Greetings HCBS Sponsors & Exhibitors

On behalf of the nation’s directors of state aging and disability agencies, I would like to invite you to participate in our upcoming events including the national Home and Community-Based Services (HCBS) Conference to be held December 7–10, 2021.

Over the past year, we have learned to do things a little differently and 2021 will continue to provide us with challenges but together we can get through it. For those of you that are able and willing to meet in person at the HCBS conference we look forward to being together again. For those of you that are unable to participate in person, we look forward to seeing you online!

But wait...we are planning to host FIVE regional in-person meetings following an amazing hybrid conference, so we can still have the community experience we all desire.

Due to COVID-19 safety guidelines, at this time we will be limiting in-person attendance to 800 people at the HCBS Conference. We are hopeful over the next few months even more in-person attendees will be allowed.

Over the course of the regional HCBS conference meetings, we will continue to help you to foster strategic relationships throughout aging and disabilities networks, both across and within the states, and at the national level. We invite you to be a part of these important events!

The corporate and non-profit sponsors and exhibitors include vendors from a variety of sectors invested in LTSS, managed care, health insurance, transportation, housing, health IT systems, consulting, nutrition, care/case management, and specialty health management services.

The hybrid conference and in-person only regional meetings offer a variety of opportunities for your organization to get exposure in both business and social events on the agenda—and, as in years past, you will eat, drink, and dance with attendees (either from your home/office or in person)!

Join us from wherever you are for this experience and discover why the HCBS conference(s) are the perfect place to regain balance and focus on our networks through leadership, innovation, and collaboration across the aging and disabilities landscape!

Thank you,

Martha Roherty
ADvancing States Executive Director

Questions? inform@hcbsconference.org or 202-898-2578 for additional information.
2020 HCBS Numbers

HCBS Conference by the Numbers
- 1200+ Attendees
- 50+ States and Territories Represented
- 120+ Sessions on the Agenda

Attendee Breakdown
- 53% Government/Non-Profit Attendees
- 21% ADvancing States Members
- 26% Corporate Attendees

Attendees by U.S. Region
- New England: 6%
- Mid-Atlantic: 29%
- South: 21%
- Midwest: 24%
- Central: 3.4%
- Southwest: 1.3%
- Rocky Mountain: 5%
- Pacific Coast: 10%

Questions? inform@hcbsconference.org or 202-898-2578 for additional information.
What Does the HCBS HYBRID Conference Look Like?

We are planning an incredible conference and are really excited to be in-person again. For participants not able to join us in Baltimore, we will continue to provide the virtual option. The virtual platform is designed to mimic an in-person conference experience by using advanced visual and interactive features. This enables attendees to navigate the venue with ease in a visually rich environment that is accessible, mobile friendly, fully customized, and highly interactive.
HCBS 2021 Information

Need to Know Dates

- March 1, 2021: HCBS Call for Sessions opens
- June 15, 2021: HCBS Call for Sessions ends
- September 1, 2021: General registration opens
- October 15, 2021: Last day to secure HCBS Early Bird registration rate
- December 7-10, 2021: HCBS Hybrid Conference
- Stay tuned through regular updates at www.advancingstates.org/HCBS/Updates

Regional Meetings: (state members and Platinum level sponsors only) - Date TBD (Early 2022)
- Boston, MA; Regions I & II
- Atlanta, GA; Regions IV & VI
- Washington, DC; Region III & V
- Salt Lake City, UT; Regions VII & VIII
- Seattle, WA; Regions IX & X
- Sign up for regular updates at www.advancingstates.org/HCBS/Updates

ADvancing States Fall Meeting (state members only): Monday, December 6

HCBS Conference Venue Information
Baltimore Marriott Waterfront
700 Aliceanna Street
Baltimore, MD 21202 USA
410-385-3000

Important Contacts

Sponsors, Exhibitors, and Virtual Logistics:
Kristin Murphy, kmurphy@advancingstates.org, 202-898-2579, Sr. Director of Partnerships and Special Projects

Speakers, Registration, & Agenda:
Ally La Pinta, alapinta@advancingstates.org, 202-898-2585, Communications Guru

Invoices & Payment:
Pearl Barnett, pbarnett@advancingstates.org, 202-499-5946, Deputy Director of Operations

The 2021 Virtual HCBS Conference is supported by the entire staff at ADvancing States www.ADvancingStates.org, 202-898-2578

How To’s

Does my sponsorship include the ability to participate at all of the regional meetings?
Yes, if you are a Platinum level sponsor of the HCBS Conference, you may attend all of the regional meetings.

