



CARDIOVASCULAR SERVICE LINE
SYMPOSIUM

JUNE 10 - 12, 2015 • INTERCONTINENTAL BUCKHEAD • ATLANTA, GA

EXHIBITOR PROSPECTUS

Redefining value through quality, efficiency and patient satisfaction.



OVERVIEW

Redefining value through quality, efficiency and patient satisfaction.

The objective of this symposium is to provide guidance and support to administrators looking to manage the Cardiovascular Service Line (CVSL) whether due to being acquired, running the CVSL from the practice side or whether they are a forward thinking independent practice taking the lead in a co-management agreement. Guidance and support will be provided through presentations and breakout sessions that will help administrators, physicians and industry professionals understand the complexities of this dynamic change. To be successful in this environment, senior leaders must redefine value through quality, efficiency and patient satisfaction.

The service line strategy is the emerging new model for cardiology and many other specialties across the country. The comprehensive model, uniting all outpatient and inpatient services throughout the network must have clinical, operational, financial and strategic components to drive optimal value for these organizations.

Join us for an illuminating program to learn how CVSL Managers are developing the models to align and create the infrastructure to transform delivery. The Symposium will include interactive case studies and discussion of strategic and operational initiatives to address quality, efficiency and financial challenges for the service line.

Exhibitors will have the opportunity to interact with attendees looking to be more efficient when managing the CVSL.

You can register for this event by going to medaxiom.com/CVSL2015

PROGRAM TOPICS

- The Future is Here: Cardiovascular Programs in the New Era
- Putting Population Health Strategies to Work
- Working Together: Cardiology and the Multi-Specialty Group
- Solving the Value Modifier Mystery
- The Quest for Quality: A Case Study Defining and Designing New Standards of Quality
- The Big Question: To Consolidate or Not CV Surgical Programs Share Their Process and Decisions
- Integrating the Academic and Clinical Practice
- Merging Multiple CV Service Lines Across the Health System
- The Economics of a Transition Care Program
- Cardiologists Driving CVSL Cost Savings!
- And more



EXHIBITOR OPPORTUNITIES

EXHIBIT AND SPONSORSHIP OPPORTUNITIES INCLUDE

Bronze	\$3,500*
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- **Two attendees** per booth purchased
- 6-foot table top display
- Rotating logo on event website
- Full page print ad in the *Conference Information & Exhibitor Guide* provided to each attendee
- Opportunity to attend all educational sessions (2 attendees)
- Participation in Passport Program
- Opportunity to participate in a giveaway to collect contact information

Silver	\$4,500*
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All Bronze Benefits PLUS:

- Breaks (3 available), or
- Cocktail reception (1 available).

Gold	\$5,500*
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All Bronze Benefits PLUS:

- Friday Breakfast Spotlight presentation (2 available) or lanyard sponsorship.

Platinum	\$7,000*
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All Bronze Benefits PLUS:

- Luncheon Spotlight presentation (3 available).

*** ALL MEDAXIOM CORPORATE PARTNERS RECEIVE A 25% DISCOUNT.**



SPONSORSHIPS

Dinner Sponsorship

You have the opportunity to highlight your company during the Symposium by being the exclusive sponsor at our Welcome Attendee Dinner. This opportunity affords you exclusive on-air time with each of the attendees including: 5-7 minute speaking time at dinner and/or video segment aired, signage throughout the dinner space, logo inclusion on materials at dinner, and opportunity for giveaways to all attendees. This opportunity is exclusive and on a first come, first served basis. The total value of this package is \$10,000.

For questions regarding exhibiting options or sponsorship opportunities, please contact Ryan Graver at rgraver@medaxiom.com or 952.250.3460.

For general conference questions or help with registering, please contact Kate Paulk at kpaulk@medaxiom.com or 904.372.2991.

Passport and Giveaways

MedAxiom will provide a "Passport" that encourages attendees to stop by each exhibit booth for a signature and an opportunity to have interaction with our Exhibitors. Each completed Passport will be entered into a cash prize drawing. We will also help you market any items that you want to giveaway to entice attendees to stop by your booth. We know that all Exhibitors cannot participate in this but items given away in the past include—iPads, iPods, cameras, Kindles and so forth.

If you do choose to participate, please provide a description of your giveaway/drawing to Claudia Urbano at curbano@medaxiom.com by **May 29, 2015**. We will create posters with your company and giveaways listed so that attendees can stop by to enter into your drawing.

