
Fifteenth National Forum

Customer Based Marketing Strategies

WHERE HEALTHCARE AND CUSTOMER FOCUSED MARKETING MEET



Sponsor and Exhibitor
PROSPECTUS

April 14–16, 2010

InterContinental Buckhead
Atlanta, Georgia



forum FOR HEALTHCARE STRATEGISTS

The Leading Forum on Customer Based Marketing Strategies



Over 350 of Your Prospects and Clients

Each year, the **Forum on Customer Based Marketing Strategies** attracts senior-level marketing executives from across the healthcare field. The size of the conference lends itself to quality interaction with healthcare's top marketing decision makers, executives who initiate and recommend tough purchasing decisions.

You're An Important Part of the Forum

The sponsors and exhibitors are of great importance to the overall success of the Forum. This year, the exhibit area is small...only 33 exhibits...so it can focus on consultants and vendors whose emphasis is on successful strategies, products, and services aimed at helping their clients become more customer-focused. The senior-level marketing executives in attendance want up-to-date information on cutting-edge marketing technologies and strategies presented in a low-key environment that emphasizes hands-on discussions and demonstrations. Don't miss out...reserve your booth early!

As a Sponsor/Exhibitor You Will Receive:

Quality, Dedicated Exhibit Time

Dedicated exhibit hours offer you valuable one-on-one contact with prospective clients.

Networking Opportunities

Coffee breaks and two evening receptions, plus waived registration fees to the conference, allow maximum exposure to prospective clients.

Virtual Sponsors

A sponsor listing will appear on the Forum's Web site, www.healthcarestrategy.com, with your company description, logo, and a direct link to your Web site.

Virtual Exhibitors

An exhibitor listing will appear on the Forum's Web site, www.healthcarestrategy.com, with your company's name and contact information, as well as a direct link to your Web site.

Complimentary Registrations

One waived registration fee with sponsorships over \$3,500, and two waived registrations with each exhibit, give your staff access to more than 40 cutting-edge sessions led by the Masters of Marketing. Note: Waived registrations do not include the Pre-Forum Strategy Sessions.

Prospecting List

Two mailing lists, one of pre-conference registrants and one of post-conference attendees, allow you to communicate with prospective clients. Note: These lists are only available with sponsorships of \$3,500 or more, or if exhibiting.

Who Will Attend

The conference has been designed for the following healthcare executives from hospitals, health systems, academic medical centers, integrated networks, and medical group practices:

- Chief Marketing Officers
- Senior Strategists
- Public Relations Directors
- Physician Relations Directors
- Communication Executives
- Network and Business Development Executives
- Sales Executives
- Internet Strategists
- Operations Executives

