



T E N T H   A N N U A L

# TURENNE PHARMEDCO — U N I V E R S I T Y —

**Continuing Education for  
Long Term Care and Assisted Living Administrators,  
Nursing Staff, Dieticians, Social Workers & Risk Managers**

**Friday, September 16, 2011**

**Embassy Suites Hotel & Conference Center  
300 Tallapoosa Street • Montgomery**

**Exhibitor Prospectus**

# TURENNE PHARMEDCO UNIVERSITY

**T**urenne PharMedCo is proud to announce the tenth annual Turenne PharMedCo University(TPU) to be held Friday, September 16 at the Embassy Suites Hotel & Conference Center in Montgomery. We invite you to partner with us in our endeavor to provide quality education to our customers and yours.

Here is your opportunity to get in front of approximately 350 long term care and assisted living administrators and front-line staff. This year TPU will provide at least five contact hours of continuing education for Nursing Home and Assisted Living Administrators, Nurses, Social Workers, Risk Managers, and Dieticians.

## AGENDA

Friday, September 16, 2011

6:00 - 9:00 a.m.	Vendor Move-In
8:00 - 8:45 a.m.	Registration / Breakfast <sup>1</sup>
8:45 - 10:00 a.m.	Educational Session
10:00 - 10:30 a.m.	Morning Break
	Trade Show Walk-Thru <sup>2</sup>
10:30 - 11:30 a.m.	Educational Session
11:30 - 1:00 p.m.	Lunch Break <sup>1</sup>
	Trade Show <sup>3</sup>
1:00 - 2:00 p.m.	Educational Session
2:00 - 2:30 p.m.	Afternoon Break
	Trade Show <sup>3</sup>
	Door Prize Giveaway <sup>4</sup>
2:30 - 3:30 p.m.	Educational Session
2:30 - 4:00 p.m.	Vendor Move Out

## HOTEL INFORMATION

All events of the 10th Annual Turenne PharMedCo University will be held at the

Embassy Suites Hotel & Conference Center  
300 Tallapoosa Street · Montgomery, AL 36104  
Tel - 1-334-269-5055 · Fax - 1-334-269-0360

A room block has been set up for your convenience. Mention code TUR for the convention rate of \$124/night.

## TRADE SHOW SERVICES

George Fern Company has been contracted to handle all trade show services for this event. Registered vendors will a trade show kit, including information on additional services, and electrical and internet connections. Please do not ship materials directly to the facility — Turenne PharMedCo and the Embassy Suites assume no liability for materials lost in transit.

## SPONSORSHIP OPPORTUNITIES

All sponsorships include additional onsite signage, website recognition, program guide recognition and access to pre-show attendee mailing list. Sponsoring exhibitors may also provide promotional items and informational materials for inclusion in the registration packages.

- Morning Break (4 Available) \$500.00
- Afternoon Break (4 Available) \$500.00
- Breakfast (2 Available) \$1,000.00
- Lunch (2 Available) \$1,500.00
- Educational Session (4 Available) \$1,250.00

Education sponsors will be given full recognition in course guides and will be allotted two to three minutes to introduce their company to attendees prior to the start of their sponsored educational session.

## NOTES

1. Meal sponsors will be recognized on signage, and may have a representative/representatives in the food court meeting registrants.
2. The morning break/trade show walk-thru is an opportunity for registrants to meet the vendors, get door prize cards stamped. Please — no giveaways during this time.
3. Lunchtime and afternoon trade show, giveaways are welcome.
4. We encourage vendors to also provide a door prize. Drawings will be held at the participating vendor booth from door prize cards collected after lunch.

