Our goal is to make sure our exhibitors and advertisers get the very best possible value from the meeting.

We have five spots as Corporate Partner Sponsors that will include an incredible amount of exposure to Hospital and Health System Leadership. There will be larger signage, more introductions, special advertising and a better chance to highlight your company than ever before. If you are seeking business in this sector, this will be an ideal way to highlight your company and get the attention of C level hospital executives.

Each sponsor and exhibitor is, of course, also welcome to attend the lectures and meetings.

We welcome you to join us in May 2012.

To register for exhibit space, please complete the application and (1) mail to 315 Vernon Ave., Glencoe, IL 60022, or (2) Fax to (866) 678-5755 or (3) Call (800) 417-2035.

5 Great Reasons to Exhibit

1. The highest quality audience at any conference.
2. An audience composed primarily of leaders of hospitals.
3. Opportunities to create networking opportunities within and around the conference.
4. A full invitation for exhibitors and sponsors to attend every educational session.
5. The best industry chance to network and meet decision makers.

**Exhibitor/Sponsor Prospectus**

*Extremely Limited Exhibit Space*

**Preliminary Conference and Exhibit Show Agenda**

**Thursday, May 17, 2012**
- 8:00 am to 11:00 am: Exhibitor Set Up and Registration Sessions
- 9:00 am to 12:00 pm: Networking Lunch Sessions
- 12:00 pm - 12:45 pm: Networking Lunch
- 12:50 pm - 5:00 pm: Networking Break Sessions
- 3:05 pm - 3:20 pm: Networking Break
- 5:00 pm - 7:00 pm: Networking Reception and Exhibits

**Friday, May 18, 2012**
- 7:00 am-8:10 am: Registration & Continental Breakfast Sessions
- 8:10 am-10:45 am: Networking Breakfast Sessions
- 10:45 am - 10:50 am: Networking Break Sessions
- 11:00 am - 12:20 pm: Networking Lunch Sessions
- 12:20 pm-1:05 pm: Networking Lunch
- 1:05 pm-5:10 pm: Networking Break Sessions
- 5:10 pm-6:30 pm: Networking Reception & Exhibits

**Keynote Speakers:**

- **Bob Woodward**, Associate Editor, The Washington Post, Author, National Affairs Pulitzer Price Winner
- **Coach Mike Ditka**, Legendary NFL Football Player and Coach
- **Suzy Welch**, Best-Selling Author, Television Commentator and noted Business Journalist
- **Co-Chaired by Charles S. Lauer**, Consultant, Author, Speaker, Former Publisher Modern Healthcare
**EXHIBITOR OPPORTUNITIES (15)**

**GOLD EXHIBITOR**
- **$10,000** 
  - Exhibit Space (8’ x 8’)
  - 5 Full Conference Registrations
  - Company name, contact information and product description in Conference Tote Bag
  - Literature in Conference Tote Bag (provided by exhibitor)
  - Full page ad in May/June Becker’s Hospital Review

**NON ADVERTISER**
- **$12,000**

**EXHIBITOR BENEFITS:**
1) Exhibit space incudes single booth with optional 6 ft. table and two chairs
2) All exhibit spaces include 24-hour security
3) Additional Conference Registrations are available for $500 per person.

****To take advantage of the lower price, a party must be a 2012 full year advertiser (9 issues) in the Becker’s Hospital Review.

We will also honor the full year advertiser price if a party is a full year advertiser in either Becker’s ASC Review or Becker’s Orthopedic & Spine Review.

**SPONSORSHIP OPPORTUNITIES**

(Exhibitor space sold separately)

**GOLD SPONSOR:**
- **BECKER’S HOSPITAL REVIEW ADVERTISER**
- **NON ADVERTISER**

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>BECKER’S HOSPITAL REVIEW ADVERTISER</th>
<th>NON ADVERTISER</th>
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<tr>
<td>Keynote Sponsorship</td>
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<tr>
<td>Mike Ditka (1)</td>
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<td>$12,000</td>
</tr>
<tr>
<td>Bob Woodward (1)</td>
<td>$10,000</td>
<td>$12,000</td>
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<tr>
<td>Suzy Welch Panels (1)</td>
<td>$10,000</td>
<td>$12,000</td>
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<tr>
<td>Thursday Networking Luncheon (2)</td>
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<td>$9,000</td>
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<tr>
<td>Thursday Networking Reception (2)</td>
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<td>$9,000</td>
</tr>
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</tr>
<tr>
<td>Conference Syllabus (USB)</td>
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**SILVER SPONSOR:**

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<tr>
<td>Thursday PM</td>
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<td>Friday Continental Breakfast (1)</td>
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<td>Friday AM</td>
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<tr>
<td>Networking Break (1)</td>
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<td>$5,000</td>
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<td>Badge Lanyards (2)</td>
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<tr>
<td>Travel Mug (1)</td>
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<td>$6,000</td>
</tr>
<tr>
<td>Aluminum Sports Bottle (1)</td>
<td>$5,000</td>
<td>$6,000</td>
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</tbody>
</table>

**SILVER SPONSOR BENEFITS:**
1) 2 Full Conference Registrations
2) Company name, contact information and product description in Tote Bag
3) Signage at sponsored event

****To take advantage of the lower price, a party must be a 2012 full year advertiser (9 issues) in the Becker’s Hospital Review.

