



The Collective Voice on Innovative
Health & Benefit Management

Sponsorship and Exhibitor Prospectus for
Third Annual IHC FORUM EAST & WEST
(formerly known as CDHC Solutions FORUM)

LEARN • CONNECT • SHARE



The Journey to HealthCare Consumerism

EXHIBITOR & SPONSORSHIP PROSPECTUS

A health care benefits forum to help employers manage the health care law and give A-to-Z insight into trends and best practices around HealthCare Consumerism

Limited sponsorship/exhibit opportunities mean better access to employees, attendees, TPAs, brokers, and benefit consultants.



We invite you to take part in this important health care discussion.

—Doug Field, CEO, IHC



The Institute for HealthCare Consumerism (IHC), and its official publication, CDHC Solutions, announces an exclusive opportunity to showcase your products, services, and thought leadership directly to employers, plus the TPAs, brokers, banks, benefits consultants, and regional health plans looking to implement or improve their health and benefit offerings during our 2012 events.

THIRD ANNUAL IHC FORUM EAST & WEST *(formerly CDHC Solutions FORUM)*

The Institute for HealthCare Consumerism's conference series will be held in Atlanta on April 12-13 and in Las Vegas September 6-7 2012. Each FORUM will attract participants who are focused on redesigning their health care benefit offering to include consumer-directed health care solutions and/or improve upon their current programs. Participation will be limited to 50 solution providers/sponsors who will have the opportunity to showcase their solutions to these participants as well as provide input on topics and speakers at the FORUM.

Forum sponsors are encouraged to invite customers, key prospects, partners and others to the event—elevating their profile and stressing their leadership position in the industry and within these regional markets.

Attendee pricing is cost-effective, enabling Employers, TPAs, Health Plans Brokers, and Benefit Consultants who need this information, but are facing tight budgets.

TEN REASONS TO BE PART OF THE IHC FORUM SERIES

- 1. With creation of health care law, what changes does this bring now and in the near term for your company and/or clients health care benefits plans?** Hear what leading experts are recommending and what your peers are doing.
- 2. No conference focuses exclusively on the A-to-Z of healthcare consumerism**—this subject is touched on by benefits, HR and health care conferences, but not in-depth. Also many beltway conferences are focusing on policy, but not on best practices and emerging solutions.
- 3. Consumer-Directed Health Plans (CDHP) are proving themselves in the market and more companies are strongly considering full conversion programs.** Also health savings accounts currently appear to be in good shape with health care. Many employers need help in improving their current programs or learning the how-to's of implementing them for the first time.
- 4. Employers, TPAs, health plans, brokers, banks and benefit consultants have a real need for this information but have little-to-no budget or time to travel across the county to a multi-day event.** We will bring the events to them in a focused, educational format with plenty of opportunities for networking in a peer-to-peer environment.
- 5. Sponsors waste a lot of money at HR, benefits and health care conferences or inside beltway events not connecting with the right audience**—competing for too few attendees, enduring cluttered visibility as a sponsor/exhibitor and dealing with low turnout at workshop sessions. The IHC FORUM will provide sponsors with high visibility and connection with the right attendees.
- 6. The Forums are a natural extension of CDHC Solutions and the Institute focus with its 70,000+ Employers, TPAs, Benefits Brokers, Banks, Consultants and regional Health Plans.**
- 7. Attendees gain CE credits that allow them to progress in their profession.**
- 8. LEARN, CONNECT and SHARE with other industry thought leaders.**
- 9. Get a better understanding of what solutions your potential customers are looking for to help their business.**
- 10. We are the only conference series devoted exclusively to HealthCare Consumerism giving you a very efficient connection to the right audience.**

2012 IHC FORUM AGENDA AT A GLANCE

“Enjoyed the last session with the different employers on the panel discussing what they did ‘right’ when implementing CDHC plans. I liked it because I am an employer and we are just getting started.”

