

# **Essentials of Oncology, Solid Organ and Blood/Marrow Transplant Management for the Health Care Team**

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March 23–24, 2020 • Scottsdale, AZ

## **EXHIBITOR AND SUPPORTER PROSPECTUS**

[optumhealtheducation.com/txponc2020](http://optumhealtheducation.com/txponc2020)



Plan Now to  
Exhibit or Sponsor!

**Great Opportunities Available**

# Exhibitors & Supporters Essentials of Oncology, Solid Organ and Blood/Marrow Transplantation for the Health Care

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

“Essentials of Oncology, Solid Organ and Blood/Marrow Transplant Management” has been developed to promote collaborative practice in health care delivery by providing a broad range of topics for a variety of learners. Faculty will discuss best practices and the keys to optimal patient/benefit management of individuals undergoing organ and blood/marrow transplant and those with cancer. Participants will learn about advances, trends and updates within these fields including: pre- and posttransplant care, pharmaceuticals, management of transplant complications, the latest in cancer research and treatment options, and best practices to optimize outcomes.

The agenda includes networking opportunities that are designed to promote high energy and high traffic attendance for our supporters and exhibitors. OptumHealth Education invites 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. Conference faculty consists of leading medical practitioners from prominent transplant and cancer programs throughout the country.

### Who Attends

- Accountable Care Organizations (ACOs)
- Government Programs (Medicaid)
- Health Plans
- Hospitals/Medical Groups
- Insurance Companies (Employee Work Benefits)
- Managed Health Care Organizations
- Medical Management Companies (Case Management, Disease Management, Utilization Management)
- Patient Advocacy Companies
- Private Practices
- Reinsurance Advisors
- Reinsurance Companies/Managing General Underwriters
- Retirement Plan Management Companies
- Technology-Focused Health Insurance Companies
- Third Party Administrators

### Who Exhibits/Sponsors

- Medical Centers
- 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, pharmacy and psychology continuing education activities by the ACCME, ANCC, ACPE and the APA. OHE 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.

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.

# Exhibiting

## Exhibit Fee

Medical Center and Nonprofit Organizations—\$500

All Other Exhibitors/Event Supporters—\$5,000

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.
  - Medical centers/Nonprofit org: 1 pass
  - Other Exhibitors/Event supporters: 2 passes
  - 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

Additional inclusions for Event Supporters:

- Listing in the conference materials
- Recognition on conference signage

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

## Location:

The Scott Resort & Spa  
4925 North Scottsdale Road  
Scottsdale, AZ 85251

## Set-up Hours

Monday, March 23, 8:00 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

Monday, March 23, 1:00–1:30; 5:00–6:30 p.m.

Tuesday, March 24, 7:00–8:00 a.m.; 9:45–10:30 a.m.

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

## Dismantle Hours

Tuesday, March 24, 10:30–11:30 a.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/txponc2020/exhibit-app>

# Promotional Support

## Benefits

Additional marketing opportunities beyond booth exhibits are available to help increase your organization's prominence and recognition at our conferences. 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 \$5,000 or more.

## Opportunities

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### EVENTS AND NETWORKING FUNCTIONS

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Get-Acquainted Reception	\$5,000	Gain premier recognition and the greatest benefits as the host of the Get-Acquainted Reception. Hors d'oeuvres and beverages provide the perfect ambiance for attendees to socialize and get acquainted.
Continental Breakfast (2 opportunities)	\$1,500	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.
Break (3 opportunities)	\$1,500	Take advantage of this opportunity to gain name recognition in a casual setting when participants are networking.

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### ATTENDEE ITEMS

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Conference Tote Bags	\$1,500	Receive high-profile, enduring visibility as your company logo is carried throughout the conference and home on the OptumHealth Education tote bags provided to all attendees at registration.
Conference Journal	\$1,500	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.
Water Bottles or Tumblers	\$1,500	In support of OptumHealth Education's "going green" effort, 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!
Multi-Device Charging Cable	\$1,250	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	\$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

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## ADVERTISING ITEMS

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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.

