

## Essentials of Oncology, Solid Organ and Blood/Marrow Transplant Management

### Exhibitor & Supporter Prospectus

March 20–21, 2017

The Scott Resort & Spa (FireSky)  
Scottsdale, AZ



## An Invitation to Exhibit or Support

“The Essentials of Oncology, Solid Organ and Blood/Marrow Transplant Management” 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 best practices and the keys to optimal patient/benefit management of individuals undergoing organ and blood/marrow transplant and those with cancer. Participants will learn about advances, trends and updates within these fields including: pre- and posttransplant care, pharmaceuticals, management of transplant complications, the latest in cancer research and treatment options, and best practices to optimize outcomes.

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 36 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:**

Bethany Severson

Phone: 1-952-205-3071

Fax: 1-612-234-0925

Email:

[bethany.severson@optumhealtheducation.com](mailto:bethany.severson@optumhealtheducation.com)

#### **Conference Website:**

[www.optumhealtheducation.com/txpcourse2017](http://www.optumhealtheducation.com/txpcourse2017)

# General Information

## Location

The Scott Resort & Spa (FireSky)  
4925 North Scottsdale Road  
Scottsdale, AZ 85251

## Exhibiting Fee

Medical Center—\$300  
All Other Exhibitors/Event Supporters—\$5,000

### Exhibit fee includes:

- Standard booth package
  - Booth space Monday and Tuesday
  - Draped table
  - Two chairs
- Complimentary, full-event pass(es)\*. Booth staff must use these complimentary registrations.
  - Medical centers/Nonprofit org: 1 pass
  - Exhibitors/Event supporters: 2 passes
  - Annual supporters: 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
  - Booth location pin on the interactive exhibit hall map, providing easy, quick access to your organization's information and location

### Additional inclusions for Event Supporters:

- Listing on conference website with link to your organization's 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:

[www.optumhealtheducation.com/txpcourse2017-exhibit-app](http://www.optumhealtheducation.com/txpcourse2017-exhibit-app)

## Exhibit Date and Hours

Monday, March 20, 1:15–6:30 p.m.  
Tuesday, March 21, 7:00 a.m.–1:15 p.m.  
*Exhibits will be open during breaks and reception.  
Times are subject to change.*

## Exhibitor Personnel Registration

All participants affiliated with exhibits must register through the conference website. Refer to the Exhibiting Fee section for the number of complimentary registrations available.

Exhibit-only registration badges are not available.

**Registration Instructions:** A confirmation email—including registration instructions—will be sent to the Exhibitor contact designated on the Exhibit Application.

## 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.

## Exhibitor Service Kit (ESK)

The ESK will be available on the conference website. It contains an exhibitor schedule, shipping instructions, and audio visual/power order forms.

## 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 ESK. Detailed shipping instructions are included in the ESK.

## Housing

A limited block of rooms are being offered at a special group room rate of \$234 per night at The Scott Resort & Spa (FireSky) until March 3, 2017, based on availability. A daily resort fee of \$15, plus applicable taxes, will be charged per room per night (discounted from \$29).

Online Hotel Reservations (*preferred method*):

[The Scott Resort & Spa \(FireSky\)](#)

Call-In Hotel Reservations: 480-945-7666, mention "OptumHealth Education" to receive the group rate!

## Cancellation

Booth space cancellation must be received in writing on or before Feb. 24 for a refund of the exhibiting fee. No refunds will be made for cancellations received after Feb. 24. 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: Bethany Severson  
Phone: 952-205-3071 • Fax: 612-234-0925  
Email: [bethany.severson@optumhealtheducation.com](mailto:bethany.severson@optumhealtheducation.com)

# Rules and Regulations

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

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

\*Monday, March 20, 8:00 a.m.–12:30 p.m.

All exhibits must be fully installed by 12:30 p.m. No installation will be permitted after this time without prior authorization from exhibit management.

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

Tuesday, March 21, 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 Scottsdale, State of Arizona. 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, The Scott Resort & Spa (FireSky), 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, The Scott Resort & Spa (FireSky), 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, The Scott Resort & Spa (FireSky), 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 and mobile app.
- Contributor ribbons for your staff name badges.
- Preferred placement in the exhibit hall, if applicable.
- Recognition as a conference sponsor within your exhibit space, 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 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 “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.
<b>Mobile App Banner Ad Sponsor</b> <sup>NEW!</sup> (3 opportunities)	\$1,000	A custom banner ad including a hyperlink to your organization's website will be front and center on the mobile app. The mobile app is where all the conference materials can be found so attendees will have your information at their fingertips before, during and after the conference.
Email Campaign	\$1,000 each	Reach out to attendees with a personalized email message before or after the event. OptumHealth Education will distribute an approved email message on behalf of your organization.
<b>Mobile App Icon</b> <sup>NEW!</sup> (Home Page)	<b>SOLD</b>	Exclusive homepage icon will link directly to your organization's website. Attendees will see this icon every time they open the mobile app.

<u>Type of Support</u>	<u>Investment</u>	<u>Description</u>
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.)
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.
<b>Mobile App Push Notification</b> <small>NEW!</small> (3 opportunities/day)	\$500	Reach attendees with a message sent on behalf of your organization sent directly to their mobile devices. Timing to be determined by sponsor and OptumHealth Education, limited to 140 characters.
<del>Conference Pens</del>	<b>SOLD</b>	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 marketing brochure or other 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 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/txpcourse2017-support](http://www.optumhealtheducation.com/txpcourse2017-support)

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