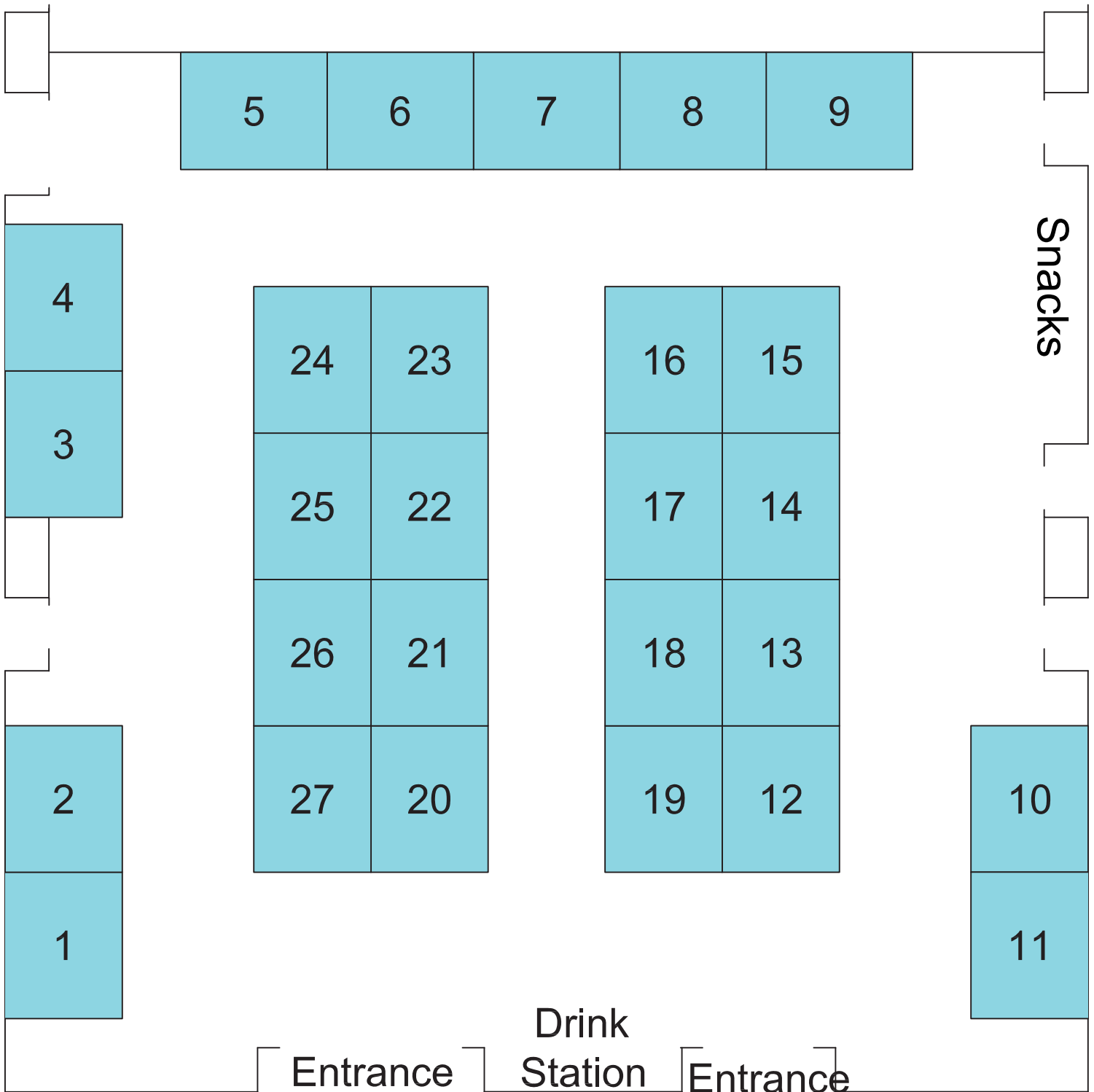
Sponsor and Exhibitor recognition will be provided in the invitational brochure, the TPU Course Guide, and on signage at the tradeshow.

## EARLYBIRD SPECIAL!

**Confirm your space  
before August 1  
and Save 10%**

**Preferred Booth Location AND a Preferred Price!**

Discount Applies to Any Booth Space Paid In Full  
On or Before July 31, 2011.



## EXHIBITOR INFORMATION

All booth spaces are available on a first come-first served basis. Booth space will be assigned upon receipt of signed agreement. Full payment is due by September 1, 2011. After that time any unpaid agreements will be cancelled and the booths re-assigned.

To reserve your space, fill out the attached form and fax it to Turenne PharMedCo, 1-334-279-6688, Attn: Brien Cornett or call 1-334-244-0200.

