



Sponsor & Exhibitor PROSPECTUS

Healthcare's Leading Summit for Marketing, Communications, Digital, Strategy, and Physician Relations

Connect with Healthcare Decision Makers Driving Transformation!

The Healthcare Marketing & Physician Strategies Summit (HMPS) is the "must-attend" annual educational and networking event for executives leading marketing, strategy, communications, digital initiatives, and physician relations across the healthcare industry. HMPS attracts a national audience of forward-thinking healthcare leaders committed to driving innovation and organizational growth.

Building on the tremendous success of our 30th anniversary event—which welcomed nearly 1,000 senior executives—HMPS26 promises even more thought-provoking content, peer exchange, and strategic insights.

You're an Important Part of the Summit

Sponsors and exhibitors are a vital part of the HMPS experience. Attendees actively seek partners with the tools, technology, and expertise to elevate engagement and drive growth.

What sets HMPS apart is the quality of conversation and the sense of community. Connect with decision-makers in an environment designed for high-value, low-pressure interactions. Hands-on demonstrations and meaningful dialogue are what HMPS attendees value most.

Reserve early to maximize exposure!

As a Sponsor/Exhibitor You Will Receive:

High-Value Exhibit Time

Dedicated exhibit hours give you quality time with decision makers—without competing distractions.

Exclusive Networking Opportunities

Take advantage of multiple touchpoints, including two evening receptions, refreshment breaks, and informal interactions throughout the event.

Year-Round Digital Visibility

Your company will be featured on the **Forum's website** and the **HMPS App**—with a direct link to your site.

Complimentary Registration

Complimentary registrations with each sponsorship or exhibit booth space give your staff access to more than 70 cutting-edge sessions, as well as all receptions and other networking events and opportunities. Note: Complimentary registrations do not include the Pre-Summit Strategy Sessions.

Targeted Attendee Outreach

Sponsors and exhibitors receive access to a customized email platform to send one pre-Summit and one post-Summit email to attendees (excluding those who have opted out).

- 31st ANNUAL -

Healthcare Marketing & Physician Strategies Summit

SALT LAKE CITY, UT MAY 4-6, 2026

Who Will Attend

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

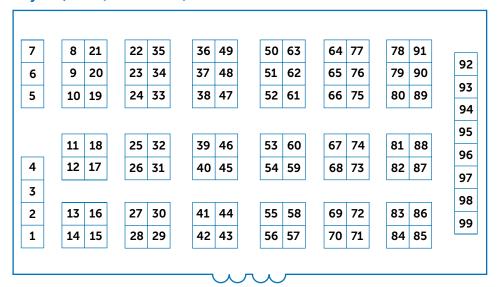
- Chief Marketing Officers/Marketing Executives
- Chief Communication Officers/ Communication Executives
- Strategy/Innovation Executives
- Business Development/Planning Executives
- Digital Strategists
- Content/Social Media/Web Executives
- Customer Experience Executives
- Physician Relations & Sales Executives
- Physician Referral/Outreach Directors
- Public Relations Executives
- Advertising Executives
- CRM Directors



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 4-5, 2026 (Exhibit Dates)



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

Exhibit Hours

Exhibit hours are subject to change.

Sunday, May 3, 2026

Exhibit Set-Up 4:00pm – 8:00pm

Monday, May 4, 2026

Exhibit Set-Up 7:00am – 1:00pm **Refreshment Break** 2:30pm – 3:15pm

Opening Reception 5:45pm - 7:15pm

Tuesday, May 5, 2026

 Refreshment Break
 9:15am - 10:15am

 Refreshment Break
 3:00pm - 3:45pm

 Reception
 4:45pm - 6:00pm

 Exhibit Tear-Down
 6:00pm - 9:00pm

Here's What Attendees and Exhibitors Are Saying

"So many great sessions and faculty! I loved the honest dialogue, real feedback, and countless opportunities to connect with others in the field."

Suzanne Hendery; Chief Marketing & Customer Experience Officer; Renown Health

"HMPS25 was energizing—smart sessions, great speakers, and real conversations.

Bringing together nearly 1,000 people yet making it feel personal is what makes HMPS a must-attend conference."

Jeremy Rogers; VP, Patient & Consumer Experience; Indiana University Health

"HMPS delivers excellent programming that dives into strategic nuances other conferences often overlook. And the optimistic energy attendees brought—despite the uncertain times—was truly inspiring."

