

25th Annual National Conference Exhibitor Prospectus

October 5–7, 2016
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.

This is the 25th year we've been doing this. 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...because it's the 25th year...we are bringing back “THE GALA.” 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 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, 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 and Diagnostic Companies
Nonprofit organizations that assist patients with
fundraising, education, etc.

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

You spoke and we listened!

We take our surveys seriously and value the feedback and suggestions provided to make our exhibit hall even better. So this year's exhibit hall will be in one central location with expanded hours throughout the day.

Past Exhibitors

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

Acelity
Alere Home Monitoring
Amarin Pharma, Inc.
American Medical Technologies
American Regent
Amgen, Inc.
Avanir Pharmaceuticals, Inc.
Banner Good Samaritan Transplant Center
Barnes-Jewish Hospital
Baxalta Incorporated
Baxter Healthcare
Baylor Health Care System
BioScrip, Inc.
Blood and Marrow Transplant Program at Northside Hospital
Boehringer Ingelheim Pharmaceuticals
Brigham and Women's Hospital
CardioDx
CareDx (formerly XDx, Inc.)
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
Cincinnati Children's Hospital
City of Hope National Medical Center
Cleveland Clinic Transplant Center
Continuum Services, Inc.
Cook Children's Health Care System
Coram CVS/Specialty Infusion Services
Cord Blood Registry
Dana-Farber/Brigham and Women's Cancer Center
Dexcom, Inc.
Eisai Inc.
Emory Transplant Center of Emory Healthcare
Froedtert & Children's Hospital of Wisconsin Transplant
Genentech
Genzyme, A Sanofi Company
Hazelden Foundation
HeartWare, Inc.
HelpHOPELive
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.
Loma Linda University Medical Center
Mayo Clinic
MedStar Georgetown Transplant Institute
MyHealthDirect
NanoString
National Comprehensive Cancer Network® (NCCN)
National Marrow Donor Program, Be The Match
Nebraska Medicine
Novartis Oncology
Novartis Pharmaceuticals
Novo Nordisk, Inc.
NPS Pharmaceuticals
NUATC–Northwestern University Affiliated Transplant Centers
Obesity Action Coalition (OAC)
Optum
Optum Palliative & Hospice Care
Penn State Milton S. Hershey Medical Center
Pfizer Inc.
Purdue Pharma L.P.
Reckitt Benckiser
Roche Diabetes Care
Sandoz Biopharmaceuticals
Sanofi
Seattle Cancer Care Alliance
Shire
St. Louis Children's Hospital
Stanford Health Care/Stanford Children's Health
Takeda Oncology
Teva Oncology
The University of Kansas Hospital
Transplant Genomics Inc.
UAB Health System
University of Chicago Medicine
University of Illinois Hospital & Health Sciences System
University of Minnesota Health
University of St. Thomas - Health Care
UPMC Transplant Services
UW Health Transplant Program
Valeritas
Vanderbilt Transplant Center

GENERAL INFORMATION

Location

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

Traffic Builders

To boost exhibit hall traffic, there are a variety of features, such as:

- Complimentary food and beverages during all open exhibit times.
- Exhibit hall games and prizes.
- Exhibit-only hours with no competing sessions.

Exhibit Space Application

Exhibit Space Application Form:

<https://www.optumhealtheducation.com/anc2016-exhibit-app>

Booth space is limited and expected to sell out.

Reserve your space early!

Contact Name

Coordination of exhibiting at the *25th 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:

- **6' deep x 10' wide booth space** to include: ^{New size!}
 - 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.

- Complimentary full-event passes*. Booth staff must use these complimentary registrations.
 - *Medical Centers: 4 passes;
 - *Nonprofit: 2 passes;
 - *Industry: Refer to your support agreement
- Promotion of your organization on the Exhibit page of the conference mobile app, including.
 - Link to your organization's website
 - 75-word description of your organization
 - Booth location pin on the interactive exhibit hall map, providing easy, quick access to your organization's information and location
- Listing in the conference program materials

Exhibiting Fee

\$1,000 — Medical Centers

\$6,000 — All other exhibitors

\$500 — Nonprofit organizations (*excludes medical centers/hospitals*)

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

The best locations sell quickly! Assignments are made based on the date of receipt of the completed application and full payment, with priority placement given to supporters and promotional sponsors. Applications must be received by Friday, Sept. 2 for inclusion in the conference mobile app and program materials. Email 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 are not available. A confirmation email—including registration instructions—will be sent to the Exhibitor contact designated on the Exhibit Space Application.

Housing

A limited block of rooms are being offered at a special group room rate of \$219 plus tax per night at the Minneapolis Marriott City Center until Sept. 12, 2016, based on availability.

Online Hotel Reservations (*preferred method*):

https://aws.passkey.com/event/14934422/owner/1070/home?utm_campaign=75056020

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

Important Note: Mention "Optum 25th Annual Conference" to ensure access to our special group rate!

Cancellation

Notification of booth space cancellation must be received in writing on or before Friday, Sept. 2, for a refund of the exhibiting fee. No refunds will be made for cancellations received after Sept.2. 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:

Tuesday, Oct. 4, 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:

Thursday, Oct. 6, 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 5 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

Email: mmarigold@hubbelltyner.com

Website: www.hubbelltyner.com

Exhibitor Service Kits

The Exhibitor Service Kit will be available on the Conference Website. 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 email by Thursday, Sept. 29 at luanne.ronning@optumhealtheducation.com.

CONTACT INFORMATION

Host Organization

OPTUMHEALTH EDUCATION

Phone: (800) 847-2050

Email: moreinfo@optumhealtheducation.com

Address: MN101-W800

11000 Optum Circle

Eden Prairie, MN 55344

Website: www.optumhealtheducation.com

Conference Website/Registration:

<https://www.optumhealtheducation.com/anc2016>

Headquarters Hotel

MINNEAPOLIS MARRIOTT CITY CENTER

30 South 7th Street, 4th Floor

Minneapolis, MN 55402

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

Group Reservations:

Online (*preferred method*):

https://aws.passkey.com/event/14934422/owner/1070/home?utm_campaign=75056020

Toll-free: (877) 303-0104—Mention 'Optum 25th Annual Conference' for the special rate.

Exhibit & Marketing Team

EXHIBITS

LuAnne Ronning

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CONFERENCE SUPPORT & ADVERTISING

Bethany Severson

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Official Service Contractor

HUBBELL-TYNER

Show Contact: Mike Marigold

Phone: (651) 280-4928

Fax: (651) 917-2658

Email: mmarigold@hubbelltyner.com

Website: www.hubbelltyner.com

APPLICATION FORM

Exhibit Space Application

<https://www.optumhealtheducation.com/anc2016-exhibit-app>