2017 CARE PROVIDERS OF MINNESOTA CONVENTION & EXPOSITION

EXHIBITOR PROSPECTUS & SPONSORSHIP GUIDE

OVER 2,500 ATTENDEES

NETWORKING OPPORTUNITIES

PRE- & POST-SHOW MARKETING

TARGETED, EXHIBIT-ONLY HOURS

IMPORTANT RESOURCE FOR PROVIDERS
Approximate Attendance: 2,500

Attendees: Corporate staff, Owners, Administrators, Purchasing Agents, department heads, and staff from all areas of facility operations

Representing: Nursing facility; assisted living and senior housing; and community and home care settings

BOOTHS REMAIN A GREAT VALUE

This fourth-quarter show is a great time to offer year-end savings on products you want to move, build excitement for a new product launch, or conduct informal market research. We’ll help you promote all your products and services with pre-show publicity and marketing, along with a post-show attendee list for continued marketing efforts. Join us and cement your market presence!

Booth prices start at just $995

Price includes complete Convention registration and the opportunity to attend education sessions for up to four booth personnel.

2016 EXHIBITORS INCLUDED:

A & M Group, Inc.
ACADIA Pharmaceuticals
Advanced Health Institute
Advanced Wireless Communications
AdvisorNet
Aegis Therapies
Align
AlixaRx
Allied Generators
American Data
American Medical Technologies
AmeniPride Services
Apollo Corporation
Aufderworld
Avera Senior Care
BerganKDV
Bluestone Physician Services
Calmoseptine, Inc.
Centrex Rehab
CliftonLarsonAllen
Compassionate Care Hospice
Complete Care Group
Concordia University St. Paul
Core Value Partners
Corner Home Medical
Custom Medical Solutions
CVS Health
Deer Oaks-a Behavioral Health Organization
DermaRite Industries
Direct Supply
Drive DeVilbiss Healthcare
EAPC Architects Engineers
ECSI System Integrators
Eldermark Software | Simply Connect HIE
Encompass
EZ Way, Inc.
First Quality
G&K Services
Guardian Pharmacy
HCIS
Healthcare Academy
Healthcare Purchasing Connection
Healthcare Services Group
HealthEast Medical Laboratory
HeartLegacy
Hoglund Bus & Truck
HPSI Purchasing Services
Ideaacom
Infinity Rehab
In-House Senior Services
Inpro
Intalere
Kenwood/WS Communications
Martin Bros. Distributing Co., Inc.
MatrixCare
McKesson Medical-Surgical
Medline Industries, Inc.
Med-Mizer
Medtronic
Miller Architects & Builders
Minnesota Medical Specialist
MobilexUSA
MOM's Meals NurishCare
My InnerView by National Research Corporation
NationSat
Navigator Group Purchasing, Inc.
New Horizon Foods
NFP
Nor-Son
Northwest Respiratory Services
Novaerus
Nurse Rosie Products
Nutricia Advance Medical
Olsen Fire Protection
Pathway Health
Pfizer Vaccines
PharMerica Corporation
PointClickCare
Pope & Conner Consulting, Inc.
Preferred Podiatry Group
 Presto Absorbent Products
Professional Medical Supply
Professional Portable X-Ray
Rasmussen College
RehabCare
Reinhart Foodservice
Sanofi
SCA-TENA
Select Rehabilitation
SeniorTV
ServiceMaster Recovery Management - SRM
SMT Health Systems
St. Croix Hospice
Stanley Healthcare
Sterling Long Term Care Pharmacy
Stratis Health
Sysco
Temp Social Work
Textile Care Services
Three Links Management Services, LLC
Thrifty White Pharmacy
Upper Lakes Foods, Inc.
US Foods
Weber & Judd Pharmacies
WoundRounds
Yardi
A LA CARTE OPPORTUNITIES

All sponsors receive a pre- and post-show attendee list for self marketing. A separate sponsorship application is required. Contact Heather Proskey (see above) to receive a form.

