



Healthcare Business Media invites you to take advantage of sponsorship and promotional opportunities during our Fall 2009 Summit and Expo event. As an IDN Summit and Expo sponsor, you will gain valuable brand recognition and enhance lead generation opportunities for your company. IDN Summit and Expo sponsorships are designed with your company in mind – putting your brand in the right place – in front of an on-site audience of over 50 leading U.S. hospital systems. To reach this valuable customer base, the decision makers for healthcare systems nationwide, we invite you to become an IDN Summit and Expo Sponsor.

The sponsorship levels and benefits for the Fall 2009 IDN Summit and Expo are as follows:

GOLD SPONSOR: \$20,000

(Only Four Available Per Summit!)

- Your choice of a major event food sponsorship - plus food cost
- Full page ad in Conference Program
- Logo recognition on each promotional email
- Logo recognition in each print ad
- Logo recognition on each direct mail piece
- Logo recognition on www.idnsummit.com
- Exclusive On-site Signage Program throughout event
- Pre-event access to attendee list
- Recognition from stage during General Session
- 50 word description on www.idnsummit.com
- 50 word description in Conference Program
- Two full page ads in *IDN Summit Magazine*
- Distribute one promotional item in each conference bag
- Pricing guarantee for 2010
- *Conference Attendee Passes priced at \$995.00*

SILVER SPONSOR: \$15,000

(Only Four Available Per Summit!)

- Your choice of a Break Sponsorship - plus cost
- Half page ad in Conference Program
- Logo recognition on www.idnsummit.com
- Logo recognition on each promotional email
- Logo recognition in each print ad
- Logo recognition on each direct mail piece
- 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 Conference Program
- Two half page ads in *IDN Summit Magazine*
- Pricing guarantee for 2010
- *Conference Attendee Passes priced at \$1,095.00*

BRONZE SPONSOR: \$8,500

- Four (4) Conference Passes to Spring or Fall IDN Summit – (\$1,295 for each additional pass)
- Logo recognition on each promotional email
- Logo recognition in each print ad
- Logo recognition on each direct mail piece
- Logo recognition on www.idnsummit.com
- Pre-event access to attendee list
- Event Signage Program



IDN Summit and Expo provides sponsorship opportunities to fit every budget and marketing goal – from lanyards to golf tournaments. Contact your IDN Summit Account Representative and tell us how we can tailor a sponsorship that fits your needs.

The following are the general benefits that are exclusively available to companies who choose a sponsorship opportunity at the Fall 2009 Expo event.

- Logo recognition on each promotional email
- Logo recognition in each print ad
- Logo recognition on each direct mail piece
- Logo recognition on www.idnsummit.com
- Pre-event access to attendee list
- Event Signage Program

Sponsorship Opportunities

2009 KEYNOTES

EXCLUSIVE SPONSORSHIP - \$35,000 (each)

This exclusive sponsorship provides exposure at the single most highly attended event of the entire IDN Summit. Don't miss the opportunity to introduce the keynote!

PROVIDER REGISTRATION PROGRAM

EXCLUSIVE SPONSORSHIP - \$15,000

Want to make an impact? Here's your chance. Your company will be featured front and center in the provider registration area as you serve as host, welcoming senior healthcare executives to the IDN Summit.

LANYARDS & CONFERENCE BAGS

EXCLUSIVE SPONSORSHIP - \$8,500

This sponsorship always goes fast! Achieve ultimate impact at the IDN Summit with your logo on each attendee lanyard and conference bag.

OPENING LUNCH

EXCLUSIVE SPONSORSHIP - \$7,500

Sponsorship of this lunch gives your organization major corporate recognition and a front row seat at THE gathering of senior hospital executives, top suppliers and the national GPOs attending the IDN Summit and Expo.

REVERSE EXPO LUNCH

EXCLUSIVE SPONSORSHIP - \$10,000

Be the official sponsor of the IDN Summit and Reverse Expo Lunch and capture the attention of over 700 attendees as your company logo and representatives are placed in the middle of the action.

OPENING RECEPTION

EXCLUSIVE SPONSORSHIP - \$20,000

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, get your company extra attention and help welcome the attendees as the IDN Summit begins.

EVENT RECEPTION

EXCLUSIVE SPONSORSHIP - \$20,000

Here's a celebration everyone will want to be a part of! The target audience of 500 will spend two hours networking and dining. This well attended event will position your company in the spotlight for the evening!

Sponsorship Opportunities

COFFEE BREAKS

ALL BREAKS at \$15,000 or \$3,500 each

For enhanced visibility, companies are invited to sponsor coffee breaks. A Coffee Break Sponsorship includes announcement of the coffee break in sessions with your company mentioned as the Sponsor, company logo displayed on or next to the table where coffee is served, and advertisements/brochures on the tables.

IDN SUMMIT GOLF TOURNAMENT

*EXCLUSIVE SPONSORSHIP (EACH) - \$20,000, OR
EXCLUSIVE SPONSORSHIP (FALL & SPRING) - \$37,500*

A wonderful opportunity for your company to increase its visibility. This high-profile sponsorship is guaranteed to get your company noticed and recognized favorably throughout the IDN Summit community.

BREAKFAST

SECOND DAY – \$7,500, THIRD DAY - \$5,000

This valuable opportunity will allow sponsors to reach IDN attendees as they start their day of educational sessions with breakfast and coffee.

INTERNET CAFE

EXCLUSIVE SPONSORSHIP - \$10,000

Go Virtual! Attendees can check e-mail or research a topic brought up in a session while relaxing. As a sponsor, your own customized Web page will be displayed on at least four computers.

PENS & PADS

EXCLUSIVE SPONSORSHIP - \$5,000

This in-demand sponsorship provides maximum exposure of your company logo to the attendees. You will have the exclusive right to provide pens and notepads distributed in conference bags to attendees upon their arrival.

HOTEL ROOM KEY CARDS

EXCLUSIVE SPONSORSHIP - \$5,000

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

ROOM DROPS

SPONSORSHIP - \$2,500

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

IDN Summit Magazine...
The Premier March 2009 Issue Now Online!

The *IDN Summit Magazine* is distributed electronically each quarter to senior-level decision makers of the healthcare supply chain and other important IDN Summit attendees. The *IDN Summit Magazine* extends the IDN Summit reach to offer the healthcare community a strategic communications platform. It is designed to further educate stakeholders on strategies to improve healthcare delivery, by strengthening and transforming the healthcare supply chain using proven methodologies and processes that eliminates inefficiencies and improves patient care. Print distribution will begin in the first quarter of 2010.