



2022 ISM ANNUAL CONFERENCE & EXPO

EXHIBITOR & SPONSORSHIP PROSPECTUS

ISMConference.com

#ISMDCA22 @APHSA1



ISM 2022
Annual Conference & Expo

October 23-26

Gaylord National Resort & Convention Center
National Harbor, MD | #ISMDCA22 @APHSA1

**Charting
Technology
Innovations
at the Harbor**



LETTER FROM THE CONFERENCE & SHOW DIRECTOR

Dear Partners,

On behalf of the American Public Human Services Association (APHSA), thank you for investing a portion of your marketing budget in the **2022 ISM Annual Conference & Expo (ISM) to be held October 23-26, at the Gaylord National Resort & Convention Center in National Harbor, Maryland.** Exhibiting at ISM's annual event is a commitment to the health and human services sector, allied human-serving organizations, and your customers—the men and women who work in IT and those committed to the integrity of program delivery in communities nationwide.

As we continue to bring our in-person events back, **APHSA is committed to meeting safely** and puts the health and well-being of our attendees at the forefront of our planning. Much of the event's activities will continue to be the same—great content, exciting exhibits, and demos. We will have protocols like proof of vaccination or negative COVID-19 test requirements to ensure that our attendees feel welcome and comfortable being together in National Harbor. To find the latest on our safety protocols and to view the Event Code of Conduct and FAQ documents, please visit the ISM conference website at www.ISMConference.com.

ISM's annual conference and expo continues to be the trade show for top-notch leaders in the health and human services field to experience the industry's latest technology products, innovations, and services. As a partner and sponsor, you will have several engagement points with attendees, from receptions to general sessions, ISM Technology for a Cause, and the exhibit floor.

APHSA continues to have a strong partnership with **Clarity Experiences** as the Show Management Audio Visual Provider and **Shepard Exposition Services** as the Show Management Official Services Contractor. These vendors have professional and educated staff ready to serve your exhibit and/or meeting room needs.

To secure the best package and meet your marketing goals and objectives, APHSA partners with **AIM Meetings & Events** to sell and manage our conference expo hall. The sales team, Phil Galanty and Anna Nogueira, will work with you directly and can be reached at ads_exhibits@aphsa.org. We know you have a choice for spending your marketing dollars for trade shows—thank you for choosing to partner with us at the 2022 ISM Annual Conference & Expo.

We look forward to seeing you safely in October at National Harbor!

Be well.



Donna Jarvis-Miller, CMP, CEM

Director, Membership and Events; Show Director
djarvis-miller@aphsa.org | (202) 866-0569

NEW THIS YEAR!

Scavenger Hunt

Engage attendees to learn about solutions, discover what opportunities exist for their agencies, and more in the Scavenger Hunt.

A single square, per company, is included for Platinum level. All other levels may purchase a single square for an additional fee.

Contact Anna or Phil at ads_exhibits@aphsa.org to learn more and reserve opportunities today!

Meeting Safely

All attendees will be required to provide proof of vaccination or a negative COVID-19 test 48-72 hours prior to arriving at the event through a Secure Upload Portal. APHSA will follow local guidelines on wearing of masks. Currently, masks are not required for indoor gatherings. If attendees wish to wear a mask for their own well-being, we encourage them to do so.

2022 Floor Plan

The Expo Hall floor plan will be electronic and [available online](#).



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WHO WE ARE

The American Public Human Services Association (APHSA) is a bipartisan, nonprofit membership organization representing state and local health and human service agencies through their top-level leadership. Through our member network and three national Collaborative Centers, APHSA seeks to influence modern policies and practices that support the health and well-being of all children and families and that lead to stronger communities.

APHSA's members are experts in administering, overseeing, and aligning programs that build resilience and bolster the well-being of people through access to food, health care, housing, employment, child care, community support, and other key building blocks. Our members are also leading experts in performance measurement and data analysis, health and human services IT systems, workforce development and training, and the legal dimensions of the field.

APHSA connects its members to national policymakers and human-serving organizations across a wide circle of stakeholders in the health and human services sector, as well as key partners in education, housing, employment, and others. APHSA also helps members build more capacity for their teams through access to our professional education and development conferences, technical expertise, publications, and our Organizational Effectiveness practice.

OUR VISION

Thriving Communities BUILT on Human Potential.

OUR MISSION

APHSA advances the well-being of all people by influencing modern approaches to sound policy, building the capacity of public agencies to enable healthy families and communities, and connecting leaders to accelerate learning and generate practical solutions together.

2022 ISM SPONSORSHIPS & OPPORTUNITIES

These opportunities are subject to change based on potential impact of State of Maryland and CDC guidelines. Sponsors who chose to defer their 2020 sponsorship to 2022 have first right of refusal on current sponsorship opportunities.

Please Note: At the time of reservation, a fifty percent (50%) deposit will be due to secure the sponsorship. The balance is due September 12, 2022. All balances must be paid in full prior to the move in date.

Benefits	Platinum \$19,450	GOLD \$14,150	Silver \$9,800	Exhibit \$4,500
— EXHIBIT SPACE —				
Exhibit Size [Square feet (SF)]	20'x20' [400 SF] – or – 20'x30' [600 SF] (+ \$4,500 additional)	Up to 10'x20' [200 SF]	10'x10' [100 SF]	10'x10' [100 SF]
Increase Space [per SF]	+ Increments of 200 SF at \$2,250 per 100 SF	+ Increments of 100 SF at \$2,250 per 100 SF	+ Increments of 100 SF at \$2,250 per 100 SF	---
Pipe and Drape (7"x44" Company Sign)	If less than 400 SF	☑	☑	☑
— COMPLIMENTARY REGISTRATION —				
Full Conference	4	3	2	1
Expo Hall, General Sessions, ISM Meals/Receptions	4	3	1	1
VIP Reception Invitation	4	3	---	---
— LOGO LISTINGS —				
ISM Website with Hyperlink	☑	☑	☑	Company Name
Conference App	☑	Company Name	Company Name	Company Name
AAAG/Expo Hall Map	☑	---	---	---
Conference Signage Recognition	☑	☑	☑	☑
— ENGAGEMENT OPPORTUNITIES —				
Scavenger Hunt	☑	+ \$900	+ \$900	+ \$1,000
Resource Wall Position	☑	+ \$900	+ \$1,000	+ \$1,000
Swag Bag Insert/Logoed Item	☑	+ \$800	+ \$1,000	+ \$1,000
Morning Wellness Sessions <i>One (1) opportunity</i>	+ \$4,000	+ \$4,000	+ \$4,000	+ \$4,000
— SPONSORED ITEM —				
Pre- and Post- Conference Attendee List	☑	☑	Post Conference Only	Post Conference Only
One Meeting Room (Mon – Wed)	+ additional	+ additional	+ additional	+ additional
<i>Policy & Practice - August Issue, Additional Cost At Rate Card</i>	☑	☑	☑	☑
Choice of sponsored opportunity <i>(Select one (1) and Platinum sponsors may choose a sponsorship opportunity listed under Gold.)</i>	Sponsored- Session-(14) SOLD Conference App SOLD Conference Chatbot SOLD Charging Stations Hotel Keycards SOLD Meeting Space Wi-Fi SOLD Social Media Center AAAG & Expo Hall Map Wayfinding Signage SOLD Swag Bag SOLD	Hydration Stations SOLD Conference Signage SOLD Pens SOLD Conference Bag SOLD Relaxation Lounge SOLD Hand Sanitizer SOLD Journal SOLD Wine Cup SOLD Charging Cable SOLD Business Card Holder SOLD Flip Calculator SOLD	Floor Sticker Aisle Sign (limited) Rubber Band Ball Fidget/Spinner SOLD Snacks-(2) SOLD	---

GOVERNMENT OR NON-PROFIT EXHIBIT RATE: \$2,550

Includes a 10'x10' inline exhibit space with carpet, one (1) 6' skirted table, two (2) chairs, wastebasket, 7"x44" sign with organization name, and access to one (1) 110 outlet. The reserving organization must provide documentation of non-profit or government agency status. For-profit firms are not eligible to reserve this rate.

2022 EXPLANATION OF BENEFITS

As a sponsor, put your brand on items that are highly sought-after by conference attendees. All production costs are included in the sponsorship fee unless otherwise noted. *Items marked "Reserved" are no longer available and will be confirmed before issuing a contract. The items listed are subject to change based on guidelines relating to COVID-19 and/or ability to offer items in the Gaylord National Resort & Convention Center. Images are for representation only.*

— PLATINUM SPONSOR —

SPONSORED SESSION ~~SOLD~~ – This opportunity is open to fourteen (14) Platinum sponsors and comes with strict guidelines to which the sponsor must agree to before being approved. The ISM Agenda Committee reviews all submissions. The sponsored sessions are sixty (60) minutes in duration and are scheduled for Monday, October 24; Tuesday, October 25; or Wednesday, October 26.

The sponsored session room includes: a podium set in conversation style with four (4) chairs with a lectern and microphone. Rooms will have a projector and screen, four (4) lavalier microphones, recording equipment for audio only, and a dedicated AV technician. Additional audio-visual needs are the responsibility of the sponsor and must be secured by August 6, 2022. Other room setup arrangements may result in additional costs to the sponsor. A 350-word description of your session in the online agenda.

MEETING SPACE WI-FI ~~SOLD~~ – Your logo will be front and center every time attendees log on to complimentary Wi-Fi. A unique SSID will be created with the company name (i.e. ISM_COMPANYNAME).

SOCIAL MEDIA CENTER – Your brand will be on the scrolling Social Media Center, which will be placed in a high foot traffic location. Your hashtag will be promoted during the conference along with the conference hashtag (#ISMDCA22).

CONFERENCE APP ~~SOLD~~ – Back by popular demand, the Conference App will provide attendees with access to the schedule including speaker information, venue maps, exhibit hall information, who is attending, and other information on the event. The sponsor will receive two (2) push notifications during the conference as well as branding within the app.

AAAG & EXPO HALL MAP – The attendees look to the Agenda-at-a-Glance (AAAG) and Expo Hall Map as a resource to navigate the conference. Your brand will have a premier position on the back panel. Early deadline will apply to be included in the Swag Bag.

CHARGING STATIONS – iPhones, Androids, Tablets – oh my – they all need to be charged. Put your brand on state-of-the-art charging stations located in the Expo Hall, Networking Lounges, and Registration Area. A minimum of five (5) charging stations will be branded.

HOTEL KEYCARDS ~~SOLD~~ – A highly sought-after sponsorship becomes a billboard as attendees' hands every time they go to their hotel room. Put your brand at their fingertips with this four-color keycard.

WAYFINDING SIGNAGE ~~SOLD~~ – Put your brand and booth number on directional signage throughout the resort and convention center to direct attendees to sessions and activities.

SWAG BAG ~~SOLD~~ – Replacing the traditional conference bag, in-person attendees will receive a Swag Bag loaded with sponsored items. Your brand will be on the outside of the bag. As the sponsor of this vessel that will hold all the swag goodies, you can put in one printed item showcasing your solutions along with a provided swag item (you provide the item).

