

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

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Oct. 14–16, 2019 ♦ Minneapolis, MN

## EXHIBITOR AND SUPPORTER PROSPECTUS

[optumhealtheducation.com/anc2019](http://optumhealtheducation.com/anc2019)



Plan Now to  
Exhibit or Sponsor!

Great Opportunities Available

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

The 28th Annual National Conference will attract an audience of managed care payer and employer clinicians, medical directors, executives and product directors as well as representatives from leading medical centers from across the U.S.

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 one of the few jointly accredited organizations in the world, having been simultaneously accredited to provide medical, nursing, pharmacy and psychology continuing education activities by the ACCME, ANCC, ACPE and the APA. OptumHealth Education is also approved by the ASWB's Approved Continuing Education (ACE) program to provide social work continuing education. We are dedicated to providing interprofessional education that leads to improved health care delivery and better patient outcomes.

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

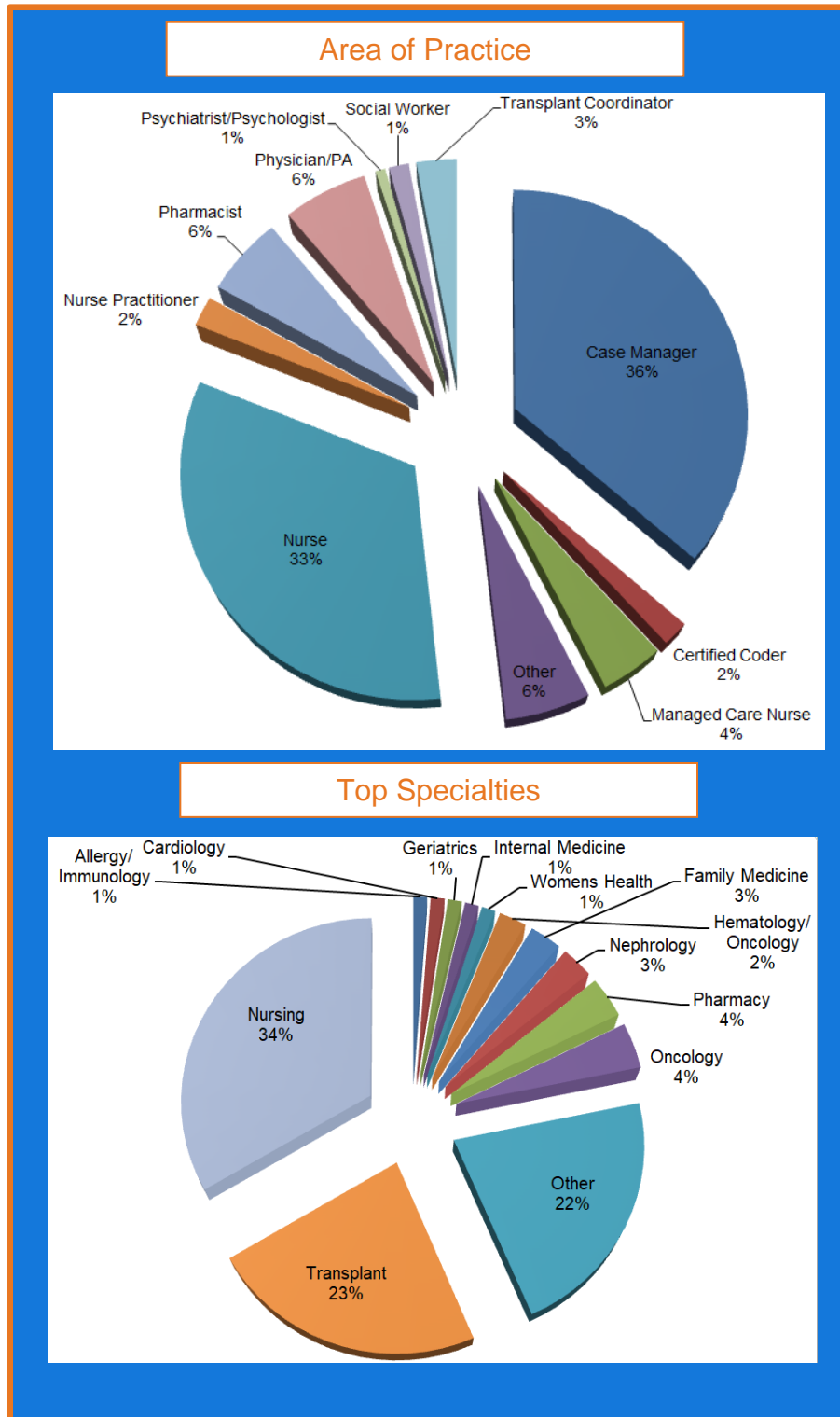
For additional details regarding exhibiting/supporting, please contact:

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)

# Who Attended in 2018

The Annual National Conference draws attendees from a wide range of specialties and clinical areas of practice. The data below shows the areas represented at the “27<sup>th</sup> Annual National Conference.”



