

# SPRING MANAGED CARE FORUM 2010

presented by the  
American Association of Integrated Healthcare Delivery Systems  
American Association of Managed Care Nurses and the  
National Association of Managed Care Physicians

April 22-23, 2010  
Walt Disney World's Swan and Dolphin



## Partnership Opportunities

Sponsorships  
Exhibits  
Membership

For more information go to  
[www.namcp.org](http://www.namcp.org) or call 804.527.1905

# SPRING MANAGED CARE FORUM

## General Information

### About AAIHDS

Established in 1993, the American Association of Integrated Healthcare Delivery Systems (AAIHDS) is a non-profit organization dedicated to the educational advancement of provider-based managed care professionals involved in integrated healthcare delivery.

### About AAMCN

The American Association of Managed Care Nurses (AAMCN) was established in 1994 in response to an identified need to educate nurses about managed healthcare. The AAMCN is a non-profit membership association of Registered Nurses, Nurse Practitioners and Licensed Practical Nurses including top level administrators, managers, directors and consultants associated with a variety of managed healthcare organizations. AAMCN membership includes more than 2,000 healthcare professionals throughout the United States.

### About NAMCP

NAMCP was founded in 1991 to serve the educational interests and needs of physicians working in any form of managed healthcare. NAMCP is run by physicians for physicians. Since physicians affect 85% of the expense side in healthcare, NAMCP believes they should take a proactive role in developing the best delivery system for patients in managed healthcare, thereby increasing quality, reducing costs and improving practice performance and clinical outcomes.

### About the Spring Managed Care Forum

You won't want to miss this enticing program featuring dynamic speakers and thought provoking topics. Attend this conference and gain expert insight that will directly impact the success of your organization! At the Spring Managed Care Forum, we will provide the best networking opportunities and present innovative solutions to today's healthcare challenges.

In addition to keynote sessions and concurrent and breakfast sessions presented by the industry's leading companies, attendees have plenty of time to network with and learn about exhibitors and sponsors' products and services. Don't miss this opportunity to meet with senior level healthcare executives.

### Location

The Spring Managed Care Forum being held at the Walt Disney World Swan and Dolphin, is located at 1500 Epcot Resorts Blvd., Lake Buena Vista, FL 32830. Make your hotel reservations prior to March 29, 2010. A special conference rate of \$149 per night has been secured. To reserve this rate, mention the Spring Managed Care Forum.

### Why Should You Exhibit at or become a Sponsor of the Spring Managed Care Forum?

Don't miss the opportunity to increase your visibility and expand your organization's profile at the Spring Managed Care Forum. The Forum offers a wide variety of sponsorship opportunities to get you in touch with your target audience and meet your marketing needs. Your support of the Forum will substantially enhance and strengthen your name recognition as a partner with managed care professionals.

The Forum provides strategic visibility opportunities that no other conference in the industry can offer. Being a sponsor at the Spring Managed Care Forum demonstrates your support and leadership role in the managed healthcare industry.

### Exhibit Opportunities

With plenty of non-compete time and networking events scheduled in the Exhibit Hall, exhibitors will receive exceptional foot traffic that pro-

vides maximum exposure for the exhibiting companies. Exhibit space is designed to provide the best possible attendee/exhibitor ratio, making the Spring Managed Care Forum exhibit program a highly coveted investment opportunity. It is our goal to provide unparalleled exposure and the single best face-to-face experience between vendors and managed care professionals.

Sponsorship and exhibit opportunities are available on a first-come, first-served basis. Reserve your space today for the best opportunity. For more information email Sloane Reed at [sreed@namcp.org](mailto:sreed@namcp.org) or Patti Hulcher at [phulcher@namcp.org](mailto:phulcher@namcp.org). Call 804-527-1905 for more information

Exhibit booths and sponsorship levels are competitively priced. Don't let this opportunity pass you by! There are many sponsorships available to fit every budget- so take advantage of participating in one of the most anticipated healthcare events of the year!

