

23RD ANNUAL

Healthcare Marketing & Physician Strategies Summit

APRIL 30 - MAY 2, 2018 | SALT LAKE CITY, UT



forum FOR HEALTHCARE STRATEGISTS

Sponsor and Exhibitor
PROSPECTUS

Healthcare's Premier Summit on Marketing, Strategy, and Physician Relations

Connect with Hundreds of Healthcare Decision Makers

The **Healthcare Marketing & Physician Strategies Summit** is widely considered the must-attend educational and networking event of the year for senior-level marketing, strategy, and physician relations executives from healthcare organizations nationwide.

Each year, the Summit brings together hundreds of healthcare leaders to examine important strategic challenges and to work together toward solutions. In 2017, more than 800 executives attended. The 2018 Summit builds on that success!

At the Summit, you'll be able to interact with top decision makers in healthcare strategy, marketing, business development, digital and social media, physician relations, and sales – decision makers who are looking for innovative solutions for accomplishing both traditional growth-related goals as well as new goals related to population health, patient experience, and value.

You're An Important Part of the Summit

The sponsors and exhibitors are of great importance to the overall success of the Summit. The senior-level executives in attendance want up-to-date information on cutting-edge technologies and tools for advancing their online and offline marketing, communication, physician relationship, and sales strategies — presented in a low-key environment that emphasizes hands-on discussions and demonstrations. Don't miss out...reserve your booth, as well as your sponsorship, early!

As a Sponsor/Exhibitor You Will Receive:

Quality, Dedicated Exhibit Time

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

Networking Opportunities

Coffee breaks and two evening receptions allow maximum exposure to prospective clients.

Virtual Sponsor and Exhibitor Listings

Your company will be listed on the Forum's website, healthcarestrategy.com, and the Summit mobile app, along with a direct link to your website.

Complimentary Registrations

Complimentary registrations with sponsorships over \$6,000 and with each exhibit booth space give your staff access to more than 50 cutting-edge sessions. *Note: Waived registrations do not include the Pre-Summit 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 if exhibiting, or with sponsorships of \$6,000 or more, and each list can only be used one time. Lists do not include emails or phone numbers.*

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Who Will Attend

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

- Chief Marketing Officers
- Chief Strategy Officers/Senior Strategists
- Marketing Communication Executives
- Business Development/Planning Executives
- Digital/Social Media Strategists
- Physician Relations Directors
- Physician Referral/Outreach Directors
- Physician Recruitment Directors
- Sales Executives
- Public Relations Directors
- Advertising Executives
- CRM Directors

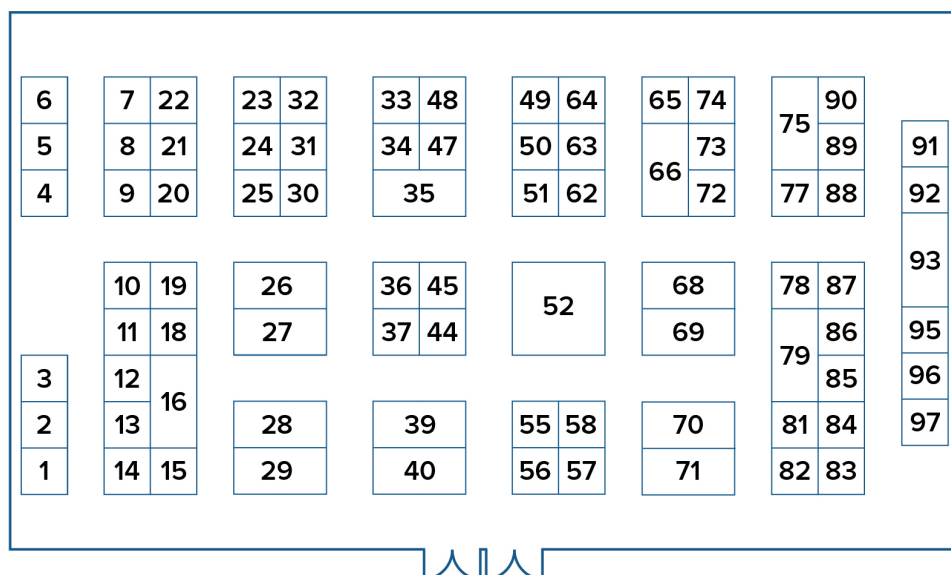


forum FOR HEALTHCARE STRATEGISTS

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.