CONFERENCE CHATBOT ~~SOLD~~ – "Ask Abby," the APHSA Chatbot, will be used by conference attendees to inquire about important logistical information about the conference (e.g., hotel, registration rates, etc.) in advance which puts your brand in front of prospective attendees well before they are registered. Additionally, we will continue to use this platform to securely upload proof of vaccination and/or negative test results to attend the conference.

— GOLD SPONSOR —

CONFERENCE SIGNAGE ~~SOLD~~ – Your brand will be located on all conference signage throughout the venue.

RELAXATION LOUNGE ~~SOLD~~ – Attendees connect and recharge in this popular lounge located in the Expo Hall, near your exhibit, where they can enjoy a foot massage using state-of-the-art equipment or an upper body massage on professional massage chairs. Provide your branded-logo shirt for therapists to wear throughout the conference. The Relaxation Lounge includes carpeted area, massage therapists, network area, and an opportunity for additional branding. All proper safety protocols are followed to allow for a safe environment for this engagement opportunity.

HYDRATION STATIONS AND WATER BOTTLE ~~SOLD~~ – Put your brand on the water stations located throughout the conference area and the expo floor and a co-branded BPA-free water bottle which will be included in the Swag Bag.

HAND SANITIZER STATIONS AND TRAVEL-SIZE SANITIZERS ~~SOLD~~ – Provide travel-sized hand sanitizer to all attendees and help promote a clean and safe environment with hand sanitizer stations throughout the show. Travel-size bottles and sanitizer stations will carry your logo.

CHARGING CABLES ~~SOLD~~ – One (1) opportunity available – Include your logo on this classic conference giveaway. This charging cable includes attachments for multiple devices.



BUSINESS CARD HOLDER ~~SOLD~~ – One (1) opportunity available – Monotone logo on metal business card holder that is a nice keepsake from the Expo.



FLIP CALCULATOR ~~SOLD~~ – Includes your logo on the top of the calculator, which fits nicely in your backpack for traveling.

SWAG BAG OPTIONS FOR GOLD LEVEL – Put your brand on the Swag Bag which will be filled with APHSA co-branded items. Swag Bags will be given to all in-person attendees, providing brand exposure to all who participate in the event. *Images are for representation only.*



JOURNAL – *one opportunity* – Everyone needs to take notes, doodle, or create a task list; what better way to put your message in the hands of attendees than with a trendy journal.

PENS – *one opportunity* – Put your brand on the conference pen which will be co-branded and paired with the conference notebook.



CONFERENCE BAG – *one opportunity* – Attendees want something to carry their materials and information in during the conference. We will co-brand a reusable bag that can be used post event.



WINE CUP – *one opportunity* – Attendees will love these reusable wine cups to enjoy everything from that first cup of the morning to an end-of-the-day cup of wine.

— SILVER SPONSOR —

AISLE SIGN – *limited opportunities* – Remind attendees where your location is on the expo floor as part of the directional signage that guides attendees through the Expo Hall. Your company will own 10% of a single aisle sign with your brand. *Signs may be flags on aisles or hanging signs, whichever complies best with current protocols.*

FLOOR STICKER – *ten (10) opportunities* – Put a 12 SF (3'x4') custom floor sticker on the aisle carpet in front of your exhibit to stop attendees in their tracks. *Note: Sponsor provides print-ready artwork; Show Management will produce and install.*

SNACKS – *two (2) opportunities* – These custom treats will take your brand to the next level with fun graphics. Providing treats is a sure way to have attendees remember you while participating in the event. *(Show Management to make the selection)*



RUBBER BAND BALL – A fun stress reliever with your brand that will live desks for fun while sitting on Zoom calls!

FIDGET/SPINNER – *one opportunity* – Everyone needs something to keep them engaged – put your brand on this fun gadget.

— ENGAGEMENT OPPORTUNITIES —

NEW! SCAVENGER HUNT – Gamification and engagement of attendees is key to having them learn about solutions, discovering what opportunities exist for their agencies, and more. This year, we will add an electronic scavenger hunt to the conference app to drive traffic throughout the event – it could be to your booth, a meeting location, or other identified locations in the venue – all through QR codes and the app – you decide what is listed on your square in the scavenger hunt. Attendees will earn points – and – the more they visit, check in, and discover the higher they are on the leaderboard for winning prizes. *[Included for Platinum Sponsors, Additional for Gold, Silver and Exhibit Only levels]*

RESOURCE WALL POCKET – Near the registration area will be a Resource Wall with pockets to hold materials no larger 8.5"x11" and weigh no more than five (5) ounces. This wall will allow for attendees to pick up your white papers or other marketing materials at their leisure. All inserts are subject to approval by Show Management. Sponsors must use the appropriate shipping label provided by APHSA. *Twenty-five (25) positions available. Sponsor is responsible for supplying the printed materials. [Included for Platinum Sponsors, Additional for Gold, Silver and Exhibit Only levels]*

SWAG BAG INSERT/LOGOED ITEM – Provide a marketing insert or your own logoed item to the Swag Bag. Inserts should be no larger than 8.5"x11" and weigh no more than five (5) ounces. Inserts may be non-sponsored items (postcard, flyer, etc.). Want to provide an item for the Swag Bag as a brand reminder? If you are on the expo floor, you can provide your own branded swag to be added to the Swag Bag. Recommended count is 1,200 pieces. Size, shape, weight of sponsored logoed item is limited. *Note: The item cannot be an item which is already sponsored or offered by Show Management. [Included for Platinum Sponsors, Additional for Gold, Silver and Exhibit Only levels]*

NEW! MORNING WELLNESS SESSIONS – Yoga classes will be offered each morning of the conference and your brand will be highly visible on branded take away items for the sessions with instructors wearing your branded shirts (if supplied).

Investment \$4,000, One (1) opportunity available

— ADDITIONAL ITEMS —

ONE (1) PRE-CONFERENCE LIST – This list is provided one week after early registration closes and includes contact information of opted-in attendees. *All lists comply with GDPR guidelines. Attendees have the option to opt out of providing this information. [Not available to Silver Level or Exhibit Only Level sponsors]*

ONE (1) POST-CONFERENCE LIST – This audited list is provided two weeks after the last day of the conference and includes attendee full contact information. *All lists comply with GDPR guidelines. Attendees have the option to opt out of providing this information.*

ADDITIONAL 2022 SPONSORSHIP/ENGAGEMENT OPPORTUNITIES

The following opportunities are open to all exhibitors for an additional fee.

SOCIAL NETWORKING EVENT – Help underwrite Networking Events held within the event hours and are open to all conference attendees. Drink tickets, with logos, will be provided to all attendees with an ethics disclaimer included. Sponsor(s) will receive additional tickets for distribution. *Please note: All receptions will adhere to current food & beverage protocols in place at the time of the conference.*

Investment \$15,450 – Two opportunities available
Buyout this opportunity \$30,000

BRANDED KOOZIES – A great “add-on” to any of the Networking Events sponsor offerings. Put your company logo on the bars during the ISM Opening Reception and Networking Reception. Bartenders will place beer and soft drinks in the koozie, and your company name will be spread throughout the entire evening.

Investment \$4,000 – Two opportunities available
Buyout this opportunity \$7,500

WELLNESS WALKING CHALLENGE – Attendees do a ton of walking during the conference. Why not put your name on this opportunity and reward active attendees? We will customize the challenge to advance your marketing goals. This sponsorship includes push notifications with your company name promoting the challenge, signage with your logo and a leaderboard with your brand showing the top twenty-five walkers throughout the conference.

Investment \$12,000

COURAGEOUS CONVERSATIONS – Having courageous conversations about social service issues that are impacting our workforce is important. Underwriting this session will demonstrate your leadership in the area.

Investment \$8,100

DEMO THEATRE IN EXPO HALL – Demo your product/solution in front of a dedicated audience. Demo times are twenty (20) minutes in duration. The area will include two theatres with seating for 35 people following social distancing guidelines, monitor with cable connections, and hardline internet access for presentation. One per company. Limited availability.

Investment \$3,500

WINDOW CLINGS – Throughout the Gaylord National Resort & Convention Center there are ample windows to strategically place your brand with a custom window cling. Sponsor provides print-ready artwork. Multiple opportunities available.

Investment \$3,500, per window

HOTEL MARKETING – Show Management will connect you with the hotel point of contact. Sponsor is responsible for all fees associated with any door or in-room drops. Fees will be paid, by the Sponsor, directly to the hotel.

DIGITAL RETARGETING PACKAGES – Work directly with a top retargeting US firm, digital retargeting campaigns give you an avenue to promote your brand which will follow attendees around the Internet to remind them about your great solutions.

Limited packages available – Ranging from \$3,550 to \$5,950

NEW! ELEVATOR WRAPS (IF AVAILABLE) – The Elevator Wrap sponsor's logo will be prominently displayed on the elevator wrap on the lobby-level elevators at the Gaylord National Resort & Convention Center. Every time an attendee heads to their room, they will be reminded of your brand.

Investment \$6,000

NEW! EMAIL MARKETING – APHSA will offer an email service that allows confirmed 2022 Platinum and Gold sponsors to send an approved email to ISM Conference registrants in the weeks leading up to the conference. The sponsor will send the requested email message to ISM Show Management in advance for approval. APHSA will send your email to registered attendees upon receipt of this completed Contract and Payment. Email dates will be available in the months of September and October. A sponsor may purchase one (1) package. There are several timeslots available and it's a great way to develop a campaign building to the ISM Conference & Expo.

Investment \$3,000 - Five opportunities available



— MEETING ROOMS —



EXAMPLE ONLY

EXPO HALL MEETING ROOMS – A limited number of hard wall meeting spaces will be available on the Expo Hall floor for sponsors to utilize for private meetings. Priority will be given to Platinum and Gold Sponsors. These rooms are on a first come, first reserved basis. *Any company who is not exhibiting at the conference may not secure a private meeting room or a hospitality suite in the hotel.*

The company is responsible for all AV, internet, food & beverage, any additional electrical or furniture needs, or any additional room set changes beyond the initial set-up and rental fee. All Expo Hall Meeting Rooms will be set in conference style for six people and comply with social distancing guidelines.

Additional meeting rooms will be offered on availability at a fixed rate per room. A sponsor may only reserve one (1) additional meeting room. Requests for additional meeting rooms will be reviewed by Show Management for approval. Requests will be assigned based on availability.

Each Expo Hall Meeting Room will have the following provided in the rental fee: hard wall with a locking door, carpet, one (1) 6' table with six (6) chairs, one (1) 30-amp electrical outlet, wastebasket and a full color logo sign on the outside. All other items are at the expense of the company.

