

NAALT/WALT Combined Conference | August 6-9, 2020
Washington DC | Key Bridge Marriott Hotel
Sponsor/Exhibitor Prospectus

President's Welcome

Dear Colleagues,

It is my great pleasure to invite you all to participate in the 2020 NAALT / WALT Combined Conference, August 6-9 at the Key Bridge Marriott Hotel in Washington DC. Our previous meetings have featured a stellar lineup of speakers, with increasing attendance each year. Under the able leadership of our scientific chair, Dr. Violet Bumah, the 2020 program builds on our years of success, featuring renowned experts spanning the broad clinical and research realms of PBM Therapy. The theme of this year's meeting will be to showcase the tremendous excitement with PBM Therapy in a number of exciting disciplines.

This year's keynote speakers will focus on bringing PBM therapies to mainstream medicine for applications from pain management in light of the opiate crisis, to sports, dental and veterinary practice, cancer care, ophthalmology, dermatology and wound care practice. A strong practical clinical focus including demonstration-based workshops using the latest technologies will also be featured. In keeping with the growing recognition of the field and honoring seminal contributors, we have instituted a NAALT Lifetime Achievement Award named after Dr. Endre Mester. We are planning a joint award ceremony with NAALT and WALT to honor the many major contributors to the field. This will also be an opportunity to sponsor awards from industry.

This prospectus outlines various details of the program, the beautiful venue and other activities. NAALT and WALT are focusing on the practicing clinician in this year's program, who will learn how to best integrate PBM into their daily practices. This year's focus on bringing PBM into mainstream medicine is critical, and will provide new treatment and research information on a multidisciplinary basis.

As a supporter of this event your company will be provided with a commercial membership, as well as an opportunity to act as NAALT board liaison based on the level of sponsorship. Your support for the NAALT-WALT Annual Meeting provides a great forum for PBM enthusiasts and experts, and the resources made available will help build a stronger organization for new PBM initiatives and activities. As a platinum, gold, silver, or bronze sponsor you will also be provided with optimal opportunities for marketing on the NAALT website, along with special floor positioning and recognition at the NAALT/WALT 2020 meeting. Please review the many partnership and sponsorship opportunities available in this prospectus, and contact me (president@naalt.org) with any questions. I look forward to welcoming you all at Washington DC in August 2020!

Best

Terry Baker MD
President, NAALT
North American Association for Photobiomodulation Therapy

Why Attend the NAALT/WALT Meeting?

Come join NAALT and WALT at this year's 2020 cutting-edge clinical conference focusing on the latest science and application of PBM Therapy.

Sponsor & Exhibit

- Be a part of North America's premier global event focused on Photobiomodulation Therapy
- Exhibit Fee includes Commercial Membership in NAALT
- Reach key PBM decision makers: innovators, practitioners and researchers
- Promote your brand through Partnership and Sponsorship
- Make valuable contacts and network with NAALT / WALT members
- Demonstrate your products and services
- Participate in workshops to demonstrate hands-on, cutting edge PBM advances (based on participation level)

Conference Highlights

- Workshops highlight "real world" practical information
- Spectacular lineup of Keynote, Invited and Abstract speakers
- Gala dinner with guest speaker TBA

NAALT Commercial Membership Program

NAALT's Commercial Membership Program establishes a new Commercial Partner Advisory Board position, providing an opportunity for the PBM industry to participate with NAALT in a synergistic manner that complements NAALT's clinical practice and research agenda.

Membership Levels:

- Platinum – Advisory Board position (see Sponsorship Opportunities)
- Gold
- Silver
- Bronze

Benefits:

- Exhibitor positioning and priority
- Access to advertising, banners and discounted membership lists
- Platinum, Gold, and Silver positions are limited
- Commercial members will meet at the NAALT Annual Meeting to provide input to the Advisory Board position

Function and Objectives:

- Providing input as to opportunistic areas of research, including the industry funding of grants for research projects
- Focus and development of reimbursement strategies for obtaining CMS payment on National Coverage Determinations (NCD)
- Providing input to the NAALT Board of Directors relative to meetings, exhibitions and other opportunities for commercial members to meet and present their products and ideas to NAALT membership
- Participating in Lobbying activities to promote PBM
- Having access to the latest reimbursement and payment effective for PBM therapies

A Venue that Highlights Your Brand

Key Bridge Marriott

- Washington DC, the United States capital is world renown for its diverse history and culture and is an ideal location for national and international access.
- Easy access by train service from the east coast and proximity to three major airports (Baltimore Washington International BWI, Ronald Reagan Washington National Airport DCA, and Dulles International airport IAD)
- Strategically located for business or pleasure, the Key Bridge Marriott is a five minute walk to Georgetown, and two blocks from the Rosslyn Metro stop.
- The hotel has 569 rooms, 14 suites – floor to ceiling windows with many overlooking the Potomac River and historic Georgetown providing our conference with plenty of room capacity.