### Who Attends the Spring Managed Care Forum?

Attendees include Medical Directors, Vice Presidents and Directors of Managed Care, Contracting and Provider Relations Managers, Hospital and Health System Chief Executive Officers, Senior Management Teams, and Governing Board Members of Managed Care Organizations, and Integrated Delivery Systems such as Physician Hospital Organizations and Independent Practice Associations. Also, Executive Directors, Administrators, Case Managers, Utilization Managers, Quality Managers, Medical Management Directors and Clinical Managers associated with a variety of Managed Care Organizations.

### The Spring Managed Care Forum

- Encourages networking and relationship building
- Increases awareness of partnership opportunities
- Identifies and promotes win/win programs and situations
- Provides an opportunity to exchange valuable information and ideas

### Who Should Exhibit

- Pharmaceutical Manufacturers
- Biotechnology Companies
- Specialty Pharmacies
- Disease Management Companies
- Medical Device Companies
- IT Companies
- Healthcare Publishers
- Claims Processors/Clearinghouses
- Consulting Firms

### Exhibit Space Size, Prices, Badges and Registration

The fee provides pipe, drape, ID sign, two full event passes, pre and post attendee lists, and a listing in the program guide distributed to all attendees.

#### Standard Booth (10' x 10')

Member \$3,800 Non-Member \$4,300

#### Grand Booth (10' x 20')

Member \$4,900 Non-Member \$5,400

### Traffic Builders

- Two complimentary continental breakfasts for all attendees in the Exhibit Hall
- Three complimentary coffee breaks in the Exhibit Hall during all intermissions
- Networking Reception in the Exhibit Hall
- Two complimentary lunches for all attendees in the Exhibit Hall

# SPRING MANAGED CARE FORUM

## Sponsorship Opportunities

### All Sponsoring Organizations Receive

- One complimentary full event pass
- Special signs prominently displayed at sponsored function
- Complimentary listing in the conference program guide with company description and contact information
- Pre and post-conference electronic attendee listing
- Verbal recognition at specific session for sponsors of individual speakers

#### April 22, 2010

- Keynote Presentation \$30,000
- General Session Presentation \$25,000
- Attendee Breakfast \$15,000
- AM Coffee Break \$ 7,500
- Attendee Luncheon \$30,000
- PM Coffee Break \$ 7,500
- Networking Reception \$25,000

#### Other Sponsorship Opportunities

- Attendee Welcome Bags \$20,000
- Program Guide Band Sponsor \$10,000
- Lanyards \$10,000
- Literature Distribution \$ 5,000

#### April 23, 2010

- Keynote Presentation \$30,000
- General Session Presentation \$25,000
- Attendee Breakfast \$15,000
- AM Coffee Break \$ 7,500
- Attendee Luncheon \$30,000
- PM Coffee Break \$ 7,500

- Hotel Key Cards \$10,000
- Water Bar in Exhibit Hall \$10,000
- Popcorn Station \$10,000
- Program Guide Full Page Color Ad \$ 4,000

### Educational Event Sponsorships

All event sponsors will receive recognition in the Conference Program Guide and on all event materials with company logo and sponsorship level. In addition, acknowledgement will be made on all sponsoring association websites.

- Platinum Plus Sponsor** \$57,000  
**Track session** ( 60 minute - presentation and panel discussion) + webcast + published article in the Journal of Managed Care Medicine, Genomics and Biotech (JMCM) and up to three pages of advertising + 10' x 10' exhibit booth + seven complimentary event passes + pre and post-conference electronic attendee listing + special signs prominently displayed at sponsored function + one page four color ad in the program guide + complimentary listing in the conference program guide with company description and contact information.
- Platinum Sponsor** \$37,000  
**Keynote session\*** + 10' x 10' exhibit booth + five complimentary event passes + pre and post-conference electronic attendee listing + special signs prominently displayed at sponsored function + one page four color ad in the program guide + complimentary listing in the conference program guide with company description and contact information. \*Keynote sessions pre-determined by association.
- Gold Sponsor** \$32,000  
**General session\*** + 10' x 10' exhibit booth + four complimentary event passes + pre and post-conference electronic attendee listing + special signs prominently displayed at sponsored function + one page four color ad in the program guide + complimentary listing in the conference program guide with company description and contact information. General sessions pre-determined by association.

