



*Celebrating 30 Years*

# National Conference on Correctional Health Care

October 28 - November 1 • **2006** • Atlanta, Georgia



NCCHC

The National Commission on Correctional Health Care  
and the Academy of Correctional Health Professionals



**EXHIBITOR PROSPECTUS**

# 30 Years: Making a Difference in Correctional Health Care

Atlanta, Georgia

## Invitation to Exhibit

The 30th anniversary of the National Conference promises to be something special. Widely renowned as the premier annual meeting in correctional health care, this year's event features standout programs and activities that will attract the movers and shakers in this field. This is your opportunity to meet with nearly 2,000 professionals who influence or make decisions about correctional health care products and services. And they spend significant time browsing the conference exhibits to learn about the latest medical supplies and pharmaceuticals, information technology, contract services, staffing services and more. If you exhibit at only one meeting in 2006, this has to be it!

## The Expanding Correctional Health Market

Nearly \$7 billion is spent annually on government-mandated health care to the 2 million-plus incarcerated individuals. The broad spectrum of services provided to this population ranges from treatment for infectious disease (e.g., hepatitis, HIV/AIDS, tuberculosis) to management of chronic illnesses (e.g., asthma, diabetes, hypertension) to general health care. Dental care, mental health care, substance abuse treatment and health education also contribute to growing health care budgets each year. At the state level, correctional health care costs have been rising by 10% annually and now account for 10% of all corrections expenditures.



## Connect With the Industry's Best

NCCHC's conference goals include creating the most professional and valuable trade show for the correctional health industry. Attendees rely on this event to make informed decisions and purchases. The exhibit hall offers an environment highly conducive to demonstrating your products and services to these motivated professionals. Your participation will put your organization among the most recognized and trusted names in correctional health care today.



## Who Should Exhibit?

If you offer products and services in the following categories, reserve your space today!

- ◇ Associations
- ◇ Computer/Software Technologies
- ◇ Contract Management
- ◇ Dental Supplies/Equipment
- ◇ Diagnostic Equipment
- ◇ Educational Materials/Training Resources
- ◇ Emergency Preparation Supplies
- ◇ EMR/Health Record Technologies
- ◇ Infection Control
- ◇ Medical Devices
- ◇ Medical Supplies/Equipment
- ◇ Pharmaceuticals and Pharmacy Services
- ◇ Publications
- ◇ Recruitment and Staffing Services
- ◇ University Programs
- ◇ Uniforms/Scrubs

## Exhibitor Schedule

<b>Exhibitor Move-In</b>	Saturday, October 28	1 pm - 4 pm
	Sunday, October 29	8 am - 3 pm

*All exhibits must be assembled by 3 pm on Sunday.*

### Exhibit Hall Show Hours

Opening Reception	Sunday, October 29	5 pm - 7 pm
Exhibit Hall Open	Monday, October 30	9 am - 1 pm

*Exclusive break and lunch in the exhibit hall*

Exhibit Hall Open	Tuesday, October 31	9 am - 12:30 pm
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*Two exclusive breaks and raffle drawings*

<b>Exhibit Dismantling</b>	Tuesday, October 31	12:30 pm
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*Exhibits must remain assembled until 12 pm upon show closing.*

## Exhibitor Benefits

- **FREE** company listing and promotional write-up in the final program (deadline applies; maximum 75 words)
- **DISCOUNTS** on ads placed in the conference preliminary and final programs
- **FREE** company listing, promotional write-up and hyperlink on the NCCHC Virtual Exhibit Hall
- **FREE** preregistration list with attendee addresses (distributed before the conference)
- **FREE** final registration list with attendee addresses (distributed after the meeting)
- **EXCLUSIVE** opportunity to participate in the NCCHC raffle drawings
- **FREE** company listing in the preconference issue of CorrectCare (deadline applies)
- **DISCOUNTS** on ads placed in CorrectCare (deadline applies)
- **PRIORITY** booth selection for the 2007 Updates in Correctional Health Care conference
- **EXCLUSIVE** Web site advertising opportunities

## Exhibit Fees & Registration Information

Standard	\$1,350 per 8x10
Prime	\$1,550 per 8x10
Super Prime	\$1,950 per 8x10

Prime booths are located near the exhibit hall entrance and lounge vicinity.

