

Sponsorship and Marketing Opportunity Packages

April 26-28, 2016

Mandalay Bay Resort and Convention Center, Las Vegas, Nevada

2016 Healthcare Business Summit

Sponsorship and Marketing Opportunity Packages

Each year, suppliers and healthcare organizations from across North America come together at the MedAssets Healthcare Business Summit. This remarkable two-day event enables more than 3,500 healthcare professionals to gain industry-leading education, share best practices and invaluable opportunities to learn about new solution and service innovations. The summit would not be possible without the financial support from MedAssets contracted suppliers and business partners.

We are excited to share our 2016 sponsorship and marketing opportunities. All sponsorships are presented as a “package” of benefits including your booth to give your organization added exposure to healthcare industry leaders, including key decision-makers. We are pleased to offer the following opportunities for our sponsors and exhibitors:

- Connect with provider attendees pre-event, onsite and post-event through the event mobile application using our event social network

A complimentary, one-time use, electronic pre-show physical mailing list will be provided to all sponsors and exhibitors by March 25, 2016. (Phone and email will not be provided.)

Don't miss out and reserve your spot today!

For more information, email exhibitor@medassets.com or call 678.323.2529.

All supplier-generated promotional materials and all uses of the MedAssets and MedAssets Healthcare Business Summit logos are subject to MedAssets branding guidelines and require approval by MedAssets prior to print and/or dissemination. After a sponsorship or marketing opportunity is purchased, deadlines and information about the approval process will be shared with the sponsoring company. Any additional marketing opportunities or changes to existing or marketing opportunities are subject to review by MedAssets Corporate Marketing.

PREMIUM SPONSORSHIPS

Diamond	\$50,000
Diamond Mobile Unit	\$50,000
Emerald	\$35,000
Ruby	\$25,000
Sapphire	\$17,500

SPONSORSHIPS

Gold	\$16,000
Silver	\$13,000
Bronze	\$9,000

EDUCATION PROGRAM MARKETING OPPORTUNITIES

Environmental Sustainability	\$6,000
Patient Safety	\$6,000
Education Session	\$6,000

ADDITIONAL MARKETING OPPORTUNITIES

NEW Wireless Internet	\$40,000
Conference Bag	\$30,000
NEW Name Badge Pouch	\$30,000
Portable Coffee Mug	\$20,000
Refillable Water Bottle	\$20,000
Cyber Café	\$10,000
Mobile App	\$10,000
Massage Station	\$10,000
Bottled Water	\$10,000 plus product
Charging Station	\$10,000
Networking Lounge	\$7,500
NEW Wednesday Beach Party Cabana	\$7,500
Photo Booth	\$6,000
Boarding Pass Station	\$6,000
Coffee Bar Station	\$6,000
Hotel Room Drop	\$5,000
Product Giveaway	\$5,000 plus product
NEW Escalator Runner	\$4,000
NEW Elevator Wrap	\$4,000
Food & Nutrition Break	\$3,500 plus product
Meeting Program Advertisement	\$1,000 – \$2,000
NEW Charitable Contributions	\$1 to \$20 per scan

Premium Sponsorships

The following sponsorship opportunities offer contracted suppliers enhanced value at the Healthcare Business Summit through additional promotional and networking opportunities. Booth space is included in the price listed, if applicable.

