



NATIONAL SUMMIT
2013



**SPONSORSHIP
OPPORTUNITIES**

**MARCH 4-6, 2013
HOTEL DEL CORONADO
SAN DIEGO, CA**

BENEFITS OF SPONSORSHIP

March 4-6, 2013
Hotel Del Coronado
San Diego, CA

We invite you to join us as a sponsor for the third annual National Summit. This unique two-day event provides practical strategies for hospitals, health systems, and post acute and long-term care providers to create partnerships and programs essential for success in the future.

This event is exclusively for health care leaders and executives whose job titles include president, CEO, COO, CFO, CMO, CNO, strategy and planning executives, senior vice president, and vice president. Registration is subject to approval and the conference coordinator will verify eligibility.

If you would like to reach an audience of 200-300, high-level health care executives, consider one of the many sponsorship opportunities available for the National Summit: 2013.

This unique sponsorship opportunity will allow you to:

- **Engage in One-to-One Marketing:** Interact directly with pre-screened, qualified attendees in the health care industry.
- **Build Brand Awareness:** Enhance your company's presence in the marketplace and increase your product/service's visibility in advance of the event, on-site, and afterwards to targeted decision-influencers and decision-makers.
- **Educate Your Customer:** Reinforce your company's reputation as a trusted supplier for the health care industry.

"We attended the National Summit the inaugural year in 2011 and will continue to attend every year! The quality of the content is far superior to many conferences, cutting edge, progressive and visionary. The venue offers a professionally intimate environment which cultivates thought provoking conversations and partnering opportunities."

Jennifer Scully, President/CEO
Clinical Resources

SPONSORSHIP OPPORTUNITIES

As a National Summit sponsor, you will have the opportunity to network with 200-300 key, C-suite decision makers, achieve exclusive brand recognition through logo placement on press releases, promotional literature, conference website, and registration materials. You will also receive recognition as a conference sponsor in the opening and closing remarks.

Benefits of sponsorship include qualified attendee exposure; significant and varied branding opportunities to fit your budget—including the opportunity to spend face-to-face time with attendees; allowing a maximum return on your investment.

DIAMOND - \$20,000

- **Option to present on a panel or pre-conference session, or provide a welcome to participants at the Welcome Reception**
- Opportunity to introduce a plenary session speaker
- Your logo displayed on screen at all breaks
- Inclusion of a one-page document about your organization on the attendee flash drive
- Full page corporate profile and full page advertisement in the final conference program
- Exhibit space - preferential placement
- Confidential attendee listing with full contact information pre- and post-conference
- Five (5) complimentary registrations
- Five (5) reduced fee registrations for clients

“Health Dimensions Group’s National Summit has quickly achieved the often elusive “intimacy” that makes this one of the most effective health care conferences we attend. I look forward to it each year.”

Pete Spitz, VCPI



SPONSORSHIP OPPORTUNITIES

PLATINUM- \$15,000

- **Table Topic Luncheon Sponsorship** - opportunity to lead a luncheon table topic
- Opportunity to introduce a plenary session speaker
- Half page corporate profile and half page advertisement in the final conference program
- Exhibit space - 6' table/space
- Your logo displayed on screen at all breaks
- Confidential attendee listing with full contact information pre- and post-conference
- Four (4) complimentary registrations
- Five (5) reduced fee registrations for clients

GOLD - \$10,000

- **Breakfast sponsorship** with signage
- Opportunity to introduce a plenary session speaker
- Half page corporate profile and half page advertisement in the final conference program
- Exhibit space - 6' table/space
- Your logo displayed on screen at all breaks
- Confidential attendee listing with full contact information pre- and post-conference
- Four (4) complimentary registrations
- Four (4) reduced fee registrations for clients

SILVER - \$7,500

- Two (2) complimentary registrations
- Four (4) reduced fee registrations for clients
- Quarter page corporate profile or advertisement in the final conference program
- Exhibit space - 6' table/space
- Your logo displayed on screen at all breaks
- Confidential attendee listing with full contact information pre- and post-conference

BRONZE - \$5,000

- One (1) complimentary registration
- Three (3) reduced fee registrations for clients
- Literature displayed at promotional table in exhibit hall
- Confidential attendee listing with full contact information post-conference

