

**8th Annual
Medical Director Forum
Four Seasons Hotel Las Vegas
Las Vegas, NV**

November 6-7, 2014

Sponsorship Opportunities

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8th Annual Medical Director Forum

8th Annual Medical Director Forum has been designed to educate decision-makers on cutting-edge health care and wellness-related topics that can impact large populations. Leading experts will discuss challenges and opportunities surrounding current health care issues.

Audience:

This conference has been developed for Optum, UnitedHealthcare, and UnitedHealth Group medical directors, as well as medical directors and other physicians across the country who manage large patient populations and/or their benefits. There will be a UnitedHealth Group-only business update meeting on Friday, November 7th, providing additional incentive to attend for this segment of the audience.

Estimated Attendance: 250-275

- The attendance list from the *7th Annual Medical Director Forum* is available upon request.

Medical Director Forum Access:

Diamond, Platinum and Gold Annual Supporters: Access is **INCLUDED** in your annual fee.

Individual Supporters/ Silver and Bronze Annual Supporters -

If you are not a Diamond, Platinum or Gold-level Annual Supporter, you may attend *the 8th Annual Medical Director Forum* for the \$7,500 exhibit fee or an equivalent or higher support/sponsorship fee. These fees have been established in order to maintain parity with other Annual Supporters.

Conference Sponsorships are detailed below.

Sponsorship Opportunities

Sponsorship Opportunities 8th Annual Medical Director Forum

Dinner Sponsorship

\$15,000

Wednesday, November 5, 2014 — Pre-Event Group Dinner

Includes:

- Complimentary conference attendance for 5 representatives
- 1 Literature insert* (in conference tote bag) *content must be approved by OptumHealth Education
- Complimentary, priority exhibit space
- Priority logo recognition on all conference materials and signage
- Event sponsorship signage
- General session podium recognition
- Event recognition

Reception Sponsorship (1 Available)

\$12,500

Wednesday, November 5, 2014

Thursday, November 6, 2014 **(SOLD)**

Includes:

- Complimentary conference attendance for 4 representatives
- 1 Literature insert* (in conference tote bag) *content must be approved by OptumHealth Education
- Complimentary, priority exhibit space
- Priority logo recognition on all conference materials and signage
- Event sponsorship signage
- Podium recognition

Visibility Package **(SOLD)**

\$10,000

Includes:

Logo placement on the following items to be provided to all attendees:

- Conference tote bag
- Conference online proceedings Web site (for evaluations and conference materials)
- Name badge holder
- Portfolio with notepad and pen

Sponsorship includes:

- Complimentary conference attendance for 3 representatives
- 1 Literature insert* (in conference tote bag) *content must be approved by OptumHealth Education
- Complimentary, priority exhibit space
- Priority logo recognition on all conference materials and signage
- Event sponsorship signage
- Podium recognition

Sponsorship Opportunities

Lunch Sponsorships (2 available)

\$10,000

Thursday, November 6, 2014 - Exhibit Hall Lunch
Friday, November 7, 2014

Includes:

- Complimentary conference attendance for 3 representatives
- 1 Literature insert* (in conference tote bag) *content must be approved by OptumHealth Education
- Complimentary, priority exhibit space
- Priority logo on all conference materials and signage
- Event sponsorship signage
- Podium recognition
- Event recognition

Continental Breakfast Sponsorship (2 available)

\$5,000

Thursday, November 6, 2014
Friday, November 7, 2014

Includes:*

- Complimentary conference attendance for 2 additional representatives (after exhibit fee)
- Logo recognition on all conference materials and signage
- Event sponsorship signage
- Podium recognition

Break Sponsorship (2 available)

\$5,000

Includes:*

- Complimentary conference attendance for 2 additional representatives (after exhibit fee)
- Logo recognition on all conference materials and signage
- Event sponsorship signage
- Podium recognition

Sponsorship Opportunities

Exhibit Space*

\$7,500

Hours:

Thur., Nov. 6 Exhibit Hall Luncheon & Reception: 11:30 a.m.–1:00 p.m. and 5:00–7:00 p.m.
Times subject to change.

Includes:

- Complimentary conference attendance for two (2) representatives
- Table top booth space during the Nov. 6 lunch and reception
- Draped 6' or 8' table
- Attendance to Thursday's CME sessions
- **Attendance to Wednesday's dinner and reception. Thursday's reception will include exhibiting.**
- Attendance to sessions on Friday as deemed "open to public" (to be determined)
- Accreditation and certificates of accreditation as requested.
- Conference materials.

**All sponsorships above \$7,500 include exhibiting. Sponsorships below \$7,500 can be used for additional conference attendance passes in increments of \$2,500 each.*

Support 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 online application and indication of payment method, an e-mail will be sent confirming requested sponsorship item(s).

Online Application: <https://www.optumhealtheducation.com/mdf2014-sponsor-app>

Contact Us

For information on the availability of these marketing opportunities or to discuss sponsorship opportunities not listed above, please contact Heidi Leenay at (952) 205-3074 or Heidi.leenay@optumhealtheducation.com.