

OptumHealth Education

10th Annual
Medical Director Forum

Exhibitor Prospectus

November 3–4, 2016
Four Seasons
Las Vegas, Nevada



An Invitation to Exhibit

The “10th Annual Medical Director Forum” has been designed to educate decision-makers on cutting-edge clinical updates that can impact large populations. During the conference, leading experts will discuss challenges and opportunities surrounding current health care issues.

This conference has been developed for medical directors and other physicians who manage large patient populations and/or their benefits worldwide. OptumHealth Education invites you to meet face-to-face with this influential audience of medical directors, medical management staff and managed care executives from across the country by exhibiting at this year's event.

About Us

OptumHealth Education is one of only 26 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.

Who Exhibits

Pharmaceutical Companies
Biotech Companies
Specialty Pharmacies
Home Health Care and Medication
Management Companies
Medical Device Companies
Personalized Health Care Companies
Wound Care Services Companies

Contacts

Exhibit Information:

LuAnne Ronning
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Promotional Support Information:

Bethany Severson
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bethany.severson@optumhealtheducation.com

Conference Website:

<https://www.optumhealtheducation.com/mdf2016>

GENERAL INFORMATION

Location

Four Seasons Hotel Las Vegas
Four Seasons Ballroom, 2nd Floor
3960 Las Vegas Blvd. S.
Las Vegas, NV 89119

Exhibiting Fee—\$7,500

Exhibit fee includes:

- Standard booth package:
 - Table top booth space during the Thursday, Nov. 3 lunch and evening reception
 - Draped 6' or 8' table
- Full conference registration for 2 representatives:
 - Admission to Wednesday's dinner and reception. Thursday's reception includes exhibiting.
 - Admission to Thursday's CME sessions
 - Admission to Enterprise Update sessions on Friday as deemed "open to public" (to be determined)
 - Accreditation and certificates of accreditation as requested
 - Conference materials
- Priority logo on all conference materials and signage
- Event sponsorship signage
- Podium recognition

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 30 days prior to the start of the conference. Submit early; this year's expo is expected to sell out!

Exhibit Space Application Form:

<https://www.optumhealtheducation.com/mdf2016-exhibit-app>

Booth Assignment

The best locations sell quickly! Assignments are made based on the date of receipt of the completed application and full payment, with priority placement given to supporters and promotional sponsors. Applications must be received by Friday, Sept. 30 for inclusion in the conference mobile app and program materials. Email notification of booth assignments will be provided approximately two weeks prior to the conference. You may omit the booth number from your shipping labels if it is unavailable at the time of shipment. OptumHealth Education reserves the right to change the location of said exhibit space at any time and for any reason.

Exhibit Date and Hours

Thurs., Nov. 3, 11:45 a.m.–1:15 p.m. and 5 p.m.–7 p.m.
Times are subject to change. Food and refreshments will be served during open exhibit times.

Exhibitor Personnel Registration

>[Register onsite exhibit staff online](#)

All participants affiliated with exhibits must register for the event using the registration passes included with your exhibit fee. Exhibit-only registration badges are not available. A confirmation email — including registration instructions — will be sent to the Exhibitor contact designated on the Exhibit Space Application.

* Additional registrations are available for purchase. Refer to your confirmation email for details.

Exhibitor Service Kit (ESK)

The ESK is available on the conference website. It contains an Exhibitor Schedule, Shipping Instructions, and the Audio Visual and Electrical Order Form.

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 ESK. Detailed shipping instructions are included in the ESK.

Housing

Discounted room rates for this conference are available at the Four Seasons Hotel Las Vegas and adjoining Mandalay Bay Resort & Casino. Full details are available at <https://www.optumhealtheducation.com/mdf2016/gen-info>

Cancellation

Notification of booth space cancellation must be received in writing on or before Friday, Sept. 30 for a refund of the exhibiting fee. No refunds will be made for cancellations received after Sept. 30. 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: LuAnne Ronning
Phone: 1-612-395-8486 • Fax: 1-612-234-0477
Email: luanne.ronning@optumhealtheducation.com

RULES AND REGULATIONS

Installation/Dismantling

Installation/Set Up:

Thursday, Nov. 3, 8–11 a.m.

All exhibits must be fully installed by 11 a.m. No installation will be permitted after this time without prior authorization from exhibit management.

Dismantle/Tear Down:

Thursday, Nov. 3, 7–9 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 Las Vegas, State of Nevada. 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

Complete information addressing utility and audio visual needs is included in the Exhibitor Service Kit.

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 Hotel, and shall indemnify and hold harmless Optum, Four Seasons Las Vegas, Presentation Services PSAV, 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, Four Seasons Las Vegas, Presentation Services PSAV, or any other party. Claims against any party other than Optum are to be submitted directly to the party involved.

Insurance

OptumHealth Education, Four Seasons Las Vegas, and Presentation Services PSAV will not be liable for damage or loss to the Exhibitor's property through theft, fire, accidents or any other cause. OptumHealth Education 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.