

# HEALTHCARE SYSTEMS PROCESS IMPROVEMENT CONFERENCE 2018

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*Sponsored  
by:*



SOCIETY FOR HEALTH SYSTEMS  
LEADING HEALTHCARE IMPROVEMENT

## Exhibitor & Sponsorship Marketing Kit

Feb. 22: Exhibit Setup • Feb. 22-23: Exhibit

Grand Hyatt Atlanta • Atlanta, Georgia

# HEALTHCARE SYSTEMS PROCESS IMPROVEMENT CONFERENCE 2018

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## DEVELOP QUALITY LEADS AT HSPI

Put Your Company in the Spotlight at the  
Healthcare Systems Process Improvement Conference 2018

### THE HSPI DIFFERENCE

The Healthcare Systems Process Improvement Conference is an all-encompassing event; attendees are immersed in the conference throughout the duration. Our attendees engage in educational opportunities with all new content including dozens of sessions and inspiring presentations from esteemed keynote speakers. With more involved attendees comes more quality leads for you and your company.

- ☑ Reach new prospects
- ☑ Strengthen existing customer relationships
- ☑ Gain recognition within the healthcare community

Get your products and services in front of the right audience.

### THE HSPI AUDIENCE

Meet with key decision makers in healthcare looking for products and services to improve quality, productivity, process and efficiency while lowering costs and increasing service. Our

growing audience understands that the need for healthcare quality and process improvement is a tremendous demand on a healthcare system that is evolving every day. These influential practitioners seek the newest products and resources in the marketplace that will impact the future of healthcare and their business.

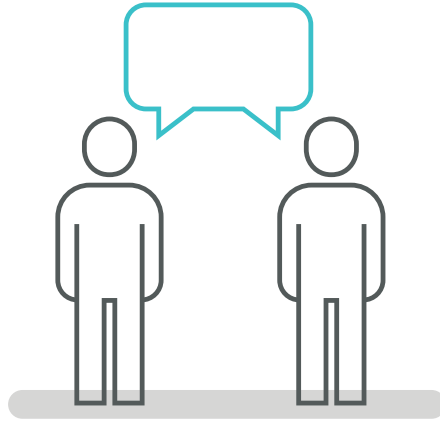
### WHERE ATTENDEES ARE COMING FROM

- ☑ Hospitals
- ☑ Health systems
- ☑ Primary care and office practices
- ☑ Specialty practices
- ☑ Government agencies
- ☑ Health plans
- ☑ Pharmaceuticals
- ☑ Universities

**If you're involved in any program aimed at reducing costs, improving quality and increasing efficiency, this conference is for you.**

## Hotel Accommodations

**Grand Hyatt Atlanta in Buckhead**  
3300 Peachtree Road NE  
Atlanta, Georgia



# Close Your Deals Faster With In-Person Meetings.

## WHY YOU NEED TO MEET BUYERS AT HSPI

There isn't a single technology that will replace the power of in-person relationship building. Conference calls, email, texting, video conferences, social networks and other forms of communication are all crucial elements in building and maintaining business relationships. However, none captures the impact of meeting with someone and the opportunity for prospective buyers to see and touch your product.

The HSPI audience, composed of the brightest minds in the industry, is ready and waiting to explore your products and services. HSPI allows you to make connections with new customers, reignite relationships with lapsed customers and reinforce relationships with current customers to ensure that your brand continues to grow and thrive.

- ☑ Attendees prefer in-person meetings.
- ☑ Attendees state that they build stronger, more meaningful business relationships during face-to-face meetings and networking events.
- ☑ In-person conferences allow attendees and exhibitors the ability to read body language and facial expressions.
- ☑ In-person conferences lead to more social interactions and the ability to grow and nurture relationships.
- ☑ Attendees agree that face-to-face conferences and networking events provide a better environment for tough, timely decision-making.
- ☑ Face-to-face meetings are essential for long-term business relationships.

**BONUS!** All HSPI exhibitors receive two complementary registrations to the conference. Put them to good use by attending sessions, hearing directly from attendees about what problems they're facing and using your in-session time to network and increase exposure of your organization.