- **Standard Booth** ..... \$800.00
  - 8' x 10' Booth
  - 8' Back Drape / 3' Side Drapes
  - Complimentary Sign w/Company Name
  - (1) 6-foot Table
  - (2) Chairs
  - Wastebasket
  - Complimentary Lunch for (2) Booth Staff
  - Listing in the TPU Course Guide
  - Post-Show Attendee Mailing List



**Don't Miss Out On Preferred Booth Location & Early-Bird Pricing!  
Reserve Your Booth Today!**

**By Mail: 355 Industrial Park Blvd. Montgomery, AL 36117**

**By Fax: 334.279.6688**

**By Phone: 334.244.0200**

**Get In Front of Even More Customers with Special Sponsorship Opportunities! (Details Inside)**



T E N T H   A N N U A L

TURENNE PHARMEDCO

— U N I V E R S I T Y —

355 INDUSTRIAL PARK BOULEVARD  
MONTGOMERY, AL 36117



# TURENNE PHARMEDCO UNIVERSITY

September 16, 2011 • Embassy Suites Hotel & Conference Center, Montgomery, Alabama

## EXHIBIT SPACE APPLICATION & CONTRACT

### I. Exhibiting Company Information & Official Contact

Designate below how you would like your company listed in the official Course Guide. Contact name and email will appear in the Course Guide.

COMPANY NAME:		
BOOTH SIGNAGE (IF DIFFERENT)		
ADDRESS		
CITY		STATE
CONTACT PERSON		TITLE
PHONE	FAX	EMAIL
25-WORD COMPANY DESCRIPTION		

### 2. Exhibit Booth

Indicate preferences below. Every effort will be made to accommodate Exhibitor choices.

**Standard 8'x10'**                      **\$800.00**                       **Sponsorship** \_\_\_\_\_

BOOTH PERSONNEL (FOR BADGES. ATTACH ADDITIONAL PAPER IF NECESSARY. ADDITIONAL BADGES \$45 EACH.)

1	2
---	---

LOCATION PREFERENCE (REFER TO FLOOR PLAN AT LEFT):

1ST CHOICE	2ND CHOICE	3RD CHOICE	4TH CHOICE
------------	------------	------------	------------

COMPETING COMPANIES YOU DO NOT WISH TO BE NEAR

1	2	3	4
---	---	---	---

### 3. Exhibitor Acceptance & Payment

I am an authorized representative for this company with full power and authority to sign this application and contract for exhibit space. Additionally, I have read and agree to abide by the Exhibit Rules and Regulations established by Turenne PharMedCo. I authorize Turenne PharMedCo to use all information provided in listings for print and electronic publication.

NAME (PRINT)	TITLE	DATE
SIGNATURE		

Space will be assigned upon receipt of this signed contract. Sponsorship opportunities do not require a deposit. Payment for exhibit space is due upon receipt of invoice and no later than July 6, 2009. Full payment is due with the contract if mailed after July 3, 2009. If payment is not received by July 6, the booth space will be released.

FORM OF PAYMENT <input type="checkbox"/> Check <input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> AmEx	BOOTH COST
CREDIT CARD #	EXP. DATE
CARDHOLDER NAME	SSIC CODE (3-DIGIT OR 4-DIGIT)
ADDRESS TO WHICH CREDIT CARD IS BILLED	CITY
STATE	ZIP
AUTHORIZED SIGNATURE	TOTAL ENCLOSED
	TOTAL COST
	EARLYBIRD DISCOUNT
	SPONSORSHIP COST

"I hereby authorize Turenne PharMedCo to use the above credit card to charge applicable exhibit fees."

**Return with payment to: Turenne PharMedCo, Attn:TPU Trade Show, 355 Industrial Park Blvd., Montgomery,AL 36117**  
**Phone: 1.334.244.0200 • Fax: 1.334.279.6688 • Email: Marketing@PMCOteam.com**

# TURENNE PHARMedCo UNIVERSITY

September 16, 2011 • Embassy Suites Hotel & Conference Center, Montgomery, Alabama

## EXHIBIT RULES & REGULATIONS

### CONTRACT AND PAYMENT FOR SPACE

Exhibit space is defined as the actual area rented by the exhibitor and approved by Turenne PharMedCo, Inc. with adherence to all restrictions as set out in the Exhibitor Prospectus, Exhibit Space Application & Contract, Exhibit Rules and Regulations, and in other notices and correspondence from Turenne PharMedCo, Inc.

