

# 20th Annual National Conference

October 4–6, 2011  
Hyatt Regency  
Minneapolis



## Exhibitor & Sponsor Prospectus

OptumHealth's "20th Annual National Conference" has been designed to engage an audience of both clinical and nonclinical health care professionals from payer and employer organizations throughout the country. Our innovative agenda includes topics for health care professionals who manage patients and their care, as well as topics for industry professionals who work to address medical cost trends, the financial impact of new clinical technologies, and benefit-related aspects of health care.

This agenda will, of course, include the abundant networking opportunities for which the conference has come to be known!

Be sure to take advantage of the conference via display and/or sponsorship and meet face-to-face with this very unique audience of case managers, medical directors, medical management and administrative staff representing many of OptumHealth's payer and employer clients, as well as our leadership team and staff. As always—conference faculty are leading physicians, surgeons and thought leaders in the fields of transplantation, oncology, kidney disease, heart disease, physical health, disease management, consumerism, and health and well-being.

### **Who Exhibits**

- ❖ Centers of Excellence participating in an OptumHealth Care Solutions network program
- ❖ Pharmaceutical Companies
- ❖ Biotech Companies
- ❖ Specialty Pharmacies
- ❖ Home Health Care and Medication Management Companies
- ❖ Medical Device Companies
- ❖ Nonprofit organizations that assist patients with fundraising, education, etc.

### **Contacts**

#### **Exhibit Information:**

LuAnne Ronning  
Phone: (218) 834-6369  
Fax: (414) 208-2656  
E-Mail: [luanne.ronning@optumhealth.com](mailto:luanne.ronning@optumhealth.com)

#### **Sponsorship & Advertising Information:**

Bethany Blauer  
Phone: (763) 797-2834  
E-Mail: [bethany.blauer@optumhealth.com](mailto:bethany.blauer@optumhealth.com)

#### **Conference Web Site:**

Link to the conference Web site at  
<http://www.optumhealtheducation.com/anc2011>

#### **Official Service Contractor:**

Hubbell-Tyner  
Phone: (651) 917-2632  
Fax: (651) 917-2658  
Web Site: [www.hubbelltyner.com](http://www.hubbelltyner.com)

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# Past Exhibitors

## *OptumHealth's Annual National Conference previous exhibitors include:\**

Abbott  
Air Ambulance Specialists  
Albert Einstein Medical Center  
Allos Therapeutics  
Amgen  
Amylin  
Astellas Pharma US, Inc.  
Barnes-Jewish Hospital and Washington University  
School of Medicine  
Baylor University Medical Center  
Blood and Marrow Transplant Program at  
Northside Hospital  
Boehringer Ingelheim Pharmaceuticals  
Byram Healthcare  
Cedars-Sinai Comprehensive Transplant Center  
Centocor Ortho Biotech Services, LLC  
Cephalon Oncology  
Children's Hospital Boston  
Children's Hospital of Philadelphia, The  
Children's Hospital of Pittsburgh of UPMC  
Children's Hospital of Wisconsin  
Children's Medical Center  
Children's Organ Transplant Association  
Cincinnati Children's Hospital Medical Center  
City of Hope  
Clarian Transplant Center  
Cleveland Clinic  
Cook Children's Health Care System  
Coram Specialty Infusion Services  
Cord Blood Registry  
CV Therapeutics  
Daiichi Sankyo, Inc.  
Dana-Farber/Brigham & Women's Cancer Center  
Dana-Farber/Children's Hospital Cancer Care  
Eisai  
Emory Transplant & Winship Cancer Center  
Ethicon Endo-Surgery, Inc., a Johnson & Johnson  
Company  
Froedtert & Medical College of Wisconsin  
Genentech  
Genzyme  
Genzyme Genetics  
Georgetown University Hospital  
Gilead Sciences  
Henry Ford Hospital  
Indiana Blood & Marrow Transplantation (IBMT)  
InfuScience  
Johns Hopkins Hospital  
LifeSource, Organ and Tissue Donation  
Mayo Clinic  
Medical City Dallas Transplant  
Medication Management Systems, Inc.  
MedImmune, Inc.  
MedStar Transplant Institute at Georgetown  
University Hospital and Washington Hospital  
Center  
Memorial Sloan-Kettering Cancer Center  
Methodist Hospital  
Millennium: The Takeda Oncology Company  
National Comprehensive Cancer Network  
National Marrow Donor Program  
National Transplant Assistance Fund (NTAF)  
Nationwide Children's Hospital  
Nebraska Medical Center, The  
NUATC-Northwestern University Affiliated  
Transplant Centers  
Novartis Pharmaceuticals Corporation  
Ochsner Multi-Organ Transplant Institute  
Pfizer  
Piedmont Hospital Transplant Services  
Quest Diagnostics  
Roche Labs  
Roswell Park Cancer Institute  
Schering-Plough  
Seattle Cancer Care Alliance  
Shire Human Genetic Therapies  
St. Louis Children's Hospital  
St. Luke's Cooley Transplant Center  
Stanford Hospital & Clinics  
The University of Kansas Cancer Center  
UAB Health System  
University Medical Center, Tucson, Arizona  
University of Chicago Medical Center  
University of Illinois at Chicago  
University of Maryland Medical Center  
University of Minnesota Medical Center, Fairview  
University of Texas M.D. Anderson Cancer Center, The  
UT Southwestern Medical Center  
UW Health-UW Hospital & Clinics  
Vanderbilt Transplant Center

