

The industry-leading forum that biannually focuses on providing unique learning and relationship-building opportunities for senior healthcare system executives and their GPO and supplier partners.



IDN SUMMIT AND REVERSE EXPO

2012 SPONSORSHIP GUIDE

April 23 - 25, 2012
Omni Orlando Resort
at ChampionsGate
Orlando, FL

September 11 - 13, 2012
Arizona Biltmore
Phoenix, AZ



Healthcare Business Media invites you to take advantage of sponsorship and promotional opportunities during the 2012 Spring & Fall IDN Summit & Expo events. As an IDN Summit & Expo sponsor, you will gain well-deserved visibility with senior leadership of the nation's leading healthcare systems for your central role in the healthcare supply chain. IDN Summit & Reverse Expo sponsorships are designed to enhance your brand to the on-site audience of leading U.S. hospital system purchasing executives and universally through the IDN Summit attendee recruitment program. To reach this valuable customer base, the decision makers for healthcare organizations nationwide, we invite you to become an IDN Summit & Reverse Expo Sponsor.

The sponsorship levels and benefits for the 2012 IDN Summit & Reverse Expo events are as follows:

GOLD SPONSOR: \$25,000

(plus AV and food costs)

Only Five Available Per Summit!

- 90 - Minute Vision Session
- Six Conference Attendee Passes
- Early Access to Reverse Expo
- Lead Sponsor Positioning for Market Research Series
- Full-page Ad in Source Book
- Basic Listing in Source Guide
- Logo Recognition in Source Book
- Logo Recognition at www.idnsummit.com
- Logo Recognition on Each Promotional Email
- Logo Recognition in Each Print Ad
- Exclusive On-site Signage Program throughout Event
- Recognition from Stage During General Session
- Pre-event access to Attendee List
- 50 - Word Description on www.idnsummit.com
- 50 - Word Description in Source Book
- Distribute One 8 ½ x 11 Item in Each Conference Bag
- Pricing Guarantee for 2013
- Additional Conference Attendee Passes Only \$995.00

SILVER SPONSOR: \$17,500

- Eight Conference Attendee Passes
- Early Access to Reverse Expo
- Private Meeting Room for One Day of the Event
- Lead Sponsor Positioning for Event Reception
- Half-page Ad in Source Book
- Basic Listing in Source Guide
- Logo Recognition in Source Book
- Logo Recognition on Each Promotional Email
- Logo Recognition in Each Print Ad
- Logo Recognition on www.idnsummit.com
- Exclusive On-site Signage Program throughout Event
- Recognition from Stage During General Session
- Pre - event Access to Attendee List
- 30 - Word Description on www.idnsummit.com
- 30 - Word Description in Source Book
- Pricing Guarantee for 2013
- Additional Conference Attendee Passes Only \$1,095.00

BRONZE SPONSOR: \$9,500

- Three Conference Attendee Passes
- Early Access to Reverse Expo
- Logo Recognition in Source Book
- Basic Listing in Source Guide
- Logo Recognition on Each Promotional Email
- Logo Recognition in Each Print Ad
- Logo Recognition on www.idnsummit.com
- Recognition from Stage During General Session
- Pre-event Access to Attendee List
- Event Signage Program
- Additional Conference Attendee Passes Only \$1,295.00

IDN Summit & Reverse Expo provides sponsorship opportunities to fit every budget and marketing goal. Participation in this unique form of qualified lead generation will earn you valuable branding from senior purchasing executives from the nation's leading IDNs and healthcare systems.

The following are the general benefits that are available exclusively to companies who sponsor a 2012 IDN Summit & Expo event:

- Logo recognition on each promotional email
- Logo recognition in each print ad
- Logo recognition on www.idnsummit.com
- Event signage program and logo recognition in Summit Source Book
- Recognition from Stage during General Session

2012 EXCLUSIVE SPONSORSHIP OPPORTUNITIES

TEAMBUILDING PROGRAM

Exclusive Sponsorship - \$15,000

Through innovative teambuilding experiences, attendees step right outside their comfort zone to stretch communications and critical thinking skills. Always a hit with attendees!

HOTEL ROOM KEY CARDS

Exclusive Sponsorship - \$5,000 (plus production costs)

On average, hotel guests look at their guest room key card no less than 10 times a day, making the key card the No. 1 advertising tool in the hotel. What better way to reach your target audience? Build attendee awareness of your company with this effective sponsorship.

FIRST-TIME ATTENDEE LUNCH

Exclusive Sponsorship - \$2,500 (plus food costs)

Sponsorship of this lunch gives your organization major corporate recognition by welcoming first-time attendees to the IDN Summit and Reverse Expo. Garner immediate impact of first-time attendees with this exclusive sponsorship opportunity.

WIRELESS HOTSPOT

Exclusive Sponsorship - \$2,000 (plus costs)

Make the connection. Attendees will see your company name whenever they go online at the conference internet hotspot. Special signage included.

