

BECKER'S
HOSPITAL REVIEW



3rd Annual

CIO/HIT + Revenue Cycle Conference

September 21-23, 2017
Hyatt Regency, Chicago

EXHIBITOR & SPONSOR PROSPECTUS

CONFERENCE & EXHIBIT AGENDA

Wednesday, September 20, 2017

6:00 pm-10:00 pm | Exhibit Hall Set up

Thursday, September 21, 2017

7:00 am - 8:00 am	Registration and Continental Breakfast
8:00 am - 10:00 am	Sessions
10:00 am - 10:20 am	Networking Break in Exhibit Hall
10:20 am - 12:00 pm	Sessions
12:00 pm - 1:00 pm	Networking Luncheon in Exhibit Hall
1:00 pm - 2:40 pm	Sessions
2:40 pm - 3:00 pm	Networking Break in Exhibit Hall
3:00 pm - 5:30 pm	Sessions
5:30 pm - 7:00 pm	Networking Reception in Exhibit Hall

Friday, September 22, 2017

7:00 am - 8:00 am	Registration and Continental Breakfast
8:00 am - 10:00 am	Sessions
10:00 am - 10:20 am	Networking Break in Exhibit Hall
10:20 am - 12:00 pm	Sessions
12:00 pm - 1:00 pm	Networking Luncheon in Exhibit Hall
1:00 pm - 3:00 pm	Sessions
3:00 pm - 3:20 pm	Networking Break in Exhibit Hall
3:20 pm - 5:30 pm	Sessions
5:30 pm - 6:30 pm	Networking Reception in Exhibit Hall

Saturday, September 23, 2017

7:00 am - 8:00 am	Registration and Continental Breakfast
8:00 am - 12:00 pm	Sessions

WHY SHOULD YOU EXHIBIT?

2016/2017 Individual Keynoters



George W. Bush
Former United States President



Ben Patel
CIO, Sinai Health System



Pravene Nath, MD
CIO, Stanford Health Care



Daniel J. Barchi
Senior Vice President & CIO, New-York Presbyterian



Michael O'Rourke
Senior Vice President & CIO, Catholic Health Initiatives



Frank J. DiSanzo
Executive Vice President, CIO & Chief Strategy Officer, Saint Peter's Healthcare System



Jody Albright
Interim CIO, Providence Health Plans

Exciting and Engaging Conference Tracks:

- The Role of the CIO, Mobile Health & EMR
- Data Analytics, Information Governance and Interoperability
- Population Health, IT Strategy & EHR
- Thought Leadership
- Revenue Cycle
- Big Data, IT Reliability & Resource Allocation

Engaging Keynotes from Innovative Hospital and Health System Executives

- An audience composed primarily of Chief Information Officers, Health Information Technology experts, Finance / Revenue Cycle Executives, many other Leaders in the Health IT and Finance, Revenue Cycle, and Patient Access fields.
- Opportunities to network within and around the conference
- A full invitation for exhibitors and sponsors to attend every educational session
- The best industry chance to network and meet industry decision makers

EXHIBITOR OPPORTUNITIES

ANCHOR EXHIBITOR

\$40,000

- 20x20 Booth Space
- Eight Full Conference Registrations
- Full Page Ad within August Becker's Hospital Review issue and Conference Guide
- 80,000 impressions on Becker's Hospital Review website & 2 CIO or CFO or Revenue Cycle E-Newsletter Leaderboards
- Company Name, Contact Information and Product Description in Conference Tote Bag
- Literature in Conference Tote Bag (provided by exhibitor)
- Company information & logo on conference microsite
- Pre and Post Conference Attendee Mailing List

PLATINUM EXHIBITOR

\$25,000

- 10x20 Booth Space
- Six Full Conference Registrations
- Full Page Ad within August Becker's Hospital Review issue or Conference Guide
- 40,000 impressions on Becker's Hospital Review website
- Company Name, Contact Information and Product Description in Conference Tote Bag
- Literature in Conference Tote Bag (provided by exhibitor)
- Company information & logo on conference microsite
- Pre and Post Conference Attendee Mailing List

GOLD EXHIBITOR

\$10,000

- 10x10 Booth Space
- Four Full Conference Registrations
- Company Name, Contact Information and Product Description in Conference Tote Bag
- Literature in Conference Tote Bag (provided by exhibitor)
- Company information & logo on conference microsite
- Pre and Post Conference Attendee Mailing List

