

## **SPONSORSHIP AND VENDOR OPPORTUNITIES**

Texas Health Institute is pleased to invite you to join us for **Texas Health IT Summit: Houston**. TMF Health Quality Institute and Texas Health Institute are proud partners of this stimulating and informative Summit to be held September 30 – October 2, 2010 in Houston, Texas.

This extraordinary Summit will provide multiple learning opportunities for **physicians, physician assistants, nurse practitioners, nurses, practice administrators, and other health care professionals** who are looking to purchase an EHR or want to learn more about the alphabet soup of health information technology (HIT).

This is a **unique opportunity for you to have an audience with over 200 attendees to demonstrate your products and your work**. Sponsors and vendors will have the opportunity to gain new contacts and substantial business from this dynamic group of individuals.

Vendor and Sponsorship forms follow this page. We look forward to discussing this opportunity with you. Please call at 512.279.3915 or email [ldoerfler@texashealthinstitute.org](mailto:ldoerfler@texashealthinstitute.org) if you have questions. Thank you, in advance, for your consideration.

### **About TMF Health Quality Institute and Texas Health Institute**

**Texas Health Institute** provides leadership in development of solutions to improve the health of Texans and their communities. A nonpartisan nonprofit, THI continues to be a neutral convener, facilitating balanced health policy dialogue and creating a vision of improved health in a number of states. Our vision is to become a nationally recognized defining resource and catalyst for innovations that improve the health of Texans and their communities. For the past five years, health information technology has been and continues to be one of our innovation focus areas.

**TMF Health Quality Institute**, formerly the Texas Medical Foundation, has been a presence in Texas health care since being chartered in 1971 as a private, non-profit organization of licensed physicians tasked with leading quality improvement and review efforts in the state. TMF efforts and initiatives have been endorsed and supported by both the Texas Medical Association and the Texas Osteopathic Medical Association. Over the past 37 years TMF has developed and nurtured strong relationships with stakeholders in all provider settings, including hospitals, physician offices, home health agencies and long-term care facilities, through work as the Medicare Quality Improvement Organization (QIO) for Texas and various state, local and private contracts.

**Together**, we believe the positive impact of electronic health records, medical home, and health information technology will transform our healthcare delivery system in Texas.

### **Conference Venue**

The Texas Health IT Summit will be held at The Westin Oaks, Houston, 5011 Westheimer, Houston, Texas 77056. Lodging accommodations may be reserved at the Westin Oaks for the special Summit rate of \$118.00 (+ tax).

# 2010 Texas Health IT Summit

## Sponsorship Levels

### Bronze Star Sponsor – \$3,000

- Placement of one exhibit booth (6 ft. skirted table with 2 chairs and a wastebasket)
- Name billing on select conference materials and signage
- One half-page advertisement in conference program book
- Three complimentary, full conference registrations
- Listing in the conference program book

### Silver Star Sponsor – \$3,500 Includes all benefits of Bronze Sponsor Level plus:

- One page advertisement in conference program book
- One additional complimentary, full conference registration (4 total)

### Gold Star Sponsor – \$4,000 Includes all benefits of Silver Sponsor Level plus:

- Prime placement of an additional exhibit booth (1 large or 2 regular)
- Logo in addition to name billing on select conference materials and signage
- Prime placement of a full-page advertisement in conference program book
- One conference bag insert
- One additional complimentary, full conference registration (5 total)

### Summit Signature Sponsor – \$8,000 Includes all benefits of Gold Star Sponsor Level plus:

- On-site seminar listed in the official conference program
- Host an on-site function (breakfast, lunch or dinner), sponsor will have sole event during that time period
- Ability to select placement of exhibit booth (first come basis)
- Logo and name billing (30 percent larger than Gold Sponsor)
- An additional conference bag insert (2 total)
- One additional complimentary, full conference registration (6 total)

### Vendor Level – \$1,250

- Placement of one exhibit booth
- Listing in the conference program book
- Vendor level increases to \$1500 after August 31, 2010

### Non-profit\*/Government Level (state and local) – \$650 \*Please provide proof of non-profit status

- Placement of one exhibit booth
- One complimentary, full conference registration
- Listing in the conference program book

### Additional Item and Event Sponsorship (upon availability)

Breakfast (2 avail.) - \$ 2,500

Refreshment Breaks - \$ 1,000

Lunch (2 avail.) - \$ 3,000

\*Exclusive Meeting Room (5 avail.) - \$ 1,000

Name appears on website sponsor list, in conference handbook and on signage. Sponsor of any of the additional items above receives complimentary Summit registration. Sponsors noted on signage for event. Sponsors of reception and meals will be recognized prior to the event.

