

Sponsorship and Exhibit Packages

April 7-9, 2015

Mandalay Bay Resort and Convention Center, Las Vegas, Nevada

2015 Healthcare Business Summit Sponsorship and Exhibit Packages

Each year, suppliers and healthcare organizations from across North America come together at the MedAssets Healthcare Business Summit. This remarkable three-day event enables more than 4,100 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 with you our 2015 sponsorship and exhibitor opportunities. All sponsorships are presented as a “package” of benefits to give your organization added exposure to thousands of healthcare industry leaders, including key decision-makers. We are pleased to offer the following opportunities for our sponsors and exhibitors:

- Opportunity to pre-schedule 25 minute one-on-one client meetings with health system members for eligible sponsorships*
- Connect with provider attendees through an event mobile application that will connect you pre- and post-event using our event social network

A complimentary, one-time use, electronic pre-show mailing list will be provided to eligible sponsors and exhibitors by March 6, 2015. (Phone and email will not be provided.) This list is only available with specific sponsorships and exhibit levels and cannot be purchased.

Don't miss out and reserve your spot today!

For more information, email sponsorships@medassets.com or call 678.323.2563.

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 is purchased, deadlines and information about the approval process will be shared with the sponsoring company. Any additional sponsorships or changes to existing sponsorships are subject to review by the MedAssets Corporate Marketing.

*Suppliers registering for multiple sponsorships will receive the number of one-on-one private meetings associated with the highest level sponsorship only

SPONSORSHIP OPPORTUNITIES

Strategic	\$50,000
Strategic Mobile Experience	\$50,000
Executive	\$35,000
Corporate	\$25,000
Contributing	\$17,500

EXHIBIT OPPORTUNITIES

Platinum	Early bird \$15,000, \$17,000 after
Gold	\$11,000
Silver	\$8,000
Food & Nutrition	\$5,000
Workforce Management	\$5,000

EDUCATION PROGRAM SPONSORSHIP OPPORTUNITIES

Environmental Sustainability	\$7,500
Patient Safety	\$7,500
Education Session	\$5,000
Digital Signage Branding	\$1,500

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Tote Bag	\$30,000
Lanyard	\$25,000
Portable Coffee Mug	\$20,000
Refillable Water Bottle	\$20,000
Cyber Café with Wireless Internet Access	\$15,000
Mobile App	\$10,000
Massage Station	\$10,000
Bottled Water	\$10,000 plus product
Charging Station	\$10,000
Networking Lounge with WiFi	\$7,500
NEW Photo Booth	\$6,000
Attendee Product Giveaway	\$5,000 plus product
Boarding Pass Station	\$5,000
Coffee Bar Station	\$5,000
Hotel Room Drop	\$5,000
Food & Nutrition Break	\$2,500 plus product

Sponsorship Opportunities

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	COST	BOOTH SIZE	ATTENDEE BADGES	LEAD RETRIEVAL DEVICES	ADVERTISING	NETWORKING OPPORTUNITIES	PRE-EVENT ATTENDEE MAILING LIST	ONLINE MARKETING	SIGNAGE	ADDITIONAL BENEFITS
Strategic	\$50,000	20 x 30	10	3	Ad and logo recognition	Meet with up to 6 health systems in individual private meetings*	Complimentary electronic pre-show attendee list	Hotel Room Drop opportunity – sponsor to supply Logo recognition on event website, linked to sponsor's website	Logo recognition	10 General Session VIP seats Approved usage of MedAssets Healthcare Business Summit logo to promote sponsorship 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 March 6, 2015 and subject to MedAssets approval 4 invites to private VIP event with MedAssets executives 2 VIP entrance passes to Wednesday evening networking event
Strategic Mobile Experience	\$50,000	N/A (supplier provides mobile exhibit)	10	3	Ad and logo recognition	Meet with up to 6 health systems in individual private meetings*	Complimentary electronic pre-show attendee list	Pre-event promotional email to attendees Logo recognition on event website, linked to sponsor's website	Logo recognition	10 General Session VIP seats Approved usage of MedAssets Healthcare Business Summit logo to promote sponsorship 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 March 6, 2015 and subject to MedAssets approval 4 invites to private VIP event with MedAssets executives 2 VIP entrance passes to Wednesday evening networking event
Executive	\$35,000	10 x 20 Platinum Level Booth	8	2	Ad and logo recognition	Meet with up to 5 health systems in individual private meetings*	Complimentary electronic pre-show attendee list	Pre-event promotional email to attendees Logo recognition on event website, linked to sponsor's website	Logo recognition	8 General Session VIP seats Approved usage of MedAssets Healthcare Business Summit logo to promote sponsorship 2 invites to private VIP event with MedAssets executives
Corporate	\$25,000	10 x 10 Gold Level Booth	5	1	Ad and logo recognition	Meet with up to 4 health systems in individual private meetings*	Complimentary electronic pre-show attendee list	Pre-event promotional email to attendees Logo recognition on event website, linked to sponsor's website	Logo recognition	6 General Session VIP seats Approved usage of MedAssets Healthcare Business Summit logo to promote sponsorship 2 invites to private VIP event with MedAssets executives
Contributing	\$17,500	10 x 10 Silver Level Booth	4	1	Ad and logo recognition	Meet with up to 2 health systems in individual private meetings*	Complimentary electronic pre-show attendee list	Pre-event promotional email to attendees Logo recognition on event website, linked to sponsor's website	Logo recognition	Approved usage of MedAssets Healthcare Business Summit logo to promote sponsorship 1 invite to private VIP event with MedAssets executives

