

23rd Annual National Conference

Exhibitor & Supporter Prospectus

September 10–12, 2014
Chicago Marriott Downtown
Chicago, Illinois



The “23rd Annual National Conference” sponsored by Optum has been designed to engage an audience of over 600 health care professionals from 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 are 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 the nation’s largest payers, as well as Optum’s 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
Fax: (612) 234-0477
E-Mail: luanne.ronning@optumhealtheducation.com

Support & Advertising Information:

Bethany Severson
Phone: (952) 205-3071
Fax: (612) 234-0925
E-Mail: bethany.severson@optumhealtheducation.com

Conference Web Site:

<https://www.optumhealtheducation.com/anc2014>

Official Service Contractor:

Official Service Contractor:
The Meetinghouse Companies, Inc.
Show Contact: Samantha Witanen
Phone: (630) 941-0600, Ext. 210
Email: switanen@meetinghouse.com

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Past Exhibitors

Optum's Annual National Conference previous exhibitors include:*

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

GENERAL INFORMATION

Location

Marriott Chicago Downtown Magnificent Mile

Chicago Ballroom, 5th Floor
540 North Michigan Avenue
Chicago, IL 60611

Exhibit Dates and Hours*

Wed., Sept. 10 12–1 p.m.; 5–7 p.m.
Thurs., Sept. 11 1:45–2:30 p.m.; 5:00–6:30 p.m.

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

Exhibit Space Application

Exhibit Space Application Form:

<https://www.optumhealtheducation.com/anc2014-exhibit-app>

Contact Name

Coordination of exhibiting at the 23rd 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.

Standard Booth Space

As part of the exhibit fee, each Exhibitor receives:

- Complimentary registrations* to all sessions and events. Booth staff badges will not be available.
*COE: 4 registrations;
*Industry/Vendor: Refer to your support agreement
- 8' deep x 10' wide booth space
- Standard pipe and drape setup including a back and side curtain
- One 6' draped table *New table size this year!*
- One 9" 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

\$1,000 — Medical centers in an Optum COE Network program
\$6,000 — All other exhibitors

Payment Schedule

Full payment of the exhibit fee must accompany the Exhibit Space Application to secure space. Payment

may be made by credit or debit card—American Express, MasterCard or VISA; or by 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. 15 for inclusion in the Exhibit Guide and program materials. E-mail notification of booth assignments will be provided approximately two weeks prior to the conference. You may omit the booth number from your shipment labels if it is unavailable. OptumHealth Education reserves the right to change the location of said exhibit space at any time and for any reason.

Exhibitor Registration Hours*

Wednesday, Sept. 10 8 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 \$249 plus tax per night at the Chicago Marriott Downtown Magnificent Mile until Friday, Aug. 15, 2014, based on availability.

The preferred reservation method is online. A dedicated reservation Web site is available 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 (*preferred method*):

https://resweb.passkey.com/Resweb.do?mode=welc_ome_gi_new&groupID=23812852

Call-In Hotel Reservations: (877) 303-0104

Important Note: For call-in reservations, you must use this dedicated reservation phone number and mention "Optum 23rd Annual Conference" to ensure access to our special group rate!

Cancellation

Notification of booth space cancellation must be received in writing on or before Friday, Aug. 15, for a refund of the exhibiting fee. No refunds will be made for cancellations received after Aug. 15. Cancellation of exhibit space includes cancellation of registrations allotted with exhibit space. 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.

23rd Annual National Conference

Sept. 10–12, 2014

*Times are subject to change.

Updated: May 15, 2014

RULES AND REGULATIONS

Installation/Dismantling*

Installation/Set Up:

Wednesday, Sept. 10, 8–11 a.m.

All exhibits must be fully installed by 11 a.m. No installation will be permitted after this time without prior authorization from exhibit management.

Dismantle/Tear Down:

Thursday, Sept. 11, 6:30–8:30 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 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 the Conference must be canceled for such reasons, including but not limited to, fire, strikes, government regulations, lack of funding or any other event preventing 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 Chicago, State of Illinois. All displays, exhibit materials and equipment must be reasonably located and protected by safety guards and fireproofing to prevent fire hazards and accidents. Storage of boxes of any kind is not permitted under tables in the exhibit hall and foyer areas. 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 Optum, the Marriott Chicago Magnificent Mile, 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 Marriott Chicago Magnificent Mile, The Meetinghouse Companies, or any other party. Claims against any party other than Optum are to be submitted directly to the party involved.

Insurance

Optum and the Marriott Chicago Magnificent Mile will not be liable for damage or loss to the Exhibitor's property through theft, fire, accidents or any other cause. Optum 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:

The Meetinghouse Companies, Inc.

