

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

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October 15–17, 2018 • Minneapolis

## EXHIBITOR AND SPONSOR PROSPECTUS

[optumhealtheducation.com/anc2018](http://optumhealtheducation.com/anc2018)



Plan Now to  
Exhibit or Sponsor!

Great Opportunities Available

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

The “27th Annual National Conference” will attract an audience of national and regional payers, employers and medical centers who 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.

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?

- Medical centers, hospitals, health care facilities
- Centers that specialize in transplant, oncology or mental health patient care
- 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.

### Who We Are

OptumHealth Education is a jointly-accredited medical-education company, 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.

### Contact Us

For additional details regarding exhibiting/supporting, please contact:

LuAnne Ronning, Exhibit Manager  
1-612-395-8486 or [luanne.ronning@optumhealtheducation.com](mailto:luanne.ronning@optumhealtheducation.com)

Bethany Severson, Promotional Support Manager  
1-952-205-3071 or [bethany.severson@optumhealtheducation.com](mailto:bethany.severson@optumhealtheducation.com)

# Exhibit General Information

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## Exhibit Venue

Hyatt Regency Minneapolis  
Exhibit Hall, Lobby Level  
1300 Nicollet Mall  
Minneapolis, MN 55403

## 2018 Booth Fees\*

\$1,000 — Medical Centers  
\$6,000 — All other exhibitors  
\$ 500 — Nonprofit organizations (excludes medical centers/hospitals)  
*\*Exhibit space is included with Annual Support.*

If required materials are received by the due date, the booth fee includes:

- 8' 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
  - All Other Exhibitors, including industry and nonprofit organizations: 2 passes
  - Annual Supporters: Refer to your support agreement for the number of available passes.
- 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

## General Services

Hubbell-Tyner  
Show Contact: Bret Bubany  
Phone: (651) 280-4926  
Fax: (651) 917-2658  
Email: [bbubany@hubbelltyner.com](mailto:bbubany@hubbelltyner.com)  
Website: [www.hubbelltyner.com](http://www.hubbelltyner.com)

## Exhibitor Schedule

### Exhibit Hours and Dates

Monday, Oct. 15  
1:30–2:30 p.m. Dessert Reception  
5:00–6:30 p.m. Networking Reception

Tuesday, Oct. 16  
11 a.m.–12:30 p.m. Refreshments and Lunch  
2:15–3:00 p.m. Afternoon Break

*Food and refreshments will be served during open exhibit times.*

### Exhibit Installation

Sunday, Oct. 14 1:30–4:30 p.m.  
Monday, Oct. 15 8:00–11:00 a.m.

All exhibits must be fully installed by 11:00 a.m. Oct. 15. No installation will be permitted after this time without prior authorization from exhibit management.

### Exhibit Dismantle Hours

Tuesday, Oct. 16 3:00–4:30 p.m.

No packing or dismantling of exhibits will be permitted prior to closing time without advance permission secured from authorized exhibit management.

\* Times subject to change (exhibitors will be notified of changes in writing).

## Contact Us

LuAnne Ronning, Exhibit Manager  
[luanne.ronning@optumhealtheducation.com](mailto:luanne.ronning@optumhealtheducation.com)  
1-612-395-8486

Bethany Severson, Promotional Support Manager  
[bethany.severson@optumhealtheducation.com](mailto:bethany.severson@optumhealtheducation.com)  
1-952-205-3071

# Applying for Exhibit Space

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## 2018 Booth Fees

\$1,000 — Medical Centers  
\$6,000 — All other exhibitors  
\$ 500 — Nonprofit organizations (excludes medical centers/hospitals)

## 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.

**Exhibit Space Application:**  
[www.optumhealtheducation.com/anc2018-exhibit-app](http://www.optumhealtheducation.com/anc2018-exhibit-app)

## Notification

A confirmation email — including registration instructions — will be sent to the Exhibitor contact designated on the Exhibit Space Application.

## Payment

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.  
Federal Tax ID 30-0238641

Make checks payable to:  
OptumHealth Education

Mail checks to:  
Bethany Severson  
OptumHealth Education  
MN101-W800  
11000 Optum Circle  
Eden Prairie, MN 55344

Applications received after Sept. 21, 2018, must be accompanied by payment in full.

