

25<sup>TH</sup> ANNUAL

**Healthcare Marketing  
& Physician Strategies**

# Summit

APRIL 5-7, 2020 | LAS VEGAS



## Healthcare's Premier Summit on Marketing, Strategy, and Physician Relations is 25!

### Join the Magic AND Connect with Hundreds of Healthcare Decision Makers!

The **Healthcare Marketing & Physician Strategies Summit** is widely considered the "must-attend" educational and networking event of the year for senior-level marketing, strategy, and physician relations executives from healthcare organizations nationwide. Join us in celebrating the Summit's 25th year of advancing healthcare strategy.

Each year, the Summit brings together hundreds of healthcare leaders to examine important strategic challenges and to work together toward solutions. In 2019, nearly 900 executives attended. The 2020 Summit builds on that success!

### You're An Important Part of the Summit

The sponsors and exhibitors are of great importance to the overall success of the Summit. You'll be able to interact with top decision makers with responsibility for strategy, marketing, business development, digital initiatives, social media, physician relations, and sales. These healthcare leaders are looking for innovative solutions for accomplishing traditional growth-related goals as well as new goals related to population health, patient experience, and value.

Don't miss the magic! Reserve your sponsorship, as well as your booth, now!

### As a Sponsor/Exhibitor You Will Receive:

#### Quality, Dedicated Exhibit Time

Dedicated exhibit hours offer you valuable one-on-one contact with current and prospective clients.

#### Networking Opportunities

Coffee breaks, two evening receptions, and more allow maximum exposure to prospective clients.

#### Online and Mobile Sponsor and Exhibitor Listings

Your company will be listed on the Forum's website, and the Summit mobile app, along with a direct link to your website. Your company will also be included on the *MarTech.Health* HMPS page, a permanent listing of Summit sponsors and exhibitors.

#### Complimentary Registrations

Complimentary registrations with each exhibit booth space and sponsorships over \$6,000 give your staff access to more than 50 cutting-edge sessions, as well as a luncheon. *Note: Waived registrations do not include the Pre-Summit Strategy Sessions.*

#### Prospecting List

Two mailing lists, one of pre-conference registrants and one of post-conference attendees, allow you to communicate with prospective clients. *Note: These lists are only available if exhibiting, or with sponsorships of \$6,000 or more, and each list can only be used one time. Lists do not include emails or phone numbers.*

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# Healthcare Marketing & Physician Strategies Summit

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## Who Will Attend

The Summit has been designed for the following executives from hospitals, health systems, academic medical centers, integrated networks, and medical group practices:

- Chief Marketing Officers
- Chief Strategy Officers/Senior Strategists
- Marketing & Communication Executives
- Business Development/Planning Executives
- Digital/Social Media Strategists
- Webmasters/Web Directors
- Physician Relations & Sales Executives
- Physician Referral/Outreach Directors
- Physician Recruitment Directors
- Public Relations Directors
- Advertising Executives
- CRM Directors