781 N. Church Road

Elmhurst, IL 60126

Phone: (630) 941-0600 Ext. 210

Show Contact: Samantha Witanen

E-mail: switanen@meetinghouse.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 Marriott Chicago 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

A 6-foot 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 Marriott Chicago.

Drawings

Exhibitors conducting drawings should notify LuAnne Ronning via e-mail by Tuesday, Sept. 2, at luanne.ronning@optumhealtheducation.com.

PROMOTIONAL ACTIVITIES

Promotion

OptumHealth Education will promote the exhibition through vehicles such as our conference Web site, signage and daily announcements. Exhibiting organizations will be listed in the conference online proceedings and in materials distributed during the 23rd 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 23rd 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. Provide your company/organization's description during the completion of the online Application for Exhibit Space, or submit it to luanne.ronning@optumhealtheducation.com.

Your company/ organization's description must be received electronically by Friday, Aug. 15 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. On Wednesday, there will be an Exhibit "Preview" Luncheon and Welcome Reception & Exhibition Grand Opening. Thursday will offer an afternoon Dessert Reception 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 Tuesday, Sept. 2. (luanne.ronning@optumhealtheducation.com)

All giveaways must be provided in a manner consistent with the PhRMA Code on Interactions with Healthcare Professionals ("PhRMA Code") and the AMA Ethical Opinion on Gifts to Physicians (Opinion 8.061), applicable to the exhibitor.

SUPPORT AND ADVERTISING OPPORTUNITIES

Conference Support

Benefits

More than 600 payer and employer health care professionals from across the country are expected to attend the "23rd Annual National Conference" in Chicago. Maximize your organization's visibility and recognition through marketing opportunities beyond the basic booth exhibit. 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.

Sponsorship Opportunities

<u>Type of Support</u>	<u>Investment</u>	<u>Description</u>
PLATINUM LEVEL		
Reception (2 opportunities)	\$15,000	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. 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 title sponsor 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>
GOLD LEVEL		
Gold benefits include: Two (2) additional complimentary conference registrations; preferred name recognition and exhibit placement; recognition as gold sponsor during opening and closing remarks.		
Facility Tour (2 opportunities)	AT COST + \$1,000 SPONSOR FEE 2 SOLD	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	\$5,000	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.
Welcome Gift	AT COST + \$500 SPONSOR FEE	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.)
Conference Portfolios	\$5,500	OptumHealth Education 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.
Wi-Fi Sponsor	\$5,000	Be recognized as the source for providing Wi-Fi access to attendees in the general session and ballroom foyer area.
Water Tumblers	\$5,000 SOLD	In support of our “going green” effort, this water tumbler—customized with your company’s logo—will be used over and over again throughout the conference as attendees fill them from the purified water dispensers!
Conference T-Shirts	\$4,500	High-quality, cotton t-shirts with your company’s logo and the conference logo will be given to each attendee at registration.
SILVER LEVEL		
Silver benefits include: One (1) additional complimentary conference registration.		
E-Mail Campaign ^{NEW!}	\$3,500	Reach out to attendees with a personalized e-mail message before and/or after the event. OptumHealth Education will distribute an approved e-mail message on behalf of your organization.
Conference Lunch ^{NEW!} (2 opportunities)	\$3,500	Host one of the complimentary conference lunches as attendees take a break to network. Signage with your company’s logo will be placed in the luncheon hall to highlight your organization’s contribution.
Wellness Walk	\$3,000	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 along the scenic shores of Lake Michigan. Your sponsorship will reward participants with a t-shirt with your company’s logo, and provide a refreshment station at the “finish line.”
Name Badge Lanyards	\$2,500 SOLD	Everyone will be wearing them! Customized with your company’s logo, these name badge lanyards offer guaranteed exposure throughout the conference and beyond.
Going Home Basket	AT COST + \$500 SPONSOR FEE	Send conference attendees home with a travel basket, compliments of your organization.
Conference Note Pads	\$2,500	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.

Type of Support	INVESTMENT	Description
Continental Breakfast Enhancement (2 opportunities)	\$2,500	Welcome attendees as they begin their day with a full breakfast buffet, compliments of your organization. Signage with your company's logo will be placed at the breakfast station to highlight your organization's contribution.
Afternoon Break (2 opportunities)	\$2,500	Take advantage of this opportunity to gain name recognition in a casual setting when participants are networking. As the host, signage will be placed in the break area to acknowledge your organization's sponsorship.
Mid-Morning Coffee Break (1 opportunity)	\$2,000	Attendees will enjoy coffee, tea and other beverages during the morning coffee break. Signage with your company's logo will be placed at the coffee station to highlight your organization's contribution.
Conference Pens	\$1,500 SOLD	Help attendees take notes in style with quality pens imprinted with your organization's logo.

