

**Showcase Your Products and Services at the
Fourteenth Annual Intercompany LTCl Conference!
Rosen Centre Hotel – Orlando, FL – March 16 to March 19, 2014**
WWW.ILTCIconf.org

Dear Colleague,

Each year brings new opportunities in the long term care industry as it becomes increasingly specialized and sophisticated. Take this opportunity to obtain your Exhibit Booth during the premier LTCl conference March 16 to March 19, 2014 in Orlando, FL. Although each of our previous thirteen conferences received rave reviews, this year's conference will take the best of previous conferences and focus on making them even more pertinent and exciting. As such, we will once again offer optional pre-conference and post-conference general sessions aimed at providing in depth educational material beyond what can be provided in a 75 minute breakout session. The breakout sessions will continue to feature a more interactive and interdisciplinary format that was so popular last year. Also, we will feature a dynamic Keynote presentation on Monday morning. Finally, we will be expanding our subsidization of the attendance for experienced LTCl marketers as well as financial planners looking to learn more about the opportunities in the LTCl industry.

This year's conference begins with the pre-conference sessions on Sunday followed by the opening Exhibit Hall reception on Sunday night. The Keynote speaker is featured in the first time slot after Monday morning's breakfast in the Exhibit Hall. Tuesday night will feature the all industry party and Wednesday morning will feature our getaway networking breakfast followed by optional post-conference sessions. As in past years, the Exhibit Hall opens on Sunday evening, followed by 2 hour lunches and 2 hour early evening Receptions in the Exhibit Hall on Monday and Tuesday. New for this year, and in response to your many comments, the Monday and Tuesday early morning breakfasts will be networking events held outside the Exhibit Hall. Monday and Tuesday also will feature 48 educational breakouts, among the eight different tracks; Actuarial, Alternative Products, Claims/Underwriting, Compliance, Marketing, Operations, Policy & Providers, and Sales.

By becoming an Exhibitor, your company will gain valuable exposure to the LTCl decision makers, including virtually all of its top executives. Also, over 300 marketing representatives are expected to attend, as the increasingly popular producer scholarship program will be expanded further this year. The exhibit hall is open for about thirteen hours (without any other scheduled activities competing against it). In addition, the Grand Prize Drawing, which has been such a success the last six years, gets virtually every attendee to visit each exhibitor in order to qualify.

The three booth sizes, 20 x 10 Center Island Booth, 10 x 10 Exhibit Booth, and 6 x 10 Mini-Booth will again be available.

The fee for a 20 x 10 Center Island Booth in the exhibit hall is \$4,750 (Early Bird discount is \$750 less for exhibitors who sign up by October 3rd with an additional \$250 for new exhibitors who sign up before September 26th) and includes:

- 20' x 10' Exhibit Space with Identification sign, two 6' draped tables, 4 chairs and 2 wastebaskets
- Up to four attendee registrations at \$195 each (\$295 after January 16th, 2014)
- Web links from the on-line brochure to your site
- Pre-show and post-show mailing lists
- Product/Service description listed in the on-site LTCl conference show catalog

The fee for a 10 x 10 Exhibit Booth in the exhibit hall is \$3,250 (Early Bird discount is \$750 less for exhibitors who sign up by October 3rd with an additional \$250 for new exhibitors who sign up before September 26th) and includes:

- 10' x 10' Exhibit Space with Identification sign, 6' draped table, 2 chairs and wastebasket
- Up to four attendee registrations at \$195 each (\$295 after January 16th, 2014)
- Web links from the on-line brochure to your site
- Pre-show and post-show mailing lists
- Product/Service description listed in the on-site LTCl conference show catalog

The fee for a Mini-Booth opportunity is \$2,000 (Early Bird discount is \$500 less for exhibitors who sign up by October 3rd) and includes:

- 6' x 10' Exhibit Space with Identification sign, 4' draped table, 1 chairs and wastebasket
- Up to two attendee registrations at \$195 each (\$295 after January 16th, 2014)
- Web links from the on-line brochure to your site
- Pre-show and post-show mailing lists
- Product/Service description listed in the on-site LTCl conference show catalog

If you have any questions, please contact Jim Glickman at 818-867-2223 or e-mail your inquiries to Jim.Glickman@LifeCareAssurance.com.