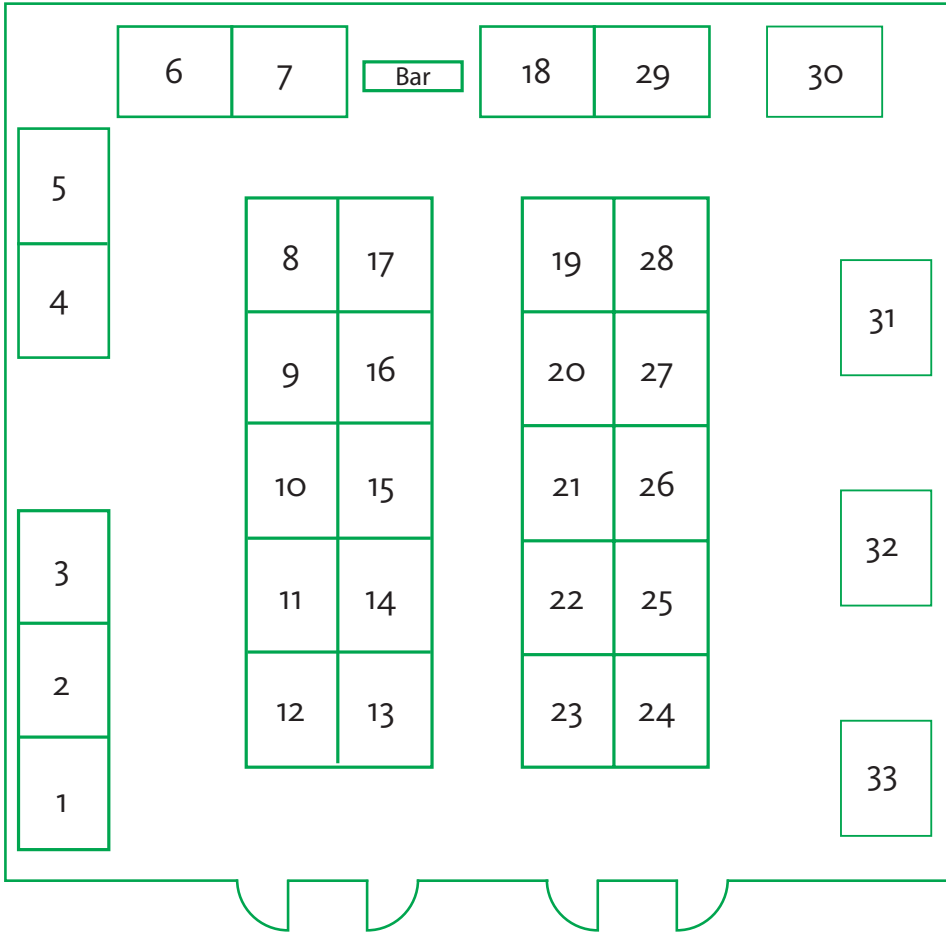


forum FOR HEALTHCARE STRATEGISTS

The **Forum for Healthcare Strategists** was established in 1996 by a distinguished group of senior healthcare strategists seeking an opportunity to collectively examine current and future strategies for the delivery of healthcare. The Forum provides networks of communication and support, as well as opportunities for professional development, with the ultimate purpose of inspiring new, more effective models of care.

Exhibitor Map

Marketing Learning Center
April 14–15, 2010



Please Note: There will be food and beverages available in the Exhibit Hall during open hours. There are also limited opportunities to exhibit in the Registration Area. Please contact us if interested.

CBM Forum Profile

The Customer Based Marketing Forum draws more than 350 senior level executives from hospitals, academic medical centers, healthcare systems, and medical group practices.

Attendee Profile

2009 attendees included:

CEO/President	18%
SVP/VP	20%
Director	26%
Manager	17%
Consultant	10%
Other	9%

Conference Survey Results from 2009 Attendees:

Here's what attendees had to say about the 2009 CBM Forum:

- 96% of attendees said the Forum was excellent or good.
- 94% of attendees said the Forum faculty was excellent or good.
- 96% of attendees said they would recommend the Forum to a colleague.
- 95% of attendees said that they gained new information relevant to their jobs.

Exhibit Hours

Exhibit hours subject to change.

Wednesday, April 14, 2010

Exhibit Set-Up
9:00am – 1:00pm

Coffee Break
2:15pm – 2:45pm

Opening Reception
5:30pm – 6:45pm

Thursday, April 15, 2010

Coffee Break
9:15am – 9:45am

Coffee and Dessert
1:15pm – 1:45pm

Coffee Break
3:15pm – 3:45pm

Reception
5:00pm – 6:30pm

Exhibit Tear-Down
6:30pm–9:30pm

Exhibit Fee

\$2,095 per 8 x 10 ft. booth before February 5, 2010

\$2,295 per 8 x 10 ft. booth after February 5, 2010

Fee includes:

- 8 x 10 ft. booth package (pipe/drape, 6' draped table, two chairs)
- Listing on the Forum Web site
- Two full Forum admissions (excluding the Pre-Forum Strategy Sessions)
- Discounted attendance fee for up to two (2) additional staff from the exhibiting organization
- Mailing lists of pre-conference registrants and post-conference attendees

Assignment of Space

Booth assignments will be made in February. A point system is used to establish priority for booth assignment, which includes past sponsorship and exhibit support.

