



Exhibit and Sponsorship Program

18th Annual Summit on Improving Patient Care in the Office Practice and the Community

April 20–22, 2017

World Center Marriott · Orlando, Florida

ihi.org/Summit

29th Annual National Forum on Quality Improvement in Health Care

December 10–13, 2017

World Center Marriott · Orlando, Florida

ihi.org/Forum



About the Institute for Healthcare Improvement (IHI)'s Summit

World Center · Marriott Orlando, FL · April 20–22, 2017

800 Summit Attendees Are Looking for You

The 18th Annual Summit on Improving Patient Care in the Office Practice and the Community will build on its history as the meeting place for health care providers to learn cutting-edge improvements for the office practice, outpatient, and community settings. Each year, the Summit brings together 800+ revolutionary thinkers and innovative practitioners.

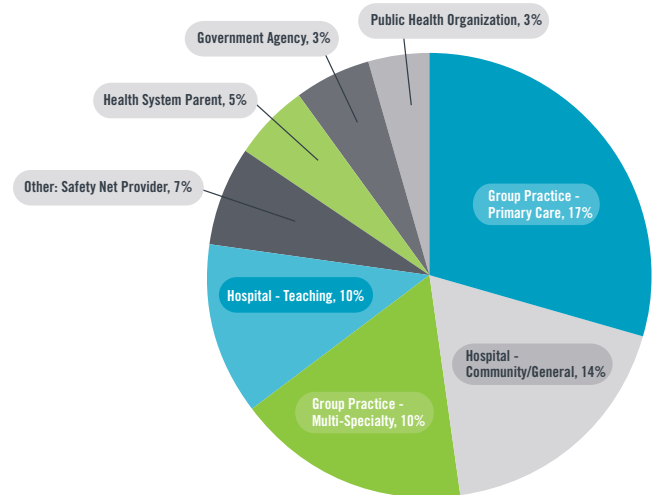
IHI Summit Attendees Seek

Services and products useful in improving the quality of health care — from health care products to ensure that they will thrive under reform, to software and hardware solutions. Attendees are always interested in learning about publications, audiovisual products, and novel educational services.

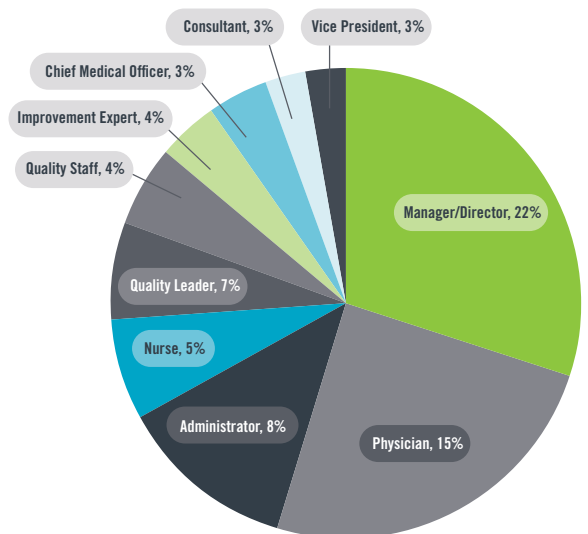
What You Can Expect From the IHI Summit

- More than four hours of exclusive exhibit time for networking. The exhibit gallery is located in a central location to maximize traffic.
- An opportunity to drive your product or service through post-event mailings with additional opportunities offered onsite.
- Attendee lunches and breaks stationed in the exhibit gallery, to increase traffic.
- Quality educational sessions, which one representative from each booth can attend with a complimentary pass.

Summit attendees come from the following organization types



Summit attendees are in the following roles



“I was impressed with the quality of attendees and sessions. As a vendor, I was also impressed by the level of conversation we were able to have with the attendees and the number of requests for follow-up visits and demos we received. We generated more leads in one day than I received working an entire week at HIMSS.”

—Gabe Waters, Sales Manager, Care Team Connect

Pricing

Executive Partner:
\$3,000

Premier Partner:
\$2,000

Secure IHI Summit Exhibit Space

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

- The ability to interact and network with over a thousand of health care professionals in a more intimate setting
- Your 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

Exhibit Booth Packages	Executive Partner \$3,000	Premier Partner \$2,000
Pre-Show List	•	•
Post-Show List	•	•
Lead Retrieval	•	
Half-Page Ad	•	
10% Discount on Sponsorships	•	
(10) Drink Tickets	•	
Passport to Prizes Inclusion	•	
(1) Full Conference Badge	•	•
(2) Exhibit-Only Badges	•	•
30-Word Company Description	•	•

Exhibits Schedule

Move-in

Thursday, April 20 **12:30 PM–5:00 PM**

Exhibit Hours

Friday, April 21

7:30 AM–9:30 AM
12:30 PM–1:30 PM
5:30 PM–7:00 PM

Move-out

Saturday, April 22 **1:15 PM–5:00 PM**

Saturday, April 22

7:30 AM–9:30 AM
12:30 PM–1:15 PM

IHI Welcomes First-Time Exhibitors

First time exhibitors receive special recognition via onsite signage and in the 2017 Summit On-Site Guide.