SPONSORSHIP LEVELS	COST	BOOTH SIZE	ATTENDEE BADGES	LEAD RETRIEVAL DEVICES	ADVERTISING/SIGNAGE	ONLINE MARKETING	ADDITIONAL BENEFITS
Diamond	\$50,000	20 x 30	10	3	Half-page ad and logo recognition	Logo recognition on event website, linked to supplier's website	<p>10 General Session VIP seats</p> <p>Approved usage of MedAssets Healthcare Business Summit logo to promote sponsorship</p> <p>One e-blast to MedAssets client attendees before the event (Supplier to provide mail piece and subject to MedAssets approval)</p> <p>One cabana reserved at Wednesday evening party for supplier to decorate and drive networking opportunities</p> <p>6 invites to private VIP event with MedAssets executives</p> <p>Accommodation upgrade: two rooms upgraded to Delano suites</p>
Diamond Mobile Unit	\$50,000	N/A (supplier provides mobile exhibit)	10	3	Half-page ad and logo recognition	<p>Pre-event promotional email to attendees</p> <p>Logo recognition on event website, linked to supplier's website</p>	<p>10 General Session VIP seats</p> <p>Approved usage of MedAssets Healthcare Business Summit logo to promote sponsorship</p> <p>One e-blast to MedAssets client attendees before the event (Supplier to provide mail piece and subject to MedAssets approval)</p> <p>One cabana reserved at Wednesday evening party for supplier to decorate and drive networking opportunities</p> <p>6 invites to private VIP event with MedAssets executives</p> <p>Accommodation upgrade: two rooms upgraded to Delano suites</p>
Emerald	\$35,000	20 x 20	8	2	Half-page ad and logo recognition	Logo recognition on event website, linked to supplier's website	<p>8 General Session VIP seats</p> <p>Hotel Room Drop – Promotional literature or exhibitor ad provided by supplier delivered to each client attendee's room at conference hotel. Limit to 1 page, no bigger than 8.5" x 11" by April 15, 2016 and subject to MedAssets approval</p> <p>Approved usage of MedAssets Healthcare Business Summit logo to promote sponsorship</p> <p>4 invites to private VIP event with MedAssets executives</p>
Ruby	\$25,000	10 x 20	5	2	Quarter-page ad and logo recognition	Logo recognition on event website, linked to supplier's website	<p>5 General Session VIP seats</p> <p>Hotel Room Drop – Promotional literature or exhibitor ad provided by supplier delivered to each client attendee's room at conference hotel. Limit to 1 page, no bigger than 8.5" x 11" by April 15, 2016 and subject to MedAssets approval</p> <p>Approved usage of MedAssets Healthcare Business Summit logo to promote sponsorship</p> <p>4 invites to private VIP event with MedAssets executives</p>
Sapphire	\$17,500	10 x 10 Corner	4	1	Quarter-page ad and logo recognition	Logo recognition on event website, linked to supplier's website	<p>Approved usage of MedAssets Healthcare Business Summit logo to promote sponsorship</p> <p>2 invites to private VIP event with MedAssets executives</p>

Sponsorships

The 2016 Healthcare Business Summit Exhibit Fair is scheduled for Tuesday, April 26th and Wednesday, April 27th. Give your business maximum exposure to MedAssets clients by reserving your booth space early. To reserve a corner booth space, add \$1,000 to the rates for Gold and Bronze booths. Additional attendee badges are \$1,650/each. "Exhibit floor only" badges will be provided onsite for booth set up and tear down on Tuesday, April 26th and Wednesday, April 27th.

SPONSOR LEVEL	COST	BOOTH SIZE	ATTENDEE BADGES	LEAD RETRIEVAL SCANNERS
Gold	\$16,000	10 x 20	4	2
Silver	\$13,000	10 x 10 Corner	3	1
Bronze	\$9,000	10 x 10	2	1

Education Program Marketing Opportunities

Environmental Sustainability and Patient Safety sponsor companies must:

- Demonstrate environmental stewardship and confirm support of MedAssets goal to invest in the health of patients and communities we serve by encouraging protection of the environment
- Demonstrate efficacy of product in addressing patient safety or environmentally-friendly safe claims
- Provide peer-reviewed published studies documenting the efficacy of products in reducing or eliminating healthcare-associated infections or in addressing patient safety

MARKETING OPPORTUNITY	COST	ADVERTISING/SIGNAGE	ONLINE MARKETING	ADDITIONAL BENEFITS
Environmental Sustainability	\$6,000	Logo recognition	Logo recognition on event website, linked to sponsor's website	Opportunity to place whitepaper or point-of-view (POV) paper (education-based, not advertisement) on a client-facing homepage MedAssets must approve all materials ahead of time.
Patient Safety	\$6,000	Logo recognition	Logo recognition on event website, linked to sponsor's website	Opportunity to place whitepaper or point-of-view (POV) paper (education-based, not advertisement) on a client-facing homepage MedAssets must approve all materials ahead of time.
Education Session	\$6,000	Logo recognition Co-branded signage at the education session	Logo recognition on event website, linked to sponsor's website	Opportunity to place whitepaper or point-of-view (POV) paper (education-based, not advertisement) on a client-facing homepage MedAssets must approve all materials ahead of time.

