

Remarkable Strength: Bringing Transplant to Life

July 24–25, 2019 • Madison, WI

EXHIBITOR AND SUPPORTER PROSPECTUS

optumhealtheducation.com/uw2019



**Plan Now to
Exhibit or Sponsor!**

Great Opportunities Available

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

“Remarkable Strength: Bringing Transplant to Life” has been designed for those who care for and/or manage patients’ health care benefits, as well as those who have an interest in learning best practices for optimal management in the areas of solid organ transplantation—including kidney, pancreas, liver, heart and lung transplants—with added emphasis on management of unique complications associated with transplantation. In addition, the conference will also address stem cell and bone marrow transplantation.

The agenda includes networking opportunities that are designed to promote high energy and high traffic attendance for our supporters and exhibitors. OptumHealth Education and UW Health invite you to take advantage of the conference via display and/or event support and meet face-to-face with this audience of clinicians, coordinators, medical directors, and other health care professionals.

Who Exhibits/Sponsors

- 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.

About OptumHealth Education

OptumHealth Education is one of the 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.

About UW Health

Our vision is to Inspire Hope and Save Lives. Consistently one of the busiest transplant centers in the country, we have provided more than 15,000 adult and pediatric transplants in our comprehensive program. Our excellent outcomes and shorter-than-average waitlist times make UW Health an excellent choice. As a major research institution, our team is committed to the discovery of new therapies and advancements in the field of transplantation.

Contact Us

Bethany Severson, Exhibit and Support/Sponsorship Manager
1-952-205-3071 or bethany.severson@optumhealtheducation.com

Conference Website: <https://www.optumhealtheducation.com/uw2019>

Exhibiting

Exhibit Fee

Exhibitors/Event Supporters—\$1,500

Nonprofit Organizations (excludes medical centers/hospitals)—\$500

As part of the exhibit fee, each Exhibitor receives:

- Tabletop booth space to include:
 - One draped table
 - Up to two chairs
- Full conference registration (see below). Booth staff must use these complimentary registrations.
 - Exhibitors/Event supporters: 2 passes
 - Nonprofit org: 1 pass
 - Annual supporters: 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
 - Booth location pin on the interactive exhibit hall map, providing easy access to your organization's information and location
- Listing in the conference materials
- Recognition on conference signage

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

Location:

Monona Terrace Community and Convention Center
One John Nolen Drive
Madison, WI 53703

Set-up Hours

Wednesday, July 24, 7:30–9:30 a.m.

All exhibits must be fully installed by 9:30 a.m. No installation will be permitted after this time without prior authorization from exhibit management.

Exhibit Hours

Wednesday, July 24, 10:00–10:15 a.m.; 12:15–1:15; 2:15–2:30; p.m.

Thursday, July 25, 7:30–8:30; 9:45–10:00 a.m.; 12:00–1:00; 2:00–2:15; p.m.

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

Dismantle Hours

Thursday, July 25, 2:15–4:15 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: <https://www.optumhealtheducation.com/uw2019/exhibit-app>

Promotional Support

Benefits

Additional marketing opportunities beyond booth exhibits are available to help increase your organization's prominence and recognition at this conference. Benefits include:

- Signage on site at the event to highlight your contribution.
- 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.
- Recognition as a conference sponsor within your exhibit space, if applicable.
- Two complimentary registrations provided for any sponsorship fee totaling \$1,500 or more.

Opportunities

EVENTS AND NETWORKING FUNCTIONS

Lunch Sponsorship (2 opportunities)	\$2,500	Sponsor lunch as attendees network, compliments of your organization.
Continental Breakfast (2 opportunities)	\$1,500	Welcome attendees as they begin their day with a breakfast buffet, compliments of your organization.
Break (4 opportunities)	\$1,500	Take advantage of this opportunity to gain name recognition in a casual setting when participants are networking.

ATTENDEE ITEMS

Conference Tote Bags	\$1,500	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	\$1,500	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.
Water Bottles or Tumblers	\$1,500	This branded water bottle or tumbler will be placed in the conference tote to be used over and over again throughout the conference and beyond!
Welcome Gift	At Cost + \$150 Sponsor Fee	Leave a lasting impression by welcoming conference attendees with a gift from your organization. The gift will be handed out at registration.
Conference Note Pads	\$750	Maximize your visibility throughout the conference and back at work by sponsoring the 5.5 x 8.5" notepads. The notepads—customized with your company's logo and contact information—are conveniently located in the conference tote.
Lanyards	\$750	Prominently and exclusively display your company's logo throughout the conference around the neck of every attendee and speaker.
Conference Pens	\$500	Help attendees take notes in style with quality pens imprinted with your organization's logo.

