

**Spotlight on St. Louis Children's Hospital and
Barnes-Jewish Hospital at Washington University Medical Center
June 1–2, 2011 • Eric P. Newman Education Center**

Exhibiting & Registration Information

Conference/Exhibit Venue

Eric P. Newman Education Center (EPNEC),
320 S. Euclid Ave., St. Louis, MO 63110
Exhibit Location: Atrium Lobby
Phone: (314) 747-MEET (6338)
Web site: <http://epnec.wustl.edu/default.aspx>

Exhibiting Fee

Exhibit space includes one skirted 6 ft. table. For fee information, refer to your conference support agreement or letter of invitation to exhibit.

Exhibit Space Application

Submit Exhibit Application. Review and complete the Application for Exhibit Space in its entirety. Return the signed form at least 30 days prior to the start of the conference.

Exhibitor Registration

Register On-site Representatives.

Go to www.optumhealtheducation.com/BJCSpotlight2011
All individuals at the exhibition and conference must register through the conference Web site. Exhibiting Assistant passes are provided for each exhibitor. You must identify your Exhibiting Assistant(s) during the registration process.

Exhibit Dates and Hours

Wednesday, June 1 7 a.m.–5:30 p.m.

Thursday, June 2 7 a.m.–3 p.m.

Exhibitors must check in at the Registration Desk to obtain credential and space assignment.

Exhibiting Requirements

Exhibit Setup and Dismantle. Exhibitors are responsible for set up and tear down of their display.

Set-up: Wed, June 1 6–7 a.m.; 8:30–9:30 a.m.

Please contact the Exhibit Manager to request an alternative set-up time.

Dismantle: Thurs, June 2 3–4 p.m.

Staffing. It is requested the exhibit be staffed during breaks, lunches, continental breakfasts, and the first hour of the reception.

Special Needs. Contact Christine or Jessica at EPNEC for any special needs, such as electricity and audiovisual equipment (see contact information section).

Exhibit Materials. All signs, displays and handouts are solely the responsibility of the Exhibitor. No designated security is provided. Exhibitor assumes all liability for its materials and property.

Shipping and Delivery

Shipping and delivery of materials to and from EPNEC is the responsibility of the Exhibitor. Packages will be accepted by EPNEC up to three business days prior to the event. To ensure proper delivery, include the following information on your packages:

Attn: Exhibitor's Name/Organization
Exhibitor's Phone Number
Hold for: 06/01/11 OptumHealth Spotlight Conference
Eric P. Newman Education Center
320 S. Euclid Ave.
St. Louis, MO 63110

The dock closes at 5 p.m. No pallets are accepted. Prearrange large shipments with Christine or Jessica at EPNEC (see contact information below).

Hotel Information

Hotel: Parkway Hotel
4550 Forest Park Avenue
St. Louis, MO 63108

Reservations: (314) 256-7777

Rate: \$119.00 single/double. Mention "Spotlight Optum Conference" to receive this special rate.

Room Block Release Date: May 6, 2011

Cancellations

If your company must cancel, prompt notification to the Exhibit Manager is requested.

Right of Refusal

OptumHealth, St. Louis Children's Hospital and Barnes-Jewish Hospital reserve the right to refuse exhibitor applications.

Contact Information

OptumHealth Education Exhibit Manager

LuAnne Ronning

Phone: (218) 834-6369

Fax: (414) 208-2656 OR (218) 834-5047

E-mail: luanne.ronning@optumhealth.com

EPNEC—Special Requests (e.g. AV, Delivery)

Phone: (314) 747-MEET (6338)

Christine Jochim, jochimc@wusm.wustl.edu

Jessica Schneider, schneiderj@wusm.wustl.edu

For complete conference details, including online registration and housing information, go to www.optumhealtheducation.com/BJCSpotlight2011.

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Exhibit Application

EXHIBITOR INFORMATION: (please type or print clearly)

Exhibiting Organization: _____

Exhibitor Contact Name: _____
(Company representative to receive all information regarding exhibits and the conference.)

Title: _____

Mailing Address: _____

City, State, Zip Code: _____

Phone: _____ E-mail (required): _____

List any probable Exhibitors you DO NOT wish to be near: _____

PAYMENT INFORMATION:

Refer to your Conference Support Agreement or Letter of Invitation to Exhibit.

PROMOTIONAL INFORMATION:

Organization Name for Conference Materials: _____

(Use upper and lower case letters exactly as you want your organization's name to appear in conference materials and signage.)

INSTRUCTIONS:

Instructions (refer to the Exhibiting Information sheet for fee information and exhibiting details):

(1) **Application:** Complete this form to apply for exhibit space. Submit the completed form at least thirty days prior to the start of the conference.

(2) **Registration:** All on-site representatives from your organization must register.

To register, go to: www.optumhealtheducation.com/BJCSpotlight2011

(3) **Right of Refusal:** OptumHealth, St. Louis Children's Hospital, and Barnes-Jewish Hospital reserve the right to determine eligibility of any applicant as an Exhibitor.

By signing this form, you agree: The Exhibitor assumes all responsibility for any and all loss, theft, or damage to exhibitor's displays, equipment and other property while on Eric P. Newman Education Center (EPNEC) premises, and hereby waives any claim or demand it may have against UnitedHealth Group, St. Louis Children's Hospital, Barnes-Jewish Hospital or EPNEC, or their affiliates, arising from such loss, theft, or damage.

In addition, the Exhibitor acknowledges that it is their sole responsibility to obtain appropriate insurance covering any losses by the Exhibitor.

You agree to comply with any instructions or other terms contained in other materials delivered to you concerning this exhibit.

Authorized Signature: _____ Date: _____

Application Due Date: May 3, 2011

For more information contact:

Exhibit Manager: LuAnne Ronning

Phone: (218) 834-6369

E-mail: luanne.ronning@optumhealth.com

3 Ways to Submit Your Application:

1) **E-Mail:** luanne.ronning@optumhealth.com

2) **FAX:** (414) 208-2656 OR (218) 834-5047

3) **MAIL:** Bethany Blauer

OptumHealth Education

MN010-S157

6300 Olson Memorial Highway

Minneapolis, MN 55427

Go to www.optumhealtheducation.com/BJCSpotlight2011
for conference information and registration.