or state laws, rules or regulations, including safety codes, will be allowed. The use of a heater or any heat-producing device as part of the exhibit is forbidden unless a special permit is first obtained from the local fire department and a copy of the permit is placed in the files of SDAHU. Approval must first be obtained from the local fire department for the use, operations or presence of electrical, mechanical, of chemical device, which in the opinion of the local fire department or the official exhibit contractor might be hazardous in a public place.

8) **USE OF EXHIBIT SPACE:** All demonstrations, interviews, or other activities must be contained within the limits of your exhibit booth. No exhibitor shall sign, sublet, or apportion the whole or any part of the space allotted to him without the knowledge and consent of the SDAHU exhibit coordinator. Aisles must be kept clear. Exhibits must be arranged so that exhibitors will inside the rented space.

9) **NOISY OR OBNOXIOUS EQUIPMENT:** If the operation of any equipment or apparatus produces noise of sufficient volume or odors found to be annoying to neighboring exhibitors or guests, it will be necessary to discontinue such operation.

10) **RESTRICTION AND LOCATION OF EXHIBITS:** SDAHU reserves the right to require any exhibitor to remove any part thereof, which in the sole judgment of SDAHU is not in keeping with the general character of the exhibition or is not in the best interest of the conference, and to remove or relocate any booth as be needed for the good of the conference and its exhibits. The restriction includes any persons, things, conduct, printed material or anything of character, which may be objectionable to the exhibit as a whole. In the event of such restriction or eviction, SDAHU is not liable for any refunds or rentals or other exhibition expenses.

11) **BOOTH PAYMENT AND CANCELLATION:** It is hereby agreed to that an exhibit space may be reserved by Exhibitor at a fee of \$800 for a single booth or \$1,500 for a double booth if postmarked by 1/05/2018 or \$900 for a single booth and \$1700 for a double booth if postmarked after 1/05/2018. Electrical orders are made directly through our tradeshow decorating vendor. Payment in full must be submitted to reserve exhibit space. If this contract is canceled by the Exhibitor, in writing, prior to midnight January 5, 2018, processing fee of \$250 will be retained by SDAHU. Thereafter, **NO REFUNDS** will be made. All cancellations must be in writing and sent via email or through the U.S. Postal Service or by some form of express mail, either public or private. It is further agreed that in the event Exhibitor fails to perform in accordance with the terms and conditions set forth in the contract and within the Rules and Regulations of Exhibit, SDAHU, as its election, may cancel the contract and retain the full contract fee.

12) **SHOW CANCELLATION:** Should any situation beyond the control of SDAHU prevent the opening of the exhibit show, SDAHU shall not be held liable for any expenses incurred by the exhibitor except the rental cost of the booth space.

13) **EXHIBIT PERSONNEL:** Each booth rental includes two (2) exhibitor registrations, except those exhibitors renting more than one space will receive four (4) exhibitor registrations. Additional exhibitors must register at least three days prior to the show. Please refer to section 23 below. All exhibit personnel must be the employees of the exhibitors.

14) **FAILURE TO OCCUPY SPACE:** Any space which is not occupied by the exhibiting company January 18, 2018 by 8:00 AM will be forfeited by the exhibitor and the space may be resold or used by SDAHU without refund, unless previous arrangements for delayed occupancy have been made in writing to SDAHU.

15) **EXHIBITOR SPONSORED ACTIVITIES:** Hospitality Suites and/or entertainment activities are not permitted to operate during the hours of the Exhibit Hall. Arrangements for any exhibitor-sponsored activities and hospitality suites must be made with SDAHU at least 30 days prior to opening exhibits.

16) **LIABILITY AND INSURANCE:** SDAHU, Raphael's Convention Services, and the Town and Country Resort Hotel employees and or representatives thereof, and other organizations and persons connected with this Conference shall not be held responsible for the safety of exhibits against fire, theft, or property damage, or for accidents to exhibitors or their employees from any cause whatsoever, prior to, during or after the period covered by the exhibitor contract. Exhibitors should place their own insurance to cover all contingencies. The exhibitor agrees to indemnify those listed above against any claims for such loses, damage or injury upon signing the contract. The exhibitor expressly releases the foregoing institutions, individuals and committees for all claims of loss, damage or injury. This also includes the

period of storage prior to and following the Conference. Small or casually portable articles of value should be properly secured or removed for safekeeping during the hours the exhibits are closed. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and defend the losses and damages to persons or property. Governmental charges or fines, and attorney's fees arising out of or caused by exhibitor's installation, removal or maintenance occupancy, or use of the exhibition premises or a part thereof. In addition, the exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor.

