

Transplantation in 2015:
Advances in Solid Organ and
Blood/Marrow Transplantation

Exhibitor & Supporter
Prospectus

August 27–28, 2015
William P. Clements Jr.
University Hospital
Dallas, TX



About Us

OptumHealth Education is one of only 17 jointly accredited organizations in the world, having been simultaneously accredited to provide medical, nursing, and pharmacy continuing education activities by the ACCME, ANCC and ACPE. We are dedicated to providing interprofessional education that leads to improved health care delivery and better patient outcomes.

OptumHealth Education works to foster lifelong learning partnerships with collaborative health care teams who seek to advance their knowledge, skills, and competencies relevant to their clinical practice.

We are committed to providing education that is independent, free from commercial bias, based on valid content, and effective in improving the quality and safety of care delivered by health care teams worldwide.

UT Southwestern Medical Center's transplant programs provide comprehensive treatment for diseases that affect the heart, lung, kidney, liver, and blood. Our nationally recognized expertise extends to a comprehensive and robust solid organ transplant program that has performed more than 1,500 lifesaving transplants. Because UT Southwestern is an academic medical institution, our patients have access to clinical trials both on campus and nationwide, including groundbreaking research aimed at expanding the donor pool and developing new methods of preserving and evaluating organs. Through our innovations in clinical medicine and dedicated efforts in research and education, we help shape the field of transplantation.

An Invitation to Exhibit

OptumHealth Education and UT Southwestern are working together to provide attendees with a comprehensive review and update on recent advances in solid organ and blood/marrow transplantation.

“Transplantation in 2015: Advances in Solid Organ and Blood/Marrow Transplantation” is designed to educate nurses, case managers, medical directors, physicians, coordinators, administrators, pharmacists, social workers, and other members of the health care team who are interested in improving their clinical practice or patient management during the different phases of transplantation.

OptumHealth Education invites you to take advantage of the conference via exhibit display and meet face-to-face with this audience of clinicians, coordinators, medical directors, and other health care professionals.

Who Exhibits

Pharmaceutical Companies
Biotech Companies
Specialty Pharmacies
Home Health Care and Medication Management
Companies
Medical Device Companies
Nonprofit organizations that assist patients with
fundraising, education, etc.

Contact

Bethany Severson
Phone: (952) 205-3071
Fax: (612) 234-0925
E-Mail: bethany.severson@optumhealtheducation.com

Conference Web Site:

<https://www.optumhealtheducation.com/utsw2015>

General Information

Location

William P. Clements Jr. University Hospital
Hoblitzelle Foundation Foyer
6201 Harry Hines Blvd.
Dallas, TX 75390

Exhibiting Fee — \$1,500

Exhibit fee includes:

- Exhibit space with one 6' skirted table and two chairs
- Two conference registrations
- Recognition on conference Web site
- Recognition on conference signage

Payment Schedule

Full payment of the exhibit fee secures space. Payment may be made by credit or debit card—American Express, MasterCard or VISA; or by check or money order made payable to OptumHealth Education. Federal Tax ID 30-0238641.

Exhibit Space Application

Review and complete the Application for Exhibit Space in its entirety at least 21 days prior to the start of the conference. Submit early; space is limited!

Exhibit Space Application Form:

<https://www.optumhealtheducation.com/utsw2015-exhibit-app>

Exhibitor Personnel Registration

Register online at

<https://www.optumhealtheducation.com/utsw2015>

All individuals affiliated with exhibits must register through the conference Web site. Exhibit-only registration badges will not be provided.

Traffic Builders

- Two complimentary continental breakfasts in the Exhibit Hall
- Two complimentary dessert breaks in the Exhibit Hall
- Three complimentary breaks in the Exhibit Hall

Shipping

Exhibitor agrees to ship, at his own risk and expense, all articles to be exhibited and agrees to conform to the rules for shipping as contained in the Exhibitor Service Kit. Detailed shipping instructions are included in the Exhibitor Service Kit.

