

OptumHealth Education's 11th Annual Medical Director/ Physician Leadership Forum

November 8–10, 2017

Four Seasons Hotel Las Vegas



EXHIBIT AND SPONSORSHIP PROSPECTUS

Become an Exhibitor and/or Promotional Supporter and Increase Your Visibility

The “11th Annual Medical Director/Physician Leadership Forum” (formerly Medical Director Forum) has been designed to educate decision-makers on cutting-edge clinical updates that can impact large populations. During the conference, leading experts will discuss challenges and opportunities surrounding current health care issues.

This conference has been developed for medical directors, physician executives/leaders and other health care professionals (HCPs) that manage large patient populations and/or their benefits worldwide.

OptumHealth Education invites you to meet face-to-face with this influential audience from across the country by exhibiting at this year's event. In addition to exhibiting, there are several ways for you to connect with these attendees. We have dynamic promotional opportunities to help build and maintain business relationships and increase your company's visibility among the 300–400 health care professionals.

Who Exhibits/Sponsors

- Pharmaceutical Companies
- Biotech Companies
- Specialty Pharmacies
- Home Health Care and Medication Management Companies
- Medical Device and Diagnostic Companies

Medical Director/Physician Leadership Forum Access

Who qualifies for access to the Medical Director/Physician Leadership Forum?

- **OptumHealth Education (OHE) Annual Supporters** — Access is included in your annual fee. Refer to your Letter of Agreement for details.
- **Exhibitors** — Access is included in your exhibit fee of \$7,500. Refer to page 2 for details.
- **Supporters** — Access is included with support equal to or greater than \$7,500.
 - **Promotional Supporters** — Refer to pages 3–4 for details.
 - Promotional support totaling less than \$7,500 can be used for additional conference attendance passes for annual supporters, general conference supporters and exhibitors in increments of \$2,500 each.
 - **General Conference Supporters** — Refer to page 4 for details.

Contact Us

LuAnne Ronning, Exhibit Manager

1-612-395-8486 or luanne.ronning@optumhealtheducation.com

Bethany Severson, Promotional Support Manager

1-952-205-3071 or bethany.severson@optumhealtheducation.com

Exhibiting

Exhibit Fee* **\$7,500**

As part of the exhibit fee, each Exhibitor receives:

- Tabletop booth space to include:
 - One 6' draped table
 - Up to two chairs
- Full conference registration for 2 representatives to include:
 - Admission to Wednesday's dinner and reception. Thursday's reception includes exhibiting.
 - Admission to Thursday's CME sessions
 - Admission to sessions on Friday as deemed "open to public" (to be determined)
 - Accreditation and certificates of accreditation as requested
 - Conference materials
- 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 access to your organization's information and location
- Listing in the conference materials
- Logo on signage
- Podium recognition

**Exhibit space is included with Annual Support, as well as Promotional Support totaling \$7,500 or more.*

For more detailed information, see Terms and Conditions on pages 5–6.

Location:

Four Seasons Hotel Las Vegas
Acacia Ballroom, 2nd Floor
3960 Las Vegas Blvd. S.
Las Vegas, NV 89119

Set-up Hours

Thursday, Nov. 9, 9:30 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.

Exhibit Hours

Thursday, Nov. 9

1:00.–1:45 p.m. Exhibit Hall Dessert Reception

5:00–7:00 p.m. Evening Reception

Times are subject to change. Food and refreshments will be served during open exhibit times.

Dismantle Hours

Thursday, Nov. 9, 7–9 p.m.

Tear down is not permitted before closing time without advance permission secured from authorized exhibit management.

Exhibit Application

Limited exhibit space is available on a first-come, first-reserved basis by completing and returning the Exhibit Space Application. Upon receipt of the online application and indication of payment method, an email confirmation will be sent.