CONFERENCE INFORMATION

WHEN - MARCH 4-6, 2013

WHERE

Hotel Del Coronado
1500 Orange Avenue
Coronado, CA 92118
Ph: (619) 435-6611



Hotel del Coronado is a beach front luxury hotel in the city of Coronado, just across the San Diego Bay. A National Historic Landmark, The Del beautifully blends an enchanting Victorian setting with contemporary luxury. Built in 1888, the resort has become a living legend, visited by celebrities, dignitaries, and U.S. presidents. Rated one of the top 10 hotels in the world by USA Today, The Del continues to maintain its rich history while also offering contemporary conveniences such as unique beach front dining experiences, an award-winning spa, upscale shopping, a variety of recreational activities and the luxurious cottages and villas at Beach Village

WHO ATTENDS

This event is exclusively for health care leaders and executives whose job titles include president, CEO, COO, CFO, CMO, CNO, strategy and planning executives, senior vice president, and vice president. Registration is subject to approval and the conference coordinator will verify eligibility.



CAN SPONSORS ATTEND THE CONFERENCE SESSIONS, MEALS AND ACTIVITIES?

YES! You are our guest for the entire conference. We encourage you to attend the networking event, all the sessions, activities and meals. However, if you did not sponsor a luncheon table topic, we ask that you sit with other vendors during lunch on Tuesday.

NATIONAL SUMMIT AGENDA

The National Summit once again promises speakers who are nationally recognized experts in the field. Preliminary topics include the following. A formal agenda will be available at the end of October.

- INTERACT II: The Evolving Benchmark for Improving Patient Care and Outcomes in Skilled Nursing Facilities
- Dual Eligibles: Trends and Federal/State Initiatives in Managed Long-Term Care
- Financing, Repositioning, and Partnering to Provide a Continuum of Care
- Stop Looking in the Rearview Mirror: Embracing the Health Care Reform Road Ahead
- Gearing Up for Change: The Regional Health System Perspective and the Importance of Integrated Care
- The Bundled Payment Trial by Fire, Experience: Lessons Learned and Advice for the Next Round
- Technology: Real Application and Use

This is a preliminary agenda and subject to change.

Monday, March 4, 2013	
8:00 a.m. – 8:00 p.m.	Registration Open
1:00 p.m. – 4:00 p.m.	Pre Conference Sessions
6:00 p.m. – 9:00 p.m.	Welcome Reception
Tuesday, March 5, 2013	
6:00 a.m. – 1:00 p.m.	Registration Open
7:00 a.m. – 8:00 a.m.	Continental Breakfast with Sponsors
8:00 a.m. – 8:15 a.m.	Welcome and Introductions
8:15 a.m. – 9:15 a.m.	Opening Keynote
9:15 a.m. – 9:40 a.m.	Break with Sponsors
9:40 a.m. – 10:40 a.m.	Plenary Session
10:40 a.m. – 11:00 a.m.	Break with Sponsors
11:00 a.m. - Noon	Plenary Session
Noon – 1:15 p.m.	Lunch and Sponsor Roundtable Topics
1:15 p.m. – 2:15 p.m.	Plenary Session
2:15 p.m. – 2:30 p.m.	Break with Sponsors
2:30 p.m. – 3:30 p.m.	Plenary Session
Dinner on Your Own	
Wednesday, March 6, 2013	
6:00 a.m. – 7:00 a.m.	Wake-Up Power Walk
7:00 a.m. – 1:00 p.m.	Registration Open
7:00 a.m. – 8:00 a.m.	Continental Breakfast with Sponsors
8:00 a.m. – 9:00 a.m.	Plenary Session
9:00 a.m. – 9:30 a.m.	Break with Sponsors
9:30 a.m. – 10:30 a.m.	Plenary Session
10:30 a.m. – 10:45 a.m.	Break with Sponsors
10:45 a.m. – 12:15 p.m.	Plenary Session
12:15 p.m. – 12:30 p.m.	Wrap Up and Closing
12:30 p.m. – 1:30 p.m.	Lunch – Enjoy an informal lunch with your friends and colleagues before you depart.