\* We have 5 meeting rooms sized for 45 people, perfect for private product demonstration meetings and/or dinners available first come, first serve. These will be listed in all Summit materials, agenda, packet & website. Rooms are available for up to 4 hours on Friday or Saturday - am & pm based on availability complete with projector and screen.

## 2010 Texas Health IT Summit

### How to Apply

The Sponsor and Vendor Application/Contract follows and continues on the next page. You may make application on line or print out application, complete and return the application with the appropriate payment or purchase order by **September 15, 2010** to:

**Texas Health IT Summit**  
Attention: Texas Health Institute  
8501 North MoPac Expressway, Suite 300  
Austin, TX 78759

For additional information, contact Texas Health Institute Event Office by e-mail: [aconway@texashealthinstitute.org](mailto:aconway@texashealthinstitute.org) or telephone: (512) 279.3907.

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Organization: \_\_\_\_\_  
(Exactly as it is to be listed on all acknowledgments)

Contact Name: \_\_\_\_\_ Will be attending Summit: \_\_ yes \_\_no

Contact Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Website: \_\_\_\_\_

\*Additional Team member: \_\_\_\_\_

Contact Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

\*Additional Team member: \_\_\_\_\_

Contact Title: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

\* Additional team members (after utilizing the complimentary registrations in your sponsor level) in the booth will only pay \$200.

Brief Description of Organization (3-5 sentences)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Exhibitor/Sponsorship level selected:

- Nonprofit \$650       Bronze \$3,000       Silver \$3,500  
 Gold \$4,000       Signature \$8,000       Vendor \$1,250 (\$1500 after 8/31/10)  
 Special Items/Event sponsorship as described on page 2 of this document

Total of Selections	
Sponsorship/Vendor Package	\$ _____
Non-profit Participating Organization Package	\$ _____
Item & Event Sponsorship(s)	\$ _____
Meal Tickets (addtl booth mgrs - \$200 per person) (Please include payment for meals for exhibit team members who do not have a full registration)	\$ _____
<b>TOTAL PAYMENT \$ _____</b>	

**Payment Information:**       Check Enclosed       Credit Card       Send Invoice  
(Make checks payable to: Texas Health Institute)      (payment no later than 9-30-10)

**Credit Card Information:**

Amount to be charged: \$ _____	Circle one:    Visa    MC    AMEX
Credit Card Number: _____	Expiration Date: _____
Security Code: _____	
I am an authorized representative of the company named above with full power and authority to sign this form and make this commitment.	
_____	_____
(Please print name of individual)	(Please print title of individual)
_____	_____
(Authorized Signature)	(Date)

Please complete ALL appropriate sections of this application and return by mail or fax.

Sponsors and Vendors are a vital part of the success of the Texas Health IT Summit. If you have any questions or have a unique idea that would make this Summit even more interesting, please call. We welcome your ideas and want to hear from you. We look forward to working with you and we want to make your time at the 2010 Texas Health IT Summit extraordinary!

- The Texas Health IT Summit team

## 2010 Texas Health IT Summit Vendor & Sponsor Agreement

**Payment:** Under the terms of this agreement, the vendor/sponsor agrees to pay the total of fee with this application or within 30 days of receipt of an invoice, but in no case later than September 15, 2010. It is understood that failure by the vendor/sponsor to remit balance due by said date shall render this agreement invalid.

**Cancellation Policy:** Any vendor, sponsor, or other participant who cancels all or part of purchased exhibit space or sponsorship prior to August 1, 2010 shall receive a full refund, less a \$100 administrative fee. Any vendor who cancels all or part of purchased exhibit space or sponsorship between August 2 and August 15, 2010 will receive a 50 percent refund. If cancellation in whole or part is made after August 31, 2010, the exhibitor / sponsor shall be liable to THI, as liquidated damages, for the unpaid balance of the total value of the exhibit or sponsorship cancelled. Cancellation requests must be submitted in writing to the address below.

