EXHIBITOR PROSPECTUS

NADONA

33rd National Conference

NADONA! A Lifesaver for White Waters Ahead! Barreling Through the Falls to Excellence!

June 14 - 17, 2020

The Conference & Event Center Niagara Falls
Sheraton Niagara Falls
Niagara Falls, New York
Facts on Nurse Executives
- Responsible for all resident care throughout a facility all the time
  24 hours a day, 7 days a week, 365 days a year
- Primary contact with family and caregivers
- Responsibilities in skilled nursing facilities, assisted living facilities,
  and other long-term care settings
- Broad range of roles, including: personnel and staffing, staff
  development, infection prevention, in-service coordination, corporate
  compliance, central supply, MDS coordination, management of
  controlled drug destruction, assisting with selection of healthcare
  consultants for the facility
- Works closely with all other decision-makers in the facility including
  the administrator, medical director, attending physician, consultant
  pharmacist, dietitian, nurse practitioner and more

The NADONA National Conference is the largest annual meeting
of nurse executives working in long-term and post-acute care.
With over 35 state chapters, NADONA continues to be the largest
organization representing nurses working in long-term care settings
such as assisted living, skilled nursing, mentally challenged/developmentally
disabled, and rehabilitation facilities. Some of the largest
nursing home chains in the United States are corporate members
of NADONA.

Directors of Nursing are not the only members of NADONA. Other
healthcare personnel attend the National conference including:
- Assistant Directors of Nursing (ADON)
- VPs of Clinical Nursing
- Facility Administrators/Executive Directors
- MDS Nurses or Coordinators
- Corporate Compliance Nurses
- QAPI Nurses
- Reimbursement Specialists
- Nurse Supervisors
- Clinical Care Supervisors
- Directors of Wellness
- Directors of Resident Care
- Nurse Specialists
- Certified Dementia Practitioners
- Infection Preventionists
- Transitional Care Nurses

Nurse executives in long-term care are the "movers," "shakers," and
key decision-makers for corporations leading the way in a number of
quality initiatives. These healthcare providers and executives are mak-
ing a positive impact on the quality of care being administered across
the country in long-term and post-acute care settings.

It is Important for Your Company to Support NADONA
and the National Conference
Supporting the National Association of Directors of Nursing Admin-
istration (NADONA) provides your company with the opportunity
to interact with key decision-makers involved with the day-to-day
care of residents and patients in the long-term care continuum.
NADONA has been the leading advocate and educational organiza-
tion for nurse executives in long-term care since 1986.
NADONA! A Lifesaver for White Waters Ahead!
Barreling Through the Falls to Excellence!

Goals of the 2020 NADONA National Conference
• Celebrate the achievements of NADONA and its nurse leaders
• Discover new knowledge and skills relevant to care for post-acute/long-term care residents
• Recognize nursing education, practice, and research concepts that will support NADONA nurse leaders
• Enhance the personal and professional growth of NADONA nurse leaders
• Support the mission of NADONA and its members through networking and discussion of common professional and association concerns

Benefits of Sponsorship
Corporate exhibitors and sponsors are essential to the success of the National Conference. We hope that your company will participate and support the 2020 meeting. There are many benefits of providing sponsorship/support at the 2020 National Conference:

- 5 hours of exhibit time without educational session conflicts
- Build corporate and brand-name recognition among key healthcare decision-makers
- Explore important healthcare issues together with decision-makers and providers
- Meet and network with key decision-makers
- Identify vital issues and opportunities for your company and brands among long-term care nurse leaders
- Right of first refusal for your sponsorship at the 2021 National Conference

As in previous years, programs are in place to motivate attendees to visit all exhibitors and maximize booth traffic! More information on these programs will be sent to you in upcoming e-blasts.

Tentative Exhibit Dates
Monday, June 15, 2020
1:00 PM – 3:30 PM
Tuesday, June 16, 2020
1:00 PM – 3:30 PM

Important Dates
Exhibitor kit will be available online
Thursday, February 20, 2020
NADONA hotel room block cutoff date
Thursday, May 21, 2020

Exhibitor Move-in
Sunday, June 14, 2020 12:00 PM – 6:00 PM
Monday, June 15, 2020 9:00 AM – 11:00 AM
Exhibitor Move-out
Tuesday, June 16, 2020 3:30 PM – 8:00 PM

Booth furnishings and lead retrieval scanners will be available for rent from NADONA onsite.