NAALT - WALT Group Early-bird Room Rate: \$100.00/night + Tax Through 12-31-19

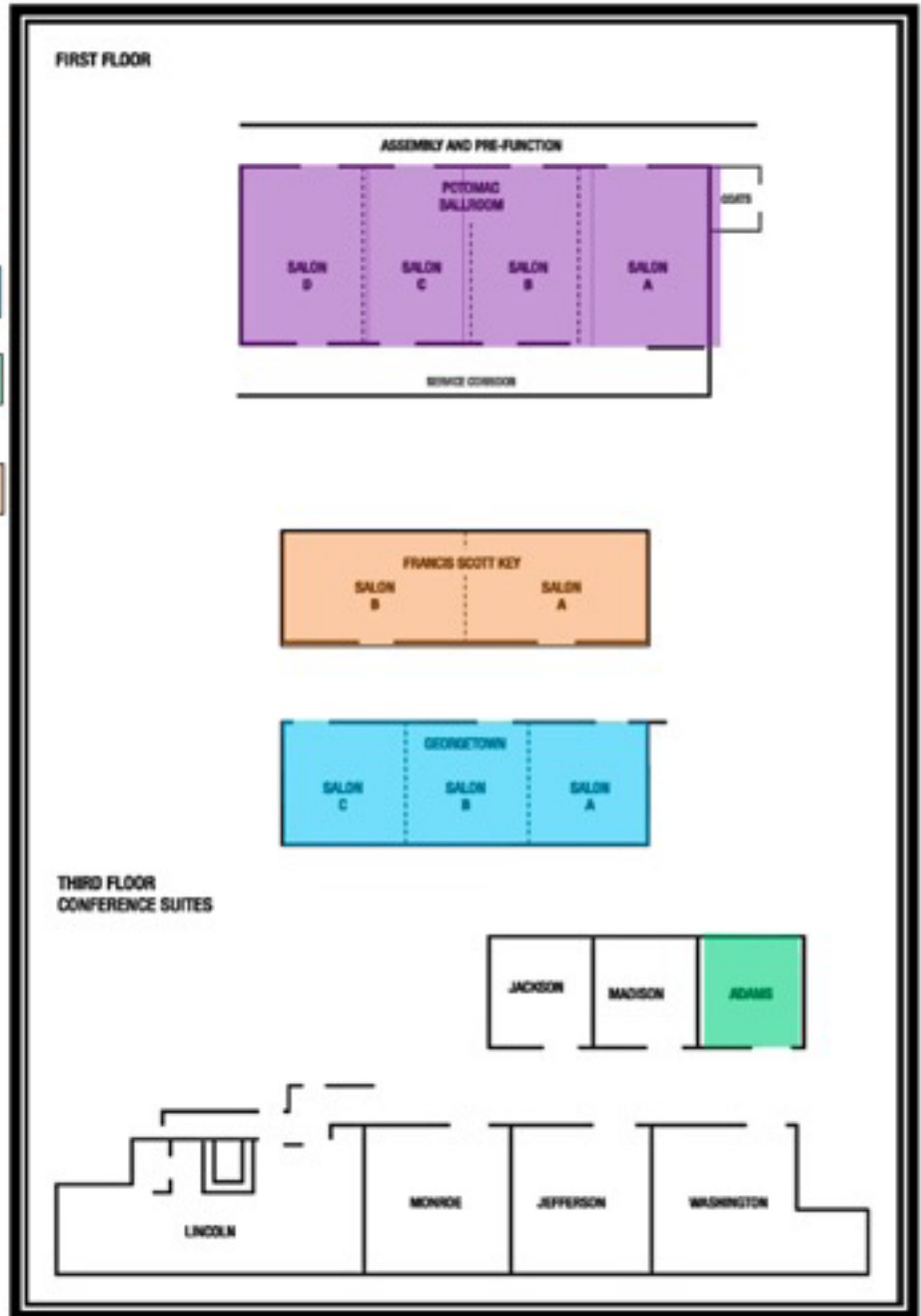
Rooms are limited at this discounted price. All reservations are on a first-come, first-served basis.