Exhibitor Service Kit

An Exhibitor Service Kit will be available on the conference Web site. Please refer to it for information, such as the exhibiting schedule and shipping instructions.

Hotel Sleeping Room Reservations, Two Hotels Available

Hotel: DoubleTree by Hilton Hotel—Market Center, 2015 Market Center Blvd, Dallas, TX 75207

Reservations:

Online: [DoubleTree by Hilton Hotel Dallas—Market Center](#)

Phone: (800) 222-8733; mention “UT Southwestern” to receive the discounted group rate.

Rate: \$119.00 single occupancy. Rate increases by \$10 for each occupant.

Room Block Release Date: August 4, 2015

Hotel: Renaissance Dallas Hotel, 2222 North Stemmons Freeway, Dallas, TX 75207

Reservations:

Online: [Renaissance Dallas Hotel](#)

Phone: (214) 267-4813; mention “UTSW Room Block” to receive the discounted group rate.

Rate: \$165.00 single/double

Room Block Release Date: August 4, 2015

Cancellation

Notification of booth space cancellation must be received in writing on or before Friday, August 7 for a refund of the exhibiting fee. No refunds will be made for cancellations received after August 7. Cancellation of exhibit space includes cancellation of registrations allotted with exhibit space. In the event of cancellation, OptumHealth Education assumes no responsibility for having included the name of the canceled Exhibitor in conference materials.

Contact Information

Exhibit Manager: Bethany Severson

Phone: (952) 205-3071 • Fax: (612) 234-0925

E-mail: bethany.severson@optumhealtheducation.com

Rules and Regulations

Installation/Dismantling*

Installation/Set Up:

Thursday, August 27, 6 to 7 a.m.

All exhibits must be fully installed by 10:00 a.m. No installation will be permitted after this time without prior authorization from exhibit management.

Dismantle/Tear Down:

Friday, August 28, 1:45 to 3:45 p.m.

No dismantling will be permitted before closing time without advance permission secured from authorized exhibit management.

Booth Staffing

Each Exhibitor is required to keep at least one attendant in the booth during official show hours.

Endorsement & Eligibility to Exhibit

OptumHealth Education's acceptance of an Exhibitor does not constitute an endorsement of that organization's products or services. OptumHealth Education reserves the right to determine the eligibility of any company or product and/or service for inclusion in the exhibition.

Conference Cancellation

In the event the Conference must be canceled for such reasons, including but not limited to, fire, strikes, government regulations, lack of funding or any other event preventing the scheduled opening or continuance of this Conference, obligation for payment of the exhibiting fee shall be terminated. OptumHealth Education shall determine an equitable basis for the refund of such portion of expenditures and commitments already made.

Fire and Safety Regulations

The Exhibitor must comply with safety, fire and health ordinances that apply to the City of Dallas, State of Texas. All displays, exhibit materials and equipment must be reasonably located and protected by safety guards and fireproofing to prevent fire hazards and accidents. Electrical wiring must conform with all federal, state and municipal government requirements and to National Electrical Code Safety Rules.

Electrical, Telephone, Internet and Audio Visual Requirements

Refer to the Exhibitor Service Kit for utility and audio visual requests.

Auxiliary Aids or Services

In compliance with the Americans with Disabilities Act, OptumHealth Education wishes to ensure that no individual with a disability is excluded, denied services or otherwise treated differently from other individuals. Each Exhibitor shall be responsible for compliance within its exhibit space, including the provision of auxiliary aids and services needed.

Liability

Each Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to Exhibitor's displays, equipment and other property brought upon the premises of the Clements University Hospital, and shall indemnify and hold harmless OptumHealth Education, UT Southwestern, and any authorized representative, agent or employee of the forgoing of any and all losses, damages and claims from any cause whatsoever by reason of the use of occupancy of the exhibit space by the Exhibitor or his assigns. The Exhibitor must surrender space occupied by him in the same condition as it was at the commencement of occupation. If the Exhibitor's materials fail to arrive, the Exhibitor is nevertheless responsible for all amounts due hereunder. In holding the exposition, OptumHealth Education does not act as the agent of the Exhibitor, Clements University Hospital, UT Southwestern, or any other party. Claims against any party other than OptumHealth Education are to be submitted directly to the party involved.

