

Exhibit and Sponsorship Program

27th Annual National Forum on Quality Improvement in Health Care

December 6–9, 2015

World Center Marriott · Orlando, Florida

ihi.org/Forum

17th Annual International Summit on Improving Patient Care in the Office Practice & the Community

March 20–22, 2016

World Center Marriott · Orlando, Florida

ihi.org/Summit



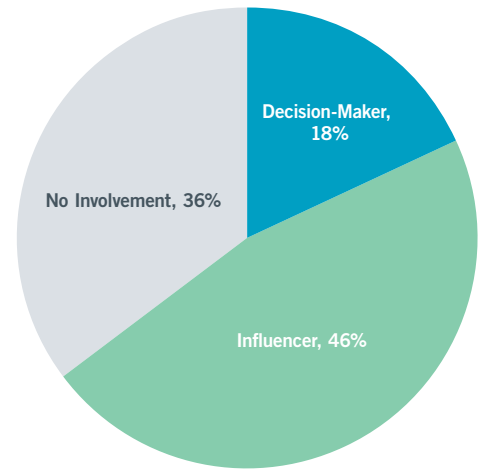
About the Institute for Healthcare Improvement (IHI) National Forum

December 6–9, 2015 · World Center Marriott · Orlando, FL · over 5,000 attendees

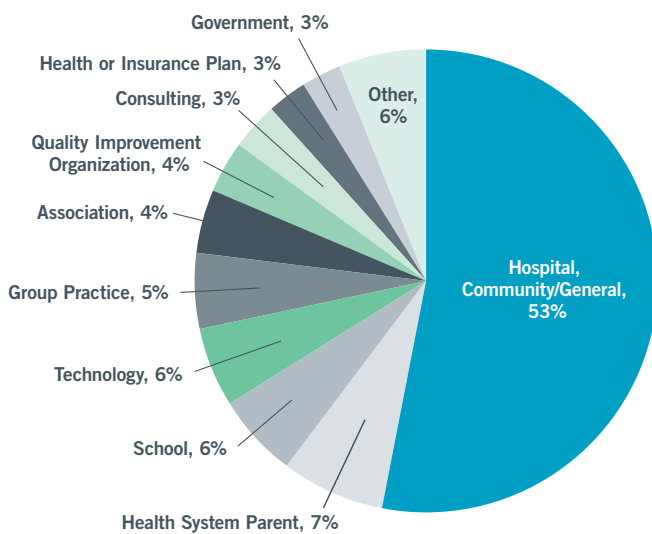
Reach Your Target Audience at the IHI National Forum

- Interested in reaching health care professionals with purchasing power and influence?
- Trying to increase awareness of your brand or product?
- Interested in creating goodwill towards your organization?
- New to the health care improvement marketplace?
- Introducing a new product?

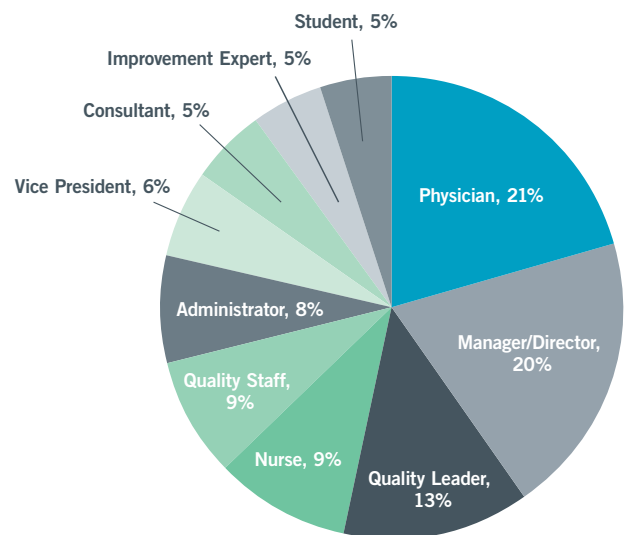
If you answered “YES” to any of these questions, you should consider becoming an exhibitor or sponsor of the IHI National Forum.