Special Deal
Exhibit Booth Furnishings
One six-foot Draped Table and 2 Chairs $75.
See page 8 of the Exhibitor Application to order this package.
5 hours of exhibit time without educational session conflicts

Exhibit Times:
Exhibits will be held on Monday, June 15 and Tuesday, June 16, 2020, from 1:00 PM - 3:30 PM

Prices are subject to change

Benefits of Package Sponsorships

Silver Package 10’ x 10’ Corner .......................................................$4,000
- Full-page, 4-color ad in the Conference Program Guide
- Complimentary online advertising on the NADONA website for 4 months after the Conference
- Invitation to the First Night’s Reception on Sunday evening
- 2 additional complimentary booth attendees

Platinum Package 10’ x 10’ Corner ................................................$6,000
- Full-page, 4-color ad in the Conference Program Guide
- Invitation to the First Night’s Reception on Sunday evening
- 2 additional complimentary booth attendees

Gold Package 10’ x 10’ Corner ......................................................$5,000
- Full-page, 4-color ad in the Conference Program Guide
- Invitation to the First Night’s Reception on Sunday evening
- 1 additional complimentary booth attendee

Silver Package 10’ x 10’ Corner ......................................................$4,000
- Half-page, 4-color ad in the Conference Program Guide
- Invitation to the First Night’s Reception on Sunday evening
- 1 additional complimentary booth attendee

Introductory Exhibitor package .................................$1,500
For first-time companies, a 10’ x 10’ in-line booth with 1 exhibitor pass (up to 1 additional pass $250). For companies that have not exhibited since the 2016 National Conference.

10’ x 10’ in-line booth ......................................................$3,000
Includes 3 exhibitor passes

10’ x 10’ corner booth .......................................................$3,400
Includes 3 exhibitor passes

10’ x 20’ combined in-line and corner booth ..............$5,000
Includes 6 exhibitor passes plus all benefits of the Silver Package.

10’ x 20’ 2 corners combined ......................................$6,000
Includes 6 exhibitor passes plus all benefits of the Gold Package.

20’ x 20’ island booth ...................................................$8,150
Includes 10 exhibitor passes plus all benefits of the Platinum Package.

A complimentary third booth attendee has been added to the booth packages below. Platinum, Gold and Silver sponsorships receive 1 or 2 additional booth attendees based on the sponsorship purchased.

Exhibit Booth and Product Workshop Package:
Breakfast Product Workshop ........................................$15,500
Lunch Product Workshop ..............................................$20,500
Includes all the benefits of a Product Workshop and a corner 10’ x 10’ booth plus all benefits of a Silver Package. Product Workshops will not run concurrent with any continuing education programming or exhibiting.

Promotional Events/Meal Functions

Saturday, June 13
President’s Roundtable .........................................................Call for details
NADONA Nurse Leader Pre-Conference Break.................$1,000 each
Multiple sponsorships will be available for this coffee break. Sponsorship will be promoted in meeting materials and at the coffee break.

Sunday, June 14
Opening Ceremony/Keynote Speaker ..............................$5,000 each
Multiple sponsorships will be available for this event. Sponsorship will be promoted in meeting materials and at the presentation.

Product Workshop Lunch ..................................................$15,500
Breakout Sessions Coffee Break ........................................$1,000 ea
Multiple sponsorships will be available for these coffee breaks. Sponsorship will be promoted in meeting materials and at the coffee break.

Monday, June 15
Product Workshop Lunch ..................................................$18,500
Exhibit Hall Break ..........................................................$2,500 ea
Multiple sponsorships will be available for this refreshment function. Sponsorship will be promoted in meeting materials and at the refreshment function.

Tuesday, June 16
Product Workshop Lunch ..................................................$18,500
Breakout Sessions Coffee Break ........................................$1,000 ea
Multiple sponsorships will be available for these coffee breaks. Sponsorship will be promoted in meeting materials and at the coffee break.

Wednesday, June 17
Product Workshop Breakfast ..........................................$13,500
Breakout Sessions Coffee Break ........................................$1,000 ea
Multiple sponsorships will be available for these coffee breaks. Sponsorship will be promoted in meeting materials and at the coffee break.

Product Workshop Lunch ..................................................$18,500
Refreshment Station ......................................................$2,500 ea
Multiple sponsorships will be available for this coffee break. Sponsorship will be promoted in meeting materials and at the coffee break.