## Booth Rentals Include:

- Back and siderail draperies, company ID sign, general overhead lighting, and aisle carpeting. *(Please note: Carpet, electricity, furnishings, etc., are NOT included.)*
  - One complimentary full registration and two hall only passes per booth. Additional registrations can be purchased for a discounted fee.
  - Complimentary final program listing
  - An interactive exhibit hall including food and beverage areas, lounge and raffle drawings
  - 24-hour security
  - Opportunity to advertise for discounted rates in the conference preliminary and final programs
  - Opportunity to provide a promotional giveaway item in the conference attendee registration bags
- For more detailed information, please refer to the appropriate categories in the Rules and Regulations section of the Exhibitor Prospectus.

## Shipping, Drayage and Show Decorating

**Exhibition Services:** The official service contractor is Paramount Convention Services. Exhibit Service Kits will be sent to registered exhibitors in August. Kits and order forms will be posted online at [www.paramountcs.com](http://www.paramountcs.com) and interactive ordering will be available at [www.ncchc.org](http://www.ncchc.org).

**Shipping:** The official freight company is Viper Exposition.

## Forget Those Business Cards...

Capture important lead information, contact numbers and addresses in the swipe of a badge. American Tradeshow Services will be on site to provide lead retrieval services available for purchase.

## Conference Accommodations

The Hyatt Regency Atlanta welcomes you with great southern hospitality. Located in the heart of this charming city, the Hyatt is adjacent to the Atlanta Peachtree Center downtown, a convenient location for the perfect combination of business and pleasure. One of the city's premier convention facilities and NCCHC conference headquarters, the hotel is offering a discounted rate of \$144 for reservations made before October 6. This rate does not include taxes. Rooms will be assigned first-come, first-served. Make your reservations early to ensure accommodations. Mention that you are an NCCHC meeting participant to receive the special rate.

**Hyatt Regency Atlanta**  
265 Peachtree Street NE  
Atlanta, Georgia  
Tel: 800-233-1234; Fax: 404-588-4137  
Rate: \$144 single/double



# Exclusive Advertising and Sponsorship Opportunities

## Pump up your presence on site!

Give your company marketing power and increased visibility to thousands of attendees. Exhibitors can gain added exposure by sponsoring NCCHC and Academy services, sessions and events that support and enhance the conference. Recognition is given through additional signage for your booth, sponsor ribbons, listings in the final program and other NCCHC publications. Sponsors who contribute over \$25,000 will be contacted regarding other special acknowledgements.

## Advertising Options

**Reinforce your message before and after the show!**

Exhibitors will have the opportunity to take advantage of discounted advertising rates. Whether you prefer advertising in the conference programs or reaching the 15,000 individuals who receive CorrectCare—NCCHC's official newspaper—advertising will promote your name to a vast group of professionals in the correctional health marketplace.

For more information contact Lauren Bauer, Exhibits and Sales Manager, at (773) 880-1460, ext. 298.

## Premier Educational Programming \$5,000 to \$35,000

Educational grants enable NCCHC to help jails, prisons and juvenile confinement facilities to improve the quality of health care they provide. Through educational sponsorship your organization will gain dynamic exposure while supporting the correctional market. This program enables supporting companies to fund educational programs on specific topics on an exclusive basis.

## Educational Poster Reception \$10,000 to \$15,000

Provide a sponsorship for the 1-1/2 hour exclusive poster presentation viewing and you can share in the success of this year's reception. The poster reception always attracts a large turnout of attendees.

## Full or Partial Sponsorship—Evening Social

\$2,000 to \$25,000

The Tuesday night gathering has become a can't-miss event at the National Conference. Open to all conference attendees, this is your opportunity to support a fantastic event. Enjoy live music, food and drinks, dancing and networking all the while gaining terrific recognition and visibility for your organization.

## Final Proceedings \$5,000

The final proceedings CD contributes to the attendees' conference experience by providing a lasting record of the educational program. Speakers provide abstracts and handouts of their presentations. The sponsor will be acknowledged in a foreword at the front of the publication and with their logo on the back of the publication.

## The Internet Lounge \$10,000

The highly popular Internet lounge enables conference attendees to browse the Web and check important messages. Sponsors will receive space in online advertising as well as hyperlinks to the company home pages.

## Exhibit Hall Breaks, Partial and Sole Sponsorship

\$3,000 to \$7,500

The exhibit hall serves as a central meeting point throughout the day. Regularly scheduled breaks give attendees an opportunity to meet with exhibitors and network with colleagues. Morning coffee and afternoon snacks are provided.

