



— 32ND ANNUAL —

Healthcare Marketing & Physician Strategies

Summit

MAY 23-26, 2027 | AUSTIN, TX

JW MARRIOTT



STRATEGY.

CONNECTION.

TRANSFORMATION.

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, customer engagement, AI initiatives, and physician relations across the healthcare industry.

HMPS brings together a national audience of forward-thinking healthcare leaders committed to driving growth, strengthening trust, improving engagement, and advancing organizational transformation.

Building on the tremendous momentum of recent Summits, HMPS27 will feature even more strategic insights, peer exchange, and high-level conversations focused on the future of healthcare growth and engagement.

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, expertise, and strategic perspective to help them solve complex challenges and accelerate growth.

What sets HMPS apart is the quality of the educational sessions, conversations, and the strength of the community. Sponsors and exhibitors have the opportunity to connect with senior decision makers in an environment designed for meaningful interaction, relationship-building, and practical exchange.

We are already receiving inquiries regarding HMPS27 sponsorship and exhibit opportunities. Exhibit space at HMPS27 is limited and is expected to sell out quickly...reserve soon!

As a Sponsor/Exhibitor You Will Receive:

High-Value Exhibit Time

Dedicated exhibit hours provide meaningful access to healthcare decision makers without competing distractions.

Exclusive Networking Opportunities

Take advantage of multiple networking touchpoints, including receptions, refreshment breaks, and informal interactions throughout the Summit.

Year-Round Digital Visibility

Your company will be featured on the Forum's website and within the HMPS app—including a direct link to your website.

Complimentary Registration

Complimentary registrations with each sponsorship or exhibit booth package provide access to educational sessions, receptions, and networking events.

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 who have not opted out.

32ND ANNUAL Healthcare Marketing & Physician Strategies Summit

JW Marriott | Austin, TX
MAY 23-26, 2027

Who Will Attend

The Summit has been designed for executives from hospitals, health systems, academic medical centers, integrated delivery networks, medical group practices, digital companies, and healthcare technology organizations, including:

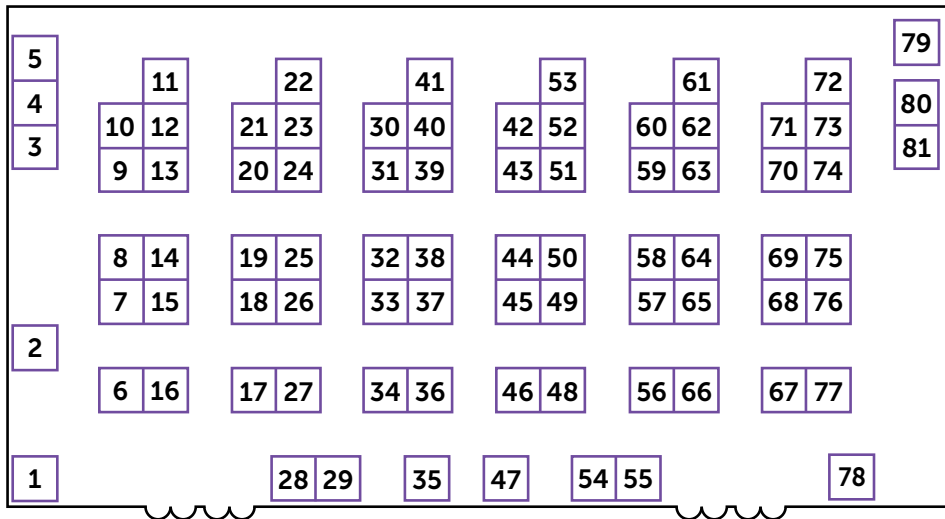
- Chief Marketing Officers/Marketing Executives
- Chief Communications Officers/Communications Executives
- Strategy and Innovation Executives
- Business Development and Planning Executives
- Digital Strategists
- Content, Social Media, and Web Executives
- Customer Experience and Engagement Executives
- Physician Relations and Sales Executives
- Physician Referral and Outreach Directors
- Public Relations Executives
- CRM and Analytics Executives
- Growth and Transformation Leaders
- Advertising Executives



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 healthcare growth, engagement, and transformation. 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 and engagement.

Exhibit Hall Map

May 24–25, 2027 (Exhibit Dates)



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

Exhibit Hours

Exhibit hours are subject to change.

