

— 27<sup>TH</sup> ANNUAL —

# Healthcare Marketing & Physician Strategies Summit

MAY 16–18, 2022 | SALT LAKE CITY





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

## Connect with Healthcare's Senior-Level Decision Makers!

The **Healthcare Marketing & Physician Strategies Summit (HMPS)** is widely considered the "must-attend" educational and networking event of the year for senior-level marketing, communications, digital strategy, and physician relations executives from healthcare organizations nationwide. Join us for the 27th year!

Each year, the Summit brings together a unique group of inquisitive and talented healthcare leaders whose ultimate focus is inspiring transformation. The 2021 Summit was lauded for its timely and thought-provoking content, as well as the enthusiastic interaction. The 2022 Summit builds on that success.

## You're an Important Part of the Summit

The sponsors and exhibitors are of great importance to the overall success of the Summit. You'll be able to interact with top decision makers with responsibility for strategy, marketing, communications, business development, digital initiatives, social media, physician relations, and sales. These healthcare leaders are looking for innovative solutions for accomplishing traditional growth-related goals as well as new goals related to customer experience and retention, community health, authenticity, trust, and value.

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-to-one contact with current and prospective clients.

### Networking Opportunities

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

### Online and Mobile Sponsor and Exhibitor Listings

Your company will be listed on the Forum's website, and the Summit mobile app, along with a direct link to your website. Your company will also be included on the [MarTech.Health](#) HMPS page, a permanent listing of Summit sponsors and exhibitors.

### Complimentary Registrations

Complimentary registrations with each exhibit booth space and sponsorships over \$6,000 give your staff access to more than 50 cutting-edge sessions, as well as all receptions and other networking events/opportunities. *Note: Complimentary 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. Note: emails will be included for attendees who allow us to share this information. Phone numbers will not be included.*

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



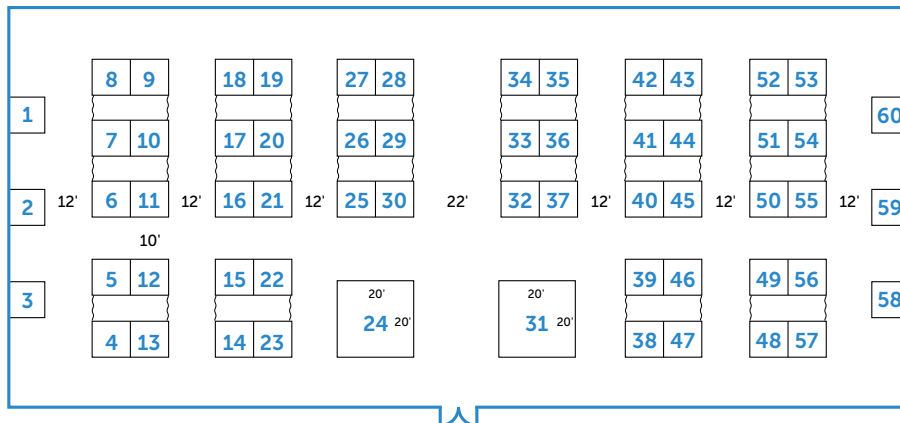
**forum** FOR HEALTHCARE STRATEGISTS

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

May 16 – 18, 2022

The Exhibit Hall will be in a Ballroom with more than 24,000 square feet of space. As we are unable to predict the impact that COVID will have on meeting space/ exhibit hall space in May, we will accept applications for no more than 60 booths at this time. Preference will be given to those who exhibited in 2021. If the situation closer to the Summit suggests that it is safe to add additional booths, we will.



This is not the final actual Exhibit Hall Map and is only being shown as a representation of the size of the room and a likely layout.

## Exhibit Hours

Exhibit hours are subject to change.

