

Exhibit and Sponsor Information Packet

Idaho Hospital Association's 77th Annual Convention October 2-5, 2010 Sun Valley Resort, Sun Valley, Idaho

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Early Bird
Rate Ends
May 3, 2010

AN INVITATION

The Annual Convention of the Idaho Hospital Association (IHA) is scheduled for October 2-5 at the Sun Valley Resort in Sun Valley, Idaho. IHA invites you to be a part of this educational meeting where once a year Idaho hospitals and their staff gather together to learn, network and to take advantage of seeing new products and services.

EXHIBITORS

As in years past, IHA will again hold its popular trade show along with a continental breakfast

and reception. The trade show provides exhibitors



an opportunity to display their products and services to a wide variety of healthcare professionals. In addition, IHA offers its exhibitors the opportunity to sponsor educational sessions and social functions affording sponsoring exhibitors even

more marketing exposure. The Annual Convention attracts the opportunity to personally conduct business with current and/or potential clients in a very informal and relaxed atmosphere.

SPONSORSHIPS

IHA provides its membership with the highest quality sessions at its Annual Convention. Exhibitors are invited to participate in supporting this endeavor by becoming a sponsor of an educational session or social function.



2010 IHA EXHIBITION

IHA invites you to participate as an exhibitor and/or sponsor at the Annual Convention of the Idaho Hospital Association, October 2-5, 2010 in Sun Valley, Idaho. This packet answers questions about the Annual Convention including information on Exhibiting and Sponsorship.

The trade show will be held on Monday, October 4 from 7:00 a.m. until 5:30 p.m. and is open to all registered attendees. A continental breakfast and reception will be held in the exhibit area, along with door prize drawings to encourage attendance.

Exhibitors and sponsors are welcome and encouraged to attend any of the IHA educational sessions and social events. Exhibitors and sponsors will receive an Annual Convention registration packet in mid-August providing them with detailed information on all events taking place, as well as pricing.

LOCATION & ATTENDANCE

Exhibits will be located in the Resort's Conference Center. Registrants will include hospital chief executive officers, administrators, assistant administrators, department heads, and trustees. A number of Allied Professional Organizations meet in conjunction with IHA as well.

BOOTH DIMENSIONS & SPECS

All booths include an eight-foot back drape and three-foot side drapes (burgundy/silver). The booth consists of one 6' draped table, one plastic chair and one booth ID sign. **PLEASE NOTE: Booths 1-5 and 14-16 have been reserved for our Premier, Gold, and Silver IHA sponsors.** All additional needs, such as electricity, internet/phone service, etc., must be contracted through Design West directly. You should arrange any additional needs well in advance of the trade show. Design West will mail to each contracted exhibitor a "Service Kit" whereby exhibitors may order additional items for their booth, such as electrical, drayage, furniture, etc. These items will be billed directly to your company. It is very important that this packet of information be returned to Design West if you have special needs. The meeting space where the exhibits are located is carpeted. Equipment placement must not block the visibility of neighboring exhibits and must fit within the dimensions of the booth. It is very important that you adhere to this rule.

BOOTH RENTAL RATE AND DEPOSIT

Full payment is required with your booth application and signed contract. **BOOTH SPACE WILL NOT BE RESERVED UNTIL THE SIGNED CONTRACT AND PAYMENT IS RECEIVED IN FULL.** Indicate three booth preferences according to the enclosed floor plan. Booths are assigned on a first-come, first-served basis. Send your contract in early as booths sell quickly. Contracts received are accepted on a space-available basis and if not received before July 1, 2010, it is possible that your company name may not be included in the registration brochure due to print deadlines.

Again, no booth can be reserved until the signed contract and payment is received in full. Checks should be made payable to IHA. Payment may also be made by Visa, MasterCard, American Express or Discover.

If booth space and/or a sponsorship is cancelled prior to July 1, 2010, and the booth space and/or sponsorship can be resold, a full refund will be issued. If it is not resold, a processing fee of \$250 will be forfeited. If cancellation is made after July 1, 2010, the full booth/or sponsorship fee will be forfeited. **ALL NOTICES OF CANCELLATION MUST BE RECEIVED IN WRITING ON OR BEFORE THE DATE SPECIFIED.** Refunds will not be issued until after the date of the show.

2010 IHA EXHIBITION...Continued

Any space not claimed and occupied for which no special arrangements have been made prior to 7:00 a.m., Monday, October 4, 2010, may be resold or reassigned by IHA without the obligation on the part of IHA for any refund whatsoever.