Sponsorship

The Forum offers a range of opportunities to increase your company's visibility. Don't miss the chance to be part of this unique and valued educational conference.

Major Sponsor

\$6,500

- Name appears in all email announcements for the Forum
- One Sponsorship Opportunity included
- Four full Forum admission passes
- Mailing lists of pre-conference registrants and post-conference attendees
- Opportunity for \$200 client discounts
- Exhibit in a choice location

Sponsorship Opportunities

Track Sponsorships

Track sponsors have the opportunity to introduce the sessions in their track.

Track Sponsorship (3 days)

\$3,500

Track 1 Strategic Marketing

Track 2 Customer Communication

Track 3 Physician Strategies

Track 4 Strategies for Consumer Engagement

Track 5 Technology & Web 2.0

Special Events

Wednesday Networking Luncheon for AMC Attendees \$2,500

Opening Reception (Wednesday evening) \$4,500

Thursday Networking Breakfast with Facilitated Discussion Groups \$6,000

Networking Breakfast sponsor can propose discussion topics and facilitators.

Reception (Thursday evening) \$4,000

Friday Breakfast Briefing \$4,000

Friday Breakfast Briefing sponsor can propose to present on a topic approved in advance by the Forum.

Enhanced Coffee Break in the Exhibit Hall \$2,500

Coffee Break \$1,500

Keynote/General Session Speakers

Wednesday Afternoon Keynote \$4,500

Thursday Morning Keynote \$5,000

Friday Morning Keynote \$4,000

Please call to discuss custom sponsorship opportunities.

Other Promotional Opportunities

Sponsorship includes sponsoring company's name and logo on product.

Book Bags \$6,500

CD-ROMs with audio and handouts (mailed after the conference) \$5,000

Flash Drives with Handouts \$4,500

Internet Hot Spot \$4,500

Wednesday or Friday Box Lunches \$3,500

Conference Webinar \$3,500

Badge Cords \$3,000

Water Bottles \$2,500

Conference Pens \$2,000

Conference Note Pads \$1,500



Sponsor/Exhibitor Registration

Fifteenth National Forum
Customer Based Marketing Strategies

April 14-16, 2010
InterContinental Buckhead
Atlanta, Georgia

Please return completed form to:
Jennifer Pense
Forum for Healthcare Strategists, Inc.
980 North Michigan Avenue; Suite 1260
Chicago, IL 60611
Phone: 866-440-9080 ext. 23
Fax: 312-440-9089
jpense@healthcarestrategy.com

Contact Information

COMPANY

CONTACT NAME

TITLE

MAILING ADDRESS

CITY

STATE

ZIP CODE

ADDRESS

PHONE

FAX

EMAIL

- Yes, we want to participate in the Fifteenth National Forum on Customer Based Marketing Strategies as a:
 Sponsor – The event(s) we want to sponsor is/are:

- Exhibitor – Exhibit space is on a first come, first serve basis factoring in past and current support. (Note: Exhibit space is included with Sponsorships of \$8,500 or more.)

Booth Number: 1st choice _____ 2nd choice _____ 3rd choice _____

Please do not place us next to or across from the following companies: _____
(Our best efforts will be made to accommodate your request.)

Names, titles, and emails of people* who will be attending the Forum or staffing your exhibit (please attach additional sheets if necessary):

1. _____

2. _____

*Two staff members from the exhibiting company are admitted free to the Conference as a condition of exhibition. Two additional staff members from the exhibiting company may register as attendees for the conference at the reduced rate of \$600 each. Only one company allowed per booth unless prior written approval is obtained from the Forum. One waived registration fee will be given for sponsorships over \$3,500.

Payment Information

- Sponsor \$ _____
 Exhibitor \$2,095 before February 5, 2010 \$ _____
 Exhibitor \$2,295 after February 5, 2010 \$ _____
 ___ Additional Staff x \$600 each \$ _____
- TOTAL \$ _____

- Check enclosed, payable to the Forum for Healthcare Strategists, Inc.