SILVER EXHIBITOR

\$7,500

- 8 x 8 Booth Space
- Two Full Conference Registrations
- Company Name, Contact Information and Product Description in Conference Tote Bag
- Literature in Conference Tote Bag (provided by exhibitor)
- Company information & logo on conference microsite
- Pre and Post Conference Attendee Mailing List

BRONZE EXHIBITOR **LIMITED!**

\$5,500

- 6 ft Table Space
- 1 Full Conference Registration
- Company Name, Contact Information and Product Description in Conference Tote Bag
- Literature in Conference Tote Bag (provided by exhibitor)
- Company information & logo on conference microsite
- Pre and Post Conference Attendee Mailing List

LEAD RETRIEVAL

All exhibitors are invited to rent a badge scanner to capture leads quickly and efficiently in booth. Enterprise level lead hardware will allow your company to not only collect lead contact information for each attendee scanned but rate the lead, add notes on the fly, and conduct quick surveys. We will send additional information and an order form with the Exhibitor Kit one month prior to the event.

SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR:

Corporate Partner* (4)	\$65,000
Golf Simulator Sold out!	\$50,000
Focus Group Breakfast/Lunch* (must purchase booth)	\$35,000
George W. Bush Keynote Address Sponsorship (2) Sold out!	\$50,000
Keynote Panel Sponsorship (2)	\$35,000
Workshop Sponsor (5) (\$45,000 for co-sponsor)	\$60,000
Multimedia Sponsorship	\$25,000
Thursday OR Friday Networking Luncheon (2)	\$25,000
Thursday OR Friday Networking Reception (2)	\$25,000
Conference Syllabus (USB)	\$20,000
Room Key Cards	\$20,000
Wireless Sponsorship Sold out!	\$20,000
Conference Tote (2)	\$20,000
Laser Engraver	\$20,000

Gold Sponsor Benefits:

Includes 4 Full Conference Registrations (10 for Corporate Partner and 7 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, logo company, description, and URL link to your website on our conference website, and pre and post conference attendee lists

SILVER SPONSOR:

Mobile Application Sold out!	\$15,000
Aluminum Sports Bottle (2)	\$15,000
Badge Lanyards (2)	\$15,000
Conference Guide (2)	\$15,000
Conference Notepads (2)	\$15,000
Travel Mug (2)	\$15,000
Hand Sanitizer	\$15,000
Mobile Phone Charging Station	\$15,000
Elevator/Escalator Graphics	\$15,000
Labeled Bottled Water (2)	\$15,000

Silver + Industry Specific Sponsor Benefits:

2 Full Conference Registrations, Company Name, Contact Information and Product Description in Tote Bag, Signage at sponsored event, Logo, Company Description, and URL link to Sponsor's Website and Conference Website, and Pre- and post-conference attendee mailing lists

BRONZE SPONSOR:

Online Conference Syllabus (2)	\$12,000
Thursday OR Friday Continental Breakfast	\$12,000
Thursday OR Friday AM Networking Break	\$12,000
Thursday OR Friday PM Networking Break	\$12,000
Track Sponsorships (24)	\$12,000
Cyber Cafe (2)	\$12,000
Magazine Rack (2)	\$8,500
Thought Leadership Display (4)	\$8,500
Thursday OR Friday Dessert Sponsor	\$8,500
Floor Stickers (5)	\$8,500

Bronze Benefits:

2 Full Conference Registrations, Company Name, Contact Information and Product Description in Tote Bag, Signage at sponsored event, Logo, Company Description, and URL link to Sponsor's Website and Conference Website, and Pre- and post-conference attendee mailing lists

Industry-specific category sponsorships - Exclusive

Cloud Computing	\$12,000
Data Warehousing	\$12,000
Imaging	\$12,000
Population Health/Analysis	\$12,000
Privacy/Security	\$12,000
Mobile	\$12,000
Coding & Billing	\$12,000
Revenue Cycle	\$12,000

Special Sponsorship Opportunities

Tote Bag Insert	\$4,500
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Call or email for following rates:

- Hotel Room Drop
- Professional Videography Services

SPONSORSHIP DESCRIPTIONS

GOLD

Corporate Partner:

The Corporate Partner Sponsorship includes premier placement and exposure for all aspects of the 2nd Annual CIO/HIT + Revenue Cycle Summit, including large signage at the event, logo placement on the event brochure, event website, mobile application and all event marketing.

