



22<sup>nd</sup> Annual National Conference  
September 24–26, 2013 • Minneapolis, MN

## Support and Advertising Opportunities

### Benefits

More than 600 payer and employer professionals from across the country are expected to attend this year's 22<sup>nd</sup> Annual National Conference in Minneapolis. Maximize your organization's visibility and recognition through marketing opportunities beyond the basic booth exhibits. Benefits of conference support include:

- Signage and/or banner(s) on site at the event to highlight your contribution.
- Logo recognition on the conference Web site as a supporter.
- Link from the conference Web site to your organization's Web site.
- Acknowledgement in the *Conference Materials*.
- Recognition as a supporter in the *Exhibit Guide*—provided to all participants
- Preferred placement in the exhibit hall.
- Contributor ribbons for your staff name badges.
- Recognition as a conference supporter within your exhibit booth, if applicable.

### Opportunities

| Type of Support                | Investment                         | Description  |
|--------------------------------|------------------------------------|--|
| <b>PLATINUM LEVEL</b>          |                                    | <b>Additional benefits include: Three (3) additional complimentary conference registrations; premier name recognition and premium exhibit space; recognition as platinum sponsor during opening and closing remarks.</b>   |
| Reception<br>(2 opportunities) | \$15,000                           | Gain premier recognition and the greatest benefits as the host of one of the well-attended evening receptions. As a reception sponsor, you will partner with Optum to deliver a prestigious event. Hors d'oeuvres, beverages and activities provide the perfect ambiance for attendees to socialize and reacquaint themselves. |
| <b>GOLD LEVEL</b>              |                                    | Additional benefits include: Two (2) additional complimentary conference registrations; preferred name recognition and exhibit placement; recognition as gold sponsor during opening and closing remarks.  |
| Facility Tour                  | <b>SOLD</b>                        | Take advantage of this opportunity to showcase your facility. Attendees can tour your center, meet with members of your team, and hear about your clinical programs.   |
| Conference Tote Bag            | <b>SOLD</b>                        | Receive high-profile, enduring visibility as your company logo is carried throughout the conference and home on the Optum tote bags provided to all attendees at registration.   |
| Welcome Gift                   | <b>AT COST + \$500 SPONSOR FEE</b> | Leave a lasting impression by welcoming conference attendees with a gift from your organization. The gift can be handed out at registration or delivered to guestrooms. (Additional charge incurred for guestroom delivery.)   |
| Conference Portfolios          | <b>SOLD</b>                        | Optum has "gone green" making note taking essential during the conference. 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.  |

