

Transplantation: Essentials in Solid Organ and Blood/Marrow Transplant Management

Exhibitor & Supporter Prospectus

April 13–14, 2015
FireSky Resort & Spa
Scottsdale, Arizona



About Us

OptumHealth Education is one of only 16 jointly accredited organizations in the world, having been simultaneously accredited to provide medical, nursing, and pharmacy continuing education activities by the ACCME, ANCC and ACPE. We are dedicated to providing interprofessional education that leads to improved health care delivery and better patient outcomes.

OptumHealth Education works to foster lifelong learning partnerships with collaborative health care teams who seek to advance their knowledge, skills, and competencies relevant to their clinical practice.

We are committed to providing education that is independent, free from commercial bias, based on valid content, and effective in improving the quality and safety of care delivered by health care teams worldwide.

An Invitation to Exhibit or Sponsor

“Essentials of Solid Organ and Blood/Marrow Transplantation” has been designed to promote collaborative practice in health care delivery by providing a comprehensive range of topics for a variety of learners. Our agenda includes topics for beginner- and intermediate-level health care practitioners that are responsible for the care of transplant patients or the management of their benefits and need to gain or enhance their fundamental knowledge and understanding of transplant medicine.

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

OptumHealth Education invites you to take advantage of the conference via display and/or sponsorship and meet face-to-face with this audience of clinicians, coordinators, medical directors, and other health care professionals. Conference faculty are leading physicians, surgeons and thought leaders in the field of transplantation.

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 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>

General Information

Location

FireSky Resort & Spa
Elements Ballroom (Earth/Air/Fire)
4925 North Scottsdale Road
Scottsdale, AZ 85251

Exhibiting Fee

COE Network Facility—Complimentary*

**Facilities in an Optum COE network program qualify for free exhibit space with one paid conference registration.*

For conference fee information, go to

<https://www.optumhealtheducation.com/txpcourse2015>

All Other Exhibitors/Event Supporters—\$5,000

Exhibit fee includes:

- Exhibit space during the reception
- Draped table

Additional inclusions for Event Supporters/Other Exhibitors:

- Two conference registrations
- Recognition on conference Web site
- Recognition on conference signage

Payment Schedule

Full payment of the exhibit fee secures 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.

COE Exhibitors: Payment is fulfilled with a paid conference registration.

Exhibit Space Application

Review and complete the Application for Exhibit Space in its entirety at least 21 days prior to the start of the conference. Submit early; space is limited!

Exhibit Space Application Form:

<https://www.optumhealtheducation.com/txpcourse2015-exhibit-app>

Exhibitor Personnel Registration

Register online at

<https://www.optumhealtheducation.com/txpcourse2015>

All individuals affiliated with exhibits must register through the conference Web site. Exhibit-only registration badges will not be provided.

Exhibit Date and Hours

Monday, April 13 5 to 7 p.m.

Food and refreshments will be served during open exhibit times.

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. Detailed shipping instructions are included in the Exhibitor Service Kit.

Exhibitor Service Kit

The Exhibitor Service Kit is available on the conference Web site. It contains an Exhibitor Schedule, Shipping Instructions, and the Audio Visual and Electrical Order Form.

Hotel Sleeping Room Reservations

Hotel: FireSky Resort & Spa, 4925 North Scottsdale Road, Scottsdale, AZ 85251

Reservations:

Online: [FireSky Resort & Spa](#)

Phone: (480) 945-7666; ask for the reservations department and mention “OptumHealth Education” to receive the discounted group rate.

Rate: \$209.00 single/double

Room Block Release Date: March 20, 2015

Cancellation

Notification of booth space cancellation must be received in writing on or before Friday, March 20 for a refund of the exhibiting fee. No refunds will be made for cancellations received after March 20. 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 in conference materials.

Contact Information

Exhibit Manager: LuAnne Ronning

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

E-mail: luanne.ronning@optumhealtheducation.com

Rules and Regulations

Installation/Dismantling*

Installation/Set Up:

Monday, April 13, 2:30 to 4:30 p.m.