Exhibit Hall Map

April 30 – May 2, 2018



NOTE: There will be food and beverages available in the Exhibit Hall during open hours.

Increased Exhibit Hours This Year!

Exhibit hours are subject to change.

Monday, April 30, 2018

Exhibit Set-Up 8:00am – 12:30pm
Coffee Break 1:45pm – 2:30pm
Opening Reception 5:15pm – 7:00pm

Tuesday, May 1, 2018

Coffee Break 9:15am – 10:15am
Coffee Break 3:15pm – 4:00pm
Reception 5:00pm – 6:45pm
Exhibit Tear-Down 6:45pm – 9:45pm

Here's What Attendees Are Saying

"Great presenters from multiple health systems. The Summit provided a lot of great ideas to explore and also validated other approaches we currently utilize."

Romek Halverson; Senior Team Lead; Cancer Care Ontario

"This is the best conference I've ever attended – well-organized, helpful staff, and the content is phenomenal. I look forward to attending next year!"

Alina Joseph; Physician Outreach Director; Kettering Health Network

"The Summit has eclipsed all other conferences I attend in terms of professional, relevant content and engaging keynote addresses. The atmosphere is so collegial, you can't help but network and learn from others."

Lisa McCluskey; Vice President, Marketing Communications; CHI Memorial

"A must-attend conference for professionals looking to stay on the leading edge. I have recommended this conference to dozens of colleagues and partners because it delivers excellent content year after year."

Terri McNorton; Vice President, Marketing and Communications; Bon Secours Health System

Exhibit Fee

\$3,095 per 10 x 10 ft. booth before January 12, 2018

\$3,395 per 10 x 10 ft. booth after January 12, 2018

Fee includes:

- 10 x 10 ft. booth package (pipe/drape and ID sign)
- WiFi in Exhibit Hall
- Listing on the Forum website and Summit mobile app
- Two full Summit admissions (excluding the Pre-Summit Strategy Sessions)
- Discounted attendance fee for one additional staff from the exhibiting organization (excluding the Pre-Summit Strategy Sessions)
- Mailing lists of pre-conference registrants and post-conference attendees (lists do not include phone numbers or email addresses)

Assignment of Space

Booth assignments will be made by late February. Note...a point system is used to establish priority for booth assignment, which includes current and past sponsorship and exhibit support, as well as the order of application submission.

Sponsorship

The Summit 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.

Choose from the Sponsorship Levels below, or choose one or more of the à la carte sponsorship options on page 5.

Benefits	Diamond \$35,000 <i>(limited to 3)</i>	Platinum \$20,000	Gold \$15,000	Silver \$10,000
Name/logo on brochure cover	●	●		
Name/logo/company description on sponsor page of brochure (if commitment is received prior to printing)	●	●	●	●
Name/logo/company description and link to company website on Forum website and on Summit app	●	●	●	●
Name prominently displayed on monitors and signs throughout Summit	●	●	●	●
Premium Sponsorship Opportunity (options to be discussed)	2	1	1	1
10x10 Booth Space in Exhibit Hall	2			
Waived Summit Admission for Sponsor staff	10	4	3	2
Sponsor recognition in Summit email blasts	●	●	●	●
Opportunity to offer \$200 client discounts	●	●	●	●
Opportunity to include a promotional item in Summit tote bag (Sponsor provided, Forum approved)	●	●	●	
Rotating banner ad on Summit mobile app	●			
Scheduled push notifications via mobile app (Forum must approve content)	●	●		
Opportunity to present a Webinar in conjunction with the Forum (topic/speakers to be mutually agreed upon by the Forum and Sponsor; Webinar must be presented in 2018)	●			
Spotlight feature on Forum website, with link to your company site	●			

Sponsorship Opportunities

Track Sponsorships

Track sponsors have the opportunity to introduce the sessions in their track. Sponsor name will be displayed on signage outside Track meeting room.

