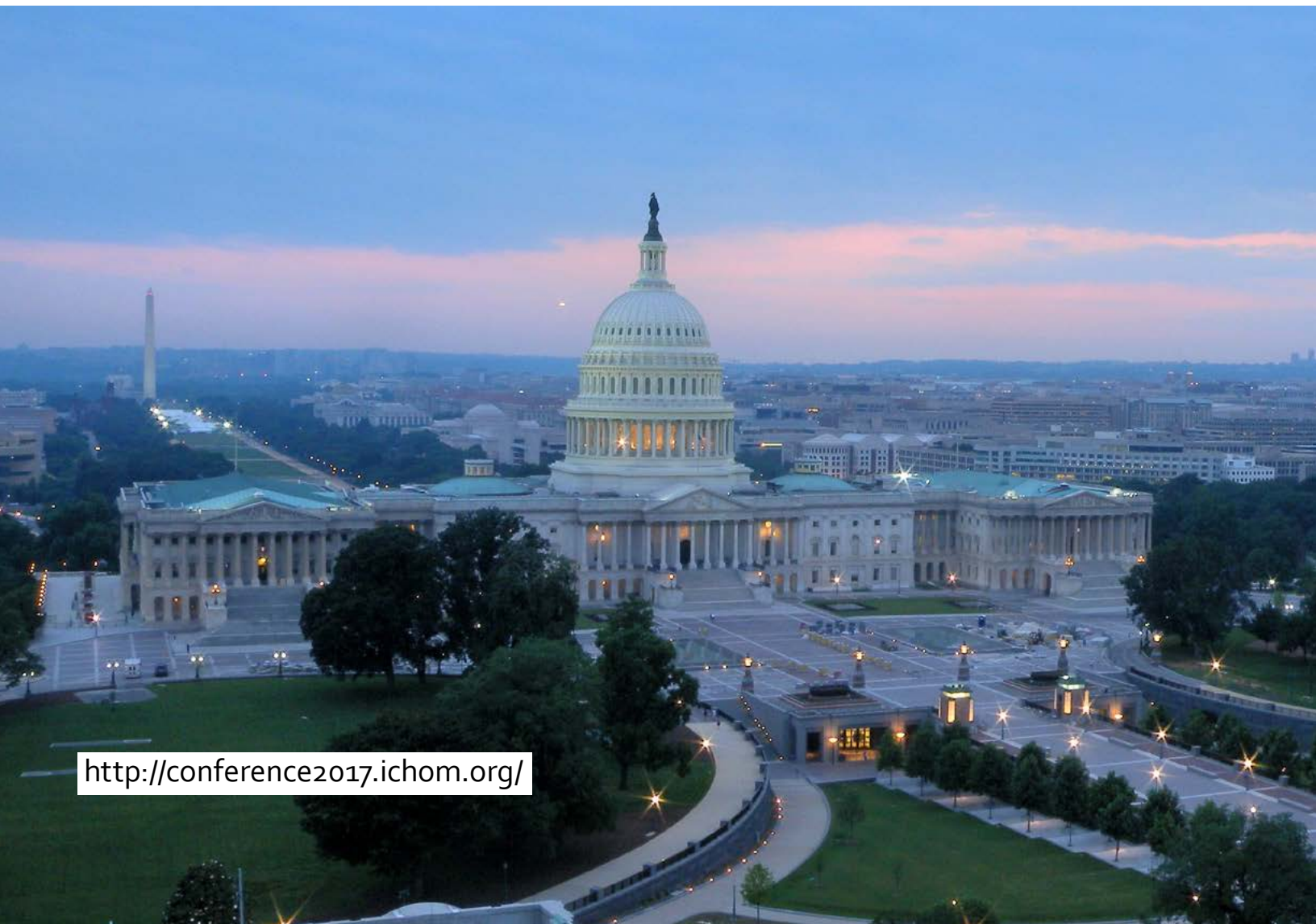




ICHOM

2017 CONFERENCE SPONSOR, EXHIBITOR AND ADVERTISER INFORMATION

Marriott Marquis Washington, DC
October 25 - 26, 2017



<http://conference2017.ichom.org/>

WHY SHOULD THE ICHOM CONFERENCE BE A PART OF YOUR SALES STRATEGY IN 2017?

