

2021 Virtual Exhibitor Information



Virtually Connect with Ohio's Health Care Providers

Ohio Workers' Compensation Medical & Health Symposium

April 8 – 10, 2021

Join BWC Staff & Medical Providers Virtually

We invite you to exhibit at our 2021 Ohio Workers' Compensation **Medical & Health Symposium**. Our nationally acclaimed, continuing-education event will be virtual for the first time **April 8 – 10, 2021**. We are expecting 1,500 health care and legal attendees!

We've Got You Covered!

During the symposium, you can connect with attendees and encourage them to meet with your staff. You may also provide live demonstrations in your virtual booth, or interact one-on-one with decision makers who treat and manage patients with work-related injuries.

Even if you are not livestreaming, attendees can view your company's profile and mission. They can access photos, website links, demonstrations, and videos. For potential clients, you may provide direct access to your website or offer them your contact information.

By agreeing to exhibit, you will choose:

- The amount of time your booth's livestream will be available during the event.
- As an option, you may develop a short, commercial advertisement for your company to show at different times during our virtual event.
- Your booth type by selecting from our available options.
- Logo-advertisement options for our electronic Event Guide.

If you want to connect with health care providers who treat or manage patients with work-related injuries, plan to exhibit this year.

Three virtual opportunities to connect

Our Provider Clinical Education track will be two days — Friday, April 9, and Saturday, April 10. The provider clinical education track offers presentations from some of the nation's leading experts in their fields.

BWC's Provider Staff Forum will be Thursday morning, April 8. This track focuses on topics important to provider office staff and administrators related to key workers' compensation policies and procedures.

This year we are offering you a new opportunity to virtually network with vocational rehabilitation professionals during an afternoon workshop on Thursday, April 8.

You may also connect with these professionals who serve Ohio's injured workers:

- Attorneys or judges.
- Case managers.
- Chiropractors.
- Medical directors of managed care organizations.
- Nurse practitioners.
- Occupational health and rehabilitation nurses.
- Occupational and physical therapists.
- Office staff members and office administrators.
- Pharmacists.
- Physicians.
- Psychologists.
- Physician assistants.
- Rehabilitation professionals.

BWC Facts

Established in 1912, BWC is the exclusive provider of workers' compensation insurance in Ohio and serves 249,000 public and private employers. With nearly 1,700 employees and assets of approximately \$28 billion, BWC is one of the largest state-run insurance systems in the United States.

Our mission is to deliver consistently excellent experiences for each BWC customer every day. For more information, visit www.bwc.ohio.gov.

For more information contact:

Kayla Michel

Phone: 614-629-8294

medsymposium@bwc.ohio.gov

Exhibitor Options

Premium – Virtual Interactive Exhibitor Booth – \$350

- Dedicated, virtual booth showcasing your company's summary and contact information.
- Use of company logo in marketing/social media.
- Full-page ad included in the electronic Event Guide, if provided prior to our online deadline.
 - Full-page ad high resolution PDF ad designed and created by the exhibitor.
 - Submit logos, as eps, PDF, jpg or PNG with a resolution of 300 dpi.
- Access to attendee-contact information.
- "Contact Us" online form.
- Sponsorship of a session or break.
- Live-chat feature with video option for attendees. (Select times convenient for you.)
- Live-video feed for audience demonstrations or virtual communication during breaks, lunches, and at the end of each day.

Basic – Static Exhibitor Booth – \$250

- Dedicated, virtual booth showcasing your company's summary and contact information.
- Use of company logo in marketing/social media.
- Half-page ad included in the electronic Event Guide, if provided prior to our online deadline.
 - Half-page horizontal 7.125" x 4.625" high resolution PDF ad designed and created by the exhibitor.
 - Submit logos, as eps, PDF, jpg or PNG with a resolution of 300 dpi.
- Access to attendee-contact information.
- "Contact Us" online form.
- No booth staffing necessary.

OPTIONAL ADD-ON ITEM – \$50

- Exhibitor-provided, 30 - 45 second video advertisement to be shown during breaks. The video should be edited and prepared for encoding by the exhibitor. Placement of video ads are at BWC's discretion.