Golf Simulator:

Within the exhibit hall, Becker's will have a golf simulator available for sponsorship. This sponsorship would include signage around the highly trafficked simulator as well as the ability to capture leads and staff the simulator.

Focus Group:

The sponsor is able to send out direct invitations to CIO attendees to invite them to a private Focus Group at the conference. The Focus Group gives the sponsor the opportunity to get feedback from busy hospital decision-makers.

Keynote Address Sponsorship:

The Keynote Speaker sponsor receives large signage at the keynote speaker's session, the opportunity to introduce the keynote speaker and to have the sponsor's logo up as the backdrop for the entire keynote presentation.

Networking Reception:

The Thursday and Friday Networking Receptions Sponsorships include cocktail napkins with the sponsor's logo, large signage at the event and an introductory announcement at the beginning of the reception.

Networking Luncheon:

The Thursday OR Friday Networking Luncheon Includes large signage at the event and the sponsoring company can lay out information pamphlets or brochures at the lunch buffet and lunch tables.

Conference Syllabus (USB):

The Conference Syllabus (or USB) Sponsorship includes the sponsor's company logo on the USB drives that are included in the conference tote bags and distributed to all event attendees. The sponsoring company can also include a file of their company material to include on the USB drives, for example: case studies, whitepapers or general company information.

Conference Tote:

The Conference Tote Sponsorship includes the sponsor's company logo on all tote bags that are given out to attendees.

Room Key Cards:

The Room Key Cards Sponsorship gives the sponsoring company the opportunity to have their company logo and tagline on the hotel room key cards for all attendees staying at the Fairmont.

Wireless Sponsorship:

The Wireless Sponsorship is ideal for online branding. The sponsoring company will have their company name, tagline or other phrase within the character limit as the wireless password for the entire 2-day event.

Exclusive Multimedia Sponsor

Will have a large plasma TV featuring all of the social media from the conference, this sponsor will have all of the branding on that as well as ten sponsored tweets, and lots of interactive

multimedia co-branding leading up to the event, as well as post event.

Workshop Sponsor

The Workshop Sponsor is ideal for companies that want to present before the decision-making executives. It allows sponsors to create a presentation or panel of speakers and lead a conversation of a relevant industry topic. This will be included in the agenda and list of all attendees will be provided at the conclusion.

SILVER

Mobile Application:

For the Mobile Application Sponsorship, the sponsor will have their company logo at the top of all pages on the mobile application. Also, cards with the sponsor's logo and instructions for how to log onto the mobile application will be distributed at registration at the event.

Aluminum Sports Bottles:

The sponsoring company will have logo placement on all sports bottles. The sports bottles will be distributed to conference attendees in the tote bags.

Badge Lanyards:

The Badge Lanyard sponsor will receive logo placement on the lanyards that will be distributed to all attendees to wear during the conference.

Conference Notepads:

The sponsoring company will have logo placement on conference notepads ordered by Becker's Healthcare. The notepads will be distributed to conference attendees in the tote bags.

For more information:

Call 800-417-2035, Email Jessica Cole at jcole@beckershealthcare.com or visit www.beckershospitalreview.com

SPONSORSHIP DESCRIPTIONS

Conference Guide:

The Conference Guide features the full conference agenda and is distributed to all conference attendees in their tote bags and at registration. The sponsor will have logo placement on all Conference at a Glance items.

Travel Mug:

The sponsoring company will have logo placement on all travel mugs. The travel mugs will be distributed to conference attendees in the tote bags.

Hand Sanitizers:

The sponsoring company will have logo placement on hand sanitizers ordered by Becker's Healthcare. The hand sanitizers will be distributed to conference attendees in the tote bags.

Mobile Phone Charging Station:

The sponsoring company will have large signage next to the charging station and will be able to have company materials, such as pamphlets or other items on the charging station table. The station will be placed in high traffic area at the Hyatt for all days of the conference.

Escalator Stickers:

The sponsoring company will be able to put together a creative to feature on escalator stickers at the event. The stickers will be placed along all escalators at the Hyatt as well as signage.