The Exhibitor Registration can now be completed online at www.nadona.org.
If you have any questions regarding sponsorship you may call MatureHealth Communications Toll-free at 1-877-764-7267 or fax your completed exhibitor application to 908-709-0060.
Sponsorship Opportunities
Below is a list of the many opportunities to market your company or brand to the attendees. Sponsoring companies will receive recognition in the National Conference Program Guide, on signage, and in the Opening Ceremony slides.

Event Meeting App .................................................................$6,000
Be the conference sponsor for the Meeting App. Your company’s logo or product name can be the Opening Splash Screen and Full Screen Ad with link to your company or product. Also recognition in the program guide and signage.

Opening Ceremony/Keynote Speaker ..................................................$5,000
Sponsor will receive acknowledgment in the program guide and signage.

NADONA Wi-Fi .................................................................................$5,000
Recognition on signage at the NADONA registration area and in front of general session.

Nurse Leaders of the Year Plaques and Dinner Co-Sponsorship .................................................................$5,000
Support the dinner and plaques at the gala banquet announcing the nurse leaders of the year!

Conference Nametag ...........................................................................$4,000
Sponsor company name will be printed prominently on all conference nametags. It is estimated that 750 nametags will be produced.

Official Conference Tote Bag .................................................................$4,000
A quantity of 400 totes feature your company name/logo will be produced. This is the official bag containing all conference educational materials provided to all attendees.

Hotel Room Key Card ...........................................................................Call for details
Sponsor’s logo or product will be printed on the Hotel Room Keycard. It will include A/V, Wi-Fi or food and beverage.

Hotel Room Door Drop ...........................................................................$3,500
Have your product literature delivered directly to all conference participants’ rooms.

Program Guide Advertisements Full Page ..................................................$3,500

Program Guide Advertisements Half Page ..................................$2,000
Half- or full-page advertisements may be purchased. Program guide advertisement specifications will be provided upon request.

Photo Booth .........................................................................................$3,000
Recognition of your company logo to be featured on signage at the photo booth location and also displayed on each printed souvenir photo.

Conference Lanyard ..............................................................................$3,000
Sponsor company name or logo will be printed on 750 lanyards which holds the conference nametag.

Refreshment Station ................................................................................$2,500 ea
Sponsor a refreshment station and you will be given the prime opportunity to place your information on the tables in the refreshment area with a “sponsored by” sign.

Exhibit Hall Break ..................................................................................$2,500 ea

Coffee Cups Sleeves (customized) .........................................................$2,500 ea
1,000 Paper sleeves imprinted with sponsor’s logo will be available during continuous coffee service breaks.

Private Meeting Room .............................................................................$2,500
During exhibit days (Monday and Tuesday), Room set for 12, conference style, perfect for small demonstrations and one-on-one customer meetings. Does not include A/V, Wi-Fi or food and beverage.

Conference Notepad .............................................................................$2,000
NADONA will produce and provide customized notepads for all conference attendees. These notepads will be included in each conference tote bag.

Conference Pen ......................................................................................$2,000
Sponsor company customized conference pen will be given to each attendee at the registration desk. These pens will also be placed at all NADONA registration counters for completing forms.

Luggage Tag .........................................................................................$1,500
NADONA luggage tags will be distributed to all conference participants in the registration tote bag. The sponsor company logo and information will be included on one side of the tag.

Conference Tote Bag Insert ......................................................................$1,500 ea
Banner signage with sponsor logo or message will direct attendees to a sponsored charging station. Each station includes six USB ports.

Charging Stations ....................................................................................$1,500 ea

Breakout Session Coffee Break ................................................................$1,000 ea

Presidents’ Roundtable ......................................................................Call for details
Sponsorship will include attendance at this important meeting. Details upon request.

Hotel Room Key Card ......................................................................Call for details
Sponsor’s logo or product will be printed on the Hotel Room Keycard (Must Include Conference logo).

The Exhibitor Registration can now be completed online at www.nadona.org.
If you have any questions regarding sponsorship you may call MatureHealth Communications Toll-free at 1-877-764-7267 or fax your completed exhibitor application to 908-709-0060.
Product Workshop Application

Promote your products and services to nursing key decision-makers through the Product Workshops. NADONA provides everything except the speaker, logistics, honorarium, and handouts. Seating is available for up to 100 nurses for breakfast and lunch. Please note that the Product Workshops are not accredited for continuing education.

