

# Hospitals and Health Systems Leadership Conference –

## ACOs, Physician Hospital Integration, Key Specialties and Improving Profits

www.BeckersHospitalReview.com

\* \* \*

**MAY 19-20, 2011**

PALOMAR HOTEL • CHICAGO, ILLINOIS

### Exhibitor/Sponsor Prospectus

Extremely Limited Exhibit Space

Hospitals and Health Systems Leadership Conference - ACOs, Physician Hospital Integration, Key Specialties and Improving Profits

Our goal is to make sure our exhibitors and advertisers get the very best possible value from the meeting.

We have five spots as Corporate Level Sponsors that will include an incredible amount of exposure to Hospital and Health System Leadership. There will be larger signage, more introductions, special advertising and a better chance to highlight your company than ever before. If you are seeking business in this sector, this will be an ideal way to highlight your company.

Each sponsor and exhibitor is, of course, also welcome to attend the lectures and meetings.

We welcome you to join us in May 2011.

To register for exhibit space, please complete the application and (1) mail to **315 Vernon Ave., Glencoe, IL 60022**, or (2) Fax to **(866) 678-5755** or (3) Call **(800) 417-2035**.

### PRELIMINARY CONFERENCE AND EXHIBIT SHOW AGENDA

#### Thursday, May 19, 2011

8:00 am to 11:00 am *Exhibitor Set Up and Registration*

9:00 am to 12:00 pm *Sessions*

**12:00 pm - 12:30 pm** *Networking Lunch break*

1:00 pm - 5:15 pm *Sessions*

**5:25 pm - 6:30 pm** *Networking Reception and exhibits*

#### Friday, May 20, 2011

7:00 am-8:00 am *Registration & Continental Breakfast*

8:15 am-10:30 am *Sessions*

**10:30 am-11:00 am** *Dedicated Break Exhibit Time*

11:05 am-12:30 pm *Sessions*

**12:30 pm-1:30 pm** *Networking Lunch*

1:30 pm-2:55 pm *Sessions*

**2:55 pm-3:15 pm** *Dedicated Break Exhibit Time*

3:30 pm-4:45 pm *Sessions*

**4:50 pm-5:30 pm** *Networking Reception & Exhibits*

### 5 Great Reasons to Exhibit

Extremely Limited Exhibit Space

- 1** The highest quality audience at any conference.
- 2** An audience composed primarily of leaders of hospitals.
- 3** Opportunities to create networking opportunities within and around the conference.
- 4** A full invitation for exhibitors and sponsors to attend every educational session.
- 5** The best industry chance to network and meet decision makers.

## EXHIBITOR/SPONSOR GUIDELINES AND INFORMATION

### Certificate of Insurance

Please provide a certificate of insurance by April 22, 2011, which indemnifies ASC Communications, Inc. against, and holds harmless from any complaints, suits or liabilities resulting from negligence of the exhibitor in connection with the exhibitor's use of display space.

### Cancellations

Full refunds are available for cancellations when received by March 1, 2011. Payments are non-refundable after March 1, 2011.

### Becker's Hospital Review Full-Year Advertisers

Where it provides the reduced price for Annual *Becker's Hospital Review* advertisers, please note you must be a *Becker's Hospital Review* advertiser for 2011.

### Exhibit Booth Assignments

Exhibit space will not be assigned or held until the rental fee is paid and will begin according to date application and payment is received. A confirmation letter indicating booth number will be sent once assigned. All booth assignments will be made in keeping with exhibitor's request whenever possible. ASC Communications, Inc., reserves the right to make the final determination of all assignments. Full-year advertisers and full-year advertisement discounts are only available if your company has signed up to advertise for 2011 in full.

### Installation and Dismantle

The installation of exhibits may begin and must be completed on Thursday, May 19, 2011 (9:00 am– 12:00 pm) All exhibitors must dismantle their exhibits between 7:00–9:00 pm on Friday, May 20, 2011. Exhibitors cannot dismantle before 7:00 pm Friday, May 20, 2011.

### Right of Refusal

ASC Communications, Inc., reserves the rights to restrict or refuse exhibiting companies, which may be objectionable or otherwise detract from keeping with the character of the exposition as a whole. ASC Communications, Inc., may prohibit installation, or request removal or discontinuance of any exhibit or promotion, which departs substantially from the design and description given advance approval. In the event of such restrictions or evictions, ASC Communications, Inc., is not liable for any refund of rental or other expenses.