*More information on how to pre-schedule your private meetings with MedAssets clients will be communicated to you after your sponsorship is processed.

Questions regarding sponsorships? Email: sponsorships@medassets.com Phone: 678.624.7411
Questions regarding exhibit fees? Email: exhibitor@medassets.com Phone: 678.323.2529

Exhibit Opportunities

The 2015 Healthcare Business Summit Exhibit Fair is scheduled for Wednesday, April 8 and Thursday, April 9. Give your business maximum exposure to MedAssets clients by reserving your booth space early. The early bird discount is an opportunity to save \$2,000 if booth space is reserved by January 16, 2015. Please Note: Early bird discounts are available for only Platinum exhibit space. To reserve a corner booth space, add \$1,000 to the rates for Platinum, Gold and Silver booths. Additional attendee badges are \$1,500/each. Special “exhibit floor only” badges are available at no additional cost. These badges grant access to exhibit hall only for set up, tear down or other non-employees only.

EXHIBIT LEVEL	COST	BOOTH SIZE	ATTENDEE BADGES	LEAD RETRIEVAL SCANNERS	PRE-EVENT ATTENDEE MAILING LIST
Platinum	EARLY BIRD \$15,000 by Jan. 16, 2015 \$17,000 after Jan. 16, 2015	10 X 20	4	2	Included
Gold	\$11,000	10 X 10	3	1	Included
Silver	\$8,000	10 X 10	2	1	
Food & Nutrition	\$5,000	One 6-foot tabletop space in Food & Nutrition section	2	1	
Workforce Management	\$5,000	One 6-foot tabletop space in Workforce Management section	2	1	

Education Program Sponsorship 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

SPONSORSHIP	COST	ADVERTISING	ONLINE MARKETING	SIGNAGE	ADDITIONAL BENEFITS
Environmental Sustainability	\$7,500	Environmentally-focused ad in daily program Logo recognition in daily program	Logo recognition on event website, linked to sponsor's website	Logo recognition	One additional meeting attendee badge included Opportunity to place whitepaper or point-of-view (POV) paper (education-based, not advertisement) on Education Session homepage, in special section MedAssets must approve all materials ahead of time.
Patient Safety	\$7,500	Environmentally-focused ad in daily program Logo recognition in daily program	Logo recognition on event website, linked to sponsor's website	Logo recognition	One additional meeting attendee badge included Opportunity to place whitepaper or point-of-view (POV) paper (education-based, not advertisement) on Education Session homepage, in special section MedAssets must approve all materials ahead of time.
Education Session MedAssets pays for speaker fees and travel.	\$5,000	Logo recognition in daily program	Logo recognition on event website, linked to sponsor's website	Logo recognition	Opportunity to place whitepaper or point-of-view (POV) paper (education-based, not advertisement) on Education Session homepage, in special section MedAssets must approve all materials ahead of time.
Digital Signage Branding	\$1,500	Logo recognition in daily program	Logo recognition on event website, linked to sponsor's website	Logo recognition	Get your message out! Purchase this opportunity to promote your company on digital signage in general conference areas. Each sponsor slide will run for 30 seconds per round amongst conference content. See your brand on each screen during the Healthcare Business Summit. Sponsor to provide content to specifications. MedAssets must approve all materials ahead of time.

