



HIUG INTERACT 2020 SPONSORSHIP PROSPECTUS

June 21-24, 2020
JW Marriott Desert Ridge Resort, Phoenix, AZ_

Welcome Sponsor Partners!

The Healthcare Industry User Group's (HIUG) Annual Interact conference will be held at the beautiful JW Marriott Desert Ridge Resort, in Phoenix, AZ, from June 21-24, 2020.

This year marks the 26th anniversary of the HIUG conference and promises to provide an excellent opportunity for you to reach out to your friends in the Healthcare Industry and show your support of this vibrant and active community.

Interact 2019 (held at the Rosen Shingle Creek, in Orlando, FL, in June, 2019) was once again the "event of the year" for Healthcare Industry User Group attendees and our corporate partners.

We are very pleased to provide the following Interact 2020 prospectus for your consideration. To complement the sponsorship packages being offered, we are pleased to offer a number of exciting add-on options that will provide your organization with unique ways to enhance your corporate visibility and to take advantage of key marketing opportunities before, during, and after, the conference.

Once again, HIUG will be offering, for a limited time, a 10% discount off the purchase price of Platinum & Gold Sponsorship Packages, and a 5% discount off the purchase price of Silver & Bronze Sponsorship packages that are *committed to, and fully paid for, by November 29, 2019**.

Lock in your sponsorship now to secure your booth selection preferences and to take advantage of this valuable discount on your sponsorship. *

Thank you for your wonderful support of the HIUG community and we look forward to seeing you all in Phoenix next June, for Interact 2020!!

For further information regarding sponsorship opportunities, or if you have queries regarding the conference in general, please contact our **Sponsorship Sales Representative, Bob Blackburn, at 519-500-1412, or by email at rnb@blackburnconsulting.ca**. Bob Blackburn has been contracted by the Healthcare Industry Users Group to manage our Healthcare Industry User Group Vendor Partner Relations.

** Special earlybird discount applies to the sponsorship packages only. Add-on sponsorship items cannot be discounted, nor can any additional registrations purchased with the sponsorship. The full sponsorship amount, including any add-on items, must be fully paid for by November 29, 2019 in order to qualify for the tier level discount. Please do not use the special discount code when signing up as a sponsor unless you are prepared to complete payment by November 29, 2019.*

Exhibit Hall and Sponsorship Overview

**** Please note that the following times are tentative. The Exhibit Hall hours for 2020 will be finalized this fall and posted on the website.**

Sunday, June 21, 2020

8:00am-4:30pm – Booth Setup

5:00pm-5:30pm – Opening Session

5:30pm-6:30pm – Opening Keynote Speaker

6:30pm-8:30pm – Opening Reception in Exhibit Hall (Exhibit Hall will open at 6:15pm)

Monday, June 22, 2020

9:30am-3:15pm – Exhibit Hall Open

10:40am-11:10am – Refreshment Break in Exhibit Hall

12:10pm-1:15pm – Lunch served in Exhibit Hall

2:30pm-3:00pm – Refreshment Break served in Exhibit Hall

3:15pm – Exhibit Hall Closes

Tuesday, June 23, 2020

9:30am-3:15pm – Exhibit Hall Open

10:40am-11:10am – Refreshment Break in Exhibit Hall

12:10pm-1:15pm – Lunch served in Exhibit Hall

2:30pm-3:00pm – Refreshment Break served in Exhibit Hall

3:00pm – Exhibit Hall Closes

3:00pm-5:30pm – Exhibit Hall tear-down

Vendor Booths :

- Booths will be assigned on a first-come, first-served basis in the order in which sponsorships and payments are received, as soon as the exhibit hall layout is determined (early fall, 2019).
- The standard configuration for Bronze & Silver booths is 10'x10', and for Gold & Platinum is 10' x 20'.
- Each 10' x 10' booth includes – one 6' skirted table, two chairs, one waste basket, standard identification sign, 8' high draped back wall and 3' high draped side walls. **(Note – ALL standing banner signs MUST be placed at least 5' inside your booth from the front. The blocking of line of sight down the aisles is not permitted.)**
- Carpet and electrical are not included but may be purchased through the Exhibitor Information Kit if required. Exhibitor Kit will be available online early in 2020. **(Note - the exhibit hall at the JW Marriott Desert Ridge Resort is carpeted)**
- The Exhibit Hall will have complimentary wifi, HOWEVER, the bandwidth available will not support heavy usage incurred by demos, etc. so it is recommended that if you are conducting demos at your booth, consider purchasing internet separately (this can be ordered through the Exhibitor Kit), or use your own personal wifi hotspot.