## Cancellation of Exhibit Space

Requests for cancellation of exhibit space must be received in writing on or before Friday, Sept. 14 for a refund of the exhibiting fee. No refunds will be made for cancellations received after Sept. 14. 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.

# Exhibitor Registration and Housing

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## Admission to Expo and Conference Badge Policy

OptumHealth Education requires that all company representatives be registered for the Conference and wear their badges at all times. Full conference registration is included with your exhibit 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 on the [registration website](#).

## Exhibitor Registration

Registration instructions for onsite exhibit staff will be sent to the contact designated in the Exhibit Space Application.

## Housing

A limited block of rooms are being offered at a special group room rate of \$209 plus tax per night at the Hyatt Regency Minneapolis until Sept. 21, 2018, based on availability.

Online Hotel Reservations (preferred method):  
<https://book.passkey.com/e/49293204>

Call-In Reservations: 888-421-1442 — Mention code UHLT to receive the special group rate!



# Exhibitor Services

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## 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 27<sup>th</sup> Annual National Conference is:

Hubbell-Tyner  
Show Contact: Bret Bubany  
Phone: (651) 280-4926  
Fax: (651) 917-2658  
Email: [bbubany@hubbelltyner.com](mailto:bbubany@hubbelltyner.com)  
Website: [www.hubbelltyner.com](http://www.hubbelltyner.com)

## Exhibitor Service Kit

A link to the Exhibitor Service Kit will be available in July on the conference website at <https://www.optumhealtheducation.com/anc2018/exhibit-sponsor-info>.

The online Exhibitor Service Kit will include information and order forms for freight handling, furnishings, labor, audiovisual equipment, electrical and telephone services.

## 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 Hyatt Regency Minneapolis.

## 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 Rules and Regulations

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## 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, Sept. 14 for inclusion in the conference mobile app and program materials. Email notification of booth assignments will be provided Sept. 26. 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.

## Booth Staffing

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

## Failure to Occupy Space

Any space not occupied by 11 a.m. on Monday, Oct. 15, 2018, will be forfeited by the exhibitor. OptumHealth Education may reassign or use this space without refund. Exhibitors who anticipate delays setting up booths must receive prior approval by OptumHealth Education. All booths must be staffed during exposition hours.

## Early Dismantling

OptumHealth Education prohibits early dismantling. Exhibits officially close on Tuesday, Oct. 16, 2018, at 3:00 p.m. All exhibitors must staff their booths until that time.

## Shipping and Material Handling

Exhibitor agrees to ship, at his 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 Exhibitor Service Kit. There are no provisions to accept freight at the Hyatt Regency Minneapolis. DO NOT ship equipment or displays to the Hotel directly. Detailed shipping instructions will be included in the Exhibitor Service Kit.

## Giveaways

Exhibitors are encouraged to increase traffic and promote attendance through the use of giveaways and drawings.

All giveaways must be provided in a manner consistent with the ethical codes of conduct on interactions with health care professionals including, but not limited to, the PhRMA Code on Interactions with Healthcare Professionals (“PhRMA Code”) and the AMA Ethical Opinion on Gifts to Physicians, applicable to the exhibitor.

Giveaway requests must be submitted in writing for OptumHealth Education approval to the Exhibit Manager by Friday, Oct. 5, 2018.

## 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.

## Federal and State Regulations

### Fire and Safety Regulations

The Exhibitor must comply with safety, fire and health ordinances that apply to the City of Minneapolis, State of Minnesota. 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 and Liability Issues

### 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 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.

### Hyatt Regency Minneapolis 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.

## Program Content Control and Restriction of Product Promotion

The "27<sup>th</sup> Annual National Conference" 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.

## Cancellation of Exposition

In the event of the cancellation of the exhibits 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 exposition, obligation for payment of the exhibiting fee shall be terminated. OptumHealth Education shall determine the amount, if any, of the exhibit fees to be refunded.

