

BECKER'S
Hospital Review
BUSINESS & LEGAL ISSUES FOR HEALTH SYSTEM LEADERSHIP

ANNUAL MEETING

www.BeckersHospitalReview.com

* * *

MAY 17-18, 2012

ALLEGRO HOTEL • CHICAGO, ILLINOIS

Exhibitor/Sponsor Prospectus

Extremely Limited Exhibit Space

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.

PRELIMINARY CONFERENCE AND EXHIBIT SHOW AGENDA

Thursday, May 17, 2012

| | |
|----------------------------|--|
| 8:00 am to 11:00 am | Exhibitor Set Up and Registration |
| 9:00 am to 12:00 pm | Sessions |
| 12:00 pm - 12:45 pm | Networking Lunch |
| 12:50 pm - 5:00 pm | 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 |
| 8:10 am-12:20 pm | Sessions |
| 10:30 am - 10:45 am | Networking Break |
| 1:05 pm-5:10 pm | Sessions |
| 12:20 pm-1:05 pm | Networking Lunch |
| 1:05 pm-5:10 pm | Sessions |
| 5:10 pm-6:30 pm | Networking Reception & Exhibits |

5 Great Reasons to Exhibit

Extremely Limited Exhibit Space

- 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.

Keynote Speakers:

Bob Woodward, Associate Editor, The Washington Post, Author, National Affairs Pulitzer Prize 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

Becker's Hospital Review Annual Meeting

EXHIBITOR OPPORTUNITIES (15)

BECKER'S HOSPITAL
REVIEW ADVERTISER**

NON ADVERTISER**

GOLD EXHIBITOR

\$10,000

\$12,000

- 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*

Limited booth spaces available.

EXHIBITOR BENEFITS:

- 1) Exhibit space includes 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**

Corporate Partner* (5) \$15,000 \$17,500

Keynote Speaker Sponsorship

Mike Ditka (1) \$10,000 \$12,000

Bob Woodward (1) \$10,000 \$12,000

Suzu Welch Panels (1) \$10,000 \$12,000

Thursday Networking

Luncheon (2) \$8,000 \$9,000

Thursday Networking

Reception (2) \$7,000 \$8,000

Friday Networking

Luncheon (2) \$8,000 \$9,000

Friday Networking

Reception (2) \$7,000 \$8,000

Conference Syllabus (USB) . . \$7,000 \$8,000

*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:

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

****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*.**

SILVER SPONSOR:

BECKER'S HOSPITAL
REVIEW ADVERTISER**

NON ADVERTISER**

Thursday PM

Networking Break (1) \$4,000 \$5,000

Friday Continental

Breakfast (1) \$4,500 \$5,500

Friday AM

Networking Break (1) \$4,000 \$5,000

Badge Lanyards (2) \$5,000 \$6,000

Conference Tote (1) \$5,000 \$6,000

Conference at A Glance (2) . . . \$5,000 \$6,000

Mobile Application (1) \$5,000 \$6,000

Travel Mug (1) \$5,000 \$6,000

Aluminum Sports Bottle (1) . . \$5,000 \$6,000

SILVER SPONSOR BENEFITS:

- 2 Full Conference Registrations
- Company name, contact information and product description in Tote Bag
- 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

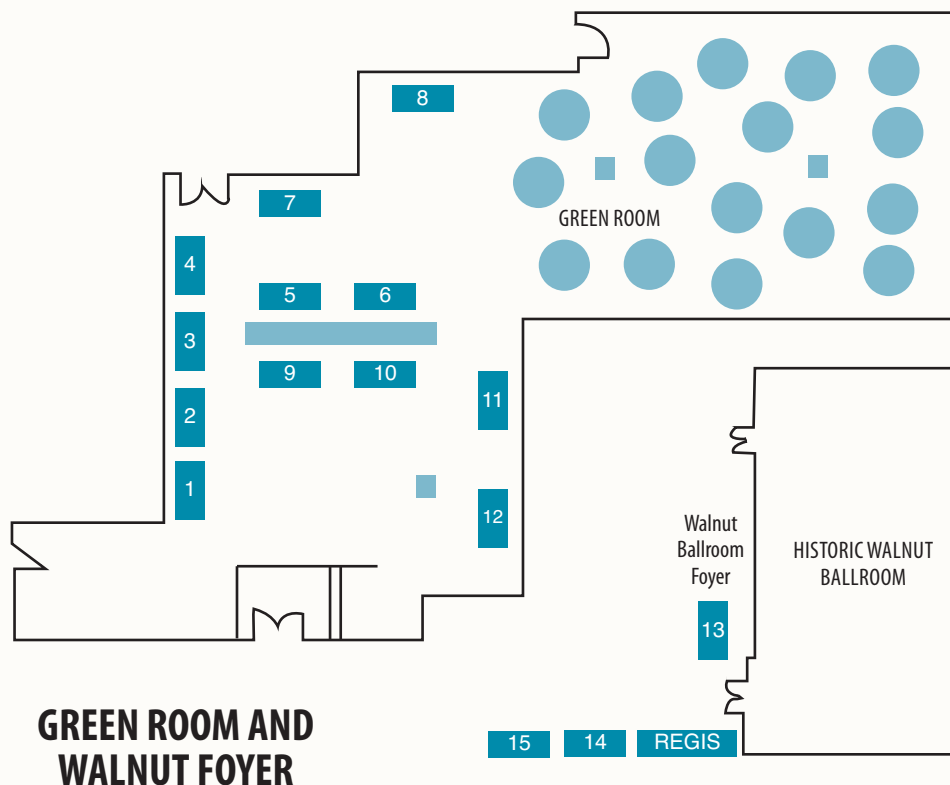
To make reservations online:

<https://gc.synxis.com/rez.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.

Becker's Hospital Review Annual Meeting MAY 17-18, 2012



Becker's Hospital Review Annual Meeting

APPLICATION & CONTRACT

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)

1/4 Page.....\$1,500 _____

1/2 Page.....\$2,100 _____

Full Page.....\$3,200 _____

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 _____

3 EASY WAYS TO REGISTER

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

2 FAX TO: (866) 678-5755

3 CALL: (800) 417-2035

EXHIBITOR RATES

BECKER'S HOSPITAL
REVIEW ADVERTISER

NON ADVERTISER

☐ Gold Exhibitor\$10,000\$12,000 _____

☐ Additional Conference Registration\$500 _____

SPONSOR RATES

GOLD SPONSOR

BECKER'S HOSPITAL
REVIEW ADVERTISER

NON ADVERTISER

☐ Corporate Partner Sponsorship
(only 5 available)\$15,000\$17,500 _____
(7 conference registrations included)

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 Networking
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 _____

SILVER SPONSOR

BECKER'S HOSPITAL
REVIEW ADVERTISER

NON ADVERTISER

☐ Conference Tote Bags ..\$5,000\$6,000 _____

☐ Badge Lanyards\$5,000\$6,000 _____

☐ Conference at
a Glance\$5,000\$6,000 _____

☐ Mobile Application\$5,000\$6,000 _____

☐ Aluminum Sports
Bottle\$5,000\$6,000 _____

☐ Travel Mug\$5,000\$6,000 _____

☐ Friday Continental
Breakfast\$4,500\$5,500 _____

☐ Thursday PM
Networking Break\$4,000\$5,000 _____

☐ Friday AM
Networking Breaks\$4,000\$5,000 _____

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