Affirmation of Commitment to Sponsor

The undersigned is authorized to commit to the sponsorship/exhibition as described above, and acknowledges that he/she has reviewed the cancellation and refund policies below and agrees to the terms as described.

SIGNATURE

DATE

Please return signed Exhibit Rules and Regulations form with your sponsor/exhibitor application. Application will not be confirmed until signed Rules and Regulations Form is received.

Cancellations and Refunds: In the event of the cancellation of the Forum for any reason, sponsor/exhibitor fees will be fully refunded. If the sponsor/exhibitor cancels participation in the Forum, sponsor/exhibitor fees will not be refunded.

Questions? Call toll-free 866-440-9080 x 22.

Rules and Regulations

Please read the following information, sign and return signature page with application form. Application will not be confirmed until signed Rules and Regulations Form is received.

The following Terms and Conditions govern this contract (“Contract”) between The Forum and the Exhibitor.

1. Contract for Space

The application for space and the notice of assignment by The Forum for Healthcare Strategists (Forum) constitutes a contract for the right to use the space allotted for the Event. In the event of uncontrollable circumstances in which the building holding the Event is unfit for use, the Forum shall notify Exhibitor within a reasonable period and shall refund to Exhibitor within 30 days the amount paid by Exhibitor to the Forum. If the Forum cancels or moves the location of the event, without cause by uncontrollable circumstances, the Forum will at Exhibitor’s preference either (a) reimburse Exhibitor the full amount for monies paid to date within 30 days, or (b) allow Exhibitor to apply the monies paid to the rescheduled event. If the Exhibitor cancels, it shall not be subject to a refund.

2. Exhibition Location, Dates and Times

The Fifteenth National Forum on Customer Based Marketing Strategies, herein referenced as the “Event”, will be located at the InterContinental Buckhead, Atlanta, GA. The dates of the Event are April 14–16, 2010. Setup and teardown will be between April 14th and 15th. The Forum will use reasonable efforts to maintain the location, dates and times, and floor plans of the Event.

3. Restrictions in Use of Space

All demonstrations, food distribution, or other activities must be confined to the limits of the exhibit booth. Assigning, sharing or subletting the assigned space is not permitted without written consent from the Forum, which may be withheld for any reason or no reason. Exhibitor shall comply with the Hotel’s rules, regulations, and restrictions relative to the use of the space. All food distribution other than prepackaged items, must be approved in advance by the Forum.

4. Indemnity

Both parties assume full responsibility for the acts, omissions, and conduct of its representatives, agents and contractors and agree to indemnify, hold harmless and defend the other party, its officers and directors, employees, and agents from and against any and all claims, losses, damages, governmental fines or penalties, and costs or expenses (including court costs, interest, and attorney fees) of any kind whatsoever arising from such acts, omissions, and conduct except to the extent that such claims, losses, and damages are the direct result of the other party’s gross negligence or intentional acts. In any event, except for acts of gross negligence or intentional misconduct, each party’s liability to the other party under this Contract shall be limited to and shall not exceed the amount of the exhibit fees paid by Exhibitor to the Forum. Exhibitor acknowledges that the Forum and the Hotel do not maintain insurance covering the Exhibitor’s property and that it is the sole responsibility of Exhibitor to obtain appropriate insurance. The Hotel is not deemed to be an agent of the Forum.

5. Liability and Insurance

Unless caused by acts of negligence or intentional misconduct by the other party, its agents or employees, each party shall not be responsible for the safety of the property of the other party, their agents or employees, from theft, damage by fire, accident or other causes, but will use reasonable care to protect the other party from such loss. During the dates of the exhibit, including move-in and move-out days, Exhibitor shall obtain and maintain comprehensive general liability insurance that provides a minimum coverage of \$1,000,000.00 per occurrence, and be able to show proof of such insurance upon five (5) business days notice and shall name the Forum as an additional insured. Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to Exhibitors’ displays, equipment and other property brought upon the premises of the Hotel unless caused by acts of gross negligence and intentional misconduct by the Forum, any of its agents, or employees.