Labeled Bottled Water:

The sponsoring company will have logo placement on bottled water ordered by Becker's Healthcare. The bottled water will be on display by registration at the event and distributed to conference attendees each day.

BRONZE

Online Conference Syllabus:

The sponsoring company will have their logo, company description and a link to their company website featured on our conference website next to the conference syllabus, which is a file with all of the conference presentations.

Continental Breakfast:

The Wednesday and Thursday Continental Breakfasts include large signage at the event and the sponsoring company can lay out information pamphlets or brochures at the breakfast buffet and breakfast tables.

Networking Breaks:

The Thursday AM / PM OR Friday AM / PM Networking Breaks include large signage at the event and the sponsoring company can lay out information pamphlets or brochures on the break tables.

Track Sponsorships:

The sponsoring company will have logo placement on signage for their track outside the room for the entire event. The sponsor will also have logo placement on the Conference at a Glance by their specific track.

Magazine Rack:

The Magazine Rack is located near registration in a high traffic area and includes issues of Becker's ASC Review and Becker's Spine Review magazines. The sponsoring company will have large signage next to the magazine rack and will be able to include their own company materials in the rack, like case studies, pamphlets, etc.

Thought Leadership Display:

The Thought Leadership Display is located near registration in a high traffic area and includes thought leadership literature (ie white papers and case studies) provided by the sponsor. The sponsoring company will have large signage next to the display.

Dessert Sponsor:

The Thursday OR Friday Dessert Sponsorship includes large signage next to the lunch desserts placed inside the Exhibit Hall at the Thursday / Friday lunch.

Floor Stickers:

The sponsoring company will be able to put together a creative to feature on 4 floor stickers at the event. The stickers will be placed in high traffic areas at the Fairmont for the conference.

Cyber Café:

The Cyber Cafe includes a long table with four computers and printers for attendees to use the internet and print out schedules, boarding passes, etc. The Cyber Café Sponsor will have logo placement on the background of all the computers, their company website as the homepage when attendees log in to use the internet, pamphlets or other company materials next to the computers and large signage.

PRE-CONFERENCE EXPOSURE

As an exhibitor and sponsor, your company has the chance to further your exposure prior to the conference in the following ways:

Conference Guide Exposure:

This guide includes the conference agenda and is given to every attendee at the conference, ensuring that attendees will reference it multiple times throughout the day.

- 1/4 Page Ad \$1,800
- 1/2 Page Ad \$3,100
- Full Page Ad \$4,400
- Bellyband on the Guide. \$7,500

Becker's Hospital Review August Print Publication:

Distributed to more than 20,000 c-suite executives, our print publication would be the perfect pre-exposure prior to the conference. Exhibitors and Sponsors receive the following discounts below:

- 1/4 Page Ad \$2,500
- 1/2 Page Ad \$4,100
- Full Page Ad \$5,800

Conference Microsite Website Exposure:

- Leaderboard Position \$2,500 / week
- Side Scraper Position \$2,000 / week
- Exclusive Microsite Leaderboard Position at \$25,000

Conference Promotions Emails Exposure:

- Leaderboard Position \$2,500 each
- Text Ad Position \$7,500 each

EXHIBITOR & SPONSOR GUIDELINES

Certificate of Insurance

Please provide a certificate of insurance by August 15, 2017, 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.

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 sponsors will have priority in booth placements.

Installation and Dismantle

The installation of exhibits may begin at 6:00 pm and must be completed by 10:00 pm on Wednesday, September 21, 2017. All exhibitors must dismantle their exhibits between 6:30 pm - 9:00 pm on Friday, September 22, 2017. Exhibitors may not dismantle before 6:30 pm on Friday, September 22, 2017.