Insurance

OptumHealth Education, Clements University Hospital and UT Southwestern will not be liable for damage or loss to the Exhibitor's property through theft, fire, accidents or any other cause. OptumHealth Education and UT Southwestern will not assume liability for any injury that may occur to visitors, Exhibitors or their agents, employees or others. Exhibitor agrees to carry insurance in an amount adequate to cover any damages or loss, not less than fair market value that may occur to said property.

Sponsorship Opportunities

Individual Sponsorship Benefits

Additional marketing opportunities beyond booth exhibits are available to help increase your organization's prominence and recognition at our conferences. Sponsorship benefits include:

- Signage on site at the event to highlight your contribution.
- Logo recognition on the conference Web site as an event sponsor.
- Link from the conference Web site to your organization's Web site.
- Acknowledgement in the conference materials.
- Contributor ribbons for your staff name badges.
- Preferred placement in the exhibit hall, if applicable. (*Sponsorship does not include exhibit space.*)
- Recognition as a conference sponsor within your exhibit booth, if applicable. (*Sponsorship does not include exhibit space.*)
- Two complimentary registrations provided for any sponsorship fee totaling \$1,500 or more.

Event Sponsorship and Marketing Opportunities

<u>Type of Support</u>	<u>Investment</u>	<u>Description</u>
Lunch Sponsorship (2 opportunities)	\$2,500	Sponsor lunch as attendees network, compliments of your organization.
Conference Portfolios	\$1,500	Customized portfolios will help keep conference note taking highly functional and allow your company's logo to be with attendees while in meetings or on the run during and after the event
Continental Breakfast Sponsor (2 opportunities)	\$1,500	Sponsor a continental breakfast and welcome attendees as they begin their day, compliments of your organization.
Water Tumblers	\$1,500	In support of OptumHealth Education's support of green meetings, this water tumbler—customized with your company's logo—will be used over and over again throughout the conference and beyond!
Break Sponsor (3 opportunities)	\$1,500	Take advantage of this opportunity to gain name recognition in a casual setting when participants are networking.
E-Mail Campaign	\$1,000 each	Reach out to attendees with a personalized e-mail message before and/or after the event. OptumHealth Education will distribute an approved e-mail message on behalf of your organization.
Welcome Gift	At Cost + \$150 Sponsor Fee	Leave a lasting impression by welcoming conference attendees with a gift from your organization. The gift can be handed out at the registration desk.
Conference Note Pads	\$750	Letter-size, three-hole punched notepads are personalized with your company's logo and contact information. Conveniently located in the conference tote, these notepads provide sponsorship visibility throughout the conference and back at work.
Sticky Note Pad Holders	\$750	Sticky note pad holders will be customized with your company's logo. Attendees will think of your organization back at the office every time they make a note.
Name Badge Lanyards	\$750	Everyone will be wearing them! Customized with your company's logo these lanyards offer guaranteed exposure throughout the conference and beyond.
Conference Pens	\$500	Help attendees take notes in style with quality pens imprinted with your organization's logo.
Registration Bag Insert	\$500	Reach every attendee as they arrive at registration. Your giveaway or advertisement will be placed in each attendee's conference tote. Items can be a CD of your products/services, marketing brochure or promotional item. All items must be approved by OptumHealth Education and UT Southwestern Medical Center.

Sponsorship Application

Sponsorship opportunities are available on a first-come, first-reserved basis by completing and returning the Sponsorship Application. Upon receipt of the application and indication of payment method, an e-mail will be sent confirming requested sponsorship item(s).

OptumHealth Education and UT Southwestern reserve the right to refuse conference sponsorship requests.

Sponsorship Application Form: www.optumhealtheducation.com/utsw2015-sponsor

For information on the availability of these marketing opportunities or to discuss a new idea, contact Bethany Severson at (952) 205-3071 or bethany.severson@optumhealtheducation.com