# GENERAL INFORMATION

## Location

**Hyatt Regency Minneapolis**  
1300 Nicollet Mall  
Minneapolis, MN 55403

## Standard Booth Space

As part of the exhibit fee, each Exhibitor receives:

- Two additional registrations to all sessions and events
- Two exhibitor badges allowing access to the exposition
- 8' deep x 10' wide booth space
- Standard pipe and drape setup including a back and side curtain
- One 8' draped table
- One 7" x 44" booth identification sign, if application is received prior to deadline
- Up to two chairs (*provided by hotel*)
- One wastebasket

Additional furnishings, equipment and services are at the exhibitor's expense and responsibility and may be ordered through the Official Service Contractor.

## Exhibiting Fee

### Booth:

Medical centers in an OptumHealth Care Solutions COE Network program — \$1,200  
All other exhibitors — Refer to your conference support agreement or letter of invitation to exhibit.

## Payment Schedule

Full payment of the exhibit fee must accompany the Exhibit Space Application to secure space. Payment may be made by credit card—American Express, MasterCard or VISA; check or money order (made payable to OptumHealth Education—Federal Tax ID is 30-0238641).

## Booth Assignment

Space assignments will be made based on the date of receipt of the completed application and full payment, with priority placement given to supporters. Applications must be received by Wednesday, Sept. 7 for inclusion in the Exhibit Guide and program materials. E-mail notification of booth assignments will be provided.

## Contact Name

Coordination of exhibiting at the 20<sup>th</sup> Annual National Conference (ANC) will be handled between OptumHealth and the contact designated on the Exhibit Space Application. It is the Exhibitor's responsibility to provide OptumHealth with legible, accurate contact information to ensure information is distributed to the correct individual.

## Exhibit Dates and Hours\*

In response to last year's attendee requests, exhibit hours are as follows:

**Tue., Oct. 4 5–7 p.m.**

**Wed., Oct. 5 7–8 a.m.; 1:00–1:30 p.m.; 5:30–7:30 p.m.**

Food and refreshments will be served during exhibit hours. All exhibit hours are unopposed.

## Exhibitor Registration Hours\*

**Tuesday, Oct. 4 7 a.m.–3:30 p.m.**

## Exhibitor Personnel Registration

All participants affiliated with exhibits must register for the event. A confirmation packet—including registration instructions—will be sent to the Exhibitor contact designated on the Exhibit Space Application. The registration deadline for exhibitor personnel is Friday, Sept. 16, 2011.

## Hotel Sleeping Room Reservations

American Express Business Travel is coordinating hotel reservations at the Hyatt Regency Minneapolis for this conference. To receive the conference discounted room rate of \$175 plus tax per night, contact the Meeting Desk at (800) 720-7893 by Sept. 7 and reference Meeting Number UHG04136. Advise the agent if you are not a UnitedHealth Group employee. You may also complete the hotel reservation form during the conference registration process.

## Cancellation

Notification of booth space cancellation must be received in writing on or before Wed., Sept. 7, to receive a refund of the exhibiting fee. No refunds will be made for cancellations received after Sept 7. In the event of cancellation, OptumHealth assumes no responsibility for having included the name of the canceled Exhibitor or description of their products in conference materials.