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Work \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Check# \_\_\_\_\_ (payable to NAMCP)       MasterCard       Visa       American Express

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ CVV2 Security Code \_\_\_\_\_

Cardholder's Name \_\_\_\_\_ Signature \_\_\_\_\_

Credit Card Billing Address:  Billing address is same as above

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Sponsorships are assigned on a first-come, first-served basis based on the date the reservation is received. Sponsorship form must be accompanied by payment. Mail this form with your payment to Attn: Spring Managed Care Forum, 4435 Waterfront Drive, Suite 101, Glen Allen, VA 23060 or fax to 804-747-5316. If you need additional information, you may call 804-527-1905.

# SPRING MANAGED CARE FORUM

## Sponsorship Opportunities

### Partner Sponsorship Program

Our Partner Sponsorship Program was developed to provide strategic visibility opportunities for your organization that no other conference in the healthcare industry can offer through customized marketing platforms. These bundled packages are unique opportunities for our healthcare industry partners to help build and maintain year round relationships with our members and the healthcare community across the nation.

- Strategic Partner Sponsorship** **\$50,000**  
Strategic Partner Sponsors are limited and receive a maximum level of exposure at the conference. In addition to the benefits listed below, Strategic Partner Sponsors work closely with our corporate development staff throughout the planning process to ensure they receive the maximum return on investment.
- Priority booth selection and placement.
  - Complimentary 10' x 20' exhibit booth.
  - Full-page, four color ad in the Conference Program Guide.
  - Full-page, four color ad in the Journal of Managed Care Medicine, Genomics and Biotech (JMCM).
  - Eight complimentary event passes.
  - Distribution of sponsor's promotional piece in the Attendee Welcome Bag.
  - Recognition on the conference website and onsite signage.
  - Complimentary listing in the Conference Program Guide with company description and contact information.
  - One door drop of the sponsor's promotional piece at the conference hotel during the conference.
  - Single use of the pre-conference attendee list.
  - Single use of the post-conference attendee list.
- Priority Partner Sponsorship** **\$40,000**
- Priority booth selection and placement.
  - Complimentary 10' x 10' exhibit booth.
  - Full-page, four color ad in the Conference Program Guide.
  - Full-page, four color ad in the Journal of Managed Care Medicine, Genomics and Biotech (JMCM).
  - Six complimentary event passes.
  - Distribution of sponsor's promotional piece in the Attendee Welcome Bag.
  - Recognition on the conference website and onsite signage.
  - Complimentary listing in the Conference Program Guide with company description and contact information.
  - Single use of the pre-conference attendee list.
  - Single use of the post-conference attendee list.
- Corporate Partner Sponsorship** **\$30,000**  
Sponsorship opportunities available at this level (select one):
- Registration Services**  
The sponsor of the Registration Services package receives prime visibility with attendees, not only as they register for the conference, but every time an attendee puts on the conference badge. The Registration Services package includes registration signage, and lanyards. The sponsoring company's logo will be worn by attendees throughout the conference as it will appear on the back of each attendee's name badge and on lanyards that attach to the conference badges. Badges must be worn by attendees at all conference events.
- Cyber Café**  
The Cyber Café is a communication hub for attendees and a chance to get the sponsor's message out as attendees access the Internet and check their e-mail. This area is a perfect place for the sponsors to meet with attendees in a one-on-one setting. The sponsor of this area is recognized on a special splash page linking to their own web page. The cost of computer equipment rental and Internet connection is included.

Sponsorships are assigned on a first-come, first-served basis, based on the date the reservation is received. Sponsorship form must be accompanied by payment. Mail this form with your payment to Attn: Spring Managed Care Forum, 4435 Waterfront Drive, Suite 101, Glen Allen, VA 23060 or fax to 804-747-5316. If you need additional information, you may call 804-527-1905.

