

24th Annual National Conference

Exhibitor & Supporter Prospectus

September 28–October 1, 2015
Minneapolis Marriott City Center
Minneapolis, Minnesota



An Invitation to Exhibit or Sponsor

OptumHealth Education invites you to take part in one of the industry's most unique annual events!

National and regional payers, employers and medical centers will convene with managed care executives, product leads, medical directors and front line clinicians to learn about, discuss and collaborate around complex and chronic health conditions.

We've been doing this for 24 years. Exhibitors and supporters are PART of our event—not adjacent to it. Join us and find out why the "Annual National Conference" grows larger each year and why our exhibit hall sells out on an annual basis. Let the managed care industry come to you—and your booth; mix and mingle at sessions, breaks and receptions. Meet the people from around the country who influence the managed care industry.

You sign up to attend—and we will do what we always do—develop a cutting edge agenda, enlist world-renown faculty, invite the managed care industry, and create every opportunity we can to encourage interaction.

We hope to see you there!

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.

Who Exhibits

Medical Centers, Hospitals, Health Care Facilities
Transplant, Oncology, Mental Health, Treatment
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.

*Exhibit space is limited and expected to sell out.
Reserve your space early!*

Here's what past exhibitors have to say:

"Fantastic job. Very well organized meeting. Kudos to the conference staff."

"[The OptumHealth Education Team does] an EXCELLENT JOB! Great traffic, fantastic interaction, and [they are] always there to help. THANKS!"

"It was a great conference and expo. Keep up the good work!"

"We're looking forward to next year!"

Past Exhibitors

*OptumHealth Education's Annual National Conference previous exhibitors include:**

Alere Home Monitoring
American Regent
Amgen, Inc.
Avanir Pharmaceuticals, Inc.
Banner Good Samaritan Transplant Center
Barnes-Jewish Hospital
Baxter Healthcare
Baylor Health Care System
BioScrip
Blood and Marrow Transplant Program at Northside Hospital
Boehringer Ingelheim Pharmaceuticals
Brigham and Women's Hospital
Byram Healthcare
CardioDx
Cedars-Sinai Comprehensive Transplant Center
Celgene
CHI St. Luke's Health-Baylor St. Luke's Medical Center
Children's Healthcare of Atlanta
Children's Hospital Boston
Children's Hospital of Philadelphia, The
Children's Hospital of Pittsburgh of UPMC
Children's Medical Center
Children's Organ Transplant Association
Cincinnati Children's Hospital Medical Center
City of Hope National Medical Center
Clarian Transplant Center
Cleveland Clinic Transplant Center
Continuum Services, Inc.
Cook Children's Health Care System
Coram CVS/Specialty Infusion Services
Cord Blood Registry
Daiichi Sankyo, Inc.
Dana-Farber/Brigham and Women's Cancer Center
Dexcom, Inc.
Dyax Corp.
Eisai Inc.
Emory Transplant Center
Evercare Hospice & Palliative Care
Fred Hutchinson Cancer Research Center's Transplant Program at the Seattle Cancer Care Alliance
Genentech
Gilead Sciences
Hazelden Foundation
HeartWare, Inc.
HelpHOPELive
Henry Ford Hospital
Houston Methodist J.C. Walter Jr. Transplant Center
Incyte Corporation
Indiana Blood and Marrow Transplantation (IBMT)
International Transplant Nurses Society
Johns Hopkins Hospital, The
Johnson & Johnson Health Care Systems Inc.
Acelity (formerly KCI)
Loma Linda University Health-Transplantation Institute
Mayo Clinic
MedStar Georgetown Transplant Institute
Millennium: The Takeda Oncology Company
NanoString
National Comprehensive Cancer Network® (NCCN)
National Marrow Donor Program
Nebraska Medical Center, The
Novartis Oncology
Novartis Pharmaceuticals
Novo Nordisk, Inc.
NPS Pharmaceuticals
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
Pfizer Inc.
Purdue Pharma L.P.
Reckitt Benckiser
Roche Diabetes Care
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 Health
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

Minneapolis Marriott City Center
30 South 7th Street, 4th Floor
Minneapolis, MN 55402

Traffic Builders

- Two networking receptions in the Exhibit Hall
- Two complimentary continental breakfasts in the Exhibit Hall
- A complimentary dessert reception in the Exhibit Hall
- Three complimentary breaks in the Exhibit Hall

Exhibit Space Application

Exhibit Space Application Form:

<https://www.optumhealtheducation.com/anc2015-exhibit-app>

Booth space is limited and expected to sell out. Reserve your space early!

Contact Name

Coordination of exhibiting at the *24th 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 Package

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;
*Nonprofit: 2 registrations;
*Industry: Refer to your support agreement
- Complimentary 75-word description of your organization in the *Exhibit Guide*
- Listing in the conference program materials
- 8' deep x 10' wide booth space to include:
 - Standard pipe and drape setup including a back and side curtain
 - One 6' draped table
 - One 7" x 44" one-line booth identification sign, if application is received prior to deadline
 - Up to two chairs (*provided by hotel*)
 - One wastebasket

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

\$6,000 — All other exhibitors

Nonprofit organizations — Contact the Exhibit Manager

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/sponsors. Applications must be received by Friday, Aug. 28 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 shipping labels if it is unavailable at the time of shipment. OptumHealth Education reserves the right to change the location of said exhibit space at any time and for any reason.

