

BET#TER TOGETHER

MSD'S HEALTHCARE INNOVATION +
TECHNOLOGY CONFERENCE

SPONSORSHIP OPPORTUNITIES

MSD's Better Together | January 22 - 26, 2018 Fontainebleau Hotel | Miami Beach, FL www.MSDconference.com









EVENT OVERVIEW

WHY ATTEND & EXHIBIT

Our journey to create the future of healthcare can only succeed by collaborating with forward-thinking organizations and people from our industry who share the same vision. In an effort to foster industry-wide collaboration, MSD is pleased to offer Better Together 2018, MSD's Healthcare Innovation & Technology Conference, held January 22 – 26, 2018, at the iconic, oceanfront *Fontainebleau Hotel* in Miami Beach, Florida.

MSD

Better Together 2018 is the conference to attend for access to providers and influential contacts in the post-acute space.

Conference highlights include cutting-edge technology, informative panel discussions, and diverse networking events you won't want to miss.

The conference will bring together 400+ healthcare executives, clinicians, IT professionals, exhibitors, sponsors, and sales managers to collaborate and improve the future of our industry. With our partners, we will look towards technology and to the perspectives of those at the center of healthcare to co-create opportunities that will transform the way care is experienced and delivered. In 2018, we are offering distinct benefits and sponsorship levels to provide an opportunity for our sponsors to collaborate and connect with industry professionals. As a sponsor, you will have the opportunity to:

- **+ Maximize Efficiency and Knowledge:** Explore advances in healthcare technology and innovations to enhance productivity, reduce costs, and improve patient satisfaction and outcomes. Meet with industry leaders, manufacturers, key decision makers, and post-acute providers to share valuable insights and best practices about the most pertinent topics and issues facing the market.
- + Create Business Opportunities: Develop new leads, gain competitive information, and learn the latest operational and technical strategies through powerful keynotes, educational sessions, and an interactive exhibition.
- **+ Expand Your Network:** Network and socialize with industry thought leaders and colleagues, as you discover new trends and techniques that can be incorporated to improve your business and bottom line.



Join us at this iconic luxury hotel as we work together towards a better future for the post-acute space. The Fountainebleau Hotel is an exquisite venue with ample branding opportunities throughout the conference spaces, allowing your brand to get noticed by hundreds of attendees. Located directly on Miami Beach, attendees will be attracted to the appealing combination of ocean views, valuable industry knowledge, and networking.

Take advantage of the legendary beachfront Fontainebleau Hotel. Arrive early or extend your stay; a special discounted group room rate will be honored 3 days pre and post conference dates. To book your extension, please make your request during online registration or contact MSD Travel Headquarters at (800) 323-4560.

Thank you for your consideration in sponsoring our conference.

Sponsorships are crucial in making this event a success and helping the industry take another step forward towards revolutionizing the future of home healthcare. In recognition and appreciation of your support, we are pleased to extend the following benefits:

MEET

Connect with influential providers, leaders, and stakeholders in the post-acute space, including:

- + Healthcare executives
- + Clinicians
- + IT professionals
- **◆** Sponsors
- Sales managers

LEARN

Gain knowledge from industry leaders on:

- + Business insights
- Market trends
- Actionable strategies to help improve your business and bottom line
- CE Credits New this year!
 We're offering a variety of Continuing Education
 Credits for nurses, pharmacists, and more!

NETWORK

Multiple networking opportunities including:*

- Welcome Reception
- + Reverse Expo New this year!
- ◆ MSD's Thought Leader Dinner
- MSD's Healthcare Innovation & Technology Expo
- ◆ Board of Director's Reception
- Better Together Networking Dinner
- Daily conference meals and breaks

*Based on sponsorship level.







FCMS and Attentus Medical are now part of the MSD family!