**Authorization:** Exhibitor agrees to abide by the THI 2010 Vendor/Sponsor Rules and Regulations, as detailed on attached page of this application, made a part of this agreement by reference, and fully incorporated herein. If this application and agreement has not been received, properly signed, and accompanied by payment in full by September 15, 2010, it may be declared null and void so that exhibit space or sponsor benefits may be reassigned. Acceptance of this agreement by THI constitutes a contract.

**We understand this application becomes a contract when signed by us and accepted by Texas Health Institute. We have read and agree to abide by all rules and regulations, as outlined in the application form and the attached exhibitor/sponsor rules and regulations.**

\_\_\_\_\_  
(Please print name of individual)

\_\_\_\_\_  
(Please print title of individual)

\_\_\_\_\_  
(Authorized Signature)

\_\_\_\_\_  
(Date)

Please complete this application and forward it with payment to:

[Amanda Conway](#)

Texas Health Institute

Attn: Amanda Conway, 8501 N. MoPac Expressway, Suite 300, Austin, Texas  
Or FAX with credit card payment to Amanda Conway, THI at (512) 600.4947.

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Questions? Contact THI at (512) 279-3907 or [aconway@texashealthinstitute.org](mailto:aconway@texashealthinstitute.org)  
or (512) 279-3915 [ldoerfler@texashealthinstitute.org](mailto:ldoerfler@texashealthinstitute.org)

# **VENDOR / SPONSOR RULES AND REGULATIONS**

The following rules and regulations have been designed for the benefit of all vendors and sponsors and, in conjunction with the application, constitute a formal agreement. THI requests the full cooperation of the vendors in their observance. THI reserves the right to terminate exhibitor or sponsor privileges at any time for breach of these rules and regulations. Expulsion of an exhibitor under these rules shall not give rise to a claim for a refund of the fees paid by such exhibitor.

## **1. OFFICIAL EXHIBIT SCHEDULE**

**Set Up: Thursday, September 30, 2010  
2:00pm - 5:00pm**

**Tear Down: Saturday, October 2, 2010  
2:00pm - 5:00pm**

## **2. CONFERENCE MANAGEMENT**

The conference is organized by Texas Health Institute (THI). Any matters not covered in these rules and regulations are subject to the interpretation of THI. Vendors and sponsors must comply with the procedures of the Sheraton Austin - Austin, Texas. THI shall have full power to interpret, and enforce these rules and regulations. Each exhibitor and sponsor, for them self and his or her employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

## **3. FAILURE TO OCCUPY SPACE**

Space not occupied by 5:00 p.m. on September 30, 2010 will be forfeited by vendors and their space may be resold, reassigned, or used by the conference management without refund.

## **4. RATES, DEPOSITS, AND REFUNDS**

Exhibit space will be rented and sponsorships sold at the rates in accordance with the application form. No application will be processed or space assigned without payment. Exhibits must be paid in full by September 15, 2010. If assigned space is not paid in full by September 15, 2010, it may be reassigned at the discretion of conference management.

## **5. ARRANGEMENTS OF VENDORS**

Any portion of an exhibit that obstructs the view, interferes with the privileges of other vendors, extends beyond the designated booth space or for any reason becomes objectionable, must be modified or removed by the exhibitor. The conference management reserves the right to inspect each booth prior to show opening.

## **6. SUBLEASING OF SPACE**

Vendors may not assign, sublet or apportion to others the whole or any part of the space allocated, and may not display goods or services other than those manufactured or regularly distributed by them.

## **7. CONDUCT**

All exhibits will be to serve the interest of the THI conference attendees and will be operated in a way that will not detract from other exhibits or the meeting as a whole.

## **8. FIRE, SAFETY, AND HEALTH**

The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety, and health. All exhibit equipment and materials must be located within the assigned space. NO combustible material will be stored in or around exhibit space.

## **9. LIABILITY AND SECURITY**

THI makes no warranty, expressed or implied, that security measures will avert or prevent occurrences, which may result in loss or damage. Each exhibitor must make provisions for the safeguarding of his or her goods, materials, equipment and display at all times. THI will not be liable for loss or damage to the property of vendors or their representatives or employees from theft, fire, accident, or other causes.