



## Exhibitor & Supporter Prospectus

Optum's "22nd 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.

The agenda includes multiple networking opportunities that designed to promote high energy and high traffic attendance for our supporters and exhibitors.

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 Optum'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, behavioral health, and health and well-being.

### **Who Exhibits**

Centers of Excellence network medical centers  
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  
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E-Mail: [luanne.ronning@optumhealtheducation.com](mailto:luanne.ronning@optumhealtheducation.com)

#### **Support & Advertising Information:**

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E-Mail: [bethany.severson@optumhealtheducation.com](mailto:bethany.severson@optumhealtheducation.com)

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

<http://www.optumhealtheducation.com/anc2013>

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

Hubbell-Tyner  
Exhibitor Service Representative: Mike Marigold  
Phone: (651) 280-4928  
Fax: (651) 917-2658  
E-mail: [mmarigold@hubbelltyner.com](mailto:mmarigold@hubbelltyner.com)  
Web Site: [www.hubbelltyner.com](http://www.hubbelltyner.com)

### **Table of Contents**

|  |           |
|--|-----------|
| Past Exhibitors.....                     | Page 2    |
| General Information.....                 | Page 3    |
| Rules and Regulations .....              | Page 4    |
| Exhibitor Services .....                 | Page 5    |
| Promotional Activities .....             | Page 6    |
| Support & Advertising Opportunities..... | Pages 6–9 |
| Contact Information.....                 | Page 9    |
| Key Dates and Times.....                 | Page 10   |
| Exhibit Space Application.....           | Page 11   |
| Support & Advertising Application .....  | Page 12   |

# Past Exhibitors

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

|   |  |
|---|--|
| Albert Einstein Medical Center  | Johns Hopkins Hospital, The  |
| Allos Therapeutics  | Johnson & Johnson Health Care Systems Inc.   |
| American Regent   | Loma Linda University Medical Center -   |
| Amgen   | Transplantation Institute  |
| Amylin Pharmaceuticals, Inc.  | Mayo Clinic  |
| Astellas Pharma US, Inc.  | Medical City Dallas Transplant   |
| Avanir Pharmaceuticals, Inc.  | MedStar Georgetown Transplant Institute  |
| Banner Good Samaritan Transplant Center   | Methodist J.C. Walter Jr. Transplant Center - Houston,                                     |
| Barnes-Jewish Hospital  | Texas  |
| Baylor Health Care System   | Millennium: The Takeda Oncology Company  |
| BioScrip  | National Comprehensive Cancer Network (NCCN)   |
| Blood and Marrow Transplant Program at Northside Hospital                                       | National Marrow Donor Program  |
| Boehringer Ingelheim Pharmaceuticals  | Nebraska Medical Center, The   |
| Byram Healthcare  | Novartis Pharmaceuticals Corporation   |
| CardioDx  | Novo Nordisk, Inc.   |
| Cedars-Sinai Medical Center-Comprehensive Transplant Center                                     | NUATC-Northwestern University Affiliated Transplant Centers                                |
| Celgene   | Ochsner Multi-Organ Transplant Institute   |
| Cephalon Oncology   | Optum  |
| Children's Healthcare of Atlanta  | Penn State Milton S. Hershey Medical Center  |
| Children's Hospital Boston  | Purdue Pharma L.P.   |
| Children's Hospital of Philadelphia, The  | Reckitt Benckiser  |
| Children's Medical Center   | Roche Diagnostics  |
| Children's Organ Transplant Association   | Roswell Park Cancer Institute  |
| Cincinnati Children's Hospital Medical Center   | Sanofi   |
| City of Hope National Medical Center  | Seattle Cancer Care Alliance   |
| Clarian Transplant Center   | Shire  |
| Cleveland Clinic Transplant Center  | St. Louis Children's Hospital  |
| Cook Children's Health Care System  | St. Luke's Cooley Transplant Center  |
| Coram Specialty Infusion Services   | Stanford Hospital & Clinics / Lucile Packard Children's Hospital                           |
| Cord Blood Registry   | Teva Oncology  |
| Daiichi Sankyo, Inc.  | The University of Kansas Hospital  |
| Dana-Farber/Brigham and Women's Cancer Center   | University of Alabama at Birmingham (UAB) Health System                                    |
| Dexcom, Inc.  | University of Chicago Medicine   |
| Dyax Corp.  | University of Illinois Hospital & Health Sciences System                                   |
| Eisai Inc.  | University of Minnesota Medical Center/University of Minnesota Amplatz Children's Hospital |
| Emory Transplant Center and Winship Cancer Institute of Emory University                        | UW Health – University of Wisconsin Transplant Program                                     |
| Evercare Hospice & Palliative Care  | Valeritas  |
| Fred Hutchinson Cancer Research Center's Transplant Program at the Seattle Cancer Care Alliance | Vanderbilt Transplant Center   |
| Froedtert Hospital and The Medical College of Wisconsin   | XDx, Inc.  |
| Genentech & Roche Diagnostics Corporation   |  |
| Genzyme   |  |
| Gilead Sciences   |  |
| Hazelden Foundation   |  |
| HeartWare, Inc.   |  |
| HelpHOPELive (formerly NTAF)  |  |
| Henry Ford Hospital   |  |
| Indiana Blood and Marrow Transplantation (IBMT)   |  |
| International Transplant Nurses Society   |  |