SPONSORSHIP OPPORTUNITIES



	PREMIER HEALTHCARE \$50,000	PREMIER TECHNOLOGY \$50,000	PLATINUM \$25,000	GOLD \$15,000	EXHIBITOR \$8,000
	PARTICIPATION D	AYS		•	
Monday, January 22	•	•		_	
Tuesday, January 23				•	
Wednesday, January 24				•	
Thursday, January 25					
	ATTENDANCE				
Better Together 2018 passes (Additional passes available for \$395 per person per day)	5	5	4	3	2
Sponsor representatives at Better Together Networking Dinner	5	5	4	3	2
	ONLINE				
Logo and URL included in all pre-conference marketing materials				•	
Social media package					
Logo in pre-conference emails to attendees					
	CONFERENCE				
Expo Space	~18' x 18'	~18' x 18'	Upgraded	Upgraded	Tables & chairs
Sponsor Training Presentation					
Executive Meeting Room					
Welcome Reception				•	
Reverse Expo (Available for customers and high-level sponsors)				•	
MSD's Thought Leader Dinner				•	
Board of Director's Reception					
C	N-SITE ADVERTISE	MENT			
Recognition and opportunity to speak on stage during general session (1 minute to introduce yourself/organization)				•	
Company logo, description, URL, and booth location listed in conference mobile app				-	
Company logo on conference signage				-	
Rotating banner on mobile app					
Seat drop in keynote presentation					
Conference notebook insert					
POS	T-CONFERENCE MA	RKETING			
Full attendee list	•	•		_	•



Monday, January 22 Premier, Platinum, and

Premier, Platinum, and Gold Sponsors Arrivals

Welcome Reception

Tuesday, January 23

Suggested Exhibitor Arrivals



Wednesday, January 24



Better Together Networking Dinner

Thursday, January 25

Gold and Exhibitor Sponsors Departures (A.M.)

Premier and Platinum Sponsors Departures (P.M.)



SPONSORSHIP INCLUSIONS & ADD-ONS



Conference Notebook Insert: Submit one insert that will be included in the conference book upon arrival at the conference. The insert will be one page and will require MSD review and approval.

Executive Meeting Room: Dedicated meeting room for on-site use during the conference.

Seat Drop in Keynote Presentation: Opportunity to provide a branded flier provided by the sponsor and dropped on seats prior to the keynote presentation. All materials subject to approval by MSD. ■

Mobile App Banner: Featured prominently within the event's conference app home page with a rotating banner. (Sponsor to provide banner graphics.) ■ ■

Social Media Package:

- 4 tweets, 2 Facebook posts, and 2 LinkedIn mentions;
 communications begin six weeks before the conference.
- 2 tweets, 1 Facebook post, and 1 LinkedIn mention; communications begin six weeks before the conference. ■

Sponsor Training Presentation: Host a training session to the MSD sales team at the conference. ■ ■

Conference Signage: Company logo prominently featured on select conference signage.

Mobile App Promotion: Company logo, company description, URL, and booth location will be featured on the mobile app. The mobile app will be available to all attendees and accessible before, during, and after the conference.

Full Attendee List: Shall be provided in advance of the event and will include, to the extent available, name and contact information.

Welcome Reception | Mon., Jan. 22: You are invited to attend this event with customers and MSD attendees and executives.

MSD's Thought Leader Dinner | Tue., Jan. 23:

This event, hosted by MSD's CEO, brings together customer attendees and the Premier, Platinum and Gold level sponsors.

Reverse Expo - New This Year! | Tue., Jan. 23: You will have the opportunity to meet one-on-one with customer attendees during the Reverse Expo. Provider attendees will have their own table, creating an optimum environment for our sponsor attendees to network and build relationships with key decision makers from each participating facility. Sponsor attendee participants will flow through the hall, meeting with providers one-on-one at their tables. All conversations should be kept to five minutes to facilitate a smooth, steady flow and maximize the networking potential for each attendee.

