

14th Annual International Summit on Improving Patient Care in the Office Practice and the Community

April 7-9, 2013 | Westin Kierland | Resort Scottsdale, Arizona | ihi.org/Summit2013



About IHI's International Summit

The 14th Annual International 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 International Summit brings together 1,200+ revolutionary thinkers and innovative practitioners who are launching a new era in the scope and ambition of local care delivery.

In 2013, new topics of discussion include coordinating care across the health care continuum and community, accountable care organizations, new models of primary care, removing waste and unnecessary cost from the health care system, and extending the reach of the IHI Triple Aim — optimizing health care resources for the good of a population. These subjects are just a small selection of the cutting-edge topics to be discussed in presentations and learning sessions.

IHI International Summit Attendees Are Looking For:

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 International Summit:

- ✓ 16 hours of exhibit time for networking. No sessions are held during exhibit hours and 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.

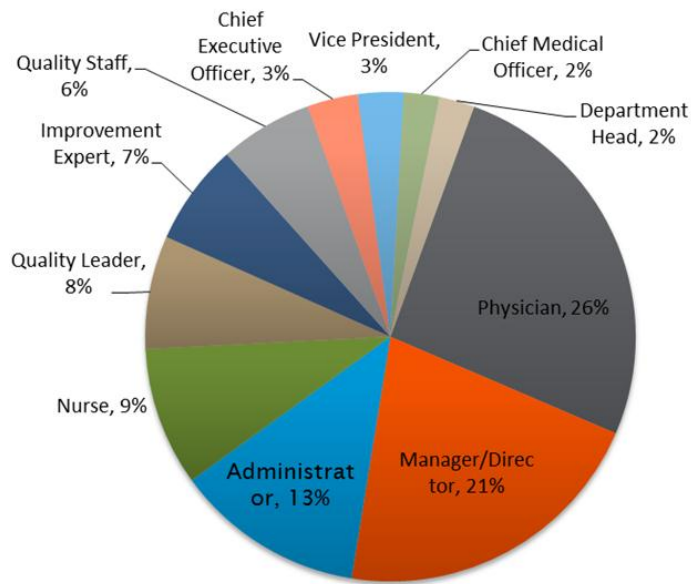
Don't take our word for it.

Here's what a repeat exhibitor has to say about exhibiting at our conferences:

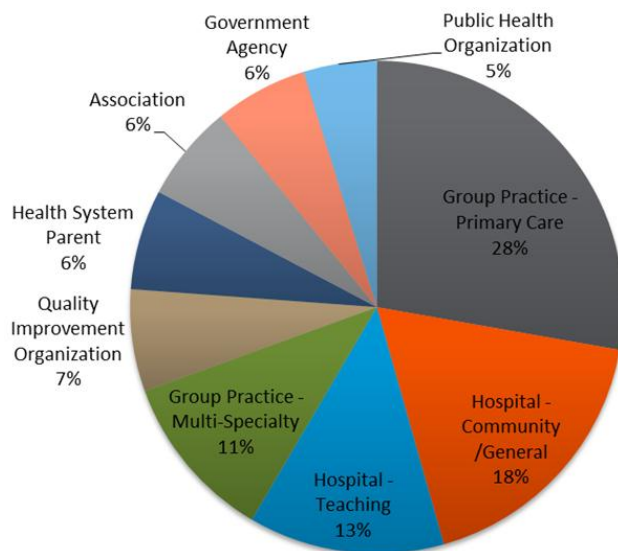
“Exhibiting at IHI is a great opportunity to connect with people who are truly making a difference in health care for their organizations and their patients. The conversations we have on the show floor are always focused on sustainable improvement throughout health care, the IHI Triple Aim and collaboration. We always leave IHI with terrific contacts, a wealth of knowledge, and significant business opportunities.”

— Ben Albert, Founder & CEO, Care Team Connect

IHI International Summit Attendees Represent the Following Market Segments:



International Summit attendees come from a variety of organizations, including:



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:

- 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

You Spoke. We Listened.

In response to exhibitor feedback we've implemented the following changes:

- Exhibit Gallery will be open all day, Monday, April 8 with recommended hours to staff your booth
- Renaming the Exhibit Hall to Exhibit Gallery
- After their sessions, speakers will remind attendees to visit with exhibitors

Booth Pricing & Information

Standard 8x10 Booth Space: \$1,500*

*Please note: There is \$100 charge for each exposed corner.

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)
- Two (2) Exhibit Gallery-only registrations
- Company listing and 30-word company description in on-site Conference Guide
- Company name and hyperlink on International Summit website which receives 14,000+ visits/month
- Access to post-show attendee mailing list in PDF 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

Exhibits Schedule

Move-In:	April 7	12:00 PM – 5:00 PM
Show Hours:	April 8	7:30 AM – 7:30 PM <i>Recommended Hours:</i> <i>7:30 AM – 9:30 AM</i> <i>12:30 PM – 1:30 PM</i> <i>4:00 PM – 6:30 PM</i>
	April 9	7:30 AM – 9:30 AM 12:15 PM – 1:15 PM
Move-Out:	April 9	1:15 PM – 5:00 PM

Secure International Summit Sponsorships

The IHI International Summit brings the health care community together. Through an International 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 International Summit attendees. Whether you're seeking new business, jump-starting entry into the improvement world, or growing your partnerships with key clients, an International Summit sponsorship is your chance to leverage valuable opportunities.