Camille Strickland; Senior Vice President; BVK

"Each year gets better, but this Summit truly stood out. The content, the connections, the energy...it all exceeded expectations. Count me in for 2026!"

Charmaine Weis; System Director of Marketing & Brand Experience; Hospital Sisters Health System

"One of the best parts of HMPS25 was connecting human to human—beyond job titles. I left energized by so many thoughtful, generous conversations."

Ashley Petrochenko; VP of Brand Marketing; Cardinal Digital Marketing

Exhibit Fee

\$3,995 per 10' x 10' booth—*early* rate through November 7, 2025

\$4,495 per 10' x 10' booth—after November 7, 2025

Your Exhibit Package Includes:

- 10' x 10' booth (pipe/drape and ID sign included)
- Complimentary WiFi in the Exhibit Hall
- Company listing on the Forum website and in the HMPS app
- Two full Summit registrations (Pre-Summit Strategy Sessions not included)
- Special discounted registration for one additional team member (Pre-Summit Strategy Sessions not included)
- Access to EventSender to reach attendees with one pre- and one post-Summit email (opt-outs excluded)
- Opportunity to participate in the Exhibitor Passport program

Assignment of Space

Booth assignments will be made by mid to late February. Priority is determined using a point system that rewards long-term support and early commitment. Points are based on past and current sponsorships, previous exhibit participation, and date of application submission.

Connect with Healthcare's Most Strategic Thinkers

HMPS offers high-impact sponsorship opportunities that boost your brand visibility and align you with the industry's most innovative and influential leaders. Each package is designed to maximize exposure—before, during, and after the Summit.

Browse the sponsorship levels below. Please note: Sponsorships are not confirmed until you receive an official confirmation email from the Forum.

Benefits	Diamond \$40,000	Platinum \$25,000	Gold \$19,500	Silver \$14,500	Bronze \$8,000
Logo on Summit brochure cover	•	•			
Logo on sponsor page of brochure	•	•	•	•	•
Logo, company description, and link to company website on Forum website	•	•	•	•	•
Logo in Summit email blasts	•	•	•	•	•
Dedicated Sponsor Profile in HMPS app, featuring your logo and company information. Sponsors can further customize the page with resources, photos, videos, and special offers for attendees.		•	•	•	•
Logo prominently displayed on monitors and signs throughout Summit	•	•	•	•	•
Two opportunities to email attendees (opt-outs excluded), one time before the Summit and one time post Summit, through a customized email platform	•	•	•	•	•
Premium Sponsorship Opportunity (choose from options on page 5)	1	1	1	1	1
Booth Space in Exhibit Hall	Island 4 (10'x10') booths	2 (10'x10') booths	1 (10'x10') booth		
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	4	3	2	1	
Opportunity to offer discounts to clients from healthcare provider organizations	\$300 discount	\$300 discount	\$200 discount	\$100 discount	\$100 discount
Opportunity to provide a promotional item for inclusion at the HMPS Giveaway Hub onsite (Sponsor-supplied, Forum-approved)	e •	•			
Scheduled push notifications via Summit app (Forum-approved)	2	1			
Opportunity to purchase clings in the meeting space	1				
Opportunity to present a sponsored webinar (date, topic, and speakers to be mutually agreed upon by Sponsor and Forum)	•				

Do you have an idea for an innovative...or fun...Summit sponsorship? Call us! 312-440-9080, x3.

Sponsorship Opportunities

Below are the available options for each Sponsorship Level. *Please note: Sponsorships are not confirmed until you receive a confirmation email from the Forum.*