MSD's Healthcare Innovation & Technology Expo Space | Wed., Jan. 24:

- Approximately 18' x 18' within product expo. ■
- Upgraded exhibit area. Details to be provided. ■
- Tables and chairs.

Board of Director's Reception | Wed., Jan. 24: An exclusive event held on-site at the *Fontainebleau Hotel* prior to the Better Together Networking Dinner. Attendees include MSD Board of Directors, MSD executives, customer attendees, and Premier Sponsors only. It's an ideal environment for sponsor attendees to build relationships with key decision makers from MSD and participating provider attendees.

Better Together Networking Dinner | Wed., Jan. 24: This event is open to all conference attendees.

Sponsorship Level Key

- **Premier Healthcare** | \$50,000 **Gold** | \$15,000
- Premier Technology | \$50,000 Exhibitor | \$8,000
- **Platinum** | \$25,000

"The 2017 MSD Healthcare Innovation & Technology Conference was the most forward thinking, innovative conference I have ever attended.

They are proactively thinking of opportunities to help companies be the most efficient they can be. Thanks MSD for being such a great partner."

Cathy Fletchall | Vice President of Sales & Clinical Programs | Major Medical Supply









ADD-ONS

Registration Site Sponsorship: \$20,000

- All participants will be required to register via the online registration site, providing visibility to your brand
- Sponsor logo branding prominently displayed on the registration site with language that identifies the sponsor
- Sponsor will have the opportunity to ask up to two profile/survey questions that are required for registration to be completed; only the registration sponsor will receive this data

Wi-Fi Sponsorship: \$15,000

- All participants will use Wi-Fi while at the conference, offering added visibility to your brand
- Sponsorship includes Wi-Fi throughout the conference center
- Signage prominently displayed at the registration desk and throughout the conference center identifying "Wi-Fi proudly brought to you by..."
- Sponsor logo within the mobile app information section

Better Together Networking Dinner: \$12,000

 The sponsor's logo will be prominently displayed at the evening event on Wednesday, January 24

Mobile App Sponsorship: \$12,000

- Participants will be strongly encouraged to download the mobile app prior to the conference to receive conference updates
- Email communications with mobile app download instructions will include sponsor partner logo with "Mobile app brought to you by..." language
- Title sponsor logo will be prominently displayed on the mobile app

Continuing Education Sponsorship: \$10,000

 Logo prominently displayed on all CE communications, including sponsor branding during general session

Keynote Speaker Sponsor: \$10,000

• Sponsor the keynote speaker

MSD's Thought Leader Dinner: \$10,000

 The sponsor's logo will be prominently displayed at the evening event on Tuesday, January 23

Welcome Reception: \$8,000

 The sponsor's logo will be prominently displayed at the evening event on Monday, January 22

Board of Director's Signage Opportunity: \$5,000

 The sponsor's logo featured on signage at the Board of Director's Reception on Wednesday, January 24

Charging Station Sponsorship: \$5,000

- A charging station will be set up at the venue, providing a place for attendees to sit, relax, and charge their mobile devices
- Sponsor logo will be prominently displayed

Make-A-Wish Fundraiser: \$5,000

 The sponsor's logo will be prominently displayed at the fundraiser taking place during the Better Together Networking Dinner

Reverse Expo Signage Opportunity: \$5,000

• The sponsor's logo featured on signage at the Reverse Expo on Tuesday, January 23

Hotel Key Card and Sleeves: \$3,000

- High visibility
- Sponsor company branding on hotel key card and sleeves

Notebooks and Pens: \$3,000

• Sponsors logo on a notebook and pens to be distributed to all conference attendees

Conference Lanyards: \$2,500

- High visibility
- Sponsor company logo

Hotel Room Drop Collateral: \$2,000 per day

- Option to distribute collateral drop per room, per day (branded flier to be provided by sponsor)
- Sponsor will provide the selected item to MSD for delivery to each attendee's room
- Minimum 200 rooms