INTERACT 2020 SPONSORSHIP LEVELS

BENEFITS AT EACH LEVEL	PLATINUM	GOLD	SILVER	BRONZE
Package Price	\$17,500	\$13,000	\$8,500	\$6,500
Booth Size	10'x20'	10'x20'	10'x10'	10'x10'
* Upgrade to 10'x20'	N/A	N/A	\$2,500	\$2,500
Exhibitor Registrations Included ¹	10	7	4	2
Recognition During Opening General Session	✓	N/A	N/A	N/A
Major Sponsor Recognition on Conf. Website & Onsite	✓	✓	N/A	N/A
One Coupon Book Advertisement	✓	✓	\$375	\$375
Lead Retrieval Unit Included	1	1	0	0
Community (Track) Sponsorship Opportunity Included ²	✓	\$2,500	N/A	N/A
Vendor Session (can be upgraded to include exclusive mobile app push notification – see Add-Ons below)	Community Session	1	\$1,250	\$1,250
Logo on Entrance Unit	Large	Medium	Medium	Small
Logo and Link on Conference Website	✓	✓	✓	✓
Listed on Entrance Unit & in Program	✓	✓	✓	✓
Inclusion on Bingo Game Card	✓	✓	✓	✓
Sponsor Profile included on Mobile App.	✓	✓	✓	✓
Pre-Conference Attendee List	✓	✓	✓	✓
Post-Conference Attendee List	✓	✓	✓	✓
Co-Sponsorship Recognition Included ³	N/A	✓	✓	N/A

1 - All sponsor attendees must stay at the host hotel, otherwise an additional fee applies. See Registration Information & Rates online for full details.

Exhibitor Registrations include access to Exhibit Hall, meals, access to sessions, attendee bag, and Tuesday Closing Event. They do not include any of the Sunday Activities. Exhibitors wishing to participate in any of the available Sunday Activities must purchase the “Sunday Activity” add-on for each attendee that requires it. This is a \$100 Add-On p.p.

2 – Community Sponsors may select one of 4 available - HCM, FM, SCM, and Tech., subject to availability. Includes providing a 5 minute Welcome message during Community General Session on Monday plus a one hour session slot within the Community schedule. Note that Gold may choose to upgrade their Vendor Session to a Community Sponsorship for \$1,250.

3 - Gold Sponsors will receive onsite recognition as co-sponsors of the Monday Lunch & Tuesday Lunch; Silver Sponsors will receive onsite recognition as co-sponsors of the Sunday Opening Reception

Additional Sponsorship Opportunities

The following additional sponsorship opportunities are available to our Platinum, Gold, Silver, and Bronze sponsors :

- **Community (Track) Sponsorships** – Community Sponsorship opportunities are included with the Platinum level sponsorship package. They may also be purchased individually as an Add-On by our Gold Sponsors (not available to Silver or Bronze level sponsors). Communities available are SCM, HCM, Finance, and Technology. Sponsorship includes welcome remarks at opening session for your sponsored Community plus 1 session included in the Community regular schedule. \$2,500
- **Vendor Presentation** – A one hour session to be available during conference for all attendees - \$1,250. Vendor session availability is extremely limited so be sure to book early. (Note: Platinum sponsorship level already includes one session as part of the Community/SIG sponsorship benefits, and Gold sponsorship level includes one vendor session as part of the Gold level benefits).
- **Vendor Presentation with Exclusive Push Notification (*NEW FOR INTERACT 2020*)** – Only ONE push notification per vendor session timeslot will be available. This is a great way to inform all attendees up your upcoming session. Session and one push notification are included. \$2,000
- **Mobile App Main Sponsor** – Only 1 main sponsorship is available and it includes a Button Ad on the conference website as the mobile app sponsor, 1 Banner Ad on the mobile app, and 1 push message to attendees on Sunday, Monday, and Tuesday during the conference. \$2,000
- **Mobile App Push Notification** – Only 6 of these are available (2 per day) and they include 1 push message to attendees on your choice of Sunday, Monday, or Tuesday (subject to availability as these are offered first come, first served, and cannot conflict with “Exclusive” session notifications described above) \$750
- **Community Corner Sponsorship** – Exclusive sponsorship of conference Community Corner. This will include the Cyber Café as well as the Community Corner Charging Station. The Interact 2018 Community Corner was a major hub of activity during the conference. As the 2019 sponsor of this area you will receive onsite recognition as the Community Corner/Cyber Café sponsor, including your corporate logo or message on the Charging Station. - \$1,500
- **Refreshment Break Sponsor** – Exclusive sponsorship for ALL morning or ALL afternoon breaks. Your sponsorship will be recognized with signage during the morning or afternoon break, depending upon your selection. \$1,000 for all morning breaks, or all afternoon breaks.
- **Breakfast Sponsor** – Exclusive sponsorship for ALL breakfasts. Your sponsorship will be recognized with signage during breakfast each day. \$1,000 for all 3 days.