## HOTEL INFORMATION

### HOTEL PALOMAR CHICAGO

Phone: (877) 731-0505 - Fax: (312) 755-9713  
505 North State Street, Chicago, IL 60654

Group Name: Hospitals and Health Systems  
Conference

Group Rate: \$219/night

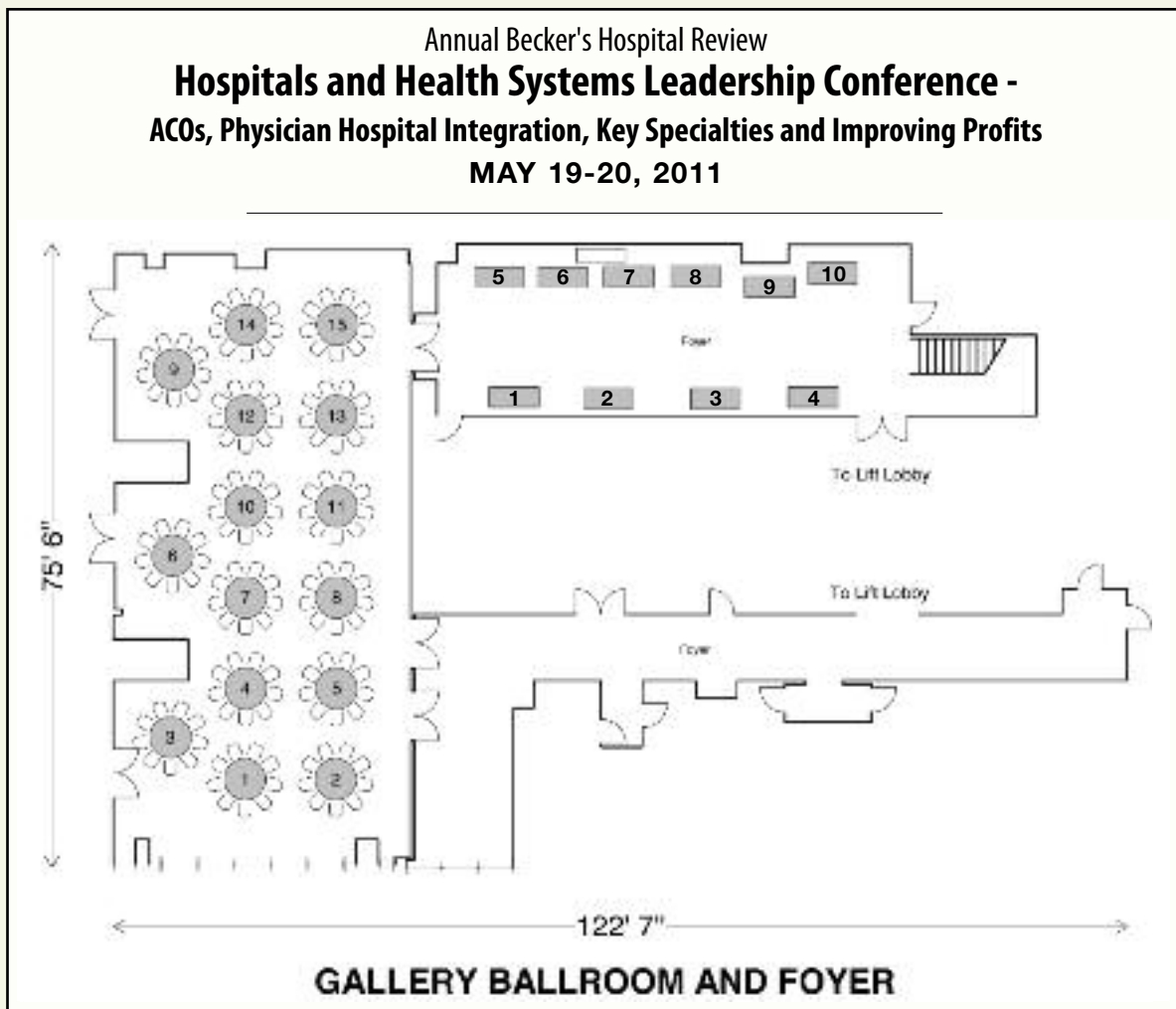
To make reservations online:

[www.beckershospitalreview.com/conferencehotel2010](http://www.beckershospitalreview.com/conferencehotel2010)

**\*\*Be sure to mention group name to receive group rate.\*\***

Discounted rates apply until the reservation deadline

April 18, 2011 or until all rooms in the group block have been reserved, whichever occurs first. After April 18, 2011 guest rooms and discounted group rates may not be available.