| <u>Type of Support</u>                                 | <u>Investment</u>                  | <u>Description</u>   |
|--|------------------------------------|--|
| Wi-Fi  | <b>\$5,000</b>                     | Be recognized as the source for providing Wi-Fi access to attendees in the general session and ballroom foyer area.  |
| CD Wallet  | <b>\$5,000</b>                     | Customized with your company's logo, these are the ideal storage solution for all kinds of compact discs, including the media for the Annual National Conference participant materials. These holders ensure sponsorship visibility throughout the conference and beyond.  |
| Water Tumblers   | <b>SOLD</b>                        | In support of Optum's "going green" effort, this water tumbler—customized with your company's logo—will be used over and over again throughout the conference as water will be provided to attendees via purified water dispensers instead of individual water bottles!  |
| Conference T-Shirts                                    | <b>\$4,500</b>                     | High-quality, cotton t-shirts with your company's logo and the conference logo will be given to each attendee at registration.   |
| <b>SILVER LEVEL</b>                                    |                                    | <b>Additional benefits include: One (1) additional complimentary conference registration.</b>  |
| Wellness Walk  | <b>\$3,000</b>                     | Join OptumHealth Education as a health and wellness sponsor for the Annual Wellness Walk! Conference attendees will start their morning with a three-mile walk or run down the famed Nicollet Mall and along the historic Mississippi riverfront. Your sponsorship will reward participants with a t-shirt with your company's logo, and provide a refreshment station at the "finish line." |
| Name Badge Pouches                                     | <b>SOLD</b>                        | Everyone will be wearing them! These name badge pouches offer guaranteed exposure throughout the conference and beyond. Customized with your company's logo, the holders will feature a storage pocket to give attendees a hands-free way to carry their business cards, room key, credit card, etc.   |
| Mid-Conference Power Pack                              | <b>AT COST + \$500 SPONSOR FEE</b> | Rejuvenate attendees mid-conference with an energy-themed "power pack." ( <i>Guestroom delivery optional—additional charge incurred.</i> )   |
| Going Home Basket                                      | <b>AT COST + \$500 SPONSOR FEE</b> | Send conference attendees home with a travel basket, compliments of your organization.   |
| Conference Note Pads                                   | <b>\$2,500</b>                     | Letter-size, three-hole punched notepads are personalized with your company's logo and contact information. Conveniently located in the conference tote, these notepads provide sponsorship visibility throughout the conference and back at work.   |
| Continental Breakfast Enhancement<br>(3 opportunities) | <b>\$2,500</b>                     | Upgrade the traditional continental breakfast and welcome attendees as they begin their day with a full breakfast buffet, compliments of your organization.  |
| Afternoon Break  | <b>\$2,500</b>                     | Take advantage of this opportunity to gain name recognition in a casual setting when participants are networking.  |
| Brain Boosters   | <b>\$2,500</b>                     | Your center's logo will be in front of attendees each day during general sessions. These brain boosters stimulate the mind and hands of attendees as they expand their professional knowledge.   |
| Mid-Morning Coffee Break (2 opportunities)             | <b>\$2,000</b>                     | Attendees will enjoy coffee, tea and other beverages during one of the morning coffee breaks.  |

| Type of Support                                      | Investment     | Description   |
|--|----------------|---|
| <b>BRONZE LEVEL</b>                                  |                |   |
| <b>Guestroom Key Cards<br/>(Hotel Room Key)</b>      | <b>\$1,500</b> | Attendees will carry your logo around with them throughout the conference with a personalized guestroom key card. Your company's logo and the conference logo will be imprinted on the front of each key card.  |
| <b>Conference Pens</b>                               | <b>\$1,500</b> | Help attendees take notes in style with quality pens imprinted with your organization's logo.   |
| <b>Conference Materials<br/>Web Site Home Page</b>   | <b>\$1,250</b> | Take advantage of this unique opportunity to display your organization's logo (including linked URL) on the home screen of the electronic conference materials. This Web site is visited by conference participants even before they arrive in Minneapolis—as well as during the conference and up to one year after the event. |
| <b>Exhibit Guide Cover Logo</b>                      | <b>\$1,250</b> | Stand out by placing your logo on the front cover of the <i>Exhibit Guide</i> . This booklet contains all the exhibition details and provides attendees with a quick reference to the conference schedule. A guide is placed inside each attendee's registration bag.   |
| <b>Registration Bag Insert<br/>(6 opportunities)</b> | <b>\$1,000</b> | 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 CD of your products/services, marketing brochure or promotional items. All items must be approved by OptumHealth Education.   |

\*On hold; Available on a second option basis.

## Advertising

Advertising space is available in the *22<sup>nd</sup> Annual National Conference Exhibit Guide*. This 8 ½" x 5 ½" program is distributed to all conference participants to provide easy reference to the conference schedule and exhibiting information. Don't miss this exclusive opportunity to promote your product or service.

|                           |                |   |
|---------------------------|----------------|---|
| <b>Outside Back Cover</b> | <b>\$1,000</b> | Exclusive, Full-Page Ad   |
| <b>Inside Front Cover</b> | <b>\$750</b>   | Exclusive, Full-Page Ad   |
| <b>Inside Back Cover</b>  | <b>\$500</b>   | Exclusive, Full-Page Ad   |
| <b>Standard Placement</b> | <b>\$250</b>   | Full-Page Ad, black and white ad will have standard placement throughout <i>Exhibit Guide</i> |

## Support & Advertising 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 application and indication of payment method, an e-mail will be sent confirming requested sponsorship item(s).

