



**Who is the MPCA?** The Missouri Primary Care Association (MPCA) is a nonprofit membership association representing Missouri's Community Health Centers. Our focus is to ensure the people of Missouri have access to high quality, affordable health, and dental care via Missouri's Community Health Centers, also known as Federally Qualified Health Centers (FQHCs). MPCA represents Missouri's 28 FQHCs at over 200 sites in both urban and rural areas throughout the state. Collectively, FQHCs are the largest healthcare system in the nation and are considered one of the most effective programs within the U.S. Department of Health and Human Services.

We invite you to join us as an exhibitor, and/or a corporate sponsor, on October 27, 2022, at our 2022 MPCA Annual Conference. At MPCA, we know we can introduce new customers to you by providing extensive exposure to more than 250 conference attendees and face-to-face meetings with your target audience. As an industry leader, your involvement as an exhibitor and/or corporate sponsor brings us closer to reaching a mutual goal of promoting high-quality, cost-effective health and care.

**Attendee Profile** Attendees of the MPCA Annual Conference are physicians and residents, dentists, board members, administrative and financial staff, CEOs, COOs, CFOs, and quality personnel from Missouri's 28 FQHCs.

**Exhibitor Application** You can reserve an exhibit booth by completing our online Exhibitor Application at [https://triggerfish.formstack.com/forms/exhibitor\\_itu\\_22](https://triggerfish.formstack.com/forms/exhibitor_itu_22) and making online payment. **Please note that your registration is incomplete, and an exhibit booth will not be reserved for you until your payment is received.**

**Additional Sponsorship Opportunities:** If you choose to sponsor a portion of our conference, you can indicate and make your sponsorship at <https://www.mopca.org/sponsorship-catalogue>

**Location** The 2022 Annual Conference will be held on October 27-28, 2022, at Saint Charles Convention Center, One Convention Center Plaza, St. Charles, MO 63303. Phone 636.669.3011. **Contracted Exhibits will be required to open only on October 27, 2022.**

**Exhibit Booth Setup and Disassembly**

Booths must be set up between 12:00pm and 4:00pm on Wednesday, October 26, 2022. Booths must be disassembled from 4:00 PM – 5:00 PM on Thursday, October 27, 2022.

**Lodging** A block of rooms adjoining the Convention Center is reserved at the Embassy Suites by Hilton St. Louis, St. Charles, Two Convention Plaza, at a discounted rate of **\$146.00 plus tax** for single occupancy on a first-come, first-served basis. Reservations can be made by calling the hotel at (800)-EMBASSY once the block has opened (watch our conference website for notification that lodging has opened). The hotel will release all unsold rooms in the block on **September 25, 2022**. After that date, reservations are on a space-available basis. Early reservations are encouraged.

**What is included in my exhibitor application package?** Each exhibitor booth packet will contain one 10'x10' booth space with back-and-side drapes, a table with skirting, chairs, and wastebasket, list of the Conference attendees (who have granted permission to share their names and contact information), admission for two persons to attend breakfast and lunch on Thursday, October 27, and the evening dinner buffet on Wednesday 26, 2022 (opportunities to mingle with attendees!), two exhibitor name badges, a Conference schedule, and free Wi-Fi access at the exhibit booth. Exhibitors can purchase additional booth spaces to accommodate their needs, and they can purchase amenities such as electrical hookups, if needed, from Spectra Venue Management, the conference's exclusive services provider. Conference attendees will be incentivized to visit exhibitors' booths.

**Exhibit Booth Fees** Each exhibit booth is **\$850.00**. Full payment is due with the submission of your online Exhibitor Application unless you select "Invoice Me" while completing the application. Early applicants (prior to **August 31**) can obtain a **\$100.00** discount per booth at checkout; please refer to the Exhibitor Application for more information. **Please note, however, that your registration is incomplete and an exhibit booth will not be reserved for you until your payment is received.**

**Shipping and Electrical Services, ETC**

Many additional services are offered directly through the hotel. Please let them know you have registered with us (and feel free to order additional services) by following this link: <https://www.stcharlesconventioncenter.com/equipment-services>