# Exhibit General Information

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## Exhibit Venue

Hilton Minneapolis **\*\*NEW LOCATION\*\***  
Minneapolis Grand Ballroom D–G, 3rd Floor  
1001 Marquette Ave  
Minneapolis, MN 55403

## 2019 Booth Fees\*

\$1,000 — Medical Centers  
\$6,000 — All other exhibitors  
\$1,000 — 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 passes provided with your support.
- 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

Core Exposition Services  
Show Contact: Jessica Mulheron  
Phone: 1-651-280-4935  
Fax: 1-651-917-2658  
Email: [jmulheron@coreexpo.com](mailto:jmulheron@coreexpo.com)  
Website: <https://coreexpo.com/>

## Exhibitor Schedule

### Exhibit Hours and Dates

Monday, Oct. 14  
1:30–2:30 p.m. Dessert Reception  
5:00–6:30 p.m. Networking Reception

Tuesday, Oct. 15  
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. 13 2:00–5:00 p.m.  
Monday, Oct. 14 7:30–11:00 a.m.

All exhibits must be fully installed by 11:00 a.m. Oct. 14. No installation will be permitted after this time without prior authorization from exhibit management.

### Exhibit Dismantle Hours

Tuesday, Oct. 15 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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## 2019 Booth Fees\*

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

\*To avoid a \$100 late fee, applications must be received by Sept. 20, 2019.

## Exhibit Application

Limited exhibit space is available on a first-come, first-served basis by completing and returning the Exhibit Space Application.

### Exhibit Space Application:

[www.optumhealtheducation.com/anc2019-exhibit-app](http://www.optumhealtheducation.com/anc2019-exhibit-app)

## Notification

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

## Payment

Full payment of the exhibit fee will secure 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. 20, 2019 will incur a \$100 late fee and 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. 13 for a refund of the exhibiting fee. No refunds will be made for cancellations received after Sept. 13. 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 Hilton Minneapolis until Sept. 20, 2019, based on availability.

Online Hotel Reservations (preferred method):  
<https://book.passkey.com/go/28thannualnationalconference>

Call-In Reservations: 888-933-5363 — Mention OptumHealth National Conference and Group Code OPT 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 28th Annual National Conference is:

Core Exposition Services  
Show Contact: Jessica Mulheron  
Phone: 1-651-280-4935  
Fax: 1-651-917-2658  
Email: [jmulheron@coreexpo.com](mailto:jmulheron@coreexpo.com)  
Website: <https://coreexpo.com/>

## Exhibitor Service Kit

The Exhibitor Service Kit (ESK) will be available on or before June 21. To access the ESK, go to [www.optumhealtheducation.com/anc2019](http://www.optumhealtheducation.com/anc2019) and click on the Exhibit/Support tab.

The ESK 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 ESK.

## Business Center

OptumHealth Education does not operate a business center. Services such as copying, faxing, overnight mail, etc. may be handled at the Hilton 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. 13 for inclusion in the conference mobile app and program materials. Email notification of booth assignments will be provided by Sept. 27. 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. 14, 2019, 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. 15, 2019, 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 Hilton 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 Monday, Oct. 7, 2019.

## 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

### Exhibitor Responsibility

To the fullest extent permitted by law, the person/legal entity described as “Exhibitor” in this clause and in this exhibitor contract (regardless whether such person/legal entity is also described as “Exhibitor” in this contract) hereby assumes full responsibility and agrees to indemnify, defend and hold harmless Hilton Minneapolis (“Hotel”), Hotel’s owner (W Minneapolis Opco VIII, L.L.C.), Hilton Worldwide, Inc., and each of their respective owners, managers, subsidiaries, affiliates, employees and agents (collectively, “Hotel Parties”), as well as United Healthcare Services, Inc. on behalf of itself and its affiliate (“Group”), from and against any and all claims or expenses arising out of Exhibitor’s use of the Hotel’s exhibition premises. Exhibitor agrees to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability Insurance, including contractual liability covering the Exhibitor’s indemnity obligations in this clause. Such insurance shall be in the amount of not less than \$1,000,000 combined single limit for personal injury and property damage. The Hotel Parties and Group shall be named as additional insureds on such policy, and Exhibitor shall supply the Hotel with a Certificate of Insurance at least 30 days prior to the use of the exhibition premises. The Exhibitor understands that neither the Group nor the Hotel Parties maintain insurance covering the Exhibitor’s property and it is the sole responsibility of the Exhibitor to obtain such insurance.