# SPRING MANAGED CARE FORUM

## Sponsorship Opportunities

**Traffic Building Program Primary Sponsor**

The traffic building program combines a fun theme and chances to win great prizes to draw attendees through the entire Exhibit Hall - thereby increasing foot traffic. Attendees receive a game card when they register, and they complete their card by visiting various sponsor and exhibitor booths. Completed cards will be turned in at the Traffic Building Program Primary Sponsor's booth and attendees will receive a quality gift identifying that they completed all the stops in the program. The Traffic Building Program Primary Sponsor's logo is prominently displayed on all game cards.

**Event Partner Sponsorship** **\$20,000**

Sponsorship opportunities available at this level (select one):

**Attendee Welcome Bags**

A favorite of attendees and sponsors, this conference remembrance has true practical value. The Attendee Welcome Bag is distributed to all attendees of the conference with their registration materials and will be in use long after the conference is over!

**Relaxation Station**

Help attendees unwind with a soothing massage. The Relaxation Station will be set up near the sponsoring company's booth.

**Exclusive Conference Coffee Host**

Keep attendees' energy flowing by sponsoring multiple coffee breaks, which take place during key breaks in the conference program. Special signage will be produced with the sponsoring company's logo to highlight the sponsor of this premier activity.

**Program Guide Band Sponsor**

Wrap a company message around every conference Program Guide - ensuring the sponsor's message is read by every attendee. The Program Guide is an excellent opportunity to direct attendees to the sponsoring company's exhibit booth or website.

**General Sponsorship** **\$10,000**

- Complimentary 10' x 10' exhibit booth.
- Three complimentary event passes.
- Special signs prominently displayed.
- One page four color ad in the program guide.
- Complimentary listing in the conference program guide with company description and contact information.
- Single use of the pre-conference attendee list.
- Single use of the post-conference attendee list.

Thought of a sponsorship idea that's not listed here? Let us know! We'll work with you to develop a sponsorship package to meet your goals. Please call our corporate development staff at 804.527.1905.

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Work \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Check# \_\_\_\_\_ (payable to NAMCP)       MasterCard       Visa       American Express

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ CVV2 Security Code \_\_\_\_\_

Cardholder's Name \_\_\_\_\_ Signature \_\_\_\_\_

Credit Card Billing Address:  Billing address is same as above

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

# SPRING MANAGED CARE FORUM

## Exhibit Application

This application, when accepted by the American Association of Integrated Healthcare Delivery Systems (AAIHDS), the American Association of Managed Care Nurses (AAMCN), or the National Association of Managed Care Physicians (NAMCP) referred to herein as "The Association", becomes a contract. Terms and conditions listed under EXHIBIT RULES & REGULATIONS, as well as those conditions under which exhibit space at the Walt Disney World Swan and Dolphin is leased to The Association, are a part of this contract.

Once application and payment are received, a floor plan will be forwarded to you. Exhibit space is issued on a first-come, first-served basis.

**List any companies and/or products you do not wish to be in close proximity to your display.**

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Exhibit Company to be listed in the program as follows (please type or print):

Company \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

**Please email a brief description of your product or service for the exhibitor program guide (not more than 75 words, please) to [sreed@namcp.org](mailto:sreed@namcp.org).**

Please type the name of the person who is authorized to sign this contract.

Name \_\_\_\_\_ Title \_\_\_\_\_

### Members

- \$3,800 10' x 10' Standard Booth  
 \$4,900 10' x 20' Grand Booth

### Non-Members

- \$4,300 10' x 10' Standard Booth  
 \$5,400 10' x 20' Grand Booth

Enclosed is our payment in the amount of \$ \_\_\_\_\_ for the exhibit space rental at the Spring Managed Care Forum Exhibition. We are paying by (circle one)

- Check       Visa       MasterCard       American Express

Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_ CVV2 Security Code \_\_\_\_\_

Cardholder \_\_\_\_\_ Cardholder Signature \_\_\_\_\_

Credit Card Billing Address:

- Billing Address is Same as Above

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

- Please make check payable to NAMCP.