# Promotional Support

## Reach Your Desired Sponsorship Level

Elements of Sponsorship Package	Diamond \$15,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Pre- and Post-Conference Attendee List	●				
Full Access Conference Passes (*industry must exhibit/support to qualify)	4	3	2	1	0
Booth Size Upgrade, initial space purchased separately	20x10				
Literature Insert in Conference Tote (approved by OHE)	●	●			
Premium Exhibit Hall Placement, booth space purchased separately	●	●			
Preferred Exhibit Hall Placement, booth space purchased separately			●	●	●
Recognition within your Booth Space, if booth space purchased	●	●	●	●	●
Recognition on Conference Signage	●	●	●	●	●
Conference Website	●	●	●	●	
Logo (recognized by sponsor level)	●	●	●	●	
Link to company URL	●	●	●	●	
Logo	●	●	●	●	●
Conference Mobile App	●	●	●	●	●
Link to company URL (recognized by sponsor level)	●	●	●	●	●
Banner Ad	●	●	●	●	●
Promoted message	●	●	●	●	●
Recognition of Contribution with Staff Name Badge Ribbons	●	●	●	●	●

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

\*Industry organizations must be paid exhibitors or general conference supporters to qualify for the additional full conference passes provided with each sponsorship level.

## EVENTS AND NETWORKING FUNCTIONS

### Exhibit Hall Happy Hour | **SOLD**

Gain premier recognition and benefits as the host of the Networking Reception. Hors d'oeuvres and beverages provide the perfect ambiance for attendees to socialize and reacquaint themselves.

### **NEW!** Conference Coffee Service | \$7,500

Conference attendees LOVE coffee! Keep attendees fueled through all three days of the conference. As the official coffee service sponsor, your logo will be visible through signage and very popular reusable coffee tumblers.

### Exhibit Hall Lunch | \$3,500

Attendees and faculty will enjoy a delicious lunch buffet, compliments of your generous support. Your sponsorship will be acknowledged through signage at the luncheon, napkins with your company logo will be placed at every station for additional visibility.

### **NEW!** Exhibit Hall Grand Opening Dessert Reception — Parfait Your Way | \$3,500

Attendees will visit the "parfait bar" to customize their healthy afternoon snack featuring locally sourced ingredients. Your logo will be printed on each cup and prominently featured on branded signage at the station.

### **NEW!** Exhibit Hall Grand Opening Dessert Reception — Custom Cookies | **SOLD**

Who doesn't love cookies? Sponsor a custom cookie display during the Grand Opening Reception. Your company logo will be printed directly onto cookies and signage will be displayed to highlight your organization's support.

### Exhibit Hall Tuesday Afternoon Popcorn Break | \$2,500

Sponsor the popcorn break and keep the energy popping! A popcorn bar with signage to recognize your support and branded popcorn bags will carry your company's logo throughout the exhibit hall.



## ATTENDEE ITEMS

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### Hydration Package | **SOLD**

Quench the thirst of attendees and show you care for our environment with your Hydration sponsorship. We'll include branded water bottles in each conference tote, along with branded signage at the water stations scattered throughout the conference/exhibit areas.

### 11th Annual Wellness Walk | **\$5,000**

Help conference attendees jumpstart their morning with a light run or a brisk walk while they enjoy the newly revamped Nicollet Mall and the historic Mississippi riverfront. Join OptumHealth Education as a health and wellness sponsor for this popular Wellness Walk! Sponsorship includes t-shirts and refreshments for all activity participants.

### Conference Tote Bags | **SOLD**

Receive high-profile, enduring visibility as your company logo joins the OptumHealth Education logo, is carried throughout the conference and home on the tote bags provided to all attendees at registration.

### Conference Portfolios | **SOLD**

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.

### Lanyards | **SOLD**

Prominently and exclusively display your company's logo throughout the conference around the neck of every attendee and speaker.

### Conference Note Pads | **\$2,500**

Maximize your visibility with attendees throughout the conference and back at work by sponsoring the 5.5x8.5" notepads. The notepads — customized with your company's logo and contact information — are conveniently located in the conference tote.

### Conference Pens | **SOLD**

Help attendees take notes in style with quality pens imprinted with your organization's logo.

## ADVERTISING

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### Mobile Charging Station Package | **\$8,000**

**Mobile Charging Station Only | \$4,500**  
**Portable Charger Only | \$4,000**

Be a hero! Give attendees an area to stop by and quickly charge their mobile devices and/or walk away with a portable charger emblazoned with your logo! Contact Bethany Severson for a sample image of the charging station.

### 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. If possible, your company name can be used as a network password (some restrictions may apply).

### Email Campaign | **\$3,500** (1 post-opportunity remaining)

Get your message in front of the registered attendees prior to the event or when they return to the office! OptumHealth Education will provide a conference list for your one-time use to reach this audience.