Exhibit Space Application: www.optumhealtheducation.com/mdf2017-exhibit-app

Promotional Support

Reach Your Desired Sponsorship Level

Elements of Sponsorship Package		Diamond \$15,000	Platinum \$12,500	Gold \$10,000	Silver \$8,500	Bronze* \$5,000
Access to the 11th Annual MD/PL Forum		●	●	●	●	
Full Access Conference Passes		5	4	3	2	0
Additional Conference Passes* <i>see note below</i>			-	-	-	2
Literature Insert in Conference Tote (approved by OHE)		●	●	●		
Premium Exhibit Hall Placement, booth space included		●	●	●	●	
Preferred Exhibit Hall Placement, booth space purchased separately						●
Recognition and Thank You During Conference Welcome		●	●	●	●	●
Recognition within your Booth Space, if booth space purchased		●	●	●	●	●
Recognition on Conference Signage		●	●	●	●	●
Conference Website (<i>recognized by sponsor level</i>)	Logo	●	●	●	●	●
	Link to company URL	●	●	●	●	●
Conference Mobile App (<i>recognized by sponsor level</i>)	Logo	●	●	●	●	●
	Link to company URL	●	●	●	●	●
	Banner Ad	●				
	Promoted posts	●	●			
Recognition of Contribution with Staff Name Badge Ribbons		●	●	●	●	●

Sponsorship level is determined by your company's total sponsorship investment.

* Bronze level promotional support can only be used for additional conference attendance passes for annual supporters, general conference supporters and exhibitors.

EVENTS AND NETWORKING FUNCTIONS

Pre-event Group Dinner | \$15,000

Wednesday, Nov. 8

Gain premier recognition and benefits as the host of the group dinner held the opening evening. Your logo will be prominently displayed throughout the event as well as the dinner tickets.

Reception | \$12,500

(2 opportunities)

Wednesday, Nov. 8 — Welcome Reception

Thursday, Nov. 9 — Exhibit Hall Reception

Achieve prominent recognition by sponsoring the evening's reception. Hors d'oeuvres and beverages provide the perfect ambiance for attendees to socialize and reacquaint themselves.

Lunch | \$10,000

Friday, Nov. 10

Attendees and faculty will enjoy a delicious lunch, compliments of your generous support. Your sponsorship will be acknowledged through

signage to highlight your organization's contribution.

Continental Breakfast | \$5,000

(2 opportunities)

Thursday, Nov. 9

Friday, Nov. 10

Welcome attendees as they begin their day with a breakfast buffet, compliments of your organization. Signage with your company's logo will be placed at the breakfast station to highlight your organization's contribution.

Refreshment Break | \$5,000

(2 opportunities)

Thursday, Nov. 9

Friday, Nov. 10

Conference breaks are a great opportunity for attendees to refuel, rejuvenate and network, compliments of your company. As the host, signage will be placed in the break area to acknowledge your organization's support.

BRAND RECOGNITION

Visibility Package | \$12,500

Receive high-profile, enduring visibility as your company logo is carried throughout the conference and home on the conference tote bags, name badge lanyards and portfolios that are provided to all attendees at registration.

Conference Mobile App | \$8,500

As the sponsor, your logo will be placed throughout the app, as well as a banner ad highlighting your organization or products. This is a VERY “mobile” crowd who will appreciate this conference feature.

Mobile Device Charging Station | \$5,000

Be a hero! Give attendees an area to stop by and quickly charge their mobile devices

Wi-Fi | \$5,000

Who can last an hour without being connected? Be a Superhero and sponsor the conference Wi-Fi. Your company logo will be "SUPER" visible on signage and log-in instructions used by every attendee (probably more than once!) during the event.

Other High Visibility Opportunities

Contact us to discuss ideas you have for showcasing your creative messages.

Promotional Support Application

Sponsorship and advertising opportunities are available on a first-come, first-reserved basis by completing and returning the Sponsorship Application. Upon receipt of the online application and indication of payment method, an email will be sent confirming requested sponsorship item(s).

For more detailed information, see Terms and Conditions on pages 5–6.

Support Application: * www.optumhealtheducation.com/mdf2017-support-app

**This form is used by organizations applying for (1) Promotional Support or (2) General Conference Support.*

Promotional support must total \$7,500 or more for access to and/or exhibit space at the Medical Director/Physician Leadership Forum. Promotional support less than \$7,500 can be used for additional conference attendance passes for annual supporters, general conference supporters and exhibitors.

General Conference Support

General conference support is available for those individuals who would like to attend, but who are not able to exhibit at the 11th Annual Medical Director/Physician Leadership Forum.