<table>
<thead>
<tr>
<th>SPONSORSHIP TYPE</th>
<th>SPONSORSHIP LEVEL</th>
<th>DESCRIPTION</th>
</tr>
</thead>
</table>
| PRESENTING SPONSOR (Exclusive)                        | $6,000            | • Company listed as the Presenting Sponsor on the event calendar  
• Company listed in pre- and post-show email promotions and ACTION Newsletter  
• Signs provided at event with your company logo  
• Full-page black & white ad in the Convention Guide (deadline specific)  
• One 8x10 booth in the Exposition  
• Admission for four representatives to attend all Convention sessions and events, including the Celebration of Caring Gala |
| CELEBRATION OF CARING GALA SPONSOR                   | $5,000            |                                                                                                  |
| OPENING COFFEE WELCOME SPONSOR                       | $5,000            |                                                                                                  |
| EXPOSITION OPENING NIGHT RECEPTION SPONSOR (2 available) | $3,500            | • Company listed as the Opening Night Reception Sponsor on the event calendar  
• Sign provided at event with your company logo  
• Recognition over the PA during the Reception  
• Recognition in the Convention Guide (deadline specific) |
| ANNUAL MEETING SPONSOR                               | $2,500            |                                                                                                  |
| KEYNOTE SESSION SPONSOR (1 remaining)                | $3,000            | • Company listed as the Keynote Session Sponsor on the event calendar  
• Company listed in pre- and post-show email promotions and ACTION Newsletter  
• Sign provided at event with your company logo  
• Recognition during the Keynote Session  
• Recognition in the Convention Guide (deadline specific) |
| AFTERNOON COFFEE & SNACK BREAK SPONSOR (2 remaining)  | $3,000            | • Company listed as the Break Sponsor on the event calendar  
• Table tent signs provided on break tables  
• Sign provided at event with your company logo  
• Opportunity to network with attendees  
• Recognition in the Convention Guide (deadline specific) |
A LA CARTE OPPORTUNITIES, CONT.

All sponsors receive a pre- and post-show attendee list for self marketing. A separate sponsorship application is required. Contact Heather Proskey (see prev. page) to receive a form.

NEW! MINIBYTES SPONSOR (Exclusive)  
$3,000

MiniBytes—15-minute sessions once a day focused on a single topic—are NEW to Convention this year.
- Company listed as the MiniBytes Sponsor on the event calendar
- Company listed in pre-and post-show email promotions and ACTION Newsletter
- Sign provided at event with your company logo
- Recognition during the MiniBytes sessions
- Opportunity to network with attendees
- Recognition in the Convention Guide (deadline specific)

NEW! LEADERSHIP INTENSIVE SPONSOR (Exclusive)  
$2,000

The Leadership Intensive is NEW to Convention and will feature Mike Cheek, Senior Vice President for Reimbursement & Legal Affairs at AHCA/NCAL, Wednesday of Convention.
- Company listed as the Leadership Intensive Sponsor on the event calendar
- Company listed in pre-and post-show email promotions and ACTION Newsletter
- Sign provided at event with your company logo
- Recognition during the Leadership Intensive
- Opportunity to network with attendees
- Recognition in the Convention Guide (deadline specific)

NEW! INTERNET SPONSOR  
$1,500

NEW! REFLECTION ROOM SPONSOR (Exclusive)  
$1,500

NEW to Convention this year, the Reflection Room invites attendees wishing to carry out either structured or unstructured meditation, reflection, or prayer in a quiet space.
- Company listed in pre-and post-show email promotions and ACTION Newsletter
- Sign provided at event with your company logo

NEW! MONDAY EVENING TRIVIA CHALLENGE SPONSOR (Exclusive)  
$1,500

Meet up with us and Trivia Mafia to play a few rousing rounds of trivia in the hotel’s Crescent Lounge!
- Opportunity to provide the group prizes for the evening
- Company listed as the Trivia Challenge Sponsor on the event calendar
- Company listed in pre-and post-show email promotions and ACTION Newsletter
- Sign provided at event with your company logo
- Recognition during the Trivia Challenge
- Opportunity to network with attendees
- Recognition in the Convention Guide (deadline specific)

BOARD OF DIRECTORS MEETING SPONSOR (Exclusive)  
$1,000

- Up to two representatives from your company may attend the sponsored Board meeting
- Opportunity to network with all Board of Directors members
- Opportunity to speak about your company to all Board of Directors members
- Company listed as the Board of Directors Meeting Sponsor on the event calendar
- Company listed in pre-and post-show email promotions and ACTION Newsletter
- Sign provided at event with your company logo
- Table tents will be placed on the Board meeting tables
- Recognition in the Convention Guide (deadline specific)
Hubble Tyner will present you with a la carte amenity options to purchase for your exhibit booth. To keep booth prices low, tables and chairs, as well as electrical needs, waste baskets, and additional displays, will need to be purchased at an additional cost. A la carte options are not part of the booth reservation because the options that you NEED are more affordable to purchase separately than to have Care Providers bundle them into a higher booth fee, with items you may not want or need.