NATIONAL SUMMIT 2013 SPONSORSHIP FORM



We are pleased to sponsor the National Summit 2013 (please check one)

- Diamond \$20,000
 Platinum \$15,000
 Gold \$10,000
 Silver \$7,500
 Bronze \$5,000

Sponsor Contact Information

Contact Name _____ Title _____

Organization _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell _____ Fax _____

E-mail _____

Website _____

Category

- | | | |
|--|--|---|
| <input type="checkbox"/> Construction/Architect | <input type="checkbox"/> Banking/Financial Services | <input type="checkbox"/> Executive Search/Recruitment |
| <input type="checkbox"/> Medical Supplies/Products | <input type="checkbox"/> Communication Systems & Services | <input type="checkbox"/> Emergency Response Systems |
| <input type="checkbox"/> Food Services/Management | <input type="checkbox"/> Technology/Data Management/Software | <input type="checkbox"/> Environmental Services |
| <input type="checkbox"/> Communication Systems | <input type="checkbox"/> Pharmacy | <input type="checkbox"/> Other _____ |

<p>Form of Payment</p> <p><input type="checkbox"/> Check: Enclosed Payable to HDG</p> <p><input type="checkbox"/> Visa</p> <p><input type="checkbox"/> Mastercard</p> <p><input type="checkbox"/> American Express</p> <p><input type="checkbox"/> Discover</p>	<p>Credit Card Number _____</p> <p>Expiration Date _____ CVV (3 or 4 digit # on the back of the card) _____</p> <p>Name (as it appears on the card) _____</p> <p>Billing Address _____</p> <p>City _____ State _____ Zip _____</p> <p>Phone _____</p> <p>E-mail _____</p> <p>Signature _____</p> <p style="text-align: center;">A 3.5% service fee will be added to all credit card transactions.</p>
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Please sign and return Sponsorship Form and Terms and Conditions to:
 Health Dimensions Group, Attn: National Summit, 4400 Baker Road, Suite 100, Minneapolis, MN 55343
 Fax: 763.537.9200 E-mail: national.summit@hdgi1.com

NATIONAL SUMMIT 2013

TERMS AND CONDITIONS

1. Once the contract is signed, this is a binding agreement. After payment is received there are no refunds following the execution of this agreement unless Health Dimensions Group cancels the event due to any unforeseen situations that would affect the general population from attending the conference. In the event of a cancellation, either a refund or a credit letter will be issued. The credit letter must be utilized towards a future conference within a 12-month period from the canceled event.
2. Sponsorships will only be confirmed on receipt of a signed Agreement Form and a deposit (50% of total sponsorship cost). Final payment is due January 7, 2013.
2. There are to be no competing events held during the regular hours of operation of the conference. This includes scheduled set-up hours. Dinners should be held after conference hours. There are to be no side-tracks or outside sessions or presentations held in association with this event under the same roof without the prior consent of Health Dimensions Group.
3. It is understood that the attendee lists are proprietary and to be kept confidential and not distributed to any outside individual or organization.
4. All representatives using the complimentary or reduced rate registrations of the sponsoring company must be submitted no later than 30 days prior to the program.
5. A high-resolution EPS and JPG file (minimum 300 dpi) must be forwarded to national.summit@hdgi1.com within one-week post signing of the contract. Sponsor agrees to grant HDG use of their trade names, trademarks, service marks, and other proprietary information. HDG agrees that this information will be used only in connection with the 2013 event to provide the benefits as described in the sponsorship details
6. Sponsor understands that the attendance is based on estimates and that the actual number of attendees may vary.
7. Corporate profiles and advertisements are due by December 1, 2012.
8. All documents must be submitted by appropriate deadlines to ensure maximum benefits are being used.
9. Once an invoice is received for the sponsorship amount, payment must be made within 20 days and no later than 30 days prior to the event. If payment is made by credit card, a 3.5% service fee will be added.

Signature _____ Date _____

Please return Sponsorship Agreement Form and signed Terms and Conditions to:

Health Dimensions Group

Attn: National Summit

4400 Baker Road, Suite 100

Minneapolis, MN 55343

Fax: 763.537.9200

E-mail: national.summit@hdgi1.com



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WWW.HEALTHDIMENSIONSGROUP.COM