

**Updates on Oncology and Blood/Marrow Transplantation  
A Spotlight on Seattle Cancer Care Alliance  
The Westin Seattle • October 15–16, 2012**

**Exhibiting & Registration Information**

**Conference/Exhibit Venue**

The Westin Seattle • 1900 Fifth Avenue • Seattle, WA 98101  
Exhibit Location: Puget Sound Room, Lobby Level

**Exhibiting Fee**

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

**Exhibit Space Application**

**Event Supporters / Exhibitors**—Review and complete the Application for Exhibit Space in its entirety. Return the signed form to OptumHealth Education at least 30 days prior to the start of the conference. *Space is limited.*

**Annual Conference Supporters**—Please contact the Exhibit Manager at least 30 days prior to the start of the conference to reserve exhibit space. *Space is limited.*

**Exhibitor Registration**

**Register On-site Representatives.**

Go to [www.optumhealtheducation.com/scca2012](http://www.optumhealtheducation.com/scca2012)  
All individuals at the exhibition and conference must register through the conference Web site.

**Exhibit Dates and Hours**

Monday, October 15..... 7:00 a.m.–5:00 p.m.  
Tuesday, October 16 ..... 7:00 a.m.–3:30 p.m.  
*Exhibitors must check in at the Registration Desk to obtain credentials and space assignment.*

**Exhibiting Requirements**

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

Set-up: Monday, October 15 ..... 6–7 a.m.; 8:30–9:30 a.m.  
*Please contact the Exhibit Manager to request an alternative set-up time.*

Dismantle: Tuesday, October 16 .... 3:30–4:30 p.m.

**Staffing.** It is requested the exhibit be staffed during breaks, lunches, and continental breakfasts.

**Special Needs.** Exhibitor is responsible for any special requirements. Contact the Exhibit Manager for ordering information.

**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 The Westin Seattle is the responsibility of the Exhibitor. Packages will be accepted up to three business days prior to the event. To ensure proper delivery, address your packages as follows:

The Westin Seattle  
SCCA/OptumHealth Conference, 10/15/12  
<Exhibitor Name>/<Exhibiting Organization>  
1900 Fifth Ave.  
Seattle, WA 98101

**Hotel Information**

Hotel: The Westin Seattle, 1900 Fifth Ave.,  
Seattle, WA 98101

Reservations: Call (800) 228-3000 or go to  
<https://www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=1112156087&key=567DB>

Rate: \$189.00 single/double. For call-in reservations, mention “Seattle Cancer Care Alliance/OptumHealth Conference” to receive this special rate.

Room Block Release Date: Sept. 14, 2012

**Cancellations**

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

**Right of Refusal**

OptumHealth Education and Seattle Cancer Care Alliance reserve the right to refuse exhibitor applications.

**Contact Information**

OptumHealth Education Exhibit Manager  
LuAnne Ronning • p 218.834.6369 • f 612.234.0477  
E-mail: [luanne.ronning@optumhealtheducation.com](mailto:luanne.ronning@optumhealtheducation.com)

Seattle Cancer Care Alliance  
Network Office p 206.288.1066  
Email: [sccanet@seattlecca.org](mailto:sccanet@seattlecca.org)