NATIONAL FORUM ATTENDEE PURCHASING POWER



NATIONAL FORUM ATTENDEES BY ORGANIZATION TYPE



TOP 10 NATIONAL FORUM ATTENDEE TITLES

Exhibit at the National Forum

Exhibit Booth Benefits

Each 8'x10' exhibit space includes:

- One (1) complimentary General Conference registration (does not include Learning Labs, Minicourses, or Forum Excursions) [\$1,300 value]
- Three (3) Exhibit Hall-only registrations [\$225 value]
- Company name and 30-word description in On-Site Conference Guide and conference app (Text must be provided by 9/1/15 to be included in the On-Site Conference Guide)
- Company name and hyperlink on National Forum exhibitor website
- Access to post-show attendee mailing list including contact, title, company, and mailing address in Excel format*
- Option to use IHI bonded mail house for one-time mailing to post-show attendee list
- One (1) company ID sign, 8' high back drape, and 3' high side drape

**Email addresses not included, but lead retrieval rental is available, offering attendee email addresses.*

Exhibit Hall Hours

Monday, December 7	4:00 PM–6:30 PM (Welcome Reception starting at 4:30 PM)
Tuesday, December 8	9:30 AM–10:30 AM (Appointments Only) 10:30 AM–1:30 PM 4:15 PM–6:30 PM (Storyboard Reception)
Wednesday, December 9	10:30 AM–1:30 PM

Six (6) dedicated exhibit hours

New Exhibitor Pavilion

The 2015 IHI National Forum presents a wide range of unparalleled benefits for first-time exhibitors. First-time exhibitors receive a high profile location within the New Exhibitor Pavilion and special recognition via booth signage and in the 2015 IHI National Forum On-Site Conference Guide.

Pricing
Standard 8x10
booth space:
\$3,200

NOTE: There is a
\$100 charge for
each corner.

For a list of past
exhibitors at the IHI
National Forum, visit:
ihi.org/Forum

Sponsorship Levels & Benefits

Based on your total spend in sponsorship and advertising, you will qualify for a Diamond, Platinum, or Gold benefit level.

IHI LEVEL BENEFITS	DIAMOND \$15,000+	PLATINUM \$10,000-\$14,999	GOLD \$5,000-\$9,999
Preferential space selection for 2016 National Forum: x number priority points	4	3	2
Additional General Conference registration pass (in addition to passes received with purchase of booth space)	1		
Company logo on exhibit hall entrance unit	●		
Logo on signage recognizing sponsors throughout the National Forum	●	●	●
Logo on keynote walk-in slides	●	●	●
Complimentary Forum Fortune Space	●		
One use of pre-Forum attendee list for one direct mail piece (through 3 rd party mail house). Piece subject to IHI approval.	●	●	

Core Sponsorship Benefits

There are many benefits to being a National Forum Sponsor — all providing maximum return on your investment. You will receive the following added benefits and increased exposure prior to and during the National Forum.

Sponsor recognition in:

- National Forum mailer (if sponsorship secured by 6/1/2015)
- On-site Conference Guide
- Logo on National Forum website
- Sponsor ribbons for personnel badges
- Premier listing in online floor plan
- Mobile app extended listing with logo

For more information on IHI National Forum 2015 sponsorship opportunities, please contact:

Andrew Haigh
IHI Sales Manager
 T 312 673-5442
 E ahaigh@smithbucklin.com

National Forum Sponsorship Opportunities

For a detailed description of each sponsorship, please click [here](#).

Opportunity	Key Benefit(s)	Investment	Quantity Available
Attendee Tote Bags	Logo prominently displayed on IHI National Forum Tote Bags distributed to attendees	\$20,000	1
Charging Station · SOLD	Company logo at each recharging station	\$20,000	1
Aisle Signs – ALL	Company logo and booth number displayed on each aisle sign in Exhibit Hall	\$15,000	1
Badge Lanyards	Logo on name badge cords worn by attendees, exhibitors, and sponsors	\$15,000	1
Hotel Room Key Cards	Custom hotel room key cards with company name and logo prominently displayed	\$15,000	1
IHI National Forum Mobile App	Logo on applicable pages of IHI 2015 National Forum mobile application	\$15,000	1
IHI Open School Congress · SOLD	Signage at the Chapter Congress, logo on Congress attendee name badges, logo student e-newsletter and emails	\$15,000	1
Keynote Sponsorship	Logo recognition on session signage and company collateral placed on attendee chairs	\$15,000	2
Welcome Networking Reception	Three-minute speaking opportunity in Expo hall to welcome attendees, logo on signage at reception, and custom imprint cocktail napkins	\$15,000	1
Tuesday Night Reception	Logo on four lighted balloons (airstars), custom drink station and food cart, 50 drink tickets for customers, 3–5 minute speaking opportunity, and signage around reception area	\$13,000	1
Hydration Stations	Logo prominently displayed on IHI National Forum water bottles and signage with company logo at water refill stations throughout conference area	\$12,000	1
Networking Lunches	Company logo on bagged lunch, promotional materials and company signage placed in lunch areas	\$12,000	2
Directional Meter Boards	Company logo prominently displayed on eight meter boards	\$10,000	1
Hand Sanitizer	Stations throughout the conference space with your logo and signage	\$10,000	1
Patient Reception	Logo on signage, napkins, and a five-minute speaking opportunity	\$10,000	1
Storyboard Reception	Logo on signage, napkins, and a three-minute speaking opportunity	\$10,000	1