# Hospitals and Health Systems Leadership Conference - ACOs, Physician Hospital Integration, Key Specialties and Improving Profits

## EXHIBITOR OPPORTUNITIES (10)

BECKER'S HOSPITAL  
REVIEW ADVERTISER\*\*

NON ADVERTISER\*\*

**GOLD EXHIBITOR**      **\$4,000**      **\$5,000**

- Regular Exhibit Space (8' x 8')
- 5 Full Conference Registrations
- Company name, contact information and product description in Conference Tote Bag
- Literature in Conference Tote Bag (provided by exhibitor)
- Full page ad in *Becker's Hospital Review*

*Limited booth spaces available.*

### EXHIBITOR BENEFITS:

- 1) Regular exhibit space includes single booth with optional single tabletop space and two chairs
- 2) All exhibit spaces include 24-hour security
- 3) Additional Conference Registrations are available for \$500 per person.

\*\*To take advantage of the lower price, a party must be a 2011 full-year advertiser (9 issues) in the *Becker's Hospital Review*.

We will also honor the full year advertiser price if a party is a full year advertiser in either *Becker's ASC Review* or *Becker's Orthopedic & Spine Review*.

## SPONSORSHIP OPPORTUNITIES

(Exhibitor space sold separately)

**GOLD SPONSOR: \$4,000 to \$10,500**

	BECKER'S HOSPITAL REVIEW ADVERTISER**	NON ADVERTISER**
<b>Corporate Sponsorship* (5)</b> . . . . .	<b>\$10,000</b> . . . . .	<b>\$10,500</b>
<b>Keynote Speaker Sponsorship (2)</b> . . . . .	<b>\$8,000</b> . . . . .	<b>\$8,500</b>
<b>Friday Networking Luncheon (2)</b> . . . . .	<b>\$4,000</b> . . . . .	<b>\$4,500</b>
<b>Thursday Networking Reception (2)</b> . . . . .	<b>\$4,000</b> . . . . .	<b>\$4,500</b>
<b>Friday Networking Reception (2)</b> . . . . .	<b>\$4,000</b> . . . . .	<b>\$4,500</b>
<b>Conference Syllabus (USB)</b> . . . . .	<b>\$4,000</b> . . . . .	<b>\$4,500</b>

\*The Corporate Sponsorship includes 7 full conference registrations, logo on all promotional items, large signage and recognition at event, full page ad in the May/June Hospital Review

### GOLD SPONSOR BENEFITS:

- 2 Full Conference Registrations (7 for Corporate Sponsor and 5 for Keynote Speaker Sponsor)
- Literature or Promotional item in Conference Tote Bag (provided by sponsor)
- Special Recognition Announcements & Signage at Conference and at related events

\*\*To take advantage of the lower price, a party must be a 2011 full year advertiser (9 issues) in the *Becker's Hospital Review*. We will also honor the full year advertiser price if a party is a full year advertiser in either *Becker's ASC Review* or *Becker's Orthopedic & Spine Review*.

**SILVER SPONSOR: \$2,000 – \$3,000**

	BECKER'S HOSPITAL REVIEW ADVERTISER**	NON ADVERTISER**
<b>Tuesday PM Networking Break (1)</b> . . . . .	<b>\$2,000</b> . . . . .	<b>\$2,500</b>
<b>Wednesday Continental Breakfast (1)</b> . . . . .	<b>\$2,000</b> . . . . .	<b>\$2,500</b>
<b>Badge Lanyards (2)</b> . . . . .	<b>\$2,500</b> . . . . .	<b>\$3,000</b>
<b>Conference at A Glance (2)</b> . . . . .	<b>\$2,000</b> . . . . .	<b>\$2,500</b>
<b>Wednesday AM Networking Break (1)</b> . . . . .	<b>\$2,000</b> . . . . .	<b>\$2,500</b>

### SILVER SPONSOR BENEFITS:

- 2 Full Conference Registrations
- Company name, contact information and product description in Tote Bag
- Signage at sponsored event

\*\*To take advantage of the lower price, a party must be a 2010 full year advertiser (6 issues) in the *Becker's Hospital Review*. We will also honor the full year advertiser price if a party is a full year advertiser in either *Becker's ASC Review* or *Becker's Orthopedic & Spine Review*.