17) **PROTECTION OF EXHIBIT FACILITY PROPERTY:** Exhibitors will be held responsible for any damage done to the building by them or their employees. No nails, tacks, or screws shall be driven into the woodwork or floor of the building. No gasoline, kerosene, acetylene candles, or other flammable or explosive substance will be permitted in the building.

18) **SALES:** Any exhibitor that wishes to sell or take orders on the premises of the show for exhibited products or services must first notify in writing the conference coordinator of all items, products or services for approval. The exhibitor further agrees that SDAHU shall be the sole judge of what constitutes sale order taking activities and may order the exhibitor to cease such activity on the premises of the show on penalty of expulsion from the show.

19) **LITERATURE AND DISTRIBUTION:** Printed information may be distributed by exhibit representatives from the exhibit space only.

20) **EXHIBITOR REGISTRATION:** All exhibitor representatives must register for the show. Badges may be picked up at the registration desk in the circular entrance area.

21) **BADGES:** Badges for your exhibit personnel will be made from the list you submit to SDAHU. Conference badges identify you and are in evidence always during the show. Should the names of the attendee's change, to assure a printed badge, the exhibiting company must notify SDAHU in writing at least three (3) days prior to the exhibit opening.

22) **VIOLATIONS:** It is expected that exhibitors who violate these regulations will respond to SDAHU requests for correction. Eviction from the Conference exhibit may result from violations of these rules and regulations as determined solely by SDAHU. In the event of such eviction, SDAHU is not liable for any refunds of rentals or other exhibition expenses.

23) **REGISTRATION & NAME TAGS:** Please list all company representatives who will be attending the conference and representing your company at your booth. Please list any additional representatives or guests as additional attendees below for nametags and conference registration and information. Be sure to include \$40 for each additional exhibitor registered January 5, 2018. Registration after January 5, 2018 will be \$50 for each additional exhibitor. **Lunch is included.**

AUTHORIZED SIGNATURE OF EXHIBITOR: \_\_\_\_\_  
(I have read, understand and agree to the rules and regulations regarding the SDAHU exhibit program)

**Questions? Contact:**

**Gail James Clarke, Executive Director at (858) 883-2486 or sdahu1@yahoo.com**

# SDAHU 2018 EXHIBTOR FEE SCHEDULE PAGE

Please Print or Type:

EXHIBITOR NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

Exhibitor booth sign should read: \_\_\_\_\_

(In the space above, print the name of your company as you would like it to appear on the sign over your booth.)

FEE SCHEDULES (Check Appropriate Line):

Place number of Units Ordered In  
Blank & Multiply for total.

**Exhibit Booth (single)**

Postmarked by January 5, 2018 \$800 X \_\_\_\_\_ = \_\_\_\_\_.

Postmarked after January 5, 2018 \$900 X \_\_\_\_\_ = \_\_\_\_\_.

**OR Double Booth**

Postmarked by January 5, 2018 \$1500 X \_\_\_\_\_ = \_\_\_\_\_.

Postmarked after January 5, 2018 \$1700 X \_\_\_\_\_ = \_\_\_\_\_.

**Electrical Outlet** (Reserved and paid directly to Trade Show Electrical (Town and Country's contracted electrical vendor. Information will be found in tradeshow decorating vendor exhibitor kit to be emailed prior to January 5, 2018.

**Additional Equipment** – information will be found in tradeshow decorating vendor exhibitor kit to be emailed prior to January 5, 2018.

**Balloons (For order information contact: Nancy Kerst at Absolutely Balloons; phone: 619-460-6402.)**

**ADDITIONAL EXHIBITOR REGISTRANTS** (Two included with booth at no additional charge.)

Postmarked by January 5, 2018 \$40 X \_\_\_\_\_ = \_\_\_\_\_.

Postmarked after January 5, 2018 \$50 X \_\_\_\_\_ = \_\_\_\_\_.

**TABLE OF 10 Discount** (Purchase 10 seats @ \$35 per seat) \$35 X \_\_\_\_\_ = \_\_\_\_\_.

**SPONSORSHIP** (Please see attached sponsorship list for pricing): = \_\_\_\_\_.

**PROGRAM ADVERTISING** (Please see attached ad page for pricing): = \_\_\_\_\_.

**TOTAL AMOUNT ENCLOSED:**

\$ \_\_\_\_\_.

**Booths will be assigned "First Come, First Served".**

**EXHIBITORS (Included in single booth fee): - Print Names Neatly Please!**

1) \_\_\_\_\_ 2) \_\_\_\_\_

(Included in double booth fees)

1) \_\_\_\_\_ 2) \_\_\_\_\_

ADDITIONAL EXHIBITOR REGISTRANTS (\$40 each through January 5, 2018 and \$50 thereafter).