- **Coupon Book Entry** – Designed to fit inside the attendee badgeholder, the Coupon Book can be easily carried with them throughout the conference. The coupon book will contain valuable conference related information for the attendees as well as sponsor coupons. Coupons can be used to advertise your products or services, advertise sessions, direct traffic to your booth by using it as a draw ticket, etc. Platinum & Gold – first insert included; additional inserts - \$375 each. Bronze & Silver each insert - \$375. **NEW FOR INTERACT 2020 – All sponsors that purchase a couponbook entry are eligible to have the winner(s) of their booth draws announced via the Interact mobile app.**
- **Sunday Activities** – *The Exhibitor Registrations included with your sponsorship provide for access to Exhibit Hall, meals, sessions, attendee bag, and the Closing Event/Party on Tuesday evening.* They do not include any Sunday Activities such as Golf. Exhibitors wishing to participate in the Sunday Activities can purchase the “Sunday Activities” add-on for each of their attendees that require it. - \$100 p.p.
- **Water Bottle Sponsorship** – Sponsorship of attendee water bottles (Max. 2 sponsors); logo stamped on all bottles - \$1,500; also includes onsite sponsorship recognition.
- **Conference Bag Sponsorship** – Sponsorship of conference attendee bags (Max. 2 sponsors). Your corporate logo and tagline will be appear on the bags along with the Interact 2020 conference logo. - \$1,500 also includes onsite sponsorship recognition.
- **Lanyard/ID Badge Sponsorship** – Sponsorship of conference attendee lanyards & id badges - \$3,000; also includes onsite sponsorship recognition.

A Note To Our Sponsors Regarding Booth Draws – While all of our sponsors are welcome to have a booth drawing, it is important to note that as the draw sponsor it is your responsibility to conduct the draw and to ensure that the prize is delivered to the winner (either onsite or by shipping it to them). Vendors are also welcome to conduct their draws during the Monday or Tuesday lunch periods in the lunch seating area – a microphone will be provided for those wishing to do so. Starting in 2020, any sponsor that has purchased a couponbook entry is eligible to have their booth draw prize(s) announced onsite via the HIUG Interact Mobile App.

Exhibitor and Sponsorship Terms and Conditions

PLEASE READ THE FOLLOWING TERMS AND CONDITIONS CAREFULLY. THIS INFORMATION IS CONSIDERED PART OF THE EXHIBITOR AND SPONSORSHIP AGREEMENT. IT IS THE RESPONSIBILITY OF EACH EXHIBITING PARTNER TO KNOW AND UNDERSTAND THESE TERMS AND CONDITIONS.

1. Character of Exhibit:

HIUG reserves the right to judge the appropriateness of any exhibit and to decline to permit an exhibitor to conduct or maintain an exhibit if, in the judgment of the management, said exhibitor or exhibit or proposed exhibit shall, in any respect, be deemed unsuitable. This agreement relates to persons, conduct, articles or merchandise, printed matter, souvenirs or catalogs without limitation, which might negatively affect the character of the exposition. In the event that HIUG shall determine that the conduct of any agents, or servants, is not in keeping with the character of the exposition, the management may, at any time, without notice, terminate the contract for space entered into with said exhibit and, with or without process of law, remove exhibitor, its employees, agents, servants, and all of the property of the exhibitor from the space contracted for and from the exposition. No exhibitor shall have any right or claim against HIUG on account of any action so taken. The determination of the management as to the suitability of any exhibitor, exhibit, or proposed exhibit or as to whether the conduct of any person is in keeping with the character of the exposition shall, in each instance, be final. Further, the exhibitor agrees that it will not demonstrate products at this exposition that HIUG reasonably determines to be competitive with products of HIUG. If the exhibitor demonstrates competitive products, the exhibitor, its employees, agents, and servants may be removed from, or refused admittance to the event. If admittance is refused or if Exhibitor is removed, Exhibitor will remain liable for the cancellation penalty.

2. Exhibitor's Representative:

Each exhibiting organization must name at least one person to be its authorized official representative. At least one representative must be at your booth during all regular hours that the Expo is open.

3. Exhibits Indemnification:

Exhibitor shall be fully responsible to pay for any and all damage to property owned by JW Marriott Desert Ridge Resort, its owners or managers that results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless JW Marriott Desert Ridge Resort, HIUG, Blackburn Consulting and their owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof. In addition, Exhibitor acknowledges that neither HIUG, JW Marriott Desert Ridge Resort, Blackburn Consulting, nor any of the exhibit facilities maintain insurance covering Exhibitor's intellectual and/or physical property, and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor, Exhibitor's Agents, and representatives.