## Additional Sponsorship Opportunities

\$1,000 to \$5,000

A thousand and one details go into making this conference a complete success. Other opportunities include conference bags, lanyards, cups, badges, hall banners, aisle signs and more – all are good ways for you to get your company's message to attendees. Have an idea we haven't mentioned? We'd love to hear it.

For additional sponsorship information contact Deborah Ross, Director of Education and Meetings, (773) 880-1460, ext 286.



# Rules and Regulations

All exhibitors must adhere to the following rules and regulations and other rules issued by NCCHC. This agreement applies to all exhibitors, their agents and employees who shall use and occupy the exhibit space pursuant to all terms and conditions of the agreement between NCCHC and the Hyatt Regency Atlanta regarding use and occupancy of the exhibition hall and all reasonable rules and regulations prescribed by the Hyatt Regency Atlanta. The exhibitor shall comply with all applicable federal, state and local statutes, ordinances, rules and regulations.

Please be sure that other personnel in your company who are involved in the arrangements for your exhibit have a copy of these rules and regulations. It is the responsibility of the exhibitor to see that all exhibit personnel are aware of and adhere to these rules.

**Activities** NCCHC reserves the right to approve all exhibits and activities related thereto. NCCHC may refuse to admit an exhibitor or may require that an exhibit be curtailed if it does not meet the standards set forth herein, if it reflects against the character of NCCHC or the conference, if it creates a disruption in business activities, or if it exceeds the bounds of good taste as interpreted by NCCHC.

Exhibit booths must be staffed during all exhibit hours. An exhibit company that has failed to set up or properly staff its booth during the exhibition will forfeit all exhibit rights for this meeting. In the event of such incomplete set-ups or improper staffing, NCCHC reserves the right to reassign exhibit space without notice to the exhibitor and without obligation on the part of NCCHC for any refund whatsoever. Exhibitors are not permitted to break down early for any reason, and may be fined up to \$500.

NCCHC does not in any manner endorse any of the products services related to the exhibits that have been accepted for display during the conference.

Loitering near other exhibit booths is not permitted. Exhibitors may not enter another exhibitor's booth without obtaining permission.

Distribution of literature outside of an exhibitor's exhibit space or through the convention hotels is permitted only with approval from the Director of Meetings. Exhibitors may not use NCCHC logos or the National conference logos in connection with any product or advertising materials.

NCCHC reserves the right to restrict and supervise any exhibitor whose exhibit and/or related conduct and activities NCCHC deems objectionable. Such activities include, but are not limited to, distributing articles or other printed matter, samples or questionnaires, and conducting radio and/or television broadcasting interviews of conference attendees.

**Sign up early  
to secure your  
best exhibit space!**

**Educational Programs, Seminars, and Workshops** NCCHC does not allow any organization or individual to hold a meeting or symposia before, during, or after the NCCHC meeting without NCCHC approval; therefore, exhibitors may not participate in any unsanctioned programs from October 28 – November 1.

Exhibitors must advise NCCHC of their participation in any daytime or evening activities outside of their allotted exhibit space from October 28 – November 1. This includes, but is not limited to, social functions, product demonstrations, focus groups, lectures or seminars, including those organized by NCCHC. These activities may not be scheduled to conflict with NCCHC programs, activities or exhibit hours. Functions must be in good taste and conform to the purpose of the conference.

All functions must be approved by NCCHC in writing. Exhibitors must notify the Director of Meetings, in writing, with specific details regarding any function-taking place outside an exhibitor's allotted exhibit space from October 28 – November 1.

**FDA Regulations** Exhibitors are expected to abide by all applicable Food and Drug Administration (FDA) regulations. Exhibitors shall have available at the booth a letter from the FDA that describes the allowable use status of the product.

Exhibitors are reminded of FDA restrictions on the promotion of investigational and preapproved drugs and devices, and the prohibition on promoting approved drugs and devices for unapproved uses.

All products that are not FDA approved for a particular use in humans or that are not commercially available in the U.S. will be permitted to be exhibited only when accompanied by the appropriate signs that indicate their status. The signs must be easily visible and placed near the product and on any graphics depicting the product.

**Gifts and Promotional Items** NCCHC reserves the right to grant permission to distribute souvenirs or other free special convention offer of any type.

Exhibitors are permitted to distribute product samples from the exhibit booths during the conference. Novelty gifts or souvenirs not manufactured by the exhibiting company must be submitted to NCCHC for review by August 18. Exhibitors must receive written permission from NCCHC to hold drawings or raffles, and winners will be announced during the exhibit hall raffle.