To increase audience participation, no other CE programming or meal functions will be provided during this time slot. Up to two workshops will take place concurrently. These sessions will be promoted via e-blast announcements and monthly e-newsletter prior to the meeting, notice in the National Conference Program Guide, on the meeting app, and announcements on-site during the meeting. If you have any questions, please contact MatureHealth Communications toll-free at 1-877-764-7267.

Name of Sponsor/Company

Contact: Name ________________ Title ________________

Street Address ________________ City ________________ State ________________ Zip ________________

Phone ________________ Fax ________________

E-mail ________________

Signature ________________ Date ________________

**Product Workshop Cost — $13,500 or $18,500**

**Date/Meal Requested (Please provide a first, second, and third choice):**

<table>
<thead>
<tr>
<th>Date/Meal Requested</th>
<th>Choice #1</th>
<th>Choice #2</th>
<th>Choice #3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, June 14</td>
<td>Lunch $18,500 (2 slots)</td>
<td>Lunch $18,500 (2 slots)</td>
<td>Lunch $18,500 (2 slots)</td>
</tr>
<tr>
<td>Monday, June 15</td>
<td>Breakfast $13,500 (1 slot)</td>
<td>Lunch $18,500 (1 slot)</td>
<td>Lunch $18,500 (1 slot)</td>
</tr>
<tr>
<td>Tuesday, June 16</td>
<td>Lunch $18,500 (2 slots)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wednesday, June 17</td>
<td>Breakfast $13,500 (1 slot)</td>
<td>Lunch $18,500 (1 slot)</td>
<td></td>
</tr>
</tbody>
</table>

**Food for up to 100 nurses is included in the product workshop fee. If attendance is greater than 100, we can either close the program out when we reach 100 or try to accommodate as many nurses as possible and invoice for the additional meals at the conclusion of the conference.**

☐ I am willing to pay for the additional meals, if more than 100 nurses are in attendance.

☐ I cannot pay for more than 100 meals

Signature line _____________________________________________________________________________________

**Exhibit Booth and Product Workshop Package**

- Breakfast Product Workshop..........................$15,500
- Lunch Product Workshop.................................$20,500

This includes the benefits of a Product Workshop and a corner 10’ x 10’ booth plus all benefits of a Silver Package.

MatureHealth Communications will contact you to discuss your arrangements.

NADONA reserves the right to accept or deny any application.

Questions? Call MatureHealth Communications toll-free at 1-877-764-7267

or e-mail us at staff@maturehealth.com

Please Fax Completed Form To: MatureHealth Communications at 908-709-0060
NADONA! A Lifesaver for White Waters Ahead!
Barreling Through the Falls to Excellence!
NADONA

33rd National Conference
June 14 – 17, 2020

2020 NADONA National Conference Exhibitor Application

Company Name (Please type or print name as it should appear on sign, program, and badges)

Company Contact
First Name
Last Name

Company Mailing Address (This is the address to which all correspondence will be sent)

City
State
ZIP

Phone/Ext. E-mail

Booth #s requested 1. _____ 2. _____ 3. _____ Booth Conflicts: ____________________________

Company Description:
Submit a company/product description of no more than 50 words for inclusion in the program guide. Paragraphs with more than 50 words may be edited. Please send descriptions to staff@maturehealth.com no later than Friday, May 1, 2020.

_____ Check here if you are a past exhibitor and would like us to use the description on file.

Booth Types and Pricing
- Introductory Exhibitor Package $1,500
- Platinum Package $6,000
- Gold Package $5,000
- Silver Package $4,000
- 10’ x 10’ In-line $3,000
- 10’ x 10’ Corner $3,400
- 10’ x 20’ Corner & In-line $5,000
- 10’ x 20’ Combined Corners $6,000
- 20’ x 20’ Island $8,150

Exhibit Booth and Product Workshop Packages
- Product Workshop Breakfast $15,500
- Product Workshop Lunch $20,500

Platinum/Gold/Silver Packages include:
- Opportunity to be selected to participate in a proposed NADONA Industry Partner Advisory Board
- Half- or full-page 4-color ad in the Conference Program Guide
- Invitation to First Night’s Reception on Sunday evening

Sponsorship Opportunities Please list

______________________________ $_____
______________________________ $_____
______________________________ $_____

Payment Method (Please print clearly)
- Check Enclosed - Visa - MasterCard - Discover

Note: Credit Card use will incur a 3% transaction fee

Card #: ___________________________ Security ID: __________ (3-digit code MC, VISA, Discover)
Name: (as it appears on card): __________________________ Expiration Date: ____ / ____
Billing Address: ____________________________________________

Signature:

Photo Release—Any attendee of the NADONA National Conference gives the event photographer the absolute right and permission to publish, copyright, and use pictures which may include attendee.