Secure IHI Summit Sponsorships

The IHI Summit brings the health care community together. Through an IHI Summit sponsorship, your company will gain direct access to all professions and all positions from executive leadership to front-line staff.

Sponsorships are designed to help you increase your brand recognition by engaging and networking with the IHI Summit attendees. Whether you're seeking new business, jump-starting entry into the improvement world, or growing your partnerships with key clients, an IHI Summit sponsorship is your chance to leverage valuable opportunities.

Sponsorship Levels & Benefits

Based on your sponsorship selections, you will qualify for a Diamond, Platinum, or Gold benefit level.

There are many benefits to being a Summit Sponsor — all providing maximum return on your investment. In addition to your company's sponsorship, you will receive the following added benefits and increased exposure prior to and during the IHI Summit.

- Sponsor recognition in:
 - IHI Summit brochure (if sponsorship secured by 10/7/2015)
 - On-Site Conference Guide (if sponsorship secured by 1/20/2016)
- IHI sponsor page in IHI Summit website
- Thirty (30) word company profile in On-Site Conference Guide
- Sponsor Ribbons for personnel badges

For more information on
IHI Summit exhibit &
sponsorship opportunities,
please contact:

Sara Kolovitz
IHI Sales Manager
312 673-4779
skolovitz@smithbucklin.com

IHI Sponsorship Opportunities

Hotel Room Key Cards **Exclusive: \$5,000**

Custom hotel room key cards with your company name and logo prominently displayed will be distributed to more than 800 attendees staying at the World Center Marriott. IHI logo and name of the event must be incorporated on key card.

Badge Lanyards **Exclusive: \$4,000**

IHI IHI Summit attendees will not only see your logo but they will wear it! Attendees, speakers, sponsors and exhibitors will wear the lanyards throughout the IHI Summit. Sponsor to provide logo. Up to (10) lanyards provided for your company's use.

Keynote **\$5,000**

3 available

Display your logo on signage during the highest-traffic sessions of the Summit. Sponsor a keynote and get a two-to-three minute speaking opportunity and recognition on company collateral placed on attendee chairs.

Storyboard/Networking Reception

Friday, April 21, 2017 | 5:30 PM–7:00 PM

Exclusive: \$4,000

Co-Sponsored: \$1,500

Sponsor the networking reception where attendees share stories about health care improvements at their organization! This sponsorship opportunity includes logo recognition on signage throughout the Summit and custom-imprinted beverage napkins.

Networking Lunches **\$2,000**

2 available

Help fuel the attendees by sponsoring a bag or box lunch. The bag or box will have your company's logo on the front and the company logo will be on signage throughout the designated lunch areas. You'll also have a five-minute speaking opportunity to highlight your company's work.

Dessert Sponsorship **\$1,500**

Reach a captive audience while attendees are looking for that sweet treat after lunch. Desserts for attendee lunches will only be served in the Exhibit Gallery. Sponsorship includes recognition on signage and custom imprinted beverage napkins.

Drink Tickets **\$1,500**

Distribute drink tickets to your first 100 customers at the Reception! Sponsorship includes signage of companies sponsoring these free tickets so attendees know what companies to visit.

Charging Station **Exclusive \$5,000**

Attendees can utilize your conveniently located charging station throughout the day at the Summit. With branding and messaging, your company will be sure to make an impression on attendees who need to recharge.

Floor Decals **\$1,200**

Direct attendees to your booth with your company's logo or message on floor decals right in front of registration!

IHI Advertising Opportunities

Networking Program

\$200

Attendees must visit all exhibitors participating in the Networking Program and have their game card validated to be included in a prize drawing. Exhibitor to donate prize.

Conference Guide Ad Space

Every attendee receives a Conference Guide upon arrival. Advertising in the Conference Guide will give your company visibility during and after the IHI Summit.

Directional Meter Boards

\$2,000

Gain company exposure by including your company's logo on our directional meter boards 3 feet by 8 feet. These eye catching directional meter boards are located throughout the conference directing attendees where to go.

Illuminated Ad Tower

\$2,500 (3 available)

Have your logo or advertisement illuminated on a 4' x 3' panel to catch attendee's eyes on a prominently located light box in the conference area.

AD SPACE	W" x D"	RATE
Back Cover (4c)	8.5"x11"	\$2,000
Inside Front Cover (4c)	8.5"x11"	\$1,500
Inside Back Cover (4c)	8.5"x11"	\$1,500
Full Page (B&W)	8.5"x11"	\$1,000
Half Page (B&W)	8.5"x5.5"	\$750

All advertising materials must be approved by IHI.

