

Hope, meet Gratitude: The UW Health Transplant Experience

Exhibitor & Supporter Prospectus

June 7–8, 2016

Monona Terrace Community and Convention
Center
Madison, Wisconsin



An Invitation to Exhibit

OptumHealth Education and UW Health Transplant Program are working together to provide attendees with in-depth knowledge on emerging trends, innovative approaches to patient-management, and important contributions to the field of transplantation.

“Hope, meet Gratitude: The UW Health Transplant Experience” is designed for nurses, case managers, mid-level providers, medical directors, physicians, and all other health care professionals with an interest in solid organ transplantation (with added emphasis on management of unique complications associated with transplantation), heart failure, stem cell transplantation, bone marrow transplantation, and islet cell transplantation.

OptumHealth Education and UW Health Transplant Program invite 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.

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.

The UW Health Transplant Program — with more than 13,000 transplants and 50 years of success — has created new drugs, discovered new techniques and implemented patient care protocols now used worldwide. We’re one of the nation’s largest comprehensive transplant centers serving adult and pediatric patients. UW Health Transplant consistently leads the nation in patient outcomes providing quality, compassionate care tailored to each patient. Our average wait times for transplant are typically much less than the regional and national average.

We know that sometimes, it’s the little things that make the largest impact, so we do things like provide ongoing patient education; support a home-away-from-home environment at The Restoring Hope Transplant House; provide a comfortable hotel environment at UW Health’s hotel, The InnTowner, and offer convenient mobile-home parking for patient families who prefer to stay in their own home-on-wheels. Our mission: directing the future of transplantation. Our focus: exceeding the needs of every patient.

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.

Contact

LuAnne Ronning
Phone: 1-218-834-6369
Fax: 1-612-234-0477
Email: luanne.ronning@optumhealtheducation.com

Conference Website:

<https://www.optumhealtheducation.com/uw2016>

General Information

Location

Monona Terrace Community and Convention Center
Exhibit Location: Level 4 — Madison Ballroom A-B;
Capitol Promenade
One John Nolen Drive
Madison, WI 53703

Exhibiting Fee — \$1,500

Exhibit fee includes:

- Exhibit space with one skirted table and two chairs
- Two conference registrations
- 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/uw2016-exhibit-app>

Exhibitor Personnel Registration

All individuals affiliated with exhibits must register through the conference website. Two complimentary registrations for exhibitors are included with the exhibit fee. Additional registration badges are available for purchase. Contact OptumHealth Education for information.

Registration Instructions:

- Register your two complimentary onsite exhibitors at <http://www.optumhealtheducation.com/uw2016-regform>
- Under Registration Type, select Vendor/Industry Registration
- Continue completing the registration form and click Submit at the bottom.

Note: Onsite exhibit staff in excess of your two complimentary registration(s) should contact OptumHealth Education for instructions.

Traffic Builders

- Two complimentary continental breakfasts in the Exhibit Hall
- Two complimentary lunches 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 website. Please refer to it for information, such as the exhibiting schedule and shipping instructions.

Hotel Sleeping Room Reservations

Discounted room rates for this conference are available at the Hilton Madison Monona Terrace, The Madison Concourse Hotel, and The Best Western Plus Inn on the Park. Full details are available at <https://www.optumhealtheducation.com/uw2016/general-info>

Cancellation

Notification of booth space cancellation must be received in writing on or before Friday, May 13 for a refund of the exhibiting fee. No refunds will be made for cancellations received after May 13. Cancellation of exhibit space includes cancellation of registrations allotted with exhibit space. In the event of cancellation, OptumHealth Education and UW Transplant Program assume 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

Rules and Regulations

Installation/Dismantling

Installation/Set Up:

Tuesday, June 7, 6:30 to 7:45 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, June 8, 2:45 to 4:30 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

The acceptance of an Exhibitor by OptumHealth Education and UW Health Transplant Program does not constitute an endorsement of that organization's products or services. OptumHealth Education and UW Health Transplant Program reserve 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 and UW Health Transplant Program 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 Madison, State of Wisconsin. 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 and UW Health Transplant Program wish 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 Monona Terrace Community and Convention Center, and shall indemnify and hold harmless OptumHealth Education, UW Health Transplant Program, Monona Terrace Community and Convention 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, Monona Terrace Community and Convention Center, UW Health Transplant Program, or any other party. Claims against any party other than OptumHealth Education are to be submitted directly to the party involved.

Insurance

OptumHealth Education, UW Health Transplant Program, and Monona Terrace Community and Convention Center will not be liable for damage or loss to the Exhibitor's property through theft, fire, accidents or any other cause. OptumHealth Education and UW Health Transplant Program 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.

Promotional 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. Sponsorship 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. (*Sponsorship does not include exhibit space.*)
- Recognition as a conference sponsor within your exhibit booth, if applicable. (*Sponsorship does not include exhibit space.*)
- Two registrations provided for any sponsorship fee totaling \$1,500 or more.

Promotional Support 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.
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 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.

Support Application

Support 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 email will be sent confirming requested sponsorship item(s).

OptumHealth Education and UW Health Transplant Program reserve the right to refuse conference sponsorship requests.

Sponsorship Application Form: www.optumhealtheducation.com/uw2016-sponsor-app

For information on the availability of these marketing opportunities or to discuss a new idea, contact Bethany Severson at 1-952-205-3071 or bethany.severson@optumhealtheducation.com.