### Monday, May 16, 2022

**Exhibit Set-Up** 8:00am – 12:30pm

**Coffee Break** 2:15pm – 3:00pm

**Opening Reception** 5:15pm – 6:45pm

### Tuesday, May 17, 2022

**Coffee Break** 9:15am – 10:00am

**Coffee Break** 3:00pm – 3:45pm

**Reception** 4:45pm – 6:30pm

**Exhibit Tear-Down** 6:30pm – 9:30pm

## Here's What Attendees and Exhibitors Are Saying

*"All I can say is WOW! I learned so much...the keynotes were fantastic, and each session provided unique insight and key learnings that I can take back to my organization."*

Courtney Lauer, Marketing Manager, University of Utah Health

*"The content was excellent! The quality of speakers and sessions was above other conferences I have been to."*

Susan Marco, Provider Recruitment/Physician Relations, Tri-County Health Care

*"This is the event where you're going to be able to network, learn from others, and get some really pragmatic advice."*

David Perry, Senior Advisor, Stanford Health

*"I thought the sessions were timely, and the presenters were compelling. The technology worked well between in-person and virtual. Well done!"*

Ryan Younger, Vice President of Marketing, Virtua Health

*"Even though attendance was down, we considered HMPS21 a successful exhibit because the crowd seemed so engaged. Thank you to the organizers for making the best of the challenging climate for the events industry."*

Annie Haarmann, Head of Strategy, Healthcare, Reputation

## Exhibit Fee

**\$3,495** per 10 x 10 ft. booth before December 3, 2021

**\$3,895** per 10 x 10 ft. booth after December 3, 2021

### Fee includes:

- 10 x 10 ft. booth package (Includes 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 two (2) additional staff members from the exhibiting organization (excluding the Pre-Summit Strategy Sessions)
- Mailing lists of pre-conference registrants and post-conference attendees (emails will be included for attendees who allow us to share this information; phone numbers not included)

## Assignment of Space

Booth assignments will be made in early March. 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.



# #HMPS22

## 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. Note: your sponsorship choice is not guaranteed without a confirmation email from the Forum.

Benefits	 <b>Diamond</b> \$35,000 	<b>Platinum</b> \$20,000	<b>Gold</b> \$15,000	<b>Silver</b> \$10,000	<b>Bronze</b> \$6,000
Logo on Summit brochure cover	●	●			
Logo on sponsor page of online and print brochure (online only if commitment is received after printing)	●	●	●	●	● (if space allows)
Logo, company description, and link to company website on Forum website and on Summit mobile app	●	●	●	●	●
Logo in Summit email blasts	●	●	●	●	● (if space allows)
Inclusion in the <a href="#">MarTech.Health</a> directory (HMPs category)	●	●	●	●	●
Logo prominently displayed on monitors and signs throughout Summit	●	●	●	●	●
Premium Sponsorship Opportunity (choose from options on page 5)	2	1	1	1	1
One-time use of attendee mailing/email list pre-conference	●	●	●	●	●
One-time use of attendee mailing/email list post-conference	●	●	●	●	●
Booth Space in Exhibit Hall	<b>Island</b> (4-10x10 booths)	<b>2-10x10 booths</b>	<b>1-10x10 booth</b>		
Sponsored email blast, developed by the Sponsor and sent by the Forum (with approval of the Forum)	●				
Waived Summit Admissions for Sponsor staff (excludes Pre-Summit Strategy Sessions)	10	6	4	2	1
Waived Summit Admissions for clients from healthcare provider organizations	5	3	2	2	1
Opportunity to offer discounts to clients from healthcare provider organizations	\$300 discount	\$300 discount	\$200 discount	\$200 discount	\$100 discount
Opportunity to purchase clings in the meeting space	2	1			
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)	2	1			
Opportunity to present a webinar in conjunction with the Forum (topic and speakers to be mutually agreed upon; webinar must be presented in 2022 or 2023)	1				

## Sponsorship Opportunities

Following are the options available for different Sponsorship Levels. Note: your sponsorship choice is not guaranteed without a confirmation email from the Forum.

Sponsorship Options	 <b>Diamond</b> \$35,000 	<b>Platinum</b> \$20,000	<b>Gold</b> \$15,000	<b>Silver</b> \$10,000	<b>Bronze</b> \$6,000
Keynote Speaker: Sponsor will introduce speaker(s), and sponsor logo will be displayed inside and outside ballroom and on walk-in/walk-out slides. Monday Afternoon, Tuesday Morning, Tuesday Luncheon, or Wednesday Morning available. Speakers TBD.	●	●			
Track Sponsor: Sponsors will introduce the sessions in their track. Sponsor name/logo will be displayed on signage outside track meeting room. Track choices include: Strategic Marketing, Communication & Engagement, Interactive & Digital Strategies, Content Strategies, Physician Relations & Sales, and Innovation & Transformation.	●	●	●		
Livestream from the Summit (selected sessions)	●	●			
Name Badge Lanyards*	●	●	●		
Hotel Room Keys	●	●	●		
Tote Bags*	●	●	●		
Refillable Water Bottles*	●	●	●		
Monday Evening Reception	●	●	●		
Tuesday Evening Reception	●	●	●	●	
WiFi in Meeting Space: Sponsor can choose a customized network name and password.	●	●	●	●	
Summit Scholarships (includes up to 10 Scholarships)	●	●	●	●	
Summit Mobile App	●	●	●	●	
Summit Notebooks*	●	●	●	●	
Summit Playback (audio recordings synced with slides)	●	●	●	●	
One Enhanced Coffee Break in Exhibit Hall	●	●	●	●	●
One Coffee Break in Foyer	●	●	●	●	●
Device Cleaning Cloths*	●	●	●	●	●
Summit Pens*	●	●	●	●	●