Don't delay!

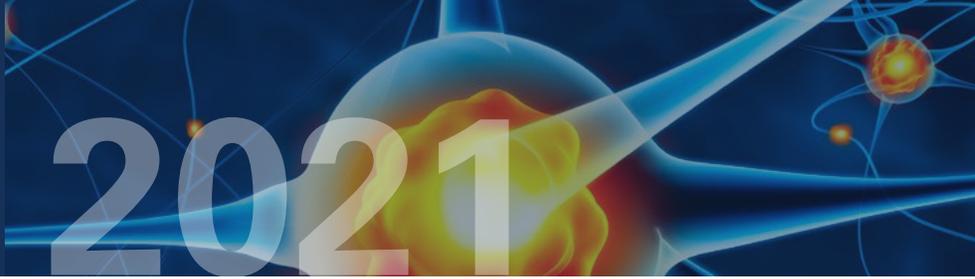
Reserve your exhibit space today by completing the exhibitor agreement.

April 8 – 10, 2021



Exhibitor Agreement

Ohio Workers' Compensation
Medical & Health Symposium
April 8 – 10, 2021



Instructions: Complete all sections and submit your application by email to medsymposium@bwc.state.oh.us.

Company Contact Person		
Contact person:	Contact title:	
Mailing address:		
City:	State:	ZIP code:
Phone:	Email:	

Company Profile Information Listed in Virtual Booth		
Company name:		
Company Email:	Phone:	
Company website address:		
Company description (less than 100 words):		
Company address:		
City:	State:	ZIP code:

Employees in Virtual Booth – Livestream Option Only	
Name:	Title:
Email:	
Name:	Title:
Email:	
Name:	Title:
Email:	

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Cost and Payment Method:

Cost:

Booth option (Basic or Premium) \$ _____

Plus, Optional video \$ _____

Total cost \$ _____

Check – Please enclose a check made payable to Ohio BWC.

Mail: Ohio Bureau of Workers' Compensation
Attn: Cashiering Unit
P.O. Box 15698
Columbus, Ohio 43215-0698

MasterCard/Visa/American Express – (Do NOT provide a credit-card number on this form.)
For a credit-card, please provide a phone number. BWC will call you to process the payment: (____) _____ - _____

Card-holder Signature (not electronic): X _____

Card-holder Name (printed): X _____

CME disclaimer

Direct sales or promotional activities are prohibited while in the space of the continuing medical education (CME) activity. Symposium exhibitor space is for educational purposes only. Exhibitors may discuss their products and services but are not permitted to engage in direct sales.

Agreement

BWC reserves the exhibitor packages on a first-come basis. Promotional material, logos, signage, and inclusion in the virtual exhibitor hall require a signed agreement prior to production deadlines. BWC reserves the right to use the company's name in social media related to the Medical & Health Symposium.

I have read and accepted the terms and conditions set forth herein and in the exhibitor information package.

Required Agreement Signature: X _____ **Date:** _____

Submit the application by:

Email: medsymposium@bwc.state.oh.us

Or by mail to:

Ohio BWC
Medical & Health Symposium
Attn: Kayla Michel
30 W. Spring St., 20th floor
Columbus, Ohio 43215

Important!

Scammers are targeting conferences and expositions. Be aware of outside organizations possibly claiming to represent the Ohio Bureau of Workers' Compensation (BWC) or show managers. They may try to sell you a BWC Medical & Health Symposium exhibitor space or an attendee list. No authorized organization will contact you about our symposium's attendee lists. Ignore these spam emails and calls. In addition, do not provide anyone with your personal information — especially a credit-card number.

Terms and Conditions for Exhibitor

This application, upon acceptance by the Ohio Bureau of Workers' Compensation, hereafter referred to as BWC, immediately creates a binding contract between the Exhibitor and BWC. AN AUTHORIZED SIGNATURE ABOVE SIGNIFIES THE EXHIBITOR'S INTENTION TO BE BOUND BY THE TERMS OF THIS CONTRACT. BWC reserves the right to reject an exhibitor's application to participate. The contract shall contain, without alteration, all the terms and conditions governing the agreement between BWC and the exhibitor. Any alteration to the terms and conditions of the contract by an applicant shall immediately cause rejection of the exhibitor's application. Failure to meet or perform within the terms and conditions set forth in the contract shall permit BWC to immediately rescind or cancel the contract and to remove the exhibitor from the event. In that event, the exhibitor will not receive a refund.

