



Conference Registrant Lists.

Subject to the restrictions set forth in this Section, Sponsor/Exhibitor will be given a list of registrants' names and mailing information before the start date of the BCBSA Conference, and a final list with mailing information after the end of the BCBSA Conference ("Conference Registrant Lists"). Sponsor/Exhibitor may use these Conference Registrant Lists only to send one (1) pre-BCBSA Conference communication and one (1) post-BCBSA Conference communication to provide a valuable and informative communication conduit with registrants, as provided below in this Section, and for no other purpose.

- a) Sponsor's/Exhibitor's use of the Pre- and Post- Conference Registrant Lists are restricted to one (1) pre-BCBSA Conference communication and one (1) post-BCBSA Conference communication, with each use limited to a one-time direct mail campaign to promote that Sponsor's/Exhibitor's participation at the BCBSA Conference. All other use is prohibited. Permitted use of the Pre-Conference Registrant List expires on May 1, 2018. Permitted use of the Post-Conference Registrant List expires on May 18, 2018. The content of Sponsor's/Exhibitor's one time pre-and post-conference communications must relate directly to Sponsor's/Exhibitor's participation in this BCBSA Conference. Incentive-based messages are the best received, such as announcement of a new product or service, a special educational presentation, or a featured activity at the Exhibit Space. Registrants typically do not care to receive generic sales or marketing literature. Any action that Sponsor/Exhibitor may take to contact such individuals must comply with all applicable state, Federal, and local laws, including, but not limited to, the Telephone Consumer Protection Act 47 U.S.C. § 227 et seq. and the CAN-SPAM Act, 15 U.S. Code Chapter 103 et seq., and must also adhere to all requirements contained in Section 3 (entitled, "Blue Brand Policy; Media Use").
- b) Use of phone or fax to contact any individuals using the Conference Registrant Lists is strictly forbidden.
- c) Communications to Conference registrants during the BCBCS Conference may be done through the messaging function of the BCBSA Conference's mobile app; for further information, refer to the Sponsor and Exhibitor Resource Center.
- d) Sponsor/Exhibitor will not disclose, transfer, duplicate, reproduce, sell, or loan any portion of the Pre-and-Post Conference Registrant Lists in any form whatsoever, including entering into Sponsor's/Exhibitor's own electronic databases; and Sponsor/Exhibitor will destroy all copies of the Pre-and-Post Conference Registrant Lists in its possession immediately upon the expiration dates set forth above in this Section. Any contact between Sponsor/Exhibitor between any Conference registrant beyond the limited scope of the one (1) pre- and one (1) post-Conference communications that may arise at the Conference Registrant recipient's request should be maintained on a separate database, and Sponsor/Exhibitor is solely responsible for compliance with all permissions and other legal requirements thereon.
- e) Any use of the information contained in the Conference Registrant Lists beyond the scope of this BCBSA Conference and the conditions outlined above is strictly prohibited. Without limiting any other provision, Sponsor/Exhibitor shall indemnify, defend, and hold harmless Show Management against all costs, expenses, liability and/or damages, which may be incident to, arise out of, or be caused by Sponsor's/Exhibitor's failure to comply with this Section. Any Sponsor/Exhibitor in violation of these policies shall be subject to immediate forfeiture of Sponsor/Exhibitor's right to use the Conference Registrant Lists, as determined by Show Management in its sole discretion.