## 2022 Exhibit Schedule

### Wednesday, October 26

- 12:00pm - 4:00pm**      **Exhibitor Set-up**  
*Exhibitor Hall North*  
(Exhibitors may arrive any time after 12pm)
- 5:30pm - 6:30pm**      **Buffet dinner**  
*Exhibit Hall South*

### Thursday, October 27

- 7:00am**      **Exhibitor Set-Up and (Optional) Open**  
(Reserved for exhibitors who require a late arrival. If you require a Thursday morning arrival, you should notify us when you register.)
- 7:00am - 8:00am**      **Breakfast for Conference Attendees and Exhibitors**  
*Exhibit Hall South*
- 9:00am**      **Exhibits Open (Required)**  
*Exhibit Hall North*
- 9:00am - 9:30am**      **Thirty minute break for Conference Attendees to visit exhibitor booths**
- 12:15pm - 1:15pm**      **Lunch for Conference Attendees and Exhibitors** (Exhibitors may want to take turns eating lunch or eat lunch at their booths since traffic may be higher at the booths during the lunch hour).  
*Exhibitor Hall South*
- 2:45pm - 3:15pm**      **Thirty minute break for Conference Attendees to visit exhibitor booths**
- 4:00pm - 5:00pm**      **Exhibitor Tear Down**

# MPCA EXHIBITOR REGULATIONS AND CONDITIONS 2022

**1. APPLICATION AND ELIGIBILITY.** This Exhibitor Application, executed by an individual who has authority to act for Exhibitor, shall constitute, after its acceptance by MPCA, a valid and binding contract.

**2. EXHIBIT MANAGER.** Tena McDonald and Melissa Ortega of MPCA shall serve as Exhibit Managers. Additional MPCA staff may be assigned as warranted.

**3. NON-ENDORSEMENT.** Exhibitor agrees and understands that by MPCA's approving its Exhibitor Application, MPCA does not in any way endorse or signal its approval of Exhibitor's product or service. Accordingly, Exhibitor agrees that it shall not, in any manner, in its advertising, promotional or similar materials or undertakings, state, suggest, or imply any approval or endorsement by MPCA of Exhibitor's product or service. Further, Exhibitor agrees not to use MPCA's name or make any reference to MPCA in any other undertakings (e.g. survey, questionnaire, letter of introduction) without the prior written permission of MPCA.

**4. AGREEMENT TO CONDITIONS.** Exhibitor, for itself and its employees and agents and subcontractors, agrees to abide by the conditions stated herein, it being understood and agreed that the sole control of the exhibit hall rests with the MPCA .

**5. ASSIGNMENT OF SPACE.** While the Exhibitor may be consulted about its preferences for or selections of exhibit space, final classification of exhibits and final assignment of exhibit space will be solely determined by MPCA based on the character of the proposed exhibits and individual requirements as to location of each exhibitor. MPCA reserves the right to move exhibit space at any time prior to the beginning of the Conference. Exhibitors shall not be entitled to a refund of any fees or any other compensation in the event of such reassignment or other use.

**6. SUBLEASING SPACE.** Exhibitor shall not assign or sublet its space applied for via this Exhibitor Application, in whole or in part, nor exhibit any products or services other than those manufactured or handled in Exhibitor's normal course of business, nor permit any third party to solicit business in Exhibitor's booth. Only one (1) company / organization can occupy a booth.

**7. PAYMENT.** Payment of Exhibitor Fee must be received with this Exhibitor Application. An application to exhibit does not constitute a contract to exhibit unless and until MPCA accepts the application. MPCA reserves the right to accept or reject any application at its sole discretion. In the event that MPCA rejects an Exhibitor Application, MPCA will return the Exhibitor Fee.

**8. CANCELLATION OF AGREEMENT.** MPCA reserves the right to cancel any already-accepted Exhibitor Application for any reason no later than ten (10) days prior to the beginning of the Conference. In the event of cancellation of an already-accepted Exhibitor Application, MPCA agrees to give notice of such cancellation at least ten (10) days prior to the date of the Conference to the Company Contact identified in the Exhibitor Application.