Additional Marketing Opportunities

MARKETING OPPORTUNITY	COST	ADVERTISING/ SIGNAGE	ONLINE MARKETING	ADDITIONAL BENEFITS
NEW Wireless Internet Availability: 1	\$40,000	Logo recognition	Logo recognition on event website, linked to supplier's website	An exclusive opportunity for one supplier to have its company name and logo prominently displayed on branded instructions included in the client registration materials and on mobile app received by all conference attendees Exposure in onsite guide to highlight wireless supplier and company information 4 invites to private VIP event with MedAssets executives
Conference Bag Availability: 1 Deadline: March 11, 2016	\$30,000	Logo recognition	Logo recognition on event website, linked to supplier's website	Co-branding with MedAssets logo printed on conference bag Opportunity to provide printed collateral material piece or promotional item to be included in bag Approved usage of MedAssets Healthcare Business Summit logo to promote sponsorship 4 invites to private VIP event with MedAssets executives
NEW Name Badge Pouch Availability: 1 Deadline: March 11, 2016	\$30,000	Logo recognition	Logo recognition on event website, linked to supplier's website	Co-branding with MedAssets logo printed on name badge pouch and supplier logo on lanyard Approved usage of MedAssets Healthcare Business Summit logo to promote sponsorship 4 invites to private VIP event with MedAssets executives
Portable Coffee Mug Availability: 1 Deadline: March 11, 2016	\$20,000	Logo recognition	Logo recognition on event website, linked to supplier's website	Co-branding with MedAssets logo on portable coffee mug Approved usage of MedAssets Healthcare Business Summit logo to promote sponsorship 2 invites to private VIP event with MedAssets executives
Refillable Water Bottle MedAssets Green Initiative Availability: 1 Deadline: March 11, 2016	\$20,000	Logo recognition	Logo recognition on event website, linked to supplier's website	Co-branding with MedAssets logo on all refillable water bottle for refilling at water stations provided throughout the event Approved usage of MedAssets Healthcare Business Summit logo to promote sponsorship 2 invites to private VIP event with MedAssets executives
Cyber Café Availability: 1	\$10,000	Logo recognition	Logo recognition on event website, linked to supplier's website	Logo placement on Cyber Café signage, monitor wallpaper and screen saver
Mobile App Availability: 1	\$10,000	Logo recognition	Logo recognition on event website, linked to supplier's website	Co-branded logo on every applicable page of mobile app for iPhone, Android, and Web App Banner advertisement inside mobile app connecting attendees to you
Massage Station Availability: 2	\$10,000	Logo recognition	Logo recognition on event website, linked to supplier's website	Logo placement on signage located at massage station located in networking lounge or exhibit hall with 2 licensed massage therapists providing chair massages
Bottled Water Availability: 1	\$10,000 plus product	Logo recognition	Logo recognition on event website, linked to supplier's website	Supplier-logo'd product provided to all attendees during breaks
Charging Station Availability: 2	\$10,000	Logo recognition	Logo recognition on event website, linked to supplier's website	Logo placement on Charging Station signage
Networking Lounge Availability: 1	\$7,500	Logo recognition	Logo recognition on event website, linked to supplier's website	Logo placement on Networking Lounge signage Logo product placement in Networking Lounge provided by supplier and subject to MedAssets approval

Additional Marketing Opportunities

MARKETING OPPORTUNITY	COST	ADVERTISING/ SIGNAGE	ONLINE MARKETING	ADDITIONAL BENEFITS
NEW Wednesday Beach Party Cabana Availability: 3	\$7,500	Logo recognition	Logo recognition on event website, linked to supplier's website	Logo placement on signage at designated cabana Opportunity to decorate designated cabana to drive networking opportunities
Photo Booth Availability: 6 (Photo booth placement close to your booth or at the Beach Party event)	\$6,000	Logo recognition	Logo recognition on event website, linked to supplier's website	Co-branding with MedAssets logo on Photo Booth Screen and printed images Opportunity to have photo booth staff wear sponsor-provided shirts (supplier provided)
Boarding Pass Station Availability: 1	\$6,000	Logo recognition	Logo recognition on event website, linked to supplier's website	Logo placement on Boarding Pass Station monitor signs and screen savers at two locations in Exhibit Hall
Coffee Bar Station During Tuesday Committee Meetings Availability: 5	\$6,000	Logo recognition	Logo recognition on event website, linked to supplier's website	Experienced staff will serve frothy cappuccinos and creamy lattes for client attendees by the committee meeting rooms. Rental of the espresso machine includes supplies and staff to prepare and serve beverages Logo placement at coffee bar station
Coffee Bar Station During Wednesday and Thursday Education Sessions Availability: 3 per day	\$6,000	Logo recognition	Logo recognition on event website, linked to supplier's website	Experienced staff will serve frothy cappuccinos and creamy lattes for client attendees on their way to the Education sessions. Rental of the espresso machine includes supplies and staff to prepare and serve beverages Logo placement at coffee bar station
Hotel Room Drop Tuesday and Wednesday Availability: 3 per day	\$5,000	Logo recognition	Logo recognition on event website, linked to supplier's website	Promotional literature or exhibitor advertisement provided by supplier delivered to each client attendee's room at conference hotel. Limit to 1 page, no bigger than 8.5" x 11" by April 15, 2016 and subject to MedAssets approval
Product Giveaway Availability: 2 Deadline: March 11, 2016 Product giveaway to be available at registration (example of product giveaway: lip balm, pen, individual hand sanitizer)	\$5,000 plus product	Logo recognition	Logo recognition on event website, linked to supplier's website	Logo placement on Registration Desk signage
NEW Escalator Runner SOLD	\$4,000	Logo recognition	Logo recognition on event website, linked to supplier's website	Co-branding with MedAssets logo on one escalator during event dates
NEW Elevator Wraps 1st and 2nd floor elevators Availability: 2 Deadline: April 1, 2016	\$4,000	Logo recognition	Logo recognition on event website, linked to supplier's website	Co-branding with MedAssets logo on one elevator bank/per floor
Food & Nutrition Break	\$3,500 plus product	Logo recognition	Logo recognition on event website, linked to supplier's website	Contracted Food & Nutrition suppliers can showcase their products during breaks Logo recognition in program and on signage near break stations