IHI provides numerous vehicles to attain your marketing goals and as a result identify, target, and influence the attendees most likely to purchase your products and services.

Sponsor Levels/Benefits

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

IHI LEVEL BENEFITS	DIAMOND \$5,000+	PLATINUM \$2,400–4,999	GOLD \$1,000–2,499
Sponsor ribbons for company personnel	✓	✓	✓
Preferential space selection for 2013 International Summit: x number priority points	4	3	2
Advertisement in on-site Conference Guide	Half Page Ad	1/4-page Ad	
Full General Conference registration (in addition to passes received with purchase of standard booth space)	1		

There are many benefits to being a Summit Sponsors – 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 International Summit.

- Sponsor recognition in:
 - International Summit brochure (if sponsorship secured by 10/1/2012)
 - On-Site Conference Guide
- IHI sponsor page in International Summit website
- Thirty (30) word company profile in On-Site Conference Guide
- Sponsor Ribbons for personnel badges
- Primer listing in online floorplan

For more information on the IHI International Summit 2013 exhibit and sponsorship opportunities, please contact:

Sara Kolovitz, IHI Sales Manager

T 312-673-4779 skolovitz@smithbucklin.com

IHI Sponsorship Opportunities

Sponsorship Value Package: \$2,750

Bundle your 8x10 booth package with additional promotional opportunities and save! This specially priced package is valued at \$3,000 – you save \$250!

Sponsor benefits:

- Standard 8x10 exhibit booth package
- Selection of one (1) sponsorship or advertising opportunity valued at \$1,500*
- Participation in the IHI Passport to Prizes

*if higher priced sponsorship is chosen, sponsor is responsible for the difference in cost.

Hotel Room Key Cards

Exclusive: \$5,000

Custom hotel room key cards with your company name and logo prominently displayed will be distributed to over 700 attendees staying at the Westin Kierland Resort. IHI logo and name of the event must be incorporated on key card.

Badge Lanyards

Exclusive: \$4,000

IHI International Summit attendees will not only see your logo but they will wear it! Be the first to say welcome and introduce your company name on the conference lanyard. Attendees, speakers, sponsors and exhibitors will wear the lanyards throughout the International Summit. Sponsor to provide logo. Up to (10) lanyards provided for your company's use.

Storyboard/Networking Reception

Exclusive: \$4,000

Co-Sponsored: \$1,500

Monday, April 8, 4:30–6:30 PM

Sponsor the opening networking reception where attendees reflect and share stories about health care improvements in patient care at their organization! This will be the first time attendees will have a chance to visit exhibit gallery booths, network, and launch the conference. There will be plenty of food and beverage stations, making this a can't miss opportunity for International Summit attendees. This reception always proves to be an exciting way to kick off the conference and is a great opportunity for attendees to network with your company representatives. This sponsorship opportunity includes logo recognition on signage throughout the International Summit and custom-imprinted beverage napkins.

Networking Lunches

\$2,000 (2 available)

Help fuel the attendees for a day of hard work by sponsoring a bag/box lunch. The bag or box lunch will have your company's logo on the front and on signage throughout the designated lunch areas.

Attendee "Share the Care" Board

Exclusive: \$1,500

Located in the exhibit gallery, this white board will allow attendees to provide feedback on various health care topics of interest. There will be a new question each day for attendees to comment on. Sponsor this thought-provoking outlet and have your ear to the attendee community. This sponsorship opportunity includes logo recognition on the board, and the opportunity to display company literature alongside the Share the Care board.

First-Time International Summit Attendee Orientation

Exclusive: \$1,500

This is a great opportunity to reach first-time IHI International Summit attendees. Nearly 50% of the attendees will be attending their first International Summit. The orientation includes basic information about the International Summit and gets the participants acclimated to the event. Sponsor this orientation for first-time attendees and your company will benefit from additional exposure to this select group of participants. This opportunity includes signage at the International Summit, and the speaker will close the presentation by thanking and mentioning the sponsor.

Advertising Opportunities*

IHI Networking Program

\$200

A cost-effective sponsorship to drive traffic to your exhibit. 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. Attendees use this program as a reference for important information including session times, speaker information, special events, and other conference logistics. Advertising in the Conference Guide will give your company visibility during and after the International Summit.

	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

Street Signs

[\\$1,500 \(3 available\)](#)

Gain company exposure by including your company's message on our 3 feet by 8 feet free-standing meter boards. These will be located outside of the Exhibit Gallery and other high traffic areas.

NEW! Improvement Postcards

[\\$1,500 \(2 available\)](#)

Sponsor IHI postcards to attendees onsite and after the conference! Attendees will write down a takeaway they want to implement into their business following the show. IHI will collect the cards and mail them to attendees a month post-show. Card to include sponsor logo along with IHI logo.

NEW! Hotel Room Drop

[\\$2,500](#)

Deliver your message directly to attendees by providing marketing collateral for placement in every attendee's room at the Westin Kierland Resort. This is a great opportunity to invite attendees to your booth and promote a new product.

[*All advertising materials must be approved for production and/or publication by IHI.](#)

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