\*Item will be branded with sponsoring company's name/logo, printed in one color on one side only. Additional charges might apply for extra colors.

**Other ideas? Call us!** 312-440-9080 ext. 23

## Sponsor / Exhibitor Registration

### Healthcare Marketing & Physician Strategies Summit

May 16–18, 2022 | The Grand America Hotel | Salt Lake City

**Sign up online OR return completed form to:**

Jennifer Pense  
Forum for Healthcare Strategists  
980 North Michigan Avenue; Suite 1090  
Chicago, IL 60611

Phone: 312-440-9080 ext. 23  
jpense@healthcarestrategy.com

### Contact Information

COMPANY

CONTACT NAME

TITLE

MAILING ADDRESS

CITY

STATE

ZIP

PHONE

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: \_\_\_\_\_

**Note:** Your sponsorship option is not guaranteed without a written confirmation from the Forum.

☐ 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.

**Note:** A detailed Exhibit Hall Map will be available closer to the Summit dates when more is known. Maps will be sent to Exhibitors at that time and booth preferences will be sought.

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: \_\_\_\_\_

**Note:** 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.

We will be contacting you prior to the Summit for the names, titles, and emails of people\* who will be attending the Summit or staffing your exhibit.

\*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 \$775. Waived registrations will be given to sponsors as follows: 1 for sponsorships of \$6,000-\$9,999; 2 for sponsorships of \$10,000-\$14,999; 4 for sponsorships of \$15,000-\$19,999; 6 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.

Exhibitors commit to releasing any unconfirmed hotel rooms being held in their name at least 6 weeks prior to the Summit dates. This is critical to the success of the Summit.

### Payment Information

☐ Sponsor \$ \_\_\_\_\_

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

☐ Exhibitor \$3,495 before December 3, 2021 \$ \_\_\_\_\_

☐ I authorize you to charge:\*\*

☐ Exhibitor \$3,895 after December 3, 2021 \$ \_\_\_\_\_

☐ VISA ☐ MasterCard ☐ Discover ☐ AmEx

☐ Additional Staff at \$775 each \$ \_\_\_\_\_

\*\*A 3% processing fee will be added for all credit card charges.

**TOTAL** \$ \_\_\_\_\_

NAME ON CARD

CARD NUMBER

EXPIRATION

SECURITY CODE

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 will include emails for attendees who allow us to share. They will NOT include 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 on page 8 and agrees to the terms as described.

SIGNATURE

DATE

**Please return signed 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:** Please refer to the Cancellation, Termination or Postponement clause of the Rules and Regulations (clause 12 on page 8).

**Questions?** Call 312-440-9080 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/Sponsor.

## 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 circumstances in which the building holding the Event is unfit for use, then paragraph 12 hereunder shall apply.

## 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 May 16-18, 2022. Setup and teardown (costs at Exhibitor's expense) will be between May 16th and May 17th. 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. Overt solicitation of attendees on the exhibit floor is prohibited, as is the use of microphones inside and outside of Exhibitor's booth(s). Assigning, sharing or subletting the assigned space is not permitted without prior 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 writing in advance by the Forum.

## 4. Indemnity

Both parties assume full responsibility for the acts, omissions, and conduct of their 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, and shall name the Forum as an additional insured. A certificate of insurance reflecting the foregoing shall be returned to the Forum no later than five (5) days prior to May 16, 2022. 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 or Sponsors 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/Sponsor.