National Forum Sponsorship Opportunities (Continued)

Opportunity	Key Benefit(s)	Investment	Quantity Available
Wireless Sponsorship	Logo on signage and company logo and link on wireless landing page	\$10,000	1
Dessert Sponsorship	Logo on signage and napkins	\$8,000	1
Exhibit Hall Snack Stations	Recognition on signs and snack station placed in sponsor's booth with logo napkins	\$8,000	4
Faculty Reception	Logo on signage, napkins, and three-minute speaking opportunity	\$8,000	1
International Attendee Meeting	Logo on signage, napkins, and five-minute speaking opportunity	\$8,000	1
Welcome Amenity Gift Bag	Logo on gift bag along with personal welcome note and amenity distributed to all attendees upon hotel check-in at World Center Marriott	\$6,500 plus cost of items	1
Escalator Clings	Logo or message displayed on escalator to main conference area	\$6,000	1
Exercise equipment	Logo on signage near exercise equipment and towels	\$6,000	1
Hotel Elevator Window Clings	Custom messaging placed inside each of the three lobby elevators at the World Center Marriott	\$6,000	1
Attendee Learning Excursions	Logo on signage at Excursion, company collateral distributed on buses as well as five-minute speaking opportunity on bus en route to Excursion, one free admission to one Excursion	\$5,000	1
Floor Decals	Company graphic and booth number on decals from main entrance of hall to sponsor's booth	\$5,000	1
Forum Sunglasses	Logo on side of sunglasses distributed to attendees at registration	\$5,000	1
Hotel Door Drop	Collateral placed under each attendee's door at the Marriott World Center	\$5,000	1
Individual Aisle Signs	Company logo and booth number displayed on one aisle sign	\$5,000	13
Patient Storyboards	Logo on hanging sign of storyboard section and signage surrounding storyboards	\$5,000	1
Photo Booth	Logo on booth and all photo printouts	\$5,000	1
Registration Window Clings	Custom ads stuck to windows in registration area	\$4,500	1

National Forum Sponsorship Opportunities (Continued)

Opportunity	Key Benefit(s)	Investment	Quantity Available
Vendor Presentations	30-minute speaking opportunity to showcase your company thought leadership. Recognition in On-Site Guide and on signage	\$4,000	7
Storyboard Satellite Station	Additional tabletop exhibit in the middle of National Forum storyboard room, logo on signage	\$3,000	3
Popcorn Cart	Fresh popcorn popped at your booth. Branded cups and napkins. The scent will draw a crowd!	\$2,000 per day	1
Coffee Cart	A cart featuring a barista making personalized coffee drinks placed next to your booth. Branded cups and napkins.	\$2,000 per day	1
Golf Simulator	Draw in attendees working on their golf swing. Branded signage and more.	\$10,000 for all 3 days	1

IHI National Forum Advertising Opportunities

Advertising Opportunity	Key Benefit(s)	Investment	Quantity Available
200 Opening Reception Drink Tickets	Logo on signage at booth and bars at opening reception, driving traffic to your booth	\$5,000	Limited Quantity Available
On-Site Guide Back Cover		\$4,000	1
On-Site Guide Inside Back Cover		\$3,000	1
On-Site Guide Inside Front Cover		\$3,000	1
100 Opening Reception Drink Tickets	Logo on signage at booth and bars at opening reception, driving traffic to your booth	\$3,000	Limited Quantity Available
Illuminated Ad Tower	Logo or advertisement on 4' x 3' lighted panels	\$2,500	3
Pre-Forum Email Advertisement	Your booth number and company name hyperlinked in two pre-forum emails	\$2,500	Limited Quantity Available
Perk Alert	Logo included in daily Forum emails, sending attendees to your booth for an IHI prize	\$2,000	4
Publication Bins	Custom designed bin with company logo and literature	\$2,000	1
On-Site Guide Full Page Ad		\$1,200	Limited Quantity Available
On-Site Guide Half Page Ad		\$800	Limited Quantity Available
Forum Fortune Bingo	Signage, company name, and booth listed on game card in On-Site Guide	\$500	40
Logo in On-Site Guide		\$500	Limited Quantity Available
New Product Release	Signage, link to product on IHI Forum website and icon in On-Site Guide	\$500	10

17th Annual International Summit on Improving Patient Care in the Office Practice & the Community

March 20–22, 2016 · World Center Marriott · Orlando, FL

About the International Summit

Each spring, health leaders and professionals gather for the International Summit on Improving Patient Care in the Office Practice & the Community, the Institute for Healthcare Improvement's (IHI's) second largest conference of the year. The primary audiences of the International Summit are front-line health care providers and leaders working in ambulatory care and community settings. The quality approach presented throughout the sessions really differentiates IHI's International Summit from other professional group conferences.