## SPECIAL SPONSORSHIP OPPORTUNITIES

**ONLINE CONFERENCE SYLLABUS (2): . . . . . \$3,000**

**CYBER CAFÉ (2): . . . . . \$4,500**

Cyber Café will be located on the same floor as the general session and exhibit hall, allowing attendees easy access to the Internet.

**LABELED BOTTLED WATER (2): . . . . . \$4,000**

Showcase your company's name and logo on personalized spring water bottles for distribution to all conference attendees.

**HAND SANITIZERS (1): . . . . . \$4,000**

Place your logo on bottles of hand sanitizers for distribution to all conference attendees in their tote bag.

**2 full conference registrations included with each of these Sponsorships.**

## BECKER'S HOSPITAL REVIEW ADVERTISE IN THE MARCH/APRIL CONFERENCE ISSUE

### DISTRIBUTED TO MORE THAN 15,000 PEOPLE AND AT THE CONFERENCE

*Becker's Hospital Review* is distributed to over 15,000 people, primarily acute care hospital CEOs and CFOs. The March/April issue will be distributed to all conference attendees.

**1/4 Page . . . . . \$1,500** \_\_\_\_\_  
**1/2 Page . . . . . \$2,100** \_\_\_\_\_  
**Full Page . . . . . \$3,200** \_\_\_\_\_

### Advertising Information

**1. Highly Focused on Cutting Edge Business and Legal Issues.** *Becker's Hospital Review* is filled with content that's most valuable for the person involved in making important business decisions for a hospital or health system. For people involved in leadership, *Becker's Hospital Review* is focused on the important business and legal issues related to hospitals.

**2. *Becker's Hospital Review* is distributed to more than 15,000 people per issue.** The issues are provided to top level decision makers of hospitals in the country. We work to provide valuable content, including hospital and health system news, best practices and legal guidance specifically for these decision makers. This includes a mix of Chief Executive Officers, Chief Financial Officers and Materials Managers.

### CONTACT:

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/ZIP: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

### CHOOSE THE ISSUE:

Please check the box below to indicate your participation in advertising.

March/April 2011     May/June 2011

### CREDIT CARD INFORMATION:

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

3-Digit Security Code: \_\_\_\_\_

Cardholders Name (printed): \_\_\_\_\_

Cardholders Signature: \_\_\_\_\_

Cardholders Billing Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

If paying by check, please make payable to  
**ASC Communications.**

## 3 EASY WAYS TO ORDER

- 1 MAIL TO:** ASC Communications, Inc.  
315 Vernon Ave.  
Glencoe, IL 60022
- 2 FAX TO:** (866) 678-5755
- 3 CALL:** (800) 417-2035

## FOR MORE INFORMATION

**CALL:** (800) 417-2035

**EMAIL:** [jessica@beckersasc.com](mailto:jessica@beckersasc.com) or  
[sbecker@mcguirewoods.com](mailto:sbecker@mcguirewoods.com)

**VISIT:** [www.beckersasc.com](http://www.beckersasc.com)

# Hospitals and Health Systems Leadership Conference - ACOs, Physician Hospital Integration, Key Specialties and Improving Profits

## APPLICATION & CONTRACT

### PRIMARY CONTACT INFORMATION

(PLEASE TYPE OR PRINT)

Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/ZIP: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

### BOOTH OR TABLE TOP REQUESTS

Please list your top (3) three booth choices (see floor chart on following page). We will assign booths according to the date your application and payment was received. We will try to accommodate your choice(s) listed below. We have limited booths available.