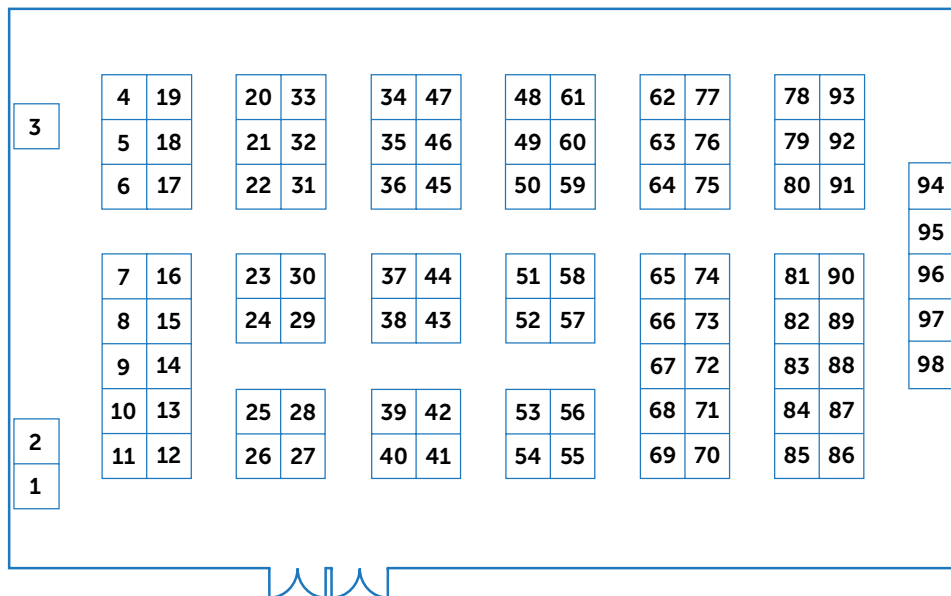


**forum** FOR HEALTHCARE STRATEGISTS

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 the delivery of healthcare. 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.

## Exhibit Hall Map

April 5 – 7, 2020



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

### Exhibit Hours

Exhibit hours are subject to change.

#### Sunday, April 5, 2020

**Exhibit Set-Up** 8:00am – 12:30pm  
**Coffee Break** 1:30pm – 2:30pm  
**Opening Reception** 5:30pm – 7:00pm

#### Monday, April 6, 2020

**Coffee Break** 9:15am – 10:15am  
**Coffee Break** 3:00pm – 3:45pm  
**Reception** 4:45pm – 6:30pm  
**Exhibit Tear-Down** 6:30pm – 9:30pm

### Here's What Attendees and Past Exhibitors Are Saying

*"To be successful in our rapidly changing industry, healthcare marketing strategy must evolve—fast. If you're in leadership and want to stay in front of the trends, this conference is crucial."*

**Christine Clay**, Senior Director, Brand Strategy & System Marketing, Scripps Health

*"This was my first ever healthcare conference and all I can say is WOW! I learned so much...the keynotes were fantastic, and each session provided unique insight and key learnings that I can take back to my organization."*

**Courtney Lauer**, Marketing Analyst, University of Utah Health

*"The speaker line-up is superb, but what really stands out about the Summit is the interchange between participants...I've never seen it as good as it is here."*

**Mike Roizen, MD**, Chief Wellness Officer, Cleveland Clinic

*"In the office, I often don't have time to answer the vendors' calls. The Summit is a great place to meet with them and catch up."*

**Marcy Traxler**, VP, Business Development & Service Line Strategy, AMITA Health

*"When we exhibit at the Summit, it doesn't feel like a shark tank or a sales pitch; it feels like we're building relationships."*

**Julia Balfour**, CEO, Julia Balfour, LLC

*"This is the most senior-level, thoughtful marketing group that I've seen at a healthcare conference. It's an awesome group of people."*

**Mike Linnert**, CEO, SymphonyRM

### Exhibit Fee

**\$3,295** per 10 x 10 ft. booth before November 22, 2019

**\$3,695** per 10 x 10 ft. booth after November 22, 2019

#### Fee includes:

- 10 x 10 ft. booth package (pipe/drape and ID sign)
- WiFi in Exhibit Hall
- Listing on the Forum website and Summit mobile app
- Two full Summit admissions (excluding the Pre-Summit Strategy Sessions)
- Discounted attendance fee for one additional staff member from the exhibiting organization (excluding the Pre-Summit Strategy Sessions)
- Mailing lists of pre-conference registrants and post-conference attendees (lists do not include phone numbers or email addresses)

### Assignment of Space

Booth assignments will be made in late December 2019. Note: A point system is used to establish priority for booth assignment, which includes current and past sponsorship and exhibit support, as well as the order of application submission.



## Sponsorship

The Summit offers a range of opportunities to increase your company's visibility. Don't miss the chance to be part of this unique and valued educational conference.

Choose from the Sponsorship Levels below, or choose one or more of the à la carte sponsorship options on page 5.