1) \_\_\_\_\_ 2) \_\_\_\_\_

3) \_\_\_\_\_ 4) \_\_\_\_\_

5) \_\_\_\_\_ 6) \_\_\_\_\_

Paying with a check? Please include the Application, Fee Schedule and check made payable to SDAHU and mail to: SDAHU • 10601-G Tierrasanta Boulevard, PMB 403 • San Diego, CA 92124

Paying with a Credit Card?  Amex  MasterCard  Visa

Printed Name on Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_ CVV: \_\_\_\_\_

Signature: \_\_\_\_\_

Fax the Application, Fee Schedule (including credit card) to: 858-630-3793.

**2018 Annual Sales Conference and Expo Program Advertisement Rates and Specs**

<b>Ad Size</b>	<b>Fees</b>
Full Page (Color- 8 x 10')	\$500.00
Half Page (Color - 8 x 5' horizontal)	\$350.00
Quarter Page (Color - 4 x 6' vertical)	\$165.00
Business Card	\$100.00

All ads are to be COLOR, or Hi-Res PDF or JPG file.  
***The ads must reach the Association office ([sdahu1@yahoo.com](mailto:sdahu1@yahoo.com))  
no later than Friday, December 22, 2017.***

# Sales Expo Sponsorship List

November 13, 2017

Sponsorship	Description	Price	Check Here
<b>Grand Sponsor</b>	Logo & recognition on all promotional material and advertisements; your banner displayed at registration; special recognition at event; single exhibit booth and registration for 2; preferred booth placement; Inside front cover ad in program. <b>**only 1 available**</b>	<b>\$4,500.00</b>	<input type="checkbox"/>
<b>Conference Bag Sponsor</b> <i>SCAN Health Plan</i>	Logo & recognition on all promotional material and advertisements; your logo or company name on conference bags; signage & recognition at event; single exhibit booth and registration for 2, preferred booth placement; full page ad in program. <b>**only 1 available**</b>	<b>\$3,500.00</b>	<b>SOLD!</b>
<b>Key Note Speaker Sponsor</b> <i>Word &amp; Brown</i>	Logo & recognition on all promotional material and advertisements; special recognition at event; opportunity to introduce keynote speaker; signage on podium; single exhibit booth and registration for 2; preferred booth placement; full page ad in program.	<b>\$3,000.00</b>	<b>SOLD!</b>
<b>Parking Sponsor</b> <i>MediExcel Health Plan</i>	Logo & recognition on all promotional material and advertisements; signage & recognition at event; all attendees visit your booth to obtain parking validation; single exhibit booth and registration for 2; preferred booth placement; Inside back cover ad in program <b>**only 1 available**</b>	<b>\$3,000.00</b>	<b>SOLD!</b>
<b>Attendee Program Sponsor</b> <i>MORE Health</i>	Logo & recognition on all promotional material and advertisements; signage & special recognition at event, single exhibit booth and registration for 2; preferred booth placement, outside back cover ad. <b>**only 1 available**</b>	<b>\$2,750.00</b>	<b>SOLD!</b>
<b>Lunch Sponsor</b>	Logo & recognition on all promotional material and advertisements; Special recognition & signage at lunch; single exhibit booth; preferred booth placement, full-page ad in program, optional giveaway for place settings. <b>**only 1 available**</b>	<b>\$2,500.00</b>	<input type="checkbox"/>
<b>Grand Prize Sponsor</b> <i>Easecentral</i>	Logo & recognition on all promotional material and advertisements; special recognition at event; signage on podium; your company presents the Grand Prize that all attendees enter to win; your logo on the entry sheet; single exhibit booth and registration for 2, full page ad in program <b>**only 1 available**</b>	<b>\$2,500.00</b>	<b>SOLD!</b>
<b>Name Tag Sponsor</b> <i>AmCheck</i>	Logo & recognition on all promotional material and advertisements; your logo on attendee name badges; signage & recognition at event, 15% exhibit booth half-page ad in program. <b>**only 1 available**</b>	<b>\$2,500.00</b>	<b>SOLD!</b>
Speaker Sponsor	Signage & special recognition in program; 15% exhibit booth discount, option to introduce a speaker.	\$1,000.00	<input type="checkbox"/>
Mailing Sponsor	Recognition on all mailings; signage & recognition at event, recognition in program <b>**only 1 available**</b>	\$750.00	<input type="checkbox"/>
Decorations Sponsor <i>Warner Pacific</i>	Name recognition on each table with decorations; signage & recognition at event, recognition in program	\$750.00	<b>SOLD!</b>
Registration Sponsor <i>Dickerson Employee Benefits</i>	Special signage at registration; recognition at event, recognition in program	\$500.00	<input type="checkbox"/>
Printing Sponsor	Signage & recognition in program	\$500.00	<input type="checkbox"/>
Audio /Visual Sponsor	Signage & recognition in program	\$500.00	<input type="checkbox"/>
Refreshment Sponsor <i>SIMNSA&amp; Landmark</i>	Special signage at refreshment table; recognition at event, recognition in program	\$500.00	<b>SOLD!</b>
Friends of SDAHU	Recognition in program	\$250.00	<input type="checkbox"/>