Promotional Support

ADVERTISING ITEMS

Wi-Fi	\$1,500	Be recognized as the source for providing conference Wi-Fi access to attendees. Your company logo will be “super” visible on signage and log-in instructions used by every attendee (probably more than once!) throughout the event.
Email Campaign	\$1,000 each	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	\$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 marketing brochure or other promotional item. All items must be approved by OptumHealth Education and UW Health.

Mobile App Advertising

Maximize your organization’s exposure with our mobile event app. Reach attendees before they even arrive at the conference and beyond. Don’t miss this exclusive opportunity to promote your product or services and increase your online visibility.

Mobile App Icon (Home Page)	\$1,000	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)	\$750	An icon linking directly to your organization’s website will be featured on the second screen of the mobile app.
Mobile App Banner Ad (3 opportunities/day)	\$500	A custom banner ad including a hyperlink to your organization’s website will be front and center on the mobile app. Purchase one or two days to reach attendees during this event.
Mobile App Push Notification (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.

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 5–7.

Support Application: * <https://www.optumhealtheducation.com/uw2019/support-app>

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

General Conference Support

General conference support is available for those individuals who would like to attend, but who are not able to exhibit at “Remarkable Strength: Bringing Transplant to Life.”

General Conference Support Fee \$1,500

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:
 - Organization’s name
 - Link to your organization’s website
- Listing in the conference materials
- Recognition on conference signage
- Podium recognition

General Support Application:* <https://www.optumhealtheducation.com/uw2019/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

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 June 28 for inclusion in the conference mobile app and program materials.

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.

Exhibit and Sponsorship Terms and Conditions

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 Hilton Madison Monona Terrace. [Click here](#) for full details or copy/paste the following URL into your Web browser:

<https://www.optumhealtheducation.com/uw2019>

Cancellation of Exhibit Space

Requests for cancellation of exhibit space must be received in writing on or before Friday, June 28 for a refund of the exhibiting fee. No refunds will be made for cancellations received after June 28. Cancellation of exhibit space includes cancellation of registrations allotted with exhibit space. In the event of cancellation, OptumHealth Education and UW Health assume 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, June 14 for a refund of the sponsorship fee. After June 14 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 exhibiting fee and/or promotional support fee shall be terminated. OptumHealth Education and UW Health shall determine an equitable basis for the refund of such portion of expenditures and commitments already made.

Endorsement & Eligibility to Exhibit

OptumHealth Education and UW Health's acceptance of an Exhibitor does not constitute an endorsement of that organization's products or services. OptumHealth Education and UW Health reserve 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

"Remarkable Strength: Bringing Transplant to Life" is for scientific and educational purposes only. OptumHealth Education and UW Health 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 or UW Health 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 or UW Health'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 Madison, State of Wisconsin. 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.

Exhibit and Sponsorship Terms and Conditions

Auxiliary Aids or Services

In compliance with the Americans with Disabilities Act, OptumHealth Education and UW Health 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 convention center, and shall indemnify and hold harmless OptumHealth Education, UW Health, Monona Terrace Community and Convention Center, 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, UW Health, Monona Terrace Community and Convention Center, 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 and UW Health do not act as the agent of the Exhibitor, Monona Terrace Community and Convention Center, or any other party. Claims against any party other than OptumHealth Education are to be submitted directly to the party involved.

Contact Us

Bethany Severson, Exhibit and Support/Sponsorship Manager
bethany.severson@optumhealtheducation.com
1-952-205-3071

Insurance

OptumHealth Education, UW Health, and Monona Terrace Community and Convention Center 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, UW Health, Monona Terrace Community and Convention Center, and any authorized representative, agent or employee of the forgoing has acted willfully or negligently. OptumHealth Education and UW Health will not assume liability for any injury that may occur to visitors, Exhibitors or their agents, employees or others except where OptumHealth Education, UW Health, Monona Terrace Community and Convention Center, 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.