



An Invitation to Support and Exhibit

The “10th Annual Medical Director Forum” has been designed to educate decision-makers on cutting-edge clinical updates that can impact large populations. During the conference, leading experts will discuss challenges and opportunities surrounding current health care issues.

This conference has been developed for medical directors and other physicians who manage large patient populations and/or their benefits worldwide. OptumHealth Education invites you to meet face-to-face with this influential audience of medical directors, medical management staff and managed care executives from across the country by exhibiting or providing support at this year’s event.

Estimated Attendance: 300-400

The attendance list from the 9th Annual Medical Director Forum is available upon request.

Medical Director Forum Access

Who qualifies for access to the Medical Director Forum?

- **OptumHealth Education (OHE) Diamond, Platinum and Gold Annual Supporters**—Access is included in your annual fee. Refer to your Letter of Agreement for details.
- **Supporters**—Access is included with support equal to or greater than \$7,500.
 - **Promotional Supporters**—Refer to pages 2–4 for details.
 - Promotional support less than \$7,500 can be used for additional conference attendance passes for annual supporters, general conference supporters and exhibitors in increments of \$2,500 each.
 - **General Conference Supporters**—Refer to page 5 for details.
- **Exhibitors**—Access is included in your exhibit fee of \$7,500. Refer to page 6 for details.

Contact Us

For information on support and exhibiting opportunities, please contact Heidi Leenay at 1-952-205-3074 or heidi.leenay@optumhealtheducation.com.

Promotional Support Opportunities

Promotional support is an excellent way to gain exposure with attendees. Following is a list of current opportunities, or we will work with you on a specific support package to help you achieve your awareness goals.

Dinner Sponsorship

\$15,000

Wednesday, November 2, 2016—Pre-Event Group Dinner

Includes:

- Conference attendance for 5 representatives
- One literature insert* (in conference tote bag)—**content must be approved by OHE*
- Priority exhibit space
- Priority logo recognition on conference materials and signage
- Event sponsorship signage
- Podium recognition
- Event recognition

Reception Sponsorship (2 available)

\$12,500

Wednesday, November 2, 2016

Thursday, November 3, 2016

Includes:

- Conference attendance for 4 representatives
- One literature insert* (in conference tote bag)—**content must be approved by OHE*
- Priority exhibit space
- Priority logo recognition on conference materials and signage
- Event sponsorship signage
- Podium recognition
- Event recognition

Lunch Sponsorship (2 available)

\$10,000

Thursday, November 3, 2016—Exhibit Hall Lunch

Friday, November 4, 2016

Includes:

- Conference attendance for 3 representatives
- One literature insert* (in conference tote bag)—**content must be approved by OHE*
- Priority exhibit space
- Priority logo on conference materials and signage
- Event sponsorship signage
- Podium recognition
- Event recognition

Promotional Support Opportunities

Social Responsibility Project

\$10,000

Your organization will assist OptumHealth Education in giving back to the community through a participatory Social Responsibility project that will take place throughout the conference. This is an attendee favorite!!

Includes:

- Conference attendance for 3 representatives
- One literature insert* (in conference tote bag)—**content must be approved by OHE*
- Inclusion in any post-event UnitedHealth Group recognition in Social Responsibility Newsletter/Websites
- Participation in project (as requested)
- Priority exhibit space
- Priority logo recognition on all conference materials and signage
- Podium recognition

Visibility Package (SOLD)

\$10,000

Logo placement on the following items to be provided to all attendees:

- Conference tote bag
- Name badge lanyard
- Portfolio with notepad and pen

Includes:

- Conference attendance for 3 representatives
- One literature insert* (in conference tote bag)—**content must be approved by OHE*
- Priority exhibit space
- Priority logo recognition on conference materials and signage
- Podium recognition

Conference Mobile App

\$8,000

As the sponsor your logo will be placed throughout the app as well as a banner ad highlighting your organization or products. This is a VERY “mobile” crowd who will appreciate this conference feature!