**Please complete and return with Exhibitor Registration form and payment.**

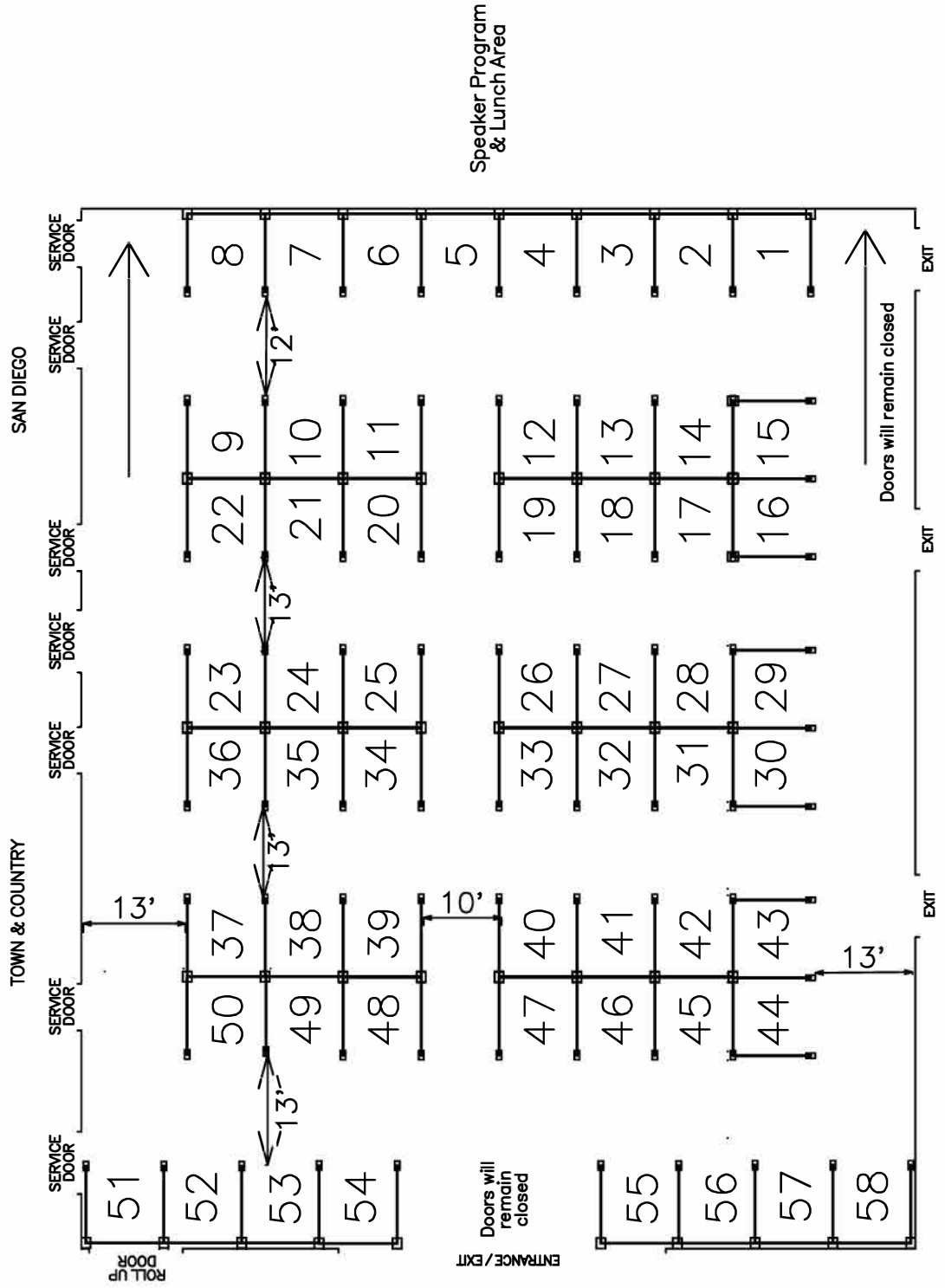
Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_ Telephone: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_ E-mail: \_\_\_\_\_

# San Diego Association of Health Underwriters

January 2018  
 Town & Country Hotel  
 Atlas Ballroom



Entrance to Exhibit Hall | Registration