By signing or applying online you indicate you have read and agree to the Exhibitor Contract Rules/Regulations and Cancellation Policy

Mail: Make check or money order payable to: NADONA, 1329 East Kemper Road, Suite 4100A, Springdale, Ohio 45246
Toll-free registration with Visa/MasterCard/Discover: 1-800-222-0539 or fax application to 513-791-3699.

NADONA reserves the right to accept or deny any application. Please see Exhibit Rules on page 11 for rules and restrictions.
NADONA! A Lifesaver for White Waters Ahead!
Barreling Through the Falls to Excellence!

NADONA Would Like to Thank our 2019-2020 Corporate Leadership Council and Conference Sponsors

3M Healthcare
ACADIA Pharmaceuticals Inc.
Avanir Pharmaceuticals, Inc.
DermaRite Industries LLC
GMP Corp.
GOJO Industries, Inc.
HARTMANN, USA
Insight Therapeutics
Janssen Pharmaceuticals
McKnights

Med-Pass Inc.
NCCDP
Omicare/a CVS Health Company
Pathway Health Services
Sanofi Pasteur
Sunovion Pharmaceuticals Inc.
The Compliance Store
Vancare
Wound Source

New Sponsorship Opportunity

Need a meeting room for small demonstrations, advisory boards, one-on-one customer interactions, or internal company meetings located near the exhibit hall?

Take advantage of NADONA’s newest sponsorship! For $2,500 you can have full use of a small meeting room set for 12 conference-style on Monday and Tuesday during exhibiting days.

The sponsorship includes the use of the room only. Additional costs will be incurred for any other needs such as audiovisual, WiFi, or food and beverage.

Only 6 rooms are available and are first-come, first reserved.
Hotel Information:
Sheraton Niagara Falls, 300 3rd Street, Niagara Falls, New York 14303

General Information: 716-285-3361

With a stay at Sheraton Niagara Falls, you'll be centrally located in Niagara Falls, a 10-minute walk from Observation Tower and 11 minutes by foot from Niagara Falls State Park.

Make yourself at home in one of the 392 guestrooms featuring refrigerators and microwaves. Your room comes with a pillowtop bed. Complimentary wireless Internet access keeps you connected, and cable programming is available for your entertainment.

The Sheraton Niagara Falls in New York is the host hotel for the 2020 NADONA National Conference. All reservations will be made, modified or canceled on-line at https://www.marriott.com/event-reservations/reservation-link.mi?id=1574699676806&key=GRP&app=resvlink. This particular hotel is owned by Marriott and is eligible for their reward programs.

Call-in reservations can be made through the Reservation Center at 866.961-3780. Please identify the group as NADONA National Conference or use the reference number 500-BAFXQ5J.

NADONA has a room block for the evenings of Thursday, June 11, 2020 through Wednesday, June 17, 2020. Subject to availability, group rates will apply three (3) days prior to and three (3) days following the dates of the event. The contracted room rate is $179 (single/double occupancy) per night plus tax and applicable charges (13% tax).

Rates include complimentary car parking with in and out privileges (currently $30 per day), enhanced complimentary Wi-Fi, two in-room bottled waters per day, complimentary wine tastings for two at 12 Niagara, USA wineries, Adventure Passport discount book with savings worth $700 and exclusive casino offers for the connected Seneca Niagara Falls Resort and Casino.

The NADONA room block cutoff date is Thursday, May 21, 2020. After Thursday, May 21, the group rate expires and rates may increase.

All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card. Any reservation cancelled within 72 hours of arrival will be charged one night’s room plus tax.

NADONA is financially responsible for all hotel rooms reserved in the group block. Any rooms not sold are still billed to NADONA in the form of attrition. NADONA asks for your support in booking only the Sheraton Niagara Falls to ensure the room block is filled. Please reserve hotel rooms realistically and cancel any unneeded rooms with as much notice as possible.

Please note: There is another Sheraton, Sheraton on the Falls in Ontario, Canada. Do not confuse that hotel with the host hotel, The Sheraton Niagara Falls in Niagara Falls, New York.
Exhibitor Rules/Regulations and Cancellation Policy

The following rules and regulations are not intended to restrict exhibitors, but to provide an environment where all exhibitors can operate efficiently without undue interference from other exhibitors.

