

The 6<sup>th</sup> Annual

# PATIENT ADVOCATE

CONFERENCE Las Vegas, NV | December 5-7, 2016



## PROSPECTUS

Presented by:



Reserve your space today, contact:

**Elizabeth Christian**

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[www.patientadvocateconference.com](http://www.patientadvocateconference.com)

# WELCOME LETTER

Dear Exhibitor,

I am delighted to invite you to exhibit at DecisionHealth's **6th Annual Patient Advocate Conference**, a high-level networking and learning environment for healthcare professionals who advocate on behalf of patients!

The healthcare industry continues its push towards value-based care. Decision-makers and influencers will look to the Patient Advocate Conference for proven strategies to learn tactics and methods that bring better care, improved outcomes, cost savings, and an overall better experience for those navigating our complex healthcare system.

Partnering with DecisionHealth to bring information, tools and services to our conference attendees not only benefits you, but brings value to our customers. By helping patient advocates understand how your products and services will help them grow their business, they can make more informed choices when it comes to training, resources and software solutions.

Patient advocate professionals from around the country will join us in Las Vegas on December 5-7 for the Patient Advocate Conference. I hope you will too!

Sincerely,

**Connie Zeller**  
Conference Chair  
DecisionHealth

**Join us:**  
**Las Vegas, NV**  
December 5-7, 2016  
Green Valley Ranch



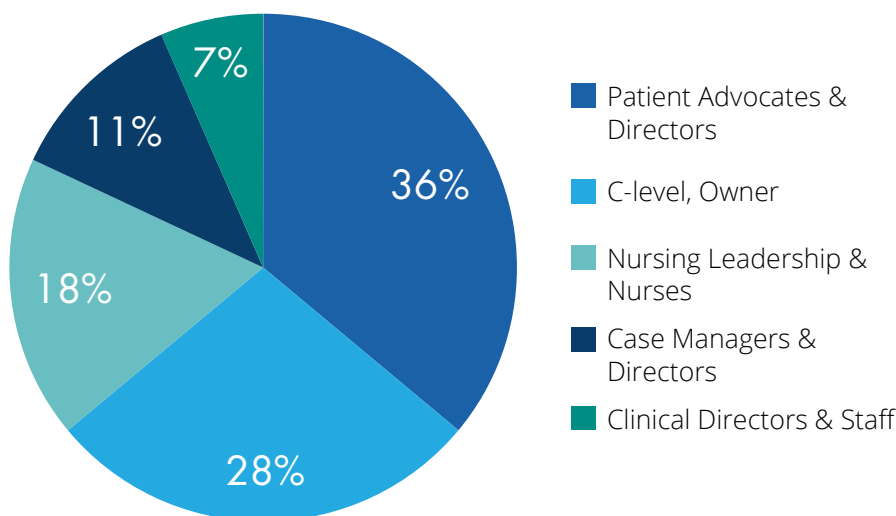
## PROSPECTUS

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# DEMOGRAPHICS

The 6th Annual Patient Advocate Conference brings together professionals who advocate on behalf of patients who seek a learning and networking environment, and an opportunity to earn CE credits. These high-level attendees are seeking new products, services, tools and strategies that will improve the health and welfare of their patients.

## Attendees by Title



## Benefits of Exhibiting

- » Dedicated exhibit hall hours during meal functions.
- » Dedicated exhibit time
- » Complimentary pre-conference mailing list of attendees, and post-show final list
- » Catered food events in exhibit hall including breaks and lunches
- » Company names, booth number and link to website on conference website and program guide
- » Crowd-drawing activities and door prizes
- » Expo hours designed to maximize traffic, no conflicts with sessions

# CONFERENCE OVERVIEW

DecisionHealth's Patient Advocate Conference will provide attendees the most comprehensive education, discussion and networking opportunities that will improve the health and welfare of their patients. The event expects to draw decision-makers and influencers from across the healthcare spectrum for a 3-day training session on patient advocacy. These attendees are shopping for solutions to help them solve challenges related to value-based metrics, regulatory requirements, integrated care, crisis management, and more.