— *Marcy Malkin-Starnes, Sr., HR Specialist, Zep Inc.*

**Call for
Speakers
Open Now**



DAY ONE: WEDNESDAY

1:00 p.m. – 5:00 pm Pre-Conference Workshops
1:00 p.m. – 7:00 pm Exhibitor Setup

DAY TWO: THURSDAY

8:00 am Registration Open
8:00 a.m. – 9:00 am Networking Breakfast / Exhibits Open
9:00 a.m. – 9:15 a.m. Welcome
9:15 a.m. – 10:30 a.m. Opening General Session: The Journey to HealthCare Consumerism
10:30 a.m. – 11:00 a.m. Networking Break / Exhibits Open
11:00 a.m. – 12:00 p.m. Track #1 Workshops – 8 Workshops Available
New this year: Special Broker Workshop
12:00 p.m. – 1:30 p.m. Lunch in Main Ballroom / Table Topic Lunch / Exhibits Open
1:30 p.m. – 2:30 p.m. Afternoon General Session
2:30 p.m. – 2:45 p.m. Networking Break / Exhibits Open
2:45 p.m. – 3:45 p.m. Track #2 Workshops – 8 Workshops Available
3:45 p.m. – 4:15 p.m. Networking Break / Exhibits Open
4:15 p.m. – 5:15 p.m. Closing General Session
5:15 p.m. – 7:30 p.m. Opening Night Reception / Exhibits Open

DAY THREE: FRIDAY

8:00 a.m. – 9:00 am Networking Breakfast/ Exhibits Open
9:00 a.m. – 10:00 a.m. Opening General Session
10:00 a.m. – 10:30 am Networking Break/ Exhibits Open
10:30 a.m. – 11:30 a.m. Track #3 Workshops - 8 Workshops Available
11:30 a.m. – 12:30 p.m. Grand Finale Networking Lunch/ Exhibits Open/ Exhibitor Prize Drawings
12:30 p.m. – 1:30 p.m. Closing Employer Panel



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CDHC solutions
The official publication of the
Institute for HealthCare
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404.671.9551
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IHC FORUM SPONSOR/EXHIBITOR PLANS

Select the IHC FORUM Sponsor/Exhibitor plan that suits your needs and benefits you the most.



Sponsors receive prominent recognition before, during and after the FORUM. Sponsorship levels are designed to fit every budget and objective and can be customized to meet specific needs.

Gold, Silver, Bronze Levels & Benefits of Sponsorships

Gold Sponsors can choose one of the following events to sponsor: (based on availability)

- Sponsorship of a General Session
- Opening Night Reception
- Attendee Luncheon
- Conference Lanyards (East and West)
- Cyber Cafe

BENEFITS: Gold sponsorship exclusive by category (i.e. one health plan, one bank, etc), a full page ad in showguide, Enhanced company logo on all FORUM signage and FORUM website, logo in all national marketing online, in print and your company link on our website, Pre and Post attendee list, 20 percent discount on print/online advertising with CDHC Solutions Magazine and other Institute marketing opportunities, 8x10 booth, Special invitations to your top 50 customers with a special discount, four free passes for your team, All-day conference meals and breaks

Silver Sponsors can choose one of the following events to sponsor: (based on availability)

- Speaking Slot in one of our Workshops
- Continental Breakfast
- Networking Break

BENEFITS: Company logo in all FORUM signage and FORUM website, logo in all national marketing online, in print and your company link on our website, a half page ad in showguide, Pre and Post attendee list, 20 percent discount on print/online advertising with CDHC Solutions Magazine and other Institute marketing opportunities, 8x10 booth, Special invitations to your top 50 customers with a special discount, two free passes for your team, All-day conference meals and breaks

Bronze Sponsors can choose additional marketing opportunities to enhance your brand

- Exhibit Booth Only

BENEFITS: Company logo in all FORUM signage and FORUM website, logo in all national marketing online, in print and your company link on our website, a quarter page ad in showguide, Pre and Post attendee list, 8x10 booth, Special discount code for your customers, two free passes for your team, All-day conference meals and breaks

We encourage all our sponsors and exhibitors to sponsor a drawing for a special item. These drawings will be presented at our grand finale afternoon break and winners must be present to win.