If I am an exhibitor, can I attend the regional meetings?
No, only Platinum level sponsors are able to attend the regional meetings. The HCBS Conference is the only place where we will have the exhibit halls (both virtual and in-person).

Questions? inform@hcbsconference.org or 202-898-2578 for additional information.
How To's (Continued)

What opportunities for sponsorships are available at the regional meetings?

- There will be limited speaking opportunities at each of the regional meetings on substantive topics in LTSS.
- There will be Platinum level opportunities to sponsor all meal functions and social events at the regional meetings. This is your opportunity to have much needed face to face time with state partners.
- Do you have a special idea for one of the regions in mind? Please contact Kristin Murphy.

Will state members be able to participate in regional meetings outside of their region?

Yes, for a variety of reasons, some state members will be unable to attend the meetings in their region. While we are encouraging them to participate in their designated regional meeting, they may attend meetings outside of their regions.

What's the difference between the HCBS Conference versus the Regional Meetings?

The in-person regional HCBS meetings will take place following the HCBS Conference in early 2022. The HCBS Conference is going to be the “main” conference including:

- Tracks from CMS and ACL;
- Sessions selected from the HCBS session submission portal;
- Exhibit halls (in-person and virtual); and
- Social events in the morning/evening. State attendees that participate in the HCBS Conference will have access to participate in the regional meetings for the same registration fee. Vendors will have access to the entire registration lists from the regional meetings as well as the HCBS Conference.

Questions? inform@hcbsconference.org or 202-898-2578 for additional information.
HCBS Sponsorship Tiers & Features

All sponsorship levels include:

- In-person AND virtual booth—customize your exhibit hall and virtual booth with company colors, logos, banners, videos, documents, links, etc. (see specifics on p. 16).
- Logo published on
  - [www.hcbsconference.org](http://www.hcbsconference.org)
  - live event landing page
  - differentiated signage on entrance to exhibit hall (pop-up)
  - screen projection loop between general sessions
  - mobile app and virtual platform
- How the sponsorship activities work:
  - If you are not already a sponsor and have an activity you want to host or brand, then you will pay for the activity (hint—all activities are part of a sponsorship, so you get all kinds of extra benefits!)
  - If you are a sponsor, you can choose any sponsorship activity from your level and below.
  - If you still have questions, ask [Kristin Murphy](mailto:kristin.murphy@hcbsconference.org).

Platinum Sponsor: $50,500+

Get the most out of your sponsorship with all of the bells and whistles!

Live Event Features
- Attend any or all 5 Regional Meetings
- Enjoy 2 premium booths OR 1 endcap booth
- Share your logo in premium places throughout the hotel
- Play a 10 second commercial before session(s) and/or prior to dinners, receptions, and hosted events
- Message all attendees through 1 push notification on the Conference App
- Receive 5 full conference registrations

Choose any sponsorship activity from Platinum, Diamond, Emerald, Ruby, or Gold levels—host it, brand it, dance to it...you name it, you get to be the sponsor. Decide quickly—these are going fast!

Virtual Event Features
- Make all the connections through our Virtual Exhibit Hall
- Share your logo in premium places in our Virtual Auditorium, Virtual Exhibit Hall, and Virtual Lobby
- Include a promo item in a pre-event attendee box for early-bird virtual registrants

Questions? [inform@hcbsconference.org](mailto:inform@hcbsconference.org) or 202-898-2578 for additional information.
Platinum Sponsor: $50,500+

Platinum Exclusive Features

Opportunity to sponsor ADvancing States Member Breakfasts, Lunches, Dinners, Receptions, and the Band!