The Exhibit Space Application & Contract, formal written confirmation of space assignment by Exhibit Management, the required deposit amount as specified in the contract and the full payment of rental charges shall constitute a contract for the right to use the space. In addition, all exhibitor accounts must be in financial good standing with Turenne PharMedCo, Inc. in order to occupy rental space.

### SPACE ASSIGNMENT

Exhibit space will be assigned according to the date the Exhibit Space Application & Contract is received at Turenne PharMedCo, the number of booths requested, and the proximity of space to competitors and special exhibit requirements. When possible, Turenne PharMedCo will try to accommodate the exhibitor's booth choices in order of preference. Notwithstanding the above, Turenne PharMedCo reserves the right to make and/or change location assignments at any time as it may in its sole discretion deem necessary.

### PAYMENT TERMS

A 50% deposit of the total contracted amount is required with submission of the Exhibit Space Application & Contract or space is not guaranteed. Applications submitted without deposit will not be assigned space until the appropriate deposit is received. Full payment is required with any application submitted after August 31, 2011. Payment of the balance of the booth rental cost will be invoiced and is due upon receipt of invoice. If full payment is not made by September 1, 2011, the contract will be cancelled and any deposits forfeited in accordance with the cancellation penalties outlined below and booth space will be re-assigned.

### CANCELLATION FEES

A cancellation charge equal to 1/2 the total cost of the exhibit area reserved will be assessed for space canceled between September 1 - 10, 2011. A cancellation charge equal to the full cost of the exhibit area reserved will be assessed for space canceled after September 10, 2011. In the event of such cancellation, Turenne PharMedCo shall have the right to use said space to suit its own convenience including selling the space to another exhibitor, without any rebate or allowance to the canceled exhibitor. Turenne PharMedCo assumes no responsibility for having the name of the canceled exhibitor or description of the exhibitor's products in the show program book, brochures, news releases or other materials.

In case the exposition is not held, for any reason whatsoever, the rental and lease of space to the exhibitors shall be terminated, in which case the limit of claim for damage and/or compensation by the exhibitor shall be the pro rata amount paid. Turenne PharMedCo, Inc. will not be liable for any other damages, losses or amounts. In the event the show is canceled due to an event/reason beyond the control of Turenne PharMedCo, space rental fees or deposits will be returned to Exhibitors on a priority basis after all related show expenses incurred by Turenne PharMedCo through the date of cancellation have been met.

### FORFEITURE

If an exhibitor does not follow the rules and regulations set by Turenne PharMedCo, the exhibitor shall forfeit the amount paid for space rental, regardless of whether or not the exhibit space is subsequently leased.

### FLOOR PLAN

All dimensions and locations shown on the official floor plan are believed, but not warranted, to be accurate. Turenne PharMedCo reserves the right to make such modifications as may be necessary to meet the needs of the exhibitors and the exhibit program.

### EXHIBITOR CONDUCT

Turenne PharMedCo reserves the right to reject any application, which, in its judgment, does not serve the interests of Turenne PharMedCo, Inc. or will be operated in a way that will detract from other exhibits, the exhibition, or the convention as a whole. Acceptability includes persons, things, conduct, printed matter in any medium, or anything of a character to which Turenne PharMedCo determines is objectionable to the exhibition.

Turenne PharMedCo reserves the right to require the immediate withdrawal of any exhibit which is believed to be injurious to the purpose of the Turenne PharMedCo, Inc. In the event of such restriction or eviction, the exhibitor may be evicted on the spot, forfeiting all moneys paid, and its good standing with the company. Turenne PharMedCo is not liable for any damages alleged or claimed as a result of any action taken by Turenne PharMedCo hereunder.