Cost for the duration of the conference:

- 20'x20' carpeted, hard wall unit \$4,000
- 20'x30' carpeted, hard wall unit \$5,000
Limited availability, by request only
- Additional rooms in the Expo Hall, based on availability \$3,500

**Maximum of two meeting rooms in the Expo Hall, per sponsor.
No more than twelve (12) rooms will be available.**



EXAMPLE ONLY

MEETING ROOMS IN CONVENTION CENTER – Limited Availability

– Show Management has a limited number of meeting rooms in the convention center available for sponsors. These rooms are located one floor above the Expo Hall. Meeting rooms are on a first come, first reserved basis and availability with priority given to Platinum and Gold Sponsors. *Any company who is not exhibiting at the conference may not secure a private meeting room or a hospitality suite in the hotel.*

The company is responsible for all AV, internet, food and beverage, room re-key charges, additional electrical or furniture needs, or any additional room set fees or expenses beyond the initial rental fee.

Additional meeting rooms will be offered based on availability at a fixed rate. A sponsor may only reserve one (1) additional meeting room. Requests for additional meeting rooms will be reviewed by Show Management for consideration. Those requests will be assigned based on availability.

These meeting rooms are carpeted and come with the initial room set, access to one (1) 30-amp electric outlet, and first re-key charge.

Cost for the duration of the conference:

- First meeting room \$3,000
- Additional meeting rooms, per room: \$3,250

If a sponsor wants to access their room prior to the start of the Show Management contract and the room is available, the rental fee for the additional day(s) will be passed on to the sponsor.

— POLICY & PRACTICE MAGAZINE ADVERTISEMENT OPPORTUNITIES —

OCTOBER 2022 ISSUE

Are you interested in advertising in the *Policy & Practice* magazine? Our October issue features an overview of this year's ISM conference agenda, a list of exhibitors to date, details about ISM special events, and other topics related and of interest to conference attendees. The magazine will be distributed to more than 4,000 *Policy & Practice* subscribers and to the attendees at the conference.

Advertisements can be reserved as part of your booth selection process or added onto your account.

Reservation Deadline: August 26, 2022

Ad Files Due: September 1, 2022

Please submit all artwork by the dates above to reserve the *Policy & Practice* magazine's chosen ad space.

4-COLOR ADVERTISING RATES

Print Ads*

Full Page	\$3,100
1/2 Page Horizontal	\$1,250
1/3 Page Vertical	\$1,100

Advertorial**

One Page	\$4,100
Two Page	\$5,150

Premium Ad Positions*

Two-Page Center Spread	\$8,250
Inside Front Cover SOLD	\$5,500
Inside Back Cover	\$5,500
Back Cover	\$6,000

DIMENSIONS (WIDTH BY HEIGHT)

	BLEED	TRIM	LIVE/IMAGE
Full Page	8.75" x 11.25"	8.375" x 10.875"	7.5" x 10"
1/2 Page Horizontal	---	---	7.5" x 4.75"
1/3 Page Vertical	---	---	2.125" x 10"
Two-Page Center Spread	17.125" x 11.25"	16.75" x 10.875"	15.75" x 10"
Wrap 1/2 Page Square	---	---	5" x 5"
Wrap – Full Page**	8.75" x 11.25"	8.375" x 10.875"	7.5" x 10"

**Back Outside must clear a 2"x4" label in the top-right corner.

PRINTING SPECIFICATIONS

Policy & Practice is four-color process offset (CMYK) printed. Halftone resolution is 133 lines per inch (lpi) maximum. Final trim size is 8 3/8" x 10 7/8". Bound together using the saddle stitch method.



ADVERTORIAL INSTRUCTIONS

- Put "Advertorial" in a color block at the top right of the page or spread.
- Add a border around the entire document.
- Please put the following: "This is an advertisement and does not represent an endorsement by the publisher." Place inside the border, at the bottom right of page one (for one-page advertorial), and the bottom right of page two (for a two-page spread advertorial.)

ADDITIONAL INSTRUCTIONS

- When labeling your submissions, remember to include the following information: publication/issue date, contact person name, phone number, and email address.
- Materials supplied to APHSA that require additional typesetting, edits, layout, color separation, or film work are subject to additional charges. In addition, APHSA will notify advertisers of additional incurred costs for any necessary production service.
- APHSA reserves the right to decline, withdraw, or edit advertisements that do not keep with APHSA's guidelines on advertisement submission.

FILE REQUIREMENTS & TIPS

- Properly produced PDF files delivered electronically via email are the preferred format and method of delivery of all advertising materials. (If the file is larger than 20 MB, please call for FTP information.)
- PDF files should be high-resolution (300 dpi) saved in the press-optimized PDF/X-1a format. Art files with 72 dpi are not acceptable; APHSA will return ads or place artwork supplied as such.
- High-resolution (300 dpi, CMYK) TIFF or EPS files are accepted.
- Ensure all photos, images, and graphics that are RGB and have spot colors are converted to CMYK or grayscale and are high-resolution (between 200 and 400 dpi). Make sure to embed all images and fonts or outline them. Keep live matter 7/8" from the trim on each side for full-page advertisements.
- When creating a bleed advertisement, make sure all critical material is within the live space and that the bleed size extends 1/8" minimum on all sides of the ad. Include standard trim and bleed marks placed 1/4" outside trim (no printer marks in the "live" area).

2022 ISM CONFERENCE SCHEDULE

(SCHEDULE SUBJECT TO CHANGE)

SUNDAY, OCTOBER 23

3:30 PM–5:00 PM	State and Local Forum
5:00 PM–6:30 PM	Receptions (by invite)
6:30 PM–8:00 PM	Opening Reception (Expo Hall)

MONDAY, OCTOBER 24

7:30 AM	Breakfast
8:15 AM	Opening General Session
9:30 AM–4:30 PM	Expo Hall Open
10:30 AM	Break (Expo Hall and Demo Theatre)
11:15 AM	Sessions
12:30 PM	Award Luncheon
1:45 PM	Sessions
3:15 PM	Break (Expo Hall and Demo Theatre)
3:30 PM	Sessions
5:00 PM	Open Evening
5:30 PM	Emerging Leaders Meet-Up (by invite)

TUESDAY, OCTOBER 25

7:30 AM	Breakfast
8:45 AM	Sessions
9:30 AM–6:00 PM	Expo Hall Open
9:45 AM	Break (Expo Hall and Demo Theatre)
10:45 AM	General Session
12:00 PM	Lunch
1:30 PM	Sessions
2:45 PM	General Session – Cabinet Level Federal Speaker
3:00 PM	Sessions
4:00 PM–6:00 PM	Engagement Session Conversation Starters Simulations Activities Networking with Emerging Leader Cohorts
5:30 PM–7:00 PM	Reception (Expo Hall & Demo Theatre)

WEDNESDAY, OCTOBER 26

7:15 AM–7:45 AM	Exhibitor/Sponsor Breakfast (by invite)
7:45 AM–8:15 AM	Breakfast
7:45 AM–10:30 AM	Expo Hall Open
9:30 AM–10:30 AM	Networking Break
10:30 AM	Expo Hall Closes

EXPO HALL HOURS (HOURS SUBJECT TO CHANGE)

DATE	TIME
Sun, October 23	Opening Reception 6:30 PM–8:00 PM
Mon, October 24	Includes Breaks 9:30 AM–5:30 PM
Tue, October 25	Includes Breaks, Engagement Activities, Innovation Cafe with Food and Beverages 9:30 AM–6:00 PM
Wed, October 26	Includes Breakfast and Break 7:45 AM–10:30 AM

EXPO HALL MOVE-IN AND MOVE-OUT SCHEDULE

DATE	TIME
Sat, October 22	11:00 AM–7:00 PM
Sun, October 23	8:00 AM–3:00 PM
Wed, October 26	11:00 AM–6:00 PM

CARPET COLOR:

Main Section-Expo – Eclipse (blue and black speckle)
APHSA Strategic Industry Partner Section – Tuxedo (grey and black speckle)

DRAPE COLOR:

Main Section-Expo – Blue, black, black, blue
APHSA Strategic Industry Partner Section – Gray, black, black, gray

IMPORTANT DATES AND DEADLINES FOR EXHIBITORS

DATE	DELIVERABLE
July 15	Exhibit Services Kit Available Online
September 12	All Balances Due
September 12	Exhibit Profiles Updated and Personnel Registered
September 30	Advanced Rates for General Services Orders
August 14	Advance Rates for Electrical and WiFi Orders
October 2	Advance Rates for Audio Visual Services Orders
October 22	Exhibitor Move-In 11:00 AM – 7:00 PM
October 23	Exhibitor Move-In 8:00 AM – 3:00 PM
October 26	Exhibitor Move-Out 11:00 AM – 6:00 PM Exhibitor Move-Out All Freight Forced at 6:00 PM

OPENING RECEPTION

Sun, October 23	6:30 PM–8:00 PM
Expo Hall and Demo Theatre	

The Expo Hall will come to life on Sunday evening with our Opening Reception. Entertainment, food and libations will welcome the attendees to the conference and Expo Hall. It is an opportunity to provide hands-on demonstrations, educate attendees about your products and services, and network with other exhibitors. Start building relationships on the first day!

EXHIBITOR & SPONSOR BREAKFAST (BY INVITATION)

Wed, October 26	7:15 AM–7:45 AM
Expo Hall and Demo Theatre	

Meet with Show Management to share thoughts on the conference and trade show.

2022 ISM MEETING ROOM RESERVATION FORM

Please submit a form indicating your interests for 2022.

CONTACT INFORMATION

Exhibiting Firm/

Vendor Requesting Space:

Contact Name:

Title:

Address:

City:

State, ZIP:

Phone:

Email:

FOR QUESTIONS AND TO SUBMIT COMPLETED FORMS, PLEASE CONTACT:

Sales Team: Phil Galanty and Anna Nogueira
(703) 549-9500 | ads_exhibits@aphsa.org

Current safety and well-being guidelines will be followed at the time of the event. All attendees will provide, in advance, proof of vaccination or a negative COVID test (48-72 hours) prior to arrival. Masks, currently, are not required; however, attendees who wish to wear a mask for their own safety and well-being are encouraged to do so.

ROOM DETAILS

A limited number of hard wall meeting spaces will be available on the Expo Hall floor and in the meeting space of the convention center for sponsors to utilize for private meetings. Priority will be given to Platinum and Gold Sponsors. These rooms are on a first come, first reserved basis. Any company who is not exhibiting at the conference may not secure a private meeting room or a hospitality suite in the hotel.

The company is responsible for all AV, internet, food & beverage, additional electrical or furniture needs, or any additional room set changes beyond the initial set-up and rental fee. All Expo Hall Meeting Rooms will be set in conference style for six people.

Each Expo Hall Meeting Room will have the following provided in the rental fee. All other items or services are at the expense of the company.

- Hard wall with a locking door
- Carpet (Show Management selects color)
- One (1) 6-foot table with six (6) chairs
- One (1) 20-amp electrical outlet
- Wastebasket
- Full color logo sign on the outside

Additional meeting rooms will be offered on availability at a fixed rate per room. A sponsor may only reserve one (1) additional meeting room. Requests for additional meeting rooms will be reviewed by Show Management for consideration. Requests will be assigned based on availability.