Track Sponsorship \$10,000

Track 1—Strategic Marketing **SOLD**

Track 2—Customer Communication & Engagement **SOLD**

Track 3—Analytics, Data & CRM **SOLD**

Track 4—Interactive & Digital Strategies **SOLD**

Track 5—Physician Relations & Sales **SOLD**

Track 6—Physician Communication & Strategies **SOLD**

Special Events

New Attendee Welcome Lunch (Monday) \$6,500

Opening Reception (Monday evening) \$9,000

Tuesday Networking Breakfast \$8,500

Tuesday Luncheon Call to discuss

Reception (Tuesday evening) \$7,500

Enhanced Coffee Break in Exhibit Hall \$4,500

Coffee Break \$3,500

Keynote/General Session Speakers

Sponsor will introduce speaker, and sponsor logo will be displayed outside ballroom and on walk-in/walk-out slides. Please call to discuss.

Monday Afternoon Keynote (Gopi Kattayil) **SOLD**

Tuesday Morning Keynote (Ron Tite) **SOLD**

Wednesday Morning Keynote (Kelly McDonald)



Other Promotional Opportunities

Sponsorship includes sponsoring company's name and logo on product, where applicable. Sponsorships above \$6,000 also include name, logo, and company description in brochure, if commitment is received prior to printing brochure.

Badge Cords **SOLD** \$9,000

Hotel Room Key Fobs **SOLD** \$9,000

Tote Bags **SOLD** \$8,500

Conference Padfolios **SOLD** \$8,500

Mobile App **SOLD** \$8,500

Refillable Water Bottles **SOLD** \$8,500

Summit Playback \$8,000
(audio recordings synced with PPTs)

WiFi in Meeting Space **SOLD** \$6,500

Charging Stations \$6,500
(includes 3 branded stations, prominently located in meeting space)

Relaxation Station \$5,000

Summit Pens **SOLD** \$4,000

Yoga or Meditation \$3,500

Summit Scholarships **SOLD** \$1,500
(multiple available)

Digital Signage Call to discuss

Please call to discuss custom sponsorship opportunities

Sponsor / Exhibitor Registration

Healthcare Marketing & Physician Strategies Summit

April 30-May 2, 2018 | Salt Lake City, UT

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

PHONE

FAX

EMAIL

☐ Yes, we want to participate in the Healthcare Marketing & Physician Strategies Summit as a:

☐ Sponsor – The level, event(s), and/or item(s) we want to sponsor is/are:

☐ Exhibitor – Exhibit space is on a first-come, first-served basis factoring in points earned for past and current participation as a sponsor and/or exhibitor.

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

We would like to be next to or across from the following companies:

Please DO NOT place us next to or across from the following companies:

Reminder...booth assignments will be made on a point system, so your preferred booth may not be available. And, it is very important that you indicate which companies you do not want to be near. Our best efforts will be made to accommodate your request.

Names, titles, and emails of people* who will be attending the Summit 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. One additional staff member from the exhibiting company may register as an attendee for the conference at the reduced rate of \$700. Waived registrations will be given to sponsors as follows: 1 for sponsorships of \$6,000-\$14,999, 2 for sponsorships of \$15,000-\$19,999, 4 for sponsorships of \$20,000-\$34,999, 10 for sponsorships of \$35,000 or more. Waived and discounted registrations do not include the Pre-Summit Strategy Sessions. **Only one company allowed per booth unless prior written approval is obtained from the Forum.*