In consideration of the space allotted, the exhibitor agrees to comply with the conditions and rules set forth herein, and in the exhibitor promotional materials. It is understood and agreed that, in the event of failure or inability to fulfill its contract for virtual space rental or to furnish space due to fires, strike, authority of law, act of God, or for any other reason, BWC agrees to refund all deposits and other monies paid hereunder. In that event, this agreement shall be deemed cancelled by mutual consent, and BWC shall be relieved from all responsibility thereunder.

Agreement for Virtual Booth Space

1. Description of virtual booths

- "Booth" consists of **virtual** space in the BWC selected virtual conference vendor's electronic platform.
- Exhibitor shall be responsible for providing branding and logo for the electronic space.
- Virtual exhibitor meets all requirements by the Americans with Disabilities Act and shall hold BWC and the Ohio Workers' Compensation Medical & Health Symposium harmless from any consequence of exhibiting or failure in this regard.

2. Eligibility of exhibitors

- Eligibility is limited to individuals and companies who supply products and/or services specifically related to the following industries: medical, health care, pharmacy and rehabilitation. Additional companies that are deemed appropriate by BWC are also eligible. BWC reserves the right to deny participation to any company whose business is determined, at BWC's sole discretion, to be inappropriate for the event.
- BWC shall have the sole right to determine the eligibility of exhibits, including, but not limited to companies, products, systems, services, booth graphics, material distributed at the conference, souvenirs, giveaways, costumes and booth personnel attire, and all other exhibition features and activities.
- The Exhibitor agrees not to display products or literature that are not regularly sold or distributed by him/her, except as deemed acceptable by BWC to illustrate the applications of his products.
- Exhibitor shall not in any manner indicate that a BWC endorsement or approval of its product or service has been given by BWC.
- It is the Exhibitor's responsibility to receive prior written approval from BWC for any product video demonstration or display that is not within standard exhibition industry procedures and/or may be questionable in nature.
- BWC reserves the right to alter or close any questionable exhibit that does not obtain prior written authorization. No refund shall be due under such circumstances.
- BWC reserves the right to prohibit or require the removal of any display or exhibit or any part of an exhibit that it deems unsuitable or not in keeping with the character of the event.

3. Booth space location

- Booth space location shall be assigned at the sole discretion of BWC and the Ohio Workers' Compensation Medical & Health Symposium.

4. Booth services

- Booth fees include set up of virtual booth by virtual conference platform supplier.
- If requested, BWC will provide information containing rates and information for additional services in advance of the Ohio Workers' Compensation Medical & Health Symposium. All expenses for services beyond items outlined above in Exhibitor Options are to be paid by the Exhibitor.
- BWC reserves the right to approve all materials before displaying them at the virtual exhibit hall.
- During specified "live stream" conference hours all booths should be kept open and properly staffed.

5. Creating virtual exhibits

- Materials for electronic set-up are due to the BWC virtual conference vendor by March 19, 2021. Please ask for creative assistance and if additional charges are necessary for design assistance.

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6. Shipping of electronic material to medsymposium@bwc.state.oh.us or call Kayla Michel 614-629-8294 with questions.

7. Cancellation and refunds

- BWC must receive all cancellation requests in writing at medsymposium@bwc.state.oh.us. BWC reserves the right to resell any canceled booth space, promotions or advertising. This refund policy does not apply to any food/beverage event promotions or sponsorship; all such payments are final.

8. Promotions and advertisements

- BWC reserves the right to reject or request revision of any artwork or content submitted for a promotion or advertisement.