All exhibits must be fully installed by 4:30 p.m. No installation will be permitted after this time without prior authorization from exhibit management.

Dismantle/Tear Down:

Monday, April 13, 7 to 8 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.

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 Scottsdale, State of Arizona. 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 is included in the Exhibitor Service Kit.

Auxiliary Aids or Services

In compliance with the Americans with Disabilities Act, OptumHealth Education 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, FireSky Resort & Spa, Presentation Services PSAV, and any authorized representative, agent or employee of the foregoing 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, FireSky Resort & Spa, Presentation Services PSAV, or any other party. Claims against any party other than OptumHealth Education are to be submitted directly to the party involved.

Insurance

OptumHealth Education, FireSky Resort & Spa, and Presentation Services PSAV will not be liable for damage or loss to the Exhibitor's property through theft, fire, accidents or any other cause. OptumHealth Education 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.

Sponsorship Opportunities

Individual Sponsorship Benefits

Additional marketing opportunities beyond booth exhibits are available to help increase your organization's prominence and recognition at our conferences. Benefits include:

- Signage on site at the event to highlight your contribution.
- Logo recognition on the conference Web site as an event sponsor.
- Link from the conference Web site to your organization's Web site.
- Acknowledgement in the conference materials.
- Contributor ribbons for your staff name badges.
- Preferred placement in the exhibit hall, if applicable.
- Recognition as a conference sponsor within your exhibit booth, if applicable.
- Two complimentary registrations provided for any sponsorship fee totaling \$5,000 or more.

Event Sponsorship and Marketing Opportunities

<u>Type of Support</u>	<u>Investment</u>	<u>Description</u>
“Get-Acquainted Reception Sponsor (1 Available)	\$5,000	Gain premier recognition and the greatest benefits as the host of the Get-Acquainted Reception. Hors d'oeuvres and beverages provide the perfect ambiance for attendees to socialize and get acquainted.
Wi-Fi Sponsor	\$1,500	Be recognized as the source for providing Wi-Fi access to attendees in the general session and ballroom foyer area.
Conference Tote Bags	\$1,500	Receive high-profile, enduring visibility as your company logo is carried throughout the conference and home on the OptumHealth Education tote bags provided to all attendees at registration.
Conference Portfolios	\$1,500	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.
Continental Breakfast Sponsor (2 opportunities)	\$1,500	Sponsor continental breakfast and welcome attendees as they begin their day, compliments of your organization.
Water Tumblers	\$1,500	In support of OptumHealth Education's “going green” effort, this water tumbler will be placed in the conference tote—customized with your company's logo—to be used over and over again throughout the conference and beyond!
Break Sponsor (3 opportunities)	\$1,500	Take advantage of this opportunity to gain name recognition in a casual setting when participants are networking.
E-Mail Campaign	\$1,000 each	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.
Welcome Gift	At Cost + \$150 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.)

<u>Type of Support</u>	<u>Investment</u>	<u>Description</u>
Conference Note Pads	\$750	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.
Sticky Note Pad Holders	\$750	Sticky note pad holders will be customized with your company's logo. Attendees will think of your organization back at the office every time they make a note.
Name Badge Lanyards	\$750	Everyone will be wearing them! Customized with your company's logo these lanyards offer guaranteed exposure throughout the conference and beyond.
Conference Pens	\$500	Help attendees take notes in style with quality pens imprinted with your organization's logo.
Registration Bag Insert	\$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.