Benefits	 <b>Diamond</b> \$35,000 	<b>Platinum</b> \$20,000	<b>Gold</b> \$15,000	<b>Silver</b> \$10,000
Name/logo on brochure cover	●	●		
Name/logo on sponsor page of brochure (if commitment is received prior to printing).	●	●	●	●
Name/logo/company description and link to company website on Forum website and on Summit mobile app	●	●	●	●
Inclusion in the <i>MarTech.Health</i> directory (HMPS category)	●	●	●	●
Name prominently displayed on monitors and signs throughout Summit	●	●	●	●
Premium Sponsorship Opportunity (options to be discussed)	2	1	1	1
10x10 Booth Space in Exhibit Hall	2	1		
Opportunity to purchase clings in the meeting space (up to 2 for Diamond and 1 for Platinum)	●	●		
Waived Summit Admissions (excludes Pre-Summit Strategy Sessions)	10	6	3	2
Sponsor recognition in Summit email blasts	●	●	●	●
Opportunity to offer client discounts to healthcare providers (\$300 for Diamond and Platinum; \$200 for others)	●	●	●	●
Opportunity to include a promotional item in Summit tote bag (Sponsor provided, Forum approved)	●	●		
Rotating banner ad on Summit mobile app	●			
Scheduled push notifications via mobile app (Forum must approve content)	2	1		

## Sponsorship Opportunities

### Track Sponsorships

Track sponsors have the opportunity to introduce the sessions in their track. Sponsor name will be displayed on signage outside Track meeting room.

#### Track Sponsorship \$10,000

- Track 1** Strategic Marketing
- Track 2** Communication Strategies
- Track 3** Analytics, Data & CRM
- Track 4** Interactive & Digital Strategies
- Track 5** Physician Relations & Sales
- Track 6** Engagement Strategies

### Special Events

<b>New Attendee Welcome Event (Sunday)</b>	\$15,000
<b>Opening Reception (Sunday evening)</b>	\$12,000
<b>Networking Breakfast (Monday)</b>	\$10,000
<b>Monday Networking Luncheon</b>	Call to discuss
<b>Reception (Monday evening)</b>	\$10,000
<b>Enhanced Coffee Breaks in Exhibit Hall (each of 3)</b>	\$5,500
<b>Coffee Breaks in Foyer (each)</b>	\$4,000
<b>Advanced Strategy Forum</b>	Call to discuss

### Keynote/General Session Speakers

Sponsor will introduce speaker, and sponsor logo will be displayed inside and outside ballroom. Please call to discuss.

- Sunday Afternoon Keynote**
- Monday Morning Keynote**
- Tuesday Morning Keynote**



## Other Promotional Opportunities

Sponsorship includes sponsoring company's name and logo on product, where applicable. Name/logo will be printed in one color on one side only; additional charges might apply for extra colors. Sponsorships above \$6,000 also include a listing in the Summit brochure, if commitment is received prior to printing.

<b>Hotel Room Keys</b>	\$12,000
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<b>Tote Bags</b> (includes 1-color logo)	\$12,000
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<b>\$20 "Lunch on Us" Gift Card</b> (for use at Cosmo venues)	\$12,000
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<b>Name Badges/Lanyards</b>	\$12,000
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<b>Summit Scholarships</b> (includes up to 10 scholarships)	\$10,000
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<b>Summit Notebook</b>	\$10,000
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<b>Mobile App</b>	\$10,000
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<b>Refillable Water Bottles</b>	\$10,000
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<b>Summit Playback</b> (audio recordings synced with PPTs)	\$8,000
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<b>WiFi in Meeting Space</b>	\$7,500
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<b>Headshot Booth</b>	\$7,500
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<b>Massage/Reflexology Station</b>	\$6,500
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<b>Forum Podcast</b>	\$5,500
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<b>Device Cleaning Cloths</b>	\$5,500
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<b>Summit Pens</b>	\$5,000
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*Other ideas? Call us!*

# Sponsor / Exhibitor Registration

## Healthcare Marketing & Physician Strategies Summit

April 5-7, 2020 | The Cosmopolitan of Las Vegas

### Please return completed form to:

Jennifer Pense  
Forum for Healthcare Strategists  
980 North Michigan Avenue; Suite 1260  
Chicago, IL 60611

Phone: 866-440-9080 ext. 23  
Fax: 312-440-9089  
jpense@healthcarestrategy.com

### Contact Information

COMPANY

CONTACT NAME

TITLE

MAILING ADDRESS

CITY

STATE

ZIP

PHONE

FAX

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: .....