4. Liability and Insurance:

All property of the exhibitor shall remain under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither the HIUG, its service contractors, the management of the exhibit hall, nor any of the officers, staff members, or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism, or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

5. Host Association and Hotel Names and Logos:

The names and logos of the host Hotel, and HIUG are exclusive property of the host Hotel, and HIUG, respectively. Any unauthorized use of their names and logos is prohibited.

6. Termination of Exhibit:

If the premises where the exhibition is to be housed are destroyed or damaged, or the exposition fails to take place as scheduled or is relocated or interrupted and discontinued or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, emergency declared by any government agency or for any other reason, this contract may be terminated by HIUG. In the event of such termination, the exhibitor waives any and all damages and claims for damages and agrees that the sole liability of HIUG shall be to return to each exhibitor the exhibitor's fee (including any fees paid for additional sponsorship opportunities).

7. Payment for Space and Cancellation Penalties:

This contract is binding upon signature. ***While Exhibitor may cancel this contract at any time, Exhibitor understands and agrees to pay HIUG the full fee listed on this contract at time of cancellation.*** Full payment is due by the stated date on the contract. If full payment is not received by March 15, 2020 HIUG reserves the right to cancel space & sponsorship reservation. In this instance, exhibitor shall remain liable for payment of the full amount of the contract as a cancellation penalty and HIUG will be entitled to retain any deposit monies paid or due. Exhibitors wishing to cancel or withdraw from the show must do so in writing, by registered mail, or overnight delivery service, prior to March 16, 2020. All exhibitor registration fees are subject to the registration cancellation policies.

8. Booth Assignment and Exhibitor Staff Registration:

HIUG reserves the right to assign final booth location. Preferred booth locations will be offered on a first come first served basis upon receipt of full payment. Discounted registration fees are only available at time of sponsorship purchase and apply to the prevailing registration fee in force at the time of purchase.

9. Use of Booth, Subletting of Booth:

No exhibitor may assign, sublet, or apportion his booth to or with another business entity or individual without the express permission in writing from HIUG. No exhibitor may show or demonstrate products or services other than those manufactured or handled in the normal course of his business.

10. Booth Setup:

Booth Set-up must be complete by the time noted on the conference website for Exhibitor Move-in. If the exhibitor is not present in the vendor hall setting up their booth 1 hour prior to end of vendor move-in timeframe for 10 x 20 booths or smaller, HIUG reserves the right to have the show decorator set-up their booth if the booth is present. All costs for the set-up and related charges will be billed to the exhibitor.

11. Exhibitor Kit, Official Exhibits Contractor:

The Exhibitor Kit will be made available on the conference web site. It can be downloaded and as such will not be mailed in printed form. All policies, rules, and regulations contained in the Exhibitor Kit or its equivalent as provided by HIUG are hereby incorporated by reference and made part of this contract. The kit has been assembled by our official exhibits contractor, and provides information pertaining to exhibits hours, setup and take down times, standard booth information, shipping instructions and cutoff dates, freight storage costs, etc. It is the responsibility of each exhibitor to obtain this information and to ensure that they are aware of all rules, guidelines, and critical dates regarding set up, take down, acceptable display configurations, and shipping, as well as any additional services required such as electrical, audio/video, etc. Exhibitors wishing to have displays that do not conform to the standard booth layout must provide the HIUG with a copy of their proposed display plans for approval by April 1, 2020.

12. Exhibitor Badges, Registration & Exhibits Staffing:

Exhibitor staff must register as regular attendees through the online registration system, or onsite (at prevailing rates). Exhibitor booths must be staffed at all times during show hours. Exhibitor's must not pack, remove, or dismantle, their booth prior to the close of the show. Exhibitor staff not on booth duty may attend conference sessions with the appropriate registration.

13. Restrictions:

Exhibitors must confine activities to their demonstration area. Distribution of literature and/or conducting surveys in the aisles of the show is not permitted. Promotional activities and

giveaways are permitted only in your designated area. All exhibitor representatives must be properly attired and agree to conduct themselves in a professional manner.

14. Waiver:

HIUG shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by HIUG. No delay or omission by HIUG in exercising any of its rights shall operate as a waiver of such rights and a waiver of rights in writing on one occasion shall not be construed as a consent to, or a waiver of, any right or remedy on any future occasion.

15. Attorney's Fees:

Should HIUG find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement to protect in any manner its interest or interests under this agreement. HIUG, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys' fees.

16. Americans with Disabilities Act:

Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless HIUG, and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to comply with the Act.

17. Social Functions/Special Events:

Any social function or special event planned by an exhibiting company, to take place during the Interact 2019 conference, must be pre-approved by HIUG.

18. Other Regulations:

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of HIUG. **HIUG SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED ANY AMENDMENTS, WHEN MADE, ARE BROUGHT TO THE NOTICE OF EXHIBITORS. EACH EXHIBITOR, FOR HIMSELF AND HIS EMPLOYEES, AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE.**