**FOURTEENTH ANNUAL INTERCOMPANY LTCI CONFERENCE
CORPORATE SPONSOR AND EXHIBITOR CONTRACT
MARCH 16 – 19, 2014 • ROSEN CENTRE HOTEL • ORLANDO, FL**

Organization _____
 Address _____
 City _____ State _____ Zip _____
 Contact Person _____
 Title _____
 Phone _____ Fax _____
 E-Mail Address _____
 Web Site Address _____
 Signature _____ Date _____

In making application, we agree to exhibit under and comply with the provisions of this contract and the show rules and regulations.

Diamond Corporate Sponsor Up to 30 registrations @ \$195 are available with sponsorship[#] (Extras beyond 30 at \$395)[#]	Platinum Corporate Sponsor Up to 18 registrations @ \$195 are available with sponsorship[#] (Extras beyond 18 at \$595)[#]	Gold Corporate Sponsor Up to 12 registrations @ \$195 are available with sponsorship[#] (Extras beyond 12 at \$695)[#]	Silver Corporate Sponsor Up to 6 registrations @ \$195 are available with sponsorship[#] (Extras beyond 6 at \$745)[#]
<input type="checkbox"/> \$ 8,995 without exhibit booth <input type="checkbox"/> \$14,845 (+30 pre-paid @ \$195) (\$3,495 less prior to October 3 rd)	<input type="checkbox"/> \$ 7,495 without exhibit booth <input type="checkbox"/> \$11,005 (+18 pre-paid @ \$195) (\$2,495 less prior to October 3 rd)	<input type="checkbox"/> \$ 5,995 without exhibit booth <input type="checkbox"/> \$ 8,335 (+12 pre-paid @ \$195) (\$1,495 less prior to October 3 rd)	<input type="checkbox"/> \$ 3,495 without exhibit booth <input type="checkbox"/> \$ 4,665 (+6 pre-paid @ \$195) (\$995 less prior to October 3 rd)
<input type="checkbox"/> \$ 495 with 10x10 Booth <input type="checkbox"/> \$1,995 with 20x10 Booth	<input type="checkbox"/> \$ 495 with 10x10 Booth <input type="checkbox"/> \$1,995 with 20x10 Booth	<input type="checkbox"/> \$ 495 with 10x10 Booth <input type="checkbox"/> \$1,995 with 20x10 Booth	<input type="checkbox"/> \$ 495 with 10x10 Booth <input type="checkbox"/> \$1,995 with 20x10 Booth
<input type="checkbox"/> \$1,500 Extra Cost Sponsorship	<input type="checkbox"/> \$2,000 Extra Cost Sponsorship	<input type="checkbox"/> \$2,250 Extra Cost Sponsorship	<input type="checkbox"/> \$2,500 Extra Cost Sponsorship

20 x 10 Exhibitor Only	–	Up to 4 registrations @ \$195 are available with Exhibit Booth[#]	<input type="checkbox"/> \$4,750 (\$4,000 prior to October 3 rd)
10 x 10 Exhibitor Only	–	Up to 4 registrations @ \$195 are available with Exhibit Booth[#]	<input type="checkbox"/> \$3,250 (\$2,500 prior to October 3 rd)
6 x 10 Mini-Exhibitor	–	Up to 2 registrations @ \$195 are available with Exhibit Booth[#]	<input type="checkbox"/> \$2,000 (\$1,500 prior to October 3 rd)
Non-Profit Association	–	Up to 4 registrations @ \$195 are available with Exhibit Booth[#]	<input type="checkbox"/> \$1,250 (\$995 prior to October 3 rd)

[#] All registrations are \$100 extra if purchased after January 16th, 2014. (Pre-paid registrations cost \$100 for each attendee who registers after January 16th, 2014)