Reservations are available through the NAALT Website:

<https://www.naalt.org/event/naalt-Walt2020>

Floor Plan

- General Session / Breakouts
- Exhibits
- Office/Breakout
- Optional Space



Sponsorship Opportunities

NAALT offers innovative opportunities for Commercial Membership and Sponsorship. Choose the level that fits your company, support NAALT's organizational efforts, and join us in Washington DC!

Platinum	\$15,000 4 Positions	<ul style="list-style-type: none">• Platinum Level Commercial Membership includes Commercial Advisory Board position and one year Banner Ad on NAALT Website/Newsletters• First Choice - Two 10x6 booths (first-come, first-served based on registration payment date)• 2 Tables w/4 chairs• 4 Complimentary full program registrations• 50% off 4 additional registrations• 8 Gala Tickets• Large logo with link on sponsor page of website for NAALT-WALT 2020 meeting• Full Page ad in program: (first-come, first-served based on registration payment date)• Ad space in Product Highlight section of Program• Membership contact list 30 days prior to conference• Attendee List post conference• Signage at Welcome Session• Co-Sponsorship: Friday evening Tech Connect & Opening Reception in exhibit hall• Banner at Registration• Welcome Reception Sponsor• 2 Ads on NAALT social media sites (requires NAALT approval of content)
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Gold	\$10,000 5 Positions	<ul style="list-style-type: none">• Second Choice– One 10x6 booth (first-come, first-served based on registration payment date)• 1 Table w/4 chairs• 3 Complimentary full program registrations• 50% off 3 additional registrations• 6 Gala Tickets• Large logo with link on sponsor page of website for NAALT-WALT 2020 meeting• Logo with link on home page of website• Attendee bag insert• Full Page Ad in Program: (first-come, first-served based on registration payment date)• Ad space in Product Highlight section of Program• Membership contact list 30 days prior to conference• Attendee List post conference• Saturday Lunch sponsor (signage)• Signage at Welcome Session and Tech Connect• Co-Sponsorship: Friday evening Tech Connect & Opening Reception in exhibit hall
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Sponsorship Opportunities

Silver	\$5,000 5 Positions	<ul style="list-style-type: none">• 10x6 booth 4th – 8th position (first-come, first-served based on payment date)• Table w/2 chairs• 2 Complimentary Registrations• 50% Credit for 2 additional registrations• 4 Gala Tickets• Large logo with link on sponsor page of website• Logo with link on home page of website• Attendee bag insert• 1/2 page ad in program• Ad space in Product Highlight section of Program• Membership contact list prior to conference• Attendee List post conference• Saturday Breakfast sponsor• Co-Sponsorship: Friday evening Tech Connect & Opening Reception in exhibit hall
Bronze	\$3,500 5 Positions	<ul style="list-style-type: none">• 10x6 booth (first-come, first-served based on payment date and remaining booth space)• Table w/2 chairs• 2 Complimentary Registrations• 25% credit for 2 additional registrations• Small logo with link on sponsor page of website• 2 Gala Tickets–2 Additional Gala Tickets available for \$100 each• Ad space in Product Highlight section of Program• Membership contact list prior to conference• Attendee List post conference• 1/4 page ad in program• Co-Sponsorship: Friday evening Tech Connect & Opening Reception in exhibit hall• Sunday Breakfast Sponsor

Important Dates & Times

Thursday, August 6	Exhibitor move-in Exhibits open Tech Connect and Opening Reception in Exhibit Hall	8:00 am - Noon Noon - 6:00 pm 6:00 pm - 8:00 pm
Friday, August 7	Posters Exhibit Hall open Lunch Reception and Banquet	7:00 am - 8:15 am 7:00 am - 6:00 pm 1:15 pm - 2:00 pm 6:30 pm - 9:30 pm
Saturday, August 8	Exhibit Hall open Exhibitor Tear Down	8:00 am - 1:00 pm 1:00 pm - 4:00 pm

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Exhibit Space Application and Contract

We hereby apply for exhibition space as follows:

Sponsorship level Request (please note your top 3 locations)

Platinum:_____ Gold:_____ Silver:_____ Bronze:_____

Companies NOT to be near (if possible, competing exhibitors will be located in different sections of the exhibit hall):

We agree to the following:

