

2019 CONFERENCE PRESENTER TERMS & CONDITIONS

SPEAKER CODE OF CONDUCT AND RESPONSIBILITY

I understand and agree that as the primary presenter, I will be responsible for communicating in a timely manner with SHSMD staff, the Annual Conference Planning Committee and/or Education Committee, and any other co-presenter(s) regarding information about my session. I understand and agree to the following:

- In the event that the speaker(s) and/or content of my chosen session changes, I am responsible for informing SHSMD staff, the Annual Conference Planning Committee and/or Education Committee, and any co-presenter/s in a timely fashion. Changes will be re-evaluated by SHSMD for continuance in the program.
- In the event of a cancellation, I will notify SHSMD in a timely manner or suggest an appropriate substitute speaker who is knowledgeable about my presentation, which will be re-evaluated by SHSMD. The SHSMD Annual Conference Planning Committee and Education Committee reserve the right to remove any session from the program if the new speaker(s) presentation does not meet the learning objectives of the original submission.
- SHSMD has final determination of the format and length of my session.
- I and my co-presenters will attend the mandatory faculty training webinar.
- I am responsible for adhering to the materials timelines, which includes submitting presentation materials and handouts to SHSMD staff prior to the conference (by the given deadlines) for inclusion in promotional materials, the conference mobile app, and the website. In the absence of timely materials, SHSMD may discontinue my presentation. All PowerPoint slides must be submitted using the SHSMD PowerPoint template. Slides that do not use the template will NOT be accepted.
- The Annual Conference Review Committee will review all presentation slides to ensure they meet the originally stated title, description, objectives and audience level submitted or agreed upon acceptance of my submission. I agree to make any edits to my slides requested by the committee.
- SHSMD may reproduce and distribute handouts before, during and after the conference. SHSMD will not produce any handouts onsite.
- I am responsible for obtaining permission to reproduce my handouts or presentation materials if copyrighted by an organization other than SHSMD.
- I and my co-presenter(s) agree to allow all sessions to be video and/or audio taped and understand that SHSMD will sell recordings and has sole right to any revenues generated from these sales.
- I and my co-presenters understand and respect the professional nature of the SHSMD meeting and will refrain from overt statements, harsh language, or pointed humor that disparages the rightful dignity and social equity of any individual or group, in accordance with SHSMD's Statement of Diversity.
- I and my co-presenter(s) understand that SHSMD programs are noncommercial forums; therefore, the direct promotion of products and/or services is prohibited during presentations. We will refrain from soliciting business or permitting other members or guests to solicit business at any SHSMD group function, in accordance with SHSMD's Conflict of Interest Statement. Vendor exhibit hall and/or special product demonstrations are the only exceptions.
- I and my co-presenter(s) will refrain from presenting unfavorable, misleading, and/or incorrect information regarding other organizations and/or individuals.

SPEAKER BENEFITS

SHSMD speakers enjoy many benefits. Not only do they gain exposure to an experienced and influential group of attendees, but the Annual Conference speakers also receive a discounted registration for their time and efforts. Discounts are based on the type of presentation they are making:

- Workshop presenters receive a free registration (savings of up to \$1195) limited to two presenters. Any additional workshop presenters will need to pay the full conference rate.
- Concurrent session speakers receive a discounted rate of \$450 (savings of up to \$745).

Speakers are responsible for transportation, meals and lodging. Speakers must be registered attendees in order to present.



STATEMENT OF DIVERSITY

One goal of the Society for Healthcare Strategy and Market Development's Annual Educational Conference is to provide the highest level of relevant and rewarding continuing education in healthcare planning, marketing, communications and public relations. Because of the cultural diversity and changing demographics of SHSMD's members and meeting attendees, speakers must be sensitive to everyone in the audience. All members of the profession should be embraced and the meeting should be a safe and comfortable environment for all, both physically and psychologically. Sexist, discriminatory, or other similarly insensitive language and practices are totally unacceptable. Any harm claimed by any member of the audience shall be the sole responsibility of the speaker.

Speakers are urged to avoid all potentially offensive language. The presentation should focus on the professional content and not a speaker's personal beliefs or philosophy. Speakers should embrace a cosmopolitan communication style that is sensitive to differences in gender, race, age, religion, politics, and disabilities. Speakers are encouraged to make no assumptions about those in the group other than a common interest in the content area delineated in the printed meeting materials.

SPEAKER CONFIDENTIALITY AGREEMENT

This is an Agreement to keep certain information developed at the request of the Society for Healthcare Strategy and Market Development of the American Hospital Association ("Society"), or as part of or during the activities conducted or sponsored by the Society, confidential.

The parties to the Agreement are the ("Speaker") and the ("Society"), by **Diane Weber**, it's duly authorized Executive Director. The duties and obligations set forth in this Agreement are agreed by the parties and are supported by mutual considerations, the receipt and adequacy of which are acknowledged.

The parties acknowledge that the information covered by the Agreement, as described herein, is being developed for and, as such, is and at all times will remain the sole property of the Society. The parties further acknowledge that such information has significant value to the commercial and educational activities of the Society, and that any unauthorized disclosure of such information would have a material adverse impact on the financial activities and reputation of the Society. A breach of a party's duty to hold such information confidential is, consequently, a serious matter and, therefore, the Society, at its option, may elect to enforce its legal rights to remedy a breach including, but not limited to, actions for money damages, injunctive relief, or both.

The information covered by the Agreement is described in Exhibit A, which is incorporated by reference herein and made a part hereof.

The parties shall hold the information described in Exhibit A confidential unless a duly authorized officer or agent of the Society provides written authorization permitting the disclosure or publication of the confidential information to third parties or to the public.

Recognizing that confidential information is often developed as the work product of a Board of Directors, committee, task force or work group operating under the authority of the Society and that it is, therefore, necessary for the Board of Directors, committee, task force and work group members to share such information in order to complete the mission of the Board, committees, task forces or work groups. Due to these circumstances, the exchange of confidential information between official Board, committee, task force or work group members in the ordinary course shall not constitute a breach the Agreement. In order to facilitate this provision, Exhibit B identifies the official bodies covered by this Agreement.

In the event of a breach, the party in breach shall indemnify the Society for the reasonable cost incurred by the Society to enforce its rights and remedies under the Agreement.