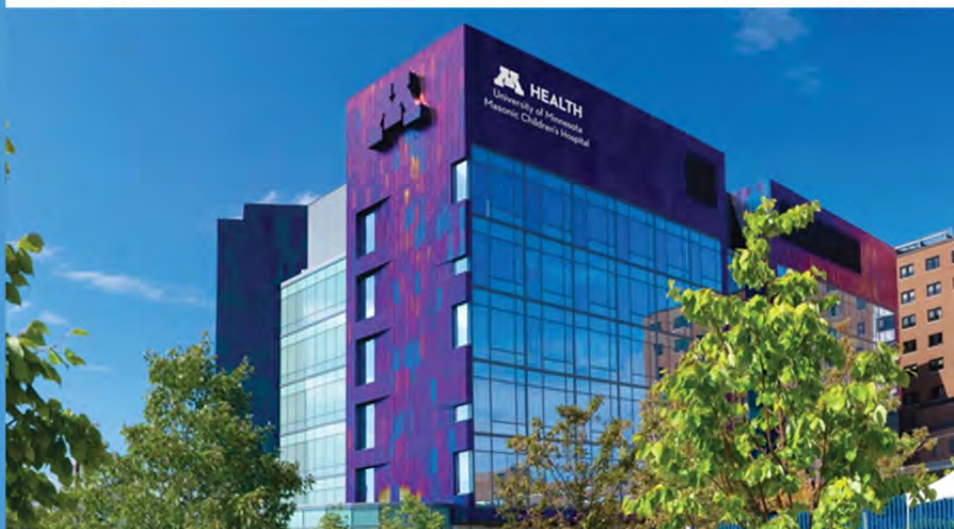


## Transplant Discoveries and Innovation

## Exhibitor & Supporter Prospectus

May 12–13, 2015  
McNamara Alumni Center  
Minneapolis, MN



### About Us

OptumHealth Education is one of only 17 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.

University of Minnesota Health has been a pioneer in transplant medicine for over 50 years. Their physicians have led innovation, research and education for transplant providers world-wide. They transplant over 600 adult and pediatric patients collectively each year, making them a market leader in transplant services.

### An Invitation to Exhibit

OptumHealth Education and the University of Minnesota are working together to provide attendees with an overview of emerging trends in solid organ and blood/marrow transplantation. Clinical experts will provide insight into innovative approaches to research and novel patient management therapies.

“Transplant Discoveries and Innovation” will focus on providing nurses, case managers, medical directors, physicians and advanced practice providers with information they need to more effectively manage their patient population. This program is also designed for health care professionals who care for and/or manage benefits for end-stage organ failure patients, solid organ- or blood/marrow transplant patients.

OptumHealth Education invites you to take advantage of the conference via exhibit display and meet face-to-face with this audience of clinicians, coordinators, medical directors, and other health care professionals.

#### **Who Exhibits**

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](mailto:luanne.ronning@optumhealtheducation.com)

##### **Support Information:**

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

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

<https://www.optumhealtheducation.com/umn2015>

# General Information

## **Location**

McNamara Alumni Center, University of Minnesota  
Ski-U-Mah Room  
200 Oak Street S.E.  
Minneapolis, MN 55455

## **Exhibiting Fee — \$1,500**

### **Exhibit fee includes:**

- Exhibit space with one 6' skirted table and two chairs
- 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.

## **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/umn2015-exhibit-app>

## **Exhibitor Personnel Registration**

### **Register online at**

<https://www.optumhealtheducation.com/umn2015>

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

## **Traffic Builders**

- Two complimentary continental breakfasts in the Exhibit Hall
- Two complimentary dessert breaks in the Exhibit Hall
- Four complimentary breaks in the Exhibit Hall

## **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**

An Exhibitor Service Kit will be available on the conference Web site. Please refer to it for information, such as the exhibiting schedule and shipping instructions.

## **Hotel Sleeping Room Reservations**

Hotel: The Commons Hotel, 615 Washington Ave SE, Minneapolis, MN 55414

### **Reservations:**

Phone: (800) 822-6757; mention "University of Minnesota/OptumHealth Education Conference" to receive the discounted group rate.

Rate: \$139.00 single/double

Room Block Release Date: April 15, 2015

## **Cancellation**

Notification of booth space cancellation must be received in writing on or before Wednesday, April 15 for a refund of the exhibiting fee. No refunds will be made for cancellations received after April 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 in conference materials.

## **Contact Information**

Exhibit Manager: LuAnne Ronning

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

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

# Rules and Regulations

## ***Installation/Dismantling\****

### **Installation/Set Up:**

Tuesday, May 12, 6 to 7 a.m.

All exhibits must be fully installed by 9:30 a.m. No installation will be permitted after this time without prior authorization from exhibit management.

### **Dismantle/Tear Down:**

Wednesday, May 13, 2:30 to 3:30 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.

## ***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 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***

Refer to the Exhibitor Service Kit for utility and audio visual requests.

## ***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 McNamara Alumni Center, and shall indemnify and hold harmless OptumHealth Education, University of Minnesota Health, 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, McNamara Alumni Center, University of Minnesota Health, or any other party. Claims against any party other than OptumHealth Education are to be submitted directly to the party involved.

## ***Insurance***

OptumHealth Education, McNamara Alumni Center and University of Minnesota Health will not be liable for damage or loss to the Exhibitor's property through theft, fire, accidents or any other cause. OptumHealth Education and University of Minnesota Health 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. Sponsorship 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. (*Sponsorship does not include exhibit space.*)
- Recognition as a conference sponsor within your exhibit booth, if applicable. (*Sponsorship does not include exhibit space.*)
- Two complimentary registrations provided for any sponsorship fee totaling \$1,500 or more.

## Event Sponsorship and Marketing Opportunities

<u>Type of Support</u>	<u>Investment</u>	<u>Description</u>
Lunch Sponsorship (2 opportunities)	\$2,500	Sponsor lunch as attendees network, compliments of your organization.
Conference Portfolios	\$1,500	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 a continental breakfast and welcome attendees as they begin their day, compliments of your organization.
Water Tumblers	\$1,500	In support of OptumHealth Education's support of green meetings, this water tumbler—customized with your company's logo—will be used over and over again throughout the conference and beyond!
Break Sponsor (4 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 the registration desk.
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 item. All items must be approved by OptumHealth Education and University of Minnesota Health.



## ***Sponsorship Application***

Sponsorship opportunities are available on a first-come, first-served 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).

OptumHealth Education and University of Minnesota Health reserve the right to refuse conference sponsorship requests.

**Sponsorship Application Form:** [www.optumhealtheducation.com/umn2015-sponsor](http://www.optumhealtheducation.com/umn2015-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](mailto:bethany.severson@optumhealtheducation.com)