# RULES AND REGULATIONS

## ***Installation/Dismantling\****

### **Installation/Set Up:**

Tuesday, Oct. 4, 10:30 a.m.–3:30 p.m.

All exhibits must be fully installed by 3:30 p.m. No installation will be permitted after this time without prior authorization from exhibit management.

### **Dismantle/Tear Down:**

Wednesday, Oct. 5, 7:30–9:30 p.m.

No dismantling will be permitted before closing time without advance permission secured from authorized exhibit management.

## ***Booth Staffing***

Each Exhibitor is required to keep at least one attendant in the booth during official show hours. There will be approximately 5.5 hours designated for Exhibitors.

## ***Endorsement & Eligibility to Exhibit***

OptumHealth's acceptance of an Exhibitor does not constitute an endorsement of that organization's products or services. OptumHealth reserves the right to determine the eligibility of any company or product and/or service for inclusion in the exhibition.

## ***Conference Cancellation***

In the event fire, strikes, government regulations or other causes prevent the scheduled opening or continuance of this Conference, obligation for payment of the exhibiting fee shall be terminated. OptumHealth shall determine an equitable basis for the refund of such portion of expenditures and commitments already made.

## ***Fire and Safety Regulations***

The Exhibitor must comply with safety, fire and health ordinances that apply to the City of Minneapolis, State of Minnesota. All displays, exhibit materials and equipment must be reasonably located and protected by safety guards and fireproofing to prevent fire hazards and accidents. Electrical wiring must conform with all federal, state and municipal government requirements and to National Electrical Code Safety Rules.

## ***Electrical, Telephone, Internet and Audio Visual Requirements***

Complete information addressing utility and audio visual needs will be included in the Exhibitor Service Kit.

## ***Auxiliary Aids or Services***

In compliance with the Americans with Disabilities Act, OptumHealth wishes to ensure that no individual with a disability is excluded, denied services or otherwise treated differently from other individuals. Each Exhibitor shall be responsible for compliance within its exhibit space, including the provision of auxiliary aids and services needed.

## ***Liability***

Each Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to Exhibitor's displays, equipment and other property brought upon the premises of the Hotel, and shall indemnify and hold harmless OptumHealth, the Hyatt Regency Minneapolis, and any authorized representative, agent or employee of the forgoing of any and all losses, damages and claims from any cause whatsoever by reason of the use of occupancy of the exhibit space by the Exhibitor or his assigns. The Exhibitor must surrender space occupied by him in the same condition as it was at the commencement of occupation. If the Exhibitor's materials fail to arrive, the Exhibitor is nevertheless responsible for all amounts due hereunder. In holding the exposition, OptumHealth does not act as the agent of the Exhibitor, the Hyatt Regency Minneapolis, Hubbell-Tyner, or any other party. Claims against any party other than OptumHealth are to be submitted directly to the party involved.

## ***Insurance***

OptumHealth and the Hyatt Regency Minneapolis will not be liable for damage or loss to the Exhibitor's property through theft, fire, accidents or any other cause. OptumHealth will not assume liability for any injury that may occur to visitors, Exhibitors or their agents, employees or others. Exhibitor agrees to carry insurance in an amount adequate to cover any damages or loss, not less than fair market value that may occur to said property.

# EXHIBITOR SERVICES

## **Official Service Contractor**

All costs of shipping, cartage and handling are to be borne by the Exhibitor. The Official Service Contractor selected by OptumHealth will handle all the drayage from the drayage warehouse to the Exhibitor's booth; remove crates and empty cartons; return them at the end of the show; deliver packed goods to the loading dock of the hotel; and load the items onto transport vehicles for a "material handling fee."

All additional services required by Exhibitors, e.g., furniture, labor, floral arrangements, audiovisual equipment, electrical service, etc., should be ordered direct from the service contractor. Each Exhibitor will receive an Exhibitor Service Kit containing appropriate instructions and order forms. These additional services are not part of this agreement and must be ordered separately.

The Official Service Contractor designated by OptumHealth for the ANC is:

### **Hubbell-Tyner**

Address: 1810 Como Avenue, St. Paul, MN 55108

Phone: (651) 917-2632

Fax: (651) 917-2658

Web site: [www.hubbelltyner.com](http://www.hubbelltyner.com)

## **Exhibitor Service Kits**

Exhibitor Service Kits will be available online. The contact person designated on the Exhibit Space Application will receive notification on how to access the Service Kit. The Exhibitor Service Kit contains information and order forms for freight handling, furnishings, labor, audiovisual equipment, electrical and telephone services. Exhibit fees must be paid for access to the Exhibitor Service Kit.