- It is not always possible to assign exhibitors' preferred booth locations; however, best efforts will be made by NAALT to assign booths in the requested area
- Booth assignment made by NAALT will be considered accepted unless rejected within 14 days of receipt of notification
- A \$500 processing fee will be issued for all exhibit space cancellations. After **May 1, 2020**, no refunds will be issued for exhibit cancellations
- All Rules and Regulations listed in the NAALT Exhibitor Prospectus are considered a part of this contract

Please provide a 50-word company description to be included in the NAALT Program Book by **May 1, 2020**

Please provide the organization name as it should appear in printed materials and on the exhibitor identification sign:

Company Name _____

Products or Services _____

Address _____

City _____ State _____ Zip _____ Telephone _____

Name _____ Title _____

Email _____

Signature _____ Date _____

EXHIBIT BOOTH RATES

- Platinum Sponsorship/Commercial Membership: \$15,000 (includes 8 Gala tickets)
- Gold Sponsorship: \$10,000 (includes 6 Gala tickets)
- Silver Sponsorship: \$5,000 (includes 4 Gala tickets)
- Bronze Sponsorship: \$3,500 (includes 2 Gala tickets; 2 additional tickets available for \$100 each)
- Early Blrd Rate - Prepay in full and save 5% off the total cost

Additional Gala tickets: Price: _____ Quantity: _____ Total: _____

For Gala tickets, please indicate number and choice of dinner:

Salmon _____ Filet _____ Vegan _____ Gluten/Dairy/Nut Free _____

50% Deposit is required with this Exhibit Space Application/Contract. Balance is due by May 1, 2020 when exhibit space will be allocated. Prepayment in full by 12-31-19 and take a 5% discount on the total cost. (10% discount on the 50% balance due May 1, 2020).

CREDIT CARD INFORMATION VISA___ MASTERCARD___ AMEX___ DISCOVER___

Card Number _____ CVC _____ Expiration Date _____

Name On Card _____ Signature _____

Billing Address _____

City/State/Zip _____

Payments must be in the form of a money order, check, or credit card drawn on a US bank, in US funds, payable to "NAALT."

Please send payment, application and contract to:

NAALT
Terrance L. Baker, MD, MS
3700 Koppers Street, Suite 100
Baltimore, MD 21227 or by Email (scanned application as a PDF, credit card payment) to President@naalt.org
Phone 410-592-9889, Fax 410-592-8464

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Rules and Regulations

For your planning and protection, please read these carefully. In addition, plan to share this information with your on-site booth personnel.

A. THE FOLLOWING PRACTICES ARE EXPRESSLY PROHIBITED:

- Canvassing or distribution of any materials outside the exhibitors' assigned space (includes hotel rooms or meeting space)
- The use of billboard advertisements and/or display of signs outside the exhibit area
- Publicizing and/or maintaining any extracurricular activities, inducements, demonstrations or displays, away from the exhibit area during hours of the scientific program or exposition
- Entry into another exhibitor's booth without permission
- Photographing or examining another exhibitor's equipment without permission
- Use of television equipment without permission from show management
- The playing of radios and/or music during show hours at a volume level distracting to neighboring exhibitors
- Videotaping without permission from show management
- Subletting of space to another business, firm, or organization; parent or subsidiary companies accepted
- Hookup of X-ray machines to full current use, as for radiographic purposes
- Demonstrations of extremely noisy or distracting apparatus
- Demonstrations and/or entertainment in hospitality suites, during the hours of the educational sessions
- Dismantling of displays prior to the exhibition's close
- Defacing any part of the exhibit building, booth equipment, show equipment, or show decor
- Any other behavior deemed inappropriate or detrimental to NAALT or other exhibitors
- Demonstrations and/or product sampling MUST take place in an exhibitor's booth and not in aisle ways. Booth personnel are not allowed to follow, harass, or disturb attendees. Violators will be removed from the show floor. In the event of such removal, NAALT is not liable for any refund of rental fees, any other exhibit-related expense, or any loss to the exhibitor, including but not limited to, lost profits.
- Products/services that will be displayed in the exhibit hall must be listed on the application. Products and/or services not listed on the application may not be exhibited without prior approval from show management.
- NAALT reserves the absolute right to determine the appropriateness of products or services to be exhibited at its meetings and may decline at its sole authority to allow exhibitors to participate in NAALT exhibits. Products must meet the regulatory requirements in the countries in which they are sold i.e. FDA, CE, etc.
- NAALT reserves the right to remove exhibitors and their accompanying exhibit material from the show floor in the event that an activity or presentation of product is deemed, in NAALT's sole discretion, inappropriate or detrimental to the professional nature of the exhibition.
- Exhibitors and their representatives shall at all times conduct themselves in a professional manner and shall not disparage or libel fellow exhibiting companies, member companies, NAALT or the employees of aforementioned organizations, or engage in other activities detrimental to the event.
- If exhibitors do engage in any prohibited conduct, NAALT reserves the right to cancel the exhibitor's space without further notice and without obligation to refund monies previously paid and to re-sell exhibit space assigned.
- In-line exhibits or displays must not obstruct the view or interfere with the displays of neighboring exhibits.
- Signs, decorations and exhibitor's equipment must not extend above the back wall or along the divider panels in a manner that would obscure the view of adjoining booths.
- Regardless of the number of linear booths utilized, (e.g., 10' x 20', 10' x 30', 10' x 40', etc.) display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors.