## Schedule at a Glance\*

### Monday December 5, 2016

2:00-4:00 p.m. **Exhibitor Move in**

### Tuesday and Wednesday December 6-7, 2016

7:00 am – 8:00 a.m. **Registration and Continental Breakfast**

10:30 a.m. – 11:00 a.m. **Break**

12:30 pm – 2:00 p.m. **Lunch with Exhibitors**

3:00 pm – 3:30 p.m. **Break**

\*Times are subject to change



# EXHIBITOR OPPORTUNITIES

## Sponsor Level

	<i>Elite</i>	<i>Partner</i>	<i>Basic</i>
<b>Package Price</b>	<b>\$4,995</b>	<b>\$2,995</b>	<b>\$1,995</b>
6' table-top space	●	●	●
(1) Admission gives you total access to attendees during sessions, meals and breaks—the perfect networking opportunity	●	●	●
Company listing placed in conference materials	●	●	●
Pre and post conference attendee mailing list for one-time use	●	●	●
Full-page ad in the take-home conference materials	●	●	●
Website link posted on the conference website	●	●	
(1) onscreen ad to play during break times of the conference	●	●	
Company description or marketing message added to your listing	● 100 words	● 50 words	
Sponsorship of tote bags	●		
Sponsorship of lanyards	●		
<b>BONUS:</b> When you sign up for any of the packages on this page, you'll receive your logo posted on the conference website with a link to your website and your logo on the welcome/agenda card.	★	★	★

## Add Ons

Tote bag insert or chair drop ..... \$495

Half page ad in program guide ..... \$295

Full page ad in program guide ..... \$395

# PROSPECTUS

# PAYMENT

## 1 Contact Information

Name\*: \_\_\_\_\_  
 Company\*: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_

Professional Title\*: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

*\*Information will be displayed on your event badge.*

## 2 Select Your Sponsorship and Event Opportunities

- ELITE EXHIBITOR**..... \$4,995
- PARTNER EXHIBITOR**..... \$2,995
- BASIC EXHIBITOR** ..... \$1,995

- Tote Bag Insert ..... \$495
- Half Page Ad in Program Guide ..... \$295
- Full Page Ad in Program Guide ..... \$395

**TOTAL AMOUNT:**

## 3 Your Payment Due Dates

\$ \_\_\_\_\_ **50%** Deposit due **October 5**  
 \$ \_\_\_\_\_ **100%** Deposit due **November 4**

**Mail your payment and completed form to:**

DecisionHealth  
 Attn: Elizabeth Christian  
 9737 Washingtonian Blvd., Ste. 502  
 Gaithersburg, MD 20878-7364

## 4 Provide Your Billing Information

Pay by check. Amount enclosed: \$ \_\_\_\_\_  
 Make checks payable to:  
 DecisionHealth (TIN: 26-3622553)

Pay by card. Charge this amount: \$ \_\_\_\_\_  
 Visa    MasterCard    AmEx    Discover

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_

Name \_\_\_\_\_ Signature \_\_\_\_\_

*Note: Charges will appear as "UCG conference", by signing this page you are agreeing to the terms and conditions of this agreement.*

# PROSPECTUS

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## Terms and Conditions

The application and Contract for Space (the "Contract") by and between DecisionHealth (DH) and the exhibiting company ("Exhibitor") governs exhibitor rental and use of exhibit space in the exhibit hall at ("THE CONFERENCE") with the terms and conditions set forth below. This contract shall become binding upon acceptance by an authorized DH representative for THE CONFERENCE.

**EXHIBIT SITE AND TIME:** DH reserves the right, at its sole discretion, to change the site, hours, and dates. DH will attempt to notify Exhibitor of any such changes as far in advance as possible, but assumes no specific obligation to do so successfully.