## **Material Handling**

The Exhibitor will be responsible for all material handling charges. The Official Service Contractor will handle all the drayage from the drayage warehouse to the Exhibitor's booth; remove crates and empty cartons; return them at the end of the show; deliver packed goods to the loading dock of the hotel; and load the items onto transport vehicles.

The Exhibitor Service Kit will include information on material handling and shipping instructions.

## **Shipping**

Exhibitor agrees to ship, at his own risk and expense, all articles to be exhibited and agrees to conform to the rules for shipping as contained in the Exhibitor Service Kit. The Hyatt Regency Minneapolis does not have facilities for receiving and storing materials prior to the opening of the exposition. DO NOT ship equipment or displays to the Hotel directly. Detailed shipping instructions will be included in the Exhibitor Service Kit.

## **Utilities and Audio Visual Equipment**

Information and order forms for electrical, telephone and Internet service, as well as audio visual equipment will be provided in the Exhibitor Service Kit.

## **Furniture and Floor Coverings**

An 8' draped table will be provided as part of the standard booth set up. The ordering and cost of any additional tables, different size tables, or other furnishings are the responsibility of the Exhibitor and are available through the service contractor. Furniture order forms will be contained in the Exhibitor Service Kit.

The Exhibit Hall is fully carpeted. Exhibitors who desire additional carpeting may order it through the service contractor. A Carpet Order Form will be contained in the Exhibitor Service Kit.

## **Business Center**

OptumHealth does not operate a business center. Services such as copying, faxing, overnight mail, etc. may be handled at the Hyatt Regency Minneapolis.

## **Drawings**

Exhibitors conducting drawings should notify LuAnne Ronning via e-mail by Friday, Sept. 16 ([luanne.ronning@optumhealth.com](mailto:luanne.ronning@optumhealth.com)).

# PROMOTIONAL ACTIVITIES

## Promotion

OptumHealth will promote the exhibition and its value as educational and commercial opportunities through vehicles such as our conference Web site. Exhibiting organizations will be listed in the conference online proceedings and in materials distributed during *The 20th Annual National Conference*. Exhibitors are urged to supplement OptumHealth's promotion with their own preconference promotion.

## Exhibit Guide

The *Exhibit Guide* will be distributed to all attendees at the 20th ANC. It will include the exhibiting organization's name, booth number and a 75-word description of the company/product. The description is important as it describes what attendees might learn when they visit your booth and thus may increase your traffic. The description should be a brief and factual description of the products or services you will exhibit. Descriptions exceeding 75 words will be edited at the discretion of OptumHealth without final approval by the Exhibitor. Submit your company/organization's description to

[luanne.ronning@optumhealth.com](mailto:luanne.ronning@optumhealth.com), OR, if you'd prefer to wait until you've received your confirmation letter, instructions will be included. Your company/organization's description must be received electronically by Wednesday, Sept. 7 to ensure inclusion in the *Exhibit Guide*.

## Traffic Building Activities

To maximize attendee interaction with exhibitors, there will be a range of activities on the show floor, including a Welcome Reception and Exhibition Grand Opening Monday evening, a Dessert Reception Wednesday afternoon followed by a themed evening Reception. Details will be outlined in the confirmation packet.

Exhibitors are encouraged to increase traffic and promote attendance through the use of giveaways and drawings. Those Exhibitors wishing to hold a drawing are to notify LuAnne Ronning of their intent by Friday, Sept. 16. ([luanne.ronning@optumhealth.com](mailto:luanne.ronning@optumhealth.com)) All giveaway items from pharmaceutical, device and medical equipment industries should conform with the AMA Ethical Opinion on Gifts to Physicians (Opinion 8.061).

# ADDITIONAL MARKETING OPPORTUNITIES

## Conference Support

### Benefits

400-500 payer and employer professionals from across the country are expected to attend this year's National Conference in Minneapolis. Maximize your organization's visibility and recognition through marketing opportunities beyond the basic booth exhibits. Benefits of conference support include:

- Signage and/or banner(s) to highlight your contribution.