EARLY BIRD REGISTRATION

An "Early Bird" rate will be offered through May 3, 2010. This rate provides a cost savings of \$100 to those companies that submit a signed contract with full payment prior to this date.

EXHIBIT REPRESENTATIVES

The booth fee includes general registration (\$100) for two (2) representatives from your company. Additional representatives must pay the general registration fee (\$100) to attend. At least one (1) representative must be in the exhibit booth during exhibit hours. You will receive program materials in mid-August to register your representatives. It is very important that representatives are registered at this time. **NOTE: Contracting for booth space does not automatically register representatives for the convention.**

TIME SCHEDULE

Set-up:	Sunday, October 3, 2010 (4:00 — 8:00 p.m.)
Exhibit Hours:	Monday, October 4, 2010 (7:00 a.m. — 5:30 p.m.)
	7:00 — 8:15 a.m. — Continental Breakfast
	11:30 a.m.— 1:30 p.m. — Doors Open
	3:30 — 5:30 p.m. — Doors Open
	4:30 — 5:30 p.m. — Exhibitor Reception and Door Prize Drawings
Dismantling:	Monday, October 4, 2010 — 5:30 p.m. (immediately following conclusion of trade show)

Booths must be set up by 8:00 p.m. on Sunday, October 3. Booths must remain intact until the close of the exhibition, Monday, October 4 at 5:30 p.m. and cannot be dismantled or removed prior to that time. **DISMANTLING MUST BE COMPLETED BY 8:30 P.M. ON OCTOBER 4.** Neither IHA, Design West, nor The Sun Valley Resort are responsible for displays left in the exhibit hall past 8:30 p.m. Please make arrangements in advance with your drayage service and/or shipping carrier so that your tear-down runs smoothly and efficiently. Also, if not using our on-site drayage company, be sure that you and/or your home office makes your arrangements and schedules your pick-up.

EARLY BREAKDOWN

Exhibitors who are in violation of the dismantling policy will not be eligible for the "Early Bird" registration for the next Annual Convention.

BOOTH SHARING

A general rule is one vendor to a booth; however, depending upon the individual situation, exceptions sometimes can be made. If you wish to share your booth with another vendor, there must be a formal, i.e., contractual arrangement between two vendors, and you must notify IHA, in writing, at the time you submit your contract giving the name and relationship of the vendor and your reason for sharing. You will be notified by IHA if your request has been approved. Both companies must be listed on the contract.

2010 IHA EXHIBITION...Continued**EXHIBITOR SERVICES**

Design West maintains an exhibitor service desk during set-up and dismantling hours. The Exhibitor Service Kit will be sent, along with booth confirmation, to each exhibitor prior to the meeting. Arrangements for additional furniture, special decorations, storage of exhibit equipment, transportation, etc., may be made directly with Design West. All such services are at the exhibitor's expense. Should you need information immediately, contact:

Design West
3694 S. 500 W., Suite A
Salt Lake City, UT 84115
801.261.4646; 801.281.2651 (fax)
adam@designwestdecorating.com

When completing your service order forms included in the Exhibitor Service Kit, choose carefully when selecting your booth furnishings as on-site changes can be costly.

DRAYAGE AND STORAGE

Please refer to the "Drayage Services" portion of your Exhibitor Service Kit from Design West. Shipping/Receiving instructions will be sent with booth confirmation.

SECURITY/LIABILITY

IHA staff will work with Resort staff to ensure that the exhibit area is secure. However, **IHA will not be held responsible for any lost or damaged equipment.**

SPECIAL EXHIBIT HALL ACTIVITIES

Exhibitors are encouraged, but not required, to give away door prizes during the wine and cheese hour (4:30 - 5:30 p.m. on Monday). If you will be giving a door prize away, please ask attendees to drop a business card at your booth for a chance to win, or you may opt to draw from IHA's registrants. You will be asked to bring your door prizes to a central location in the exhibit hall, at which time IHA President, Steve Millard, will announce each company and draw for prizes.

HOSPITALITY SUITES

ONLY REGISTERED EXHIBITORS OR SPONSORS WILL BE AUTHORIZED TO HOST HOSPITALITY SUITES. These hospitality suites must not conflict with any educational activity, social function, or convention exhibit hours. We appreciate your cooperation. If you do plan to host a hospitality suite, please contact Toni Pugmire at IHA to advise of your plans.