## Contact Us

For information on the availability of these marketing opportunities or to discuss a new idea, contact Bethany Severson at (763) 797-2834 or [bethany.severson@optumhealtheducation.com](mailto:bethany.severson@optumhealtheducation.com)

## SPONSORSHIP APPLICATION

Sponsorships are available on a first-come, first-reserved basis by completing and returning this Sponsorship Application. Upon receipt of the application and indication of payment method, an e-mail will be sent confirming requested sponsorship item(s).

Sponsoring Organization: \_\_\_\_\_

Organization Contact: Name: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone Number: \_\_\_\_\_

### OPPORTUNITIES

Check the box for the sponsorship opportunity you are requesting.

#### Platinum Level

Reception \$15,000

#### Gold Level

|  |               |
|--|---------------|
| <input type="checkbox"/> Facility Tour         | <b>SOLD</b>   |
| <input type="checkbox"/> Conference Tote Bag   | \$5,000       |
| <input type="checkbox"/> Welcome Gift          | \$500 (+cost) |
| <input type="checkbox"/> Conference Portfolios | \$5,000       |
| <input type="checkbox"/> Wi-Fi                 | \$5,000       |
| <input type="checkbox"/> CD Wallet             | \$5,000       |
| <input type="checkbox"/> Water Tumblers        | \$5,000       |
| <input type="checkbox"/> Conference T-Shirts   | \$4,500       |

#### Silver Level

|  |               |
|--|---------------|
| <input type="checkbox"/> Wellness Walk             | \$3,000       |
| <input type="checkbox"/> Name Badge Pouches        | \$2,500       |
| <input type="checkbox"/> Mid-Conference Power Pack | \$500 (+cost) |
| <input type="checkbox"/> Going Home Basket         | \$500 (+cost) |

Conference Note Pads \$2,500

Continental Breakfast Enhancement \$2,500

Afternoon Break \$2,500

Brain Boosters \$2,500

Mid-Morning Coffee Break \$2,000

#### Bronze Level

|  |         |
|--|---------|
| <input type="checkbox"/> Guestroom Key Cards                     | \$1,500 |
| <input type="checkbox"/> Conference Pens                         | \$1,500 |
| <input type="checkbox"/> Conference Materials Web Site Home Page | \$1,250 |
| <input type="checkbox"/> Exhibit Guide Cover Logo                | \$1,250 |
| <input type="checkbox"/> Registration Bag Insert                 | \$1,000 |

#### Advertising

|  |         |
|--|---------|
| <input type="checkbox"/> Exhibit Guide Ad (Outside Back Cover) | \$1,000 |
| <input type="checkbox"/> Exhibit Guide Ad (Inside Front Cover) | \$750   |
| <input type="checkbox"/> Exhibit Guide Ad (Inside Back Cover)  | \$500   |
| <input type="checkbox"/> Exhibit Guide Ad (Standard)           | \$250   |

### METHOD OF PAYMENT

#### Check Payment

Make check payable to: **OptumHealth Education**

Federal Tax ID: 30-0238641

Mail payment to:  
 OptumHealth Education  
 ATTN: Bethany Severson  
 MN010-S157  
 6300 Olson Memorial Highway  
 Minneapolis, MN 55427

#### Credit Card Payment

Visa

MasterCard

American Express

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Print Cardholder's Name: \_\_\_\_\_

I authorize and acknowledge all of the aforementioned charges will be posted to my credit card in the form of full payment for the items designated above.

Signature of Cardholder: \_\_\_\_\_

Date: \_\_\_\_\_

*Sponsor agrees to pay above indicated sponsorship and/or advertising amount. Payment in full is due within 45 days upon receipt of application or OptumHealth Education reserves the right to withdraw the sponsorship.*

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_