**EXHIBITION BOOTH - INCLUDES:**

- **8x10 booth**
  with pipe, drape, carpet, company sign

- **Discounted advertising rates**
  in Convention Guide

- **Virtual Trade Show Listing**
  linking to your website

- **Listing in Convention Guide**
  (subject to print deadlines)

- **Pre- and Post-Event List**
  of event registrants

- **Free Wi-Fi**

- **Free Parking**

- **Up to Four Complete Registrations**
  to Convention, incl. exhibitor badges, entrance to education sessions and non-ticketed social events

<table>
<thead>
<tr>
<th>Tier</th>
<th>Business Partner</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>$995</td>
<td></td>
</tr>
<tr>
<td>II</td>
<td>$1,295</td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>$1,495</td>
<td></td>
</tr>
</tbody>
</table>

**EXPOSITION INFORMATION**

Monday, November 13
12:30–5:00 PM

Tuesday, November 14
10:00 AM–1:00 PM

This Exhibitor Prospectus contains the Booth Reservation Form to complete and return to Care Providers of Minnesota.

**AMENITY OPTIONS**

Hubble Tyner will present you with a la carte amenity options to purchase for your exhibit booth. To keep booth prices low, tables and chairs, as well as electrical needs, waste baskets, and additional displays, will need to be purchased at an additional cost. A la carte options are not part of the booth reservation because the options that you NEED are more affordable to purchase separately than to have Care Providers bundle them into a higher booth fee, with items you may not want or need.
Written notice is required if an Exhibitor cancels the assigned space. The Association will refund 50% of amount paid if written notice is postmarked on or before July 31, 2017 and will retain the other 50%. After that date, no refunds or payments will be made. Application is subject to acceptance by the Association. UPON ACCEPTANCE, THIS APPLICATION, INCLUDING THE APPLICABLE EXHIBIT SPACE LICENSE AND RATE CARD, SHALL BE A BINDING CONTRACT FOR BOOTH SPACE. No exceptions to this contract will be accepted unless authorized in writing. The Association reserves the right to refuse any application, upon which any deposit received shall be refunded.

THE APPLICANT AGREES TO PAY THE FOLLOWING:

<table>
<thead>
<tr>
<th>TIER 1 MEMBER</th>
<th>TIER II MEMBER</th>
<th>PROSPECTIVE MEMBER</th>
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<tbody>
<tr>
<td>BOOTH FEE</td>
<td>$995</td>
<td>$1,295</td>
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</tbody>
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TOTAL DUE:

☐ Please bill me (Business Partners only)
☐ Check enclosed, payable to Care Providers of Minnesota
☐ Paying with a credit card

To purchase (a) booth(s) with a credit card, please call Jason Lind, Director of Accounting, at 952-851-2493.

Note: The rules and regulations enclosed with this application are fully incorporated and are part of this application and will become part of our binding contract upon acceptance of this application by Care Providers of Minnesota. It is important that you read and understand them. Exhibitors shall send required notices and other communications to the address in the preceding paragraph.

PLEASE SIGN AND MAIL CHECK AND EXHIBIT APPLICATION TO:
Care Providers of Minnesota, 7851 Metro Parkway, Suite 200, Bloomington, MN 55425 | Phone: 952-854-2844 Fax: 952-854-6214
Upon payment, an official confirmation will follow. You will receive an Exhibitor Service Kit in October.

CONTACT NAME | CONTACT SIGNATURE
-------------|---------------------
CONTACT TITLE | DATE

QUESTIONS?
Any questions should be directed to Heather Proskey, Director of Events, Business Partnerships & Marketing, at 952-851-2490 or hproskey@careproviders.org.

ACCEPTED BY CARE PROVIDERS OF MINNESOTA:

BY | DATE
----|-----
TITLE

# 2017 Exhibit Booth Reservation Form

**Care Providers of Minnesota 69th Annual Convention & Exposition**

## COMPANY NAME

## MAIN CONTACT

## ADDRESS

<table>
<thead>
<tr>
<th>CITY</th>
<th>STATE</th>
<th>ZIP</th>
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<table>
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<tr>
<th>PHONE</th>
<th>FAX</th>
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## EMAIL

## PRODUCT(S) / SERVICE(S) EXHIBITING

Is your company affiliated with a long-term care provider as an owner, a subsidiary company, or through an organizational management contract or otherwise within the definition of "affiliate" as described in the rules & regulations?