- Logo recognition on the conference Web site as a supporter.
- Link from the conference Web site to your organization's Web site.
- Acknowledgement in the Conference Materials.
- Recognition as a sponsor in the Exhibit Guide.
- Preferred placement in the exhibit hall.
- Contributor ribbons for your staff name badges.
- Recognition as a conference supporter within your exhibit booth, if applicable.

### Opportunities

#### Type of Support

#### Investment

#### Description

### PLATINUM LEVEL

**Additional benefits include: Three (3) additional complimentary conference registrations; premier name recognition and premium exhibit space; recognition as platinum sponsor during opening and closing remarks.**

**Grand Opening Reception (Tuesday)**

**SOLD**

Gain premier recognition and the greatest benefits as the host of the official Welcome Reception. As the sponsor, you will partner with OptumHealth to deliver a prestigious event. Music, activities, hors d'oeuvres and beverages provide the perfect ambiance for attendees to socialize and reacquaint themselves.

<u>Type of Support</u>	<u>Investment</u>	<u>Description</u>
Reception (Wednesday)	<b>SOLD</b>	Held Wednesday evening, this reception will be “the place to be” for conference attendees after sessions are concluded for the day. Your organization will be the Sponsor for this evening’s reception festivities!
<b>GOLD LEVEL</b>		<b>Additional benefits include: Two (2) additional complimentary conference registrations; preferred name recognition and exhibit placement; recognition as gold sponsor during opening and closing remarks.</b>
Facility Tour	<b>AT COST + \$500 SPONSOR FEE</b>	Take advantage of this opportunity to showcase your facility. Attendees can tour your center, meet with members of your team, and hear about your clinical programs.
Conference Tote Bag	<b>\$5,000</b>	Have your company logo carried home on the tote bags that are provided to all conference attendees at registration.
Conference Welcome Gift Basket	<b>SOLD</b>	Welcome conference attendees with a gift basket from your organization. <i>(Guestroom delivery optional—additional charge incurred.)</i>
Conference Portfolios	<b>\$5,000</b>	OptumHealth has “gone green” making note taking essential during the conference. Customized portfolios will help keep conference note taking highly functional and allow your company’s logo to be with attendees while in meetings or on the run during and after the event.
Conference T-Shirts	<b>\$4,000</b>	High-quality, cotton t-shirts with your company’s logo and the conference logo will be given to each attendee at registration.
<b>SILVER LEVEL</b>		<b>Additional benefits include: One (1) additional complimentary conference registration.</b>
Wellness Walk	<b>SOLD</b>	Join OptumHealth as a Health and Wellness Sponsor for the Annual Wellness Walk!! The 3-mile run/walk attracts approximately 75 conference attendees. Your sponsorship will reward participants with a t-shirt with your company’s logo, and provide a refreshment station at the “finish line.”
Water Bottles	<b>SOLD</b>	In support of OptumHealth’s “going green” effort, this water bottle—customized with your company’s logo—will be used over and over again throughout the conference as water will be provided to attendees via purified water dispensers instead of individual water bottles!
Exhibit Hall Java Station	<b>\$3,000</b>	Specialty coffee is popular and guests will recognize your organization as the host of this valued addition to the exhibit hall.
Name Badge Pouches	<b>SOLD</b>	Everyone will be wearing them! These name badge pouches offer guaranteed exposure throughout the conference and beyond. Customized with your company’s logo, the holders will feature a storage pocket to give attendees a hands-free way to carry their business cards, room key, credit card, etc.
CD Wallet	<b>\$2,500</b>	Customized with your company’s logo, these are the ideal storage solution for all kinds of compact discs, including the new media for the Annual National Conference participant materials. These holders ensure sponsorship visibility throughout the conference and beyond.
Mid-Conference Power Pack	<b>AT COST + \$500 SPONSOR FEE</b>	Rejuvenate attendees mid-conference with an energy-themed “power pack.” <i>(Guestroom delivery optional—additional charge incurred.)</i>
Going Home Basket	<b>AT COST + \$500 SPONSOR FEE</b>	Send conference attendees home with a travel basket, compliments of your organization.

