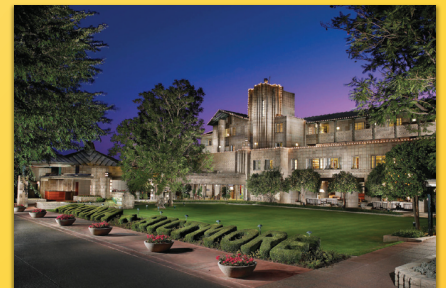


The industry-leading forum that biannually focuses on providing unique learning and relationship building opportunities for senior healthcare system executives and their GPO and supplier partners.



IDN SUMMIT AND EXPO

2011 SPONSORSHIP GUIDE



FALL
Arizona Biltmore Resort & Spa
Phoenix, AZ
September 13 - 15, 2011

Healthcare Business Media invites you to take advantage of sponsorship and promotional opportunities during the 2011 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 & 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 facilities nationwide, we invite you to become an IDN Summit & Expo Sponsor.

The sponsorship levels and benefits for the 2011 Fall IDN Summit and Expo event will be as follows:

GOLD SPONSOR: \$22,500
(plus AV and food costs)

Only Five Available

- 90-Minute Vision Session
- Six Attendee Passes with Early Access to Reverse Expo
- Lead Sponsor Positioning for Market Research Series
- Lead Sponsor Positioning for P2P Exchange Lunch
- Full Page Profile in Source Book
- Logo Recognition in Source Book
- 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
- One attendee at Chuck Lauer VIP/Board Lunch/Dinner
- Pre-event access to Attendee List
- 50-Word Description on www.idnsummit.com
- 50-Word Description in Source Book
- Distribute One Promotional Item in each Conference Bag
- Pricing Guarantee for 2012
- Additional Conference Attendee Passes Only \$995.00

SILVER SPONSOR: \$17,500
(plus AV and food costs)

Only Five Available

- Booth and Sponsor for Product Showcase Reception
- Five Attendee Passes with Early Access to Reverse Expo
- Half-page Profile in Source Book
- Logo Recognition in Source Book
- 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
- Pre-event Access to Attendee List
- 30-Word Description on www.idnsummit.com
- 30-Word Description in Source Book
- Pricing Guarantee for 2012
- Additional Conference Attendee Passes Only \$1,095.00

BRONZE SPONSOR: \$9,500

Only Ten Available

- Three Conference Attendee Passes
- Early Access to Reverse Expo
- Logo Recognition in Source Book
- Basic Listing in Source Book
- 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
- Pre-event Access to Attendee List
- Event Signage Program
- Additional Conference Attendee Passes Only \$1,295.00

More information is available online at www.idnsummit.com, or contact Josh Morita, josh@idnsummit.com, PH 859-523-5701 or LaShawn Fugate, lashawn@idnsummit.com, PH 859-523-5701.

IDN Summit & 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. These senior purchasing executives host you in their custom booth during the Reverse Expo and due to your level of sponsorship commitment, you are afforded early access to the Reverse Expo.

The following are the general benefits that are available exclusively to companies who sponsor a 2011 IDN Summit & 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
- Event Signage Program and Logo Recognition in Summit Source Book
- Recognition from Stage during General Session

2011 Exclusive Sponsorship Opportunities

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.

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 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.

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 Expo. Garner immediate impact of first-time attendees with this exclusive sponsorship opportunity.

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 (PLUS COSTS)

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

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

IDN SUMMIT WELCOME PACKAGE

Exclusive Sponsorship: \$2,500 (plus cost of refreshments)

Make an immediate impact at the IDN Summit as you greet attendees when they arrive at the Arizona Biltmore Resort & Spa to register for the Summit. You'll provide 'welcome refreshments' and visit with attendees upon Monday's arrival. We can tailor the greeting time to meet your needs Monday evening.

2011 Sponsorship Opportunities

NEW PRODUCT SHOWCASE

Only Five 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, get your company extra attention and help welcome the attendees to the IDN Summit.

EVENT RECEPTION

Only Four Available - \$5,000

Here's a celebration everyone will want to be a part of! After a day of networking during the Reverse Expo, leave a memorable impression by sponsoring the most-attended IDN Summit event.

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.

SOURCEBOOK

Full-page Ad \$2,500 Half-page Ad \$1,500
Premium Profile \$500 Basic Listing \$300

The 2011 Fall IDN Summit Sourcebook is the source for healthcare industry business listings, IDN Summit program information, healthcare industry briefs and related industry reference content. This sponsorship puts your information in front of healthcare executives receiving the Sourcebook at the Fall IDN Summit. Basic listings, premium profiles, half page and full page advertising is available.

SPONSORED SUITES

Only Six 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?

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.

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. Held the opening morning of the summit, your company's focus group is limited to 10 attendees and will provide you with valuable insight for strategic positioning and planning.

2011 Attendee Registration Pricing

2011 Fall Registration

\$1595 by 4/30/11

\$1695 by 6/30/11

\$1895 by 8/30/11

\$1995 standard rate from 9/01/11 and onsite

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

2011 IDN Summit Teambuilding: Fall = \$75

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