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
<th>IF YES, PLEASE LIST AFFILIATED COMPANY(IES):</th>
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## Exhibitors You Prefer Not to Be Next To (Competition)

## Booth Location

<table>
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<tr>
<th>1ST CHOICE</th>
<th>2ND CHOICE</th>
<th>3RD CHOICE</th>
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2016 exhibitors have 2017 booth selection priority if their signed contract and payment is received by February 26, 2017. Priority for all other booth requests will be established based on the date of receipt of a signed Exhibit Booth Reservation Form, payment, and our acceptance.

## Representative(s) Present at Convention in Expo Hall (Up to 4 Included with Booth Reservation):

## Exhibitor & Resource Guide Listing

Your company will be listed alphabetically by company name in the Exhibitor & Resource Guide (deadline specific) that is handed to over 2,500 attendees at the Convention. Please describe your products/services below in 50 words or less.

## Main Contact Listed in Resource Guide:

<table>
<thead>
<tr>
<th>NAME</th>
<th>PHONE</th>
<th>EMAIL</th>
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From the list below, select one product category that best describes the product/service you will be showcasing in your exhibit:

- Group Purchasing
- Human Resource Services
- Incontinent Supplies
- Insurance
- Interior Design & Decorating
- Janitorial Services
- Lab Services
- Laundry
- Legal Services
- Mgmt/Consulting
- Marketing Services
- Medical Equipment
- Medical Services
- Paper/Plastic Supplies
- Pest Control
- Pharmaceutical Companies
- Pharmacy
- Recreation Services/Products
- Rehabilitation Services
- Specialized Care Systems
- Telecommunication Systems
- Transportation
- Waste Disposal
- Other: __________________________

For Office Use Only:

Amount: ______________________  CPID #: ______________________  P.C.: ______________________
The Care Providers of Minnesota Convention and Exposition (the “Convention and Exposition”) is a closed trade show designed to provide a showcase for goods and services either specifically designed for or customarily used by nursing homes, housing settings, home care providers, and other long-term care providers. Exhibitors and their displays must support the character and objectives of the Convention and Exposition and of Care Providers of Minnesota (the “Association”) and strengthen the Association and its membership. This document is the Exhibitor’s application for a revocable license to use space and a booth at the Convention and Exposition. Upon acceptance of the Exhibitor’s application by the Association, this application, including all Rules and Regulations stated herein, becomes a binding agreement between the Association and the Exhibitor.

A. Exhibitor Space and Booth License

1. Lease of Space and Booth. Upon acceptance of Exhibitor’s application by the Association, the Exhibitor agrees to rent the space assigned to the Exhibitor at the Convention and Exposition and a booth. The booth will include back and side panels and a booth sign size 7” x 44” stating the Exhibitor’s name and booth number.

2. Space and Booth Assignments. The Association and the President of the Association, acting on behalf of the Association, reserve the right to make final determinations of all space and booth assignments in the best interest of the Convention and Exposition and/or the Association. Whenever reasonably possible, space assignments will be made in keeping with location preferences requested by the Exhibitor.

3. Right to Refuse or Revoke License. Upon application and during the Convention and Exposition, the Association reserves the right to refuse to issue or to revoke license of display space and booth to any person or company whose display of goods or services is not, in the sole and exclusive opinion of the Association, compatible with the general character and objectives of the Convention and Exposition, or in the best interests of the Association. This applies to conduct of persons, printed matter, souvenirs, loud speakers, megaphones, or anything else which may be classified as undesirable by the Association. The Association’s exercise of this right is without obligation on the part of the Association for refund of any fees.

4. Right to Resell. The Association has the right to re-license booth space to another party if the Association, after discussing the matter with the Exhibitor or after a reasonable attempt to contact the Exhibitor, determines that the Exhibitor will not participate in the Convention and Exposition. The Association’s exercise of this right is without obligation on the part of the Association for refund of any fees.