With officials anticipated from all 55 states and territories, sponsors of these activities will work with ADvancing States staff on identifying and personally inviting state directors in targeted states. This is an exclusive opportunity to mingle, have an informal meeting with targeted contacts, and discuss your products and programs. Sponsors will be recognized by having their logo displayed during the event, as well as throughout the meeting agenda materials.

Private Presidential Reception for ADvancing States Members

(3 available)

ADvancing States hosts three receptions for state members during the HCBS Conference. These events are well attended by the ADvancing States board and membership and are a highlight of the conference. Sponsors will have their logo displayed on reception tables, as well as in the membership agenda materials. Sponsors are invited to join the reception to mingle and network with ADvancing States members.

HCBS Band

Your company will sponsor and host our annual dance party, featuring everyone’s favorite “Millennium Band”. They are led and anchored by Season 4 American Idol finalist, Travis Tucker. Conference attendees gather to cut a rug and celebrate on the dance floor. Your company will receive the full benefits of the Platinum level of sponsorship. Sponsor will have their company’s logo displayed on the bandstand and will receive recognition from the band.

HCBS Party Toys

Your company will provide additional fun for all attendees during ADvancing States Dance Party and 55th Anniversary Celebration. What exciting toys are you going to shake, rattle, and roll?

Questions? inform@hcbsconference.org or 202-898-2578 for additional information.
Diamond Sponsor: $40,500+

Live Event Features

- Enjoy 1 premium booth Share your logo in premium places throughout the hotel
- Play a 10 second commercial before session(s) and/or prior to dinners, receptions, and hosted events
- Message all attendees through 1 push notification on the Conference App
- Receive 4 full conference registrations
- Choose any sponsorship activity from Diamond, Emerald, Ruby, or Gold levels—host it, brand it, dance to it…you name it, you get to be the sponsor. Decide quickly—these are going fast!

Virtual Event Features

- Make all the connections through our Virtual Exhibit Hall
- Share your logo in premium places in our Virtual Auditorium, Virtual Exhibit Hall, and Virtual Lobby
- Include a promo item in a pre-event attendee box for early-bird virtual registrants

Diamond Sponsorship Activities

Mainstage Keynote Speaker

$35,000

The keynote speaker of the Conference draws all 1,500 attendees together during the week and serves as one of the few collective experiences of the Conference. It creates emotional synchronicity throughout the in-person and virtual crowd. This year, our keynote will be live and broadcasted online, allowing for branding opportunities before and after the speech. This year’s Keynote sponsor will be able to play a pre-recorded 10-second video/commercial ahead of the Keynote address and receive a thank you slide with logo branding at the conclusion of the speech.

HCBS Exhibit Hall Reception

$35,000

Conference attendees gather to celebrate the opening of the exhibit hall at the end of the first day to network with colleagues and browse exhibit booths. Your company will receive full benefits of the Diamond Sponsorship. Additionally, your company will be recognized throughout the reception at the food stations, as well as highlighted within the conference program.

Questions? inform@hcbsconference.org or 202-898-2578 for additional information.
Emerald Sponsor: $30,500+

Live Event Features
- Enjoy 1 premium booth
- Message all attendees through 1 push notification on the Conference App
- Receive 3 full conference registrations
- Choose any sponsorship activity from Emerald, Sapphire, Ruby, or Gold levels—host it, brand it, dance to it…you name it, you get to be the sponsor. Decide quickly—these are going fast!

Virtual Event Features
- Make all the connections through our Virtual Exhibit Hall
- Share your logo in premium places in our Virtual Lobby
- Include a promo item in a pre-event attendee box for early-bird virtual registrants

Emerald Sponsorship Activities

HCBS Conference Registration Station and Electronic Badging
$30,000
Welcome to electronic badging and kiosk registration! All registrants will check in to receive their electronically printed badge and tote bag. Your company’s logo will be featured at all check-in kiosks, as well as on floor decals leading up to the registration station.

