

Exhibiting & Registration Information

Exhibiting Fee — \$7,500

Exhibit fees include:

- Complimentary conference attendance for two (2) representatives
- Table top booth space during the Thursday, Nov. 7 lunch and evening reception
- Draped 6' or 8' table
- Attendance to Thursday's educational sessions (CME/ACPE credit available)
- Attendance to Wednesday evening's welcome reception and dinner
- Attendance to business sessions on Friday as deemed "open to public" (to be determined)
- Accreditation as required
- Conference materials

Exhibit Space Application

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. Submit early; last year's expo sold out!

Exhibitor Registration

Register online at

<http://www.optumhealtheducation.com/mdf2013>

All individuals at the exhibition and conference must register through the conference Web site.

Exhibit Date and Hours

Thursday, Nov. 7.....11:30 a.m.—1 p.m. and 5 p.m.—7 p.m.
Food and refreshments will be served during open exhibit times.

Exhibiting Requirements

Exhibit Setup and Dismantle. Exhibitors are responsible for set up and tear down of their display. Displays can be assembled starting at 7 a.m. Thursday, and must be dismantled by 7:30 p.m. Thursday.

Staffing. It is requested the exhibit be staffed throughout the open exhibit time.

Special Needs. Exhibitor is responsible for any special requirements. Complete and submit the applicable Order Form for AV, electrical and Internet requirements. Contact the Exhibit Manager for other requests.

Exhibit Materials. All signs, displays and handouts are solely the responsibility of the Exhibitor. OptumHealth Education and the Hilton Austin are not responsible for the security of items in the exhibit area.

Shipping

Shipping of materials to and from the hotel is the responsibility of the Exhibitor. Packages will be accepted by the hotel if received within 3 business days of the conference. To ensure proper delivery, include the following information on your packages:

1. Hold for Arrival
Attn: Exhibitor's Name/Organization
Optum Conference
Arrival Date: 11/7/13
2. Address package as follows:
Hilton Austin
Attention: Norman Coopee, Asst Director of Events
500 E. 4th Street
Austin, TX 78701
Box ____ of ____

Submit the following exhibit shipment tracking information to luanne.ronning@optumhealtheducation.com :

- ☐ Shipping Vendor (FedEx, UPS, etc.):
- ☐ Tracking No.(s):
- ☐ # of Items Shipped

Hotel Information

Hotel: Hilton Austin, 500 E. 4th Street, Austin, TX 78701

Reservations:

Online: [Hilton Austin Group Reservations](#)

Phone: (800) 236-1592; mention "Optum's 7th Annual Medical Director Forum" to receive the discounted group rate.

Rate: \$219.00 single/double.

Room Block Release Date: October 15, 2013

Cancellations

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

Right of Refusal

OptumHealth Education reserves the right to refuse conference registration, attendance and exhibitor applications.

Contact Information

Exhibit Manager: LuAnne Ronning

Phone: (218) 834-6369 • Fax: (612) 234-0477

E-mail: luanne.ronning@optumhealtheducation.com

7th Annual Medical Director Forum November 7, 2013 • Hilton Austin

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:

Exhibit Fee: ☐ Event Supporter / Exhibitor⁽¹⁾ \$ _____

(Refer to your letter of invitation for exhibit fee information.
Complete the Method of Payment section below.)

☐ Diamond, Platinum or Gold Annual
OptumHealth Education Supporter \$ N/A

Method of Payment: ☐ Check payable to: OptumHealth Education (Federal Tax ID: 30-0238641)

☐ Credit Card
☐ 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.)

INSTRUCTIONS: (Refer to the Exhibiting Information sheet for fee information and exhibiting details.)

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

(2) **Registration:** All on-site representatives from your organization must register. Refer to your Support Agreement for the number of complimentary registrations available to your organization. Register at <http://www.optumhealtheducation.com/mdf2013>

(3) **Right of Refusal:** OptumHealth Education reserves 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 Hilton Austin premises, and hereby waives any claim or demand it may have against OptumHealth Education and Hilton Austin, or their affiliates, arising from such loss, theft, or damage.

In addition, the Exhibitor acknowledges that OptumHealth Education does not maintain insurance covering Exhibitor's property. It is the sole responsibility of the Exhibitor 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: October 7, 2013

Contact Us:

E-Mail: moreinfo@optumhealtheducation.com

Conference Web Site:

<http://www.optumhealtheducation.com/mdf2013>

3 Ways to Submit Your Application:

FAX: (612) 234-0477

E-MAIL: luanne.ronning@optumhealtheducation.com

MAIL: Bethany Severson, MN010-S157

OptumHealth Education
6300 Olson Memorial Highway
Minneapolis, MN 55440-9472

(1) The Exhibition is open to OptumHealth Education sponsors/conference supporters, and other invited guests. If you check the Event Supporter/Exhibitor category and have not received an invitation to exhibit, please e-mail moreinfo@optumhealtheducation.com to request authorization.