For more information or to customize an opportunity, please contact:

Sara Kolovitz

IHI Sales Manager

312 673-4779

skolovitz@smithbucklin.com

29th Annual National Forum on Quality Improvement in Health Care

World Center Marriott · Orlando, FL · December 10–13, 2017

6,000 National Forum Attendees Are Looking for You

Join us for this inspiring and motivating event that will unite thousands of health care leaders, visionaries, and front-line practitioners from around the world. It's a unique opportunity not just to listen and learn, but to be part of changes that will influence the future of health care. IHI's National Forum will reinvigorate you, expose you to new ways of thinking, and empower you to play an active role in what happens next. This event engages attendees with a breadth of Learning Labs, Minicourses, keynote presentations, and plentiful opportunities for networking. With the health care industry evolving every day, there's never been a better—or more critical—time to attend.

Secure National Forum Exhibit Space

The National Forum Exhibit Hall is located at the center of this bubbling and energetic conference. Exhibitors at the National Forum receive such benefits as:

- The opportunity to interact and network with thousands of health care professionals
- Their company description and contact information in On-site Conference Guide
- Increased brand awareness of their products or services among influential health care decision-makers

Exhibit Booth Information

Each 8'x10' exhibit space includes:

- One (1) complimentary General Conference registration (does not include Learning Labs, Virtual Site Visits, 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 (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.*

To learn more, visit ihi.org/Forum

Pricing
Standard 8x10
Booth Space:
\$3,200

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

For details on IHI National
Forum 2016 exhibitor sponsorship
opportunities, please contact:

Sara Kolovitz

IHI Sales Manager

312 673-4779

skolovitz@smithbucklin.com



EXHIBIT SPACE APPLICATION

18th Annual Summit on Improving Patient Care in the Office Practice and the Community
*Orlando World Center Marriott
 Orlando, FL · April 20–22, 2017*

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 **\$1,900** per 8 x 10. Minimum both size is 8 x 10. There is a \$100 charge for each exposed corner. A \$500 minimum deposit (payable in U.S. funds and drawn on a U.S. bank) must be received with contract. **The balance of the space rental charge will become due and payable on November 4, 2016.** 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 **November 4, 2016**, the exhibitor will be refunded less the \$500 per 8x16 deposit.

No refunds will be made after November 4, 2016.

Companies who cancel after November 4, 2016 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 × \$2,000.00	=	AMOUNT \$		
NUMBER OF CORNERS × \$100.00	=	AMOUNT \$		
On or after 11/2/15 submit application with total amount.		TOTAL AMOUNT \$		DEPOSIT \$500 PER 8X10

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



SPONSORSHIP APPLICATION

18th Annual Summit on Improving Patient Care in the Office Practice and the Community

Orlando World Center Marriott
Orlando, FL · April 20–22, 2017

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
- Half Page
- Networking Program
- Illuminated Ad Tower

SPONSORSHIP APPLICATION

INSTRUCTIONS: To apply for participation as supporter of the 2017 IHI Summit 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 2017 Summit.

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 13)
- No, we are defined as (please circle one description below):

<i>Provider of clinical services</i>	<i>Liability insurance provider</i>	<i>For-profit nursing home</i>
<i>501 c3 nonprofit</i>	<i>Health insurance provider</i>	<i>Group medical practice</i>
<i>Government organization</i>	<i>For-profit hospital</i>	<i>Non-healthcare-related</i>
	<i>For-profit rehab center</i>	<i>Other _____</i>

- WE AGREE TO ABIDE BY ALL COMMERCIAL SUPPORT STANDARDS GOVERNING THE EXHIBITION AS PRINTED ON PAGE 13 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.**

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 10 x 10. Minimum both size is 10 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, 2017. **The balance of the space rental charge will become due and payable on June 2, 2017.** 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 1, 2017**, the exhibitor will be refunded less the 30% deposit.

No refunds will be made after June 2, 2017.

Companies who cancel after June 2, 2017 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 6/2/17 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

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 November 4, 2016, must be accompanied by a \$500 deposite (payable in U.S. funds and drawn on a U.S. bank, minimum deposit is \$500). 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 November 4, 2016.

Applications submitted after November 4, 2016, 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 November 2, 2015 will be refunded less the \$500/ 80 square feet. Cancellations after November 4, 2016, are not eligible for a refund.

Reduction of Space: If notice is received on or prior to November 4, 2016, the exhibitor will be responsible for the deposit of \$500. If notice is received after November 4, 2016, 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 or IHI Summit, 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. LEAD RETRIEVAL RENTAL: At this conference, IHI will be renting out Opticon lead retrieval scanners for capturing attendee email addresses. IHI will test all devices before renting them out to exhibitors to ensure they are working properly. If the scanner stops working onsite, IHI will replace it with another immediately and at no cost to the exhibitor provided the exhibitor brings the faulty device to show staff as soon as possible. If there is a malfunction with the device and data is not captured, the extent of IHI's responsibility is that IHI will refund the exhibitor the cost of the rental.

19. 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 on the sponsorship & advertising application, 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.