# EXHIBITOR SCHEDULE

(times listed below are subject to change)

## WEDNESDAY, FEBRUARY 21

7 a.m. – 5 p.m. Registration Desk Open

5 p.m. – 6 p.m. Welcome Reception (exhibitors are invited to attend)

## THURSDAY, FEBRUARY 22

7 a.m. – 5 p.m. Registration Desk Open

8:30 a.m. – 11 a.m. Exhibitors Installation and Move-In

11:15 a.m. – 6:15 p.m. Exhibit Hall Open

11:15 a.m. – 12:15 p.m. Dedicated Exhibit Time

12:15 p.m. – 1:30 p.m. Exhibit Hall Closed for Lunch

3:45 p.m. – 4 p.m. Refreshment Break in the Exhibit Hall

5 p.m. – 6:15 p.m. Networking Reception in the Exhibit Hall (dedicated time)

6:45 p.m. Dutch-Treat Dinners (sign-up sheets available on site)

## FRIDAY, FEBRUARY 23

7 a.m. – 5 p.m. Registration Desk Open

7 a.m. – 7:50 a.m. Breakfast with the Exhibitors

7 a.m. – 3 p.m. Exhibit Hall Open

11:15 a.m. – 12:15 p.m. Dedicated Exhibit Time

12:15 p.m. – 1:30 p.m. Exhibit Hall Closed for Lunch

3 p.m. – 5 p.m. Exhibitors Dismantling and Move-Out

**IMPORTANT:** It is preferable that your booth be staffed at all times, but not mandatory. It is mandatory that all booths be adequately staffed during dedicated exhibit time. Please be in your booth and ready to go at least 15 minutes prior to dedicated exhibit time. Exhibitors may not dismantle their booths prior to the official closing of the Exhibit Hall.

# EXHIBIT BOOTH COST

## 10'X10' BOOTH

\$2,200

(includes 2 full registrations\*)

## 10'X20' BOOTH

\$4,200

(includes 4 full registrations\*)

\*Any additional personnel or guest may purchase an Exhibit Hall-only badge. This will allow entry to the Exhibit Hall area but does not allow admission to sessions. \$199 each

### EXHIBIT SPACE AMENITIES

- Skirted table with pipe and drape
- Two (2) chairs and a wastebasket
- Carpet (existing hotel flooring)
- Electrical service (one standard outlet)
- Booth identification signage
- Internet is included in Exhibit Hall

### ADDITIONAL EXHIBITOR BENEFITS INCLUDE

- Welcome Reception
- Attendee Networking Reception
- Conference roster (does not include phone or email information)
- Company logo and 50-word product/service description on conference website and in the on-site conference program

#### Payment Terms

A 50 percent deposit fee is due with your contract application if received before August 16, 2017. After August 17, full payment is due with all signed contracts. Your booth is not guaranteed until payment information has been received and processed.

#### Cancellation Terms

Company may cancel or withdraw from the conference subject to the following conditions:

- The company shall give written notice of cancellation or booth reduction; email is not acceptable. Such notice will be considered official on the date of receipt by IISE.
- Notice of cancellation or booth reduction received in writing by IISE prior to August 17, 2017, will result in no penalty cost to exhibitor.
- Notice of cancellation or booth reduction received in writing by IISE between August 17, 2017, and November 3, 2017, will result in a 50% refund of fee.
- Notice of cancellation or booth reduction received November 4, 2017, or after will receive no refund.

## QUESTIONS?

**Dolores Ridout**

(281) 762-9546

ridout3@airmail.net

**Anita Lambert**

(228) 452-6159

anita4@airmail.net

**Hutson Lambert**

(228) 452-9683

hlambert@airmail.net

# ADVERTISING OPPORTUNITIES

## BAG INSERT FOR CONFERENCE BAGS

\$400 per standard insert (1 page or front/back page)  
\$500 per brochure, pamphlet, tri-fold, CD, etc.

Your company's product ad or flyer is a great way to guarantee attendees see your message. You provide the material; we place it in the attendee conference bags for distribution at registration.

## PRE-CONFERENCE CUSTOM E-BLAST

\$500 (limited to 5)

Get your message out to all registered attendees with a pre-conference custom-designed e-blast! Promote your company's product or service for the upcoming conference and don't forget your booth number. You provide the HTML and text-only files and host the images from your server. With the ability to customize everything, you have complete control over the content of the e-blast.

## DISPLAY AD IN CONFERENCE PROGRAM

\$800 full-page, four-color ads (prime position)  
\$450 full-page, black/white ads

Increase your visibility to every conference attendee by placing a full-page, four-color display ad in the conference program that every attendee will receive. This program is used by all attendees as a daily guide and key to planning their schedules. Every activity, session, and event is listed in this informative program guide. Remember this guide will be carried by each attendee at the conference and kept to use as a reference tool throughout the year.

## ACT NOW!

TO RESERVE EXHIBIT SPACE AT THE HEALTHCARE SYSTEMS  
PROCESS IMPROVEMENT CONFERENCE, CONTACT:

**Dolores Ridout**  
HSPI Conference  
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# SPONSORSHIP OPPORTUNITIES

Make a lasting impression before, during and after the conference with a sponsorship. Your company's logo is featured prominently on professionally produced signage and in the printed conference program. You'll also receive premium visibility on the conference website with your company's full-color logo and link to your home page.