2010 IHA SPONSORSHIP

Your company may participate in the Annual Convention by sponsoring at one of the five sponsorship levels — Premier, Gold, Silver, Bronze or General.

Sponsors receive complimentary general registration to the Annual Convention, Chairman's Celebration ticket(s), and Forum ticket(s). Sponsors are listed in the Annual Convention Brochure, on IHA's website with a link to the sponsor's website, and signs are posted at the sponsored event providing recognition to the sponsoring organization. A special announcement is made recognizing sponsors for their generous contributions during general session. Sponsors are given the opportunity to have their company banner prominently displayed during the general session. Please refer to the **Sponsorship Fee Schedule** section for specific details.

To reserve a sponsorship, complete and return a signed contract. Sponsorships are assigned on a first-come, first-served basis only after receipt of the signed contract. Payment need not accompany the sponsorship commitment form — you will be invoiced.

If booth space and/or sponsorship is cancelled prior to July 1, 2010 and the booth space and/or sponsorship can be resold, a full refund will be made. If it is not resold, a processing fee of \$250 will be forfeited. If cancellation is made after July 1, 2010, the full booth and/or sponsorship fee will be forfeited. All notices of cancellation must be received in writing on or before the date specified. Refunds will not be issued until after the show date.

SPONSORSHIP FEE SCHEDULE

The fees for sponsoring specific events at the Annual Convention of the Idaho Hospital Association are as follows:

PREMIER Sponsor - \$10,000

____Keynote Speaker ____General Sponsorship

Sponsors at this level will receive the following for a cost savings of approx. \$3,000 in registration fees alone:

- *Recognition in the convention brochure (*if printing deadlines are met*)
- *Sign recognition at the event
- *Verbal recognition and optional banner recognition during general session
- *Recognition on IHA's website with link to your site
- *Full page ad in convention brochure
- *General registration and tickets for eight (8) to include: forum session tickets and Chairman's Celebration tickets
- *Complimentary exhibit booth

2010 IHA SPONSORSHIP...Continued**GOLD Sponsor - \$5,000**

____ Forum 1 ____ Forum 2 ____ Golf Tournament (includes one foursome)

____ Chairman's Celebration ____ General Sponsorship

Sponsors at this level will receive the following for a cost savings of approx. \$2,500 in registration fees alone:

*Recognition in the convention brochure *(if printing deadlines are met)*

*Sign recognition at the event

*Verbal recognition and optional banner recognition during general session

*Recognition on IHA's website with link to your site

*Full page ad in convention brochure

*General registration and tickets for four (4) to include: forum session tickets and Chairman's Celebration tickets

*Complimentary exhibit booth

SILVER Sponsor - \$3,500

____ Exhibitor Breakfast ____ Exhibitor Reception ____ General Sponsorship

Sponsors at this level will receive the following for a cost savings of approx. \$1,700 in registration fees alone:

*Recognition in the convention brochure *(if printing deadlines are met)*

*Sign recognition at the event

*Verbal recognition and optional banner recognition during general session

*Recognition on IHA's website with link to your site

*Half page ad in convention brochure

*General registration and tickets for three (3) to include: forum session tickets and Chairman's Celebration tickets

*Complimentary exhibit booth

2010 IHA SPONSORSHIP...Continued**BRONZE Sponsor - \$2,500**

____ Fly Fishing ____ General Sponsorship

Sponsors at this level will receive the following for a cost savings of approx. \$500 in registration fees alone:

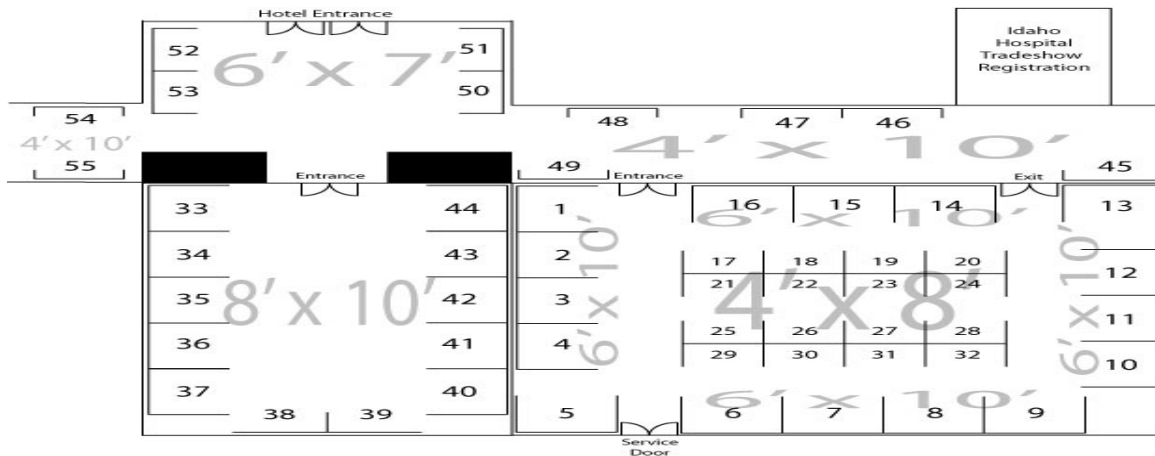
- *Recognition in the convention brochure (*if printing deadlines are met*)
- *Sign recognition at the event
- *Verbal recognition and optional banner recognition during general session
- *Recognition on IHA's website with link to your site
- *Quarter page ad in convention brochure
- *General registration for two (2) to include: forum session tickets and Chairman's Celebration tickets

GENERAL Sponsor - \$1,000

Sponsors at this level will receive the following for a cost savings of approx. \$300 in registration fees alone:

- *Recognition in the convention brochure (*if printing deadlines are met*)
- *Sign recognition at the event
- *Verbal recognition and optional banner recognition during general session
- *Recognition on IHA's website with link to your site
- *General registration and tickets for one (1) to include: forum session tickets and Chairman's Celebration ticket

EXHIBITOR FLOOR PLAN



Visit <http://www.teamiha.org/Education/Convention/Vendors.cfm> to see which space is still available by scrolling down the page. Visit <http://www.teamiha.org/Education/Convention/Sponsors.cfm> to see which events have been confirmed for sponsorship.

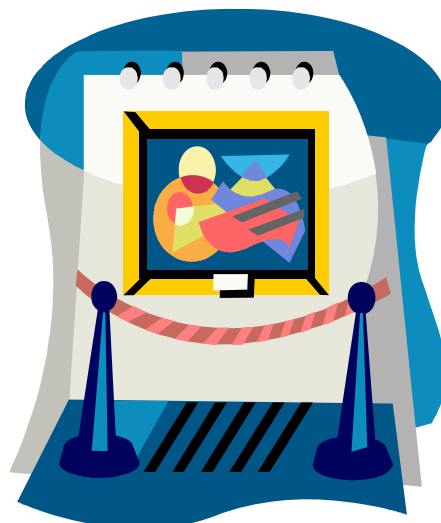
BOOTH PRICING: Continental, Booths 6-12 and 17-32—\$900 before 5/3/10; \$1,000 thereafter
NOTE: Booths 1-5 and 14-16 are reserved for IHA Sponsors
 Limelight A, Booths 33-44—\$850 before 5/3/10; \$950 thereafter
 Foyer/Promenade, Booths 45-55—\$800 before 5/3/10; \$900 thereafter

PLEASE NOTE!

- Booths 1-5 and 14-16 are reserved for IHA Sponsors
- To take advantage of the "Early Bird" rate, the signed contract and full payment must be received by IHA before close of business on May 3, 2010.
- If booth space and/or a sponsorship is cancelled prior to July 1, 2010 and the booth space and/or sponsorship can be

resold, a full refund will be issued. If it is not resold, a processing fee of \$250 will be forfeited. If cancellation is made after July 1, 2010, the full booth/or sponsorship fee will be forfeited. **ALL NOTICES OF CANCELLATION MUST BE RECEIVED IN WRITING ON OR BEFORE THE DATE SPECIFIED.**

- Ads must be received on or before July 1, 2010, to be included in the program brochure.



2010 IHA ANNUAL CONVENTION EXHIBITOR/SPONSOR CONTRACT

October 2-5, 2010 * Sun Valley Resort, Sun Valley, Idaho

COMPANY NAME _____
 (Type or print name exactly as it should appear in all convention materials)

CONTACT NAME _____

NOTE: All correspondence will be sent to the person listed as the contact, including the service kit from Design West and conference registration brochures.