## Program Content Control and Restriction of Product Promotion

The “28th 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		20x8				
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 (recognized by sponsor level)	Logo	●	●	●	●	
	Link to company URL	●	●	●	●	
Conference Mobile App (recognized by sponsor level)	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.

\*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

### Networking Reception | 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! Exhibit Hall Relax and Recharge Lounge | \$4,500

Host a lounge within the exhibit hall (a 20 x 20 space — location to be determined). Each lounge will be set with tables and chairs and a water station where attendees can chat with colleagues, relax between visiting booths or recharge their wireless devices at a charging station. A sign hanging above the lounge will display your organization's logo. At the sponsor's expense, the sponsor may provide brochures, writing pads and pens for the area.

### Back Again! Photo Booth | SOLD

Put a smile on everyone's faces! Host a personalized photo booth during the Exhibit Hall Dessert Reception and Networking Reception. Attendees will be brought together for this entertaining destination. Photo keepsakes with your company's logo will be enjoyed by all throughout the conference and back home.

### NEW! Exhibit Hall S'more Station | \$4,500

Everyone will want s'mores at this fun and interactive dessert station. Your logo will be printed onto napkins and prominently featured on branded signage at the station.

### NEW! Exhibit Hall Smoothie Bar | \$4,500

Attendees will visit the "smoothie bar" to grab a healthy snack. Your logo will be printed onto napkins and prominently featured on branded signage at the station.

### NEW! Exhibit Hall Cupcakes | \$3,750

Provide attendees with a sweet treat! Cupcakes with custom logo picks will be on display during the Grand Opening Reception. Additional signage will be displayed to highlight your organization's support and booth location.

### Exhibit Hall Popcorn Break | SOLD

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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### 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.

### 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. Placement TBD by OptumHealth Education.

### 12th Annual Wellness Walk | \$5,000

Help conference attendees jumpstart their morning with a light run or a brisk walk through the scenic Minneapolis park system. 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 on the tote bags provided to all attendees at registration.

### Conference Journals | SOLD

Customized journals 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.

### **NEW!** Multi-Device Charging Cable | \$4,000

Attendees will think of your organization every time they grab this handy charging cable for their devices. Featuring multiple cables/connectors and your organization's logo, it's sure to leave a lasting impression beyond the conference.

### Lanyards | \$2,500

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

### Conference Notepads | SOLD

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 pre- and 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.

### **NEW!** Custom Floor Decals | \$1,750 *(4 opportunities)*

Lead attendees right to your booth or promote your organization with these customizable floor decals strategically placed in the exhibit hall or conference foyer space. Three 3' x 3' custom logo decals included for placement in the exhibit hall or foyer.

### 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.

## 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 14,000 minutes! Don't miss this exclusive opportunity to promote your products or services and increase your online visibility.

### Mobile App Icon: Home Page | **SOLD**

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--1 SOLD)*

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/anc2019-support](http://www.optumhealtheducation.com/anc2019-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 *28th Annual National Conference* through general conference support in the amount of \$6,000.

#### General Conference Support Application:

[www.optumhealtheducation.com/anc2019-support](http://www.optumhealtheducation.com/anc2019-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. 20, 2019, 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 16 to receive a refund of the sponsorship fee less any expense incurred. After August 16 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.

## Cancellation of General Conference Support

Requests for cancellation of general conference support must be received in writing on or before Friday, Sept. 13 for a refund of the general support fee. No refunds will be made for cancellations received after Sept. 13. In the event of cancellation, OptumHealth Education assumes no responsibility for having included the name of the canceled Supporter in conference materials.

## 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.

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# Supporter Registration and Housing

## 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

Instructions to register 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 rate of \$209 plus tax per night at the Hilton Minneapolis until Sept. 20, 2019, based on availability.

[Online Hotel Reservations](https://book.passkey.com/go/28thannualnationalconference) (preferred method):  
<https://book.passkey.com/go/28thannualnationalconference>

Call-in Reservations: 888-933-5363 — Mention OptumHealth National Conference and Group Code OPT to receive the special group rate!