Branded Breakfast Buffet: \$2,000 each

- The sponsor's logo will be displayed atop the buffet
- Availability on Tuesday, January 23; Wednesday, January 24; and Thursday, January 25

Branded Lunch Buffet: \$2,000 each

- The sponsor's logo will be displayed atop the buffet
- Availability on Tuesday, January 23, and Wednesday, January 24

Branded Break Opportunity: \$1,500 each

- The sponsor's logo will be displayed atop the buffet
- Availability on Tuesday, January 23, and Wednesday, January 24

Looping Slides During General Session: \$500 per day

• 1 slide promotional/advertising option with verbiage of choice

"The 2017 MSD Future Forward Conference was exceptional and met my expectations. The speakers and events were extremely informative with the Pitch Tank being the most fun—I look forward to attending the 2018 Better Together Conference."

Dan Greenleaf | President & CEO, BioScrip, Inc.

SPONSORSHIP DEADLINES

The sponsorship registration deadline is

NOV. 15, 2017.

Your sponsorship fees are due upon signing.

NOTE: ALL COLLATERAL ITEMS MUST COMPLY WITH APPLICABLE LAWS AND REGULATIONS ON GIFTS TO HEALTHCARE PROFESSIONALS AND CUSTOMERS. COMPLIANCE IS THE SPONSOR'S RESPONSIBILITY. SEE SPONSOR AGREEMENT TERMS AND CONDITIONS FOR MORE DETAILS.

AGREEMENT TERMS AND CONDITIONS

THESE TERMS AND CONDITIONS MUST BE SIGNED, DATED, AND SUBMITTED VIA EMAIL AT MSDCONFERENCE@ITAGROUP.COM PRIOR TO NOVEMBER 15, 2017.

- Registration: Registration is on a first-come, first-served basis. Participation in
 the conference is subject to receipt by the conference office of a duly executed
 copy of these Exhibit Floor Terms and Conditions (the "Agreement") and required
 payment, and the delivery to you of a copy of this Agreement counter-signed by
 Medical Specialty Distributors, LLC ("MSD").
- 2. Payment: 100% of your total fees are due with the signed Agreement on Wednesday, November 15, 2017. All fees are nonrefundable. If full payment is not made on or before the due date, your right to participate in the Conference may be canceled without further notice and without refund of monies paid. Any attempted cancellation, including any failure to occupy the contracted space, shall be considered a default under this Agreement and shall not relieve any payment obligations hereunder.
- Exhibit Hours: MSD will establish exhibit hours based on the conference program schedule and reserves the right to make any changes, as it may deem appropriate.
- 4. Installation and Dismantling: All exhibitor participants must be identified to ITA Group prior to the conference. Setup of all displays must be completed by 11:00 a.m. on Tuesday, January 23, 2018. Packing, unpacking, and assembly of exhibit materials shall be done only in a designated area and in conformity with MSD. All exhibits must be contained within the demo kiosk area provided for each exhibitor. Nothing shall be posted on, or tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, or other parts of the exhibit area without permission from the proper building authority. Absolutely no company identification or marketing materials may be placed outside the area of your specific exhibit table. Exhibit materials are to be taken down no sooner than 4:00 p.m. on Wednesday, January 24, 2018, and must be completely moved out by 6:00 p.m. on Wednesday, January 24, 2018.

Exhibit Rules:

- a. Sponsors may not conduct any demonstrations or activities that result in obstruction of aisles or prevent ready access to neighboring exhibits.
- b. No hazardous material may be stored or displayed on a kiosk. All material used on the demo kiosk must be fire retardant.
- c. The exhibit table must be continually staffed during exhibit floor hours.
- d. Noise levels will be maintained at modest levels and will not interfere with neighboring exhibits.
- e. In the event that any exhibit is offensive, as determined by MSD in its sole discretion, MSD shall be entitled to immediately terminate your participation at the Conference without refund of any fees paid.
- 6. Limitation of Liability and Indemnity: Except to the extent caused by negligence or willful misconduct, neither MSD, any of its contractors, nor any of their respective officers, directors, agents or employees (collectively, "Conference Organizers") shall be liable for any damage, loss, harm or injury to person or property resulting from theft, fire, earthquake, water, unavailability of the exhibition facility, accident or any other cause. Except to the extent caused by negligence or willful misconduct of the Conference Organizers, you hereby agree to indemnify, defend and hold harmless the Conference Organizers from and against any and all claims, demands, damages, losses, costs, including reasonable attorneys' fees and costs, and expenses of any kind that may arise