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.

Booth Number: 1st choice ..... 2nd choice ..... 3rd choice .....

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: .....

*Reminder...booth assignments will be made on a point system, so your preferred booth may not be available. And, it is very important that you indicate which companies you do not want to be near. Our best efforts will be made to accommodate your request.*

Names, titles, and emails of people\* who will be attending the Summit or staffing your exhibit (please attach additional sheets if necessary):

1. ....

2. ....

*\*Two staff members from the exhibiting company are admitted free to the conference as a condition of exhibition. One additional staff member from the exhibiting company may register as an attendee for the conference at the reduced rate of \$700. Waived registrations will be given to sponsors as follows: 1 for sponsorships of \$6,000-\$9,999; 2 for sponsorships of \$10,000-\$14,999; 3 for sponsorships of \$15,000-\$19,999; 6 for sponsorships of \$20,000-\$34,999; 10 for sponsorships of \$35,000 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.*

**Note: Name badges will be generated based on the forms you submit. Please review the information carefully. A \$25.00 fee will be charged for any changes to names/titles/organizations requested after March 30th. Onsite changes will be charged \$50.00. Note: Exhibitors commit to releasing any unconfirmed hotel rooms being held in their name at least 5 weeks prior to the Summit dates. This is critical to the success of the Summit.**

### Payment Information

Sponsor \$ .....

Exhibitor \$3,295 before November 22, 2019 \$ .....

Exhibitor \$3,695 after November 22, 2019 \$ .....

One additional staff member at \$700 \$ .....

**TOTAL** \$ .....

A check is enclosed, payable to Forum for Healthcare Strategists

I authorize you to charge:\*\*

VISA  MasterCard  Discover  AmEx

\*\*A 2.5% processing fee will be added for all credit card charges of \$5,000 or more. Charges cannot be split across multiple cards or transactions.

NAME ON CARD

CARD NUMBER

EXPIRATION

BILLING STREET ADDRESS

BILLING ZIP CODE

SIGNATURE

**Mailing List Usage:** Exhibitors, as well as Sponsors at the \$6,000 level or higher, will receive two attendee mailing lists. A list will be provided for one-time use before the conference, as well as a list for one-time use following the conference. The lists cannot be incorporated into a broader list, nor the contents generally disseminated. The lists cannot be shared with anyone else. Lists do NOT include emails or phone numbers.

### Affirmation of Commitment to Sponsor

The undersigned is authorized to commit to the sponsorship/exhibition as described above, and acknowledges that he/she has reviewed the cancellation and refund policies below and agrees to the terms as described.

SIGNATURE

DATE

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:** In the event of the cancellation of the Summit for any reason, sponsor/exhibitor fees will be fully refunded. If the sponsor/exhibitor cancels participation in the Summit, sponsor/exhibitor fees will not be refunded.

**Questions?** Call toll-free 866-440-9080 x 23.

# Rules and Regulations

Please **carefully 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) 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 12 hereunder shall apply.

## 2. Exhibition Location, Dates and Times

The Healthcare Marketing and Physician Strategies Summit, herein referenced as the "Event", will be located at The Cosmopolitan of Las Vegas, Las Vegas, NV. The dates of the Event are April 5 – 7, 2020. Setup and teardown (costs at Exhibitor's expense) will be between April 5th and April 6th. The Forum will use reasonable efforts to maintain the location, dates and times, and floor plans of the Event.

## 3. 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.

## 4. 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.

## 5. 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 April 5, 2020. 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.

## 6. Circularization and Solicitation

Circulars or advertising matter of any description may only be distributed within the booth assigned to the Exhibitor presenting such materials. 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.