# GENERAL INFORMATION

## Location

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

## Standard Booth Space

As part of the exhibit fee, each Exhibitor receives:

- Four additional registrations to all sessions and events Booth staff badges will not be available.
- 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" one-line booth identification sign, if application is received prior to deadline
- Up to two chairs (*provided by hotel*)
- One wastebasket
- Free 75-word description of your organization in the *Exhibit Guide*

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

## Exhibiting Fee

Medical centers in an Optum COE Network program — \$1,000 **2013 REDUCED RATE!**  
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 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 Friday, Aug. 23 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 22<sup>nd</sup> Annual National Conference (ANC) will be handled between OptumHealth Education and the contact designated on the Exhibit Space Application. It is the Exhibitor's responsibility to provide OptumHealth Education

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:

Tues., Sept. 24.....5–7 p.m.  
Wed., Sept. 25 ..... 11:30 a.m.–1 p.m.; 5–6:30 p.m.

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

## Exhibitor Registration Hours\*

Tues., Sept. 24..... 7:30 a.m.–3:30 p.m.

## Exhibitor Personnel Registration

All participants affiliated with exhibits must register for the event. Exhibit-only registration badges will not be provided. A confirmation packet—including registration instructions—will be sent to the Exhibitor contact designated on the Exhibit Space Application.

## Hotel Sleeping Room Reservations

A limited block of rooms are being offered at a special group room rate of \$182 plus tax per night at the *newly renovated* Hyatt Regency Minneapolis until Friday, Aug. 30, 2013, based on availability.

The preferred reservation method is online. A dedicated reservation Web site is available for this conference to allow you to make, modify or cancel your hotel reservation online, as well as take advantage of other services offered by the hotel.

Online Hotel Reservations:

<https://resweb.passkey.com/go/optumhealth2013>

Call-In Hotel Reservations:

Toll-Free: (888) 421-1442

Important Note: For call-in reservations, you must mention "Optum" to ensure access to our special group rate!

## Cancellation

Notification of booth space cancellation must be received in writing on or before Friday, Aug. 30, to receive a refund of the exhibiting fee. No refunds will be made for cancellations received after Aug. 30. In the event of cancellation, OptumHealth Education 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:**

Tues., Sept. 24, 7:30 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:**

Wed., Sept. 25, 6:30–9 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 hours designated for Exhibitors.

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

OptumHealth Education's acceptance of an Exhibitor does not constitute an endorsement of that organization's products or services. OptumHealth Education 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 Education 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 Education, 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 Education does not act as the agent of the Exhibitor, the Hyatt Regency Minneapolis, The Meetinghouse Companies, or any other party. Claims against any party other than OptumHealth Education are to be submitted directly to the party involved.

## ***Insurance***

OptumHealth Education 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 Education 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**

2110 Old Hwy 8 NW  
New Brighton, MN 55112

Phone: (651) 917-2632

Fax: (651) 917-2658

Exhibitor Service Representative: Mike Marigold

Direct: (651) 280-4928

E-Mail: [mmarigold@hubbelltyner.com](mailto:mmarigold@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 Education 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 Thurs., Sept. 19, at [luanne.ronning@optumhealtheducation.com](mailto:luanne.ronning@optumhealtheducation.com).

# PROMOTIONAL ACTIVITIES

## Promotion

OptumHealth Education 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 22nd Annual National Conference. Exhibitors are urged to supplement OptumHealth Education's promotion with their own preconference promotion.

