

## Transplantation: The Essentials of Solid Organ and Blood/Marrow Transplant Management

### Exhibitor & Supporter Prospectus

April 11–12, 2016  
Sheraton New Orleans Hotel



## An Invitation to Exhibit or Support

“The Essentials of Solid Organ and Blood/Marrow Transplantation” has been developed to promote collaborative practice in health care delivery by providing a broad range of topics for a variety of learners. Faculty will discuss the keys to successful management of patients through a comprehensive overview for each of the transplant phases, from selection to discharge and beyond. Participants will learn about the latest in pharmaceuticals, infectious disease, immunotherapy for cancer, immune tolerance, chronic kidney disease, congenital heart disease, and psychosocial issues in transplant recipients, along with trends in organ and stem cell transplantation.

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 event support and meet face-to-face with this audience of clinicians, coordinators, medical directors, and other health care professionals. Conference faculty consists of leading medical practitioners from prominent transplant and cancer programs throughout the country.

## About Us

OptumHealth Education is one of only 20 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 health care teams who seek to advance their knowledge, skills/strategies, performance 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  
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 and Support Information:**

LuAnne Ronning  
Phone: 1-218-834-6369  
Fax: 1-612-234-0477  
Email:

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

#### **Conference Website:**

[www.optumhealtheducation.com/txpcourse2016](http://www.optumhealtheducation.com/txpcourse2016)

# General Information

## **Location**

Sheraton New Orleans Hotel  
500 Canal St.  
New Orleans, LA 70130

## **Exhibiting Fee**

Medical Center—\$300

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

### **Exhibit fee includes:**

- Complimentary registration(s)\* to all sessions and events. Booth staff badges will not be available.
  - \* Medical centers/Nonprofit org: 1 registration
  - \* Exhibitors/Event supporters: 2 registrations
  - \* Annual supporters: refer to your support agreement
- Exhibit space during the reception
- Draped table

Additional inclusions for Event Supporters/Other Exhibitors:

- Recognition on conference website
- 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/txpcourse2016-exhibit-app>

## **Exhibitor Personnel Registration**

All individuals affiliated with exhibits must register through the conference website. Refer to the *Exhibiting Fee* section above for the number of complimentary registrations available with the exhibit fee. Exhibit-only registration badges will not be provided.

### **Registration Instructions:**

Register your complimentary onsite exhibitor(s) at <https://www.optumhealtheducation.com/txpcourse2016-regform>

Under Registration Type, select Vendor/Industry Registration

Continue completing the registration form and click Submit at the bottom.

Note: Registrants in excess of your complimentary registration(s) should select 'Conference Registration' under Registration Type and process the registration fee payment as instructed.

## **Traffic Builders**

- A complimentary evening reception in the Exhibit Hall
- A complimentary continental breakfast in the Exhibit Hall
- Two complimentary dessert breaks in the Exhibit Hall
- Three 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**

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

## **Hotel Sleeping Room Reservations**

Hotel: Sheraton New Orleans Hotel, 500 Canal St., New Orleans, LA 70130

Reservations:

Online: [Sheraton New Orleans Hotel](#)

Phone: 1-888-627-7033; mention "OptumHealth Education" to receive the discounted group rate.

Rate: \$209.00 single/double

Room Block Release Date: March 18, 2016

## **Cancellation**

Notification of booth space cancellation must be received in writing on or before Friday, March 18 for a refund of the exhibiting fee. No refunds will be made for cancellations received after March 18. 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: 1-218-834-6369 • Fax: 1-612-234-0477

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

# Rules and Regulations

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

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

\*Monday, April 11, 8:00–9:30 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.

\*Sunday installation may be available. Check with the Exhibit Manager on or after March 14.

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

Tuesday, April 12, 1:30 to 2:30 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 New Orleans, State of Louisiana. 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, Sheraton New Orleans Hotel, Presentation Services PSAV, 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, Sheraton New Orleans Hotel, 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, Sheraton New Orleans Hotel, 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.

# Support Opportunities

## ***Individual Supporter 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 website as an event sponsor.
- Link from the conference website to your organization's website.
- 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.
Email Campaign	\$1,000 each	Reach out to attendees with a personalized email message before and/or after the event. OptumHealth Education will distribute an approved email 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.

### ***Support Application***

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

**Support Application Form:** [www.optumhealtheducation.com/txpcourse2016-support](http://www.optumhealtheducation.com/txpcourse2016-support)

For information on the availability of these marketing opportunities or to discuss a new idea, contact LuAnne Ronning at 1-218-834-6369 or [luanne.ronning@optumhealtheducation.com](mailto:luanne.ronning@optumhealtheducation.com)