### USE OF DISPLAY SPACE

Turenne PharMedCo adheres to the Guidelines for Display Rules and Regulations established by the International Association of Exhibitions & Events (IAEE) and the Healthcare Convention and Exhibitors Association (HCEA). No exhibits will be permitted that interfere with the use of other exhibits, impede access to them, or impede free use of the aisles. Booths shall be constructed and arranged in the area not more than five feet (5') forward of the back wall of the booth and in this area up to a height to not exceed eight feet (8') from the exhibit floor. All parts of the exhibit in any portion of the booth beyond three feet (3') from the back wall shall be placed not to exceed the height of the dividing side rails. Booth activities that cause people to congregate in the aisles are prohibited. Monitors for videotapes, films or live demonstrations may be utilized provided that they are placed in the back of the booth to alleviate congestion in the aisles. Apart from the specific display space for which an exhibitor has contracted with Turenne PharMedCo, no part of the exhibit hall and its grounds may be used by any organization other than Turenne PharMedCo for display purposes of any kind or nature, unless otherwise approved by Turenne PharMedCo.

No firm or organization is permitted to engage in direct sales or order taking activities within the exhibit area. Exhibitors are responsible for draping any exposed, unfinished sides of the back of their booth in order to present an overall attractive exhibit. If this is not done, the decorator will be instructed by Turenne PharMedCo to drape the exposed area at the exhibitor's expense. The exhibitor agrees that all exhibit space will be kept neat and orderly at all times, and will be operated in a professional manner and in accordance with Turenne PharMedCo policies and all convention center rules and regulations related to the use of the facility and the exhibit hall space. Exhibitor must keep the exhibit booth open and staffed at all times during show hours. The serving or distribution of alcoholic beverages, stickers, and the use of helium balloons by exhibitors in any part of the exhibit hall is forbidden. Exhibiting companies who desire to engage in prize drawings or giveaways valued in excess of \$2,000 must receive permission from Exhibit Management and submit their intention in writing no later than August 1, 2011. The use of live models, performers and other similar persons, and those other than regular full-time staff members of the exhibiting firm or organization, within the exhibit area for demonstrations, performances, etc. shall be subject to the approval of Turenne PharMedCo.

### FAILURE TO OCCUPY SPACE

In the event an exhibiting company has not arrived one (2) hours prior to the hall opening, Turenne PharMedCo reserves the right to re-assign that space as it sees fit with no obligation of a refund. If exhibit material has been delivered to the booth but has not been assembled, Turenne PharMedCo reserves the right to remove the material and place it in storage. If the exhibitor arrives after the material has been stored and would like the material brought back to the show floor, a drayage fee will be charged. Failure to occupy exhibit space does not relieve the Exhibitor from their obligation to pay the full booth rental fees.

### CIRCULARIZATION & SOLICITATION

All promotional activity, demonstration and distribution of promotional materials must be confined to the limits of the exhibitor's display space. No firm or organization not assigned space will be permitted to engage in any activities within the exhibit area.

### SUBLETTING OF SPACE

The exhibitor agrees not to assign, sublet or apportion space or any part thereof allotted to the exhibitor, and not to exhibit, advertise, or offer for sale goods other than manufactured or sold by the exhibitor in the regular course of business, except as permitted by Turenne PharMedCo.

### HEIGHT RESTRICTIONS

Standard and premium booths: maximum height of 8'. Side rails: 3' high (This includes the first 5' from the aisle into your booth.) Exhibit fixtures, components, and identification signs: maximum height of 8'. Display fixtures can be 8' high only in the rear half of the booth space. Fixtures can be 8' high only if they are centered within the middle 10' of your booth. Fixtures extending beyond the 10' back wall are considered side rails.

### NOISE RESTRICTIONS

Turenne PharMedCo reserves the right to restrict exhibits to a minimum noise level and to suitable methods of operations and display materials so as not to disturb adjacent exhibitors and their patrons.

### EXHIBITOR PERSONNEL

Prior to the exposition opening, each exhibiting firm or organization shall supply Turenne PharMedCo with the name and title of the individual who shall be responsible for the installation, staffing, and removal of said exhibit. Said individual must be authorized to enter into service contracts when necessary, for which the exhibitor shall be responsible.