500 East 4th Street, Austin, TX 78701
Email: jmueller@psav.com

Audio/Visual Dept Phone: 512-682-2879
Fax: 512-320-0562

Exhibitor Audio/Visual Order Form

Convention Name:

Exhibitor Company:	Booth Number:
Onsite Contact:	Email:
Address:	City/State:
Zip:	Country:
Phone:	FAX:

Equipment	Cost:		Qty.	Days	Total
	Day Rate	Show Rate			
LCD Projectors	\$445.00	\$890.00			
Platinum Display Package-42"monitor & DVD player	\$565.00	\$1,130.00			
Gold Display Package-32"Monitor & DVD player	\$440.00	\$880.00			
VHS Player/Recorder	\$70.00	\$140.00			
DVD Player	\$70.00	\$140.00			
Compact Disc Player	\$70.00	\$140.00			
Laptop Computer with Office	\$230.00	\$460.00			
LED Uplight	\$70.00	\$140.00			
Post-It® Endless Easel Pad Package,	\$80.00	NA			
20" Flatscreen Monitor	\$200.00	\$400.00			
32" LCD Monitor- Floor Stand at Additional Cost	\$235.00	\$470.00			
42" Plasma Monitor- Floor Stand at Additional Cost	\$360.00	\$720.00			
50" Plasma Monitor- Floor Stand at Additional Cost	\$550.00	\$1,100.00			
Tripod Screen 6' 8'	\$65.00	\$130.00			
Small PA w/ (1) Speaker and (1) wired microphone	\$250.00	\$500.00			
Floor Stand for Plasma Displays	\$105.00	\$105.00			
If you need something not on the list, please call 512.682.2879 for prices.					
					Sub Total (taxable)
Drop off date/time:	22% Service Charge (taxable)				
Pick up date/time:	Sub Total				
					8.25% State Sales Tax
					Total

Please include the date(s) for your order as well as drop off and pick up times.

Billing

Direct billing requires pre approval. Please call for application.

Room Charge (only if staying with the Hilton Austin Hotel)	
Hotel Master Account Number #	
Check	Credit Card

Card #:

Exp. Date:

Name as it appears on card:

Signature:

You must be present in the booth at delivery to accept and secure equipment. Please return a copy of this form with payment one-week prior to delivery date.



500 East 4th Street, Austin, Texas 78701
Phone: (512) 482-8000 Fax: (512) 682-2789

Electrical & Rigging Service Form- Return at least two weeks (14 days) prior to your event

Client Name:	_____	Event Name:	_____
Telephone:	_____	Dates:	_____
Email:	_____	Hotel Contact:	_____
Meeting Room:	_____	Booth #:	_____
Set-Up Date(s):	_____	Time:	_____

Electrical Charges

Quantity	Item	Rate	# Days	Total \$
	20 amp/120V outlet – per day	\$85.00		
	20 amp/208V, single phase – Day 1	\$125.00		
	20 amp/208V, single phase – each per additional day	\$90.00		
	20 amp/208V, three phase – Day 1	\$200.00		
	20 amp/208V, three phase – each per additional day	\$100.00		
	30 amp/120V outlet – per day	\$130.00		
	30 amp/208V, single phase – Day 1	\$175.00		
	30 amp/208V, single phase – each per additional day	\$125.00		
	30 amp/208V, three phase – Day 1	\$200.00		
	30 amp/208V, three phase – each per additional day	\$150.00		
	60 amp/208V, three phase – Day 1	\$255.00		
	60 amp/208V, three phase – each per additional day	\$205.00		
	100 amp/208V, three phase – Day 1	\$675.00		
	100 amp/208V, three phase – each per additional day	\$425.00		
	200 amp/208V, three phase – Day 1	\$995.00		
	200 amp/208V, three phase – each per additional day	\$475.00		
	400 amp/208, three phase – Day 1	\$1,400.00		
	400 amp/208, three phase – each per additional day	\$1,000.00		
	Extension Cord – Flat Fee	\$50.00	N/A	
	Power Strip – Flat Fee	\$50.00	N/A	
	Subtotal			

Note that day one charges above include a one time installation fee for the designated circuits.