from or in connection with your installation, removal, maintenance, occupancy or use of the exhibit table or presence at the Conference.

IN NO EVENT SHALL ANY CONFERENCE ORGANIZER BE LIABLE, WHETHER ARISING UNDER ANY THEORY OF LIABILITY INCLUDING CONTRACT, STRICT LIABILITY, INDEMNITY, TORT (INCLUDING NEGLIGENCE), OR OTHERWISE, (i) FOR ANY TYPE OF SPECIAL, INCIDENTAL, PUNITIVE, INDIRECT OR CONSEQUENTIAL DAMAGES, INCLUDING, BUT NOT LIMITED TO, LOST REVENUE, LOST PROFITS, LOSS OF TECHNOLOGY, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGES; AND (ii) EXCEPT TO THE EXTENT CAUSED BY NEGLIGENCE OR WILLFUL MISCONDUCT, FOR ANY DAMAGES WHICH, IN THE AGGREGATE, EXCEED THE PARTICIPATION FEES PAID HEREUNDER. IN ADDITION, YOU HEREBY AGREE TO INDEMNIFY, DEFEND AND HOLD HARMLESS THE CONFERENCE ORGANIZERS FROM AND AGAINST ANY AND ALL CLAIMS, DEMANDS, DAMAGES, LOSSES, COSTS, INCLUDING REASONABLE ATTORNEYS' FEES AND COSTS, AND EXPENSES OF ANY KIND THAT MAY ARISE FROM OR IN CONNECTION WITH YOUR VIOLATION OF ANY COVENANT, REPRESENTATION OR WARRANTY MADE HEREUNDER.

- 7. No Assignment: Without the prior written consent of MSD, you agree not to assign to any third party your rights to the exhibition space or to participate in the Conference
- 8. Cancellation or Termination by MSD: In the event that MSD is required to cancel the Conference as a result of any fire, government regulation, war, unavailability of facilities, or other circumstance either within or outside of MSD's control, MSD's sole obligation and your sole remedy shall be the refund by MSD to you of the participation fees received by MSD hereunder.
- 9. Compliance: You are responsible for compliance with, and hereby acknowledge that you are aware of and will comply with, all applicable laws, rules, regulations and guidelines, including applicable FDA regulations and OIG guidance (collectively, "Laws") in connection with all activities you conduct in anticipation of, during, and after the conference, including, without limitation, all Laws relating to (i) marketing activities and providing things of value to persons involved with healthcare activities (including, without limitation, to any customers who may or actually do attend the Conference) and (ii) all statements, promotional and other materials and activities made about or in connection with medical devices, drugs and other items and services that may be submitted to a governmental agency or third-party payor for reimbursement.
- 10. General: This Agreement constitutes the entire agreement between the parties and supersedes all prior or contemporaneous agreements or representations, whether oral or written, relating to the subject matter contained herein. This Agreement may not be modified or amended except in writing signed by a duly authorized representative of each party. This Agreement will be governed by and interpreted in accordance with the laws of the State of New York as those laws are applied to contracts entered into and to be performed entirely in New York-by-New York residents. No waiver of any provision or right will affect the right of the waiving party to enforce any other provision or right herein or the same provision or right in the future. This Agreement may be executed in several counterparts, all of which will constitute one agreement.