TOTAL COST: \$ _____

Booth space includes: standard framing materials, backdrop, identification sign, carpeting, 1-6' draped table, 2 side chairs and wastebasket (slightly smaller package for Mini-Exhibitor and slightly larger package for 20 x 10 Exhibit Booth)

PAYMENT PAYING BY CREDIT CARD

Complete the information below and e-mail or fax to:

E-mail: Jim.Glickman@LifeCareAssurance.com

FAX: (818) 867-6436

QUESTIONS: (818) 867-2223

VISA MASTERCARD AMERICAN EXPRESS

Card # _____ Expiration Date _____

Name on Card _____ Signature _____

PAYING BY CHECK

Mail your completed contract with check payable to:

Intercompany LTCI Conference Association, Inc.

21600 Oxnard Street, Suite 1500

Woodland Hills, CA 91367

QUESTIONS: (818) 867-2223

EXHIBITOR'S CONFERENCE RULES AND REGULATIONS REVISED

FOURTEENTH ANNUAL INTERCOMPANY LTCI CONFERENCE MARCH 16 – 19, 2014 • ROSEN CENTRE HOTEL • ORLANDO, FL

In making application, the Exhibitor agrees to exhibit under and comply with the provisions of the following Exhibitor Rules and Regulations. These Rules and Regulations govern the Fourteenth Annual Intercompany LTCI Conference and its Exhibit Hall. This agreement, including the interpretation and enforcement thereof, is governed by the laws of the State of California. Each Exhibitor is subject to these rules and regulations, and should review this material thoroughly before signing the contract. Questions regarding these regulations should be directed to Conference Management.

1. **Sponsorship & Objectives:** The Fourteenth Annual Intercompany LTCI Conference is the property of the ILTCI Conference Association, Inc. Its purpose is to provide educational, up-to-date information on Long-Term Care Insurance (LTCI) and the services available to LTCI insurers and producers. Exhibitors are encouraged to offer information that is educational, professional and instructional. Selling or taking orders for goods and services will be permitted in the Exhibit Hall provided that such business is conducted in an appropriate and professional manner. Hard sell or pressure tactics will not be tolerated.
2. **Participation/Character of Exhibitors:** Each Exhibit Booth is intended for a single company's products or services. If two or more companies work together in their LTCI activities, they may request to jointly use an Exhibit Booth. If such request is granted, each company will be jointly and severally responsible under these rules and regulations. All display material will be limited to products, equipment or services that have application to LTCI or LTCI services. Management reserves the right to refuse space to any applicant who, in the opinion of management, deals in products, equipment or services unrelated to LTC, LTCI or LTCI services or who is unlikely to contribute to the overall objectives or purpose of the Conference.
3. **Refunds/Cancellations:** Cancellations received by December 16, 2013 will receive a full refund minus a \$300 administrative fee. Cancellations received after December 16, 2013 will receive no refund.
4. **Space Assignment:** Every effort will be made to assign space in a fair and equitable manner and whenever possible the preferred spaces will be assigned. Conference Management maintains the exclusive and unrestricted right to assign space. Assignment of space is final. Space location may not be changed, transferred or canceled without written request by the Exhibitor and subsequent written approval by Conference Management. Because of the great number of companies exhibiting similar or related products, Conference Management cannot guarantee that a company exhibiting similar products or a company's competitor will not be located in a nearby booth space.
5. **Floor Plan:** The floor plan for this Conference will be maintained as originally presented wherever possible. However, management reserves the right to modify the plan to the extent necessary for the best interests of the Conference, exhibitors and the LTCI industry.
6. **Liability and Insurance:** Conference Management will take reasonable precautions to safeguard Exhibitor's property. However, management and its suppliers assume no liability whatsoever for loss or damage through any cause, for goods, exhibits or other materials owned, rented or leased by the Exhibitor before, during or after the Conference. Management strongly recommends that Exhibitors insure exhibit property against loss and theft, and have at least one representative in attendance at all times during Exhibit Hall hours and especially during move-in and move-out.
 - a. Management strongly urges each Exhibitor to carry public liability insurance with coverage for personal injury liability, property damage liability and statutory worker's compensation.
 - b. Exhibitor agrees to protect, save, indemnify, and hold the ILTCI Conference Association and its directors, officers, employees and agents forever harmless for any damages or charges including actual attorney's fees and costs, imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the Exhibitor.