I have read and understand the attached Spring Managed Care Forum EXHIBIT RULES & REGULATIONS:

Name \_\_\_\_\_

Company \_\_\_\_\_

Signature \_\_\_\_\_

Please return this application with payment to Attn: Spring Managed Care Forum, 4435 Waterfront Drive, Suite 101, Glen Allen, Virginia 23060, Telephone 804-527-1905 Fax 804-747-5316.

## SPRING MANAGED CARE FORUM EXHIBIT RULES & REGULATIONS

### General

All matters and questions not covered by the regulations are subject to the decision of The Association. In the event of any such decision being of general interest, written notice will be given by The Association to exhibitors as may be affected.

"The Association" used herein or in subsequent regulations shall mean the American Association of Integrated Healthcare Delivery Systems (AAIHDS), American Association of Managed Care Nurses (AAMCN), National Association of Managed Care Physicians (NAMCP) its committees, agents or employees acting for the Management of the Meeting and Exhibition.

### Nature of Exhibition

The Association includes a trade show designed to provide a showcase of products and services either specifically designed for, or customarily used in Managed Care Organizations, Hospitals and Health Systems.

The Association reserves the right to refuse rental of display space to any company whose display of goods or services is not, in the opinion of The Association, likely to be compatible with the general character and objectives of the Exhibition.

The Association does not guarantee that any space will be available to any applicant. If space is not available, a waiting list will be developed in the order of the date of receipt of each completed and paid in full Application/Contract.

### Exhibit Space Size, Prices, Badges and Registration

The fee provides pipe, drape, ID sign and two full event passes.

#### Standard Booth (10' x 10')

Member	\$3,800
Non-Member	\$4,300

#### Grand Booth (10' x 20')

Member	\$4,900
Non-Member	\$5,400

### Assignment of Booth Space

Applications received with total payment from prospective exhibitors will be recorded in order of their receipt. If two applications for the same space are received at the same time, priority will be given for firms who are members.

In the event of a conflict regarding space or other imperative conditions, The Association shall have the right to assign space to the Exhibitor, rearrange the floor plan, and/or relocate any exhibit at any time before or during the period of Exhibition.

### Payment and Provision in Case of Default

If any exhibitor fails to pay, when due, any sum required by the Application/Contract for exhibit space, or if any exhibitor fails to meet any term or condition of the contract, or fails to observe and abide by these Rules & Regulations and those outlined on the Application/Contract for exhibit space, The Association reserves the right to terminate this contract immediately without refund of any monies previously paid. In any case, **no refunds will be made on or after March 15, 2010.**

### Exhibit Dates and Hours

The exhibit hall is open all hours of the conference. Your booth is expected to be manned during food and beverage hours. Please see agenda for actual times.

**April 22, 2010, 7:00 am - 5:30 pm**  
**April 23, 2010, 7:00 am - 12:30 pm**

### Installation of Exhibits

At the time of writing these Rules & Regulations, it is planned that installation of exhibits will be April 21, 2010 from 12:00 noon - 5:00 pm. **All Exhibits must be fully installed by 6:00 am on April 22, 2010. After this hour no installation work will be permitted without special permission from The Association.**

### Removal of Exhibits

All exhibits must remain intact until 12:30 pm on April 23, 2010 and may not be dismantled or removed until that hour. Exhibits must be packed and ready to move by 5:00 pm on April 23, 2010.

### Reservation and Occupation of Exhibit Space

If the exhibit space is not fully paid for by March 15, 2010, it is subject to cancellation or reassignment at the option of The Association without obligation for refund of any earnest money deposit.

Any space not claimed and occupied by 6:00 am on April 22, 2010 will be resold or reassigned by The Association with no obligation on the part of The Association to refund any part of the Exhibit rental. The Exhibitor may not assign or sublet any space and may not advertise or display goods other than those manufactured or sold in the regular course of its business.