HCBS Conference Smartphone App
$30,000 (1 available)
Wish you could send a message to a speaker you just heard? Or send a message to an attendee? The HCBS Conference Smartphone App allows for attendees to bookmark and save the people they meet and sessions they attend within a full online listing of the agenda. Sponsorship for the App includes your logo displayed on posters throughout the conference, as well as in communication about the app. Your company’s name will also be highlighted within the app. This is a great way to be at the fingertips of every attendee!

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<table>
<thead>
<tr>
<th>Sponsorship Tier</th>
<th>Cost</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Emerald Sponsor:</strong> $30,500+</td>
<td></td>
<td>(Continued)</td>
</tr>
<tr>
<td>Name Badge Lanyards</td>
<td>$25,000</td>
<td>In-person attendees will wear your company's logo or name around their necks to display their name badge for the conference. Your company's logo will be worn by over 800 individuals!</td>
</tr>
<tr>
<td>Lunch for All Attendees</td>
<td>$25,000 (2 available)</td>
<td>Join attendees as they enjoy lunch. Your company logo will be displayed for viewing by all.</td>
</tr>
<tr>
<td>Water Bottles at Registration</td>
<td>$25,000</td>
<td>Make a great first impression on in-person attendees with a branded water bottle they'll receive at check-in for the conference.</td>
</tr>
</tbody>
</table>
Sapphire Sponsor: $20,500+

Live Event Features
- Enjoy 1 standard booth
- Receive 3 full conference registrations
- Choose any sponsorship activity from Sapphire, Ruby, or Gold levels—host it, brand it, dance to it…you name it, you get to be the sponsor. Decide quickly—these are going fast!

Virtual Event Features
- Make all the connections through our Virtual Exhibit Hall
- Include a promo item in a pre-event attendee box for early-bird virtual registrants

Sapphire Sponsorship Activities

Continental Breakfast
$20,000—Includes coffee sleeve
$15,500 (3 available)
Conference attendees will enjoy a continental breakfast with coffee and tea. On day 2, reusable neoprene coffee sleeves will be featured with your company’s logo provided at all coffee stations. Virtual early-bird registrants will also receive a coffee sleeve in their goodie box. Attendees will be able to carry their coffee throughout the conference with your company’s logo! Day 3, 4, 5 are awaiting your sponsorship and company branding.

After-party Sponsor
$15,500 (4 total)
Whether hosting an activity at the hotel OR venturing out, we will work with you to plan an after-party experience to be remembered. Use the shared common experience to connect with your after-party attendees throughout the conference or 1:1 in the mobile app.

Attendee Water Bottles
$15,000 (1 available)
Have your organization’s logo on a water bottle placed in all conference attendee’s tote bags. After a long day of workshops and networking, everyone will appreciate your contribution to the event.

Conference WiFi
$15,000
Conference attendees will appreciate WiFi available throughout the conference, allowing them to easily connect to exhibitors’ websites and speakers’ websites, and to engage with the Conference App. Sponsorship includes your name on all materials highlighting the conference WiFi, as well as throughout the conference agenda.

Elevator Door Banners
$15,000 for one
Capture the undivided attention of attendees each day at the HCBS Conference as they ride up and down the elevator banks of the 3rd and 4th floors in the Baltimore Marriott Waterfront.

Questions? inform@hcbsconference.org or 202-898-2578 for additional information.
Sapphire Sponsor: $20,500+  (Continued)

Escalator Banner
$15,000
Capture the undivided attention of attendees each day at the HCBS Conference as they ride up and down the escalator banks in the Baltimore Marriott Waterfront.

Innovation Track Workshops
$15,000 (6 total)
This track will allow for corporations and private funders to present to a large and diverse group of individuals. This will be the opportunity to present a session during the conference and sell your product/products to a broader audience.

Interactive Demonstration Room
$15,000 (2 sold)
Does your company have software or new technology to share? These special rooms will allow in-person and virtual attendees to interact with your products, and allow you space to demonstrate or display new, exciting technology.