TITLE _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

PHONE NUMBER _____ FAX NUMBER _____

E-MAIL ADDRESS _____

EXHIBITS (Payment in full due with signed contract)

_____ Exhibit Booth ONLY (refer to pricing on page 8) Preferred exhibit booth: _____
 (1) (2) (3)

NOTE: Please check the "Exhibitor Profiles" page of IHA's website — www.teamiha.org — to see which companies have already secured space and where they are located to avoid being assigned space next to or across from a direct competitor.

Please provide a brief description of the product or service your organization will feature (attach separate sheet if necessary). This information will be posted on IHA's website under "Exhibitor Profiles."

SPONSORSHIP

The fees to sponsor are noted below. Please check the sponsorship level and specific event you wish to sponsor.

- _____ Keynote Speaker, Monday, October 4 (\$10,000)
- _____ General Premier Sponsorship (\$10,000)
- _____ IHAPAC Golf Tournament, Saturday, October 2 (\$5,000)
- _____ Chairman's Celebration, Sunday, October 3 (\$5,000)
- _____ General Gold Sponsorship (\$5,000)
- _____ Forum 1, Monday, October 4 (\$5,000)
- _____ Forum 2, Tuesday, October 5 (\$5,000)
- _____ Exhibitor Breakfast, Monday, October 4 (\$3,500)
- _____ Exhibitor Reception, Monday, October 4 (\$3,500)
- _____ General Silver Sponsorship (\$3,500)
- _____ Fly Fishing Clinic, Saturday, October 2 (\$2,500) NOTE: This level does not include complimentary exhibit space; exhibit space must be purchased separately.
- _____ General Bronze Sponsorship (\$2,500) NOTE: This level does not include complimentary exhibit space; exhibit space must be purchased separately.
- _____ General Sponsorship (\$1,000) NOTE: This level does not include complimentary exhibit space; exhibit space must be purchased separately.

The fee to sponsor a hole at the golf tournament on Saturday, October 2 is \$575

_____ Closest to the Pin _____ Longest Drive _____ Longest Putt

We hereby agree to exhibit and/or sponsor as indicated above at the 2010 IHA Annual Convention.

SIGNATURE _____ DATE _____

_____ Full exhibit fee enclosed in the amount of \$ _____ (Payment in full due with signed contract)

_____ Full sponsorship fee enclosed in the amount of \$ _____: Or check here _____ if you wish to be invoiced (option only available for sponsorships).

Payment type: _____ Check (made payable to IHA) _____ VISA _____ MC _____ American Express _____ Discover

Card Number: _____ Exp. Date _____ Sec. Code _____

Full Name on Card _____

Send payments to: IHA, ATTN: Toni Pugmire, P.O. Box 1278, Boise, ID 83701-1278 or fax to 208/338-7800 if paying by CC.

FOR IHA USE ONLY: Booth _____ Sponsorship _____ Other _____ Amount Paid _____ Date Paid _____ Invoiced _____

2009 IHA ANNUAL CONVENTION SPONSORS

CHIVAROLI
& ASSOCIATES
INSURANCE SERVICES



ARCHITECTURAL
NEXUS



2009 IHA ANNUAL CONVENTION EXHIBITORS

American Public Life Insurance Company
Architectural Nexus
Avatar International
Blue Cross of Idaho
Chivaroli & Associates Insurance Services
COMPdata
Continental Casualty Company
CPSI
CTA Architects Engineers
Davey Coach Sales, Inc.
Dowden Custom Media
Eide Bailly, LLP
Emdeon
FinCor Solutions
First Choice Health
Focus One Solutions
Hands of Hope Northwest, Inc.
Healthcare Management Systems, Inc.
Healthland
Hudson Healthcare
Idaho Correctional Industries
Idaho Department of Environmental Quality
Idaho Health Facilities Authority

Kahl Insurance Services, LLC
KDF Architecture
Layton Construction
Marketing Solutions Promotional Products
NextGen Healthcare Information Systems, Inc.
Office for Civil Rights/HHS
PacificSource Health Plans
Parker Smith & Feek, Inc.
PeopleSmart Solutions
Primex Wireless
Professional Finance Company
Qualis Health
Regence BlueShield of Idaho
STERIS Corporation
Stryker
Swisslog Healthcare Solutions
VALIC
West-Pak Equipment Company
WhiteCloud Analytics
Yellowstone Insurance Exchange, RRG
Zurich North America

"A special thanks to
the organizations
that supported IHA
in 2009. We hope
to see you again in
Sun Valley in 2010!"