6. Circularization and Solicitation

Circulars or advertising matter of any description may only be distributed within the booth assigned to the Exhibitor presenting such materials. If Exhibitors want flyers distributed to hotel rooms, this must be cleared in advance through the Forum. The Hotel charges for such distribution and such charges will be the responsibility of the Exhibitor.

7. Hospitality/Client Events

Hospitality suite functions and/or Exhibitor Client Events must not conflict with programmed events. Invitations and company literature may only be distributed from assigned exhibit booths. All hospitality suites must be approved prior to the conference by the Forum. Those hospitality suites requiring food and beverage must have arrangements made through the Hotel Food and Beverage Department.

8. Fire Protection

Table and booth decorations must be fire proof. Electrical wiring must conform to the National Electrical Code Safety Rules. If inspection indicates that the Exhibitor has neglected to comply with these regulations, or otherwise causes a fire hazard, the Forum then reserves the right to cancel all or such part of the exhibit and not provide any refund. The Exhibitor must comply with Hotel fire regulations.

9. Restrictions in Operations of Exhibits

The Forum reserves the right to (a) restrict exhibits because of noise, method of operation or for any other reason that causes disruption to the Event, and/or (b) prohibit or evict any exhibits, which detract from the general character of the exhibition as a whole, provided the Forum notifies Exhibitor and provides Exhibitor reasonable time to cure such problem. In the event of such restriction, the Forum is not liable for any exhibit expense unless the Forum resells the Exhibitor space at which point Exhibitor would be entitled to a refund within 30 days equal to the amount paid by Exhibitor less the fee the Forum collected in reselling the space. Any noise-making exhibits must receive approval of the Forum before the exhibit opens. The Forum also reserves the right to alter the exhibit layout at any time.

10. Care of Building and Equipment

Exhibitors or their agents shall not damage, alter or otherwise injure or deface the walls or the floors of the building, the booths, or the equipment of the booths. If such damage occurs, the Exhibitor shall be liable to the hotel.

11. Cancellation, Termination or Postponement by The Forum

Cancellations by Exhibitor are not subject to a refund. Any substitutions must be approved by the Forum prior to the event. In the event that rendering the fulfillment of this Contract by the Forum be impossible or impractical due to cause or causes not reasonably within the control of the Forum, such as fire, casualty, epidemic, earthquake, explosion or accident, blockage embargo, inclement weather, governmental restraints, restraints or orders of civil defense or military authorities, act of public enemy, riot or civil disturbance, strike, or Act of God, the parties shall mutually amend or terminate the agreement at the Forum's option. If terminated, Exhibitor shall receive a refund within 30 days equal to the amount paid to the Forum. If the Forum cancels or moves the location of the event, without cause as defined above, the Forum will at Exhibitor's preference either (a) reimburse Exhibitor the full amount for monies paid to date within 30 days, or (b) allow Exhibitor to apply the monies paid to the rescheduled event.

12. Waiver

Waiver by either party of any term or condition of this Contract or any breach shall not constitute a waiver of any term or condition or breach of this Contract.

13. Entirety of Contract

This Contract, including the Exhibit Application, states the entire agreement between the parties and supersedes all proposals, oral or written, and all other communications between the parties relating to this Agreement. No amendment or modification of this Contract shall be made except by an instrument in writing signed by both parties.

14. Currency

Unless otherwise indicated, all dollar amounts referred to in this Agreement are in lawful money of the United States, and any amount advanced, paid or calculated is to be in US currency.

15. Amendments

All amendments to this Agreement must be in writing and signed by both parties, but may be executed in counterpart form.