В	y s	ign	ing	bel	ow,	our	comp	any	and	staf	f ag	jree	to t	he (abo	ove r	ules	and	l gui	deli	nes	of '	the	Ext	nibito	r F	loor

Company:	Title:	
Signature:		
Name (please print):	Date:	

Please sign and email this form by November 15, 2017, to MSDconference@itagroup.com.









Partner Sponsorship Registration and Payment Form

Company Name:			
. ,			
PRIMARY SPONSORSHIP CONTACT INFORMATIO			
Name:		Job Title:	
Address:			
City:	State:	ZIP / Postal Code:	Country:
Phone:	Email:		
PLEASE INDICATE YOUR PARTNER LEVEL: Premier Healthcare: \$50,000 Premier Technology: \$50,000 Platinum: \$25,000 Gold: \$15,000 Exhibitor: \$8,000	☐ Mobile App Sponsor☐ Continuing Educatio☐ Keynote Speaker Sp☐ MSD's Thought Leac☐ Welcome Reception	onsorship: \$20,000 515,000 working Dinner: \$12,000 rship: \$12,000 in Sponsorship: \$10,000 rlonsor: \$10,000 der Dinner: \$10,000 1: \$8,000 Signage Opportunity: \$5,000 onsorship: \$5,000	 □ Reverse Expo Signage Opportunity: \$5,000 □ Hotel Key Card and Sleeves: \$3,000 □ Notebooks and Pens: \$3,000 □ Conference Lanyards: \$2,500 □ Hotel Room Drop Collateral: \$2,000 per day □ Branded Breakfast Buffet: \$2,000 each □ Branded Lunch Buffet: \$2,000 each □ Branded Break Opportunity: \$1,500 each □ Looping Slides During General Session: \$500 per description
Payment Information	on		MSD'S HEALTHCARE INNOVATION & TECHNOLOGY
A credit card is required to confirm your particip both a valid P.O. number and a credit card. Your of of the P.O. is received by Tuesday, January 2, 2018 your credit card will be charged for the full amou	redit card will not be charged 3. If payment is not received p	if a check in payment	Jan. 24, 2018 7:00 - 11:00 a.m.
FOR CHECKS:			
Make checks payable to: ITA Group and reference Please remit payment to:	ce MSD Conference 2M96Y3		Please plan your travel and accommodations accordingly.
ITA Group ATTN: Katie Young			
4600 Westown Pkwy.			
West Des Moines, IA 50266			
$\ \square$ I have mailed payment to the address above f	or\$	P.O. #	SPONSORSH
FOR CREDIT CARD PAYMENT.			DEADLINE

_____to my credit card: □ Visa □ Mastercard □ AMEX

☐ Please charge \$ ___

Credit Card Number:

Name on Credit Card: ___

Credit Card Expiration Date: _

PLEASE SUBMIT THIS FORM TO: MSDconference@itagroup.com

DEADLINES

The sponsorship registration deadline is

NOV. 15, 2017.

Your sponsorship fees are due upon signing.







We make healthcare work better for our patients, families, communities, and one another.



MSD'S HEALTHCARE INNOVATION + TECHNOLOGY CONFERENCE

It's that time of year again and we are busy preparing for our annual Healthcare Innovation & Technology Conference, which will take place January 22-26, 2018 at the iconic *Fontainebleau Hotel* in Miami, Florida. This year's theme is "Better Together", and our healthcare industry is just that—better together! By embracing and supporting each other, and collaborating with forward-thinking organizations and people from our industry who share the same vision, our journey to create the future of healthcare can succeed. I know that we truly are better together! See you in Miami!

Please visit our conference website to register your sponsorship for MSD's Better Together 2018. Registration is open now through November 15, 2017.

We sincerely thank you for partnering with MSD!

Tom Burke

Chief Executive Officer

Medical Specialties Distributors, LLC 800 Technology Center Drive Stoughton, MA 02072 (800) 967-6400 www.MSDonline.com www.MSDconference.com