Sunday, May 23, 2027

Exhibit Set-Up 3:00pm – 7:00pm

Monday, May 24, 2027

Exhibit Set-Up 7:00am – 1:00pm

Refreshment Break 2:00pm – 2:50pm

Opening Reception 5:15pm – 6:45pm

Tuesday, May 25, 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

"As a first-time attendee, I was highly impressed by both the content and the speakers. I walked away with insights I was able to implement immediately, along with connections that will continue to strengthen my leadership in healthcare marketing."

Amanda Bowie; VP, Marketing, Communications & Community Outreach; Bayhealth

"HMPS was energizing—smart sessions, great speakers, and real conversations. Bringing together over 900 people yet making it feel personal is what makes HMPS a must-attend conference."

Jeremy Rogers; VP, Digital Marketing & 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

"This year's conference stood out as one of the best yet. Not only was the content rich and relevant, but the speakers were all exceptionally polished, making every session I attended engaging and meaningful."

Ara Telbelian; Director, Marketing, Brand Management & Marketing Operations; Henry Ford Health

"Each year gets better, but this Summit truly stood out. The content, the connections, the energy—it all exceeded expectations. Count me in for 2027!"

Charmaine Weis; System VP, Marketing & Communications; Hospital Sisters Health System

Exhibit Fee

\$4,095 per 10' x 10' booth—*early rate through November 13, 2026*

\$4,595 per 10' x 10' booth—*after November 13, 2026*

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)
- Discounted registration for one additional team member (Pre-Summit Strategy Sessions not included)
- Access to the attendee email platform for one pre- and one post-Summit communication
- Opportunity to participate in the Exhibitor Passport program



Assignment of Space

Booth assignments will be made by mid-March. Priority is determined using a point system based on past and current sponsorship support, previous exhibit participation, and date of application submission.

Connect with Healthcare's Most Strategic Thinkers

HMPS offers high-impact sponsorship opportunities that increase visibility and align your organization with the industry's most innovative and influential leaders.

Each sponsorship package is designed to maximize exposure before, during, and after the Summit.

Benefits	 Diamond \$40,000 	Platinum \$25,000	Gold \$19,500	Silver \$14,500	Bronze \$7,000
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 OR 2 booths plus 4 additional waived staff admissions	2 (10'x10') booths OR 1 booth plus 2 additional waived staff admissions	1 (10'x10') booth		
Waived Summit Admissions for Sponsor staff (excludes Pre-Summit Strategy Sessions)	8	5	3	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)	●	●			
Scheduled push notifications via Summit app (Forum-approved)	2	1			

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	 Diamond \$40,000 	Platinum \$25,000	Gold \$19,500	Silver \$14,500	Bronze \$7,000
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. <i>Speakers to be announced.</i>	●	●			
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, AI & Intelligent Innovation.	●	●			
Lanyards*	●	●			
Hotel Room Keys*	●	●			
Laptop or iPad Sleeves*	●	●			
Connections Hub	●	●			
Portable Power Banks*	●	●			
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*	●	●	●	●	
One Refreshment Break in Exhibit Hall	●	●	●	●	
One Coffee Break in Foyer	●	●	●	●	●
Coffee Station at Registration Desk on Monday Morning	●	●	●	●	●
Survival/First Aid Kits*	●	●	●	●	●
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.

Sponsor / Exhibitor Registration

Healthcare Marketing & Physician Strategies Summit

May 23–26, 2027 | JW Marriott, Austin, TX

Sign up online OR return completed form to:

Jennifer Barnard jbarnard@healthcarestrategy.com
 Forum for Healthcare Strategists, Inc. Phone: 312-440-9080, ext. 3
 P.O. Box 437
 Glencoe, IL 60022

Contact Information

COMPANY NAME	COMPANY URL	
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.

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 (3 max): _____

Comments/Requests: _____

Reminder: Booth assignments will be made on a point system, which includes current and past sponsorship and exhibit support, as well as the order of application submission. While we will do our best to honor your requests, listing companies you would like to be near to or away from may limit placement options and could affect the desirability of your final booth location. Preferences are not guaranteed.

We will contact you prior to the Summit with instructions on how to register your staff.