BRONZE LEVEL

Registration Bag Insert (6 opportunities)	\$1,500	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.
Exhibit Guide Cover Logo	\$1,250	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.
Exhibit Hall Floor Decals (5 opportunities) <small>NEW!</small>	\$750	Lead attendees right to your booth with these customizable exhibit hall floor decals. 3 custom decals included for placement in the exhibit hall.

*On hold; Available on a second option basis.

Advertising

Advertising space is available in the 23rd *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	\$1,000	Exclusive, Full-Page Ad
Inside Front Cover	\$750 SOLD	Exclusive, Full-Page Ad
Inside Back Cover	\$500	Exclusive, Full-Page Ad
Standard Placement	\$250	Full-Page Ad, black and white ad will have standard placement throughout <i>Exhibit Guide</i>
QR Code Addition <small>NEW!</small>	\$500	Create an interactive exhibit guide description by adding your organization's QR code. Use QR codes to quickly link attendees to additional information about your organization's products or services that can be accessed long after leaving the exhibit hall.

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).

Sponsorship & Advertising Application Form: <https://www.optumhealtheducation.com/anc2014-sponsor-app>

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 (952) 205-3071 or bethany.severson@optumhealtheducation.com.

CONTACT INFORMATION

Host Organization

OPTUMHEALTH EDUCATION

Phone: (800) 847-2050

E-Mail: moreinfo@optumhealtheducation.com

Address: MN103-0800

11030 Optum Circle

Eden Prairie, MN 55344

Web site: www.optumhealtheducation.com

Conference Web site/Registration:

<https://www.optumhealtheducation.com/anc2014>

Headquarters Hotel

MARRIOTT CHICAGO DOWNTOWN MAGNIFICENT MILE

Grand Ballroom Salons I & II (7th Floor)

540 North Michigan Avenue

(Driveway Entrance on 541 North Rush Street)

Chicago, IL 60611

Web site: www.chicagomarriottdowntown.com

Group Reservations:

Online (*preferred method*):

https://resweb.passkey.com/Resweb.do?mode=welcorme_gi_new&groupID=23812852

Toll-free: (877) 303-0104—Mention 'Optum 23rd

Annual Conference' for the special rate.

Exhibit & Marketing Team

EXHIBITS

LuAnne Ronning

Phone: (218) 834-6369

Fax: (612) 234-0477

E-Mail: luanne.ronning@optumhealtheducation.com

CONFERENCE SUPPORT & ADVERTISING

Bethany Severson

Phone: (952) 205-3071

Fax: (612) 234-0925

E-Mail: bethany.severson@optumhealtheducation.com

Official Service Contractor

THE MEETINGHOUSE COMPANIES, INC.

781 N. Church Road

Elmhurst, IL 60126

Phone: (630) 941-0600 Ext. 210

Show Contact: Samantha Witanen

E-mail: switanen@meetinghouse.com

APPLICATION FORMS

Exhibit Space Application

<https://www.optumhealtheducation.com/anc2014-exhibit-app>

Sponsorship & Advertising Application

<https://www.optumhealtheducation.com/anc2014-sponsor-app>

Exhibitor Key Dates and Times

IMPORTANT DATES & DEADLINES

- Exhibitor Service Kit available to exhibitors.
<https://www.optumhealtheducation.com/anc2014/exhibit-sponsor-info>

AUGUST 10, 2014

- Early discount rate deadline for material handling. Order form must be received by today.
- Early discount deadline for ordering optional booth furnishings

AUGUST 15, 2014

- 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

AUGUST 27, 2014

- Standard rate deadline for material handling. Order form must be received by today.
- Standard rate deadline for ordering optional booth furnishings

SEPTEMBER 2, 2014

- Last day for shipments to arrive at the warehouse without surcharges
*The advance warehouse is closed for Labor Day, Sept. 1.
Warehouse hours are Monday–Friday, 8:30 a.m.–4:30 p.m. CDT*
- Deadline for notification to conduct a booth drawing
Notify luanne.ronning@optumhealtheducation.com

EXHIBITOR SCHEDULE

WEDNESDAY, SEPTEMBER 10

- Exhibitor Registration: 8 to 11 a.m.
- Exhibitor Set-up: 8 to 11 a.m.
- Exhibit Hall Luncheon: 12 to 1 p.m.
- Exhibit Hall Grand Opening Reception: 5 to 7 p.m.

THURSDAY, SEPTEMBER 11

- Exhibit Hall Dessert Reception: 1:45 to 2:30 p.m.
- Exhibit Hall Reception: 5:00 to 6:30 p.m.
- Exhibit Dismantle: 6:30 to 8:30 p.m.