Forum Focus

The Midwest Forum on Hospitals, Healthcare and Population Health: Partnerships to Build a Culture of Health will bring together organizations and key stakeholders dedicated to improving the health of all Americans. The goal of the meeting is to engage attendees in a broad dialogue across sectors to solve complex issues to improve the health of communities and integrate clinical and community health and prevention strategies. Participants will share innovative models that are working. They will inspire each other to take action to help transform the U.S. health care system to one that strategically plans for and supports the health of the population. Building on health equity as the core forum theme, topics include:

- The policy environment for population health and health system transformation
- Using data for care coordination and population health
- Aligning financial incentives and payment for population health
- The role of purchasers and payers in population health
- Integrating physical and behavioral health
- Developing clinical/community linkages
- Connecting health with community development
- How to engage consumers and patients in population health
- Collaborating on and leveraging community health needs assessment and planning

Attendee Profile

This three-day regional forum is expected to be attended by nearly 300 health care professionals including:

- Midwestern CEOs and decision-makers from hospitals and health systems; community benefit leaders, and leaders working to create clinically integrated networks and service delivery linkages
- Leaders in primary care, with a focus on Federally Qualified Health Centers and the primary care networks of health systems
- Leaders and directors of state and local health departments, state Medicaid agencies, and state human services agencies
- Leaders from the local and regional philanthropic sector
- Leaders from social sectors that are critical to the success of integrated health and healthcare approaches (e.g. housing, community development, mental health, education, etc.)
- Leaders and organizations that carry the voice of communities and special populations
- Leaders of community health advocacy and systems coalitions
- Leaders from health insurance agencies and managed care organizations
- Employers
SPONSORSHIP LEVELS

Showcase your company and your commitment to improving the health of Americans in the Midwest by participating as a Sponsor. Your company will have all eyes on you, and you’ll know you have lent support for the bigger picture! In order to be showcased in the 2017 forum guide, commitments will need to be made no later than **September 29, 2017.**

**PLATINUM LEVEL—$40,000**
- Double booth in the Exhibition Hall
- Exclusive sponsored lunch with logo representation
- Full-page advertisement in forum guide
- Company logo on forum bag and lobby signage (larger font)
- Company description with logo in forum guide (100 words plus logo)
- Support acknowledged from podium and on slide show
- Electronic copy of the attendee list
- Sponsor logo, description and website hyperlink on conference website
- 6 complimentary registrations to the general forum

**GOLD LEVEL—$25,000**
- Double booth in the Exhibition Hall
- Co-sponsored break with logo representation
- Half-page advertisement in forum guide
- Company logo on forum bag and lobby signage
- Company description with logo in forum guide (75 words plus logo)
- Support acknowledged from podium and on slide show
- Electronic copy of the attendee list
- Sponsor logo, description and website hyperlink on conference website
- 4 complimentary registrations to the general forum

**SILVER LEVEL—$15,000**
- Single booth in the Exhibition Hall
- Co-sponsored break with logo representation
- Quarter-page advertisement in forum guide
- Company logo on forum bag and lobby signage
- Company description with logo in forum guide (50 words plus logo)
- Support acknowledged from podium and on slide show
- Electronic copy of the attendee list
- Sponsor logo, description and website hyperlink on conference website
- 2 complimentary registrations to the general forum

**BRONZE LEVEL—$7,500**
- Single booth in the Exhibition Hall
- Company logo on lobby signage
- Company description with logo in forum guide (25 words plus logo)
- Support acknowledged from podium and on slide show
- Electronic copy of the attendee list
- Sponsor logo, description and website hyperlink on conference website
- 1 complimentary registration to the general forum

Please note that all sponsors are required to exhibit in the exhibit hall. Sponsors are assigned on a first come basis.

Committed Sponsors To Date: Robert Wood Johnson Foundation
**General Forum Continental Breakfast**
Help get attendees going each morning with a continental breakfast. Sponsorship benefits include your organization’s name and logo on a plenary slide, printed napkins with your organization’s name, and signage with your organization’s name and logo.

$5,000—Non-exclusive

**General Forum Lunch**
Attendees will be treated each day to a buffet lunch. Be the topic of discussion with your organization’s name and logo on signage and a plenary slide.

$10,000—Non-exclusive

**Forum Name Badge Lanyards**
Attendees receive a name badge upon registration and wear it throughout the forum. Sponsorship benefits include your organization’s logo on all of the lanyards and your name and logo on a plenary slide.