Charging Stations
$15,000 (1 available)
These days everyone is on their smartphone or tablet, using it to take notes, and to gather contact info from other conference attendees. Sponsorship of a charging station include a screen display, showing a 10-minute slideshow loop that can be used as advertising space, as well as your logo displayed on the kiosk.

Hotel Key Cards
$15,000
Be the first thing attendees see as they check-in for the conference at the Baltimore Marriott Waterfront. Your logo will be printed on 800 hotel key cards.

Opening Exhibit Hall Dessert
$15,000 (1 available)
Your company will host dessert during the first day of the Exhibit Hall for all attendees. As attendees rush into the opening doors of the hall, they will see your branding as they head to the dessert tables.
Ruby Sponsor: $10,500+

Live Event Features
- Enjoy 1 standard booth
- Receive 2 full conference registrations
- Choose any sponsorship activity from Ruby or Gold levels—host it, brand it, dance to it…you name it, you get to be the sponsor. Decide quickly—these are going fast!

Virtual Event Features
- Make all the connections through our Virtual Exhibit Hall
- Send a promo item in a pre-event attendee box for early-bird virtual registrants

Ruby Sponsorship Activities

Virtual Game Sponsorships
$10,000 (Multiple available)

The HCBS Conference virtual platform will include an Entertainment Room for all attendees, featuring: a daily puzzle (themed of course); a daily photo competition (best zoom background, best face mask, cutest/ugliest pet, most interesting workspace, favorite mug, etc.); a site scavenger hunt; and a creative caption contest. Choose one of these or suggest your own interactive game to sponsor! Simply decide your game, designate a prize and let ADvancing States announce and promote it with your name and logo. We will direct attendees to visit your booth to check out the winner, and/or you can post the winner(s) and prize(s) in the live feed.

Health & Wellness Sponsorships
$10,000

HCBS Yoga, Stretching, Meditation, Massage, or Fitness Breaks
Take this opportunity to associate your company’s brand messaging with a positive, feel-good in-person experience during the conference. You will also be able to brand a 5-minute video (pre-recorded by ADvancing States) in one of the wellness categories above that you choose—just send in an opening slide, your logo to be displayed as a bottom banner during the video, and a closing slide. Wellness videos will always be available for playback by all virtual attendees in our Wellness Library. Consider sending in a coordinated promo item for the event attendee box like a branded essential oil, sweat band, hand towel, earbuds, or candle.

Questions? inform@hcbsconference.org or 202-898-2578 for additional information.
Gold Sponsor: $8,000+

Live Event Features
- Enjoy 1 standard booth
- Receive 1 full conference registration
- Choose an activity from the Gold level—host it, brand it, dance to it...you name it, you get to be the sponsor. Decide quickly—these are going fast!

Virtual Event Features
- Make all the connections through our Virtual Exhibit Hall

Gold Sponsorship Activities

Conference Spirit Competition Host
$8,000 (4 total, 2 left)

Get attendees involved with your fun, daily spirit competitions that run alongside the official Conference agenda. Your company will unify attendees in a daily common experience that promotes getting to know one another and a little competition! As a conference spirit competition host, you will get to promote and judge that day’s interactive attendee contest and ADvancing States will direct attendees to visit your virtual booth for entry into the contest. Examples of spirit contests include state spirit day, wacky hat day, favorite place (virtual background) day, etc. You can award a prize to the winner at the end and collect leads along the way.

Virtual Evening Networking Discussions
$8,000 (Multiple available)

Pick an interesting discussion topic or game that will attract attendees’ attention and opinions. We’ll list it in the agenda as one of the Evening Networking Hour Discussion groups, give you the keys to a video-first virtual room with a branded opening slide, and let you drive interesting conversation/live games with attendees that come in. We suggest choosing a game or discussion topic that allows attendees to think, share, and learn like playing “Two Truths and a Lie” or posing what’s the best home office furniture for your back? Tease a giveaway for attendees that then stop by your exhibit or booth later. Use the shared common experience to connect with your discussion group members 1:1 in the mobile app to follow-up on networking opportunities.