MEETING ROOMS (Select the meeting room you want)

- ☒ ~~SOLD~~ 20' Expo Hall Meeting Room – Carpeted, hard wall meeting space \$3,500 (first room)
- ☒ ~~SOLD~~ 20' Expo Hall Meeting Room – Additional Room \$3,000 (limit one additional)
- ☒ ~~SOLD~~ 30' Expo Hall Meeting Room – Carpeted, hard wall meeting space \$4,500, per request
- ☐ Meeting Room in Convention Center \$2,500 (first room)
- ☐ Meeting Room in Convention Center – Additional Room \$3,000 (limit one additional)

FUNCTION DETAILS (Please complete these sections to assist in assigning space appropriately.)

Function Name:

This is a(n): ☐ Open Invite ☐ Staff Meeting ☐ By Invite Only ☐ Do Not Post

Date(s) of Function: ☐ Monday, 10/24/22 ☐ Tuesday, 10/25/22 ☐ Wednesday, 10/26/22

Time(s) of Function:

Number of Expected Attendees:

CONVENTION CENTER MEETING ROOM SETUP REQUESTED

- ☐ Conference/Boardroom
- ☐ Theatre Seating
- ☐ Banquet Style
- ☐ Reception
- ☐ U-Shape
- ☐ Hollow Square
- ☐ Schoolroom Seating

ADDITIONAL REQUIREMENTS

- ☐ Catering (F&B) ☐ Audio-Visual
- ☐ Internet ☐ Electric*

*One (1) 30-amp outlet is included for all meeting spaces.

SPONSORSHIP AGREEMENT

I understand the room rental charged by APHSA does not include AV, internet, food & beverage, additional electrical or furniture needs, additional room set changes and/or re-keying of the room. I understand I am responsible for any charges associated with the room beyond the rental fee. The rental includes the first room set. Signage for meeting rooms is restricted to one sign outside the meeting space. Only Show Management directional signage can be placed in common areas of the convention center.

Please note the following: Space for corporate functions and sales meetings can only be secured by completing this form. If the proposed function is a social event of any kind, the function must be approved and not conflict with any official ISM events or activities. For space contracted with the Gaylord National Resort & Convention Center, a contact person will be assigned by the property to handle your arrangements for your requested date and time. APHSA will assign the meeting rooms at the Gaylord National Resort & Convention Center. Any firm requesting a meeting room must also be a sponsor of the conference. No exceptions will be made to this policy. Once confirmed, the company listed here will be solely responsible for all charges related to the function space and the functions held within it. It is recommended to use the official audiovisual provider for the ISM Conference for any audiovisual needs in your meeting rooms. No functions may conflict with any official ISM Educational Sessions or Events including the Expo Hall breaks. Show Management reviews and approves any exception requests. The undersigned represents that they are an authorized official of the firm agreeing to the terms of function space rental at the ISM Conference & Expo and further understands that the firm is responsible for all fees associated with the function space.

SIGNATURE (typed signature is acceptable)

DATE

2022 ISM RULES AND REGULATIONS

These Rules and Regulations governing the ISM Annual Conference and Expo, produced by the American Public Human Services Association (APHSA), are part of the Exhibitor and Sponsorship Contract. The interpretation and enforcement of the Rules and Regulations by Show Management are final. All matters not explicitly covered by these Rules and Regulations are subject to the decision of Show Management. Show Management is defined as the APHSA Conference Services Team or their designated appointee. The 2022 conference and expo will be held October 23-26, 2022, at the Gaylord National Resort & Convention Center in National Harbor, MD.

APPLICATION TO EXHIBIT

The receipt by APHSA of an electronically submitted Application and Contract for Exhibit Space and Sponsorship will constitute a binding contract. APHSA reserves the right to reject any application for any reason. If any Exhibitor changes management or is purchased by another company/organization, the contract becomes binding on such company/organization.

Show Management reserves the right to decline, prohibit, deny access, or remove any exhibit which in its sole judgment is contrary to the character, objectives, and best interests of the Show or suitable for its attendee audience. This reservation includes, but is not limited to, any violation of any public policy, meeting safely guidelines regarding COVID-19, or these Rules and Regulations and extends to persons, things, printed matter, products, and conduct. Show Management reserves the right to refuse applications of any exhibitor for any reason, as well as the right to curtail exhibits or parts of exhibits. The decision and interpretation of Show Management shall be accepted as final in all cases.

MEET SAFELY REQUIREMENTS

APHSA remains committed to ensuring a safe environment at each of our educational conferences. Health, safety, and well-being are our top priorities for our attendees. Show Management continues to monitor the impact of COVID-19 and follow public health guidance regarding in-person gatherings. All in-person attendees will be required to provide proof of vaccination, or a negative COVID-19 test, up to 72 hours before arriving at the event through a Secure Upload Portal. Additionally, attendees will be required to wear masks in the meeting room and expo hall spaces during show hours.

Show Management will follow the guidance of the current Center for Disease Control (CDC) and local jurisdictions for all safety protocols. These guidelines are subject to change based on the current state of the pandemic at the time of the event.

BOOTH AND SPONSORSHIP PAYMENT TERMS

A 50% deposit invoice will be generated at the time of booth reservation and is due within 30 days of contract submission. Booth space must be paid in full by Monday, September 12, 2022. If the deposit is not received net 30, the reserved space will become available for reassignment and resale. If you reserve a booth after July 1, 2022, all space reservations will require full payment at

time of contract. Payment must be made by check drawn on a U.S. bank or by Electronic Funds Transfer (EFT). Dishonored checks will prevent booth(s) being assigned until rectified. There will be a \$75 charge for returned checks. **NOTE: All exhibit and sponsorship fees must be paid in full before the start of the conference.**

MAKE CHECKS PAYABLE IN U.S. FUNDS AND SEND TO:

American Public Human Services Association
PO Box 221542, Chantilly, VA 20153-1542
APHSA Federal TAX ID #36-2166948

NOTE: All exhibit, sponsorship and registration fees must be paid in full prior to the start of move-in.

For Electronic Funds Transfer (EFT) information, contact:

Anna Nogueira at Ads_Exhibits@aphsa.org

Credit Card Payments: A company may pay with a credit card (Visa, MasterCard, or American Express).

BOOTH PRICING, DEPOSITS, LATE FEES

An invoice will be issued for the 50% deposit when space is reserved. Any outstanding balances for exhibit and sponsorship is due by Monday, September 12, 2022.

NOTE: All balances must be paid in full prior the start of move-in of the event.

PLATINUM: \$19,450 Includes 20'x20' exhibit space (400 SF) [carpet or floor covering required]. Platinum Sponsors have the option to expand their booth in 200 SF increments at \$4,500 each. Booth Expansion per 100 SF: \$2,250. Platinum can only expand by 200 SF.

GOLD: \$14,150 Includes 10'x20' exhibit space (200 SF) [carpet or floor covering required]. Gold Sponsors have the option to upgrade their booth in 100 SF increments. Booth Expansion per 100 SF: \$2,250.

SILVER: \$9,800 Includes 10'x10' exhibit space (100 SF) [carpet or floor covering required]. Silver Sponsors have the option to upgrade their booth in 100 SF increments. Booth Expansion per 100 SF: \$2,250.

EXHIBIT: \$4,500 Includes 10'x10' exhibit space (100 SF) [carpet or floor covering required].

BOOTH EXPANSION: Platinum Sponsors have the option to expand their booth in 200 SF increments for \$4,500 each. Other sponsors may expand by 100 SF increments at \$2,250 per 100 SF. Platinum may only expand by 200 SF. All expansions are subject to approval and space availability.

DOUBLE DECKER STRUCTURE: Exhibitors with 20' x 20' or larger may have a second level on their exhibit. The structure must be approved by the Fire Marshal, prior to the start of the show. An additional fee of \$2,750 will be assessed for this expansion.

GOVERNMENT OR NONPROFIT AGENCY: \$2,550 Includes 10'x10' carpeted exhibit space, one (1) 6' skirted table with two side chairs, wastebasket, 7"x44" sign with organization name only and access to one (1) 110 outlet. The organization must provide documentation of government or nonprofit status. For-profit firms are not eligible to reserve at this rate.

BOOTH INFORMATION

Booth rental fee for 10'x10' inline exhibits includes an 8' draped backdrop, 3' draped side rails and booth identification sign (company name and booth number). All exhibits are required to have carpeting or a floor covering.

SPACE ALLOCATION

- Please select your first option with the online floor plan when choosing booth space. Show Management will work to provide a fair assignment of all spaces. If we need to expand (increase) space you selected from 10'x10' to 10'x20' or larger, we will follow up with your final booth number.
- Confirmation of your booth number will be sent with the invoice.

BOOTH SPACE ASSIGNMENT

After the initial space assignment of returning exhibitors, space will be assigned when a completed online contract and required deposit or payment in full is received.

Priority is given to those companies that exhibited at the previous year's conference; otherwise, booths are assigned on a first come, first-served basis. Show Management reserves the right to make the final determination of all space assignments in the best interests of the ISM Annual Conference & Expo.

Show Management retains the right to refuse display space to any company whose goods and/or services are not, in the opinion of Show Management, compatible with the general character and objectives of the ISM Annual Conference & Expo.

Subletting, sharing or reassignment of space by an exhibitor is strictly prohibited. The exhibitor agrees not to assign, sublet, or apportion space or any part thereof contracted for, not to exhibit, advertise or offer for sale merchandise or services other than those manufactured or sold by the exhibiting company in the regular course of business.

Exhibitors may not use public aisles. All business must be conducted in the booth, and display materials must be arranged so that attendees are not required to stand in the aisles to examine products. No exhibit or advertising matter will be allowed to extend beyond the confines of the booth unless authorized by Show Management.

The default of occupancy is the responsibility of the exhibitor. Failure to occupy the designated setup time does not excuse payment in full for the contracted booth. Management has the right to mitigate contractual obligations in case of emergency.

STANDARD BOOTHS: All booths are 10' deep by 10' wide except the island booths. The Expo Hall is not carpeted, and all exhibitors are required to have the floor covering installed. Standard booths may not exceed the back wall height of 8', including signs or special lighting. All booths and end caps must maintain the open sight lines as outlined in the Booth Construction Guidelines. Failure to comply with regulations and/or any violation of the Booth Construction Guidelines may result in the dismantling of the booth.

NON-STANDARD BOOTHS: Show Management must approve any exhibit booth exceeding the dimensions outlined under "Standard Booth." Show Management will relocate non-standard booth space so as not to infringe upon the rights of other exhibitors.

ISLAND BOOTHS: Island booths allow for 360-degree traffic access. Island booths, 400 SF or larger, may rig signage, at the expense of the exhibiting firm, with the top of the signage no higher than 20' above the display. The cost of rigging is the responsibility of the exhibiting company. **NOTE: If an exhibit is 20 x 30 or a double decker (two story) exhibit the plans must be reviewed and approved by Show Management and possibly the Maryland State Fire Marshal.**

END CAP/PENINSULA: End cap or peninsula booths (two or more booths side-by-side at the end of an aisle) may not exceed the back wall height of 8' in the center 10'. Booths may also not exceed the back wall height of 4' in the outer 5'. Your booth neighbor also needs the same visual exposure from the aisles.