<u>Type of Support</u>	<u>Investment</u>	<u>Description</u>
Conference Note Pads	<b>SOLD</b>	Letter-size, three-hole punched notepads are personalized with your company's logo and contact information. Conveniently located in the conference tote, these notepads provide sponsorship visibility throughout the conference and back at work.
Continental Breakfast Enhancement (2 opportunities)	<b>\$2,500</b>	Upgrade the traditional continental breakfast and welcome attendees as they begin their day with a full breakfast buffet, compliments of your organization.
Afternoon Break	<b>\$2,500</b>	Take advantage of this opportunity to gain name recognition in a casual setting when participants are networking.
Mid-Morning Coffee Break (2 opportunities)	<b>\$2,000</b>	Attendees will enjoy coffee, tea and other beverages during one of the morning coffee breaks.
Brain Boosters	<b>\$2 PER ITEM + \$500 SPONSOR FEE</b>	Your center's logo will be in front of attendees each day during general sessions. These brain boosters stimulate the mind and hands of attendees as they expand their professional knowledge.

### **BRONZE LEVEL**

Guestroom Key Cards (Hotel Room Key)	<b>\$1,500</b>	Attendees will carry your logo around with them throughout the conference with a personalized guestroom key card. Your company's logo and the conference logo will be imprinted on the front of each key card.
Conference Materials Web Site Home Page	<b>\$1,250</b>	OptumHealth has "gone green." As a result, this opportunity provides unique visibility for your organization! Your logo will be placed on the HOME screen of the conference materials Web site, which is visited by conference participants even before they set foot in Chicago—as well as during the conference and up to one year after the event.
Exhibit Guide Cover Logo	<b>\$1,250</b>	Stand out by placing your logo on the front cover of the <i>Exhibit Guide</i> . This booklet contains all the exhibition details and provides attendees with a quick reference to the conference schedule. A guide is placed inside each attendee's registration bag.
Conference Pens	<b>SOLD</b>	Help attendees take notes in style with quality pens imprinted with your organization's logo.
Registration Bag Insert (6 opportunities)	<b>\$500</b>	Reach every attendee as they arrive at registration. Your giveaway or advertisement will be placed in each attendee's conference tote. Items can be a CD of your products/services, marketing brochure or promotional items. All items must be approved by OptumHealth.

### **Advertising**

Advertising space is available in the 20<sup>th</sup> Annual National Conference Exhibit Guide. This 8 ½" x 5 ½" program is distributed to all conference participants to provide easy reference to the conference schedule and exhibiting information. Don't miss this exclusive opportunity to promote your product or service.

Outside Back Cover	<b>\$750</b>	Exclusive, Full-Page Ad
Inside Front Cover	<b>SOLD</b>	Exclusive, Full-Page Ad
Standard Placement	<b>\$250</b>	Full-Page Ad, standard placement throughout <i>Exhibit Guide</i>

### **Questions and More Information**

For information on the availability of these marketing opportunities or to discuss a new idea, contact Bethany Blauer at (763) 797-2834 or [bethany.blauer@optumhealth.com](mailto:bethany.blauer@optumhealth.com).



# CONTACT INFORMATION

## ***Host Organization***

### **OPTUMHEALTH EDUCATION**

Phone: (800) 847-2050

E-Mail: [education@optumhealth.com](mailto:education@optumhealth.com)

Address: MN010-S157  
6300 Olson Memorial Highway  
Minneapolis, MN 55427

Web site: [www.optumhealth.com](http://www.optumhealth.com)

Conference Web site can be accessed at:

<http://www.optumhealtheducation.com/anc2011>

## ***Headquarters Hotel***

### **HYATT REGENCY ON NICOLLET MALL**

1300 Nicollet Mall  
Minneapolis, MN 55403  
Phone: (612) 370-1234  
Fax: (612) 370-1233

Web site: [www.minneapolis.hyatt.com](http://www.minneapolis.hyatt.com)

## ***Exhibit & Marketing Team***

### **EXHIBITS**

LuAnne Ronning  
Phone: (218) 834-6369

E-Mail: [luanne.ronning@optumhealth.com](mailto:luanne.ronning@optumhealth.com)

### **CONFERENCE SPONSORSHIPS & ADVERTISING**

Bethany Blauer  
Phone: (763) 797-2834

E-Mail: [bethany.blauer@optumhealth.com](mailto:bethany.blauer@optumhealth.com)

## ***Official Service Contractor***

### **HUBBELL-TYNER**

1810 Como Avenue  
St. Paul, MN 55108  
Phone: (651) 917-2632  
Fax: (651) 917-2658

Web site: [www.hubbelltyner.com](http://www.hubbelltyner.com)