**9. BOOTHS.** If Exhibitor plans to install a completely constructed display of such character that Exhibitor will not require or desire the use of the table provided as part of the Exhibitor Fee, no part of the display will be permitted to obstruct the view of adjacent booths, and no part of the display may be more than 8' in height. The rear 3' of the booth may be occupied from the floor up to 8' in height; the front of the booth may be occupied from the floor up to only 4'. MPCA's Exhibit Manager retains sole discretion to determine if Exhibitor has complied with the terms of this section, and Exhibitor agrees to abide by MPCA's Exhibit Manager's decision.

**10. CARE OF EXHIBIT SPACE.** Exhibitor must, at its expense, maintain and keep in good order its exhibit and booth space it is assigned.

**11. PROTECTION OF THE EXHIBIT FACILITY.** Nothing shall be posted on, or tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the exhibit area without the Exhibit Manager's permission in writing. Packing, unpacking, and assembly of exhibit materials will be done only in designated areas and in conformity with the MPCA's Exhibit Manager's direction. Exhibitor shall be solely responsible for any and all damage to the facility caused by Exhibitor, its employee(s), contractors, representatives, agents, invitees, licensees, or its contractors' subcontractors.

**12. CONFLICTING MEETING AND SOCIAL EVENTS.** Exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of Conference attendees or other exhibitors from the Conference or exhibit hall during the hours of the Conference. Non-compliance with this clause will result in Exhibitor being required to leave the premises and not being allowed to exhibit in the following year.

**13. CANCELLATION BY EXHIBITOR OR RELOCATION OF CONFERENCE** In the event Exhibitor is unable to occupy and use the booth space applied for hereunder and notifies MPCA, in writing, no later than thirty (30) days prior to the beginning of the Confer

*(exhibitor conditions continued)*

ence, then all fees paid by the Exhibitor less an MPCA processing fee of \$175 will be refunded. NO refund of any fees will be made if notice of cancellation is received after this deadline.

In the event of cancellation or relocation of an event, including moving an event to an online format, due to circumstances within the MPCA's direct control, MPCA's liability is limited to refund of Exhibitor's Fee. In the event MPCA has no control over the cancellation or relocation of an event including moving an event to an online format and including, but not limited to, in any instance in any way associated with COVID-19 or a pandemic or concerns related thereto, MPCA will have no liability of any kind to Exhibitor. MPCA retains sole authority to determine in its discretion whether cancellation or relocation of an event was due to a circumstance within its control.

**14. STAFFING AND DISMANTLING OF EXHIBIT.** Exhibitor agrees to have its exhibit set up and staffed in accordance with BOOTH SETUP STIPULATIONS. Exhibitor's failure to comply with this section may result in the Exhibitor not being allowed to exhibit at future MPCA events.

**15. CONFERENCE SESSIONS.** Exhibitor shall not be permitted admittance to any of the Conference sessions unless Exhibitor has sponsored one hundred percent (100%) of the cost of a speaker for one of the Conference sessions. In the latter case, Exhibitor will be allowed admittance to only the session during which Exhibitor's sponsored speaker is presenting.

**16. VIOLATIONS OF THE CONDITIONS.** Any of the following actions by Exhibitor shall constitute a violation of the conditions of the Exhibitor's Contract:

- a. In adherence to this Exhibitor Application/ agreement;
- b. Use of a display of equipment, products or services that vary in any significant way from the description on the Exhibitor Application;
- c. Violation of any municipal, state, or federal laws, rules or regulations, including safety codes;
- d. Failure to remove property from the facility at the end of the Conference, or upon cancellation or relocation of the Conference.