This is a different audience from the National Forum and there is very little overlap between National Forum and International Summit attendees.

Secure International Summit Exhibit Space

The International Summit Exhibition Gallery is located at the center of this energetic conference. Exhibitors at the International Summit receive such benefits as:

- Opportunities to interact and network with over a thousand of health care professionals in a more intimate setting
- Company description and contact information listing in the On-Site Conference Guide
- Increased brand awareness of products or services among influential health care decision makers

Booth Information

Each exhibit space includes:

- One (1) complimentary full General Conference registration (includes admission to keynotes, networking events, conference program materials and access to the Exhibit Gallery) [\$1,100 value]
- Two (2) Exhibit Gallery registrations
- Company listing and 30-word company description in On-Site Conference Guide
- Access to post-show attendee mailing list in Excel format*
- Option to use IHI bonded mail house for one-time mailing to post-show attendee list
- One (1) company ID sign, 8' high back drape, two 3' high side drape, one (1) six-foot skirted table and two chairs.
- One (1) lead retrieval scanner. The scanner captures the information submitted by the attendee when they enroll for the conference and will be emailed to you as a CSV file at the end of the conference.

Pricing

Standard Tabletop
Display

\$1,900

NOTE: There is a
\$100 charge for
each corner.

For more information
on IHI International
Summit 2016 sponsorship
opportunities, please
contact:

Andrew Haigh

IHI Sales Manager

T 312 673-5442

E ahaigh@smithbucklin.com

To learn more, visit

ihi.org/
Summit2016

EXHIBIT SPACE RESERVATION

INSTRUCTIONS: Type or print this application. Complete all sections. Sign and return this application via e-mail or fax. Upon receipt, exhibit space will be assigned to you and confirmation including credit card payment instructions will be sent. If you prefer to pay by check, make payable to IHI, P.O. Box 133, La Grange, Illinois 60525. **Only a copy of the application should accompany your check.**

Print exactly as you would like listed in all show materials.

COMPANY NAME _____

COMPANY PHONE _____

COMPANY FAX _____

COMPANY WEB ADDRESS _____

Primary Point of Contact (This individual listed below will receive ALL exhibitor communications.)

NAME _____

TITLE _____

STREET ADDRESS _____

CITY/STATE/ZIP _____

PHONE NUMBER _____

FAX NUMBER _____

E-MAIL ADDRESS _____

1

EXHIBIT SPACE RENTAL: The exhibit space rental charge is **\$3,200** per 8 x10. Minimum both size is 8 x 10. There is a \$100 charge for each exposed corner. **A 30% deposit** (payable in U.S. funds and drawn on a U.S. bank) of the total space rental charges (minimum deposit is \$960) must be received by June 1, 2015. **The balance of the space rental charge will become due and payable on June 2, 2015.** Applications received after this date must include full payment. Booth space will be released if payment is not received.

ELIGIBILITY: The exhibit area is open to companies whose products or services are directly related to the health care field. IHI reserves the right to reject applications for exhibit space from those companies whose products or services do not meet this criteria.

CANCELLATION POLICY: All requests for cancellation of booth space must be received in writing. If Show Management receives a written request for cancellation of space between contract date and **June 2, 2015**, the exhibitor will be refunded less the 30% deposit.

No refunds will be made after June 2, 2015.

Companies who cancel after June 2, 2015 are liable for the contracted total.

2

LOCATION PREFERENCES: Please indicate the location and configuration of the booth space requested. Applications received without payment will not be processed.

1st Choice: _____ 3rd Choice: _____

2nd Choice: _____ 4th Choice: _____

FEET DEEP	×	FEET WIDE (FRONTAGE)	=	TOTAL SQUARE FEET
TOTAL NUMBER OF BOOTHS × \$3,200.00	=	AMOUNT \$		
NUMBER OF CORNERS × \$100.00	=	AMOUNT \$		
On or after 6/2/15 submit application with total amount.		TOTAL AMOUNT \$		DEPOSIT 30% OF RENTAL CHARGES \$

3

We DESIRE to be next to or across the aisle from:

4

We do NOT want to be next to or across the aisle from:

Note: Do not mail contracts; email or fax only.

5

WE AGREE TO ABIDE BY ALL THE RULES AND REGULATION GOVERNING THE EXPOSITION AS PRINTED ON THE REVERSE SIDE HEREOF AND WHICH ARE PART OF THIS APPLICATION. ACCEPTANCE OF THIS APPLICATION BY SHOW MANAGEMENT CONSTITUTES A CONTRACT.