Additional Sponsorship Opportunities

SPONSORSHIP	COST	ADVERTISING	NETWORKING OPPORTUNITIES	PRE-EVENT ATTENDEE MAILING LIST	ONLINE MARKETING	SIGNAGE	ADDITIONAL BENEFITS
Tote Bag Availability: 1	\$30,000	Logo recognition in daily program	Meet with up to 4 health systems in individual private meetings*	Complimentary electronic pre-event attendee list	Logo recognition on event website, linked to sponsor's website	Logo recognition	Co-branding with MedAssets logo printed on tote bag Approved usage of MedAssets Healthcare Business Summit logo to promote sponsorship 2 invites to private VIP event with MedAssets executives
Lanyard Availability: 1	\$25,000	Logo recognition in daily program	Meet with up to 2 health systems in individual private meetings*	Complimentary electronic pre-event attendee list	Logo recognition on event website, linked to sponsor's website	Logo recognition	Co-branding with MedAssets logo printed on lanyard worn by all attendees Approved usage of MedAssets Healthcare Business Summit logo to promote sponsorship 2 invites to private VIP event with MedAssets executives
Portable Coffee Mug Availability: 1	\$20,000	Logo recognition in daily program	Meet with up to 4 health systems in individual private meetings*	Complimentary electronic pre-event attendee list	Logo recognition on event website, linked to sponsor's website	Logo recognition	Co-branding with MedAssets logo on portable coffee mug Approved usage of MedAssets Healthcare Business Summit logo to promote sponsorship
Refillable Water Bottle MedAssets Green Initiative Availability: 1	\$20,000	Logo recognition in daily program	Meet with up to 2 health systems in individual private meetings*	Complimentary electronic pre-event attendee list	Logo recognition on event website, linked to sponsor's website	Logo recognition Signage at water cooler stations	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 1 invite to private VIP event with MedAssets executives
Cyber Café with Wireless Internet Access Availability: 1	\$15,000	Logo recognition in daily program	Meet with 2 health system in an individual private meeting*	Complimentary electronic pre-event attendee list	Logo recognition on event website, linked to sponsor's website	Logo recognition	Logo placement on Cyber Café signage, monitor wallpaper and screen saver
Mobile App Availability: 1	\$10,000	Logo recognition in daily program	Meet with up to 2 health systems in individual private meetings	Complimentary electronic pre-event attendee list	Logo recognition on event website, linked to sponsor's website	Logo recognition	Co-branded logo on every applicable page of mobile app for iPhone, Android, and Web App
Massage Station Availability: 1	\$10,000	Logo recognition in daily program	Meet with 2 health system in an individual private meeting*	Complimentary electronic pre-event attendee list	Logo recognition on event website, linked to sponsor's website	Logo recognition	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 in daily program			Logo recognition on event website, linked to sponsor's website	Logo recognition	Logo product provided to all attendees during breaks

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Charging Station Availability: 2	\$10,000	Logo recognition in daily program		Logo recognition on event website, linked to sponsor's website	Logo recognition	Logo placement on Charging Station signage
Networking Lounge with WiFi Availability: 2	\$7,500	Logo recognition in daily program	Meet with 2 health system in an individual private meeting*	Logo recognition on event website, linked to sponsor's website	Logo recognition	Logo placement on Networking Lounge signage Logo product placement in Networking Lounge and on landing page
NEW Photo Booth Availability: 6 (Photo booth placement to be determined next to your booth or at the Costume Party event)	\$6,000	Logo recognition in daily program		Logo recognition on event website, linked to sponsor's website	Logo recognition	Co-branding with MedAssets logo on on Photo Booth Screen and printed images Opportunity to have photo booth staff wear sponsor-provided shirts
Attendee Product Giveaway Availability: 2 Product giveaway to be included in tote bag at registration (example of product giveaway: lip balm, pen, individual hand sanitizer)	\$5,000 plus product	Logo recognition in daily program		Logo recognition on event website, linked to sponsor's website	Logo recognition	Logo placement on Registration Desk signage
Boarding Pass Station Availability: 1	\$5,000	Logo recognition in daily program		Logo recognition on event website, linked to sponsor's website	Logo recognition	Logo placement on Boarding Pass Station monitor signs and screen savers at 2 locations in Exhibit Hall
Coffee Bar Station during Tuesday Committee Meetings Availability: 5	\$5,000	Logo recognition in daily program		Logo recognition on event website, linked to sponsor's website	Logo recognition	Experienced staff will serve frothy cappuccinos and creamy lattes for client attendees by the Education sessions. 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 Education Sessions (Availability: 3 in a.m. and 3 in p.m.)	\$5,000	Logo recognition in daily program		Logo recognition on event website, linked to sponsor's website	Logo recognition	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 Availability: 3 per day (Availability: Wednesday and Thursday)	\$5,000	Logo recognition in daily program		Logo recognition on event website, linked to sponsor's website	Logo recognition	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 March 6, 2015 and subject to MedAssets approval
Food & Nutrition Break	\$2,500 plus product	Logo recognition in daily program		Logo recognition on event website, linked to sponsor's website	Logo recognition	Contracted Food & Nutrition suppliers can showcase their products during breaks Logo recognition in program and on signage near break stations

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