## 7. Hospitality/Client Events

Hospitality suite functions and/or Client Events must not conflict with programmed events. Invitations and company literature may only be distributed from assigned exhibit booths. All hospitality suites must be approved prior to the conference by the Forum. Those hospitality suites requiring food and beverage must have arrangements made through the Hotel Food and Beverage Department.

## 8. Mailing List Usage

Exhibitors, as well as Sponsors at the \$6,000 level or higher, will receive two attendee mailing lists. A list will be provided for one-time use before the conference, as well as a list for one-time use following the conference. The lists cannot be incorporated into a broader list, nor the contents generally disseminated. The lists cannot be shared with anyone else. The lists cannot be used for e-mail or phone appending or solicitation. 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 and the Junk Fax Prevention Act of 2005.

## 9. Fire Protection

Table and booth decorations must be fire proof. 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.

## 10. 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 30 days equal to the amount paid by Exhibitor less the fee the Forum collected in reselling the space. Any noise-making exhibits must receive approval of the Forum before the exhibit opens. Microphones are not allowed in booths or on the exhibit floor. The Forum also reserves the right to alter the exhibit layout at any time.

**11. 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.

**12. Cancellation, Termination or Postponement by The Forum**

Cancellations by Exhibitor are not subject to a refund. Any substitutions must be approved by the Forum prior to the event. In the event that rendering the fulfillment of this Contract by the Forum is impossible or impractical due to cause or causes not reasonably within the control of the Forum, such as fire, casualty, epidemic, earthquake, explosion or accident, blockage embargo, inclement weather, governmental restraints, restraints or orders of civil defense or military authorities, act of public enemy, riot or civil disturbance, strike, or Act of God, the parties shall mutually amend or terminate the agreement at the Forum’s option. If terminated, Exhibitor shall receive a refund within 30 days equal to the amount paid to the Forum. If the Forum cancels or moves the location of the event, without cause as defined above, the Forum will at Exhibitor’s preference either (a) reimburse Exhibitor the full amount for monies paid to date within 30 days, or (b) allow Exhibitor to apply the monies paid to the rescheduled event.

**13. 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.

**14. 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.

**15. 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.

**16. Amendments**

All amendments to this Agreement must be in writing and signed by both parties, but may be executed in counterpart form.

**17. 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.

**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  
980 N. Michigan Avenue  
Suite 1260  
Chicago, IL 60611  
ATTN: Jennifer Pense  
jpense@healthcarestrategy.com



# Healthcare Marketing & Physician Strategies Summit

APRIL 5 – 7, 2020

THE COSMOPOLITAN OF  
LAS VEGAS

## 2019 Exhibitors

Active Daily Living	Greystone.Net	Monigle
Aha Media Group	gSight	On-Site Studios
Baird Group	HealthAware	Pandora
Barlow/McCarthy	Healthcare Video Edge	Podium
Binary Fountain	Healthgrades	Point Across Media
Bluespire	HealthLink Dimensions	Private Health News
Cast & Hue	Healthwise	Reputation.com
Casual Astronaut	IdeaRocket	Revive Health
Chatmeter	IQVIA	Spark! Transformation Center
Coffey Communications	Julia Balfour LLC	SPM Marketing & Communications
Corbin Design	K2MD Health	Strata Company
Core Creative	Klein & Partners	Stratasan
Corrigan Consulting	Kyruus	SymphonyRM
Digital Health Strategies	Lightstream	Tea Leaves Health (now Welltok)
DMD	LionShare, Inc.	TeamSI
DoctorPodcasting by RadioMD	Loyal	The Berndt Group
Doximity	Maricich Health	True North Custom
Duet Health	Marketware	Upfront Healthcare Services
Eruptr	McMahon Custom Media	U.S. News Hospital Data Insights
Evariant	MD MatchUp	Wainscot Health
Formstack	Medicom Health	WriterGirl & Associates
Frederick Swanston	MERGE Atlanta	Xpressdocs
Geonetric, Inc.	Modea	Yext



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Fax: 312-440-9089  
[www.healthcarestrategy.com](http://www.healthcarestrategy.com)

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