ALL BOOTHS: No exhibit will be permitted to span an aisle by ceiling or floor covering. Exposed or unfinished sides and/or exhibit backgrounds must be draped, at the exhibitor's expense, to present an attractive appearance.

INSTALLATION: Exhibits should be installed according to International Association of Exhibitions and Events (IAEE) guidelines in order not to project beyond the space allotted or obstruct the view of, or interfere with, other exhibits. **Exhibits 20'x20' or larger must adhere to a signage height of 20' (bottom of sign); all other exhibits must conform to an 8' height for all signage.** Installation Guidelines are included at the end of the prospectus.

CANCELLATION BY EXHIBITOR: Cancellations are not in effect until APHSA receives the notice in writing by email or mail. The date the written cancellation is received will be the official cancellation date. The reasons for cancellation must be included in the written notice.

- If the exhibitor cancels before July 22, 2022, the exhibitor will receive a fifty percent (50%) refund on contracted exhibit space.
- If the exhibitor cancels on or after July 22, 2022, the exhibitor will pay one hundred percent (100%) of the total contracted booth space fee.
- If the exhibitor cancels due to COVID-19 travel restrictions imposed by their employer, Show Management will require the documentation showing the travel restriction. The exhibitor will have the option to move their sponsorship to the next year or receive a refund. **Should a sponsor cancel under these circumstances, they will forfeit all benefits of the current year sponsorship.**
- If APHSA has incurred expenses towards the sponsorship portion of your exhibit/sponsorship, that amount will be due in full.

EXPO HALL ACCESS FOR BOOTH SETUP & DISMANTLE

In the interest of safety, only those individuals directly responsible for setup and/or break down of booths will be permitted in the exhibit area. The security guards will issue work badges at the freight door or registration for authorized individuals.

Please be prepared to provide identification and/or a business card. Work badges are good only during setup and dismantle times. **Due to the presence of heavy equipment and other dangers, no children under the age of 18 will be allowed on the exhibit floor during set up or dismantle times. No open-toe shoes may be worn in the Expo Hall during setup or dismantle times.**

OFFICIAL SERVICE CONTRACTOR

A separate service kit will be sent by email from our Official Service Contractor, Shepard Exposition Services, to each contracted exhibitor. The kit will include information about furniture, labor, cleaning, drayage (shipping), electrical, union jurisdictions and other services. It is expressly understood that the Official Service Contractor is not the agent or the employee of APHSA and that the Conference shall have no liability to the Exhibitor or any other person for the acts or omissions of Shepard Exposition Services.

OFFICIAL AV CONTRACTOR

Show Management has partnered with Clarity Experiences to be the official audio-visual provider. Exhibitors are encouraged to order AV from the official AV provider for the conference. The order forms will be included in the Exhibitor Service Kit to place AV orders for the exhibit floor and contracted meeting rooms.

ADMISSION TO EXPO HALL DURING OFF HOURS ON SHOW DAYS

Exhibitors with badges will be permitted to enter the Expo Hall one hour before the opening of exhibits and will be allowed to remain in the hall one hour after the close of the show each day. In an emergency, please contact Show Management for access to the Expo Hall.

REGISTRATION AND BADGES

Each sponsorship level includes registration badges for your booth representatives. Admission to the Expo Hall requires a badge. Please pre-register your booth personnel using the link in your confirmation which is unique to your sponsorship. Only online registration will be accepted.

If a substitute exhibit representative is sent in place of a pre-registered representative, he or she will be required to register onsite. Additional exhibit personnel badges may be purchased for \$675 per person until September 23 or \$725 after September 23.

Expo Hall Only Personnel badges may be purchased for \$575 until September 23 or \$625 after September 23. Expo Hall Only Personnel badges give access to the Expo Hall, General Sessions, Meals, and ISM Receptions only. Exhibitors are strongly encouraged to register in advance.

PRE-SHOW INSPECTION & VIOLATION NOTICE

A walk-through will take place by Show Management at 4:00 PM on Sunday, October 23, 2022. Booths that do not meet the Rules and Regulations outlined in this Exhibitor Prospectus are in violation of show standards. The violation(s), including exceeding booth height and width restrictions as specified on the Booth Construction diagram, will need to be corrected before the show opening. Shepard Exposition Services will drape any pop-up, prefabricated, or other custom-designed booths that appear unfinished from the sides or the back and bill to the contracting exhibitor. For booths dismantled due to a violation of the Booth Construction Guidelines, no refunds will be issued.

CONFERENCE CANCELLATION

It is mutually agreed that in the event of cancellation an equal portion of the exhibit fees may be refunded after all expenditures

and commitments have already been made. Such refund, if any, will be accepted by the exhibitor in full settlement of all loss or damages suffered by exhibitor.

If Show Management cancels the event due to COVID-19 restrictions, exhibitors will be given the option to move their funds to a future year or be refunded their sponsorship fee.

FIRE REGULATIONS

Permits may be required for any heat-producing device, hazardous electrical device or the use or storage of compressed gases or combustion engines. Helium balloons are not allowed. Certificates of flameproofing are required. Decorative materials must be flameproofed before being taken into the Expo Hall and must comply with fire regulations. Aisles and exits as designated on the approved floor plan shall be kept clean, clear, and free of obstructions always during official show hours. Questions regarding the above should be directed to the Official Service Contractor. Please refer to your service kit for complete fire regulations.

ATTENDEE CONFERENCE APP

To be included in the Conference App, Show Management must receive the required info (e.g., company name, address, company description and website address) and full payment by September 12, 2022.

APHSA reserves the right to accept or reject any exhibit or any promotional material or to condition acceptance upon modification for any reason, which need not be disclosed.

SIGNAGE AND PUBLIC SPACE

No exhibitor or sponsor may put signage in any public space to promote special activities. All signage and business must be contained within the booth, and display materials arranged so that attendees are not required to stand in the aisle to examine products or services. No exhibit or advertising matter will be allowed to extend beyond the confines of the booth unless authorized by Show Management.

EXHIBITS IN OTHER AREAS

APHSA forbids any company from displaying or demonstrating merchandise, including signage, anywhere except in Expo Hall during the entire conference unless prior approval has been granted from APHSA.

PRINTED MATERIAL DISTRIBUTION

A primary goal of the ISM Annual Conference & Expo is that the Expo Hall serves to enhance the educational programs being offered and be recognized as an integral part of the entire educational process. Exhibitors are asked to use discretion in the value of the giveaways being distributed.

Distribution of printed marketing material by exhibit representatives or by their agents is limited to the exhibit space, or meeting room contracted for by the exhibitor. Such restriction also applies to distribution in the remainder of the Gaylord National Resort & Convention Center and any contracted hotel property.

EVENTS, ACTIVITIES AND HOSPITALITY SUITES

All requests for any exhibitor events, activities, meeting rooms and hospitality suites must first be approved by APHSA. Events include: seminars, sessions and/or receptions conducted at one of the APHSA contracted properties or off-property during any APHSA scheduled activity. Exhibitors who require meeting space must complete the Meeting Room Request Form and return to Show Management. No industry-related events, entertainment and hospitality activities may overlap or conflict with official Conference program events.

Each exhibitor agrees to observe the above policy as a condition of exhibiting. Any event or other forms of planned presentation that are scheduled, other than those approved by APHSA, will be regarded as an exhibit contract violation. Non-exhibiting suppliers will not be permitted to host events, or hospitality functions at any APHSA contracted hotels or any other facility or location. If a non-exhibiting supplier violates this policy, the supplier risks being excluded from future conferences.

DISMANTLING OF EXHIBITS

The official closing time of the exposition is 11:00 AM, Wednesday, October 26, 2022. The expo hall must be clear of all attendees before dismantling can begin. The return of empty crates/packing materials will start after all attendees have left the hall, approximately 15 to 30 minutes after the close of the show. Early dismantling is strictly prohibited.

LABOR AND DRAYAGE/SHIPPING

The Official Service Contractor's service kit will include shipping information and rates. Material shipped directly to the Gaylord National Resort & Convention Center will be accepted only within the published shipping dates and must be addressed c/o Shepard Expositions. Please follow the shipping instructions in your service kit carefully.

CERTIFICATE OF INSURANCE

The exhibitor assumes all responsibility and agrees to indemnify and defend APHSA and the Gaylord National Resort & Convention Center and their respective officers, directors, employees and agents against any claims, judgments and expenses arising out of any property damage or loss, or personal injury or death caused by or arising from the use of the leased space and exposition premises, except acts or omissions by the Gaylord National Resort & Convention Center or its employees.

Neither the APHSA nor the Gaylord National Resort & Convention Center maintains insurance covering the exhibitor's property or personal property belonging to exhibit personnel. Each exhibiting company is required to obtain coverage for the exhibitor's property. A certificate of insurance for general business liability listing APHSA as Certificate Holder for a minimum of \$1,000,000 is required of all exhibitors by Monday, September 12, 2022.

PHOTOGRAPHS

The taking of photographs, other than those taken by official APHSA photographers, is expressly prohibited during setup and dismantling. Cameras will not be allowed on the exhibit floor during these times. The exhibitor may grant permission to have their exhibit and/or products photographed. APHSA and/or the Gaylord National Resort & Convention Center assume no liability

for any photographs that are taken in the expo hall at any time. The official convention photographer's order form will be included in the Exhibitor Service Kit.

MUSIC, ODORS AND ANIMALS

Only service animals will be permitted in the expo hall. Noises or odors caused by activities in an exhibitor's booth that are found to be annoying to neighboring exhibitors or guests will cease immediately upon request of the Show Management. Music at any function held in conjunction with this conference is subject to applicable copyright and licensing fees charged by ASCAP and/or BMI. It is the sole responsibility of the exhibitor to pay applicable fees. For more information about licensing fees, visit www.ascap.com or www.bmi.com.

RESTRICTED BOOTH ACTIVITIES

The exhibitor is permitted to demonstrate the company's equipment and to make formal presentations regarding the company's equipment or services in their booth. ***The exhibit booth must be staffed during all open hours of the Expo Hall. Packing or removal of equipment, materials, etc. will not be permitted during official show hours.*** Exhibitors will not be allowed to use loud noises such as video presentations with high volume, bells, sirens and buzzers, dart games or other activities that may extend into the aisle and/or compromise the safety of anyone in the vicinity. The use of flashing illuminated signs is not permitted so as not to interfere with neighboring booths and conference activities. Raffle drawings are acceptable within a booth, but no public address system will be available for such exhibitor activities. ***Music and/or entertainers must not disturb adjacent booths.***

FOOD SERVICE

APHSA's agreement with the Gaylord National Resort & Convention Center prohibits any food or beverage from outside sources being brought into the exhibit booths unless contracted with the Gaylord National Resort & Convention Center's catering department. Any exhibitor who brings in unauthorized food and/or beverages will be asked to cease serving or risk confiscation of any such items. Additionally, such violation may result in action by APHSA to remove the entire display and booth representatives from the conference floor at the violator's expense. The exhibitor understands and accepts these terms as contracted obligations with the Gaylord National Resort & Convention Center and APHSA. See Food Service Forms in the Exhibitor Service Kit.