### BADGES & ADMISSION TO HALL

Exhibitors must be badged to enter the exhibit hall at any time. Trading of badges with other exhibitors or attendees is strictly prohibited. Each exhibitor must wear the official exhibitor badge at all times while at the show site. No distributors or suppliers of an exhibiting company will be allowed admission to the Exhibit Hall unless an active exhibitor agrees to register them. In this case, badges will note only the name of that exhibiting company.

### HOTEL SUITES AND CONFLICTING MEETINGS & ACTIVITIES

The use of hotel suites and other guest rooms for the purpose of entertaining convention attendees during the convention is subject to Turenne PharMedCo approval. Activities and meetings held during General Sessions and Educational sessions will not be approved. No assignment of suites in hotels selected for use by convention attendees will be made for organizations or firms not currently holding exhibit space that has been paid for in full.

### EXHIBIT INSTALLATION AND DISMANTLING

Installation of exhibits must be completed prior to the opening of the exhibit hall for inspection by Turenne PharMedCo. Noisy or unsightly work in any exhibitor's booth area after the published deadlines for move-in is prohibited. Exhibit materials received after the opening of the exposition must be delivered at times other than open exposition hours and must be arranged in advance with Turenne PharMedCo.

### REMOVAL OF MATERIALS

Once the exhibit area has opened, exhibit materials (other than exhibit samples) may not be removed from the exhibit area until the official exposition move-out has begun, unless otherwise approved by Turenne PharMedCo. Failure to observe this rule may jeopardize the exhibitor's space assignment or right to exhibit at future TPU exhibitions. All exhibit materials must be completely removed from the exhibit area by the established time as designated in the exhibitor prospectus. It is the responsibility of the exhibitor to have materials packed, identified and cleared for shipment, or to make arrangement for such. Turenne PharMedCo reserves the right, with no liability whatsoever for damage, spoilage or loss, to dismantle, dispose of, store and clear from the premises any display materials, goods, property or merchandise of any exhibitor who has failed to comply with the above requirements, or to order such work to be done, at the sole expense of the exhibitor.

### STORAGE OF MATERIALS

Exhibitors will not be permitted to store packing crates and boxes in their booth during the show period. If properly marked, such containers will be stored by the drayage service contractor and returned to the booth area for move-out at the close of the show. It is the exhibitor's responsibility to properly mark and identify empty crates and containers. Crates and containers not properly marked may be destroyed and Turenne PharMedCo will have no responsibility for or any liability for such destruction.

### EXCLUSIVE SERVICES

Electric, Telecommunications, Plumbing, Cleaning, Catering, Security and Safety, and Guest Services (Business Center, Airport Baggage Check, Coat Check, Gift Shop and Shoe Shine) are exclusive services performed by the Montgomery Renaissance Hotel and Spa. Licensed electricians provide all building power sources and perform hard wiring installations when required. Plumbers provide all water/drain/compressed air sources for the booths (final connections are included in the price.) Turenne PharMedCo shall not be responsible for the late installation or interruption of any services that may occur.

### EXHIBIT SERVICES AND EXHIBITOR APPOINTED CONTRACTORS

As a convenience to Exhibitors, Turenne PharMedCo has selected George Fern Company as the official service contractor to provide labor and equipment at prevailing rates and terms. Turenne PharMedCo assumes no liability related to the performance or nonperformance by firms contracted. Exhibitor appointed contractors may not solicit business in the exhibit hall at any time. The exhibiting company is responsible for the actions of their appointed non-official contractor and all Rules and Regulations apply. All participating exhibitors and contractors must abide by union jurisdictions in force at the time of the exposition. Arrangements for labor should be made with the official show service contractor in advance whenever possible. Official labor forms will be included in the Exhibitor Service Kit.

Exhibitors requiring the services of independent contractors (Exhibitor Appointed Contractors- EACs) must have prior approval of Turenne PharMedCo and no exceptions will be made that will interfere with the orderly function or security of the exposition, or with obligations or commitments of Turenne PharMedCo. Turenne PharMedCo reserves the right to remove any contractor or their employees who do not comply with the Exposition Rules and Regulations. Any objectionable practices by exhibitors or suppliers should be reported to Turenne PharMedCo immediately. All agents or representatives who are performing services, other than the Exhibitor's own employees, must provide Turenne PharMedCo with a Certificate of Insurance. The Certificate of Insurance must include comprehensive general liability, business automobile liability and property damage for at least \$1,000,000 and workmen's compensation insurance with the local law.

