

The Eighth:
Extraordinary Innovations
and Emerging Trends in
Transplantation and Oncology
from Nebraska Medicine

Exhibitor & Supporter Prospectus

July 11–12, 2017
CenturyLink Center
Omaha, Nebraska



An Invitation to Exhibit

OptumHealth Education, Nebraska Medicine and University of Nebraska Medical Center are working together to provide attendees with in-depth knowledge of the latest developments in oncology, solid organ- and blood/marrow transplantation. Clinical experts will provide insight into innovative approaches to the ongoing management and continuing support of patients with complex cancers and organ failures.

This conference will focus on providing nurses, case managers, medical directors, pharmacists, physicians and advanced practice providers with information they need to more effectively manage their patient population. This program is also designed for health care professionals who care for and/or manage benefits for oncology patients, end-stage organ failure patients, and solid organ- or blood/marrow transplant patients.

Your organization is invited 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 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.

Nebraska Medicine leads the world in transforming lives to create a healthy future through extraordinary care, discovery and learning. The most esteemed academic medical center in the region, Nebraska Medicine offers exceptional patient care combined with innovative research and education through its partner, the University of Nebraska Medical Center. This organization provides its patients with access to more than 1,000 physicians, 661 licensed hospital beds in Omaha and Bellevue, and nearly 40 specialty and primary care clinics in Omaha and the surrounding area. Find Nebraska Medicine online at www.nebraskamed.com.

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

Bethany Severson
Phone: 1-952-205-3071 • Fax: 1-612-234-0925
Email: bethany.severson@optumhealtheducation.com

Conference Website:

www.optumhealtheducation.com/neb2017

General Information

Location

CenturyLink Center Omaha

455 N 10th Street

Omaha, NE 68102

Exhibit Location: Grand Ballroom Foyer, Second Floor

Exhibiting Fee — \$1,500

Exhibit fee includes:

- Booth space with one skirted table and two chairs
- Complimentary, full-event passes for two attendees. Booth staff must use these complimentary registrations.
- Recognition on conference website and mobile app
- 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 25 days prior to the start of the conference. Submit early; space is limited!

Exhibit Space Application Form:

www.optumhealtheducation.com/neb2017-exhibit-app

Exhibitor Personnel Registration

All individuals affiliated with exhibits must register through the conference website. Additional exhibitor registrations are available for purchase. Exhibit-only registration badges are not available. Contact OptumHealth Education for information.

Registration Instructions:

- Register your two complimentary onsite exhibitors at www.optumhealtheducation.com/neb2017-regform
- Under Registration Type, select "Exhibitor Registration"
- Continue completing the registration form and click Submit at the bottom.

Note: Exhibit staff in excess of your two complimentary registration(s) should refer to the Conference Fees section on the web site for information on how to complete registration.

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 game and prizes.
- Exhibit-only hours with no competing sessions

Exhibitor Service Kit (ESK)

The ESK will be available on the conference website. Please refer to it for information, such as the exhibiting schedule 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 ESK. Detailed shipping instructions are included in the ESK.

Hotel Sleeping Room Reservations

Hotel: Hilton Omaha, 1001 Cass Street, Omaha, NE 68102

Reservations:

Online: [Hilton Omaha](#)

Phone: 1-800-445-8667; mention the group code "TOC" to receive the discounted group rate.

Rate: \$162.00 single/double occupancy. (Rate is per room per night and is subject to prevailing state and local taxes.)

Room Block Release Date: June 9, 2017

Cancellation

Notification of booth space cancellation must be received in writing on or before Friday, June 16 for a refund of the exhibiting fee. No refunds will be made for cancellations received after June 16. 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, OptumHealth Education • p 952-205-3071 • f 612-234-0925

Email: bethany.severson@optumhealtheducation.com

Rules and Regulations

Installation/Dismantling*

Installation/Set Up:

Tuesday, July 11, 6:30–7 a.m.; 8:00–9:45 a.m.
All exhibits must be fully installed by 9:45 a.m. No installation will be permitted after this time without prior authorization from exhibit management.

Dismantle/Tear Down:

Wednesday, July 13, 2:45–4:00 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

Acceptance of an Exhibitor does not constitute an endorsement of that organization's products or services by OptumHealth Education or Nebraska Medicine. OptumHealth Education and Nebraska Medicine 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 Nebraska Medicine 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 Omaha, State of Nebraska. 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 ESK for utility and audio visual requests.

Auxiliary Aids or Services

In compliance with the Americans with Disabilities Act, OptumHealth Education and Nebraska Medicine 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 CenturyLink Center Omaha, and shall indemnify and hold harmless OptumHealth Education, Nebraska Medicine and CenturyLink Center Omaha, 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 and Nebraska Medicine do not act as the agent of the Exhibitor or CenturyLink Center Omaha, or any other party. Claims against any party other than OptumHealth Education and Nebraska Medicine are to be submitted directly to the party involved.

Insurance

OptumHealth Education, Nebraska Medicine, and CenturyLink Center Omaha will not be liable for damage or loss to the Exhibitor's property through theft, fire, accidents or any other cause. OptumHealth Education, Nebraska Medicine, and CenturyLink Center Omaha 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. (*Sponsorship does not include exhibit space.*)
- Recognition as a conference sponsor within your exhibit booth, if applicable.
- Two complimentary registrations provided for any support 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 Tote Bags	\$2,500	Receive high-profile, enduring visibility as your company logo is carried throughout the conference and home on the tote bags provided to all attendees at registration.
Conference Portfolios	\$1,750	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
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.
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	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 (4 opportunities)	\$1,500	Take advantage of this opportunity to gain name recognition in a casual setting when participants are networking.
Conference Note Pads	\$1,250	8.5 x 5.5" notepads will be 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.
Mobile App Banner Ad Sponsor ^{NEW!} (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.
Sticky Note Pad Holders	\$1,000	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.
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.
Name Badge Lanyards	\$1,000	Everyone will be wearing them! Customized with your company's logo these lanyards offer guaranteed exposure throughout the conference and beyond.

<u>Type of Support</u>	<u>Investment</u>	<u>Description</u>
Conference Pens	\$1,000	Help attendees take notes in style with quality pens imprinted with your organization's logo.
Mobile App Push Notification <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.
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.
Welcome Gift	At Cost + \$500 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.

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 Nebraska Medicine reserve the right to refuse conference sponsorship requests.

Sponsorship Application Form: www.optumhealtheducation.com/neb2017-support-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