SECURITY

Professional uniformed security personnel will be provided on a 24-hour basis beginning at 4:00 PM, Saturday, October 22, 2022 until 3:00 PM, Wednesday, October 26, 2022. Neither APHSA, the Gaylord National Resort & Convention Center, nor any of their officers, directors, members, employees, or agents, including, but not necessarily limited to, Shepard Expositions, are responsible for any loss or damage to exhibitor property. We encourage exhibitors not to leave electronic equipment, jewelry, or other valuable items in their booths.

SMOKE-FREE CONFERENCE

The Gaylord National Resort & Convention Center has a smoke-free policy that prohibits smoking in all areas, expo halls, and session rooms. This policy includes vapor or e-cigarettes.

UNION JURISDICTION

Union labor is required per contract for certain aspects of your exhibit handling such as display installation and dismantling, freight/drayage, electrical and large equipment spotting. Please refer to your Exhibitor Service Kit for details on Union Jurisdiction.

OUTSIDE SERVICE CONTRACTORS

Exhibitors who plan to use an outside contractor must adhere to and accept full responsibility for the following regulations as described in Shepard Exposition Services Exhibitor Service Kit: (1) exhibitor shall notify Shepard Exposition Services and APHSA in writing by Monday, September 12, 2022, with the name, address, and telephone/fax numbers of outside service contractor; (2) outside service contractor must provide the names of individuals working on the exhibit to Shepard Exposition Services and APHSA in writing by Monday, September 12, 2022, and furnish an insurance certificate to APHSA in the amount of \$1,000,000 US by Monday, September 12, 2022 (liability is to include property damage including full coverage for installation and dismantling); (3) service company must check in with the general contractor service desk upon arrival at the expo hall; (4) outside service companies may not solicit business at any time while on the expo hall floor; (5) service companies must follow all move-in and move-out rules in a timely and professional manner and must perform work within the APHSA deadlines; and (6) service companies must indemnify and hold harmless APHSA, Shepard Exposition Services, and Gaylord National Resort & Convention Center.

LIABILITY/INDEMNITY

Except for liability claims and damages arising from the negligence or willful acts of the American Public Human Services Association (APHSA), its members, the Gaylord National Resort & Convention Center, the City of National Harbor, MD, or their officers, directors, members, employees or agents, including but not limited to Shepard Expositions, the exhibitor shall indemnify and hold harmless the APHSA, its members, the Gaylord National Resort & Convention Center, the City of National Harbor, or their officers, directors, members, employees or agents, including but not limited to Shepard Expositions, from all liability, claims, loss, damages or expenses, including counsel fees and costs, arising by reason of the death or injury of any person, including the exhibitor and any person who is an employee or agent of the exhibitor, or by reason of damage to or destruction of any property, including property owned by the exhibitor and any person who is an employee or agent of the exhibitor, caused or allegedly caused by (1) any cause whatsoever while that person or property is in or on the premises of APHSA, at the Gaylord National Resort & Convention Center or in any way connected with such premises or with any improvements or personal property on the premises; (2) some condition of the premises or some building or improvement on the premises; (3) some act or omission on the premises of the exhibitor or any person in, on or about the premises with the permission and consent of the exhibitor; (4) any matter connected with exhibitor's occupation and use of the premises; or (5) exhibitor's use of, or publication of any information on, any Internet Web site owned, maintained, sponsored, or hosted by APHSA. The exhibitor shall

indemnify and hold harmless the APHSA, and the Gaylord National Resort & Convention Center from and against all claims of liability arising from any claims for personal injury, loss of property and any other loss of any kind whatsoever arising from the presence of its exhibit and the presence of any of its officers, directors, agents, employees, guests, and invitees at the ISM Annual Conference.

SALES ACTIVITY

Exhibitors are prohibited from direct cash sales of their products or services from their booths unless Show Management has granted prior approval. Exhibitors who conduct sales in their booth are responsible for obtaining the appropriate business license(s) and paying all applicable state and local taxes.

Licensee (and/or its exhibitors) may be subject to PLT under the tax code of the host city or state for certain taxable activities such as Commercial Rental/Leasing/ Licensing, Admissions/Amusements and Retail Sales.

For complete information on licensing and applicable PLT, Licensee should contact the State of Maryland Department of Revenue.

RULES/REGULATIONS AND FLOOR PLAN CHANGES

The exhibitor agrees that Show Management shall have the right to make such rules and regulations or changes in the floor plan arrangement of booths for said exhibition as it shall deem necessary. All determinations by APHSA regarding the enforcement of rules, regulations and conditions under this contract shall be final and binding to the exhibitor.

FOR MORE INFORMATION, CONTACT

Exhibit and Advertising Sales Team:

Anna Nogueira or Phil Galanty

T: (703) 549-9500 | E: ads_exhibits@aphsa.org

Director, Membership and Events, Show Producer

Donna Jarvis-Miller, CMP, CEM

T: (202) 866-0569 | E: djarvis-miller@aphsa.org

Accepting for APHSA:

NAME OF
PERSON SIGNING Donna Jarvis Miller, CMP, CEM

TITLE Director, Membership and Events

DATE _____

SIGNATURE



Accepting for the contracting organization:

ORGANIZATION _____

NAME OF
PERSON SIGNING _____

TITLE _____

DATE _____

SIGNATURE _____

(Typed signature is acceptable)



GET IN TOUCH WITH THOUSANDS OF TOP-RANKING HEALTH AND HUMAN SERVICES DECISION-MAKERS

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Conference Information

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2022 ISM CONFERENCE INSTALLATION GUIDELINES

Linear Booth

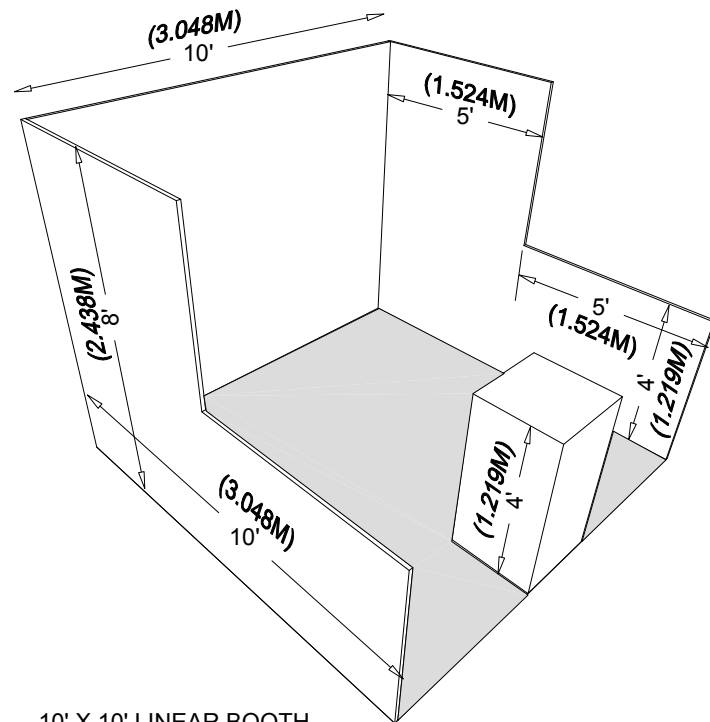
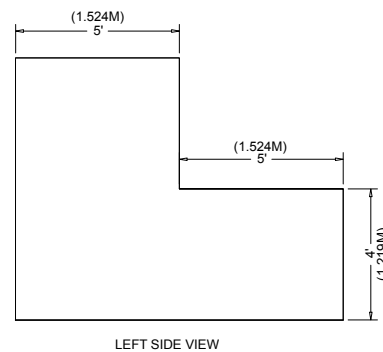
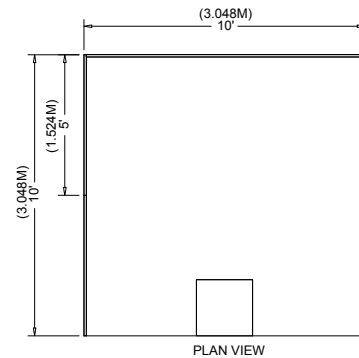
Linear Booths, also called “in-line” booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

Dimensions

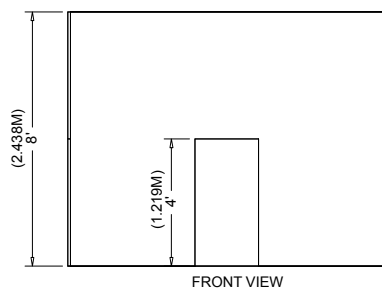
For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft (3.05m) has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft (3.05m) wide and 10ft (3.05m) deep, i.e. 10ft by 10ft (3.05m by 3.05m). A maximum back wall height limitation of 8ft (2.44m) is generally specified.

Use of Space

Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft (3.05m by 6.10m), 10ft by 30ft (3.05m by 9.14m), 10ft by 40ft (3.05m by 12.19m), etc. display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft (2.44m) is allowed only in the rear half of the booth space, with a 4ft (1.22m) height restriction imposed on all materials in the remaining space forward to the aisle. (See Line-of-Sight exception on page 8.) Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft (1.22m) height limitation is applied only to that portion of exhibit space which is within 10ft (3.05m) of an adjoining booth.



