INFORMS HEALTHCARE 2017

EXHIBITOR & SPONSORSHIP PROSPECTUS

http://meetings.informs.org/healthcare2017

LOCATION
De Doelen International Congress Centre
Rotterdam, the Netherlands

CONFERENCE DATES
July 26–28, 2017

EXHIBIT DATES & HOURS
Wednesday, July 26, 2017 10am–3:30pm
Thursday, July 27, 2017 10am–3:30pm
Friday, July 28, 2017 9am–1pm

WHY SHOULD YOU EXHIBIT & SPONSOR AT HEALTHCARE 2017?
INFORMS Healthcare 2017 will bring together over 500 academic researchers in healthcare analytics, and industry. These stakeholders are looking for opportunities to join scientific forces to discover affordable and sustainable solutions for the challenging problems faced by today’s health service systems. Increase your visibility with the right audience by participating in the wide range of sponsorship opportunities available or meet one on one with key players in the field by participating as an exhibitor.

KEY BENEFITS OF SPONSORING & EXHIBITING
• Meet with attendees, start discussions, and make new connections with key decision makers at a tabletop exhibit space.
• Involve your team with one (1) complimentary full conference registration.
• Increase exposure and return on investment with an expanded 100-word listing in the Healthcare 2017 Guide to Exhibits, on the website and in the mobile app.

RESERVE EARLY
Sponsorship and Exhibit opportunities are limited.

INFORMS HEALTHCARE 2017
EXHIBIT OPPORTUNITIES
TABLETOP EXHIBIT SPACE - $1500

INFORMS HEALTHCARE 2017
SPONSORSHIP OPPORTUNITIES
(SUBJECT TO CHANGE)
All sponsors receive the following recognition, in addition to any specific visibility that may be associated with their event/item:
• Company listing and logo on the front page and sponsor page of the conference website.
• Logo and acknowledgment in the printed meeting program, distributed to all attendees, and and the conference mobile app.
• Prominent signage with company logo at the sponsored event, or, for registration materials, at the conference registration desk.

LANYARD (EXCLUSIVE) - $5,000
Put your name around the neck of hundreds of attendees for maximum exposure! Includes customized badges and colorful lanyards printed with your organization’s logo to be featured along with the conference branding.

LUNCH - $2,500
During an INFORMS hosted luncheon and keynote presentation on Thursday, July 27, sponsors will receive their company logo on luncheon welcome slides, verbal recognition during speaker introduction, and and a table drop.

POSTER SESSIONS - $2,500
Receive maximum exposure with researchers, practitioners, and and students as they share their work in healthcare in this highly attended special interactive session. Sponsorship includes signage during the Poster Session and company logo on each poster board identification sign.

SIGNAGE (EXCLUSIVE) - $2,500
A great opportunity for high visibility throughout the full conference. This sponsorship includes a full-color, 3” x 5” logo on all meeting room track signs posted outside each session room (10+ rooms) daily.

MOBILE APP (EXCLUSIVE) - $2,500
The customized INFORMS Meetings mobile app is available to every attendee, speaker, and committee and committee member. All participants will refer to the app several times a day over the course of the meeting. You will receive a banner ad on each app page with link to your website, one scheduled alert/push notification per day, and a designated sponsor app page.

QUESTIONS AND INQUIRIES
Contact: Olivia Schmitz
INFORMS Exhibit and Sponsorship Sales Manager
olivia.schmitz@informs.org
443.757.3539
TERMS & CONDITIONS

1. CONTRACT
   The Contract for Sponsorship and/or Exhibit properly executed by the Sponsor and/or Exhibitor and accepted in writing by INFORMS, shall be considered a binding agreement between the Sponsor/Exhibitor and INFORMS and subject to the rules stated in this document.

2. REGISTRATION
   Exhibit and Sponsor registration fee includes all deliverables as outlined on the INFORMS Healthcare 2017 website: http://meetings.informs.org/healthcare2017.

3. PAYMENT TERMS/CANCELLATIONS
   The full exhibitor and/or sponsorship fees or details for invoicing must accompany the application and contract. Sponsors who cancel a contract in writing, postmarked by May 25, 2017, will receive a refund of fees paid, less a $250 cancellation fee. There will be no refunds for cancellations after May 25, 2017. If sponsorships are cancelled by INFORMS, all payments will be refunded in full. Sponsorship, Exhibit and any Additional Fees must be paid prior to July 26, 2017.

4. TABLE ASSIGNMENTS
   Table size is 6’ x 2.5’. Chairs are included. All exhibits must be arranged so as not to obstruct the view of adjacent tables. Adequate overhead lighting is provided. Individual electrical outlets are not included.

5. EXHIBIT RELOCATION
   If it becomes necessary to relocate an exhibitor after registration has been processed, INFORMS will contact the company. Every effort will be made to reassign the exhibitor to a similar space.

6. SHOW HOURS AND DATES
   Hours and dates for set-up, exhibiting, and breakdown in the Exhibit Space shall be those specified by INFORMS. All exhibits must be open and staffed during exhibit hours, and no dismantling or packing may be started before the official close of the show. Neither INFORMS or the De Doelen International Congress Centre shall be responsible or liable for any property not timely removed by exhibitor.

7. UNION LABOR
   The Exhibitor must comply with all union regulations applicable to set-up, display, and dismantling of Exhibit Space, and all labor contracts and labor regulations in effect in the convention facility for the show.

8. USE OF SPACE
   All materials and activities must be confined to the limits of the exhibit space and shall not interfere with traffic or other exhibits. Promotion is limited to products and services of exhibiting companies only. Reassignment, subletting or sharing of exhibit space is prohibited. Excessive noise, which would interfere with other exhibitors, is not allowed. INFORMS reserves the right to alter the location of exhibit tables in the best interest of the exhibits and the conference.

9. FIRE PRECAUTIONS
   Exhibitors must use materials that will pass fire inspection. Drapes and curtains must be flame proofed. The storage or use of flammable or explosive materials, or any substance prohibited by local laws or insurance carriers is forbidden. The De Doelen International Congress Centre must do all electrical work to insure compliance with local regulations.

10. DAMAGE, RISK OF LOSS, INDEMNITY, & INSURANCE
    The Exhibitor agrees to indemnify and hold harmless INFORMS, the De Doelen International Congress Centre and their respective officers, employees, and agents against (1) liability for damages on account of personal injury or property damage suffered by any third party arising out of the installation, maintenance, use, operation, removal of the exhibit by Exhibitor and use of the exhibiting premises by Exhibitor, and (2) costs and expenses related to the foregoing (including reasonable attorney’s fees), provided that the indemnified party: (a) promptly notifies Exhibitor of any such claim, (b) cooperates with Exhibitor in connection with the defense or settlement of any such claim, and (c) permits Exhibitor to control the defense and/or settlement of any such claim. The Exhibitor understands that INFORMS and the De Doelen International Congress Centre do not maintain insurance covering the Exhibitor's property and agrees that they (and their respective officers, employees, and agents) will have no liability for damage thereto or loss thereof caused by any third party and it is the sole responsibility of the Exhibitor to obtain such property insurance. Each exhibiting company desiring to insure its exhibit and display materials against loss of any kind must do so at its own expense.

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