

OptumHealth Education

## 26<sup>th</sup> Annual National Conference

### Exhibitor Prospectus

October 2–4, 2017  
Chicago Marriott Downtown  
Chicago, Illinois



## An Invitation to Exhibit

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 26th 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 networking reception. 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.

## About Us

OptumHealth Education is one of a few 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!*

### **Here's what last year's exhibitors had to say:**

"This was the best exhibitor experience ever at [the Annual National Conference]!! Lots of traffic. Thank you!"

"[OptumHealth Education] conferences are always a class act; very well planned and organized."

"Excellent attendance and good engagement. Not just stopping by to get a stamp!"

"I loved all the games to engage the attendees at the booths. The energy was high and encouraged people to visit with us."

# Past Exhibitors

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

Acelity  
Alere Home Monitoring  
Amarin Pharma, Inc.  
American Case Management Association (ACMA)  
American Medical Technologies  
American Regent  
Amgen  
Aralez Pharmaceuticals  
Astellas Pharma US  
Avanir Pharmaceuticals, Inc.  
Banner Good Samaritan Transplant Center  
Barnes-Jewish Hospital  
Baxalta Incorporated  
Baxter Healthcare  
Baylor Health Care System part of Baylor Scott & White  
BioScrip  
Blood and Marrow Transplant Program at Northside Hospital  
Boehringer Ingelheim Pharmaceuticals, Inc.  
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 LLC  
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  
Emory Transplant Center of Emory Healthcare  
Exact Sciences  
Froedtert & Children's Hospital of Wisconsin Transplant  
Genentech, Inc.  
Genzyme, A Sanofi Company  
HeartWare, Inc.  
HelpHOPELive  
Helsinn Therapeutics  
Houston Methodist J.C. Walter Jr. Transplant Center  
Incyte Corporation  
Indiana Blood and Marrow Transplantation (IBMT)  
International Transplant Nurses Society  
Ipsen Biopharmaceuticals  
Johns Hopkins Hospital, The  
Johnson & Johnson  
Loma Linda University Health  
Mayo Clinic  
MedStar Georgetown Transplant Institute  
MyHealthDirect  
Nanostring Technologies  
National Comprehensive Cancer Network® (NCCN)  
National Marrow Donor Program - Be The Match  
Nebraska Medicine  
Novartis Oncology and Novartis Pharmaceuticals  
NOVO NORDISK  
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  
Regeneron Healthcare Solutions  
Roche Diabetes Care  
Sandoz Biopharmaceuticals  
Sanofi  
Sanofi Genzyme  
Seattle Cancer Care Alliance  
Seattle Genetics  
Shire  
St. Louis Children's Hospital  
Stanford Health Care/Stanford Children's Health  
Sunovion Pharmaceuticals  
Takeda Oncology  
Teva Oncology  
The University of Chicago Medicine Transplant Center  
The University of Kansas Hospital  
Transplant Genomics Inc.  
UAB Health System  
UI Health Transplant  
UnitedHealth Group Center for Clinician Advancement  
University of Illinois Hospital & Health Sciences System  
University of Minnesota Health  
University of St. Thomas - Health Care  
UPMC  
UW Health - University of Wisconsin Transplant Program  
Valeritas  
Vanderbilt Transplant Center

# GENERAL INFORMATION

## Location

**Marriott Chicago Downtown Magnificent Mile**  
540 North Michigan Avenue  
Chicago, IL 60611

## Traffic Builders

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

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

## Exhibit Space Application

Exhibit Space Application Form:

[www.optumhealtheducation.com/anc2017-exhibit-app](http://www.optumhealtheducation.com/anc2017-exhibit-app)

*Booth space is limited and expected to sell out.*

*Reserve your space early!*

## Contact Name

Coordination of exhibiting at the *26th 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:
  - Standard pipe and drape setup including a back and side curtain
  - One 6' draped table
  - One 9" x 44" booth identification sign, if application is received prior to deadline.
  - Up to two chairs
  - 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. 8 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 \$259 plus tax per night at the Marriott Chicago Downtown Magnificent Mile until Sept. 8, 2017, based on availability.

Online Hotel Reservations (*preferred method*):

<https://aws.passkey.com/e/49022183>

Call-In Reservations: 877-303-0104 — Mention *26th Annual National Conference* to receive the special group rate!

## Cancellation

Notification of booth space cancellation must be received in writing on or before Friday, Sept. 1, for a refund of the exhibiting fee. No refunds will be made for cancellations received after Sept. 1. 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.

**26th Annual National Conference**

**Oct. 2–4, 2017**

\*Times are subject to change.

Updated: March 23, 2017

# RULES AND REGULATIONS

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

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

Sunday, Oct. 1 5–8 p.m. and

Monday, Oct. 2, 7 a.m.–12 p.m.

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

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

Tuesday, Oct. 3, 3–5 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 5 p.m.

## ***Booth Staffing***

Each Exhibitor is required to keep at least one attendant in the booth during official exhibit 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 Chicago, State of Illinois. 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 Marriott Chicago Downtown Magnificent Mile, 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 Marriott Chicago Downtown Magnificent Mile, 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 Marriott Chicago Downtown Magnificent Mile 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:

### **Meetinghouse**

Show Contact: Matt Rowland

Phone: 1-630-941-0600

Fax: 1-630-941-7777

Email: [MRowland@SBRevents.com](mailto:MRowland@SBRevents.com)

Website: [www.meetinghouse.com](http://www.meetinghouse.com)

## **Exhibitor Service Kits**

The Exhibitor Service Kit will be distributed by the Official Service Contractor approximately eight weeks prior to the conference. 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 Marriott Chicago Downtown Magnificent Mile 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 Marriott Chicago Downtown Magnificent Mile.

## **Drawings**

Exhibitors conducting drawings should notify the Exhibit Manager via email by Monday, Sept. 25 at [bethany.severson@optumhealtheducation.com](mailto:bethany.severson@optumhealtheducation.com).

# CONTACT INFORMATION

## **Host Organization**

### **OPTUMHEALTH EDUCATION**

Phone: 1-800-847-2050

Email: [moreinfo@optumhealtheducation.com](mailto:moreinfo@optumhealtheducation.com)

Address: MN101-W800

11000 Optum Circle

Eden Prairie, MN 55344

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

Conference Website/Registration will be announced this spring.

## **Headquarters Hotel**

### **MARRIOTT CHICAGO DOWNTOWN MAGNIFICENT MILE**

540 North Michigan Avenue

Chicago, IL 60611

Website: <http://www.marriott.com/hotels/hotel-reviews/chidt-chicago-marriott-downtown-magnificent-mile/>

Group Reservations:

Online (*preferred method*):

<https://aws.passkey.com/e/49022183>

Toll-free: 1-877-303-0104 — Mention *26th Annual National Conference* to receive the special group rate.

## **Exhibit & Marketing Team**

### **EXHIBITS & CONFERENCE SUPPORT**

Bethany Severson

Phone: 1-952-205-3071

Fax: 1-612-234-0925

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

## **Official Service Contractor**

### **MEETINGHOUSE**

Show Contact: Matt Rowland

Phone: 1-630-941-0600

Fax: 1-630-941-7777

Email: [MRowland@SBRevents.com](mailto:MRowland@SBRevents.com)

Website: [www.meetinghouse.com](http://www.meetinghouse.com)

# APPLICATION FORM

## **Exhibit Space Application**

[www.optumhealtheducation.com/anc2017-exhibit-app](http://www.optumhealtheducation.com/anc2017-exhibit-app)