## Exhibit Guide

An *Exhibit Guide* will be distributed to all attendees at the 22nd ANC. A booth package includes a 75-word description of your company/product in the *Exhibit Guide*. 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 Education without final approval by the Exhibitor. Submit your company/organization's description to

[luanne.ronning@optumhealtheducation.com](mailto:luanne.ronning@optumhealtheducation.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 Friday, Aug. 23 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 & Exhibition Grand Opening on Tuesday, and on Wednesday an Exhibit Hall Luncheon and an evening Closing 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 Thursday, Sept. 19. ([luanne.ronning@optumhealtheducation.com](mailto:luanne.ronning@optumhealtheducation.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).

# SUPPORT AND ADVERTISING OPPORTUNITIES

## Conference Support

### Benefits

More than 600 payer and employer professionals from across the country are expected to attend this year's "22<sup>nd</sup> Annual 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) on site at the event 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 supporter in the *Exhibit Guide*—provided to all participants
- Preferred placement in the exhibit hall.
- Contributor ribbons for your staff name badges.
- Recognition as a conference supporter within your exhibit booth, if applicable.

June 5, 2013

### Opportunities

| Type of Support                        | Investment      | Description  |
|--|-----------------|--|
| <b>PLATINUM LEVEL</b>                  |                 | <b>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.</b>   |
| <b>Reception<br/>(2 opportunities)</b> | <b>\$15,000</b> | Gain premier recognition and the greatest benefits as the host of one of the well-attended evening receptions. As a reception sponsor, you will partner with Optum to deliver a prestigious event. Hors d'oeuvres, beverages and activities provide the perfect ambiance for attendees to socialize and reacquaint themselves. |

| <u>Type of Support</u>           | <u>Investment</u>                  | <u>Description</u>   |
|----------------------------------|------------------------------------|--|
| <b>GOLD LEVEL</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>             | <b>SOLD</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.   |
| <b>Conference Tote Bag</b>       | <b>\$5,000</b>                     | Receive high-profile, enduring visibility as your company logo is carried throughout the conference and home on the Optum tote bags provided to all attendees at registration.   |
| <b>Welcome Gift</b>              | <b>AT COST + \$500 SPONSOR FEE</b> | Leave a lasting impression by welcoming conference attendees with a gift from your organization. The gift can be handed out at registration or delivered to guestrooms. (Additional charge incurred for guestroom delivery.)   |
| <b>Conference Portfolios</b>     | <b>\$5,000</b>                     | Optum 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.  |
| <b>Wi-Fi</b>                     | <b>\$5,000</b>                     | Be recognized as the source for providing Wi-Fi access to attendees in the general session and ballroom foyer area.  |
| <b>CD Wallet</b>                 | <b>\$5,000</b>                     | Customized with your company’s logo, these are the ideal storage solution for all kinds of compact discs, including the media for the Annual National Conference participant materials. These holders ensure sponsorship visibility throughout the conference and beyond.  |
| <b>Water Tumblers</b>            | <b>\$5,000</b>                     | In support of Optum’s “going green” effort, this water tumbler—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!  |
| <b>Conference T-Shirts</b>       | <b>\$4,500</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>              |                                    | Additional benefits include: One (1) additional complimentary conference registration.   |
| <b>Wellness Walk</b>             | <b>\$3,000</b>                     | Join OptumHealth Education as a health and wellness sponsor for the Annual Wellness Walk! Conference attendees will start their morning with a three-mile walk or run down the famed Nicollet Mall and along the historic Mississippi riverfront. Your sponsorship will reward participants with a t-shirt with your company’s logo, and provide a refreshment station at the “finish line.” |
| <b>Name Badge Pouches</b>        | <b>\$2,500</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.   |
| <b>Mid-Conference Power Pack</b> | <b>AT COST + \$500 SPONSOR FEE</b> | Rejuvenate attendees mid-conference with an energy-themed “power pack.” (Guestroom delivery optional—additional charge incurred.)  |
| <b>Going Home Basket</b>         | <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>  |
|--|-------------------|---|
| <b>Conference Note Pads</b>                                    | <b>\$2,500</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.  |
| <b>Continental Breakfast Enhancement<br/>(3 opportunities)</b> | <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.   |
| <b>Afternoon Break</b>   | <b>\$2,500</b>    | Take advantage of this opportunity to gain name recognition in a casual setting when participants are networking.   |
| <b>Brain Boosters</b>  | <b>\$2,500</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.  |
| <b>Mid-Morning Coffee Break (2 opportunities)</b>              | <b>\$2,000</b>    | Attendees will enjoy coffee, tea and other beverages during one of the morning coffee breaks.   |
| <b>BRONZE LEVEL</b>  |                   |   |
| <b>Guestroom Key Cards<br/>(Hotel Room Key)</b>                | <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.  |
| <b>Conference Pens</b>   | <b>\$1,500</b>    | Help attendees take notes in style with quality pens imprinted with your organization's logo.   |
| <b>Conference Materials<br/>Web Site Home Page</b>             | <b>\$1,250</b>    | Take advantage of this unique opportunity to display your organization's logo (including linked URL) on the home screen of the electronic conference materials. This Web site is visited by conference participants even before they arrive in Minneapolis—as well as during the conference and up to one year after the event. |
| <b>Exhibit Guide Cover<br/>Logo</b>                            | <b>\$1,250</b>    | Stand out by placing your logo on the front cover of the Exhibit Guide. 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.   |
| <b>Registration Bag Insert<br/>(6 opportunities)</b>           | <b>\$1,000</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 Education.   |