16. Notices

All notices, requests, demands and other communications required or permitted to be given pursuant to this Contract shall be in writing and shall be deemed to have been duly given upon the date of receipt if delivered by hand, recognized national overnight courier, or registered or certified mail, return receipt requested, postage prepaid, to the following addresses:

If to Exhibitor (exhibitor must complete before returning):

Company Name _____

Company Address _____

City, State, Zip _____

Attn: _____

If to the Forum:

Forum for Healthcare Strategists, Inc.
980 N. Michigan Avenue
Suite 1260
Chicago, IL 60611
ATTN: Jennifer Pense

Either party may change its designated address by notice to the other party in the manner provided in this Section.

ALL MATTERS SET FORTH ON IN THIS CONTRACT ARE ESSENTIAL TERMS AND SIGNATURE BELOW CONSTITUTES AGREEMENT TO SUCH TERMS.

Exhibitor Name

Signature _____ Date _____

Printed Name _____

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Atlanta, Georgia

Join the Exciting List of Companies That Have Helped Make the
Forum's Conferences Healthcare's Premier Educational Events!

3 Legged Stool
ACSYS, Inc.
A.D.A.M., Inc.
Aeffect, Inc.
American Hospital Association
American Medical Information
AmeriNet Central
Anderson Niebuhr & Associates, Inc.
AVID Design
Barlow/McCarthy
Bayer Corporation, Pharmaceutical Division
The Beryl Companies
The BLR Agency
BrandEquity
BremnerDuke Healthcare Real Estate
BVK Direct
Byrne Healthcare
CardioMark, LLC
CarePages, Inc.
CareTech Solutions, Inc.
Central Logic, Inc.
Coactive Systems Corporation
Coffey Communications, Inc.
Corporate Health Group
CPM Marketing Group, Inc.
Creative Marketing Programs
CSC's Healthcare Group
DataBay Resources
Diablo Publications
Directory Assistants, Inc.
Discovery Hospital
Dowden Custom Media
DrTango, Inc.
Earthbound Media Group
EBSCO Publishing
Element115.Net
FatWire Software
Finelight
Galvanon
General Learning Communications
Geonetric
GLC Custom Publishing

The Greeley Company
Greystone.Net
HealthCom Partners, LLC
Healthday
Health Directions, LLC
Health Forum
HealthGrades, Inc.
Health Infotechnics, LLC
Health Ink & Vitality
HealthLeaders Media
HealthLine Systems, Inc.
Health Newsletters Direct
Healthvision
Healthwise
HispaniCare
The HSM Group, Ltd.
IDX Systems Corporation
IGCN, Inc.
Innovative Health Solutions
Insights Direct, Inc.
Intellicare, Inc.
INTELLIMED
The Jackson Organization
KidsHealth
LionShare Marketing, Inc.
LVM Systems, Inc.
MarketWare Systems
McKesson
McMurry, Inc.
MedDevelopment, LLC
MediaMixNet, Inc.
Medical Education Group, LLC
MedSeek, Inc.
MedTouch
The MEDSTAT Group
The MIAC Card Program
MICROMEDEX
Monigle Associates
National Research Corporation
NewClients
Nueterra Healthcare
PaperThin

Perot Systems
PhotoBooks, Inc.
Physicians Practice, Inc.
PinPoint Strategies
The Practice Marketing Kit
Practice Match, Inc.
Practice Support Resources
Priority Publications
Private Health News (MedNews Plus)
Professional Research Consultants, Inc.
REACH3
Remedy Magazine
Relegent
Rhea & Kaiser Marketing Communications
Right Angle Technologies
Sales and Marketing Technologies
Self Care Decisions
Siegel & Gale
slp3D
SMART Association, Inc.
Solucient
SPM Marketing & Communications
Springboard Brand and Creative Strategy
StoneArch Creative
SRK
StayWell Custom Communications
The Strategy Group
Strategic Sales Systems
StratEx, LLC
Superior Consultant Company, Inc.
Thomson Reuters
TLContact, Inc.
TPR Media (The Parent Review)
True North Custom Publishing
TVC
Vericom Corporation
Verus, Inc.
Wax Custom Communications
Welcome Newborn
WellMed