A dedicated quad box allows maximum output of 2000 watts, 120 volts

Banner Hanging

_____ hours @ \$40.00 hour/per man = _____
(Minimum of 1 hour)

Rigging Points (Coordinate with PS-AV Representative)

_____ @ \$75.00 per point = _____

Total:	\$
Sales Tax (8.25%):	\$
Grand Total:	\$



GENERAL INFORMATION

Exhibitor or meeting room power may not utilize any existing wall, column or other existing permanent utility outlets. These are for the sole use of the hotel and are not included in your rental space. Under no circumstances shall anyone other than a qualified hotel electrician place any electrical connections. The Director of Property Operations has the authority to refuse connections where wiring or extension cords constitute a fire hazard. All materials and equipment furnished by Hilton Austin will remain the property of Hilton Austin. MAXIMUM WATTAGE FOR ANY OUTLET MAY NOT EXCEED 2000 WATTS.

SPECIAL SERVICES

Special requirements not listed will require the approval of the Director of Property Operations. In those instances where your needs are not itemized in the list on the first page of this document, please describe your requirements and we will do our best to provide power to meet your needs. Please be advised that all prices are subject to change without notice.

In the instance that AV is provided, per contract permission, by a company other than Presentation Services:

All companies are required to provide independent contractors coverage and personal injury liability insurance with limits of \$1,000,000.00 with such responsible insurance companies satisfactory to us; and, if applicable, worker's compensation insurance to statutory limits, employer's liability insurance with limits of \$100,000.00 and automobile liability insurance covering all owned, non-owned and hired vehicles with limits satisfactory to us. You agree to include Hotel, Hilton and Owner in such policies as additional insured there under. Your insurance will be considered primary of any similar insurance carried by us. You agree to deliver to us at least **two weeks (14) days** prior to your event copies of certificates of insurance for each policy required by us. All outside vendors are required to dress in appropriate professional attire during event times or while in the public viewing. In Show: Suit and Tie. Set / Strike: Logo collar shirt and black pants. Proper closed toe shoes are required to be worn at all times. All crew members are to conduct themselves with the highest level of professionalism.

Orders must be placed at least two weeks (14 days) prior to the convention/meeting. Late request fulfillment cannot be guaranteed.

Credit Card Authorization is on next page

Distribution: Property Operations/Finance/Event Service Manager/Original to File
_____Initial _____Distribution Date



Hilton Austin 500 E 4th Street Austin TX 78701
512-482-8000 and fax 512-682-2789
Credit Card Payment Authorization Form

Please complete all areas below. This form must be received – by mail or by fax - at least 14 business days prior to the Event, or by specified date in Event Contract and all areas must be completed in order to ensure order can be executed.

Form received via e-mail is not permissible.

FAX COMPLETED FORM TO: _____

ATTENTION: _____

HOTEL USE ONLY:

Date: _____

Guest / Group Name:		
Check-In / Event Date:		
Name of Person/Group Making Reservation:		Phone:
Authorized Amount:	Approval Code:	Date:

CARDHOLDER - Please complete the following section and sign/date below.

Cardholder Name as it Appears on Credit Card:					
Cardholder Billing Address:					
City:		State:	Zip:		
Daytime /Business Telephone:			Evening Telephone:		
Credit Card Number:			Expiration Date:		
Credit Card Type: (Circle one) Visa/MasterCard American Express Discover JCB Diners Club					
Credit Card Issuing Bank Name:			Bank Phone Number (from back of your credit card):		
I agree to cover the following categories of charges: (Please circle) All Charges Room & Tax Food & Beverage IT/Electrical/AV Retail Recreation					
I agree to cover the above categories of charges up to a Maximum Amount of \$ _____					
DIRECT BILL ACCOUNT PAYMENTS ONLY:					
Name on Invoice/Statement _____			Date on Invoice/Statement _____		
Invoice/Statement Number _____			Authorized Amount \$ _____		

Note: Charges for room and tax, group deposits or direct bill account payments will be charged to your credit card immediately. Any incidental charges circled above will be charged at the time of check-out.

Amount to be immediately charged to credit card for room and taxes or deposit: \$ _____

Final Balance Billed to Credit Card (hotel use only): \$ _____

By signing below, you authorize the hotel to charge your credit card immediately for the amount indicated above up to the "Maximum Amount" indicated above. You further acknowledge that if "all charges" has been selected, then all guest/group related charges (less Deposit) will be charged to the above card number at the time of check-out or event conclusion.

Cardholder Signature: _____

HOTEL USE ONLY

SERVICE MGR _____

MASTER CODE _____

GROUP DATES _____



Request for Internet, Telephone, and Digital Signage Services

**** NO OUTSIDE NETWORK EQUIPMENT ALLOWED UNLESS APPROVED BY THE HILTON AUSTIN IT DEPARTMENT ****

**** THIS INCLUDES SWITCHES, HUBS, ROUTERS, AND WIRELESS ACCESS POINTS ****

Today's Date	
Group Name	
Event Name	
Requester Name	
Onsite Contact	

Company Name					
Address					
City		State		Zip	
Phone Number			Fax Number		
Email address					

PLEASE RETURN VIA FACSIMILE TO 512 682-2789, ATTN: Catering Departments

All internet and telephone orders must be received at least five (5) business days prior to the installation date.