## Exhibitor Key Dates and Times

### IMPORTANT DEADLINES

#### JUNE 28, 2011

- Exhibitor Service Kit available to exhibitors

#### SEPTEMBER 7, 2011

- Application deadline for listing in Exhibit Guide and program materials
- Company/product description deadline for Exhibit Guide
- Hotel sleeping room reservation deadline
- Cancellation of exhibit space deadline for refund

#### SEPTEMBER 16, 2011

- Exhibitor personnel registration deadline
- Deadline for notification to conduct a booth drawing

Notify [luanne.ronning@optumhealth.com](mailto:luanne.ronning@optumhealth.com)

#### SEPTEMBER 26, 2011

- Discount deadline for optional booth furnishings and labor orders

#### SEPTEMBER 29, 2011

- Last day for shipments to arrive at the warehouse without surcharges

*Warehouse hours are Monday–Friday, 8:00 a.m.–4:30 p.m. CDT*

### EXHIBITOR SCHEDULE

#### TUESDAY, OCTOBER 4

- Exhibitor Registration: 7:00 a.m. to 3:30 p.m.
- Exhibitor Set-up: 10:30 a.m. to 3:30 p.m.
- Exhibit Hall Grand Opening Reception: 5:00 to 7:00 p.m.

#### WEDNESDAY, OCTOBER 5

- Continental Breakfast (Exhibits Open): 7:00 to 8:00 am.
- Exhibit Hall Dessert Reception: 1:00 to 1:30 p.m.
- Exhibit Hall Reception: 5:30 to 7:30 p.m.
- Exhibit Hall Drawings: 7:15 p.m.
- Exhibit Dismantle: 7:30 to 9:30 p.m.

## Exhibit Space 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:

Exhibit Fee:  \$1,200 — Center of Excellence Network Medical Center

Annual Supporter/Conference Supporter  
*(Refer to your conference support agreement for fee information.)*

Other Organization \$ \_\_\_\_\_  
*(Refer to letter of invitation for exhibit fee information.)*

Method of Payment:  Check payable to: OptumHealth Education  
*Federal Tax ID Number: 30-0238641*

Check Enclosed *(Payment is required for booth assignment.)*

Visa  MasterCard  American Express

Credit Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Print Cardholder's Name \_\_\_\_\_ Signature \_\_\_\_\_

### 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.)*

**Organization/Product Description:** A brief 75-word description of your company/product will be included in the *Exhibit Guide*, which will be distributed to all conference attendees. Descriptions must be submitted electronically by Wed., Sept. 7 to ensure inclusion in the *Exhibit Guide*. Submit your description to [luanne.ronning@optumhealth.com](mailto:luanne.ronning@optumhealth.com).

### INSTRUCTIONS:

(1) Organizations submitting applications and/or company/product descriptions after Sept. 7, 2011, may NOT be listed in the *Exhibit Guide* or program materials. (2) Payment must be received to secure exhibit space. Booth assignments will be based on the paid application receipt date. (3) A confirmation letter with instructions for registering on-site representatives will be e-mailed to the exhibiting contact listed above. Instructions for accessing the Exhibitor Service Manual—which includes shipping information and order forms—will be provided in your confirmation packet.

***I, the duly authorized representative of the exhibiting organization, on behalf of the said organization, subscribe and agree to all terms, conditions, authorizations and covenants obtained in the 20th Annual National Conference Exhibitor Prospectus and Exhibit Space Application, as well as any other rules and directives which at any time are issued by OptumHealth in connection with this Exposition.***

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

#### FOR MORE INFORMATION CONTACT:

LuAnne Ronning  
(218) 834-6369  
[luanne.ronning@optumhealth.com](mailto:luanne.ronning@optumhealth.com)

#### 3 WAYS TO SUBMIT YOUR APPLICATION:

*(Payment is required to secure booth space.)*

1) E-mail: [bethany.blauer@optumhealth.com](mailto:bethany.blauer@optumhealth.com)

2) Fax: (414) 721-0893

3) MAIL: Bethany Blauer  
OptumHealth Education  
Mail Route: MN010-S157  
6300 Olson Memorial Hwy  
Minneapolis, MN 55427

*(A mail service that provides tracking information is recommended.)*

#### FOR OFFICE USE ONLY:

Date application received: \_\_\_\_\_

Date exhibit fee received: \_\_\_\_\_

Date postmarked/faxed: \_\_\_\_\_