### Registration Bag Insert | **\$1,500**

Reach every attendee as they arrive at registration. Your giveaway or advertisement will be placed in each attendee's conference tote. Items for consideration include educational materials, marketing or promotional item. All items are provided by the sponsor and must be approved by OptumHealth Education prior to distribution.

### **NEW!** Foyer Pillar Branding | **\$5,500**

Promote your booth location and organization by branding three pillars in the meeting space foyer.

### **NEW!** Exhibit Hall Branding | **\$1,750 per pillar (12 pillar opportunities)**

Get your logo in front of all attendees by branding pillars in the exhibit hall with your organization's logo or full graphic artwork. *Select three or more pillars and receive a 15% discount.*

### **NEW!** Exhibit Hall Entrances | **\$3,000**

Get extra visibility of your organization's logo by branding two doorway entrances to the exhibit hall.

## Mobile App Advertising

Maximize your organization's exposure with our mobile event app. Reach attendees before they even arrive at the conference and beyond. Last year attendees accessed the mobile app for over 20,000 minutes! Don't miss this exclusive opportunity to promote your products or services and increase your online visibility.

### Mobile App Icon: Home Page | \$1,500 (1 opportunity remaining)

Exclusive homepage icon will link directly to your organization's website. Attendees will see this icon every time they open the mobile app.

### Mobile App Icon: Second Screen | \$1,000

An icon linking directly to your organization's website will be featured on the second screen of the mobile app.

### Banner Ads | \$1,000 each (3 opportunities per day)

A custom banner ad including a hyperlink to your organization's website will be front and center on the mobile app. Purchase one or more days to reach attendees during this event.

### Mobile App Push Notification | \$500 per notification (3 opportunities per day)

Reach attendees with a message sent directly to their mobile devices on behalf of your organization. Timing to be determined by sponsor and OptumHealth Education, limited to 140 characters.

### Other High Visibility Opportunities

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

## Applying for Promotional and General Conference Support

### Promotional Support Application

Sponsorship and advertising opportunities are available on a first-come, first-reserved basis by completing and returning the Sponsorship Application.

#### Support Application:

[www.optumhealtheducation.com/anc2018-support](http://www.optumhealtheducation.com/anc2018-support)

### Notification

Upon receipt of the online application, an email will be sent confirming requested sponsorship item(s) and providing registration instructions.

### General Conference Support Fee — \$6,000

The conference support fee includes:

- Full conference registration for 2 representatives

- 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
- Listing in the conference program materials
- A logo on conference signage

### General Conference Support Application

Industry representatives who are not interested in exhibiting can attend the conference two ways:

- (1) Through sponsorship packages equal to or greater than the exhibit cost of \$6,000; or
- (2) By contributing to the key goals of the 27th Annual National Conference through general conference support in the amount of \$6,000.

#### General Conference Support Application:

[www.optumhealtheducation.com/anc2018-support](http://www.optumhealtheducation.com/anc2018-support)

# Applying for Promotional and General Conference Support CONTINUED

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## Payment

Full payment for promotional sponsorship(s) and general support 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.  
Federal Tax ID 30-0238641

Make checks payable to:  
OptumHealth Education

Mail checks to:  
Bethany Severson  
OptumHealth Education  
MN101-W800  
11000 Optum Circle  
Eden Prairie, MN 55344

Applications received after Sept. 21, 2018, must be accompanied by payment in full.

## Cancellation of Promotional Support

Requests for cancellation of promotional support must be received in writing on or before Friday, August 17 to receive a refund of the sponsorship fee less any expense incurred. After August 17 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.

## 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 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.

# Supporter Registration and Housing

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## Admission to Expo and Conference Badge Policy

OptumHealth Education requires that all company representatives must register for the conference and wear their badges at all times. Full conference registration is included with Silver, Gold, Platinum, Diamond and General Support Fees. (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.

## Supporter Registration

Registration instructions for onsite staff will be sent to the contact designated in the Support Application.

## Housing

A limited block of rooms are being offered at a special group room rate of \$209 plus tax per night at the Hyatt Regency Minneapolis until Sept. 21, 2018, based on availability.

Online Hotel Reservations (preferred method):  
<https://book.passkey.com/e/49293204>

Call-In Reservations: 888-421-1442 — Mention code UHLT to receive the special group rate!