Please allow at least ten (10) business days for digital signage and VLAN configurations.

Requests received with less lead time will be assessed a \$25.00 late charge per order.

A \$50.00 cancellation fee will apply for service cancelled after setup.

For installation questions or special requests, please contact the IT dept. (512)-682-2774, hrs M-F, 9am-5pm

PAYMENT OPTIONS - Please check one.

- ☐ Direct billing for accounts with prearranged credit through the credit office Master Account Code:
- ☐ Charged to guest room. May only be charged to guest room if the room has been checked in with an approved credit card, or approved for master account billing of room, tax and incidental charges.
- ☐ Credit Card (please fill out attached credit card payment authorization form)

**** Please refer to attached Internet and Telecom pricing sheet for current pricing. ****

Option Code see other page (1-15)	Qty of Connections	DAILY CHARGE (See pricing sheet)	# DAYS	INSTALL DATE	INSTALL TIME	DISCON- NECT DATE	DISCONNECT TIME	ROOM LOCATION	Special Instructions	TOTAL \$

Print Client Name: _____ Date of request: _____

Client Signature: _____ Date of signature: _____

****NO OUTSIDE NETWORK EQUIPMENT ALLOWED UNLESS APPROVED BY THE HILTON AUSTIN IT DEPARTMENT, THIS INCLUDES WIRELESS ACCESS POINTS, SWITCHES, HUBS, ROUTERS**

Internet Options

- (1) **Standard Wired Connection**.....\$250 daily
1.5Mbps, Pricing per computer
- (2) **Standard Wireless Meeting Room Connection**.....\$150 daily
Pricing per computer/IP address includes access in meeting space only. Not recommended for presentations, video streaming, webex sessions, and large file uploading or downloading.
- (3) **5 Mbps circuit (burstable to 10 Mbps)**\$500 daily
Recommended for webcast, media rich web applications, streaming, etc. (Larger circuits available)
- (4) **Custom Wireless Access Point Configuration (802.11 b/g)**\$600 daily (per Access Point)
Custom SSID named to your specifications (can be broadcasted or hidden), encrypted (WEP, WPA) or unencrypted, this includes standard internet uplink and will connect up to 75 users wirelessly.
- (5) **VLAN configuration**.....Call for Quote
Each meeting and guest room is segmented by default. VLAN configuration includes multiple meeting/guest rooms onto the same VLAN to enable the sharing of resources.

**The Hilton Austin supports nearly all VPN clients (PTPP, L2TP, IPSec) and can provide meeting and guest rooms with private or public IP addresses. We are also connected to the Austin Convention Center via fiber and can provide a dry patch or create a VLAN between the two properties.....Call for Quote

Telephone Options

**Phone numbers will be provided upon arrival unless instructed otherwise.

- (7) **In-house Extension - Existing Telephone**.....Complimentary
Provides for the use of the existing meeting room's single-line telephone for in-house calls **only**.
Long distance, local or toll-free calls **can not** be placed or received from this telephone.
- (8) **Direct Inward Dial Number (DID)**\$300 flat fee
Provides for the installation of a telephone for in-house, local, long distance, international and incoming calls.
(Must dial 9 for an outside line. **Not recommended** for devices that will not dial 9 first)
- (9) **Plain Old Telephone System Line (POTS) - Full Service Extension**..... \$350 flat fee
Provides for the installation of a single-line telephone for in-house, local, long distance, international and incoming calls
(This service is suitable for all voice, fax, and credit card machines, etc.)
- (10) **Speaker Phone Rental (Includes DID)**.....\$450 1st Day
Suitable for larger rooms/groups of 2 - 30 people.....\$100 each additional day
- (11) **Hunt Group**\$250 plus \$10 per line
Provides an additional phone number that, when dialed, will hunt for an open station among other designated phones
(lines rollover) We must have advance notice.

Digital Signage Options:

Great for Weddings, Birthdays, Advertisements!!

****Digital Signage is an option only if requested by sponsoring organization or if an affiliate receives approval from the sponsor****

Signage is displayed digitally on 46" LCD monitors in the lobby, 4th floor, and 6th floor public areas

- (12) **Automated Posting** for events booked in Hilton Austin Meeting Rooms on floors 4 and/or 6.....Complimentary
(15" LCD outside of room and 46" LCD readerboards)
- (13) **Posting with Graphic Association** of a graphic with an automated posting.....\$150.00/daily
- (14) **Video Half Page Presentation** for 46" LCD reader board.....\$500.00/daily/per reader board
- (15) **Presentation** for 15" LCD readerboard outside of meeting room.....\$300.00/event/per room