DATE _____

AUTHORIZED SIGNATURE – THIS LINE MUST BE SIGNED FOR ACCEPTANCE OF CONTRACT.

NAME _____ TITLE _____

METHOD OF PAYMENT: IHI Federal tax ID # 38-3017223

- Credit Card (Information for credit card payments will be provided on your invoice.)
- Check

INSTRUCTIONS: Type or print this application. Complete all sections. Sign and return this application via email or fax.

*Required

*NAME OF ORGANIZATION OR COMPANY
BEING ADVERTISED

*NAME OF ORGANIZATION/COMPANY AND
REPRESENTATIVE PLACING THE ORDER

ORGANIZATION/ AGENCY WHERE INVOICE
SHOULD BE SENT

STREET ADDRESS

CITY/STATE/ZIP

PHONE NUMBER

FAX NUMBER

E-MAIL ADDRESS

TOTAL SUPPORT

Check all that apply.

- On-Site Guide Advertising
- Sponsorship

Total Amount: \$ _____

METHOD OF PAYMENT

IHI Federal tax ID # 38-3017223

- Credit Card (Information for credit card payments will be provided on your invoice.)
- Check (see mailing address at right)

AUTHORIZED SIGNATURE

I have read and understand the terms and conditions of this application.

SIGNATURE

NAME (PLEASE PRINT)

DATE

TITLE

Note: Do no mail contracts; email or fax only.

Mail checks to: IHI P.O. Box 133 La Grange, IL 60525

E-mail: skolovitz@smithbucklin.com

ADVERTISING SPACE RESERVATION

INSTRUCTIONS: Please reserve ad space in the IHI 2015 On-Site Guide as follows:

AD PLACEMENT:

- Inside front cover
- Inside back cover
- Outside back cover
- Full page
- Forum Fortune Bingo

SPONSORSHIP APPLICATION

INSTRUCTIONS: To apply for participation as supporter of the 2015 IHI National Forum complete, sign and return this form along with full payment. IHI reserves the right to determine eligibility of any advertiser for inclusion in the program. All sponsorship applications will be accepted on a first-received, first-considered basis, with right of first refusal privileges extended to companies sponsoring the item from the 2015 National Forum.

Acceptance of this application is at the sole discretion of IHI. If an application is denied, any money submitted to IHI will be returned within thirty days and the association shall have no further obligations with respect to this application.

Cancellation Policy: No sponsorship cancellation refund will be granted due to ongoing promotions.

Payment Schedule: Payment is due in full with this signed agreement.

SPONSORSHIP 1

SPONSORSHIP 2

COMMERCIAL SERVICES AGREEMENT

Can your organization be classified as an entity producing, marketing, re-selling or distributing health care goods or services consumed by, or used on, patients? (Please check one)

- Yes (agree to Commercial Support Agreement on page 3)
- No, we are defined as (please circle one description below):

*Provider of clinical
services*

*Liability insurance provider
Health insurance provider*

*For-profit nursing home
Group medical practice*

501 c3 nonprofit

For-profit hospital

Non-healthcare-related

Government organization

For-profit rehab center

Other _____

- WE AGREE TO ABIDE BY ALL COMMERCIAL SUPPORT STANDARDS GOVERNING THE EXHIBITION AS PRINTED ON PAGE 3 AND WHICH ARE PART OF THIS APPLICATION. ACCEPTANCE OF THIS APPLICATION BY IHI CONSTITUTES A CONTRACT.**

RULES AND REGULATIONS

- WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS GOVERNING THE EXHIBITION AS PRINTED ON THE REVERSE SIDE HEREOF AND WHICH ARE PART OF THIS APPLICATION BY SHOW MANAGEMENT CONSTITUTES A CONTRACT.**

In the case that a sponsored item or event is cancelled by IHI for any reason whatsoever, then the amount paid for the specific sponsorship will be refunded to the sponsor.

These rules and regulations are a bona fide part of the contract for exhibit space with the Institute for Healthcare Improvement hereinafter referred to as IHI, for the Exhibition which is managed by SmithBucklin herein after referred to as Show Management, on behalf of IHI, the Show's owner and sponsor. Show Management reserves the sole right to render all interpretations, amend and enforce these regulations and to establish any and all further regulations not specifically covered below to assure the general success and well-being of the Show. Each exhibitor, for himself, his employees, and his contractors agrees to abide by these regulations and by any amendments or additions hereafter made by Show Management.

Show Management 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 interests of the Show 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. IHI 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.

Show Management's decision and interpretation shall be accepted as final in all cases.