Sponsorship Application

Sponsorship 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 Application Form: www.optumhealtheducation.com/txpcourse2015-sponsor

For information on the availability of these marketing opportunities or to discuss a new idea, contact Bethany Severson at (952) 205-3071 or bethany.severson@optumhealtheducation.com



PRESENTATION SERVICES

Email: mstefanowski@PSAV.COM

Phone: (480)424-6098



4925 N. Scottsdale Road
Scottsdale AZ, 85251

CUSTOMER INFORMATION

Company:	
Address:	
City:	
State:	Zip Code:
Phone:	
Fax:	
Email:	

DELIVERY INFORMATION

Convention Name: OPTUMHEALTH EDUCATION	
Room:	EARTH/AIR/FIRE
Booth/Table	N / A
Contact:	
Delivery	Pick-Up
Date:	Date:
Time:	Time:

* If your exhibit booth ends early, please notify Hotel (ext.7308) to pick up your equipment (see rental agreement box below)

* Equipment must be ordered within 10 days of event to qualify for rates and availability

* Other equipment is available; please call to inquire.

Qty.	Days	EQUIPMENT ITEMS	Each	Total
		Exhibitor Power 10AMP (Shared)	\$35.00	\$0.00
		Exhibitor Power Dedicated 20AMP	\$85.00	\$0.00
		Laptop Computer w/ Office 2007	\$250.00	\$0.00
		Meeting Room Projector Package (Tripod Screen)	\$550.00	\$0.00
		4k Lumen Fast-Fold Projection Package	\$695.00	\$0.00
		Computer Speakers	\$40.00	\$0.00
		Wireless Slide Advancer	\$45.00	\$0.00
		Flip Chart (w/ paper and colored markers)	\$70.00	\$0.00
		Basic Audio Support System	\$285.00	\$0.00
		Wireless Microphone (Lav or HH)	\$165.00	\$0.00
		Wired Internet Per Line	\$350.00	\$0.00
		House Phone	\$50.00	\$0.00
		Dial Out Line - Dial "9" Local&Long Distance	\$100.00	\$0.00
		Direct Inward Dial Phone - bypasses Resort PBX	\$200.00	\$0.00

Subtotal \$0.00

\$0.00

**Setup and removal labor (23%) \$0.00

Tax @ 7.95% \$0.00

Grand Total \$0.00

All charges are Per Day.

Method of Payment

Prepayment with order guarantees reservation of your equipment

☐ Credit Card AMEX ___ VISA ___ MC ___

Card #: _____
Expiration Date: _____

As the lessee, I understand I will be held fully liable for all damage and/or loss to the above listed equipment.

Name on Card: _____

Signature: _____

(1) Lessee does hereby rent and accept the listed equipment and acknowledges that it is in good working condition and agrees to pay the rent for said property at the rate herein stated; Lessee further agrees to take care of said equipment and to use it in a proper manner and agrees that in the event any of the rented equipment is lost or destroyed before it is returned, to promptly pay an amount equal to the reasonable cost of repairing or replacement of same. (2) Lessor is hereby released from any and all claims for damages to Lessee, by reason of use of said property; Lessee agrees to indemnify Lessor from any and all claims for damage to said property by reason of the use of said property or any other person from date hereof until said property is returned to Lessor. (3) It is understood that the rental commences as of the date and time hereof and ends only when the rented equipment is returned. Should said property not be returned to Lessor at the time specified as herein stated, Lessee agrees to pay rent for all additional time beyond that when the same is due, at the rate herein listed. It is agreed that failure to pay rent or if default is made in any of the terms hereof, Lessor may at once take possession of said rented equipment wherever the same may be found and remove the same and the Lessor or its agents shall in no way be liable for any claims for damages or injury in the removal of said equipment. (4) Lessee further agrees that all charges for rental will be paid in advance or immediately upon return of merchandise or upon receipt of invoice for same and that all collection fees, attorney fees, court costs, or any expense incurred in collecting and rental will be paid by Lessee. (5) RENTER IS RESPONSIBLE FOR EQUIPMENT AND ALL LEGAL FEES CONNECTED WITH RENTAL OR COLLECTION. (6) Cardholder acknowledges receipt of goods and/or services in the amount of the Total shown hereon and agrees to perform the obligations set forth in the Cardholder's agreement with the issuer.