Sponsorship Options	Diamor \$40,00	Platinum \$25,000	Gold \$19,500	Silver \$14,500	Bronze \$8,000
Keynote Speaker: Sponsor will have the opportunity to introduce the keynote speaker(s). Your company logo will be prominently displayed inside and outside the keynote ballroom, as well as on walk-in/walk-out video screens. Available keynote slots: Monday Afternoon, Tuesday Morning, Tuesday Lunch, Wednesday Morning. Speakers to be announced.	•	•			
Monday Networking Luncheon, featuring facilitated discussion tables organized by topic	•	•			
Track Sponsorship: Sponsor will introduce all sessions within their track. Sponsor name and logo will be featured on signage outside the designated meeting room. Available tracks include: Strategic Marketing, Communication Strategies, Digital Strategies, Strategic Issues, Engagement Strategies, Physician Relations.	•	•			
Lanyards*	•	•			
Belt Bags*	•	•			
Hotel Room Keys*	•	•			
Laptop or iPad Sleeves*	•	•			
LinkedIn Profile Assessment: Located in the Exhibit Hall, attendees will be provided with professional, one-on-one guidance to refine their LinkedIn profiles and elevate their digital presence.		•	•		
Tote Bags*	•	•	•		
Professional Portrait Booth	•	•	•		
Pre- or Post-Summit Webinar (date, topic, and speakers to be mutually agreed upon by Sponsor and Forum)	•	•	•		
Refillable Water Bottles*	•	•	•		
Summit Playback (audio recordings synced with slides)	•	•	•		
Monday Evening Reception	•	•	•		
Tuesday Breakfast	•	•	•		
Tuesday Evening Reception	•	•	•		
Wednesday Breakfast	•	•	•		
WiFi in Meeting Space: Sponsor can choose a customized network name and password	•	•	•		
HMPS App	•	•	•		
Summit Scholarships	•	•	•	•	
Notebooks*	•	•	•	•	
Relaxation Station	•	•	•	•	
One Refreshment Break in Exhibit Hall	•	•	•	•	
One Coffee Break in Foyer	•	•	•	•	•
Coffee Station at Registration Desk on Monday Morning	•	•	•	•	•
Survival/First Aid Kits*	•	•	•	•	•
Screen Cleaning Cloths*	•	•	•	•	•
Pens*	•	•	•	•	•

^{*}Item will be branded with sponsoring company's name/logo. Note: Additional charges might apply for multiple colors and/or printing on more than one side.

CLICK HERE TO REGISTER ONLINE!

Sponsor / Exhibitor Registration

Healthcare Marketing & Physician Strategies Summit

May 4-6, 2026 | The Grand America Hotel, Salt Lake City, UT

Sign up online OR return completed form to:

Jennifer Barnard Forum for Healthcare Strategists, Inc. P.O. Box 437

jbarnard@healthcarestrategy.com Phone: 312-440-9080, ext. 3

Glencoe, IL 60022

		COMPANY URL
CONTACT NAME		TITLE
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MAILING ADDRESS		
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PHONE		EMAIL
es, we want to participate in the Healthcare Mark	eting & Physician Strate	gies Summit as a:
Sponsor – The level, event(s), and/or item(s) we lote: Your sponsorship option is not guaranteed without		
Exhibitor – Exhibit space is on a first-come, first-	-served basis factoring in	n points earned for past and current participation as a sponsor and/or exhibitor.
We would like to be next to or across from the follo	wing companies:	
Please DO NOT place us next to or across from the	following companies (3	3 max):
Comments/Requests:	- ,	
e minder: Booth assignments will be made on a point sy	companies you would like	ent and past sponsorship and exhibit support, as well as the order of application submissic to be near to or away from may limit placement options and could affect the desirability o
Ve will contact you prior to the Summit with instru		ter your staff.
• • •		ınted registrations do not include the Pre-Summit Strategy Sessions. Only one compar
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Cancellations and Refunds: Please refer to the Cancellation, Termination or Postponement clause of the Rules and Regulations (clause 14 on page 8).

Regulations Form is received.

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) for the Healthcare Marketing & Physician Strategies Summit, herein referenced as the "Event," 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 14 hereunder shall apply.

2. Eligibility

Companies that have not sponsored or exhibited at the Healthcare Marketing & Physician Strategies Summit in the past must submit for approval a company profile, including service and/or product information. Products and services must be relevant to healthcare executives in the areas of marketing, communications, digital, strategy, customer experience, customer engagement, AI, or physician relations. The Forum reserves the right to deny access to Exhibit space to any company that has not followed the Forum's policies in the past, e.g. misuse of email/mailing list; and/or whose products or services, in the judgment of the Forum, do not meet the educational needs of attendees; and/or whose participation is not in the best interest of the Event, as determined by the Forum.