1. PAYMENT OF SPACE. Applications submitted prior to June 2, 2015 must be accompanied by a 30% of the total space rental charges (payable in U.S. funds and drawn on a U.S. bank, minimum deposit is \$960). Applications received without such payment will not be processed nor will space assignment be made. The balance of the space rental charge will become due and payable on June 2, 2015.

Applications submitted after June 2, 2015 must be accompanied by payment IN FULL of the space rental charge. Applications received without such payment will not be processed nor will space assignment be made.

2. CANCELLATION AND REFUNDS. All requests for cancellation of booth space must be received in writing. Cancellations made in writing between contract date and June 2, 2015 will be refunded less the 30%. Cancellations after June 2, 2015, are not eligible for a refund.

Reduction of Space: If notice is received on or prior to June 2, 2015, the exhibitor will be responsible for the deposit of 30% of the total space rental charges. If notice is received after June 2, 2015, no refunds are issued on reduced space.

It is expressly agreed by the exhibitor that in the event he fails to pay the space rental charge at the times specified, or fails to comply with any other provisions contained in these rules and regulations concerning his use of exhibit space, Show Management shall have the right to reassign the confirmed booth location or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount paid by him for his space reservation, regardless of whether or not Show Management enters into a further lease for the space involved.

In case the exhibition shall not be held for any reason whatsoever, then and thereupon, the rental and lease of space to the exhibitor shall be terminated. In such case the limit claim for damage and/or compensation by the exhibitor shall be the return to the exhibitor of the pro rata amount already paid for space for this specific event.

3. SPACE RENTAL AND ASSIGNMENT OF LOCATION. Whenever possible, space assignments will be made by Show Management in keeping with the preferences as to location requested by the exhibitor. SHOW MANAGEMENT, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXHIBITION.

4. USE OF SPACE, SUBLETTING OF SPACE. No exhibitor shall assign, sublet or share the space allotted with another business or company unless approval has been obtained in writing from Show Management.

Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor's display, parent or subsidiary companies excepted.

Exhibitors must show only goods manufactured or dealt in by them in the regular course of business. Should an article of a non-exhibiting company be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business.

No company or organization not assigned exhibit space will be permitted to solicit business within the Exhibit Areas.

5. OPERATION OF EXHIBITS. Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exhibition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the exhibition as a whole. Use of so called "barkers" or "pitchmen" is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient

space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

Food and Beverages. No distribution of refreshments or any other product for consumption (other than packaged candy/snacks) not manufactured by, or specifically related to, the product of the exhibitor will be permitted.

Alcoholic Beverages. Exhibitors may not serve alcoholic beverages in the exhibit hall except with the written permission of Show Management.

Direct Sales. No retail sales are permitted within the exhibit area at any time, but orders may be taken for future delivery.

Contests, Drawings and Lotteries. All unusual promotional activities must be approved in writing by Show Management no later than 60 days prior to the opening of the exhibition.

Literature Distribution. All demonstrations or other activities must be confined to the limits of the exhibitor's booth. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited. Shopping bags are prohibited and literature bags shall not exceed a size of 16" x 18".

Copyright Licensing. Exhibitor is solely responsible for obtaining any required licenses to broadcast, perform, or display any copyrighted materials including but not limited to music, video, and software. Exhibitor shall indemnify and hold harmless IHI, Show Management, and facility against cost, expense, or liability which may be incident to, arise out of or be caused by Exhibitor's failure to obtain requisite license.

Sound. Exhibits which include the operation of musical instruments, radios, sound projection equipment, or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens. Show Management shall be the sole judge of what constitutes appropriate sound levels. Show management reserves the right to disconnect sound if, after two requests, it is not turned down to an acceptable level.

Live Animals. Live animals are prohibited.

Booth Representatives. Booth representatives, including models or demonstrators, must be properly registered and wear badges, and be properly and modestly clothed. Excessively revealing attire is prohibited.

Irregular Activities. All giveaway items with the exception of plastic bags, pens, pencils, luggage tags, pocket calendars, and the exhibitor's product must be submitted for approval to Show Management three (3) weeks prior to the opening of the exhibition. Noisemakers of any kind will not be permitted. All exhibitors distributing approved "stick-ons" may not place the "stick-ons" on the attendees' badges.

6. EXHIBITORS AUTHORIZED REPRESENTATIVE. Each exhibitor must name one person to be his representative in connection with installation, operation and removal of the company's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for such representative being in attendance throughout all exhibition periods; and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times.

For their own safety and protection, persons under the age of twenty-one (21) will not be admitted to the exhibit halls at any time.

