

2011 HCEA Annual Meeting

June 25-28, 2011 | Las Vegas, Nevada | Wynn Las Vegas



2011 HCEA

SPONSORSHIP OPPORTUNITIES

HCEA
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The Healthcare Convention & Exhibitors Association has over 80 years of promoting healthcare convention marketing and exhibitions as vital components of the healthcare marketing mix. There is no better opportunity to reach the industry's leading professionals than with a 2011 HCEA Annual Meeting Sponsorship.

Here's Are Some Facts You Should Know:

- Healthcare is the largest segment of the convention industry, representing nearly a quarter of all meetings and exhibitions worldwide.
- Every Fortune Global 500 pharmaceutical company and every Fortune 500 medical device company is a member of HCEA.
- HCEA member associations and meeting organizers represent some of the world's largest healthcare events, reporting a combined 639,488 attendees.
- 70 million baby boomers are expected to retire over the next two decades, and the demand for medical professionals and healthcare products will be tremendous.

HCEA offers you the most effective sponsorship opportunities to reach the world's leading healthcare exhibit marketers and medical convention organizers. Professionals like these have been a part of HCEA for over 80 years because HCEA is a community that provides highly valued resources. Learn how to align your company strategically with these highly valued resources by contacting HCEA today.

Reach the industry's leading professionals.

- 1,185 industry professionals, representing:
- 75 pharmaceutical, medical device, biotech and healthcare service companies
- 69 associations/convention organizers
- 292 industry supply and service companies, including: exhibit builders/designers, general service contractors, marketing agencies, technology firms, transportation and logistics companies, full-service creative firms, labor organizers and more.
- Non-members: 2,000 global healthcare convention and medical meeting organizers.

Strategically align your company with a 2011 HCEA Annual Meeting Sponsorship, and reach healthcare convention and exhibition marketers, managers and coordinators, medical association show organizers and exhibit managers, medical meeting planners and exhibit and convention industry product and service companies.

For more information about becoming a 2011 HCEA Annual Meeting sponsor or to learn more about the new Industry Partner Program, please contact Jackie Beaulieu at 678-303-2959 or jbeaulieu@kellencompany.com



Important Information about the Industry and HCEA Members:

Healthcare is the largest segment of the convention industry, representing nearly a quarter of all meetings and exhibitions worldwide. One organization delivers this industry, and has been doing so for more than 80 years — the Healthcare Convention & Exhibitors Association.

A sampling HCEA Regular Members:

Abbott
Alcon Laboratories, Inc.
Allergan Inc.
Amgen, Inc.
Amylin Pharmaceuticals Inc.
AstraZeneca
B. Braun Medical, Inc.
Bard Access Systems
Bausch & Lomb
Baxter BioScience
Bayer HealthCare
Beckman Coulter, Inc.
Biotronik, Inc.
Boehringer Ingelheim Pharmaceuticals, Inc.
Boston Scientific
Bristol-Myers Squibb
Cardinal Health
Celgene Corporation
Cephalon, Inc.
Covidien
CVS Caremark
Eli Lilly and Company
Forest Laboratories, Inc.
GE Healthcare
Genentech, Inc.

Gilead Sciences, Inc.

GlaxoSmithKline
Hill-Rom
Hospira Worldwide, Inc.
Johnson & Johnson
King Pharmaceuticals, Inc.
Lockheed Martin
M.D. Anderson Cancer Center
McKesson
MEDRAD, INC.
Medtronic, Inc.
Merck
Nestle HealthCare Nutrition
Novartis Pharmaceuticals Corp.
Novo Nordisk Pharmaceuticals, Inc.
Pfizer Inc.
Procter & Gamble
Roche
Sanofi Aventis
Schering-Plough Pharmaceuticals
Siemens Healthcare Diagnostics
St. Jude Medical, Inc.
Stryker Corporation
Toshiba America Medical Systems, Inc.
Watson Pharma, Inc.
Wyeth Pharmaceuticals
Zimmer

A sampling of HCEA Associate Members:

American Academy of Family Physicians
American Academy of Ophthalmology
American Academy of Pain Management
American Academy of Sleep Management
American Association of Critical-Care Nurses
American College of Cardiology
American College of Chest Physicians
American College of Physicians
American College of Rheumatology
American Dental Association
American Heart Associations
American Medical Group Association
American Orthopaedic Society for Sports
American Society for Microbiology
American Society of Clinical Oncology
American Thoracic Society
American Urological Association
Digestive Disease Week Administration
National Association of Free Clinics
National Athletic Trainers' Association
New England Journal of Medicine
Pri-Med M/C Communications
Radiological Society of North America
Southern Medical Association

HCEA brings the healthcare industry's leading exhibit marketers and convention organizers – together for you:

- HCEA members include most of the Fortune-level healthcare companies.
- HCEA member associations and meeting organizers represent some of the world's largest healthcare events, reporting a combined 639,488 attendees.

Why healthcare?

- Federal healthcare reform has been predicted to boost the need for continuing medical education as millions of patients are expected to enter the healthcare system, and more medical professionals will need proper training to care for them.
- 70 million baby boomers are expected to retire over the next two decades, and the demand for medical professionals and healthcare products will be tremendous.

The HCEA Annual Meeting provides a unique opportunity for your organization to demonstrate its support of HCEA and the healthcare convention and exhibition industry.

The Annual Meeting brings together the world's top healthcare exhibitors and medical associations with the world's leading exhibit services companies, for four days.

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Elevate your company to the stature of a dedicated industry supporter by helping to make the Annual Meeting the best it can be.