Payment Information

☐ Sponsor \$

☐ Exhibitor \$3,095 before January 12, 2018 \$

☐ Exhibitor \$3,395 after January 12, 2018 \$

☐ One additional staff at \$700 \$

TOTAL \$

☐ A check is enclosed, payable to Forum for Healthcare Strategists

☐ I authorize you to charge:

☐ VISA ☐ MasterCard ☐ Discover ☐ AmEx

NAME ON CARD

CARD NUMBER

EXPIRATION

BILLING STREET ADDRESS

BILLING ZIP CODE

SIGNATURE

Mailing List Usage: Exhibitors, as well as Sponsors at the \$6,000 level or higher, will receive two attendee mailing lists. A list will be provided for one-time use before the conference, as well as a list for one-time use following the conference. The lists cannot be incorporated into a broader list, nor the contents generally disseminated. The lists cannot be shared with anyone else. Lists do NOT include emails or phone numbers.

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 Summit for any reason, sponsor/exhibitor fees will be fully refunded. If the sponsor/exhibitor cancels participation in the Summit, sponsor/exhibitor fees will not be refunded.

Questions? Call toll-free 866-440-9080 x 23.

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 Healthcare Marketing and Physician Strategies Summit, herein referenced as the "Event", will be located at The Grand America Hotel, Salt Lake City, UT. The dates of the Event are April 30-May 2, 2018. Setup and teardown will be between April 30th and May 1st. 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. Mailing List Usage

Exhibitors, as well as Sponsors at the \$6,000 level or higher, will receive two attendee mailing lists. A list will be provided for one-time use before the conference, as well as a list for one-time use following the conference. The lists cannot be incorporated into a broader list, nor the contents generally disseminated. The lists cannot be shared with anyone else.

9. 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.

10. 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 that 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.

11. 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.

12. 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.

13. 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.

14. 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.

15. 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.

16. Amendments

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

17. 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

.....
EMAIL

.....
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

.....
EMAIL

Healthcare Marketing & Physician Strategies Summit

APRIL 30 – MAY 2, 2018

THE GRAND AMERICA HOTEL
SALT LAKE CITY, UT

2017 Exhibitors

Acquia, Inc.	HealthLink Dimensions	RadioMD
Agency Creative	IHadCancer.com	Red Privet
Aha Media Group	Influence Health	ReviewTrackers
AVID Design, Inc.	Intellimed	Scorpion
Barlow/McCarthy	Intraprise Health	Socius Marketing
Binary Fountain	Julia Balfour LLC	Spectrio
Bluespire Marketing	K2MD Health	SPM Marketing & Communications
BroadcastMed	Klein & Partners	Springboard Brand & Creative Strategy
Casual Astronaut, Inc.	Kyruus	StayWell
Coffey Communications, Inc.	LionShare, Inc.	Stericycle Communication Solutions
Connect Healthcare	Marketware	Stratasan
Corbin Design	Mayo Clinic	Strategic Health Services
Corrigan Consulting	McMahon Custom Media	Swanson Russell
DataBay Resources	MDValuate	Tea Leaves Health
Digital Health Strategies	Medicom Health	Team SI
DocASAP	MedTouch	Ten Adams
Doctor.com	MMS, Inc.	Transparently
Doximity	MobileSmith	True North Custom
ENGAGENCY	Monigle Associates	U.S. News Hospital Data Insights
Envera Health	NRC Health	Virtually Anywhere Interactive, LLC
Eruptr	Nucleus Medical Media	Wainscot Health Communications
Evariant	On-Site Studios	Wax Custom Communications
Frederick Swanston	Pandora Music	WriterGirl & Associates
Geonetric	Point Across Media	Xpressdocs
GLC	Private Health News	Yext
GoNoodle	PRC, Inc.	ZIGZAG Healthcare by Strategy Advantage
Greystone.Net	Pulse Content	
Healthgrades	QuintilesIMS	



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**An Outstanding Marketing
and Sales Opportunity for
Your Products and Services!**