7. INSTALLATION AND REMOVAL. Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the Show. Any space not claimed and occupied by three (3) hours prior to the published Show opening time may be resold or reassigned without refund. Installation of all exhibits must be fully completed by the opening time of the exhibition.

Exhibits must be staffed during all Show hours and may not, to any extent, be dismantled before the Show closing. Any early dismantling or packing shall be considered a breach of this agreement and may affect future applications.

8. ARRANGEMENT OF EXHIBITS. Each exhibitor is provided an Official Exhibitor Kit. The Exhibitor Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of

Show Management, any exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition. Exhibits not conforming may be dismantled or modified, at cost to the exhibitor, at the sole judgment and discretion of Show Management.

Exhibitor Plan Review. Booth construction plans and layout arrangements for first-time exhibitors, exhibits in peninsula or island booth spaces, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exhibition.. IHI reserves the right to amend layouts at any point in time.

9. EXHIBITS & PUBLIC POLICY. Each exhibitor is charged with knowledge of all State, County, and City laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in this exhibition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.

No part of the building shall be defaced in any manner, nor shall signs or other articles be posted, nailed, taped or otherwise affixed to any pillars, doors, walls or other parts of the building. Any and all damages, losses, expenses, and/or costs resulting from failure to observe this notice shall be payable by the exhibitor.

The exhibitor must, at his expense, maintain and keep in good order his exhibit and the space for which he has contracted.

Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor's space, materials and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, Show Management will endeavor to answer them.

Exhibitors must comply with City and State fire regulations. All booth decorations including carpeting must be flame-proofed and all hangings must clear the floor. All exits, hallways, aisles and fire control apparatus must remain clear and unobstructed at all times. Use of butane or bottled gas is not permitted. Use of propane and helium balloons is prohibited. Electrical equipment and wiring must conform with National Electrical Code Safety Rules. If inspection indicates any exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazard, the right is reserved to cancel all or such part of his exhibit as may be irregular, and effect the removal of same at exhibitor's expense.

If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the exhibitor should communicate with Show Management for information concerning facilities or regulations.

Independent contractors must conform to IAEM, ESCA and ED&PA guidelines and must be signatory to a current local collective bargaining agreement.

Exhibitor agrees to abide by all requirements of the ACCME Standards for Commercial Support of Continuing Medical Education and the ANCC Commission on Accreditation Standards for Commercial Support of Continuing Nursing Education as provided by the Massachusetts Association of Registered Nurses. Contact info@ihi.org for a copy Standards for Commercial Support.

10. STORAGE OF PACKING CRATES AND BOXES. Unattended freight in any display space as of one hour prior to Show opening will be removed and stored at the exhibitor's sole risk and expense. Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period; but these, when properly marked, will be stored and returned to the booth by service contractors. It is the exhibitor's responsibility to mark and identify his crates and boxes. Crates and boxes not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty."

Because of the lack of storage facilities, it may be necessary to store empty crates, boxes and exhibit material outside the building. Every effort will be made to protect the crates from the elements, but neither Show Management nor its service contractors will assume any responsibility for damage to them.

The removal and return of large crates that cannot be handled by hand trucks will be charged for at prevailing rates.

Crates, boxes or other exhibit materials unclaimed by the exhibitor after the Show will be removed at the exhibitor's expense. Exhibitors will be billed by the service contractor for removal time and materials at prevailing rates. Neither Show Management, the service contractor, nor the exhibit facility shall assume any liability whatsoever for loss or damage.

11. SOCIAL ACTIVITIES. Any social function or special event planned by an exhibiting company, to take place during the IHI Annual National Forum, must be pre-approved by IHI. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official conference and exhibition activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by IHI and/or Show Management. Distribution of exhibitor materials is not permitted to attendee sleeping room doors, IHI meeting rooms or anywhere else in the hotel and/or exhibit facility except in the specified booth space.

12. LIABILITY AND INSURANCE. All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Show Management, its service contractors, the management of the exhibit hall nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

13. INDEMNIFICATION. Exhibitor agrees that it will indemnify and hold and save Show Management whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or asserted against Show Management on account of injury or damage to

person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of Exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of Show Management by Exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of Show Management. Exhibitor covenants and agrees that in case Show Management shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon Show Management by virtue of any such litigation.

Property Damage. Neither Show Management nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion, or other insurable casualty, and Show Management and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. In the event that such occurrence results in cancellation of the exhibition, each party hereby releases the other from obligations under this contract. Accordingly, it shall be the responsibility of Show Management and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

Use of Certain Property. Exhibitor will assume all costs arising from the use of patented, trademarked, or franchised materials, devices, processes or dramatic rights used on or incorporated in the exhibitor's space. Exhibitor shall indemnify, defend and hold harmless IHI, Show Management, the City and their officers, directors, members, agents, and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys' fees, and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

14. WAIVER. Show Management shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by Show Management. No delay or omission by Show Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of such rights in writing on one occasion shall not be construed as a consent to or a waiver of any right or remedy on any future occasion.