For each booth reserved, exhibiting company will receive two waived staff registrations and one additional staff registration at the reduced rate of \$950. Waived registrations will be given to sponsors as follows: 1 for sponsorships of \$7,000-\$14,499; 2 for sponsorships of \$14,500-\$19,499; 3 for sponsorships of \$19,500-\$24,999; 5 for sponsorships of \$25,000-\$39,999; 8 for sponsorships of \$40,000 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

<input type="checkbox"/> Sponsor	\$ _____	<input type="checkbox"/> ACH payment (preferred; the Forum will send banking details)
<input type="checkbox"/> Exhibitor \$4,095 (through November 13, 2026)	\$ _____	<input type="checkbox"/> I authorize you to charge:**
<input type="checkbox"/> Exhibitor \$4,595 (after November 13, 2026)	\$ _____	<input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover <input type="checkbox"/> AmEx
<input type="checkbox"/> Additional Staff at \$950 (Exhibitors only; 1 per booth)	\$ _____	<i>**A 3.5% processing fee will be added for all credit card charges.</i>
TOTAL	\$ _____	<input type="checkbox"/> A check is enclosed, payable to Forum for Healthcare Strategists

NAME ON CARD	CARD NUMBER	EXPIRATION
BILLING STREET ADDRESS	BILLING ZIP CODE	SIGNATURE

Attendee Outreach: Exhibitors and Sponsors will be able to email attendees ONE time prior to the Summit and ONE time after the Summit via a customized email platform (excluding opt-outs). Exhibitors and Sponsors will NOT receive a copy of the attendee list, and 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. Any misuse of the platform will result in a fine of \$2,500 per misuse. See clause 9 in Rules and Regulations for complete details.

Affirmation of Commitment to Sponsor

The undersigned is authorized to commit to the sponsorship/exhibition as described above and acknowledges that they have reviewed the cancellation and refund policies on page 8 and agree to the terms as described.

SIGNATURE	DATE
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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 14 on page 8).

Questions? Call or email Jennifer Barnard: jbarnard@healthcarestrategy.com; 312-440-9080, ext. 3.

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 JW Marriott in Austin, TX. The dates of the Event are May 23-26, 2027, with Exhibit Hours on May 24 and May 25.

Setup and teardown (costs at Exhibitor's expense) will be between May 23rd and May 25th. 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 24th 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 25th. 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 23, 2027. 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, 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 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.

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:

SIGNATURE _____ DATE _____

PRINTED NAME _____ EMAIL _____

COMPANY NAME _____

COMPANY ADDRESS _____

CITY _____ STATE _____ ZIP _____

Return to:

Forum for Healthcare Strategists
P.O. Box 437, Glencoe, IL 60022
ATTN: Jennifer Barnard
jbarnard@healthcarestrategy.com | 312-440-9080 ext. 3

Healthcare Marketing & Physician Strategies Summit

MAY 23 – MAY 26, 2027

JW MARRIOTT

AUSTIN, TX

2026 Sponsors & Exhibitors

30 Degrees North	Healthcare Success, LLC	Playbook for Health
Aha Media Group	Healthgrades	Prairie Dog
AMA Health System Member Program	HealthSight Media	Private Health News
Amsive Health	Huron	rater8
Barlow/McCarthy	Hyro	Rave Health, LLC
Birdeye	image.works	Reason One
Bosun	Intellimed	Reputation
BPD Healthcare	Invoca	RLDatix
BVK	IQVIA	RRD
Campus Multimedia	Jarrard Inc.	Schema App
Cardinal Digital Marketing	Klein & Partners	SearchStax
Cast & Hue	Kythera Labs	Sparkle
Coffey Communications	LionShare, Inc.	Spectrum Reach
Conexiant	LocaliQ	Symetris
Core Creative	Look Media	Target Continuum
Corporate Insight	MarTech.Health	Ten Adams
Creative Marketing Programs	McMahon Custom Healthcare Marketing	Tiller-Hewitt Healthcare Strategies
Definitive Healthcare	MERGE	TILT Story LLC
Digital Health Strategies	Message Lab Media	Touch Point Media
Dock Health	MMS, Inc.	True North
Doctivity Health	Modea	Unlock Health
Doximity	Monigle	Valtech
Dragonfly Editorial	NRC Health	Vital
Enqbator	Optimizely	WG Content (formerly WriterGirl)
Fathom, an IQVIA business	Ours Privacy	Wix
Freshpaint	Penrod Destinations	Wolters Kluwer
Geonetric	Phase2	Workzone
Gozio	PhotoShelter	Yext
Greystone.Net	Piano	

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



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www.healthcarestrategy.com