**APPLICATIONS:** All applications for exhibit space must be made on this contract. A counter-signed copy will be returned to the Exhibitor upon acceptance of the Contract by an authorized representative from DH. DH reserves the right, at its sole discretion, to decline acceptance of any Contracts.

**EXHIBIT SPACE ALLOCATION:** DH will attempt to assign exhibit space in the order in which Contracts are received. DH reserves the right, at its sole discretion, to designate exhibit space or make changes in the location, size, layout, arrangement and display limits of the exhibits.

**EXHIBIT SPACE FEE:** The exhibit space fee ("Fee") per booth unit includes space selected in the application section on page 1, company identification sign, standard drapery, general security, general illumination, and an Exhibitor Service Manual. All other expenses are the responsibility of the Exhibitor.

**CANCELLATION:** In the event Exhibitor cancels all or part of the exhibit space, the following provisions shall apply: (i) if written notice of cancellation is received by DH at least 60 days prior to the 1st day of the conference, Exhibitor shall pay a cancellation fee equal to one-half of the total exhibit space rental fee (ii) if written notice of cancellation is received by DH less than 60 days prior to the first day of the conference, Exhibitor shall pay the full amount of the total exhibit space rental fee; (iii) all cancellation fees are payable immediately upon cancellation. All payments made to DH under this contract are deemed fully earned and nonrefundable and made in consideration for expenses incurred by DH and DH's lost or deferred opportunity to provide exhibit space to others, and all cancellation fees that may become due here under are acknowledged by Exhibitor to constitute liquidated damages. DH reserves the right to cancel the Exhibit Hall or to terminate this contract for any reason at any time upon written notice to Exhibitor. Upon cancellation or termination by DH, DH's sole liability to Exhibitor, and Exhibitor's exclusive remedy, shall be a refund of any Fees paid by Exhibitor under this agreement.

**FORCE MAJEURE:** DH shall not be responsible for any loss or damage resulting from failure to perform under this Contract or to conduct THE CONFERENCE in whole or part as a result of riot, strike, civil disorder, act of war, act of terrorism, earthquake, storm, fire, flood, failure of facilities, or any act of God or any reason, of any kind whatsoever beyond the reasonable control of DH. In such cases, DH will make reasonable efforts to reschedule THE CONFERENCE. Notwithstanding any other terms or conditions of this contract, should it ultimately be impossible to hold THE CONFERENCE for the foregoing reasons, all payments will be refunded.

**INSTALLATION AND DISMANTLE:** Exhibitor will be provided reasonable time to erect and dismantle its exhibits as will be specified in the Exhibitor Service

Manual. DH will remove exhibit materials not removed from the exhibit hall by the Exhibitor at Exhibitor's expense.

**CONDUCT:** Exhibitor shall conduct its exhibit in a manner not to be objectionable to DH, other exhibitors, the conference facility, and the public. DH reserves the right to restrict or prohibit exhibits which, because of noise, method of operation, content, or any other reason are objectionable or otherwise detract from or are out of keeping with the character of exhibit or promotion which, if continued, substantially detracts from the design or description given advance approval. DH and the conference facility reserve the right to close, remove, or require changes in any exhibit or to remove any of Exhibitor's personnel, agents, representatives, independent contractors, invitees or guests who are deemed detrimental to DH, THE CONFERENCE, other Exhibitors, the conference facilities, or the public. If the exhibitor or its representatives fail to observe the terms and conditions of this Contract, Exhibitor may be dismissed from THE CONFERENCE without refund or appeal.

**GIVEAWAYS AND SAMPLES:** Distribution of giveaway items and samples is permitted provided there is no interference with other exhibits. DH may withhold or withdraw permission to distribute giveaways or samples, advertising or any material it deems objectionable.

