



# 9th Annual Medical Director Forum

Four Seasons Hotel  
Las Vegas, NV

November 5–6, 2015

**Support and Exhibiting Opportunities**

# General Information

## 9th Annual Medical Director Forum

The *9th Annual Medical Director Forum* has been designed to educate decision-makers on cutting-edge health 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, Nov. 6, providing additional incentive to attend for this segment of the audience.

### Estimated Attendance: 300

- The attendance list from the *8<sup>th</sup> Annual Medical Director Forum* is available upon request.

### Medical Director Forum Access

Who qualifies for access to the Medical Director Forum?

- **OptumHealth Education (OHE) Diamond, Platinum and Gold Annual Supporters**—Access is included in your annual fee. Refer to your Letter of Agreement for details.
- **Supporters**—Access is included with support equal to or greater than \$7,500.
  - **Promotional Supporters**—Refer to pages 3–5 for details.
    - Promotional support less than \$7,500 can be used for additional conference attendance passes for annual supporters, general conference supporters and exhibitors in increments of \$2,500 each.
  - **General Conference Supporters**—Refer to page 6 for details.
- **Exhibitors**—Access is included in your exhibit fee of \$7,500. Refer to page 7 for details.

### Contact Us

For information on support and exhibiting opportunities, please contact Heidi Leenay at 1-952-205-3074 or [heidi.leenay@optumhealtheducation.com](mailto:heidi.leenay@optumhealtheducation.com).

# Promotional Support Opportunities

Promotional support is an excellent way to gain exposure with attendees. Following is a list of opportunities, or we will work with you on a specific support package to help you achieve your awareness goals.

## **Dinner Sponsorship**

**\$15,000**

Wednesday, November 4, 2015—Pre-Event Group Dinner

Includes:

- Conference attendance for 5 representatives
- One literature insert\* (in conference tote bag)—\**content must be approved by OHE*
- Priority exhibit space
- Priority logo recognition on all conference materials and signage
- Event sponsorship signage
- Podium recognition
- Event recognition

## **Reception Sponsorship (2 available)**

**\$12,500**

Wednesday, November 4, 2015

Thursday, November 5, 2015

Includes:

- Conference attendance for 4 representatives
- One literature insert\* (in conference tote bag)—\**content must be approved by OHE*
- Priority exhibit space
- Priority logo recognition on all conference materials and signage
- Event sponsorship signage
- Podium recognition
- Event recognition

## **Lunch Sponsorship (2 available)**

**\$10,000**

Thursday, November 5, 2015—Exhibit Hall Lunch

Friday, November 6, 2015

Includes:

- Conference attendance for 3 representatives
- One literature insert\* (in conference tote bag)—\**content must be approved by OHE*
- Priority exhibit space
- Priority logo on all conference materials and signage
- Event sponsorship signage
- Podium recognition
- Event recognition

# Promotional Support Opportunities

## Visibility Package (SOLD)

**\$10,000**

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

- Conference tote bag
- Conference online proceedings website (for evaluations and conference materials)
- Name badge lanyard
- Portfolio with notepad and pen

Includes:

- Conference attendance for 3 representatives
- One literature insert\* (in conference tote bag)—\**content must be approved by OHE*
- Priority exhibit space
- Priority logo recognition on all conference materials and signage
- Podium recognition

*The following sponsorships do not qualify for access to the Medical Director Forum and/or exhibit space unless combined for a total of \$7,500 or more. They can be used for additional conference attendance passes in increments of \$2,500 each for annual supporters, general conference supporters and exhibitors.*

## Continental Breakfast Sponsorship (2 available)

**\$5,000**

Thursday, November 5, 2015

Friday, November 6, 2015

Includes:

- 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:

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

# Promotional Support Opportunities

## Conference Wi-Fi

**\$5,000**

Includes:

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

## Mobile Charging Station

**\$5,000**

Includes:

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

## Conference Mobile App

**\$5,000**

Includes:

- Conference attendance for 2 additional representatives (after exhibit fee)
- Logo recognition on all conference materials and signage
- Logo placement throughout the app, as well as a banner ad
- Podium recognition

## Support Application

Promotional support opportunities are available on a first-come, first-reserved basis by completing and returning the Support Application. Upon receipt of the online application and indication of payment method, an email will be sent confirming requested sponsorship item(s).

*Promotional support must total \$7,500 or more for access to and/or exhibit space at the Medical Director Forum. Promotional support less than \$7,500 can be used for additional conference attendance passes in increments of \$2,500 each for annual supporters, general conference supporters and exhibitors.*

## Support Application:\*

<https://www.optumhealtheducation.com/mdf2015-support-app>

*\*This form is used by organizations applying for (1) Promotional Support or (2) General Conference Support (see page 6).*

# General Conference Support

General conference support is available for those individuals who would like to attend, but who are not able to exhibit at the 9th Annual Medical Director Forum.

## General Conference Support Fee

**\$7,500**

Includes:

- Full conference registration for 2 representatives to include:
  - Admission to Wednesday’s dinner and reception. Thursday’s reception includes exhibiting.
  - Admission to Thursday’s CME sessions
  - Admission to sessions on Friday as deemed “open to public” (to be determined)
  - Accreditation and certificates of accreditation as requested
  - Conference materials
- Priority logo on all conference materials and signage
- Podium recognition

## Support Application:\*

<https://www.optumhealtheducation.com/mdf2015-support-app>

*\*This form is used by organizations applying for (1) Promotional Support or (2) General Conference Support.*

# Exhibiting Opportunities

Meet face-to-face with an influential audience of medical directors, medical management staff and managed care executives from across the country by exhibiting at the 9th Annual Medical Director Forum.

## Exhibit Fee\*

**\$7,500**

### Includes:

- Full conference registration for 2 representatives to include:
  - Admission to Wednesday's dinner and reception. Thursday's reception includes exhibiting.
  - Admission to Thursday's CME sessions
  - Admission to sessions on Friday as deemed "open to public" (to be determined)
  - Accreditation and certificates of accreditation as requested
  - Conference materials
- Priority exhibit space
- Priority logo on all conference materials and signage
- Podium recognition

### Exhibit Hours:

Thursday, Nov. 5

11:30 a.m.–1:00 p.m. Exhibit Hall Luncheon

5:00–7:00 p.m. Evening Reception

*Times subject to change.*

### Standard Booth Package:

- Tabletop booth space
- Draped 6' or 8' table
- Two chairs

*\*Exhibit space is included with Diamond, Platinum and Gold Annual Support; as well as Promotional Support totaling \$7,500 or more.*

### Exhibit Application

Limited exhibit space is available on a first-come, first-reserved basis by completing and returning the Exhibit Space Application. Upon receipt of the online application and indication of payment method, an email confirmation will be sent.

**Exhibit Space Application:** <https://www.optumhealtheducation.com/mdf2015-exhibit-app>