A form will be included in the Exhibitor Service Kit to request permission to distribute premium or novelty items.

**Subletting of Space** Exhibitors may display only those products or goods that they manufacture or regularly distribute. This information must be included on the application/contract for exhibit space.

Sharing of exhibit space is permitted only for divisions of the same company. Exhibitors may not sublet or assign booth spaces.

**Fire Ordinances** Local fire codes and ordinances require that the aisles be clear at all times. Demonstration areas shall not be placed on the aisle line of an exhibit. Sufficient space within an exhibit area must be left to absorb the crowd. Should spectators interfere with the normal traffic flow in the aisle or with other exhibits, NCCHC may, at its sole discretion, require that the demonstration be limited or canceled.

**Insurance** The exhibitor acknowledges that neither NCCHC, Paramount Exposition Services nor the Hyatt Regency Atlanta shall be obligated to maintain property, liability or business interruption insurance covering exhibitors, and that it is the sole responsibility of the exhibitor to obtain such insurance.

The exhibitor shall secure and maintain, at its own expense, comprehensive liability insurance in the amount of \$50,000 per occurrence for the entire term of the exhibit lease. NCCHC, Paramount Exposition Services and the Hyatt Regency Atlanta shall have no liability whatsoever to an exhibitor or its employees resulting from any cause. All claims for any such loss, damage or injury is expressly waived by the exhibiting company.

**Liability** NCCHC shall not, in any manner or for any cause, be liable or responsible to the exhibitor or the exhibitor's directors, officers, employees, agents, licensees, or guest for any loss of, or injury or damage to, the goods or other property of the exhibitor that may occur to the exhibitor, or to the exhibitor's directors, officers, employees, agents, licensees, or guests. Any and all claims for such injuries are hereby waived.

The exhibitor is responsible for protecting and providing the security for its exhibit, demonstration, goods, materials, and/or equipment before, during, and after the exhibition.

The exhibitor is responsible for taking all measures necessary to protect other parties and property from any harm that might result from or be caused by its exhibit demonstration, goods, materials, and/or equipment. The exhibitor shall be solely liable for any and all damages, costs, or expenses which the exhibitor may incur, suffer, or be required to pay by reason of injury to persons or loss of or injury to property which may be caused by or result from any act or omission on the part of the exhibitor, or caused by or result from any demonstration or exhibit of the exhibitor.

**Violations of Rules and Regulations** As a condition for exhibiting, each exhibitor shall agree to comply with all policies. The action taken against an exhibitor for violation of rules and regulations will be determined on the basis of the particular circumstances of each case, but in cases involving major violations the action may include immediate closing of an exhibit without a refund to the exhibitor or exclusion from future exhibit programs. Minor violations will be enforced as in the delivery of a warning notice to the exhibitor. If the warning is not addressed, the next violation may result in the company being ineligible to exhibit at future conferences.