### **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 about 7,000 minutes! 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/txponc2020/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 “Essentials of Oncology, Solid Organ and Blood/Marrow Transplant Management.”

## General Conference Support Fee \$5,000

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

**General Support Application:**\* <https://www.optumhealtheducation.com/txponc2020/support-app>

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

# Exhibit and Sponsorship Terms and Conditions

## Payment for Exhibit Space

Full payment of the exhibit fee secures space. Payment may be made by credit or debit card—American Express, MasterCard or VISA; or by check or money order made payable to OptumHealth Education.

Federal Tax ID 30-0238641

## Payment for Promotional Support

Full payment for the promotional item(s) is due within 45 days upon receipt of application or OptumHealth Education reserves the right to withdraw the sponsorship. Payment may be made by credit or debit card — American Express, MasterCard or VISA; or by check or money order made payable to OptumHealth Education.

Federal Tax ID 30-0238641

## Assignment of Exhibit Space

The best locations sell quickly! Assignments are made based on the date of receipt of the completed application and full payment, with priority placement given to supporters and promotional sponsors. Applications must be received by Feb. 28 to ensure 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 Scott Resort & Spa. Full details are available on the conference website under the Venue tab.

## Cancellation of Exhibit Space

Requests for cancellation of exhibit space must be received in writing on or before Friday, Feb. 28, 2020, for a refund of the exhibiting fee. No refunds will be made for cancellations received after Feb. 28. 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, Feb. 21, 2020, for a refund of the sponsorship fee. After Feb. 21 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 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

"Essentials of Oncology, Solid Organ and Blood/Marrow Transplant Management for the Health Care Team" is for scientific and educational purposes only. OptumHealth Education will exercise full control over the planning, content and execution of the program.

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

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

## Fire and Safety Regulations

The Exhibitor must comply with safety, fire and health ordinances that apply to the City of Scottsdale, State of Arizona. 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 wishes to ensure that no individual with a disability is excluded, denied services or otherwise treated differently from other individuals. Each Exhibitor shall be responsible for compliance within its exhibit space, including the provision of auxiliary aids and services needed.

## Liability

Each Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to Exhibitor's displays, equipment and other property brought upon the premises of the Hotel, and shall indemnify and hold harmless OptumHealth Education, The Scott Resort & Spa, Presentation Services PSAV, and any authorized representative, agent or employee of the forgoing of any and all losses, damages and claims from any cause whatsoever by reason of the use of occupancy of the exhibit space by the Exhibitor or his assigns except where OptumHealth Education, The Scott Resort & Spa, Presentation Services PSAV, and any authorized representative, agent or employee of the forgoing has acted willfully or negligently. The Exhibitor must surrender space occupied by him in the same condition as it was at the commencement of occupation. If the Exhibitor's materials fail to arrive, the Exhibitor is nevertheless responsible for all amounts due hereunder. In holding the exposition, OptumHealth Education does not act as the agent of the Exhibitor, The Scott Resort & Spa, Presentation Services PSAV, or any other party. Claims against any party other than OptumHealth Education are to be submitted directly to the party involved.

## Contact Us

LuAnne Ronning, Exhibit Manager  
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1-612-395-8486

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

Conference Website: <https://www.optumhealtheducation.com/txponc2020>

## Insurance

OptumHealth Education, The Scott Resort & Spa, and Presentation Services PSAV will not be liable for damage or loss to the Exhibitor's property through theft, fire, accidents or any other cause except where OptumHealth Education, The Scott Resort & Spa, Presentation Services PSAV, and any authorized representative, agent or employee of the forgoing has acted willfully or negligently. OptumHealth Education will not assume liability for any injury that may occur to visitors, Exhibitors or their agents, employees or others except where OptumHealth Education, The Scott Resort & Spa, Presentation Services PSAV, and any authorized representative, agent or employee of the forgoing has acted willfully or negligently. Exhibitor agrees to carry insurance in an amount adequate to cover any damages or loss, not less than fair market value that may occur to said property.