PENS, PADS & NOTE PAPERS

Exclusive Sponsorship - \$1,500 (plus costs)

Get your logo in front of attendees for maximum exposure with this sponsorship opportunity. You will have the exclusive right to provide pens and notepads distributed to every attendee upon registration, as well as to the note pages in the Summit's official Source Book.

CHARGING STATIONS

Exclusive Sponsorship - \$2,500 (plus costs)

Power up! Attendees can charge their cell phones, notebook computers and other electronic devices without leaving the conference area. As a sponsor, your company logo will be prominently displayed on signage at the Charging Station areas.

LANYARDS & CONFERENCE BAGS

Exclusive Sponsorship - \$2,500 (each) or \$4,000 (combined) (plus costs)

These sponsorships always go fast! Achieve ultimate impact at the IDN Summit with your logo on each attendee lanyard and conference bag.

GREEN WATER BOTTLES

Exclusive Sponsorship - \$1,000 (plus costs)

Make a splash with your company's brand while also showing concern for the environment when you sponsor BPA-free water bottles for all attendees. Join IDN Summit in promoting sustainability with a sponsorship of long-lasting impact.

HAND SANITIZER

Exclusive Sponsorship - \$17,500

Put your brand in front of Summit attendees again and again with this hand sanitizer sponsorship. Your company gets exclusive placement of company-branded hand sanitizer products throughout the event, including distribution in each conference bag, hand-pump at each health system exhibit booth on tradeshow floor, samples and/or hand-pump at registration desk, sanitizer stands in registration foyer and tradeshow entrance areas and soap products in bathrooms (if permitted by hotel).

In addition, this exclusive sponsorship gives your company four attendee passes with early access to reverse expo, logo recognition in each promotional email, logo recognition in each print ad, logo recognition on www.idnsummit.com, pre-event access to attendee list, exclusive on-site signage program, and recognition from stage during general session.

2012 SPONSORSHIP OPPORTUNITIES

NEW PRODUCT SHOWCASE

Only Eight Available - \$7,500

Here's a real opportunity to be in the industry spotlight. This cost-effective sponsorship is a great way to stand out from the pack, build brand awareness and help your company establish one-on-one meetings and demos with participating health systems.

BAG INSERT

Sponsorship - \$1,000

Each and every IDN Summit and Expo attendee receives a conference bag at registration. This sponsorship gives you the opportunity to put your information directly in front of your target audience.

ROOM DROPS

Sponsorship - \$2,500 (plus distribution costs)

Your company will have an item or brochure of your choice placed inside each attendee's room.

SOURCE GUIDE

Full-page Ad \$2,500 Premium Profile \$500
Half-page Ad \$1,500 (All rates on a per issue basis)

The 2012 IDN Summit and Reverse Expo Source Guide is distributed at the Spring and Fall IDN Summits as part of the IDN Summit Source Book, which also contains program information and research, making it a valuable resource long after the Summit is complete. Be a part of the Source Guide business reference and put your company information in front of healthcare executives receiving the Source Book at the Spring and Fall IDN Summits. Premium profiles, half-page and full-page advertising space is available. Rates are on a per issues basis with both spring and fall editions available.

SPONSORED SUITES

Only Three Available - \$1,000 (plus costs)

Host an event on the first evening and invite your target audience without even leaving the hotel. What better way to impact your target audience than hosting them in your private suite the evening before the General Session and Reverse Expo?

FOCUS GROUPS

Only Five Available - \$7,500 (plus costs)

Utilize your participation in the IDN Summit to glean valuable research information with your company's focus group. Your company's focus group is limited to 10 attendees and will provide you with invaluable insight for strategic positioning and planning.

REVERSE EXPO DRINK STATIONS

Sponsorship - \$7,500

This sponsorship is very much welcomed by attendees to the Reverse Expo. Give your company prominence with visibility in a high-traffic function.

2012 ATTENDEE REGISTRATION PRICING

2012 Spring Registration

\$1495 by 11/30/11

\$1595 by 12/31/11

\$1695 by 1/31/12

\$1795 by 2/29/12

\$1895 by 3/31/12

\$1995 standard rate from
4/01/12 and onsite

2012 IDN Summit Teambuilding:
Spring = \$99

Combo Registration

\$2595 by 11/30/11

\$2695 by 12/31/11

\$2795 by 1/31/12

\$2895 by 2/29/12

\$2995 by 3/31/12

2012 Fall Registration

\$1495 by 11/30/11

\$1595 by 3/31/12

\$1695 by 6/30/12

\$1795 by 7/31/12

\$1895 by 8/31/12

\$1995 standard rate from
9/01/12 and onsite

2012 IDN Summit Teambuilding:
Fall = \$75

Save \$100 per attendee with a Group Registration by registering five or more attendees

**If payment is not received within 30 days of registration, pricing will be adjusted to applicable rate at that time.*