### Cancellation and Deposits

Cancellation of exhibit space must be directed in writing to The Association. If cancellation of space is made before March 15, 2010, 50% of the fee will be refunded. No refunds whatsoever will be made on cancellations received after March 15, 2010.

### Admittance

Admittance to exhibits is limited to those people whose names have been provided by the "Exhibitor" already mentioned in this contract for Exhibit Space. Children under 12 will not be allowed admittance to the exhibit hall.

### Liability

Neither The Association, its members, officers, representatives or employees, nor the Walt Disney World Swan and Dolphin, its representatives or employees, will be responsible for any injury, loss or damage that may occur to the Exhibitor or the Exhibitor's employees or property from any cause whatsoever, prior, during or subsequent to the period covered by the exhibit contract. Each exhibitor must make provision for the safeguarding of his goods, materials, equipment and display at all times. The Exhibitor agrees, by signing this contract, and "Application for Exhibit Space," to insure itself, at its own expense, against property loss or damage, and against liability for personal injury.

In the case that said premises shall be destroyed by fire or the elements or by any cause, or in the case of Government intervention or regulation, military activity, strikes, or any other circumstances that make it impossible or inadvisable for The Association to hold the show at the time and place provided in the Application and Contract for exhibit space, then and thereupon the contract shall terminate and the Exhibitor shall waive any claim for damages or compensation, except the pro rata return of the amount paid for space, after deduction of actual expenses incurred in connection with the show, and there shall be no further liability on the part of either party.

In case any part of the exhibit area is damaged, or if circumstances make it impossible for The Association to permit an Exhibitor to occupy the space assigned during any part or the whole of the period covered, then under such circumstances the Exhibitor will be charged for space only for the period space was or could have been occupied by the Exhibitor, and The Association is released from any and all claims for damages which may arise in consequences thereof.

### Special Sound Effects and Giveaways

Objectionable audible or visual attention getting devices or effects and offensive odors from exhibits are prohibited. Any special promotions or stunts planned for the exhibit area must be cleared with The Association. Sample-giving shall not interfere with other exhibitors' space. Exhibitors are not permitted to conduct contests or drawings at their exhibits without permission of The Association. Films of purely entertainment character, without educational or informative value, will not be permitted.

### Entertainment and Private Meetings

The Association reserves the right to control all function space at the Walt Disney World Swan and Dolphin for the Spring Managed Care Forum. Space release forms will be provided for exhibitors upon request.

Hospitality rooms may not be open during the hours of any official Association function. "The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of exhibitor's activities on the Hotel Premises and will indemnify, defend and hold harmless the Hotel, its agents, servants and employees from any and all such losses, damages and claims."

Signage will be allowed only in Association designated areas and must be approved by The Association prior to display.

### Fire Regulations

Fire regulations prohibit the use of paper (crepe or corrugated), cardboard or other flammable materials for booth decorations. All materials in exhibit areas must be nonflammable. Electric signs and equipment must be wired to meet local fire code specifications. Fire extinguishers on walls or elsewhere must not be removed or obstructed.

### Exhibitor Storage

Storage of exhibits in advance of the show will be available through the contracted decorating company. Information will be sent to you after receipt of your Exhibit Application.

### Care of Exhibit Space

Exhibitors shall be responsible for properly maintaining their space. Exhibitors may not place anything in the aisles during exhibit hours. Exhibitors are not permitted to have backdrops exceeding ten (10) feet in height.

### Amendments

The Association reserves the right to interpret, amend and enforce these Contract Conditions/ Rules & Regulations. Written notice of any amendments or interpretations shall be given to each exhibitor. Each exhibitor, for himself, his agents and employees agrees to abide by all Contract Rules & Regulations set forth herein, or by any subsequent amendments, or interpretations. Please show your agreement to these rules by initialing below and returning original to the Association.

Initial

National Association of Managed Care Physicians  
4435 Waterfront Drive, Suite 101  
Glen Allen, VA 23060  
804.527.1905  
[www.namcp.org](http://www.namcp.org)