**EXPOSITION BADGES:** Exhibitor personnel must wear conference identification badges while on the exhibit floor.

**MAILING LIST AGREEMENT:** By submitting this request, I understand and agree that this list order is for a one-time use only. Neither this list nor excerpts thereof are to be duplicated, reproduced, reused or transferred without written authorization from DecisionHealth. I understand that lists are seeded with decoy names to detect unauthorized use. If unauthorized use is detected, I understand that I will pay 10 times the value of the list order and be subject to other legal action. I understand that this mailing list does not include email addresses or phone numbers. Exhibitor will make it clear that the mailing is coming from your company and not DecisionHealth. Exhibitor will include your company's complete contact information on your promotional mailing or solicitation. DecisionHealth is not responsible for any additional design or production cost for the advertising placement and any promotional product(s) or mailings.

**AVAILABLE SERVICES:** DH will designate independent contractors ("Exposition Contractors") to provide the following services: draping, machine moving, cartage, machine erection, furniture, booth and floor decoration, signs, photography, telephone and internet services, electrical, plumbing, carpentry, and other related services. DH assumes no responsibility or liability for any of the services performed or materials delivered by any Exposition Contractor. Use of any other contractor other than Exposition Contractor shall require the advance written consent of DH.

**UNION LABOR:** Exhibitor is required to observe all union contracts in effect between DH, the Exposition Contractor, the conference facility and various labor organizations.

**TAXES, LICENSES, SECURITY AND LIABILITY:** Exhibitor shall be responsible for obtaining any licenses,

permits and insurance under all local, province, state, federal or legally entitled entities, laws and regulations applicable to its activity at the Exposition, including tax identification numbers and payment of all taxes, license fees or other charges that shall become due. DH will provide guard service to the perimeter of the exhibit hall during the hours when the exhibit area is closed. However, Exhibitor is solely and fully responsible for its' own exhibit material and other property at all times, regardless of its location. Neither DH nor its agents or representatives will be responsible for any injury, loss or damage that may occur to Exhibitor or to Exhibitor's employees, sub-contractors or agents or the property belonging to any such party. Under no circumstances will DH be liable for lost profits or other incidental or consequential damages. Exhibitor shall obtain, at its own expense, adequate insurance against any such injury, loss or damage. Anyone visiting, viewing, or otherwise participating in Exhibitor's exhibit space is deemed to be the invitee or licensee of Exhibitor, rather than the invitee or licensee of DH. Exhibitor is solely liable for any injury to its property or to persons participating in the exhibit its invitees and guests, or any party or individual(s) designated by Exhibitor as their agent(s), and assumes full responsibility and liability for acts and omissions of its agents, employees or independent contractors, whether acting within or without the scope of their authority, and agrees to hold harmless DH and the exhibit hall from responsibility or liability resulting directly or indirectly from such acts or omissions.

**INSURANCE:** Exhibitor must carry a minimum of \$1,000,000 per occurrence limit for Commercial General Liability Insurance including bodily injury and property damage; \$1,000,000 limit for Commercial Property Coverage covering real and personal property; and \$1,000,000 limit Workers Compensation. Exhibitor shall provide DH with a certificate of insurance evidencing such coverage 45 days prior to the conference start. The insurance will name DH as additional insured. The insurance is to cover the full period of the conference.

**NO ASSIGNMENT:** The rights granted by this Contract are personal in nature. Exhibitor may not assign this Contract to any third party without the consent of DH.

**AUTHORIZATION:** By signing this contract you are authorizing DH to provide contact information including address, phone number, fax number and contact person to any service vendor contracted to conduct work for DH.

**GOVERNING LAW; JURISDICTION:** This Contract shall be governed, constructed and enforced in accordance with the laws of the Commonwealth of Massachusetts. In the event that it shall be necessary for DH to bring suit, enforce any of its rights hereunder or to defend itself against suits brought against DH by Exhibitor, DH shall be entitled to recover all costs of such suits including reasonable attorney's fees.

**ENTIRE AGREEMENT:** This Contract constitutes the complete agreement between the parties and supersedes all prior or contemporaneous agreements or representations, written or oral, concerning the subject matter hereof. This Contract may only be modified or amended in writing if signed by a duly authorized representative of each party.

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