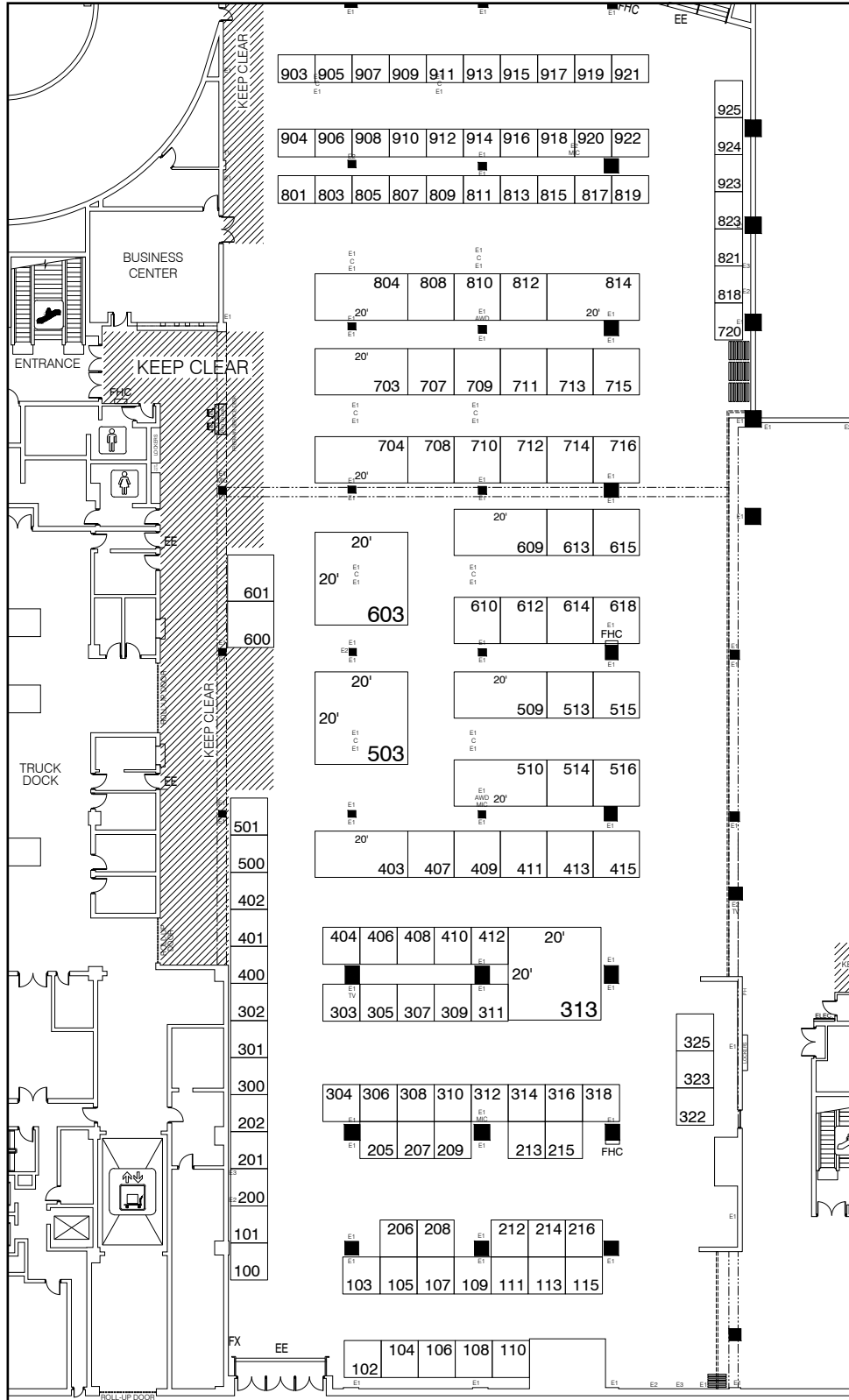
Right of Refusal

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.

Cancellations

**Cancellations received before April 3, 2017 will receive a 50% refund.
Payments are non-refundable after April 3, 2017.**

HOTEL INFORMATION



PRIMARY CONTACT INFORMATION

(PLEASE TYPE OR PRINT)

Name: _____

Title: _____

Company: _____

Address: _____

City/State/ZIP: _____

Phone: _____

Fax: _____

Email: _____

BOOTH REQUESTS

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

PRE-CONFERENCE EXPOSURE

Conference at a Glance \$ _____

Conference Microsite \$ _____

Conference Promotion Emails . . \$ _____

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

FOR MORE INFORMATION

CALL: (800) 417-2035

EMAIL: jcole@beckershealthcare.com
sbecker@beckershealthcare.com

VISIT: www.beckershospitalreview.com

EXHIBITOR RATES

Anchor Exhibitor	\$40,000 _____
Platinum Exhibitor	\$25,000 _____
Gold Exhibitor	\$10,500 _____
Silver Exhibitor	\$7,500 _____
Bronze Exhibitor Limited!	\$5,500 _____
Additional Conference Registration	\$600 Each _____
Total	\$ _____

