

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 EXPO

## 2010 SPONSORSHIP GUIDE



SPRING  
April 20-22, 2010  
Walt Disney Swan Resort  
Orlando, Florida



FALL  
September 21-23, 2010  
Arizona Grand Resort  
Phoenix, Arizona

*"I find that the ROI from the networking; educational topics, presenter quality and materials; reverse expo; and interacting with all key supply chain players under one roof at once is extremely valuable for me and my key supply chain staff for very little investment as the paramount reasons we keep coming back to the IDN Summit each time. Its time the C-Suite embraces Supply Chain re-engineering as a key part of hospital and health system financial and operational viability."*

Frank J. Cirillo  
Senior Vice President and Chief Restructuring Officer  
NYC Health and Hospitals Corporation

# Five Benefits of Sponsoring

Enjoy direct access to over 150 senior health system purchasing executives during Reverse Expo and 2.5 days of meetings

Enhanced visibility with leading US based health systems prior to and on-site with pre-event and on-site marketing programs

Exclusive early access to Reverse Expo prior to opening

Recognition from stage during General Session

Attendee pricing discounts available

The sponsorship levels and benefits for the 2010 IDN Summit and Expo events are as follows:

## **GOLD SPONSOR: \$22,500**

**(plus AV and food costs)**

Only Four Available Per Summit!

- 90 Minute Vision Session
- A Lead Sponsor of Exchange Research Series
- Six Attendee Passes
- 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
- Recognition from stage during General Session
- Early Access to Reverse Expo
- Pre-event access to attendee list
- 50 word description on www.idnsummit.com
- 50 word description in Conference Program
- Distribute one promotional item in each conference bag
- Pricing guarantee for 2011
- Additional Conference Attendee Passes - \$995.00

## **SILVER SPONSOR: \$17,500**

**(plus AV and food costs)**

Only Seven Available Per Summit!

- Co-sponsor of Exchange Research Series
- Five Attendee Passes
- 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
- Recognition from stage during General Session
- Early Access to Reverse Expo
- Pre-event access to attendee list
- 30 word description on www.idnsummit.com
- 30 word description in Conference Program
- Pricing guarantee for 2011
- Additional Conference Attendee Passes - \$1,095.00

## **BRONZE SPONSOR: \$9,500**

Only Ten Available Per Summit!

- Four Conference Attendee Passes
- 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
- Recognition from stage during General Session
- Early Access to Reverse Expo
- Pre-event access to attendee list
- Event Signage Program
- Additional Conference Attendee Passes - \$1,295.00

More information is available online at [www.idnsummit.com](http://www.idnsummit.com), or contact Tina Wenstrom, [tina@idnsummit.com](mailto:tina@idnsummit.com) or 859-523-5701 or Josh Morita, [josh@idnsummit.com](mailto:josh@idnsummit.com) or 859-523-5701.

IDN Summit and Expo provides sponsorship opportunities to fit every budget and marketing goal. Participate in a unique form of qualified lead generation and earn valuable branding from your top customers and prospects while visiting them during the Reverse Expo and beyond. Get creative by working with your IDN Summit Account Representative to tailor a sponsorship that fits your needs. The following are the general benefits that are exclusively available to companies who sponsor a 2010 IDN Summit & Expo event.

- Logo recognition on each promotional email
- Logo recognition on each direct mail piece
- Pre-event access to attendee list
- Recognition from Stage
- Logo recognition in each print ad
- Logo recognition on [www.idnsummit.com](http://www.idnsummit.com)
- Event Signage Program

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## Sponsorship Opportunities

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### 2010 KEYNOTES AND VIDEO SERIES

EXCLUSIVE SPONSORSHIP - \$35,000 (each event)

This exclusive sponsorship provides ultimate exposure during the most highly attended event of the entire IDN Summit. Don't miss the opportunity to introduce the keynote and sponsor the post event video series.

### OPENING RECEPTION - Fall Only

EXCLUSIVE SPONSORSHIP - \$2,500 (plus food cost)

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 to the IDN Summit.

### EVENT RECEPTION

EXCLUSIVE SPONSORSHIP - \$5,000 (plus food cost)

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!

### SPONSORED SUITES

SPONSORSHIP - \$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 prior to the Reverse Expo than hosting them in your private suite the evening before the General Session and Reverse Expo?

### VISION SESSIONS

SPONSORSHIP - \$5,000 (limit of seven)

New in 2010 - an IDN Summit exclusive! Ninety minutes of the opening afternoon will be devoted to Vision Sessions where your company can provide in-depth education to attendees. You provide content and we'll assist in promoting these sessions to conference attendees.

### INTERNET CAFE

EXCLUSIVE SPONSORSHIP - \$2,500 (plus costs)

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.

### OPENING LUNCH

EXCLUSIVE SPONSORSHIP - \$1,000 (plus food cost)

Sponsorship of this lunch gives your organization major corporate recognition by welcoming attendees to the IDN Summit and Expo. Immediately impact IDN Summit attendees with this exclusive sponsorship opportunity.

### REVERSE EXPO LUNCH

EXCLUSIVE SPONSORSHIP - \$2,500 (plus food cost)

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

### BREAKFAST

SECOND DAY - \$2,500 (plus food cost)

THIRD DAY - \$1,000 (plus food cost)

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

### CONFERENCE BREAKS

ALL BREAKS at \$5,000, or \$1,500 each

For enhanced visibility, companies are invited to sponsor coffee breaks. A Coffee Break Sponsorship provides prominent exposure during session breaks through displaying advertisements/brochures on tables and signage visibility and Thank You during General Session.

### IDN SUMMIT GOLF TOURNAMENT

EXCLUSIVE SPONSORSHIP (EACH) - \$20,000

(Combo) \$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.

### TEAMBUILDING PROGRAM

EXCLUSIVE SPONSORSHIP - \$5,000

Through innovative teambuilding experiences attendees step right outside their comfort zone to stretch communications and critical thinking skills. Always a hit with attendee's - Act Now! This sponsorship will go fast.

## Sponsorship Opportunities

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### LANYARDS & CONFERENCE BAGS

EXCLUSIVE SPONSORSHIP - \$8,500 (plus costs)

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

### 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.

### 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.

### PENS & PADS

EXCLUSIVE SPONSORSHIP - \$1,500 (plus costs)

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 to every attendee upon registration.

### HOTEL ROOM KEY CARDS

EXCLUSIVE SPONSORSHIP - \$5,000 (plus production costs)

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.

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## 2010 Pricing

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### Combo Registration

\$2995 by 4/20/10

### Spring Registration

Attendee Registration:

\$1895 by 4/20/10

Group Registration (five or more attendees from same company):

\$1495 by 4/20/10

### Fall Registration

Attendee Registration:

\$1495 by 4/30/10 • \$1695 by 7/31/10 • \$1895 by 9/21/10

Group Registration (five or more attendees from same company):

\$1295 by 4/30/10 • \$1395 by 7/31/10 • \$1495 by 9/21/10

More information is available online at [www.idnsummit.com](http://www.idnsummit.com), or contact Tina Wenstrom, [tina@idnsummit.com](mailto:tina@idnsummit.com) or 859-523-5701 or Josh Morita, [josh@idnsummit.com](mailto:josh@idnsummit.com) or 859-523-5701.