B. Exhibitor Personnel, Activities, and Conduct

   a. Number. Each Exhibitor must provide one or more persons responsible for the exhibit within the Exhibitor’s space and booth during the open hours of the Convention and Exhibition. Four representatives of an individual Exhibitor will be allowed for each booth. For an additional fee, the Exhibitor may register more than four persons per booth.
   b. Relationship to Exhibitor. All booth personnel must be bona fide employees of the Exhibitor or representatives who receive brokerage fees or compensation from the Exhibitor, but excluding representatives who maintain and own inventories of merchandise for resale. Live models may be hired and will be admitted to the exhibit floor only in costume approved by the Association.
   c. Expulsion. In addition to the Association’s right to revoke space and booth license as provided in paragraph A(3) of these Rules and Regulations ("Paragraph A(3)"), recruiting employees for the Exhibitor’s business, engaging in conduct prohibited under the terms of this document, false certification of individuals as Exhibitor’s representatives, misuse of Exhibitor’s badges, or use of any method or device to assist unauthorized personnel in gaining admittance to the exhibit floor may result in the Association expelling the violator from the exhibit hall or barring the Exhibitor from future entrance on the exhibit floor, or removing the exhibit from the floor without obligation on the part of the Association for refund of any fees. Upon the exercise of this authority or the authority stated in Paragraph A(3) by the Association, the Exhibitor, on its own behalf and on behalf of its employees and agents, waives any rights for claims or damage against the Association.
   d. Registration as Convention Attendees. Booth personnel of an Exhibitor who is or who is Affiliated with (i) a provider of long-term care or health care, (ii) a community-based service, or (iii) an organization that manages long-term care facilities in Minnesota, must register under the appropriate registration category, as determined by the Association, and pay the required registration fee to attend the Convention.

2. Exhibit Activities. All activities of each Exhibitor must be confined to the Exhibitor’s booth. Products and services to be exhibited are to be listed in the Product Listing area on the reverse side of this document; no other products or services may be exhibited. Distribution of “stick-ons” or other adornments for attendees badge holders is prohibited. Sideshow tactics, or other activities considered by the Association in its discretion to be undignified or otherwise objectionable, are expressly prohibited in the exhibit hall. Demonstrations using live models, costumes, prizes, awards, lotteries, or contests of any kind are subject to the Association’s approval. Unless specifically permitted in writing by the Association, no Exhibitor shall conduct any drawing for prizes or gifts. Distribution of refreshments or any other products for consumption not manufactured by, or specifically related to, the product of the Exhibitor shall be subject to the Association’s approval. The use of alcoholic beverages as a method of attracting attention to the Exhibitor’s booth is prohibited. Prior approval must be granted by the Association for distribution of any alcoholic beverages. For food products to be served, the preparation of such foods cannot be offensive or objectionable to other Exhibitors or attendees.

3. Use of Music: Should the Exhibitor desire to use, display or perform music, video or other copyrighted materials in its exhibit booth, it must obtain a valid license from the copyright owner and provide of copy of such license to the Association. Failure to do so will constitute a waiver of all rights to exhibit, without right to refund of any fees.

4. End of Convention and Exposition. The Exhibitor must surrender space occupied by the Exhibitor in the same condition as it was at the time the Association first made the space available to the Exhibitor, and will cover clean-up, shipping or other costs that result from its failure to do so.

5. Early Tear-Down Penalty. Having Exhibitors dismantle their booths or pack their supplies prior to tear-down reflects poorly on the Association and negatively impacts the experience of attendees and other Exhibitors. Early tear-down, regardless of the time prior to official tear-down, is unacceptable. A monetary penalty equal to $250.00 can be imposed on the Exhibitor for early tear-down. If booth tear-down regulations are not followed after such a penalty, The Association may not refund of any fees.

C. Indemnification and Insurance

1. Responsible Party. The Association shall not be responsible for any loss, damage or injury that may occur to the Exhibitor or its employees, agents, or property from any cause whatever prior, during or subsequent to, or in connection with the Convention and Exhibition. To the extent permitted by law, the Exhibitor is responsible for all damage to the exhibit hall, and for any and all claims and demands on account of any injury to any person or death or damage to property occurring in or upon the Exhibitor’s booth space or because of the acts or omissions (whether negligent or willful) of the Exhibitor, its employees, agents, licensees, or contractors. Each Exhibitor must make provisions for the safeguarding of its goods, materials, equipment and display at all times. General guard service will be provided by the Association for the exhibition period, but the Association and the guard service will not be responsible for loss of any material by or for any cause.
2. Indemnification; Limitation of Liability.
   a. Association. The Exhibitor agrees to and shall release, indemnify and hold harmless the Association, its service contractors, the management of the convention site, its agents, contractors, or employees, from and against any and all liability and claims and demands that may arise from or be asserted in connection with the undertakings and responsibilities of the Exhibitor. Exhibitor will hold the Association, its service contractors, the management of the convention site, its agents, contractors, or employees, harmless from all claims for damages or injuries to the building, booth equipment, other exhibits, guests, employees, agents, members of the public, or persons, arising through the acts or omissions of the Exhibitor or its servants, employees or guests, occurring during, prior or subsequent to or in said Convention and Exhibition and the approaches and entrances thereto.
   b. Personal Injury/Property Damage. Neither the Association, its service contractors, the management of the convention site, or their respective agents, contractors, or employees, are or shall be liable for injuries to the Exhibitor or its employees, agents or guests, or for damage to or theft of any property owned or controlled by the Exhibitor.