$10,000—Exclusive

**Forum Notepad**
The perfect tool for attendees to retain all of the important knowledge they are gaining. Sponsorship benefits include your organization’s name and logo on all of the note pads and on the plenary slides. Limited availability.

$5,000—Exclusive

**Health and Wellness**
Sponsor one of many recreational opportunities for attendees such as Yoga classes or chair massages. Sponsorship benefits include signage with sponsor name and logo outside the class or recreational area.

$5,000—Non-exclusive

**Standing Sign Boards**
Advertise your exhibit booth with a standing sign board placed in a high traffic area, such as registration. Signs are 3 feet wide x 8 feet high, self standing sign boards. The forum logo will appear at the top of the sign and the remainder will feature your message and logo for all to see. There are a limited number of boards.

$2,000—Non-exclusive

**Cyber Café**
Attendees use the computers to check email and stay connected throughout the forum. The sponsor’s web page will be the home page on each computer and signage with your organization’s name and logo will be outside the café.

$10,000—Exclusive

**Publication Distribution**
Your organization’s magazine or publication can be included in the 2017 Forum Tote. All attendees will receive one upon registration. This benefit is available outside of sponsorship levels.

$1,500—Non-exclusive
**EXHIBIT SPACE**

**Exhibit Price Scale:**

- **Single booth space:** 8 x 8 at $1,500
- **Double booth space:** 8 x 16 at $3,000
- **Triple booth space:** 8 x 24 at $6,000

**Nonprofit (<$5M budget) single booth space:** $1,000

**Each Booth Setup Package Includes:**

- 8’ high back wall and 3’ high side wall (red in color)
- One 7” x 44” exhibitor identification sign
- Exhibit hall is carpeted
- 1 free registration which includes 1 lunch, 1 reception, 1 breakfast and 1 break
- Additional Exhibitor Registrations, which include 1 lunch, 1 reception, 1 breakfast and 1 break can be purchased at $150 each (not to exceed 2)
- Full Forum registration is available on the general Midwest Forum registration page
- Electronic copy of the attendee list
- Listing in program book

_Booth furnishings can be ordered from our show decorator. Contact information will be provided at a later date. Show service kits will be sent to you no later than 60 days prior to the forum._

**Exhibition Show Schedule**

(subject to adjustment)

**November 29**

- Exhibitor Move-in: 12:00 pm — 3:00 pm
- Exhibit Show Hours: 3:30 pm — 4:00 pm
- 5:30 pm — 7:00 pm

**November 30**

- Exhibit Show Hours: 8:00 am — 9:30 am
- 10: 30 am —11:00 am
- 1:30 pm — 2:30 pm
- Exhibitor Move-out: 2:30 pm — 4:00 pm

**Contact Information:**

If you have any questions regarding sponsoring or exhibiting at the Midwest Forum on Hospitals, Health Systems and Population Health, please do not hesitate to contact us:

Kerrie Sneed

Phone: (803) 960-2895
Email: Kerrie.Sneed@outlook.com
Midwest Forum on Hospitals, Health Systems and Population Health

SPONSORSHIP APPLICATION AND AGREEMENT

RETURN SIGNED APPLICATION ALONG WITH AGREEMENT TO:

Email to: Kerrie Sneed at Kerrie.Sneed@outlook.com
Or fax to: Rebeca Gordenstein at 312-850-4040

Sponsor: (Print name as it should appear in all printed material)

________________________________________________________________________________________________________
Company Name
________________________________________________________________________________________________________
Contact Name (Person in charge of making booth arrangements
________________________________________________________________________________________________________
Address        City    State   Zip
________________________________________________________________________________________________________
Telephone      Fax   Email
________________________________________________________________________________________________________

Company Web address: ______________________________________________________________________________________

Company description: Please email Kerrie Sneed: Kerrie.Sneed@outlook.com, a corporate description (20-100 words depending on sponsorship level) to be used for any printed materials and your corporate logo in a jpeg and high resolution form.

☐ Bronze Level — $7,500    ☐ Lunch (Non-exclusive) — $10,000    ☐ Publication Distribution — $1,500
☐ Silver Level — $15,000    ☐ Break (Non-exclusive) — $3,000
☐ Gold Level — $25,000    ☐ Forum Notepad — $5,000
☐ Platinum Level — $40,000    ☐ Cyber Café — $10,000
☐ Breakfast (Non-exclusive) — $5,000    ☐ Health/Wellness — $5,000
☐ Badge Lanyards — $10,000    ☐ Standing Sign Board — $2,000

Please refer to the sponsorship package description for additional details.