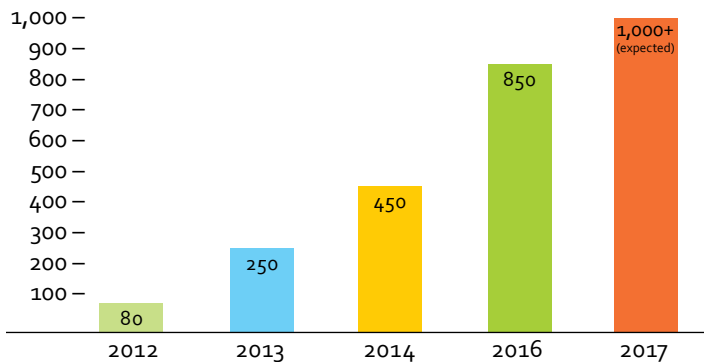
What began five years ago as a small meeting of academics at Harvard Business School has today become the value-based health care event of the year, attracting a growing number of patient advocates, health system leaders, and policy makers from around the world who share a common goal of restructuring care around what matters to patients. The 2017 ICHOM Conference brings fresh perspectives from global thought leaders, real-world examples from innovative institutions, and ample opportunities to network with conference attendees.

Make more connections. Build lasting relationships. Achieve maximum ROI.

WHO CAN YOU EXPECT TO MEET AT THE ICHOM CONFERENCE?

At the 2017 ICHOM Conference, you'll be among the elite minds of value-based health care. Grow your network and your brand by engaging with potential leads from a diverse range of public, private, health care, technology, life science, academic, and non-profit organizations.

ICHOM CONFERENCE ATTENDANCE, 2012-2016



WHO ATTENDS THE ICHOM CONFERENCE?

2016 ICHOM Attendee Breakdown:
Over 800 Delegates, from 400 Organizations and 40 Countries

PROVIDER 43%



LIFE SCIENCES 16%



REGISTRY/QI ORGANIZATIONS 11%



GOVERNMENT 6%



HEALTH DATA TECHNOLOGY 6%



ACADEMIA 6%



CONSULTING 5%



PAYER 4%



OTHER 3%



From 2016 — A Sampling of Attendees:

Chief Executive Officer
Chief Operating Officer
Professor
Medical Director
Head of Market Access
Chief Information Officer
Chief Medical Information Officer

Physician
Director of Quality and Patient Safety
VP Digital Healthcare
Senior Advisor
Principal
Head of Clinical Integration
Healthcare Data Analyst

Head of External Affairs
Head of Health Economics & Market Access
Global Government Affairs Manager
Value Solutions Manager
Chief Quality Officer
Clinical Performance Specialist

... and Their Employers:

Department of Health & Human Services
The Royal Melbourne Hospital
University of Toronto
Danish Cancer Society
Charité - Universitätsmedizin Berlin
Martini Klinik
Amgen

European Federation of Pharmaceutical Industries and Associations (EFPIA)
Medtronic
ICON
Dutch Institute for Clinical Auditing (DICA)
Erasmus MC
Leiden University Medical Center
Santeon

The Netherlands Cancer Institute
Aneurin Bevan University Health Board
Great Ormond Street Hospital
American Heart Association
Boston Children's Hospital
MD Anderson Cancer Center
Providence Health & Services
University of Utah Health Sciences Center

ICHOM Conference Sponsorship Opportunities

	Chairman Sponsor \$75,000	Presidential Sponsor \$50,000	Medallion Sponsor \$35,000	Executive Sponsor \$20,000	Premier Sponsor \$10,000
FULL CONFERENCE COMPLIMENTARY ADMISSION	20	15	10	6	2
INVITATIONS FOR CONFERENCE LAUNCH GALA DINNER	6	4	2	1	
CUSTOMIZATION CREDIT TO SPEND ON SPONSORSHIP ITEM OR EVENT	\$9K	\$6.5K	\$5K	\$3K	\$1.5K
MEETING ROOMS FOR SCHEDULING PRIVATE MEETINGS (4 PEOPLE)	Y	Y	Y		
COMPLIMENTARY BOOTH SPACE OR MARKETING ITEM HANDED OUT	Y	Y	Y	Y	Y
COMPLIMENTARY AD (BY SHARE OF PAGE AND COLOR)	FULL (C)	FULL (C)	1/2 (B&W)	1/2 (B&W)	
PLENARY PRIORITY SEATING (BY LEVEL)	Y	Y	Y	Y	Y
LOGO ON PLENARY SCREEN BEFORE AND AFTER KEYNOTES	Y	Y	Y	Y	Y
LOGO ON KEY SIGNAGE PLACED THROUGHOUT CONFERENCE	Y	Y	Y	Y	Y
LOGO, DESCRIPTION, AND LINK ON WEBSITE SPONSORSHIP PAGE	PRIMARY	PRIMARY	SECONDARY	Y	Y
LOGO IN CONFERENCE GUIDE AND APP SPONSORSHIP LISTING	PRIMARY	PRIMARY	SECONDARY	Y	Y
PRE AND POST ATTENDEE LISTS UPON REQUEST (EXCLUDING EMAILS)	Y	Y	Y	Y	Y
BADGES WITH SPONSORSHIP RIBBON	Y	Y	Y	Y	Y