NEW Charitable Contribution	<i>Rank</i>	<i>Donation per scanned attendee</i>	Achieve the military ranking by committing to donate a dollar amount per scanned attendee during the open exhibit hall hours. Raise money for MedAssets recognized charities, or choose your own, and drive booth traffic. Some of the MedAssets recognized charities are:
	5 Star General	\$20	
	General	\$10	
	Major	\$5	
	Sergeant	\$2	
	Private	\$1	
Meeting Program Advertisement	\$2,000 Half Page Ad		Every attendee of the Healthcare Business Summit receives a full-color event program that includes event programming information, schedules, overviews and ads from contracted suppliers.
	Deadline: Feb. 26, 2016	\$1,000 Quarter Page Ad	

Ad and Logo Specifications

PRINT AD SPECIFICATIONS

Publication Trim Size: 8.5" wide x 11" high (Full Color)

Half-page Ad Size: 8.5" wide x 5.5" high

Quarter-page Ad Size: 4.25" wide x 5.5" high

Binding: Saddle stitched

Safe Area: All content should be kept 3/8" from all sides. Background images and colors are acceptable within the full ad size.

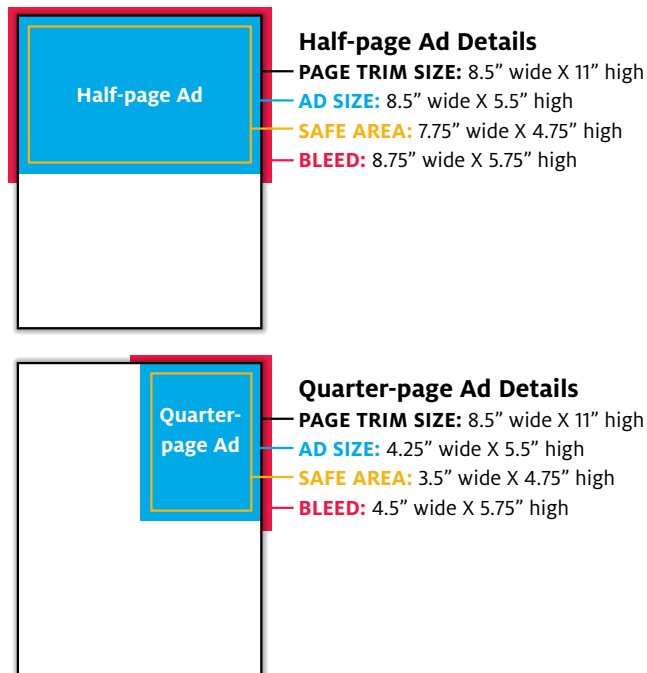
Bleeds: All ads must extend 1/8" beyond trim on all sides; include crop marks.

Preferred File Formats: PDF, EPS, JPG and/or TIFF

Resolution: Images must be high resolution (300 DPI minimum, 600 DPI maximum).

Color: CMYK – No spot colors. Convert all spot colors to CMYK.

Fonts: Embed or outline all fonts.



DIGITAL AD SPECIFICATIONS

Size: 1600 px wide x 900 px high (Full Color)

Preferred File Formats: JPG or PDF

Resolution: 96 PPI minimum

Fonts: Embed or outline all fonts.

LOGO SPECIFICATIONS

All logo files must be submitted in EPS, PDF or AI files.

All fonts must be converted to outlines.

Low resolution files will not be accepted.

SUBMISSION OF ALL FILES

Please submit all files to Christy Pierce at chpierce@medassets.com no later than Friday, March 1, 2016.

MedAssets

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Questions regarding marketing opportunities?

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Questions regarding sponsorship fees?

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