Includes:

- Conference attendance for 2 representatives
- One literature insert* (in conference tote bag)—**content must be approved by OHE*
- Priority exhibit space
- Priority logo recognition on all conference materials and signage
- Podium recognition

Promotional Support Opportunities

The following sponsorships do not qualify for access to the Medical Director Forum and/or exhibit space unless combined for a total of \$7,500 or more. They can be used for additional conference attendance passes for annual supporters, general conference supporters and exhibitors.

Continental Breakfast Sponsorship (2 available) \$5,000

Thursday, November 3, 2016

Friday, November 4, 2016

Includes:

- Conference attendance for 2 additional representatives (after exhibit fee)
- Logo recognition on all conference materials and signage
- Event sponsorship signage
- Podium recognition

Break Sponsorship (2 available) \$5,000

Includes:

- Conference attendance for 2 additional representatives (after exhibit fee)
- Logo recognition on all conference materials and signage
- Event sponsorship signage
- Podium recognition

Conference Wi-Fi (*The Hero's Sponsorship!!*) \$5,000

Includes:

- Conference attendance for 2 additional representatives (after exhibit fee)
- Logo recognition on all conference materials and signage
- Sponsorship recognition signage
- Podium recognition

Mobile Charging Station (*New this year!!*) \$5,000

Includes:

- Conference attendance for 2 additional representatives (after exhibit fee)
- Logo recognition on all conference materials and signage
- Sponsorship recognition signage
- Podium recognition

Promotional Support Application and General Conference Support

Support Application

Promotional support opportunities are available on a first-come, first-served basis by completing and returning the Support Application. Upon receipt of the online application and indication of payment method, an email will be sent confirming requested sponsorship item(s).

Promotional support must total \$7,500 or more for access to and/or exhibit space at the Medical Director Forum. Promotional support less than \$7,500 can be used for additional conference attendance passes for annual supporters, general conference supporters and exhibitors.

Support Application:*

www.optumhealtheducation.com/mdf2016-support-app

**This form is used by organizations applying for (1) Promotional Support or (2) General Conference Support.*

General Conference Support

General conference support is available for those individuals who would like to attend, but who are not able to exhibit at the *10th Annual Medical Director Forum*.

General Conference Support Fee

\$7,500

Includes:

- Full conference registration for 2 representatives to include:
 - Admission to Wednesday's dinner and reception. Thursday's reception includes exhibiting.
 - Admission to Thursday's CME sessions
 - Admission to sessions on Friday as deemed "open to public" (to be determined)
 - Accreditation and certificates of accreditation as requested
 - Conference materials
- Priority logo on all conference materials and signage
- Podium recognition

Support Application:*

www.optumhealtheducation.com/mdf2016-support-app

**This form is used by organizations applying for (1) Promotional Support or (2) General Conference Support.*

Exhibiting Opportunities

Meet face-to-face with this influential audience of medical directors, medical management staff and managed care executives from across the country by exhibiting at the *10th Annual Medical Director Forum*.

Exhibit Fee*

\$7,500

Includes:

- Full conference registration for 2 representatives to include:
 - Admission to Wednesday's dinner and reception. Thursday's reception includes exhibiting.
 - Admission to Thursday's CME sessions
 - Admission to sessions on Friday as deemed "open to public" (to be determined)
 - Accreditation and certificates of accreditation as requested
 - Conference materials
- Priority exhibit space
- Priority logo on conference materials and signage
- Podium recognition

Exhibit Hours:

Thursday, Nov. 5

11:45 a.m.–1:15 p.m. Exhibit Hall Luncheon

5:00–7:00 p.m. Evening Reception

Times subject to change.

Standard Booth Package:

- Tabletop booth space
- Draped 6' or 8' table
- Two chairs

**Exhibit space is included with Diamond, Platinum and Gold Annual Support; as well as Promotional Support totaling \$7,500 or more.*

Exhibit Application

Limited exhibit space is available on a first-come, first-reserved basis by completing and returning the Exhibit Space Application. Upon receipt of the online application and indication of payment method, an email confirmation will be sent.

Exhibit Space Application: www.optumhealtheducation.com/mdf2016-exhibit-app