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 \$199 plus tax per night at the Minneapolis Marriott City Center until Tuesday, Sept. 8, 2015, 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=welcme_ei_new&eventID=13594391

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

Important Note: For call-in reservations, you must use this dedicated reservation phone number and mention "Optum 24th Annual Conference" to ensure access to our special group rate!

Cancellation

Notification of booth space cancellation must be received in writing on or before Tuesday, Sept. 8, for a refund of the exhibiting fee. No refunds will be made for cancellations received after Sept. 8. 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.

RULES AND REGULATIONS

Installation/Dismantling*

Installation/Set Up:

Monday, Sept. 28, 12–4 p.m.

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

Dismantle/Tear Down:

Wednesday, Sept. 30, 2:30–4:30 p.m.

No dismantling will be permitted before closing time without advance permission secured from authorized exhibit management. Exhibits must be dismantled, packed and ready to move by 4:30 p.m.

Booth Staffing

Each Exhibitor is required to keep at least one attendant in the booth during official exhibit hours. There will be approximately 7 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 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. 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 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, the Minneapolis Marriott City Center, 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 Minneapolis Marriott City Center, Hubbell-Tyner, or any other party. Claims against any party other than OptumHealth Education are to be submitted directly to the party involved.

Insurance

OptumHealth Education and the Minneapolis Marriott City Center 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.

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 Education for the ANC is:

Hubbell-Tyner

Show Contact: Mike Marigold

Phone: (651) 280-4928

Fax: (651) 917-2658

E-mail: mmarigold@hubbelltyner.com

Web Site: www.hubbelltyner.com

Exhibitor Service Kits

The Exhibitor Service Kit will be available on the Conference Web site. The Exhibitor Service Kit contains information and order forms for freight handling, furnishings, labor, audiovisual equipment, electrical and telephone services.

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 Minneapolis Marriott City Center 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 Minneapolis Marriott City Center.

Drawings

Exhibitors conducting drawings should notify the Exhibit Manager via e-mail by Wednesday, Sept. 23 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 24th 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 24th 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. 28 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. Details are available on the conference Web site.

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 the Exhibit Manager of their intent by Wednesday, Sept. 23. (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

We anticipate 600-800 health care professionals from across the country to attend the "24th Annual National Conference" in Minneapolis. There are several exciting new sponsorship opportunities available to help increase your visibility with this influential payer/employer/managed care audience! 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		
Wine Tasting Reception <small>NEW!</small>	\$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. Sponsor the inaugural Wine Tasting Reception at this year's conference! Attendees are sure to be eager to attend this new and notable event while getting a chance to peruse exhibits and interact with their colleagues.

<u>Type of Support</u>	<u>Investment</u>	<u>Description</u>
Networking Reception & Expo	\$15,000	Gain premier recognition and benefits as this Networking Reception host. Hors d'oeuvres, beverages and activities provide the perfect ambiance for attendees to socialize and reacquaint themselves.
GOLD LEVEL		
Facility Tour	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 Portfolios	\$5,500	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.
Conference Tote Bag	\$5,500	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.
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.)
Wi-Fi Sponsor	\$5,000	Be recognized as the source for providing Wi-Fi access to attendees in the general session and foyer area.
Water Tumblers	\$5,000	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.
Mobile Charging Station <small>NEW!</small>	\$4,500	Attendees will love gathering around this mobile charging station, customized with a full logo wrap highlighting your organization, to quickly charge their mobile devices. Contact Bethany Severson for an image of the charging station.
Conference Mobile App <small>NEW!</small>	\$4,500	Maximize your organization's exposure with our mobile event app. Reach attendees before they even arrive at the conference and beyond. As the sponsor your logo will be placed throughout the app as well as a banner ad highlighting your organization or products.
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	\$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.
Lunch (1 opportunity)	\$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	SOLD	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. Your sponsorship will reward participants with a t-shirt with your company's logo, and provide a refreshment station at the "finish line."

<u>Type of Support</u>	<u>Investment</u>	<u>Description</u>
Name Badge Lanyards	\$2,500	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.
Sticky Note Pad Holders ^{NEW!}	\$2,500	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.
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.
Continental Breakfast Enhancement (3 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 (1 opportunity)	\$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.
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.
Conference Pens	\$2,000	Help attendees take notes in style with quality pens imprinted with your organization's logo.
Mid-Morning Coffee Break (2 opportunities)	\$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.

Type of Support	INVESTMENT	Description
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 (4 opportunities)	\$750	Lead attendees right to your booth with these customizable exhibit hall floor decals. Three 3 ft. x 3 ft. custom logo decals included for placement in the exhibit hall. <i>New, larger size decal!</i>

Advertising

Advertising space is available in the 24th *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	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	\$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/anc2015-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/anc2015>

Headquarters Hotel

MINNEAPOLIS MARRIOTT CITY CENTER

30 South 7th Street, 4th Floor

Minneapolis, MN 55402

Web site: <http://www.marriott.com/hotels/travel/mspcc-minneapolis-marriott-city-center/>

Group Reservations:

Online (*preferred method*):

https://resweb.passkey.com/Resweb.do?mode=welcme_ei_new&eventID=13594391

Toll-free: (877) 303-0104—Mention 'Optum 24th 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

HUBBELL-TYNER

Show Contact: Mike Marigold

Phone: (651) 280-4928

Fax: (651) 917-2658

E-mail: mmarigold@hubbelltyner.com

Web Site: www.hubbelltyner.com

APPLICATION FORMS

Exhibit Space Application

<https://www.optumhealtheducation.com/anc2015-exhibit-app>

Sponsorship & Advertising Application

<https://www.optumhealtheducation.com/anc2015-sponsor-app>