10' X 10' LINEAR BOOTH

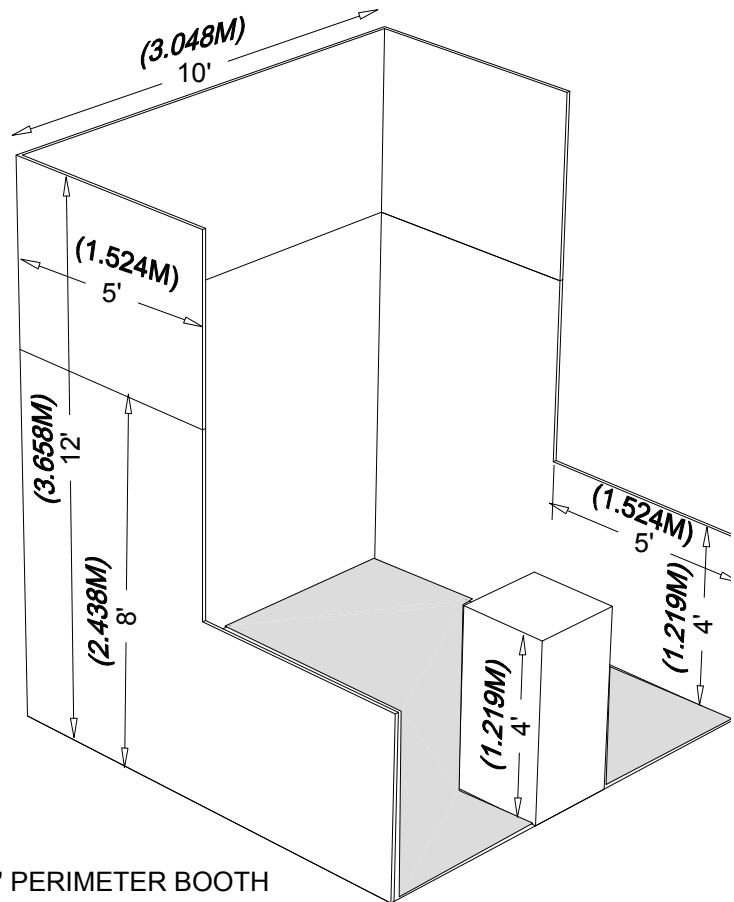
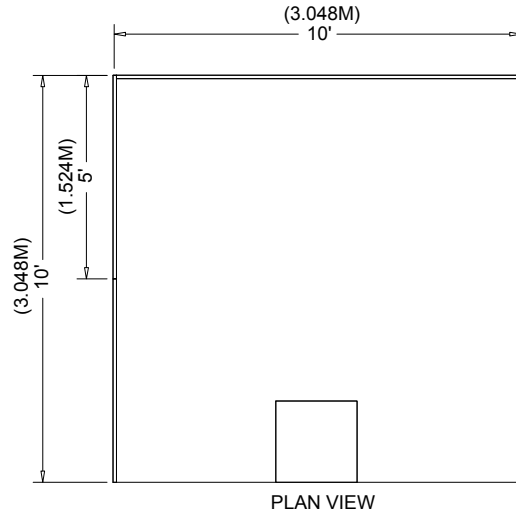
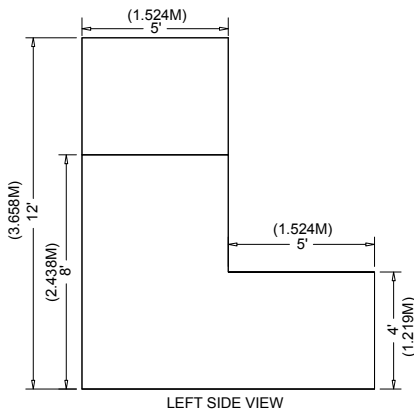
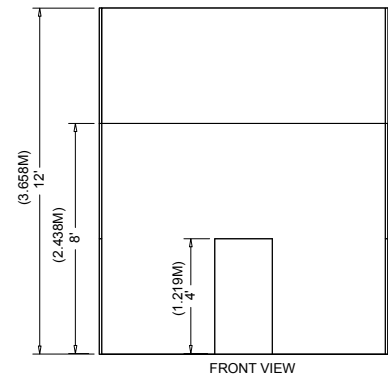


Perimeter Booth

A Perimeter Booth is a Linear Booth that backs to an outside wall of the exhibit facility rather than to another exhibit.

Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum back wall height is 12ft (3.66m).



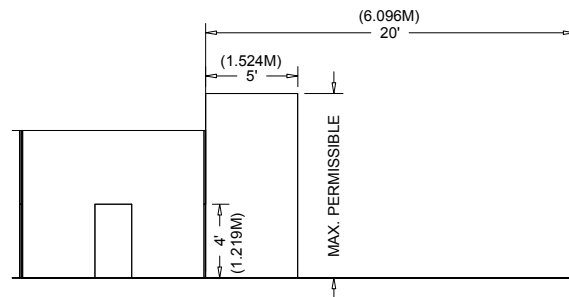
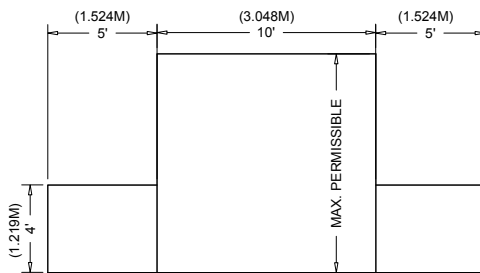
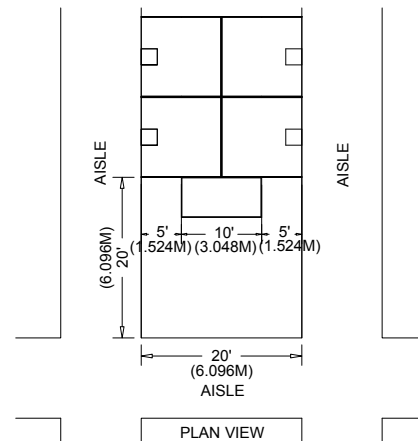
Peninsula Booth

A Peninsula Booth is exposed to aisles on three sides, and comprised of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a “Split Island Booth.”

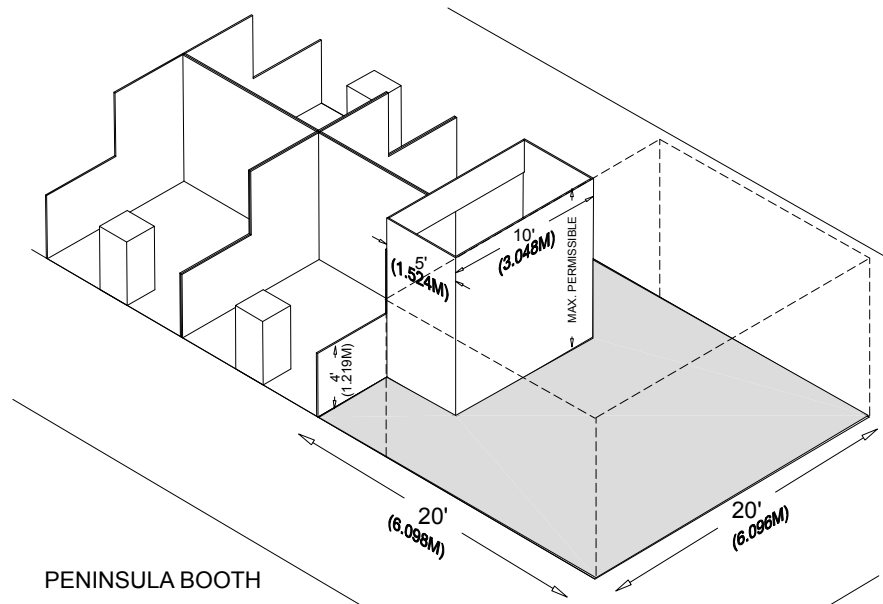
Dimensions

A Peninsula Booth is usually 20ft by 20ft (6.10m by 6.10m) or larger. When a Peninsula Booth backs up to two Linear Booths, the back wall is restricted to 4ft (1.22m) high within 5ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage for the center portion of the back wall. Double-sided sign, logos and graphics shall be set back ten feet (10') (3.05m) from adjacent booths.

Maximum height for signage at ISM is 20ft.

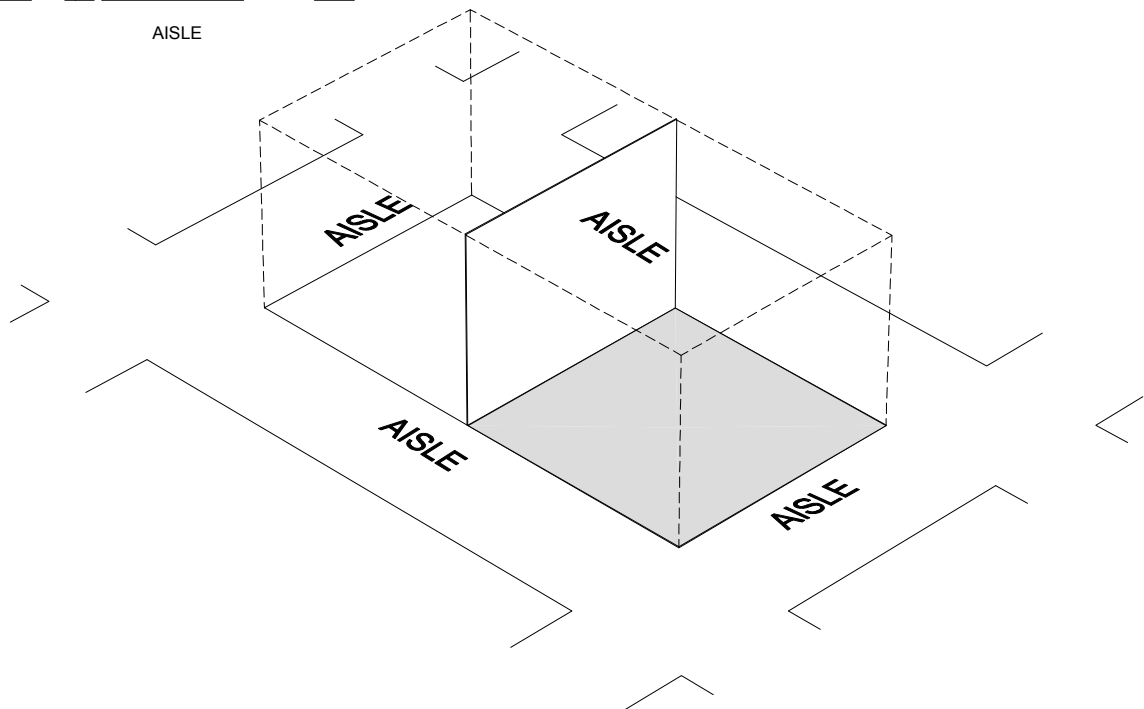
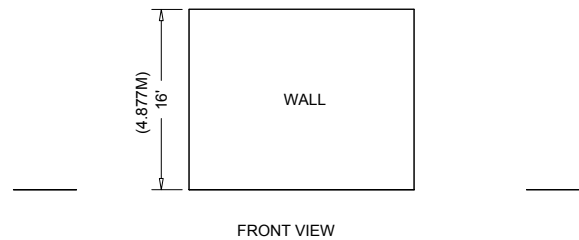
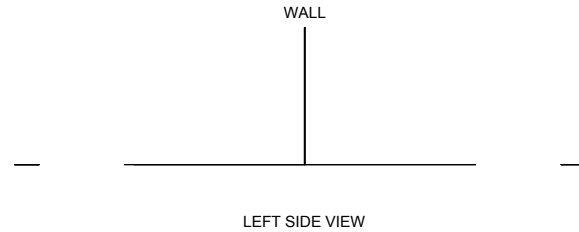
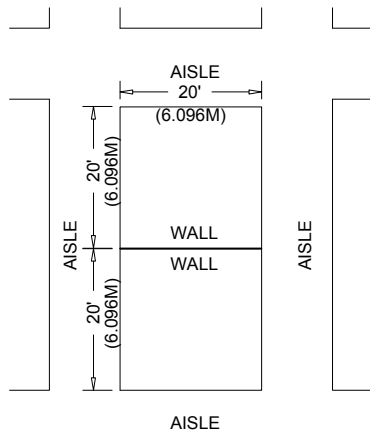


FRONT VIEW



Split Island Booth

A Split Island Booth is a Peninsula Booth which shares a common back wall with another Peninsula Booth. The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall Line-of-Sight restrictions. A typical maximum height range allowance is 16ft to 20ft (4.88m to 6.10m), including signage. The entire cubic content of the space may be used up to the maximum allowable height. Double-sided signs, logos and graphics shall be set back ten feet (10') (3.05m) from adjacent booths. Maximum height for signage at ISM is 20ft.