## ***Advertising***

Advertising space is available in the 22<sup>nd</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.

|                           |                |   |
|---------------------------|----------------|---|
| <b>Outside Back Cover</b> | <b>\$1,000</b> | Exclusive, Full-Page Ad   |
| <b>Inside Front Cover</b> | <b>\$750</b>   | Exclusive, Full-Page Ad   |
| <b>Inside Back Cover</b>  | <b>\$500</b>   | Exclusive, Full-Page Ad   |
| <b>Standard Placement</b> | <b>\$250</b>   | Full-Page Ad, black and white ad will have standard placement throughout <i>Exhibit Guide</i> |



## ***Support & Advertising Application***

Sponsorship and advertising opportunities are available on a first-come, first-reserved basis by completing and returning the Sponsorship Application. Upon receipt of the application and indication of payment method, an e-mail will be sent confirming requested sponsorship item(s).

## ***Questions and More Information***

For information on the availability of these conference support and advertising opportunities or to discuss a new idea, contact Bethany Severson at (763) 797-2834 or [bethany.severson@optumhealtheducation.com](mailto:bethany.severson@optumhealtheducation.com).

# **CONTACT INFORMATION**

## ***Host Organization***

### **OPTUMHEALTH EDUCATION**

Phone: (800) 847-2050

E-Mail: [moreinfo@optumhealtheducation.com](mailto:moreinfo@optumhealtheducation.com)

Address: MN010-S157

6300 Olson Memorial Highway  
Minneapolis, MN 55427

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

Conference Web site/Registration:

<http://www.optumhealtheducation.com/anc2013>

## ***Headquarters Hotel***

### **HYATT REGENCY MINNEAPOLIS**

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)

Group Reservations:

<https://resweb.passkey.com/go/optumhealth2013>

(888) 421-1442—Mention 'Optum' for the special rate.

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

### **EXHIBITS**

LuAnne Ronning

Phone: (218) 834-6369

Fax: (612) 234-0477

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

### **CONFERENCE SUPPORT & ADVERTISING**

Bethany Severson

Phone: (763) 797-2834

Fax: (612) 234-0925

E-Mail: [bethany.severson@optumhealtheducation.com](mailto:bethany.severson@optumhealtheducation.com)

## ***Official Service Contractor***

### **HUBBELL-TYNER**

Exhibitor Service Representative: Mike Marigold,

Phone: (651) 280-4928

Fax: (651) 917-2658

E-mail: [mmarigold@hubbelltyner.com](mailto:mmarigold@hubbelltyner.com)

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

**Exhibitor Key Dates and Times****IMPORTANT DATES & DEADLINES****JUNE 14, 2013**

- ☐ Exhibitor Service Kit available to exhibitors.  
<http://optumhealtheducation.com/anc2013/exhibit-and-sponsorship-information>

**AUGUST 23, 2013**

- ☐ Application deadline for listing in Exhibit Guide and program materials
- ☐ Company/product description deadline for Exhibit Guide

**AUGUST 30, 2013**

- ☐ Hotel sleeping room reservation deadline
- ☐ Cancellation of exhibit space deadline for refund

**SEPTEMBER 13, 2013**

- ☐ Show discount price deadline. Order forms must be received by Hubbell-Tyner.