Don’t miss your chance to reach LTSS professionals at the HCBS Conference December 7–10, 2021. Our sponsorship options offer unique opportunities for your organization to network, brand, market, and advertise—boosting your visibility.

If you would like a customized sponsorship, let Kristin Murphy know. We can work together to find the perfect fit for your organization.

Questions? inform@hcbsconference.org or 202-898-2578 for additional information.
ADvancing States Rules & Regulations

1. **Registration.** All exhibitors and sponsors, including staff manning the booth, are required to register as participating attendees at the ADvancing States 2021 HCBS Conference. Conference registration entitles exhibitors and sponsors to participate fully in all open conference workshops, keynotes, and social events on the program agenda.

2. **Exhibit Hall—Booth Logistics.** Each booth area is 10 x 8 ft. and includes one 6 ft. skirted table and two chairs. All exhibitors are expected to fill out the appropriate forms with the decorating company for any additional, drapage, AV, electrical, etc. All necessary order forms and shipping information will be provided in the Exhibitor’s Manual.

3. **Virtual Exhibit Booth Set-up.** Each virtual exhibit booth will be accessible in the virtual exhibit hall and includes the choice of a booth template that must be customized with graphics, banners, links, videos, and documents. All the specs for these items can be found online using the provided booth setup link from Vfairs.

4. **Booth Blocks.** In the event an organization would like to purchase multiple booth spaces or if two exhibitors would like adjoining space, this request MUST be indicated on the Booth Application forms and must be received at the same time as spaces are assigned on a first-come, first-served basis. Every effort will be made to accommodate adjoining booth requests, but final assignment is at the discretion of the Conference Coordinator. In the virtual conference platform, exhibit booths cannot be doubled in size. All vendors will be working with a single booth format, which can be customized using the templates provided on the Vfairs platform. If a customization is desired beyond what is provided in traditional booth setup, the request must be shared in writing with ADvancing States. Supplemental charges may apply.

5. **Exhibit Installation.** Exhibit installation hours are TBD. Exhibitors agree that all booths will be operational and staffed during exhibit hall hours.

6. **Virtual Exhibit Booth Build.** Virtual Exhibit booth vendors must complete the initial build of their virtual booth by November 1, 2021 for review. Any booth not finalized on this date is subject to limited customizations and a skipped review process for adjustments or edits of the booth.

7. **Dismantling Exhibits.** Exhibits may be dismantled by designated time (TBD).

8. **Cancelled Sponsorships.** Cancellations made by October 1, 2021 will receive a refund, less the $1,000 conference sponsorship cancellation fee. There will be no refunds after October 1, 2021. All cancellations and requests for refunds must be in writing and sent to the attention of Kristin Murphy.

9. **Cancelled Exhibitor Booths.** Cancellations made by October 31, 2021 will receive a refund, less the $100.00 conference cancellation fee. There will be no refunds after November 1, 2021. All cancellations and requests for refunds must be in writing and sent to the attention of Kristin Murphy.

10. **No Shows.** If an Exhibit Hall Exhibitor fails to install or display in assigned space or fails to comply with any other provision of this agreement, ADvancing States shall have the right, without notice to Exhibitor, to take possession of said space and lease said space, or any part thereof, to such parties, and upon such terms and conditions, as it may deem proper. Any exhibitors who do not show up will not get a refund. If you e-mail, fax, or mail your cancellation notice, please call to confirm receipt.

11. **Fees.** Full payment of any sponsorship or exhibitor booth must be received within 30 days of the invoice issued.

12. **Rules.** ADvancing States reserves the right to make changes to these rules. Any matters not specifically covered herein are subject to decision by ADvancing States. ADvancing States reserves the right to make such changes, amendments, and additions to these rules as considered advisable for the proper conduct of the exhibit, with the provision the exhibitors will be advised of any such changes.

Questions? inform@hcbsconference.org or 202-898-2578 for additional information.