15. ATTORNEYS' FEES. Should Show Management find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement, or to protect in any manner its interest or interests under this agreement, Show Management, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys' fees.

16. AMERICANS WITH DISABILITIES ACT. Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless IHI, Show Management, and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to comply with the Act.

17. ATTENDEE MAILING LISTS. All approved exhibitors will receive a mailing list in pdf format of registered attendees by e-mail after the event. This list is for one-time use only, and may not be disclosed, transferred, duplicated, reproduced, sold, loaned, or any portion retained whatsoever, including entering into electronic databases. Violation of these conditions will jeopardize your standing as an IHI exhibitor at future IHI meetings.

18. OTHER REGULATIONS. Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. THE SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.

If you answered yes to the first question in Section 5, you must agree to the following:

The Commercial Supporter agrees to abide by all requirements of the ACCME Standards for Commercial Support of Continuing Medical Education and the ANCC Commission on Accreditation Standards for Commercial Support of Continuing Nursing Education as provided by the Massachusetts Association of Registered Nurses. (Please see below). The Accredited Provider agrees to: 1) abide by the ACCME Standards for Commercial Support of Continuing Medical Education; 2) abide by the ANCC Commission on Accreditation Standards for Commercial Support of Continuing Nursing Education as provided by the Massachusetts Association of Registered Nurses; 3) acknowledge educational support from the commercial company in program materials; 4) upon request, furnish the commercial supporter a report concerning the expenditure of the funds provided.

STATEMENT OF PURPOSE: Program is for scientific and educational purposes only and will not promote the company's products, directly or indirectly.

INDEPENDENCE of PROVIDER in THE USE of CONTRIBUTED FUNDS: Funds should be in the form of an educational grant made payable to the Institute for Healthcare Improvement. No other funds from the commercial company will be paid directly to the program director, faculty or others involved in the CE activity.

STANDARDS FOR COMMERCIAL SUPPORT

STANDARD 4. Appropriate Management of Associated Commercial Promotion

4.1 Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

4.2 Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. The juxtaposition of editorial and advertising material on the same products or subjects must be avoided. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME.

- For print, advertisements and promotional materials will not be interleaved within the pages of the CME content. Advertisements and promotional materials may face the first or last pages of printed CME content as long as these materials are not related to the CME content they face and are not paid for by the commercial supporters of the CME activity.
- For computer based, advertisements and promotional materials will not be visible on the screen at the same time as the CME content and not interleaved between computer 'windows' or screens of the CME content
- For audio and video recording, advertisements and promotional materials will not be included within the CME. There will be no 'commercial breaks.'
- For live, face-to-face CME, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after a CME activity. Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or place of the CME activity.

4.3 Educational materials that are part of a CME activity, such as slides, abstracts and handouts, cannot contain any advertising, trade name or a product-group message.

4.4 Print or electronic information distributed about the non-CME elements of a CME activity that are not directly related to the transfer of education to the learner, such as schedules and content descriptions, may include product promotion material or product-specific advertisement.

4.5 A provider cannot use a commercial interest as the agent providing a CME activity to learners, e.g., distribution of self-study CME activities or arranging for electronic access to CME activities.

STANDARD 5. Content and Format without Commercial Bias

5.1 The content or format of a CME activity or its related materials must promote improvements or quality in healthcare and not a specific proprietary business interest of a commercial interest.

5.2 Presentations must give a balanced view of therapeutic options. Use of generic names will contribute to this impartiality. If the CME educational material or content includes trade names, where available trade names from several companies should be used, not just trade names from a single company.

STANDARD 6. Disclosures Relevant to Potential Commercial Bias Relevant financial relationships of those with control over CME content

6.1 An individual must disclose to learners any relevant financial relationship(s), to include the following information:

- The name of the individual;
- The name of the commercial interest(s);
- The nature of the relationship the person has with each commercial interest.

6.2 For an individual with no relevant financial relationship(s), the learners must be informed that no relevant financial relationship(s) exist.

Commercial support for the CME activity.

6.3 The source of all support from commercial interests must be disclosed to learners. When commercial support is 'in-kind' the nature of the support must be disclosed to learners.

6.4 'Disclosure' must never include the use of a trade name or a product-group message.

Timing of disclosure

6.5 A provider must disclose the above information to learners prior to the beginning of the educational activity.

Entities that answer 'yes' to the first question under Section 5 on page 1 must agree to the Commercial Support Agreement by checking the box and signing page 2.