General Conference Support Fee \$7,500

The conference support fee includes:

- Full conference registration for 2 representatives to include:
 - Admission to Wednesday's dinner and reception. Thursday's reception includes exhibiting.
 - Admission to Thursday's CME sessions
 - Admission to sessions on Friday as deemed “open to public” (to be determined)
 - Accreditation and certificates of accreditation as requested
 - Conference materials
- Promotion of your organization on the Supporter page of the conference mobile app, including:
 - Organization's logo
 - Link to your organization's website
- Listing in the conference materials
- Logo on conference signage
- Podium recognition

General Support Application: * www.optumhealtheducation.com/mdf2017-support-app

**This form is used by organizations applying for (1) Promotional Support or (2) General Conference Support.*

Exhibit and Sponsorship Terms and Conditions

Payment for Exhibit Space

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

Payment for Promotional Support

Full payment for the promotional item(s) is due within 45 days upon receipt of application or OptumHealth Education reserves the right to withdraw the sponsorship. 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

Assignment of Exhibit Space

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, Oct. 6 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/Supporter Personnel Registration

>[Register onsite staff](#)

All onsite staff must register using the passes included with your exhibit and/or support fee. Exhibit-only registration badges are not available. A confirmation email — including registration instructions — will be sent to the contact designated on the Exhibit Space and Supporter Applications.

* Additional registrations are available for purchase. Refer to your confirmation email for details.

Booth Staffing

There must be at least one attendant in the booth during official show hours.

Exhibitor Service Kit (ESK)

The ESK is available on the conference website. It contains an Exhibitor Schedule, Shipping Instructions, and the Audio Visual and Electrical Order Form.

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.

Electrical, Telephone, Internet and Audio Visual Requirements

Complete information addressing utility and audio visual needs is included in the ESK.

Housing

Discounted rates are available at the Four Seasons Las Vegas. For full details, go to <https://www.optumhealtheducation.com/mdf2017/gen-info>

Cancellation of Exhibit Space

Requests for cancellation of exhibit space must be received in writing on or before Friday, Oct. 6 for a refund of the exhibiting fee. No refunds will be made for cancellations received after Oct. 6. 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.

Cancellation of Promotional Support

Requests for cancellation of promotional support must be received in writing on or before Friday, Oct. 6 for a refund of the sponsorship fee. After Oct. 6 the company will be liable for the full fee unless the sponsorship can be resold by OptumHealth Education. If resold, the company will receive a refund reduced by 25% of the full fee.

Exhibit and Sponsorship Terms and Conditions

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 and/or promotional support fee shall be terminated. OptumHealth Education shall determine an equitable basis for the refund of such portion of expenditures and commitments already made.

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.

Program Content Control and Restriction of Product Promotion

The "11th Annual Medical Director/Physician Leadership Forum" is for scientific and educational purposes only. OptumHealth Education will exercise full control over the planning, content and execution of the program.

The exhibit amount imposes no obligation, express or implied, on any of the employees or affiliates of OptumHealth Education to purchase, prescribe or use (or recommend or arrange for the purchasing, prescribing, use formulary status of dispensing) any product of the Exhibitor, or to influence OptumHealth Education's activities.

Product-promotion material or product-specific advertisement of any type is prohibited in or during the CE activity. The juxtaposition of editorial and advertising material on the same products or subjects is not allowed. Promotional activities must be kept separate from the CE activity. Promotional materials cannot be displayed or distributed in the education space immediately before, during or after a CE activity. Exhibitor may not engage in sales or promotional activities while in the space or place of the CE activity.

Fire and Safety Regulations

The Exhibitor must comply with safety, fire and health ordinances that apply to the City of Las Vegas, State of Nevada. 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.

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, Four Seasons Las Vegas, 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 except where OptumHealth Education, Four Seasons Las Vegas, Presentation Services PSAV, and any authorized representative, agent or employee of the forgoing has acted willfully or negligently. 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, Four Seasons Las Vegas, Presentation Services PSAV, or any other party. Claims against any party other than OptumHealth Education are to be submitted directly to the party involved.

Exhibit and Sponsorship Terms and Conditions

Insurance

OptumHealth Education, Four Seasons Las Vegas, 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 except where OptumHealth Education, Four Seasons Las Vegas, Presentation Services PSAV, and any authorized representative, agent or employee of the forgoing has acted willfully or negligently. OptumHealth Education will not assume liability for any injury that may occur to visitors, Exhibitors or their agents, employees or others except where OptumHealth Education, Four Seasons Las Vegas, Presentation Services PSAV, and any authorized representative, agent or employee of the forgoing has acted willfully or negligently. 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.

Contact Us

LuAnne Ronning, Exhibit Manager
luanne.ronning@optumhealtheducation.com
1-612-395-8486

Bethany Severson, Promotional Support Manager
bethany.severson@optumhealtheducation.com
1-952-205-3071