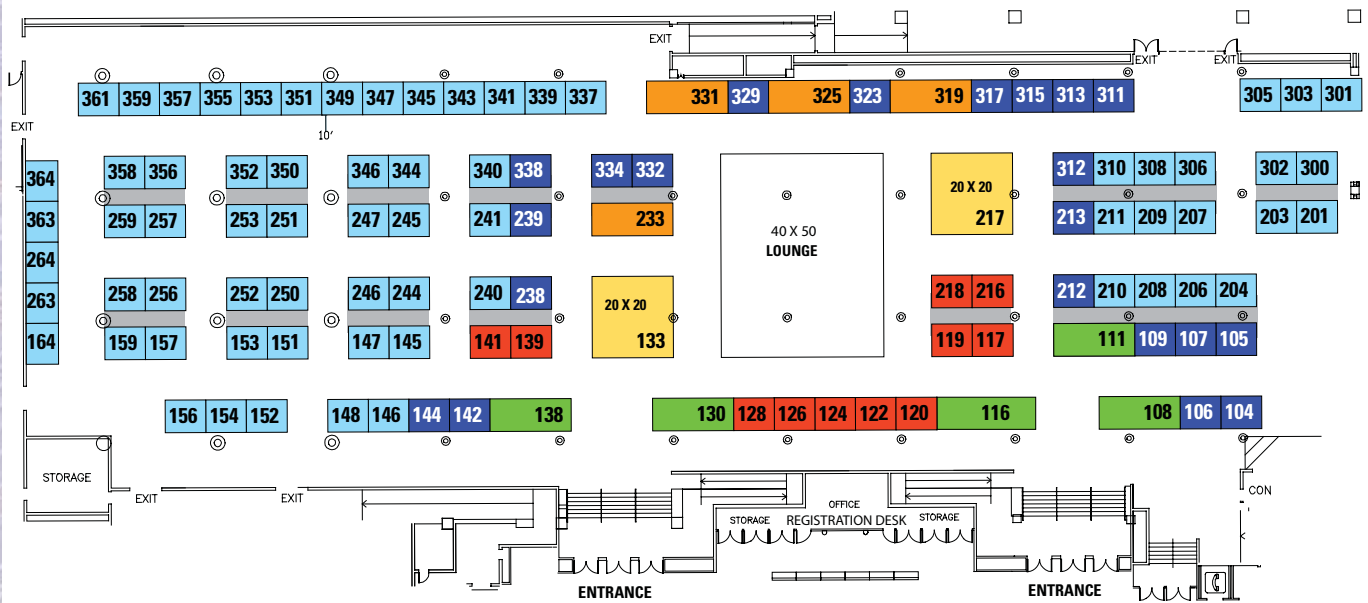
# Exhibit Floor Plan

## National Conference on Correctional Health Care







Exhibit Hall Dates: October 29 – November 1, 2006

Atlanta, Georgia

### Hyatt Regency Floorplan



### Booth Prices

	20' x 20'	\$7800	Super Prime
	8' x 20'	\$3900	Super Prime
	8' x 20'	\$3100	Prime
	8' x 10'	\$1950	Super Prime
	8' x 10'	\$1550	Prime
	8' x 10'	\$1350	Standard

# National Conference on Correctional Health Care

Atlanta, Georgia • October 28–November 1, 2006

## Exhibit Reservation Form

Company Name \_\_\_\_\_ Person to Receive Exhibit Info \_\_\_\_\_  
Company Contact \_\_\_\_\_ Title of Person \_\_\_\_\_  
Street Address \_\_\_\_\_ Authorized Signature \_\_\_\_\_  
City/State/Zip \_\_\_\_\_ E-mail \_\_\_\_\_  
Telephone \_\_\_\_\_ Web address \_\_\_\_\_  
Fax \_\_\_\_\_

1. Products/goods that will be displayed: \_\_\_\_\_
2. Where did you learn about exhibit opportunities at the National Conference on Correctional Health Care?  
 Exhibit prospectus    Media kit    Web site    Other trade show    CorrectCare    Other
3.  Yes, I want to receive additional information about conference marketing opportunities and sponsorships.

Please indicate preferred booth locations (see opposite page for floor plan and pricing schedule). Booths are assigned on a first-come, first-served basis. Every effort will be made to accommodate requests.

1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_

Please place/do not place (circle one) our exhibit near the following companies/products:

\_\_\_\_\_

### Payment Information

Enclosed is our check for \$ \_\_\_\_\_ covering the rental of \_\_\_\_\_ exhibit space(s).

Please bill my Visa/MasterCard/American Express for \$ \_\_\_\_\_ for the rental of \_\_\_\_\_ space(s).

Card number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Our check for \$ \_\_\_\_\_ covering the rental of \_\_\_\_\_ exhibit space(s) will be sent soon.

I understand that exhibit space will not be assigned until the exhibit fee is paid in full.

### Exhibitor Agreement

We understand that the rental of exhibit space does not include drayage or displacement of equipment, decoration or related services, the labor of carpenters or electricians, electrical power or telephone. We agree to adhere to the exhibit rules and regulations issued by NCCHC. We agree to assume responsibility for losses, damages and claims arising out of injury or damage to our displays, equipment and other property brought upon the premises of the convention facility and shall indemnify and hold harmless the Hyatt Regency Atlanta and the National Commission on Correctional Health Care (NCCHC), their agents and employees. We understand that neither NCCHC nor the Hyatt Regency Atlanta maintains insurance to cover losses and will not pay for losses or damages to exhibit materials. Lastly, companies will be omitted from the final program unless the balance of their booth is paid in full.

**Cancellation and Downsizing Policy:** Cancellation Policy: All cancellations must be made in writing. An exhibitor who cancels all or part of reserved booth space prior to August 18, 2006, will forfeit 50% of the total contracted costs. No cancellation of space will be accepted nor refunds made after August 18. If payment is not received by cancellation date, payment will still be expected in full. Cancellation of booth space also forfeits complimentary exhibitor registrations to all conference activities and other exhibitor benefits.