**Availability of specific enhancements are on a first-come, first-serve basis and exclusive by category*

**Events can be substituted for other enhancements*

IHC FORUM MARKETING OPPORTUNITIES



- ✓ Maximize Exposure
- ✓ Increase Traffic
- ✓ Build Brand Awareness
- ✓ Increase Sales

We have designed a number of marketing opportunities to enhance your exposure at our 2012 FORUMS.

These enhancements are available on a first-come, first-serve basis for Gold and Silver sponsors—or can be purchased in addition to a Bronze Sponsorship.

Lanyards	\$6,500 / each
Continental Breakfast (2 available)	\$5,000 / each
Conference Tote Bags	\$10,000 / each
Conference Show Guide Belly Band	\$5,000 / each
NotePads	\$3,500 / each
Pens	\$3,500 / each
Conference Portfolios	\$10,000 / each
Room Keys (1 available)	\$10,000 / each
Ice Cream Breaks	\$6,500 / each
Smoothie Station	\$6,500 / each
Networking Break (4 available)	\$5,000 / each
Cyber Café Sponsor	\$8,500 / each
Grand Finale Afternoon Break	\$6,500 / each
Full Page Ad in Workbook Show Guide	\$3,500 / each
Innovation Showcase	\$2,500 / each
Additional Team Member Conference Pass	\$175 / each

Conference sponsorships are not limited to the above list. If these sponsorships do not meet your specific marketing needs, please ask about custom sponsorships. Most sponsorships include pre-show email list, VIP passes and Show Guide Advertising.

**For information on becoming a sponsor or exhibitor,
If you have any questions, call David Cerri 404.671.9551 ext:106 dcerri@fieldmedia.com**

IHC FORUM SPONSORSHIP AGREEMENT

IHC FORUM EAST ATLANTA, APRIL 12-13, 2012

IHC FORUM WEST LAS VEGAS, SEPTEMBER 6-7, 2012

Terms: 50 percent due with signing of sponsorship agreement with remainder due by 90 days before event. Sponsorship seniority is established by receipt of signed agreement and 50 percent down payment.

GOLD SPONSOR: EAST 2012 **\$18,500** Includes: Choice of one (1) Enhanced Gold Sponsorship Opportunity, a full-page ad in Forum Show Guide, Company recognition on national advertising and signage, 20% discount on print/online advertising, 8x10 table top exhibit space, Attendee list, Passes for your team, Discount coupons for your key customers, and All-day Conference meals and breaks.

GOLD SPONSOR: WEST 2012 **\$18,500**

GOLD SPONSOR LEVEL: BOTH **\$33,000**

SILVER SPONSOR: EAST 2012 **\$11,500** Includes: Choice of one (1) Enhanced Silver Sponsorship Opportunity, a half-page ad in Forum Show Guide, Company recognition on national advertising and signage, 20% discount on print/online advertising, 8x10 table top exhibit space, Attendee list, Passes for your team, Discount coupons for your key customers, and All-day Conference meals and breaks.

SILVER SPONSOR: WEST 2012 **\$11,500**

SILVER SPONSOR LEVEL: BOTH **\$18,000**

EXHIBIT ONLY: EAST 2012 **\$5,000** Includes: Company recognition on national advertising and signage, a quarter-page ad, 8x10 table top exhibit space, Attendee list, Passes for your team, Discount coupons for your key customers, and All-day Conference meals and breaks.