### LIABILITY AND INDEMNITY

It is expressed, understood and agreed by each and every contracting exhibitor, its employees, agents, servants and representatives that neither Turenne PharMedCo, Inc., its parent company Turenne & Associates, LLC, nor any other subsidiary of Turenne & Associates, LLC, nor their employees and/or contractors shall be liable for loss or damage to the goods or properties of exhibitors. At all times such goods and properties remain in the sole possession and custody of each exhibitor.

On signing the Exhibit Space Application & Contract, the exhibitor agrees to indemnify and hold harmless Turenne PharMedCo, Inc., Turenne & Associates, LLC, their subsidiaries, managers, officers, sponsors, employees and agents, and each trade, trade show facility, or other facility connected with Turenne PharMedCo University from any and all liability, including claims, loss, damage to persons or property, governmental charges or fines, and attorney's fees, arising from the breach by exhibitor, its agents, servants, subcontractors or employees of any conditions of these Exposition Rules and Regulations, by reason of any condition, defect or otherwise, of any apparatus, equipment or fixtures furnished by exhibitor in connection with its exhibit, or by any intentional act, negligence, or act of omission of exhibitor, or its agents, employees, and/or subcontractors.

### SECURITY

Turenne PharMedCo will provide security during the hours the trade show is not operating, but the furnishing of such services shall not be construed to be any assumption of obligation nor duty with respect to the protection of the property of exhibitors, which shall at all times remain in the sole possession and custody of each exhibitor and shall be the sole responsibility of each exhibitor.

### INSURANCE

The exhibitor shall, at its sole cost and expense, procure and maintain throughout the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability, products liability and business automobile liability coverage, with combined and single limits of liability of not less than \$1,000,000. The exhibitor shall, at its sole cost and expense, procure and maintain throughout the term of this contract worker's compensation and occupational disease insurance in full compliance with all federal and state laws and covering all of exhibitor's employees engaged in the performance of any work for exhibitor. Exhibitor shall obtain and shall furnish upon request of Turenne PharMedCo a certificate of insurance evidencing the required insurance. All property of the exhibitor is understood to remain under its custody and control in transit to, within, and in transit from the confines of the exhibit hall.

### FIRE PROTECTION

Booth decorations must be flameproof and all hangings must clear the floor. Electrical wiring must conform with all local and state government requirements and with the National Electrical Code Safety Rules. If inspection indicates that any exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, Turenne PharMedCo reserves the right to cancel all or such part of this exhibit as may be irregular. All installations are subject to approval with all local fire regulations. No combustible materials shall be stored in or around the exhibit booths. Helium tanks and helium balloons are not permitted in the exhibit hall. Any part of a display that does not comply with all rules, or which presents a fire or safety hazard, may be ordered removed with no liability on the part of Turenne PharMedCo, Inc.

### SAFETY AND HEALTH REGULATIONS

The exhibitor agrees to comply with local, city and state laws, ordinances and regulations and the regulations of the facility covering fire, safety, health and all other matters. Firearms may not be used as part of an exhibit nor as a giveaway. Exhibitor will not display or bring into the exhibit any animal, bird, fish, or other nonhuman creature without the written permission of Turenne PharMedCo.

### REPAIR OF DAMAGES

The Exhibitor must surrender rented space in the same condition it was at commencement of occupation. The Exhibitor or his agents shall not injure or deface any part of the building where the exposition is held, the booths or the equipment or furniture of the booth, or any property of other exhibitors or Turenne PharMedCo. When such damage appears, the Exhibitor shall be liable to the owners of the property so damaged.

### SEVERABILITY

Any provision of this agreement that is prohibited or unenforceable shall be ineffective to the extent of such prohibition or unenforceability without invalidating the remaining provisions hereof.

### COUNTERPARTS

This agreement may be executed in any number of counterparts, each of which shall be deemed to be an original but all of which, together, shall constitute one and the same agreement.