## 7. Hospitality/Client Events

Hospitality suite functions and/or Client Events must not conflict with programmed events. Invitations and company literature may only be distributed from assigned exhibit booths. If an event is held during the programmed events, the company may be prohibited from exhibiting in future years. All hospitality suites and timing for Client Events must be approved by the Forum prior to the conference. 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 broader mailing or email lists, nor the contents generally disseminated. The lists cannot be shared with anyone else. The lists cannot be used for phone appending or solicitation. Exhibitor/Sponsor shall indemnify and hold harmless the Forum from all costs and attorney's fees incurred from allegations relating to violation of the Telephone Consumer Protection Act and the Junk Fax Prevention Act of 2005.

## 9. Fire Protection

Table and booth decorations must be fireproof. 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 60 days equal to the amount paid by Exhibitor less a cancellation fee of \$500. 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

Cancellations by Exhibitor/Sponsor are not subject to a refund. Any substitutions must be approved in writing by the Forum prior to the event. If performance of this Contract by the Forum is rendered impossible or impractical as determined by the Forum due to a cause or causes (Cause) not reasonably within the control of the Forum, such as, but not limited to, fire, casualty, epidemic, pandemic, unavailability of air transportation, labor disputes or strikes, earthquakes or other acts of nature, explosions or accidents, blockage embargo, inclement weather, governmental (whether federal, state, or local) restraints or restrictions, restraints or restrictions of civil defense or military authorities, act of public enemy, riot or civil disturbance, acts of God, or cancellation or restrictions limiting the event by the Hotel, then the parties hereto may mutually amend the Contract on terms acceptable to both Exhibitor/Sponsor and Forum, or at the Forum's option, should the Forum determine in its reasonable discretion to cancel, postpone, change the meeting date, or terminate the contract (singly or collectively a Termination), then (a) if the Termination results in a rescheduling of the event, the fees previously paid by the Exhibitor/Sponsor will be automatically applied to the rescheduled event without any refund; (b) if the Termination is a change to a virtual event, the Exhibitor/Sponsor may choose to participate on mutually acceptable amended terms; and (c) if no agreement is reached then the Exhibitor/Sponsor shall receive as its sole remedy for a Termination a refund within sixty (60) days of the date of Termination sixty percent (60%) of the amount paid to the Forum and further Exhibitor/Sponsor shall receive a credit of forty percent (40%) of the amount paid to the Forum to be applied towards the cost of a sponsorship and/or the exhibit hall to be applied to any one of the following two (2) annual Summits as Exhibitor/Sponsor determines. If the meeting is cancelled without Cause the Exhibitor/Sponsor shall receive a full refund of the fees paid.

### 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. Any action hereunder shall be filed in the state or federal courts in Chicago, Illinois, and the parties hereto waive the right to a jury trial. Illinois law shall be applied without regard to conflict of laws.

### 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, or by email to the addresses below.

## Exhibitor or Sponsor must sign and complete before returning:

---

SIGNATURE

---

DATE

---

PRINTED NAME

---

EMAIL

---

COMPANY NAME

---

COMPANY ADDRESS

---

CITY

---

STATE

---

ZIP

## Return to:

Forum for Healthcare Strategists  
980 N. Michigan Avenue  
Suite 1090  
Chicago, IL 60611  
ATTN: Jennifer Pense  
jpense@healthcarestrategy.com  
312-440-9080 ext.23



# Healthcare Marketing & Physician Strategies Summit

MAY 16 - 18, 2022

THE GRAND AMERICA HOTEL

SALT LAKE CITY

## 2021 Exhibitors

Actium Health (formerly SymphonyRM)	LionShare, Inc.
Aha Media Group	Loyal
AngioScreen	Marketware
Barlow/McCarthy	McMahon Custom Healthcare Communications
Bendigo	Medicom Health
Coffey Communications	Mercury Healthcare
Corbin Design	Modea
Core Health	Monigle
Creative Marketing Programs	NRC Health
DMD, an IQVIA business	On-Site Studios
Doximity	Pandora
EContent Digital	Podium
eLead Promo	Populi
Eruptr	Private Health News
Fathom	Reputation
GLC	SPM Group
Guest Communications Corporation (GCC)	Stratasan
IQVIA	WebMD
Klein & Partners	Welltok
Kyruus	WriterGirl & Associates

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



**forum** FOR HEALTHCARE STRATEGISTS

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980 North Michigan Avenue; Suite 1090  
Chicago, IL 60611  
Phone: 312-440-9080  
[www.healthcarestrategy.com](http://www.healthcarestrategy.com)