We will also honor the full year advertiser price if a party is a full year advertiser in either Becker’s ASC Review or Becker’s Orthopedic & Spine Review.

*The Corporate Partner Sponsorship includes 7 full conference registrations, logo on all promotional items, large signage and recognition at event, full page ad in the May/June Hospital Review.

**GOLD SPONSOR BENEFITS:**
1) 2 Full Conference Registrations (7 for Corporate Sponsor and 4 for Keynote Speaker Sponsor)
2) Literature or Promotional item in Conference Tote Bag (provided by sponsor)
3) Special Recognition Announcements & Signage at Conference and at related events

**SILVER SPONSOR BENEFITS:**
1) 2 Full Conference Registrations
2) Company name, contact information and product description in Tote Bag
3) Signage at sponsored event

****To take advantage of the lower price, a party must be a 2012 full year advertiser (9 issues) in the Becker’s Hospital Review.

We will also honor the full year advertiser price if a party is a full year advertiser in either Becker’s ASC Review or Becker’s Orthopedic & Spine Review.
SPECIAL SPONSORSHIP OPPORTUNITIES

ONLINE CONFERENCE SYLLABUS (2): $5,000

CYBER CAFÉ (2): $6,000
Cyber Café will be located on the same floor as the general session and exhibit hall, allowing attendees easy access to the Internet.

LABELED BOTTLED WATER (2): $6,000
Showcase your company’s name and logo on personalized spring water bottles for distribution to all conference attendees.

HAND SANITIZERS (1): $5,000
Place your logo on bottles of hand sanitizers for distribution to all conference attendees in their tote bag.

ROOM KEY CARDS (1): $6,000
Have your company’s name and logo on the guest room key cards that are handed to them upon check in.

MOBILE PHONE CHARGING STATION (1): $4,000
2 full conference registrations included with each of these Sponsorships.

BECKER’S HOSPITAL REVIEW
ADVERTISE IN THE MARCH/APRIL CONFERENCE ISSUE

DISTRIBUTED TO MORE THAN 24,000 PEOPLE AND AT THE CONFERENCE
Becker’s Hospital Review is distributed to over 24,000 people, primarily acute care hospital CEOs and CFOs. The March / April issue will be distributed to all conference attendees.

1/4 Page .................. $1,500
1/2 Page .................. $2,100
Full Page .................. $3,200

Advertising Information
1. Highly Focused on Cutting Edge Business and Legal Issues. Becker’s Hospital Review is filled with content that’s most valuable for the person involved in making important business decisions for a hospital or health system. For people involved in leadership, Becker’s Hospital Review is focused on the important business and legal issues related to hospitals.

2. Becker’s Hospital Review is distributed to more than 24,000 people per issue. The issues are provided to top level decision makers of hospitals in the country. We work to provide valuable content, including hospital and health system news, best practices and legal guidance specifically for these decision makers. This includes a mix of Chief Executive Officers, Chief Financial Officers and Materials Managers, Chief Operations Officers and Chief Medical Officers.

CONTACT:
Name: ________________________________
Company: ________________________________
Address: ________________________________
City/State/ZIP: ________________________________
Phone: ________________________________
Fax: ________________________________
Email: ________________________________

CHOOSE THE ISSUE:
Please check the box below to indicate your participation in advertising.
☐ March/April 2012  ☐ May/June 2012

CREDIT CARD INFORMATION:
Credit Card #: ________________________________
Expiration Date: ________________________________
3-Digit Security Code: ________________________________
Cardholders Name (printed): ________________________________
Cardholders Signature: ________________________________
Cardholders Billing Address: ________________________________

City ___________________________ State ____ Zip ___________

If paying by check, please make payable to ASC Communications.

3 EASY WAYS TO ORDER

1 MAIL TO: ASC Communications, Inc.
315 Vernon Ave.
Glencoe, IL 60022

2 FAX TO: (866) 678-5755

3 CALL: (800) 417-2035

FOR MORE INFORMATION
CALL: (800) 417-2035
EMAIL: jessica@beckershealthcare.com or sbecker@beckershealthcare.com
VISIT: www.beckershospitalreview.com
EXHIBITOR/SPONSOR GUIDELINES AND INFORMATION

Certificate of Insurance
Please provide a certificate of insurance by April 13, 2012, which indemnifies ASC Communications, Inc. against, and holds harmless from any complaints, suits or liabilities resulting from negligence of the exhibitor in connection with the exhibitor’s use of display space.

Cancellations
Full refunds are available for cancellations when received by March 1, 2012. Payments are non-refundable after March 1, 2012.

Becker’s Hospital Review Full-Year Advertisers
Where it provides the reduced price for Annual Becker’s Hospital Review advertisers, please note you must be a Becker’s Hospital Review advertiser for 2012.