Authorized Signature: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

**Return this completed form to:**

National Commission on Correctional Health Care  
1145 W. Diversey Parkway • Chicago, IL 60614  
Fax credit card payments to: (773) 880-2424  
Tax ID # 36-3221830

# NCCHC Past Exhibitors

Abbott Laboratories  
Academy of Correctional Health Professionals  
Actall  
Albany Medical Center  
American Correctional Health Services Association  
American Diabetes Association  
Ames Color-File  
Apothecary Products  
Aseptico, Inc.  
Assa, Inc.  
AstraZeneca  
Awareness Alliance  
BCA-Business Computer Applications  
BD  
Beth-El College of Nursing  
Biomedical Systems  
Bio-Reference Laboratories Inc  
Boehringer Ingelheim  
Bristol Myers Squibb Co. & Otsuka  
Bristol-Myers Squibb  
BSH Supply, Inc.  
Carstens  
CCHP Certified Correctional Health Professionals  
CDC NCHSTP  
CFG Health Systems, LLC  
Colorado DOC  
Computerized Screening, Inc.  
CONMED, Inc.  
Contract Pharmacy Services, Inc.  
CorEMR  
CorMedX

Correct Rx Pharmacy Services  
CorrectCare, Inc.  
CorrecTek  
Correctional Eye Care Network Services  
Correctional Healthcare Management  
Correctional Medical Services  
Corrections Corporation of America  
Dentrust Dental  
Derby Industries  
Diamond Pharmacy Services  
DigitCare Corporation  
E-Ceptionist, Inc.  
Eli Lilly Company  
Federal Bureau of Prisons  
Ferguson Safety Products  
First Correctional Medical, Inc.  
GE Healthcare Information  
GEO Care, Inc.  
Gilead Sciences, Inc.  
GlaxoSmithKline  
Global Diagnostic Services, Inc.  
Grifols USA, Inc.  
Harloff Medical  
Health Care Logistics  
Health Professionals, Ltd.  
Henry Schein, Inc.  
Humane Restraint Co, Inc  
Hythiam, Inc.  
IDCR  
Insight Health Corp.  
InterMune, Inc.  
Janssen Pharmaceutical  
Kalos, Inc

Language Services Associates  
LC Industries  
Liver Research Institute  
Logical Images, Inc.  
Locum Medical Group  
MAO Westwood Pharmacy  
Maxim Staffing Solutions  
McKesson APS  
Medical Doctor Associates  
Medical Software Solutions/Asystar  
Medical Staffing Network  
Medical Wholesale, Inc.  
Medi-Dose / EPS  
Medique Products  
Medline  
MedUnison, LLC.  
Merck Human Health  
MHM Correctional Services, Inc.  
ModuForm, Inc.  
Monogram Biosciences, Inc.  
Moore Medical Corp  
NaphCare, Inc.  
National Criminal Justice Reference  
National HIV/AIDS Clinicians  
National Institute of Corrections  
National Network on Tobacco Prevention and Poverty  
National Partnership for Juvenile Services  
Omnicell  
OPUS Unit Dose  
Owen Mumford  
PCA Pharmacy  
Pearson Assessments

Pelton & Crane  
Pfizer Inc  
Pride Enterprises  
Prison Health Services, Inc.  
QuickMed, Inc.  
Rapid-Scan, LLC  
Regent Medical  
Restraint System Technologies  
Retractable Technologies  
Roche Laboratories, Inc.  
Sage Publications  
Schering-Plough  
Schryver Medical, Inc.  
Screened Images Multimedia  
Secure Pharmacy Plus  
Sequest Technologies, Inc.  
Society of Correctional Physicians  
Solvay Pharmaceuticals  
Somnia, Inc.  
SouthPoint Technologies, Inc  
Supplemental Health Care  
Syscon Justice Systems, Ltd.  
Terumo Medical Corp.  
Tiburon, Inc.  
University of Louisiana at Monroe  
US Department of Justice  
US Risk Advisors, Inc.  
UTMB Correctional Managed Care  
Valeant Pharmaceuticals  
Virco Labs, Inc.  
WB Saunders Mosby  
Wexford Health Source  
XRoads Solutions Group  
ZEROWET



**NATIONAL COMMISSION ON  
CORRECTIONAL HEALTH CARE**

1145 W. Diversey Parkway  
Chicago, Illinois 60614

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CHICAGO, IL



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