Please contact me with additional information regarding: ☐ Attendance options ☐ Advertising opportunities

PAYMENT SUMMARY

TOTAL AMOUNT DUE $________________

PAYMENT TYPE: Select one: _____ Credit Card   ____Check

Send checks payable to: Illinois Public Health Institute 954 W. Washington, Suite 405, Chicago, IL 60607
Credit card payments via IPHI’s PayPal account (iphionline.org/midwestforum/application)
Midwest Forum on Hospitals, Health Systems and Population Health

EXHIBIT/SPONSORSHIP AGREEMENT

Rules, Regulations and Waiver of Liability — (Must be signed and returned with application)

1. Illinois Public Health Institute (IPHI) reserves the right to decline, prohibit, deny access, or remove any exhibit which in its sole judgment is contrary to the character, objectives, and best interest of the Forum or suitable for its attendee audience. This reservation includes, but is not limited to, any violation of any public policy, or these rules and regulations and extends to persons, things, printed matter, products and conduct. IPHI reserves the right to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting.

2. Exhibits shall not obstruct the view of adjoining exhibits nor operate in any manner objectionable to other exhibitors. All lighting within the exhibit must be arranged and operated without distracting adjacent exhibits.

3. Upon receipt of an exhibit booth application, IPHI will notify exhibitor with confirmation and send separate instructions on how to register and submit additional information.

4. No hazardous, radioactive or other dangerous materials shall be brought into the exhibit area.

5. Nothing shall be posted on, nailed, screwed, or otherwise attached to columns, walls, floors, drapes, or other parts of the exhibit structure or furniture.

6. Exhibitor agrees not to dismantle booth or conduct any packing before the move out period November 30, 2:30 p.m. (preliminary).

7. There is no security personnel provided. The prudent exhibitor should not leave valuable articles unprotected. “Hand-outs” or gifts should be placed out of site or locked during non show hours.

8. IPHI must be informed of any assigning, subletting, or apportionment of the whole or any part of the space allotted.

9. Exhibitor will receive a full refund, less a service charge of $200.00 for those who cancel on or before August 31, 2017. No refunds will be given for cancellations received on or after August 31, 2017.

10. Neither IPHI, the Westin Michigan Avenue, nor the exhibition services maintain insurance to cover exhibitor’s property. Damage/loss as well as injury to person/s assembling or dismantling any exhibit is the sole responsibility of exhibitor.

11. IPHI reserves the right to relocate exhibitors only if it becomes necessary. Every effort will be made to accommodate the exhibitor’s location preference. Prior notification will be given to exhibitor in order to mutually agree on a different location within the exhibit area.

12. Exhibitor agrees to use the IPHI attendee listing for the purposes of invitations to exhibit or attend hospitality functions only. This listing may not be used for mass marketing purposes.

13. Any food or beverage served by exhibitors must be ordered from the Food Service vendor and must be approved by IPHI prior to exhibiting.

14. Demonstration/AV Equipment - All demonstrations shall be confined to the space allotted to each exhibitor. Activities should be planned in such a manner that they will not interfere with the normal traffic flow, nor infringe on normal conversations in the nearby exhibits. Any exhibit consistently disturbing other exhibitors may be closed.

15. Should the exhibition hall experience damage or destruction by strikes, Acts of God, a national emergency or other causes beyond the control of IPHI, so as to prevent IPHI from exhibit hours, the exhibitor will be charged for space only for the period the space was or could have been occupied by exhibitor; and the exhibitor hereby waives any claim against Louisiana Shots for Tots, directors, officers, agents, or employees for losses or damages which may arise in consequence of such inability to occupy assigned space.

16. Exhibitor agrees to protect, save and hold IPHI, the Westin Michigan Avenue, the exhibition services and all agents/employees harmless for any damages or charges imposed for violations of any ordinance, and all other claims of losses, costs, and damages, including attorneys’ fees and judgments, arising from or out of or by reason of said exhibitor’s, its agents, employees, and business invitees occupancy and use of the exhibition premises, or any other part of the hotel.

Date: ___________ Company Name: ______________________________________

Signature:____________________________________________________________