c. Exhibitor shall at all times protect, indemnify, save and hold harmless the Rosen Centre Hotel – Orlando, FL against and from any and all losses, costs (including attorneys fees), damage, liability, judgments, or expense arising from or out of or by reason of any accident or bodily injury or other occurrence to any persons or person, including the Exhibitor, its agents, employees, and business invitees which arises from or out of or by reason of said Exhibitor occupancy and use of the Exhibit Hall or a part thereof.

d. Exhibitor acknowledges that the ILTCI Conference Association and the Rosen Centre Hotel – Orlando, FL do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor. In the event of cancellation or disruption of the Conference for any cause, this agreement shall terminate and the Exhibitor waives any claim for damages or compensation, except that the Exhibitor will be entitled to a refund of the amount paid for space less all costs incurred by management and sponsor.

7. **Contract for Space:** Application for booth space, accompanied by the required payment and receipt of a product/service description, constitutes a contract for the assignment of space pending acceptance by Conference Management. Any Exhibitor failing to occupy space is not relieved of the obligation to pay the full rental price. This contract will not be binding upon Conference Management in the event of strikes, labor disputes, acts of God, or other circumstances beyond the control of Conference Management.
8. **Official General Services Contractor:** A decorating company (not yet determined) will be the official general Services contractor for this conference. They will provide all Exhibitor support services: freight storage and handling (in and out), set-up and dismantling of exhibits, display unit rental, and booth decorations. Outside suppliers, other than the officially selected decorating company, used to install or dismantle a display must submit written notice to Conference Management with the outside contractor's name, on-site contact and address. Additional necessary information regarding material handling, exhibitor rules, regulations and necessary certificates of insurance must be provided to Conference Management no later than 30 days in advance of the first day of move-in.
9. **Shipping:** Exhibitor agrees to ship, at the Exhibitor's own expense and risk, all property to be exhibited. Information regarding freight handling, shipping, etc., will be provided by the decorating company. Shipping labels should be complete with company name, assigned booth number, and indicate Fourteenth Annual Intercompany LTCI Conference. Address for advance shipments will be supplied later this year:
10. **Installation and Dismantling:** Exhibitor set-up may begin at 12:00 pm, Sunday, March 16, 2014. All displays and equipment must be in place and any crates removed by 4:00 pm Sunday, March 16, 2014. All exhibits must remain intact until 7:00 pm on Tuesday, March 18, 2014. No goods may be packed or removed before that time. Any Exhibitor dismantling or removing materials prior to that time will forfeit the Exhibitor's right to exhibit at future ILTCI Conference Association events. Teardown will commence at 7:00 pm and must be concluded by midnight on Tuesday, March 18, 2014. Each Exhibitor is responsible for all labor and other costs associated with set-up and dismantling of its own exhibits.
11. **Security:** Conference Management is not planning on providing security guards for the Exhibit Hall. An Exhibitor who desires special security precautions should arrange for private guard service at its own expense. The ILTCI Conference Association and the Rosen Centre Hotel – Orlando, FL will not be responsible for theft or property damage to exhibitors or attendees.
12. **Standard Arbitration Clause:** Any controversy or claim arising out of or relating to this contract or the breach thereof, shall be settled by binding arbitration in accordance with the rules of the American Arbitration Association and judgment upon the award rendered by the arbitrator(s), entered in any court of competent jurisdiction.

In making application for an Exhibit Booth, we agree to exhibit under and comply with the provisions of these Exhibitor Conference Rules and Regulations.

Authorized Signature: _____ Date: _____