**17. LIABILITY.**

a. The MPCA undertakes no duty to exercise care, nor does it assume any responsibility, for the protection and safety of Exhibitor, its officials, officers, directors, agents, employees or subcontractors, or for the protection of the property of the Exhibitor or its representatives, or of property used in connection with the exhibit, from theft or damage or destruction by fire, accident or other cause. Exhibitor shall ensure that small and easily portable articles will be properly secured or removed without the times the booth is to be staffed as required by BOOTH SETUP STIPULATIONS. Any protection for such items provided by MPCA shall be deemed purely gratuitous on its part and shall in no way be construed to make MPCA liable for any loss or inconvenience suffered by the Exhibitor.

b. Exhibitor agrees to indemnify and hold harmless MPCA and its agents, officials, directors, and employees from all claims, losses, or liability of any nature whatsoever, including but not limited to attorney's fees and court costs, arising from the activities of Exhibitor or any of its representatives, agents, employees, or others acting for it, including Exhibitor's display or use of its property, whether or not such activities are authorized by Exhibitor.

**18. AMENDMENT.** Neither this Exhibitor Application nor any provision hereof may be changed, amended, modified, waived or discharged orally or by any course of dealing, but only by an instrument in writing signed by the party against which enforcement of the change, amendment, modification, waiver or discharge is sought.

**19. APPLICABLE LAW AND VENUE.** This Exhibitor Application shall be governed by and construed and enforced in accordance with the laws of the State of Missouri and the parties agree that the exclusive venue for any legal proceeding relating to or arising out of this Exhibitor Application will be in the Circuit Court of the County of Cole, Missouri.

**20. WAIVER.** Failure of MPCA to exercise any right given hereunder or to insist upon strict compliance with regard to any term, condition, or agreement is hereby waived. *(exhibitor conditions continued)*

ion or covenant specified herein, shall not constitute a waiver of MPCA's right to exercise such right or to demand strict compliance with any term, condition or covenant hereunder.

**21. ENTIRE CONTRACT AND BINDING EFFECT.** This Exhibitor Application, after its execution by an individual who has authority to act for Exhibitor and after its acceptance by MPCA, shall constitute a valid and binding contract, and constitutes the sole and entire agreement of the parties and is binding upon Exhibitor and MPCA, their heirs, successors, and assigns. The parties may not assign their interests hereunder without written consent of all other parties. If any provision(s) of this Agreement shall be held invalid or unenforceable for any reason by a court of competent jurisdiction, then such invalidity or unenforceability shall not affect any other part of the agreement executed hereby and the parts of this agreement not invalid or unenforceable shall remain in full force and effect.

**22. AUTHORITY.** The above-signed representatives of the parties represent and warrant that this Exhibitor Application is being executed pursuant to direction and approval by the governing bodies of the parties.

**23. HEADINGS.** The headings herein are for convenience only and are in no way intended to describe, interpret, define, or limit the scope, extent or intent of this Exhibitor Application or any of its provisions.

#### **ADDITIONAL INFORMATION AND REQUIREMENTS (*Booths, Meals, Etc*)**

**BOOTH INFORMATION:** The Exhibitor Fee to exhibit at the 2022 MPCA Annual Conference is \$850 per booth. (Registrants by August 31, 2022, will receive a discount of \$100.00) The booth shall comprise a space measuring approximately 10' x 10' and include a 6' skirted table, two chairs, a sign with the exhibitor's name, and a trash can. Additional charges at the rate determined by the conference venue will be applicable for electricity and other special requests.

**BOOTH SETUP STIPULATIONS:** Exhibitor agrees to have its booth set up by 4:00PM, Wednesday, October 26, 2022 and agrees to not disassemble or remove its booth until 4:00 - 5:00pm, Thursday, October 27. Late set up will be allowed at 7:00am on Thursday morning, but exhibitor agrees to inform the exhibit manager of their late arrival.

**MEAL INFORMATION:** Exhibitors are invited to breakfast, lunch and the reception on Thursday

**CONFERENCE ATTENDEE BREAKS:** On Thursday, two breaks shall be given Conference attendees, one during the morning and another during the afternoon. These will be in addition to Conference attendees' free time during the lunch break. The morning and afternoon break sessions each shall be thirty (30) minutes in duration to allow Conference attendees time to visit Exhibitors' booths.

**ENCOURAGEMENT TO ATTENDEES TO VISIT EXHIBIT BOOTHS:** Incentives will be offered to encourage all Conference attendees to visit each exhibit booth. The primary beverage station for attendees will be located in the exhibit hall at the back of the room, requiring attendees to pass through the exhibit hall for beverages.