EXHIBIT ONLY: WEST 2012 **\$5,000**

EXHIBIT ONLY LEVEL: BOTH **\$9,000**

Solution Category:

Added Enhancement _____ Total Price \$ _____

Please check your solution specialty

Health Plans HSA/HRA/FSA Administration & Finance Population Health/Wellness Pharmacy Benefits Management

Supplemental Health Employee Education/Communications Medical Tourism Health & Decision Support Tools

Alternative Care Health Incentive Other Solution _____

Booth Choice 1. _____ 2. _____ 3. _____

Sponsor Contact Name _____ Title _____

Sponsor Organization _____

Organization's Street Address _____

City _____ State _____ Zip Code _____

Phone Number _____ Email _____

Complete agreement and fax to: 770-663-4409.
or email to David Cerri at dcerri@fieldmedia.com
Checks should be made payable to: "FieldMedia LLC". Mail agreement and check to: FieldMedia LLC, 292 S. Main Street #400, Alpharetta, GA 30009. If you need assistance call David Cerri at 404.671.9551 ext: 106.

Sponsor Company Authorized Representative

Date

Doug Field, CEO, FieldMedia LLC

Date

IHC FORUM TERMS & CONDITIONS



- 1. Payment:** 50 percent due with signing of sponsorship agreement with remainder due by 90 days before event.
Payment may be made by check or money order to FieldMedia LLC, or by credit card—Mastercard, Visa, or American Express ONLY. No sponsor/exhibitor benefits will be granted until payment in full is received.
- 2. Cancellation/Refund Policy:** Signed agreements are binding and non-refundable. In the event that FieldMedia LLC elects to cancel this event, FieldMedia LLC will refund only payments made directly to FieldMedia LLC and will not be held responsible for other costs or expenditures incurred by the sponsor/exhibitor. FieldMedia LLC will not refund payments or assume additional costs and liability that result from ‘acts of God’.
- 3. Conditions:** Exhibitor must agree to have a representative at the booth during Exhibit hours and agrees not to tear down their booth until conference ends. Exhibitor also agrees not to use the FieldMedia name, properties names or logos in booths or advertising without express written permission of FieldMedia LLC. FieldMedia LLC reserves the right to modify, and/or cancel program, content and speakers. The organizers reserve the right to use any videos recorded at the Conference & Expo for public viewing on the conference website. The organizers reserve the right to use any photos taken at the Conference & Expo for use in conference materials, appearing either in printed documents or in related websites.
- 4. Early Move out:** Exhibitor agrees not to dismantle the exhibit or do any packaging before the close of the show. Violations will result in exclusion from future FieldMedia LLC events.
- 5. Sponsor Give-Aways:** All items distributed at sponsored events must be arranged for and approved of in advance by FieldMedia LLC.
- 6. Company Descriptions and Logos:** As part of your package FieldMedia LLC will promote your organization throughout the marketing effort of the conference. This will require your logo and company description to be received by FieldMedia LLC’s deadlines in order to be on our website and print materials
- 7. Installation and Dismantling of Exhibits:** • Freeman, the Official Service Contractor, will receive and deliver materials to the exhibit booth. Please refer to the Material Handling & Shipping portion of the Service Guide for complete information. Freeman will have complete control of all dock and loading facilities and will provide all rigging, labor and equipment. • Exhibitor agrees to have set-up completed one hour prior to show opening. Exhibitors must be considerate of neighboring exhibitors. No loud music, flashing lights or blocked aisle ways. No fixture or equipment will be placed where it will block the sight of another Exhibitor unless mutually agreed upon by the exhibiting companies and on-site contacts. Booth space is to be left in the same condition as it was at the time of occupancy. Any material left in the booth that requires additional cleaning or large amounts of materials removed will be billed to the Exhibitor.
- 8. Security:** The exhibit hall will be locked at night. Please do not leave out valuables overnight. Exhibitors are responsible for the security of their personal property from move-in through move out.
Keep an eye on your valuables at all times. FieldMedia LLC, Freeman, the facility management, or any officers or staff members will not be responsible for the safety or the property of the participants from theft, damage by fire, accident or other causes and are not liable for any loss or damage of materials.