- Customers shall be contacted and all business activities of the exhibitor shall be conducted within the allotted exhibit area.
- Exhibit modules, stands, tripods, and all other exhibit materials will be in good repair so as not to detract from the general aesthetics of the center.
- Booth construction will be limited to eight (8) feet in height. Side dividers will be 36 inches in height and, in general, higher booth construction along the sides should not extend more than three (3) feet from the back.
- All construction must conform to the local fire code. Table drapes, back wall drapes, textile or paper displays, and decorations must be flameproofed. All materials and displays are subject to inspection by the Fire Marshal.
- There will be no smoking in the exhibit area.
- No excessive noise, loud audio or mechanical equipment will be permitted. The decision of NADONA or MatureHealth Communications is final in determining what noise level is excessive.
- Individuals, manufacturers, dealers, or firms conducting business or attempting to solicit in the exhibit area, hotel property, or immediate vicinity without having secured signed permission from NADONA or MatureHealth Communications will be expelled from the conference.
- Subletting or sharing an exhibit will not be permitted.
- All cylinders containing oxygen, compressed air, or other gases must be secured by strap, chain, stand, or cart to prevent tip-over.
- Exhibitors desiring to use the services of contractors other than the official service contractor designated by NADONA and MatureHealth Communications must provide notification and proof of insurance at least 30 days prior to the opening of the exhibit hall. This notification can be faxed to 908-709-0060. NADONA and MatureHealth Communications have the right to refuse admittance on the exhibit floor to said contractor if prior approval is not given.
- Each exhibitor must make provisions for the safeguarding of its goods, materials, equipment, and display at all times. Do not leave electronics in your booth overnight.
- NADONA and MatureHealth Communications conference officials will be in the exhibit area, but will not be responsible for the loss of any materials.
- Exhibitors not safeguarding their materials do so at their own risk.
- Each exhibitor must keep an attendant in the display booth during the open hours of the exhibition.
- Exhibitors cannot tear down or dismantle their booths before the time designated on posted exhibit hours. Early dismantle is subject to exclusion of participation in future events.
- NADONA and MatureHealth Communications will not be held liable for hazards or accidents caused by early dismantle.
- Exhibitors shall not act in a disruptive manner so as to upset attendees or other exhibitors.
- Exhibitors violating any of the Exhibitor Rules/Regulations will be subject to expulsion from the Conference. Determinations of such violations will be made by NADONA or MatureHealth Communications, and no refunds will be given.
- No helium balloons will be permitted in the hall unless permanently attached to a booth. No gum distribution or decals (other than those placed on name badges) will be permitted on the premises. Exhibitors will be responsible for balloon retrieval or cleanup, if necessary.
- No persons under the age of 18 are allowed in the exhibit hall area.
- NADONA reserves the right to accept or deny all exhibitors.
- Liability and Insurance — Each exhibitor assumes full responsibility and liability for losses, damages, and claims arising out of injury or damage, including that by fire and theft, to the exhibitor’s displays, equipment, and other property brought upon the premises of The Conference & Event Center Niagara Falls and to individuals who visit the exhibitor’s booth. The exhibitor shall indemnify and hold harmless The Conference Event Center Niagara Falls, NADONA, and their agents, servants, employees, officers, directors, staff, and members against such losses, damages, and claims for such loss, injury, or damage. If NADONA or The Conference & Event Center Niagara Falls shall be held liable for any event that might result from the exhibitor’s action or failure to act, or the exhibitor’s failure to comply with applicable law, the exhibitor shall reimburse and hold harmless NADONA and The Conference & Event Center Niagara Falls against any liability resulting therefrom. The exhibitor must adequately insure its materials, goods, wares, and exhibits against loss or injury of any kind and must do so at its own expense. NADONA and The Conference & Event Center Niagara Falls are not responsible for any loss (however caused) to any property of any exhibitor. Exhibitors are solely responsible for their own actions and that of their employees, contractors, agents, and representatives during NADONA 2020 National Conference. NADONA and The Conference & Event Center Niagara Falls Sheraton Niagara Falls will provide security service during the official hours of installations, dismantling, and exhibit hours. The furnishing of such services is in no case to be interpreted by the exhibitor as guaranteeing against loss or theft of any kind.
- Request for cancellation of exhibit space must be presented in writing and postmarked by the designated dates to cancel exhibit space rental.
  - Until January 17, 2020 — full refund
  - January 17 – March 17, 2020 — 25% refund
  - After March 17, 2020 — no refund