3. Insurance. It is recommended that each Exhibitor obtain adequate insurance coverage, at the Exhibitor’s own expense, for property loss or damage and liability for personal injury.

D. Miscellaneous
1. No Endorsement. The Association does not recommend or endorse the Exhibitor or its products or services. The Association does not warrant, guarantee, or otherwise represent the merchantability or fitness of any Exhibitor’s product or the capability or services of any Exhibitor.

2. Force Majeure. If for any reason through an act of God or otherwise, the Association is prevented from holding the Convention and Exhibition on the dates indicated, then Exhibitor will be charged for space only for the period that space was or could have been occupied by the Exhibitor. Exhibitor hereby waives any claim against the Association, its directors, officers, agents, or employees for losses or damages that may arise in consequence of such inability to occupy assigned space.

3. Applicable Laws. Each Exhibitor is responsible for compliance with all federal, state and local laws. Each Exhibitor is charged with the knowledge of all federal and state laws, regulations and ordinances pertaining to sales, merchandise, licensing, safety, health and other applicable laws.

4. No Assignment, Sublease or Use of Non-Exhibitor Product. The Exhibitor may not assign, sub-license, or apportion to others the whole or any part of this Agreement or the space allotted, and may not advertise or display goods or services other than those manufactured or sold by the Exhibitor in the regular course of its business. However, an Exhibitor may use equipment or the product of another Exhibitor for the purpose of better presentation of the Exhibitor’s own product, but may not give credit to that manufacturer.

5. Convention Site Lease or Agreement. This agreement between the Exhibitor and the Association is subject to the terms and conditions of a lease, or other agreement, between the Association and the convention site. The Exhibitor shall not undertake any act, or fail to fulfill any obligation which shall violate said agreement. The Exhibitor shall indemnify and hold the Association harmless from any and all of the Exhibitor’s acts which may violate the terms and conditions of the lease or other agreement between the Association and the convention site.

6. Amendment or Modification. Except as otherwise provided, any modifications to this application (or upon acceptance of the application by the Association, to this Agreement) must be in writing and signed by both parties. However, these Rules and Regulations may be amended unilaterally at any time by the Association, and all amendments that may be so made shall be equally binding on all parties affected by them, as are the original Rules and Regulations. In the event of any amendment or additions, written notice will be given by the Association to such Exhibitors as may be affected by them.

7. Severability. Any provision of this Agreement found to be invalid will be severable, and the remainder of the Agreement will remain effective.

8. Waiver. Failure to insist upon strict compliance with any of the terms or conditions of this Agreement at any time shall not be deemed a waiver of such terms or conditions at any other time.

9. Notice. All notices between the Association and the Exhibitor shall be in writing and deemed given when delivered in person to a known agent of the Association or the Exhibitor, or when transmitted by facsimile or mailed by U.S. mail to the Association or Exhibitor, respectively, at 7851 Metro Parkway, Suite 200, Bloomington, MN 55425.

10. Definitions. The following terms (and other forms of these terms, if capitalized) used herein or in subsequent Rules and Regulations shall have the meanings ascribed to them below:
   a. Affiliate. A person or entity that directly or indirectly, through one or more intermediaries, controls, is controlled by or is under common control with another person or entity.
   b. Association. Care Providers of Minnesota, Inc. is a 501(c)(6) non-profit trade association.
   c. Exhibitor. The specific entity or person applying for rental of space at Convention and Exhibition and not any Affiliate of such entity or person. As the context may require, “Exhibitor” includes the Exhibitor’s directors, officers, or employees acting on behalf of the Exhibitor.