B. FIRE, SAFETY AND HEALTH

The exhibitor assumes all responsibility for compliance with local, city, and state ordinances and regulations covering fire, safety and health. No flammable decorations such as crepe paper, tissue paper, cardboard, or corrugated paper shall be used at any time. All packing containers, excelsior, etc., must be removed from the floor by 12:00 p.m. on **Thursday August 6th**. All muslin, velvet, silken or other cloth decorations must stand a flame proof test as prescribed by fire ordinances. All materials and fluids which are flammable are to be kept in safety containers.

C. LIABILITY AND INSURANCE

Although security personnel will be on duty during non-exhibit hours, it is expressly agreed that NAALT and/or the Marriott Detroit Renaissance Center may take reasonable precautions against damage or loss by fire, water, storm, strikes or other emergencies, but by doing so do not guarantee or insure the exhibitors against loss. All property of the exhibitor remains under his/her custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither NAALT, its service contractors, the management of the Marriott Detroit Renaissance Center, nor any officers, staff members, or directors of same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes.

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The exhibitor agrees to indemnify and hold harmless NAALT and the Key Bridge Marriott, including the officers, directors, employees, members, and agents of each, from any and all damages, liability, expense (including attorneys fees) out of; (i) the occupancy of space by the exhibitor, or the exhibitor's agents or servants, (ii) any fault or negligence by the exhibitor and/or, (iii) any failure on the exhibitor's part to comply with any of the covenants, terms and conditions, herein contained, or otherwise, in each case whether or not such damages, liability, and expense, are caused by or due to the failure of the Key Bridge Marriott and/or NAALT or any of its members including the executive staff and Board to perform any of the covenants herein, expressed or implied. Upon signing the application, the exhibitor expressly releases the foregoing institutions, individuals, and committees from any and all claims for loss, damage, or injury.

Addresses:

NAALT

Terrance L. Baker, MD, MS
3700 Koppers Street, Suite 100
Baltimore, MD 21227
Phone 410-592-9889, Fax 410-592-8464
Email: President@naalt.org

Key Bridge Marriott

1401 Lee Hwy, Arlington, VA 22209

NAALT shall not be held liable for failure to hold the NAALT-WALT Annual Meeting as scheduled.

D. LABOR

Exhibitors are required to observe all contracts in effect between NAALT, service contractors, hall and the labor organizations involved.

E. APPLICATION FOR SPACE

Once exhibit space is assigned, and after exhibitors are notified in writing, the application is considered a contract. The acceptance of the deposit which accompanies the application for space does not constitute acceptance of the application. NAALT reserves the right to refuse exhibiting companies it deems a detriment to the success of its exhibition. Certifying bodies will be prohibited from exhibiting unless an educational partnership with NAALT has been established. NAALT reserves the right to make adjustments in booth assignments deemed necessary. NAALT reserves the right to reject any applications for space, in NAALT's sole discretion (with or without cause).

F. CANCELLATION AND TERMINATION

NAALT may cancel any accepted application and terminate an assignment of space (i) for cause, at any time, or (ii) without cause not less than 60 days prior to commencement of NAALT's Annual Meeting.

G. IMAGE / LIKENESS / VOICE RELEASE

I understand and agree that, as a result of participating in the NAALT-WALT Annual Meeting, my image, likeness or voice may be recorded by photography, video or other medium. I hereby grant irrevocable and unrestricted permission to NAALT and its representatives or assignees to use my image, likeness or performance in any medium and for any purpose. I hereby waive any right to inspect or approve such use or materials. Your submission of the application form acknowledges acceptance of these terms.