Exhibit Booth Assignments
Exhibit space will not be assigned or held until the rental fee is paid and will begin according to date application and payment is received. A confirmation letter indicating booth number will be sent once assigned. All booth assignments will be made in keeping with exhibitor’s request whenever possible. ASC Communications, Inc., reserves the right to make the final determination of all assignments. Full-year advertisers and full-year advertisement discounts are only available if your company has signed up to advertise for 2012 in full.

Installation and Dismantle
The installation of exhibits may begin at 8:00 am and must be completed by 11:00 am on Thursday, May 17, 2012. All exhibitors must dismantle their exhibits between 6:30–8:30 pm on Friday, May 18, 2012. Exhibitors may not dismantle before 6:30 pm Friday, May 18, 2012.

Right of Refusal
ASC Communications, Inc., reserves the rights to restrict or refuse exhibiting companies, which may be objectionable or otherwise detract from keeping with the character of the exposition as a whole. ASC Communications, Inc., may prohibit installation, or request removal or discontinuance of any exhibit or promotion, which departs substantially from the design and description given advance approval. In the event of such restrictions or evictions, ASC Communications, Inc., is not liable for any refund of rental or other expenses.

HOTEL INFORMATION
HOTEL ALLEGRO CHICAGO
Phone: (800) 643-1500 - Fax: (312) 236-0917
171 West Randolph Street, Chicago, IL 60601
Group Name: Becker’s Hospital Review Annual Meeting
Group Rate: $219/night
To make reservations online: https://gc.synxis.com/inez.aspx?Hotel=26719&Chain=10179&arrive=5/16/2012&depart=5/19/2012&adult=1&child=0&group=12400203600
You must copy and paste the above link into your browser.

Discounted rates apply until the reservation deadline April 13, 2012 or until all rooms in the group block have been reserved, whichever occurs first. After April 13, 2012 guest rooms and discounted group rates may not be available.
**PRIMARY CONTACT INFORMATION**

(PLEASE TYPE OR PRINT)

Name: ________________________________________________________________
Title: ______________________________________________________________________
Company: ______________________________________________________________
Address: ________________________________________________________________
City/State/ZIP: _________________________________________________________
Phone: ___________________________________________________________________
Fax: _____________________________________________________________________
Email: ____________________________________________________________________

**BOOTH REQUESTS**

Products and/or companies that you **DO NOT** wish to be in proximity:

________________________________________________________________________

**REDUCED RATES FOR CONFERENCE ISSUES**

(March/April)

<table>
<thead>
<tr>
<th>Page Type</th>
<th>BECKER'S HOSPITAL REVIEW ADVERTISER</th>
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<tbody>
<tr>
<td>1/4 Page</td>
<td>$1,500</td>
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<tr>
<td>1/2 Page</td>
<td>$2,100</td>
<td>$2,100</td>
</tr>
<tr>
<td>Full Page</td>
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<td>$3,200</td>
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**PAYMENT INFORMATION**

- Checks: Make payable to **ASC Communications, Inc.**

- Credit Card #: ____________________________

- Expiration Date: ____________________________

- 3-Digit Security Code: ________________

- Cardholder's Name (printed): ______________________________________________________________________

- Cardholder's Signature: ____________________________

- Cardholders Billing Address: ____________________________

- City ____________________________ State ____ Zip ___________

**EXHIBITOR RATES**

<table>
<thead>
<tr>
<th>BECKER'S HOSPITAL REVIEW ADVERTISER</th>
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<tr>
<td>Gold Exhibitor</td>
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<tr>
<td>Additional Conference Registration</td>
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**SPONSOR RATES**

GOLD SPONSOR

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<tbody>
<tr>
<td>Corporate Partner Sponsorship</td>
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<tr>
<td>(only 5 available)</td>
<td>$17,500</td>
</tr>
<tr>
<td>(7 conference registrations included)</td>
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</tr>
</tbody>
</table>

Keynote Speaker

- Mike Ditka (1) .................. $10,000 $12,000
- Bob Woodward (1) ................. $10,000 $12,000
- Suzy Welch Panels (1) ........... $10,000 $12,000
- Thursday Networkung Luncheon .... $8,000   $9,000
- Thursday Cocktail Networking Receptions .... $7,000 $8,000
- Friday Cocktail Networking Receptions .... $7,000 $8,000
- Conference Syllabus (USB) ........ $7,000   $8,000

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<tr>
<td>Thursday PM Networking Break</td>
<td>$4,000</td>
</tr>
<tr>
<td>Friday AM Networking Breaks</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

SPECIAL SPONSORSHIP OPPORTUNITIES

- Online Syllabus.......................... $5,000
- Cyber Café .................................. $6,000
- Labeled Bottled Water ................. $6,000
- Labeled Hand Sanitizers ............... $5,000
- Room Key Cards ......................... $6,000
- Mobile phone charging station ........ $4,000

**TOTAL PAYMENT ENCLOSED**

Total Enclosed ........................................ $____________

**FOR MORE INFORMATION**

CALL: (800) 417-2035
EMAIL: jessica@beckershealthcare.com
sbecker@beckershealthcare.com
VISIT: www.beckershospitalreview.com