

OptumHealth Education's
12th Annual
Medical Director/
Physician Leadership Forum

June 12–14, 2018

Bellagio Las Vegas



EXHIBIT AND
SPONSORSHIP
PROSPECTUS

Stand Out From the Crowd with an Exhibit and/or Promotional Support

The “12th Annual Medical Director/Physician Leadership Forum” will attract an audience of over 300 managed healthcare medical directors, physician executives and clinical leaders responsible for managing large patient populations and/or their benefits.

OptumHealth Education provides a unique opportunity to meet face-to-face with this influential audience by participating as an exhibitor and increasing your visibility at the event through a wide variety of promotional opportunities.

Who Exhibits/Sponsors?

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

What Do 2017 Exhibitors/Sponsors Have to Say?

“The OptumHealth Education Medical Director Forum is a unique venue for Pharma NAE’s to have meaningful interactions with some of the key U.S. physicians and health care professionals impacting health care today, as well as the opportunity to attend the same educational and developmental programs they are there to attend. I have been in Pharma for 30 years and in Managed Care for 20 years, and this is THE premier meeting for me every year.”
~ K.B., Sr. NAE, 30 years in Pharma ~

“OptumHealth Education conferences provide a forum for educational benefit that is both current and informative and results in a good attendance across many different customer types (Medical Directors, Case RNs, RPhs, Institutions, Health Plans, etc.) From a manufacturer perspective, being a sponsor for OHE conferences is beneficial because it’s viewed as a partnership. OHE recognizes the value of having manufacturer sponsors and they make diligent effort to have customers visit the booths, as well as encourage manufacturer sponsors to attend the sessions.

This is not always the case with other conferences, so there is a genuine appreciation in working with OHE.”

~ Paul P., National Account Director, 25 years in the industry ~

“Our company has been an exhibitor at many of the OptumHealth Education conferences. While they are all great and offer good networking opportunities, the Medical Director Forum is different as it allows quality time over three days with UnitedHealth Group medical directors from across the country. We appreciate the opportunity to network with the medical directors not only during the scheduled exhibit time, but get as much out of the networking time during the preconference reception and dinner and during the breaks. The education team does a great job of building these amazing networking opportunities into the conference. A must attend event to share knowledge about your product with the MD community.”

~ Greg C., Program Manager, 18 years in the industry ~

The Only Way to Gain Access to the Forum

If you would like to benefit from attending the “12th Annual Medical Director Forum” you must be one of the following:

- **An OptumHealth Education Annual Supporter** — Access is included in your annual support fee. Refer to your Letter of Agreement for details.
- **An Exhibitor** — Access is included in your exhibit fee of \$7,500. Refer to page 2 of this document for details.
- **A MDF Supporter** — Access is included with support equal to or greater than \$7,500.
 - **Promotional Supporters** — Refer to pages 3–4 of this document 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 according to your support agreement.
 - **General Conference Supporters** — Refer to page 4 of this document for details.

Exhibiting

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

As part of the exhibit fee, each Exhibitor receives:

- **Tabletop** booth space to include:
 - One 6' draped table
 - One chair
- Full conference registration for 2 representatives including:
 - Tuesday's dinner and reception. (Wednesday's reception includes exhibiting.)
 - Wednesday's CME sessions
 - Thursday's business sessions that are "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:
 - A link to your organization's website
 - A booth location pin on the interactive exhibit hall map, providing easy access to your organization's information and location
- A listing in the conference materials
- Company logo on promotional signage

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

For detailed information, see Terms and Conditions on pages 5–7.

Location

Bellagio Las Vegas
Bellagio Ballroom 5–7
3600 Las Vegas Blvd. S.
Las Vegas, NV 89109

Exhibitor Schedule*

** Preliminary schedule — Subject to change*

Set-up Hours

Wednesday, June 13, 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

Wednesday, June 13

2:30–3:30 p.m. Exhibit Hall Dessert Reception

5:00–7:00 p.m. Evening Reception

Food and refreshments will be served during open exhibit times.

Exhibitor Dismantle Hours

Wednesday, June 13, 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-served 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/mdf2018-exhibit-app

Promotional Support

Reach Your Desired Sponsorship Level

Elements of Sponsorship Package	Diamond \$15,000	Platinum \$12,500	Gold \$10,000	Silver \$7,500	Bronze* \$5,000
Access to the 12th 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 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 message	●	●			
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

Tuesday, June 12

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

Reception | \$12,500

(2 opportunities)

Tuesday, June 12 — Welcome Reception

Wednesday, June 13 — Exhibit Hall Reception

Achieve prominent recognition by sponsoring one of the two evening receptions. Hors d'oeuvres and beverages provided; lots of mixing and mingling encouraged!

Lunch | \$10,000

Thursday, June 14

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)

Wednesday, June 13

Thursday, June 14

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)

Wednesday, June 13

Thursday, June 14

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-served 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 5–7.

Support Application: * www.optumhealtheducation.com/mdf2018-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 *12th 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:
 - Tuesday's dinner and reception (Wednesday's reception includes exhibiting)
 - Wednesday's CME sessions
 - Thursday's business sessions that are "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:
 - Your organization's logo
 - A link to your organization's website
- A listing in the conference materials
- A logo on conference signage

General Support Application:* www.optumhealtheducation.com/mdf2018-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 Annual Supporters, Supporters and Promotional Sponsors in order of investment. Applications must be received by Friday, May 11 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. OptumHealth Education reserves the right to change the location of said exhibit space at any time and for any reason.

Admission to Expo and Forum/Badge Policy

OptumHealth Education requires that all company representatives must register for the Forum and wear their badges at all times. Full conference registration is included with your exhibit and/or support fee. (Refer to this Prospectus or your Letter of Agreement, if applicable, for the number of badges included.) Extra badges providing full conference access can be purchased.

A confirmation email — including registration instructions — will be sent to the contact designated on the Exhibit Space and Supporter Applications.

Booth Staffing

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

Exhibitor Service Kit (ESK)

An ESK will be provided to all paid exhibitors prior to the event so that exhibitors can arrange shipping and order services. Deadlines for exhibitor services will be noted in the ESK.

Shipping and Material Handling

Exhibitor agrees to ship, at his/her own risk and expense, all articles to be exhibited and agrees to conform to the rules for shipping and material handling as contained in the ESK. Detailed shipping and material handling instructions are included in the ESK.

Electrical, Telephone, Internet and Audio Visual Requirements

Information will be available soon.

Housing

A limited block of rooms at the Bellagio Las Vegas are available at a discounted rate. Full details are available on the conference website.

Cancellation of Exhibit Space

Requests for cancellation of exhibit space must be received in writing on or before Friday, May 11 for a refund of the exhibiting fee. No refunds will be made for cancellations received after May 11. 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, May 11 to receive a refund of the sponsorship fee less any expense incurred. After May 11 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 "12th Annual Medical Director/Physician Leadership Forum" is for 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.

Insurance

Insurance on all exhibits is the responsibility of the exhibitor. OptumHealth Education 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.

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 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

Exhibit and Sponsorship Terms and Conditions

all amounts due hereunder. In holding the exposition, OptumHealth Education does not act as the agent of the Exhibitor or any other party. Claims against any party other than OptumHealth Education are to be submitted directly to the party involved.

Bellagio Liability

The Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of the exhibitor's activities on the Hotel premises and agrees to indemnify, defend and hold harmless the Hotel and any authorized representative, agent, or employee of said Hotel, from any and all losses, damages and claims.

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