#1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_

Products and/or companies that you **DO NOT** wish to be in proximity:  
 \_\_\_\_\_

### REDUCED RATES FOR CONFERENCE ISSUES

(March/April)  
 1/4 Page .....\$1,500 \_\_\_\_\_  
 1/2 Page .....\$2,100 \_\_\_\_\_  
 Full Page.....\$3,200 \_\_\_\_\_

### PAYMENT INFORMATION

Checks: Make payable to **ASC Communications, Inc.**



Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

3-Digit Security Code: \_\_\_\_\_

Cardholder's Name (printed): \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

Cardholders Billing Address:  
 \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### 3 EASY WAYS TO REGISTER

- 1 MAIL TO:** ASC Communications, Inc.  
315 Vernon Ave.  
Glencoe, IL 60022
- 2 FAX TO:** (866) 678-5755
- 3 CALL:** (800) 417-2035

### EXHIBITOR RATES

*BECKER'S HOSPITAL  
 REVIEW ADVERTISER*      *NON ADVERTISER*

Gold Exhibitor . . . \$4,000 \_\_\_\_\_ \$5,000 \_\_\_\_\_  
 Additional Conference Registration \_\_ \$500 \_\_\_\_\_

### SPONSOR RATES

#### GOLD SPONSOR

*BECKER'S HOSPITAL  
 REVIEW ADVERTISER*      *NON ADVERTISER*

Corporate Sponsorship  
*(only 5 available) . . . \$10,000 \_\_\_\_\_ \$10,500 \_\_\_\_\_*  
*(7 conference registrations included)*  
 Keynote Speaker . . . \$8,000 \_\_\_\_\_ \$8,500 \_\_\_\_\_  
 Friday Networking Luncheon . . . . . \$4,000 \_\_\_\_\_ \$4,500 \_\_\_\_\_  
 Thursday Cocktail Networking Receptions . . . . . \$4,000 \_\_\_\_\_ \$4,500 \_\_\_\_\_  
 Friday Cocktail Networking Receptions . . . . . \$4,000 \_\_\_\_\_ \$4,500 \_\_\_\_\_  
 Conference Tote Bags . . . . . \$2,500 \_\_\_\_\_ \$3,000 \_\_\_\_\_  
 Conference Syllabus (USB) . . . . . \$4,000 \_\_\_\_\_ \$4,500 \_\_\_\_\_

#### SILVER SPONSOR

*BECKER'S HOSPITAL  
 REVIEW ADVERTISER*      *NON ADVERTISER*

Friday Continental Breakfast(s) . . . . . \$2,000 \_\_\_\_\_ \$2,500 \_\_\_\_\_  
 Badge Lanyards (2) . . . . . \$2,500 \_\_\_\_\_ \$3,000 \_\_\_\_\_  
 Conference at a Glance (2) . . . . . \$2,000 \_\_\_\_\_ \$2,500 \_\_\_\_\_  
 Thursday Networking Breaks (2) . . . . . \$2,000 \_\_\_\_\_ \$2,500 \_\_\_\_\_  
 Friday Networking Breaks (2) . . . . . \$2,000 \_\_\_\_\_ \$2,500 \_\_\_\_\_

#### SPECIAL SPONSORSHIP OPPORTUNITIES

Online Syllabus . . . . . \$3,000 \_\_\_\_\_  
 Cyber Café . . . . . \$4,500 \_\_\_\_\_  
 Labeled Bottled Water . . . . . \$4,000 \_\_\_\_\_  
 Labeled Hand Sanitizers . . . . . \$4,000 \_\_\_\_\_

### TOTAL PAYMENT ENCLOSED

Total Enclosed . . . . . \$ \_\_\_\_\_

### FOR MORE INFORMATION

**CALL:** (800) 417-2035  
**EMAIL:** [jessica@beckersasc.com](mailto:jessica@beckersasc.com) or [sbecker@mcguirewoods.com](mailto:sbecker@mcguirewoods.com)  
**VISIT:** [www.beckersasc.com](http://www.beckersasc.com)

**Hospitals and Health Systems Leadership Conference - ACOs, Physician  
Hospital Integration, Key Specialties and Improving Profits**  
315 Vernon Avenue  
Glencoe, IL 60022



Please join us at this year's conference and exhibit show  
to network with the leaders in the Hospital industry!

## **Exhibitor/Sponsor Prospectus**

PALOMAR HOTEL • CHICAGO, ILLINOIS

www.BeckersHospitalReview.com  
**MAY 19-20, 2011**

\* \* \*

# **Hospitals and Health Systems Leadership Conference – ACOs, Physician Hospital Integration, Key Specialties and Improving Profits**

Annual BECKERS HOSPITAL REVIEW

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