Pre-Event Email Blasts

We will be sending a pre-event email to all registered attendees and inviting them to visit our exhibitors. Send us a 100-word paragraph on your company and reasons to visit your booth, along with your company giveaway (if applicable). Only companies who send this info will be included in this email.

If you do choose to participate, please provide a description of your company as well as your giveaway/drawing to Claudia Urbano at curbano@medaxiom.com by **May 11, 2015**. *(Note: companies that choose to participate in this email blast will need to submit their giveaway at an earlier deadline than those who do not.)*



EXHIBITS AND SHIPPING INFORMATION

All exhibits must be contained within your space. All exhibit materials should be shipped to the hotel labeled as follows:

Client Name
Group Name & Date of Arrival
of Boxes (1 of 5, 2 of 5, etc.)
InterContinental Buckhead
3315 Peachtree Road NE
Atlanta, Georgia 30326
Attn: Jennifer Bridell

To ensure efficient handling and storage of materials, please allow your catering representative to assist you. Up to five (5) boxes may be sent two (2) business days prior to the event and held at no charge. For more than five (5) boxes, the following charges will apply: \$7.50 per box under 75 lbs, \$15.00 per box over 75 lbs and \$125 per pallet. Re-packing and shipping of materials is available through our Business Center and Concierge Desk. Boxes arriving more than two (2) business days prior to meeting date and stored more than two (2) business days past meeting dates are subject to a storage fee of \$5.00 per box and \$20.00 per pallet per day.

HOTEL INFORMATION AND RESERVATIONS

Intercontinental Buckhead Atlanta • Atlanta, GA

This Atlanta luxury hotel is the perfect city retreat in the heart of Buckhead's thriving business and shopping districts. Art Smith, our award-winning chef, brings the finest, freshest local ingredients to the table at Southern Art and Bourbon Bar while spa treatments in poolside cabanas offer a unique sense of relaxation. Nearby attractions include the CNN Studio Tour and Georgia Aquarium. From the lavish lobby to its premier location, this Atlanta luxury hotel defines city style.

Reserve your room within the event registration process. The discounted rate is \$218.90/night + tax for a standard room. Upgraded rooms may be available for additional costs.

In the unlikely even that the program is canceled, MedAxiom will refund the registration and hotel fees in full but is not responsible for any travel costs you may incur.

Contact Kate Paulk at kpaulk@medaxiom.com for more information.

Intercontinental Buckhead
3315 Peachtree Rd NE, Atlanta, Georgia 30326
For more information, visit
<http://www.intercontinentalatlanta.com>



CONFERENCE INFORMATION & EXHIBITOR GUIDE

We will be providing all attendees with an event publication/book called the **Conference Information and Exhibitor Guide**. This guide will be a compilation of agenda, facility layout and one-page advertisements of each Corporate Partner provided by you that will allow you to describe/promote your company and any content you wish. The Guide can be used to help heighten awareness about you, including product/service overviews, new products/services, a sales sheet, your ability to address the issues they face, conference promotions, a "please stop by message," or any message that you would like to convey. We will compile all of your submissions into a bound booklet and hand out to each attendee as they register. Our attendees have provided very positive feedback regarding this publication, so we are continuing to produce it for our conference, **AND there will be NO CHARGE for this service.**

EXHIBITOR GUIDE ARTWORK SPECIFICATIONS

Must be provided in **PDF format** at **300 dots per inch (dpi)** at 100% of scale. All fonts should be converted to outlines or flattened into the pdf.

Size Specifications:

Please submit at 8.75"W x 11"H, to be trimmed at 8.5"W x 11"H, with a live area of 8"W x 10.5"H.

All submissions need to be in high resolution PDF format and one page (single sided).

Please submit your PDF by **MAY 22, 2015** to **Claudia Urbano** at curbano@medaxiom.com.

Claudia is happy to answer any questions regarding the specifications for your ad.

Bleed Area: 8.75"W x 11"H

Trim Area: 8.5"W x 11"H

Live Area: 8"W x 10.5"H

What is this?

Bleed Area: The area beyond the edge of the sheet after trimming. The bleed is the part on the side of a document that gives the printer a small amount of space to account for movement of the paper, and design inconsistencies. Bleed ensures that no unprinted edges occur in the final trimmed document.

Trim Area: Where the page itself will be cut. Because it is cut by a machine, the cut is not absolutely precise every time (but it is very close). Some slight shifting does occur.

Live Area: The area where your main typographic elements should be without worrying about their being cut off or cut off from view. This area ensures that your typography and main graphics will be seen.