

Spotlight on Northside Hospital and Piedmont Hospital

The History and Future: Kidney, Liver and Hematopoietic Stem Cell Transplantation
October 27–28, 2011 • Atlanta, Georgia

Exhibiting & Registration Information

Exhibiting Fee

Exhibit space includes one skirted 6' or 8' table during the Get-Acquainted Reception. For fee information, refer to your conference support agreement or letter of invitation to exhibit.

Exhibit Space Application

Review and complete the Application for Exhibit Space and Indemnification Agreement in its entirety. Return the signed form to OptumHealth Education at least 30 days prior to the start of the conference.

Exhibitor Registration

Register online at

<http://www.optumhealtheducation.com/northside2011>

All individuals at the exhibition and conference must register through the conference Web site.

Exhibit Date and Hours

Thursday, Oct. 27..... 4 to 5:30 p.m.
Food and refreshments will be served during the reception.

Exhibiting Requirements

Exhibit Setup and Dismantle. Exhibitors are responsible for set up and tear down of their display. Displays can be assembled two hours prior to the start of the reception, and must be dismantled within one hour after the close of the reception.

Staffing. It is requested the exhibit be staffed throughout the open exhibit time.

Special Needs. Exhibitor is responsible for any special requirements, such as electrical and audiovisual equipment. Contact Bethany Blauer for ordering information.

Exhibit Materials. All signs, displays and handouts are solely the responsibility of the Exhibitor. OptumHealth Education and the Georgia Aquarium are not responsible for the security of items in the exhibit area.

Shipping

Shipping of materials to and from the Georgia Aquarium is the responsibility of the Exhibitor. Packages will be accepted by the Georgia Aquarium no earlier than Tuesday, October 25. To ensure proper delivery, include the following information on your packages:

Georgia Aquarium
Spotlight Conference, October 27-28
Exhibitor's Name/Organization
Exhibitor's Phone Number
225 Baker Street NW
Atlanta, GA 30313

Conference/Exhibit Venue

Georgia Aquarium, 225 Baker Street NW, Atlanta, GA 30313
Exhibit Hall Location: Arctic Room
Phone: (404) 581-4000

Hotel Information

Hotel: The Westin Peachtree Plaza, 210 Peachtree Street, Atlanta, GA 30303
Phone: (404) 659-1400
Rate: \$159.00 single/double.
Room Block Release Date: October 12, 2011

Cancellations

If your company must cancel, prompt notification to the Exhibit Manager is requested.

Right of Refusal

OptumHealth Education reserves the right to refuse conference registration, attendance and exhibitor applications.

Contact Information

Exhibit Manager: Bethany Blauer
Phone: (763) 797-2834
Fax: (612) 234-0925
E-mail: bethany.blauer@optumhealth.com

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Exhibit Application

EXHIBITOR INFORMATION: (please type or print clearly)

Exhibiting Organization: _____

Exhibitor Contact Name: _____
(Company representative to receive all information regarding exhibits and the conference.)

Title: _____

Mailing Address: _____

City, State, Zip Code: _____

Phone: _____ E-mail (required): _____

List any probable Exhibitors you DO NOT wish to be near: _____

PAYMENT INFORMATION:

Refer to your Conference Support Agreement or Letter of Invitation to Exhibit.

PROMOTIONAL INFORMATION:

Organization Name for Conference Materials: _____

(Use upper and lower case letters exactly as you want your organization's name to appear in conference materials and signage.)

INSTRUCTIONS:

Instructions (refer to the Exhibiting Information sheet for fee information and exhibiting details):

(1) **Application:** Complete this form to apply for exhibit space. Submit the completed form at least thirty days prior to the start of the conference.

(2) **Registration:** All on-site representatives from your organization must register.

To register, go to: <http://www.optumhealtheducation.com/northside2011>

(3) **Right of Refusal:** OptumHealth Education, Northside Hospital and Piedmont Hospital reserve the right to determine eligibility of any applicant as an Exhibitor.

By signing this form, you agree: The Exhibitor assumes all responsibility for any and all loss, theft, or damage to exhibitor's displays, equipment and other property while on Georgia Aquarium premises, and hereby waives any claim or demand it may have against UnitedHealth Group, Northside Hospital and Piedmont Hospital, or their affiliates, arising from such loss, theft, or damage.

In addition, the Exhibitor acknowledges that it is their sole responsibility to obtain appropriate insurance covering any losses by the Exhibitor.

You agree to comply with any instructions or other terms contained in other materials delivered to you concerning this exhibit.

Authorized Signature: _____ Date: _____

Application Due Date: September 26, 2011

For more information contact:

Exhibit Manager: Bethany Blauer

Phone: (763) 797-2834

E-mail: bethany.blauer@optumhealth.com

3 Ways to Submit Your Application:

1) **E-Mail:** bethany.blauer@optumhealth.com

2) **FAX:** (612) 234-0925

3) **MAIL:** Bethany Blauer

OptumHealth Education

MN010-S157

6300 Olson Memorial Highway

Minneapolis, MN 55427

Go to <http://www.optumhealtheducation.com/northside2011>
for conference information and registration.