## ATTENDEE CONFERENCE BAGS

\$2,450

All conference attendees will receive a conference bag at registration. Take advantage of this exclusive chance to brand a high-valued, highly visible item utilized by every attendee. Attendees will be thrilled that you provided an easy, take-home bag for them.

## BRANDED REUSABLE WATER BOTTLES

\$1,500

Secure a brand reminder every time attendees take a sip. Don't forget your booth number. Attendees will thank you for providing an item they can use throughout the conference and after.

## ATTENDEE BADGE HOLDERS

\$1,750

Take advantage of this opportunity to reinforce your brand in the minds of conference attendees. Your company logo will be printed on the badge holder each attendee will receive upon registering.

## ONLINE CONFERENCE PROCEEDINGS

\$1,000

Make sure your company logo and link to your landing page receive high visibility with conference attendees even after the conference is over. All attendees will want to review the online Conference Proceedings, and your sponsorship will ensure they see your logo each time they do!

## SPONSOR VIDEO KEYNOTE SESSION

\$3,000

(TWO SLOTS AVAILABLE BEFORE KEYNOTE SPEAKER PRESENTATIONS)

Be featured for up to three minutes before each keynote presentation! Keynote presentations are the best attended sessions of any conference, which means your video sponsorship is a can't-miss chance to get your business in front of nearly all the conference attendees. Be as creative as you like – just send us your video and we'll do the rest!

## WIRELESS INTERNET SPONSOR

\$2,500

Help attendees stay connected and highlight your brand when you sponsor complimentary Wi-Fi throughout the Exhibit Hall area! Prominently displayed signage with your logo will show your sponsorship support of this event.

## ATTENDEE PADS & PENS

\$1,500

With so many sessions for note-taking, every attendee will be thankful to have your branded pad and pen to keep them organized. Attendees will see your company logo every time they take a note. After the show, attendees will continue to use these items and see your brand reminding them to give you a call.

## ATTENDEE HOTEL ROOM KEY CARDS

\$1,250

How often do you get the chance to sponsor something that attendees hold onto throughout the conference? Your company logo and booth number will appear on each attendee's key card. Take advantage of this exclusive chance to brand a highly visible item utilized by every attendee.

# CO-SPONSORSHIP OPPORTUNITIES

## WELCOME OR NETWORKING RECEPTION

\$2,500

Your company can welcome and host this informal networking event on either Wednesday, Feb. 21, or Thursday, Feb, 22, 2018. Attendees will enjoy hors d'oeuvres and drinks in a relaxed atmosphere and discuss the day's events. As a sponsor, this is a great way to increase the awareness of your company with attendees. We will provide high-quality signage with your company's logo prominently displayed at the reception. For added exposure, you may provide cups and napkins with your company logo or marketing message.

## CONTINENTAL BREAKFAST

\$2,000 PER DAY

Get attendees off to a great start and get them thinking about your company first thing in the morning. Each breakfast will feature your company's logo prominently displayed near the food and beverage stations. For added exposure, you may provide cups and napkins with your company logo to increase visibility. Choose from two (2) available days: Thursday or Friday.

## ATTENDEE LUNCHEON

\$4,000 PER DAY

After a great morning of sessions, attendees will be ready for a well-deserved lunch. Take this opportunity to sponsor the attendee luncheon on either Thursday, Feb. 22, or Friday, Feb. 23, 2018. Prominently displayed signage with your company's logo will be featured for brand awareness and added exposure. You may provide cups and napkins with your company logo or marketing message to increase visibility.

## POSTER SESSION

\$1,500

Support healthcare innovation and demonstrate your company's commitment to improving healthcare when you sponsor the Healthcare Systems Process Improvement Poster Session. Sponsor will receive recognition at the poster presentations, and we will provide prominently displayed signage in the poster sessions area.

## GRADUATE STUDENT PAPER COMPETITION

\$2,500

The Society for Health Systems is pleased to offer a graduate paper competition to recognize outstanding work that demonstrates the use of industrial engineering skills in improving healthcare-related products, processes or services. The judging criterion is based on originality and soundness, applicability, methodology, organization and quality of the paper. Show your support by sponsoring this highlighted event! Your company logo will be listed in the conference on-site program next to the competition listing.

## REFRESHMENT BREAKS

\$2,000 (ALL DAYS INCLUDED)

Attendees will be sure to thank you for providing a relaxing break between sessions. We will provide prominently displayed signs with your company's logo at the refreshment stations located in the Exhibit Hall area. Further your exposure by supplying cups and napkins with your company logo or marketing message.