SPONSOR RATES

GOLD SPONSOR

<input type="checkbox"/> Corporate Partner* (4)	\$65,000 _____
<input type="checkbox"/> Golf Simulator Sold out!	\$50,000 _____
<input type="checkbox"/> Focus Group Breakfast/Lunch (6)	\$35,000 _____
<input type="checkbox"/> Keynote Panel Sponsorship	\$35,000 _____
<input type="checkbox"/> Workshop Sponsor	Full \$60,000 _____ Co \$45,000 _____
<input type="checkbox"/> Multimedia Sponsor	\$25,000 _____
<input type="checkbox"/> Thursday Networking Luncheon (2)	\$25,000 _____
<input type="checkbox"/> Thursday Networking Reception (2)	\$25,000 _____
<input type="checkbox"/> Friday Networking Luncheon (2)	\$25,000 _____
<input type="checkbox"/> Friday Networking Reception (2)	\$25,000 _____
<input type="checkbox"/> Conference Syllabus (USB)	\$20,000 _____
<input type="checkbox"/> Conference Tote (2)	\$20,000 _____
<input type="checkbox"/> Room Key Cards	\$20,000 _____
<input type="checkbox"/> Wireless Sponsorship Sold out!	\$20,000 _____
<input type="checkbox"/> Laser Engraver	\$20,000 _____

SILVER SPONSOR

<input type="checkbox"/> Mobile Application Sold out!	\$15,000 _____
<input type="checkbox"/> Aluminum Sports Bottle (2)	\$15,000 _____
<input type="checkbox"/> Badge Lanyards (2)	\$15,000 _____
<input type="checkbox"/> Conference Guide (2)	\$15,000 _____
<input type="checkbox"/> Conference Notepads (2)	\$15,000 _____
<input type="checkbox"/> Travel Mug (2)	\$15,000 _____
<input type="checkbox"/> Hand Sanitizer	\$15,000 _____
<input type="checkbox"/> Mobile Phone Charging Station	\$15,000 _____
<input type="checkbox"/> Labeled Water Bottle (3)	\$15,000 _____

BRONZE SPONSOR

<input type="checkbox"/> Online Conference Syllabus (2)	\$12,000 _____
<input type="checkbox"/> Wednesday Continental Breakfast	\$12,000 _____
<input type="checkbox"/> Wednesday AM Networking Break	\$12,000 _____
<input type="checkbox"/> Thursday Continental Breakfast	\$12,000 _____
<input type="checkbox"/> Thursday AM Networking Break	\$12,000 _____
<input type="checkbox"/> Thursday PM Networking Break	\$12,000 _____
<input type="checkbox"/> Cyber Cafe	\$12,000 _____
<input type="checkbox"/> Magazine Rack (2)	\$8,500 _____
<input type="checkbox"/> Thought Leadership Display (4)	\$8,500 _____
<input type="checkbox"/> Wednesday Dessert Sponsor	\$8,500 _____
<input type="checkbox"/> Thursday Dessert Sponsor	\$8,500 _____
<input type="checkbox"/> Track Sponsorships	\$5,000 _____
<input type="checkbox"/> Floor Stickers (5)	\$8,500 _____

Industry-specific category sponsorships - Exclusive

<input type="checkbox"/> Cloud Computing	\$12,000 _____
<input type="checkbox"/> Data Warehousing	\$12,000 _____
<input type="checkbox"/> Imaging	\$12,000 _____
<input type="checkbox"/> Population Health/Analysis	\$12,000 _____
<input type="checkbox"/> Privacy/Security	\$12,000 _____
<input type="checkbox"/> Mobile	\$12,000 _____
<input type="checkbox"/> Coding & Billing	\$12,000 _____
<input type="checkbox"/> Revenue Cycle	\$12,000 _____

Call or Email for the Following Rates:

- Hotel Room Drop _____
- Professional Videographer Services _____
- Special Workshops / Events _____

Total Payment Enclosed _____