**SEPTEMBER 19, 2013**

- ☐ 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*
- ☐ Deadline for notification to conduct a booth drawing  
Notify [luanne.ronning@optumhealtheducation.com](mailto:luanne.ronning@optumhealtheducation.com)

**EXHIBITOR SCHEDULE****TUESDAY, SEPTEMBER 24**

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

**WEDNESDAY, SEPTEMBER 25**

- Exhibit Hall Luncheon: 11:30 a.m. to 1 p.m.
- Exhibit Hall Reception: 5 to 6:30 p.m.
- Exhibit Hall Drawings: 6:15 p.m.
- Exhibit Dismantle: 6:30 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: ☐ \$1,000 — Center of Excellence Network Medical Center **2013 Reduced Fee!**☐ 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 Aug. 23 to ensure inclusion in the *Exhibit Guide*. Submit your description to [luanne.ronning@optumhealtheducation.com](mailto:luanne.ronning@optumhealtheducation.com).

**INSTRUCTIONS:**

(1) Organizations submitting applications and/or company/product descriptions after Aug. 23, 2013, 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 22nd 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 Education in connection with this Exposition.**

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

**FOR MORE INFORMATION CONTACT:**

LuAnne Ronning

(218) 834-6369

[luanne.ronning@optumhealtheducation.com](mailto:luanne.ronning@optumhealtheducation.com)**3 WAYS TO SUBMIT YOUR APPLICATION:**

(Payment is required to secure booth space.)

**1) E-mail:** [bethany.severson@optumhealtheducation.com](mailto:bethany.severson@optumhealtheducation.com)**2) Fax:** (612) 234-0925**3) MAIL:** Bethany Severson, MN010-S157OptumHealth Education  
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: \_\_\_\_\_

## SPONSORSHIP APPLICATION

Sponsorships are available on a first-come, first-reserved basis by completing and returning this Sponsorship Application. Upon receipt of the application and indication of payment method, an e-mail will be sent confirming requested sponsorship item(s).

Sponsoring Organization: \_\_\_\_\_

Organization Contact: Name: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone Number: \_\_\_\_\_

### OPPORTUNITIES

Check the box for the sponsorship opportunity you are requesting.

#### Platinum Level

☐ Reception \$15,000

#### Gold Level

☐ Facility Tour **SOLD**

☐ Conference Tote Bag \$5,000

☐ Welcome Gift \$500 (+cost)

☐ Conference Portfolios \$5,000

☐ Wi-Fi \$5,000

☐ CD Wallet \$5,000

☐ Water Tumblers \$5,000

☐ Conference T-Shirts \$4,500

#### Silver Level

☐ Wellness Walk \$3,000

☐ Name Badge Pouches \$2,500

☐ Mid-Conference Power Pack \$500 (+cost)

☐ Going Home Basket \$500 (+cost)

☐ Conference Note Pads \$2,500

☐ Continental Breakfast Enhancement \$2,500

☐ Afternoon Break \$2,500

☐ Brain Boosters \$2,500

☐ Mid-Morning Coffee Break \$2,000

#### Bronze Level

☐ Guestroom Key Cards \$1,500

☐ Conference Pens \$1,500

☐ Conference Materials Web Site Home Page \$1,250

☐ Exhibit Guide Cover Logo \$1,250

☐ Registration Bag Insert \$1,000

#### Advertising

☐ Exhibit Guide Ad (Outside Back Cover) \$1,000

☐ Exhibit Guide Ad (Inside Front Cover) \$750

☐ Exhibit Guide Ad (Inside Back Cover) \$500

☐ Exhibit Guide Ad (Standard) \$250

### METHOD OF PAYMENT

#### ☐ Check Payment

Make check payable to: **OptumHealth Education**

Federal Tax ID: 30-0238641

Mail payment to: OptumHealth Education  
 ATTN: Bethany Severson  
 MN010-S157  
 6300 Olson Memorial Highway  
 Minneapolis, MN 55427

#### ☐ Credit Card Payment

☐ Visa

☐ MasterCard

☐ American Express

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Print Cardholder's Name: \_\_\_\_\_

I authorize and acknowledge all of the aforementioned charges will be posted to my credit card in the form of full payment for the items designated above.

Signature of Cardholder: \_\_\_\_\_

Date: \_\_\_\_\_

*Sponsor agrees to pay above indicated sponsorship and/or advertising amount. Payment in full is due within 45 days upon receipt of application or OptumHealth Education reserves the right to withdraw the sponsorship.*

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

Date: \_\_\_\_\_