SPLIT ISLAND BOOTH

Island Booth

An Island Booth is any size booth exposed to aisles on all four sides.

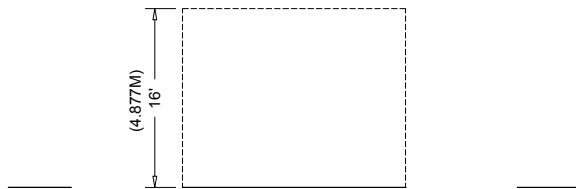
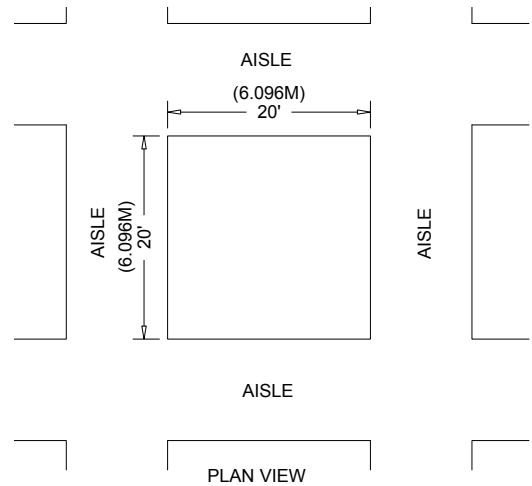
Dimensions

An Island Booth is typically 20ft by 20ft (6.10m by 6.10m) or larger, although it may be configured differently.

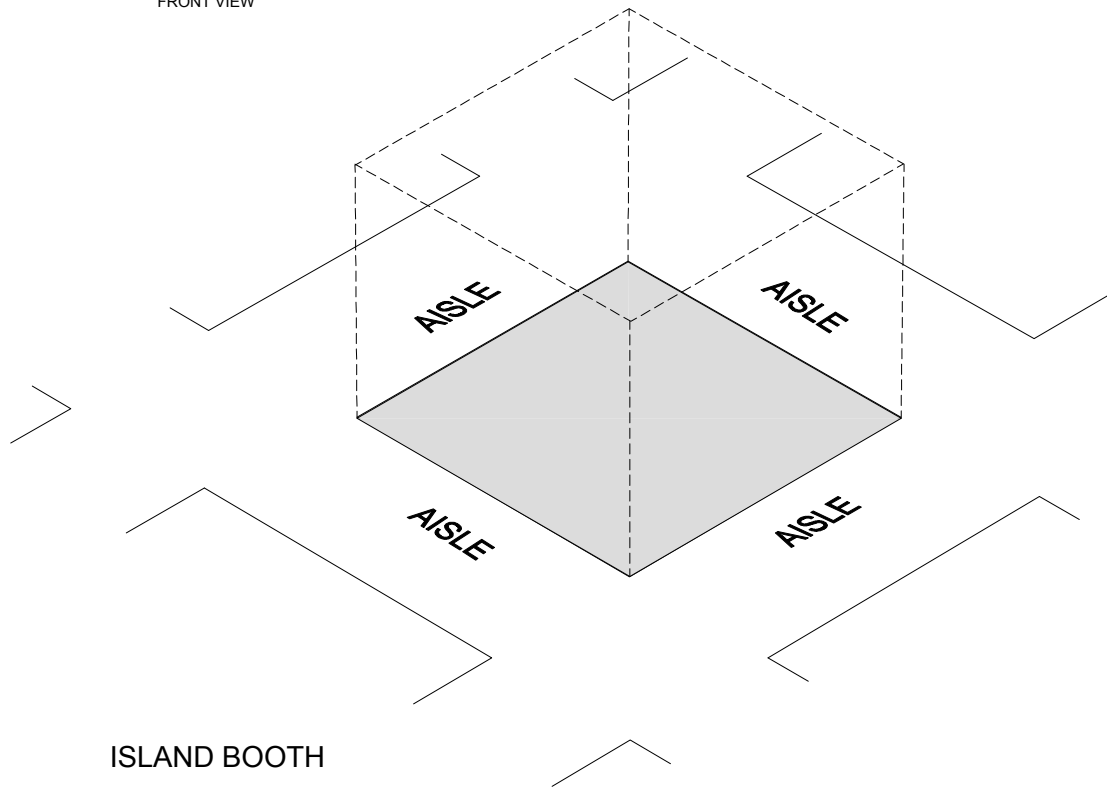
Use of Space

The entire cubic content of the space may be used up to the maximum allowable height, which is usually a range of 16ft to 20ft (4.88m to 6.10m), including signage.

Maximum height for signage at ISM is 20ft.



FRONT VIEW



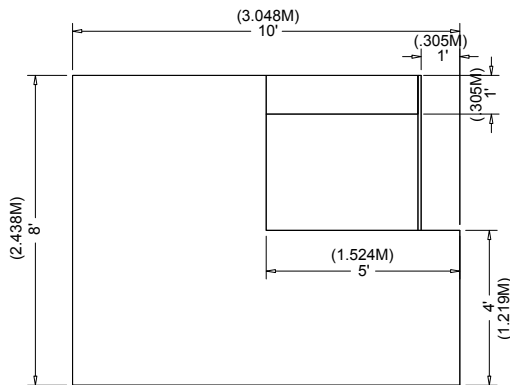
ISLAND BOOTH

Extended Header Booth 20ft (6.10m) or Longer

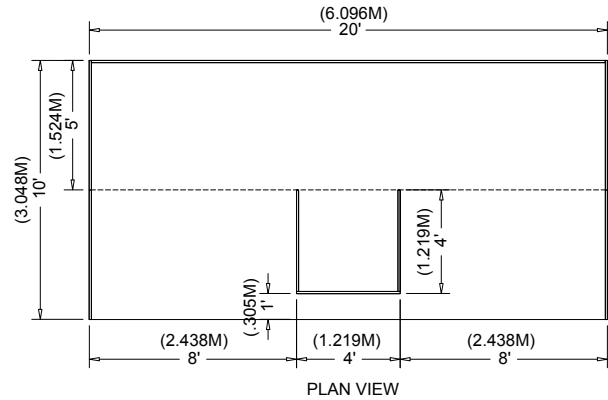
An Extended Header Booth is a Linear Booth 20ft (6.10m) or longer with a center extended header.

Dimensions and Use of Space

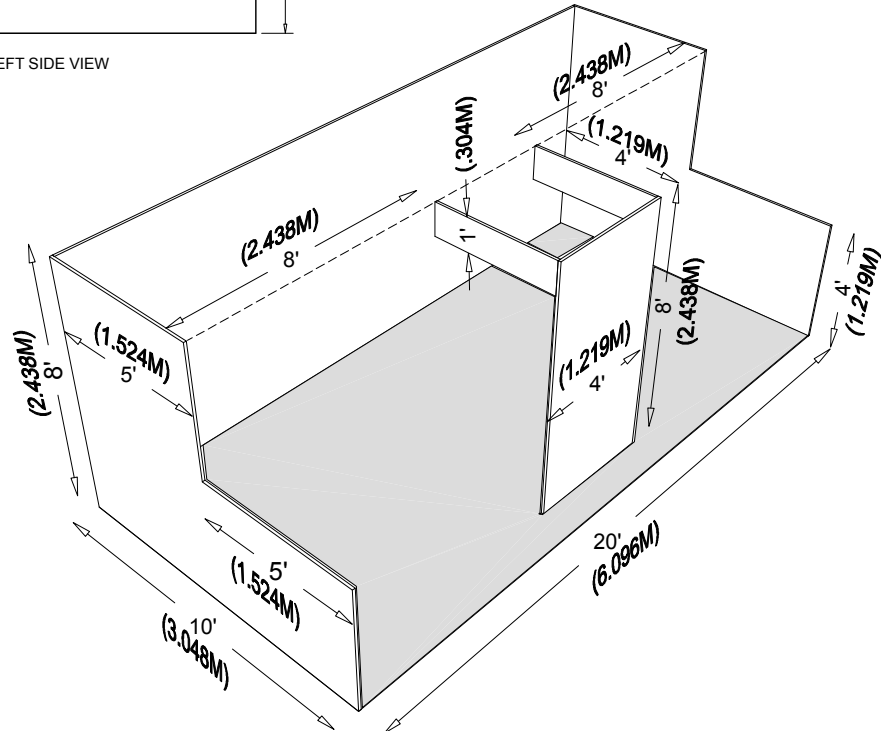
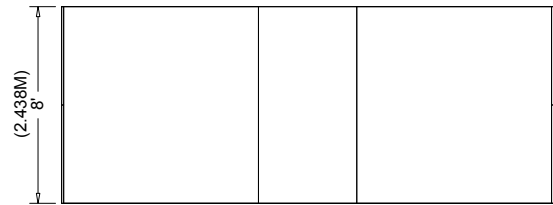
All guidelines for Linear Booths apply to Extended Header Booths, except that the center extended header has a maximum height of 8ft (2.44m), a maximum width of 20 percent of the length of the booth, and a maximum depth of 9ft (2.7m) from the back wall.



LEFT SIDE VIEW



PLAN VIEW



10' X 20' EXTENDED HEADER BOOTH

Other Important Considerations

HANGING SIGNS & GRAPHICS

Most exhibitions and events rules allow for Hanging Signs and Graphics in all standard Peninsula and Island Booths, usually to a maximum height range of **16 ft to 20 ft (4.88 m to 6.10 m)** from the top of the sign, or as determined by the show organizer. End-cap Booths do not qualify for Hanging Signs and Graphics. The distance is measured from the floor to the top of the sign. Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements. For example, the highest point of any sign should not exceed the maximum allowable height for the booth type.

Hanging Signs and Graphics should be set back 10 ft (3.05 m) from adjacent booths and be directly over contracted space only. Approval of the use of Hanging Signs and Graphics, at any height, should be received from the exhibiting company at least 90 days before installation. Variances may be issued at the exhibition or event management's discretion. Drawings should be available for inspection during move-in.

TOWERS

A Tower is a freestanding exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit space configuration being used.

Towers in excess of 8 ft (2.44 m) should have a drawing available for inspection. Fire and safety regulations in many facilities strictly govern the use of Towers. A building permit or safety lines may be required.

MULTI-STORY EXHIBIT (DOUBLE-DECKER EXHIBIT)

A Multi-story Exhibit is a booth where the display fixture includes two or more levels. In many cities, a Multi-story Exhibit requires prior approval by the exhibit facility, and/or relevant local government agency, as well as show management because it is deemed to be a "structure" for building purposes. The city building department generally needs to issue a building permit based on an application and drawings prepared and submitted by a licensed architect or engineer. Exhibitors should obtain local building regulations early on to ensure that all time constraints are met. Exhibitions and events organizers should be prepared to assist exhibitors in this application process.