Exhibitor Offering

- Full Table Top Exhibit \$ 2,995
- Government Price \$ 2,600
- Exhibit Space Includes: Space that is approximately 6 feet side, one 6' x 3' skirted table, two chairs and one wastebasket
- Conference Tickets Two (2) Exhibit Hall Only Passes. Option to upgrade passes to All-Access for \$500 each.
- Guide & Website Description 30 words with website
- Participant List ... Pre, and post with physical mailing addresses for a one time mailing (phone numbers and emails not provided)
- Buy-up Option Buy-up option: Sponsorship Packages or Advertising Offerings

Guide Advertisement Offering

- Full-page (color) \$1,600
- Full-page (B&W) \$1,100
- Half-page \$650
- Quarter-page \$400
- Back cover (1) \$3,000 (1)
- Inside front cover (1) \$2,000 (1)
- Inside back cover (1) \$2,000 (1)

Guide prints at letter size, 8 1/2" x 11".

Full page or cover size is 8 1/2" x 11"; for bleed include additional 1/8" on each side; non-bleed ads should be 7 1/2" x 10" vertical.

Half-page: 7 1/2" w x 4 7/8" h. Quarter page: 3 3/8" x 4 7/8".

FILES: Please send press-quality PDF; high-resolution JPEG or TIFF; or EPS *with all type saved as outlines*. Please no word documents.



ICHOM

SPONSORSHIP/ADVERTISER/EXHIBITOR CONTRACT

October 25 – 26, 2017 • Washington, D.C.

Contact Information

Company Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Fax: _____

Contact (authorized to contract for space): _____

Contact's Email: _____

Website: _____

Sponsorship Selection

Sponsorship Level:	Chairman Sponsorship	\$ 75,000
	President Sponsorship	\$ 50,000
	Medallion Sponsorship	\$ 35,000
	Executive Sponsorship	\$ 20,000
	Premier Sponsorship	\$ 10,000
	TOTAL DUE	\$ _____

Check here if, as a sponsor, you will not be utilizing your booth space

Exhibit Only Selection

	Price	# of Booths
Standard Table Top Package	\$2,995	_____
Government Table Top Package	\$2,600	_____
	TOTAL DUE	\$ _____

Guide Advertisements

	Price	Qty		Price	Qty		Price	Qty
Full-page (color)	\$1,600	___	Half-page	\$650	___	Back cover (1)	\$3,000	(1)
Full-page (B&W)	\$1,100	___	Quarter-page	\$400	___	Inside front cover (1)	\$2,000	(1)
						Inside back cover (1)	\$2,000	(1)
						TOTAL FOR ADS		\$ _____

Payment Information

CHECK ENCLOSED: Make payable to Health Care Conference Administrators, LLC.

Mail check & application to address below:

Health Care Conference Administrators, LLC
12330 N.E. 8th Street, Suite 101 • Bellevue, WA 98005-3187

WIRE TRANSFER: A \$25 processing fee applies.

A Conference Representative will contact you to collect the required banking information.

CREDIT CARD:

American Express

ACCOUNT #

EXPIRATION DATE

SECURITY CODE

Visa

Mastercard

NAME OF CARDHOLDER

SIGNATURE OF CARDHOLDER

TERMS AND CONDITIONS:

We understand that upon approval by ICHOM and Exhibit Management, this serves as a binding agreement between our company and Health Care Conference Administrators, LLC. Requests for cancellations of sponsorship and/or exhibit space must be presented in writing. No refunds will be given after September 10, 2017.

By signing this form, Sponsor/Exhibitor agrees not to extend invitations, call meetings, or schedule social events, including cocktail hours and/or dinners, involving attendees, or otherwise encourage absence of attendees, other exhibitors, or invited guests at any time during the dates of the event without permissions from the conference organizers.

Authorized Signature _____

Date _____

QUESTIONS CONTACT: ICHOM Exhibit Management
Email: justin@forerunnerevents.com • Phone: 206-673-4815 • Fax: 206-673-4823