9. Contract for virtual space

- All contracts are subject to the rules herein given. All applications must be accompanied by full payment in the form of a check or an authorized credit card signature to cover the total cost of booth space, promotions, sponsorship, and/or advertising. No Exhibitor shall assign, sublet or apportion the whole or any part of the booth space, promotions or advertising, nor exhibit therein, nor permit any other party to exhibit therein, any other goods than those manufactured or handled by the Exhibitor in the regular course of their business, nor permit any representative or firm or company not exhibiting to solicit business or take orders in their space without written permission from BWC. The Exhibitor must comply with and be bound by all laws, ordinances and regulations of the country, state, county and city, and wherever applicable, of the police and fire departments.

10. Limitation of liability

- It is expressly understood that BWC and the virtual conference vendor will not be responsible for loss or damage which might ensue from any cause in connection with transfer, installation, maintenance, or removal of exhibits, or from the virtual conference vendor. BWC will not be responsible in any way for goods while in storage and no bailment is created as to Exhibitor's goods. BWC and its officers, staff members, employees, agents, and representatives shall not, under any condition or circumstances, be responsible for any loss sustained by any Exhibitor or any other person by reason of fire, theft, water, personal injuries, or from any act or omission whatsoever. All rules and regulations for the event are a part of this contract, including but not limited to the Exhibitor Information Package and advertising materials. It is expressly understood that BWC does not assume responsibility for extra charges for design work, production, artwork layout, programming, integration, streaming, etc.
- Each Exhibitor agrees that it shall assume sole responsibility for any damages caused by them. Exhibitors shall obtain insurance to cover damage or loss to exhibit material and general commercial liability insurance against injury to the person or property of others. The duty to indemnify BWC and to obtain insurance does not apply to state agencies that cannot constitutionally agree to indemnification or to other agencies or persons with governmental immunity from liability.
- IN NO EVENT SHALL BWC BE LIABLE FOR ANY INDIRECT OR CONSEQUENTIAL DAMAGES, INCLUDING LOSS OF PROFITS, EVEN IF THE BUREAU HAD BEEN ADVISED, KNEW, OR SHOULD HAVE KNOWN OF THE POSSIBILITY OF SUCH DAMAGES.
- It is understood that all costs, fees, and expenses incurred by an Exhibitor as a result of any legal action against the Exhibitor shall be the sole responsibility of the Exhibitor. Reimbursement by way of contribution, indemnification, or otherwise shall not be sought against BWC or the conference. BWC shall not be held liable for said costs, fees, and expenses and the Exhibitor shall be liable to BWC for any costs, fees, and expenses incurred by BWC in defending any such action by the Exhibitor.
- BWC is not responsible for natural disasters and other issues that may impact the event taking place, including but not limited to virtual issues including cyber-attacks, errors, and omissions, etc. that impact the conference.

11. Authority of show management

- BWC reserves the right to remove any Exhibitor, its assignees, or subletters in the event the Exhibitor violates any of these rules or provisions of the contract. All matters not explicitly covered in these rules are subject to the decision of BWC management. All Exhibitors must abide by decisions made by management.

12. The Americans with Disabilities Act (ADA)

The ADA is a civil rights law that prohibits discrimination against individuals with disabilities in all places that are open to the general public. The purpose of the law is to make sure that people with disabilities have the same rights and opportunities as everyone else. Event organizers who normally work to make sure their in-person events are accessible seem to forget that virtual events need to be accessible for the disability community as well. Accessibility for virtual events should be a priority and central to the planning process from the beginning. There are two components to a virtual conference that need compliance:

- The virtual environment (rooms and spaces) – Make sure that the virtual conference providers platform offers a Section 508 compliant option. Virtual events are graphic intensive by nature. A Section 508 option renders the experience into a text version to support visually impaired attendees by enabling the use of screen readers such as JAWS.
- Webcast presentations – The webcast technology should provide an option to include closed captions (subtitles) for attendees that are hearing impaired.

13. BWC Limited Responsibility for Data Security

- As an exhibitor you are responsible for consumer privacy and data protection of attendee's personal details (email address, IP address), while attendee and exhibitor data will be secure on BWC equipment. Collected and stored information will be transferred to virtual vendors that are responsible for privacy, but data will be kept securely and used appropriately while under BWC control.