3. Exhibition Location, Dates and Times

The Event will be located at The Grand America Hotel in Salt Lake City, UT. The dates of the Event are May 4-6, 2026, with Exhibit Hours on May 4 and May 5. Setup and teardown (costs at Exhibitor's expense) will be between May 3rd and May 5th. The Forum will use reasonable efforts to maintain the location, dates and times, and floor plans of the Event. Booths must be set up prior to the start of exhibit hours on May 4th and staffed at all times during exhibit hours. Exhibit staff must be in their booths no later than 15 minutes prior to the start of exhibit hours. Teardown must not begin prior to the close of exhibit hours at 6:00pm on May 5th. Exhibitors who leave their booth(s) unattended during exhibit hours or dismantle them before the scheduled end time are subject to a \$5,000 fine and may be prohibited from participating in future events.

4. 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.

5. 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.

6. 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 3, 2026. 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.

7. Circularization and Solicitation

Circulars or advertising matter of any description may only be distributed within the booth assigned to the Exhibitor presenting such materials. Circulars and advertising cannot be left in common spaces, meeting spaces, or other areas. 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.

8. Hospitality/Client Events

Hospitality suite functions and Client Events, whether onsite or offsite, must not conflict with programmed events, including all educational and exhibit hall hours. All hospitality suites and timing for Client Events must be approved by the Forum prior to the conference. If an event is held during the programmed events, the sponsoring Exhibitor(s) or Sponsor(s) may be prohibited from future conference participation. Invitations and company literature may only be distributed from assigned exhibit booths. Hospitality suites requiring food and beverage must have arrangements made through the Hotel Food and Beverage Department.

9. Attendee Outreach

Exhibitors and Sponsors will receive access to an event email platform, EventSender, for the purpose of pre- and post-event communications with attendees who do not opt-out of third-party communications. Access to the platform will be provided approximately four weeks prior to the Summit. Email communications will be limited to **one time** prior to the Summit and **one time** following the Summit. Communications must be in reference to the Healthcare Marketing & Physician Strategies Summit and should not promote another event. Exhibitors and Sponsors will not receive a copy of the email list. Contact information, including email addresses, cannot be downloaded from the platform, incorporated into broader mailing or email lists or CRMs, shared with others, or otherwise disseminated. Attendee information received via the platform or Summit app cannot be used for email or phone appending or solicitation, or for contacting attendees via LinkedIn or other social platforms. **Any misuse of attendee information (i.e. excess use of the platform and/or transfer to or sharing with any other company) will result in a fine of \$2,500 per misuse. 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, Junk Fax Prevention Act of 2005, CAN-SPAM Act of 2003, the European Union's General Data Protection Regulations (GDPR), and the California Consumer Privacy Act (CCPA).**

10. Use of Summit App

Exhibitors and Sponsors should not post messaging or photos of a promotional or unprofessional nature on the Summit mobile app or send excessive messages to other attendees. Messages and photos that do not comply with Forum guidelines may be removed, and/or the Forum may revoke app privileges entirely, and at its own discretion, should violations continue.

11. 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.

12. 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.

13. 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.

14. 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 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 fifty percent (50%) of the amount paid to the Forum and further Exhibitor/Sponsor shall receive a credit of fifty percent (50%) of the amount paid to the Forum to be applied towards the cost of a sponsorship and/or the exhibitor/Sponsor shall receive a full refund of the fees paid.

15. 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.

16. 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.

17. 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.

18. Amendments

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

19. 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.

20. Code of Conduct

We ask that all participants maintain respectful and professional conduct throughout the Summit. Our goal is to provide a welcoming, inclusive, and harassment-free environment for everyone—regardless of gender, gender identity or expression, age, sexual orientation, disability, physical appearance, body size, race, ethnicity, religion (or lack thereof), or technology preferences. Harassment of any kind will not be tolerated. This includes inappropriate or sexual language, imagery, or behavior in any conference setting, including sessions, workshops, social media, and the conference app. Participants who violate these standards may be subject to sanctions or removal from the event without refund, at the sole discretion of the organizers. By registering, Exhibitors, Sponsors, and their representatives agree to refrain from posting unsolicited promotions, advertisements, or inappropriate comments in the HMPS app; avoid excessive or unsolicited direct outreach (via mail, email, LinkedIn, or other platforms) to other registrants; and not distribute literature in meeting rooms or public areas without prior approval from the conference organizers.

Exhibitor or Sponsor must sign and complete before returning:

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PRINTED NAME	EMAIL	
COMPANY NAME		
COMPANY ADDRESS		
CITY	STATE	ZIP

Return to:

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P.O. Box 437, Glencoe, IL 60022
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