Levels of Sponsorship

Diamond Patron - \$20,000+
Diamond Patron includes 3 full registrations for the Annual Meeting

Platinum Patron - \$10,000 - \$19,999
Platinum Patron includes 2 full registrations for the Annual Meeting

Gold Patron - \$5,000 - \$9,999
Gold Patron includes 1 full registration for the Annual Meeting

Silver Patron - \$2,500 - \$4,999
Silver Patron includes a \$400 discount off one full registration for the Annual Meeting

Bronze Patron - \$1,000 - \$2,499

President's Circle - \$500 - \$999



EDUCATION · INDUSTRY NETWORKING · MARKETING
 HCEA Annual Meeting · Las Vegas · June 25–28

| Sponsorship Benefits | Diamond | Platinum | Gold | Silver | Bronze | President |
|---|------------------------|------------------------|-------------|----------------|---------------|------------------|
| Free meeting registrations | 3 | 2 | 1 | \$400 discount | | |
| Recognition in HCEA's official monthly ePublication, <i>HCEA Edge</i> | Logo | Logo | Name | Name | Name | Name |
| Recognition on HCEA website (Grand listed first, then various sizes)* | Logo | Logo | Name | Name | Name | Name |
| Recognition in Preliminary Program (Grand listed first, then various sizes)* | Logo | Logo | Name | Name | Name | Name |
| Recognition in HCEA final program (Grand listed first, then various sizes)* | Logo | Logo | Name | Name | Name | Name |
| Recognition on Signage (Grand listed first, then various sizes)* | Logo | Logo | Name | Name | Name | Name |
| Verbal recognition during keynote session by Company name mentioned | Yes | Yes | | | | |
| Recognition on multimedia presentation during official lunch (various sizes)* | Logo | Logo | Name | Name | Name | Name |
| Ribbons for all attendees from sponsor company | Yes | Yes | Yes | Yes | Yes | Yes |
| Recognition in HCEA Annual Meeting promotions | Logo & Link to website | Logo & Link to website | Yes | Yes | Yes | Yes |

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Diamond Patron—\$20,000 +

You'll benefit from the following recognition:

- 3 free meeting registrations
- Recognition through July, 2011 in *HCEA Edge**
- Recognition through 12/31/11 on www.hcea.org*
- Recognition in Preliminary Program with logo*
- Recognition in Final Program with logo*
- Recognition on Signage with logo*
- Verbal recognition during keynote by company name
- Recognition with logo on multi-media presentation during official lunch with logo*
- Ribbons for all attendees from sponsor company
- Recognition in HCEA Annual Meeting promotion with logo and link to company website*

Possible Available Sponsorships:

Social Events, Meeting Services, Educational Support

Gold Patron—\$5,000—\$9,999

You'll benefit from the following recognition:

- 1 free meeting registration
- Recognition through July, 2011 in *HCEA Edge**
- Recognition through 12/31/11 on www.hcea.org*
- Recognition in Preliminary Program*
- Recognition in Final Program*
- Recognition on Signage*
- Verbal recognition during keynote
- Recognition with logo on multi-media presentation during official lunch with logo*
- Ribbons for all attendees from sponsor company
- Recognition in HCEA Annual Meeting promotion*

Possible Available Sponsorships:

Breaks, Breakfast, Reception, Educational Support

Bronze Patron —\$1,000—\$2,499

You'll benefit from the following recognition:

- Recognition through July, 2011 in *HCEA Edge**
- Recognition through 12/31/11 on www.hcea.org*
- Recognition in Preliminary Program*
- Recognition in Final Program*
- Recognition on Signage*
- Verbal recognition during keynote
- Recognition with logo on multi-media presentation during official lunch with logo*
- Ribbons for all attendees from sponsor company
- Recognition in HCEA Annual Meeting promotion*

Possible Available Sponsorships: *Refreshments, Educational Support*

* Recognition will vary in size depending on the level of sponsorship.

Platinum Patron—\$10,000—\$19,000

You'll benefit from the following recognition:

- 2 free meeting registrations
- Recognition through July, 2011 in *HCEA Edge**
- Recognition through 12/31/11 on www.hcea.org*
- Recognition in Preliminary Program with logo*
- Recognition in Final Program with logo*
- Recognition on Signage with logo*
- Verbal recognition during keynote by company name
- Recognition with logo on multi-media presentation during official lunch with logo*
- Ribbons for all attendees from sponsor company
- Recognition in HCEA Annual Meeting promotion with logo and link to company website*

Possible Available Sponsorships:

Luncheon, Breakfast, Meeting Services

Silver Patron—\$2,500—\$4,999

You'll benefit from the following recognition:

- \$400 off one meeting registration
- Recognition through July, 2011 in *HCEA Edge* *
- Recognition through 12/31/11 on www.hcea.org*
- Recognition in Preliminary Program*
- Recognition in Final Program*
- Recognition on Signage*
- Verbal recognition during keynote
- Recognition with logo on multi-media presentation during official lunch with logo*
- Ribbons for all attendees from sponsor company
- Recognition in HCEA Annual Meeting promotion*

Possible Available Sponsorships:

Breaks, Meeting Materials, Educational Support

President's Circle —\$500—\$999

You'll benefit from the following recognition:

- Recognition through July, 2011 in *HCEA Edge**
- Recognition through 12/31/11 on www.hcea.org*
- Recognition in Preliminary Program*
- Recognition in Final Program*
- Recognition on Signage*
- Verbal recognition during keynote
- Recognition with logo on multi-media presentation during official lunch with logo*
- Ribbons for all attendees from sponsor company
- Recognition in HCEA Annual Meeting promotion*

Possible Available Sponsorships: *Refreshments, Educational Support*

* Recognition will vary in size depending on the level of sponsorship.

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HCEA 2010 HCEA INDUSTRY PARTNER PROGRAM

Partner with HCEA! This program was developed to give your company a unique and highly visible presence amongst the HCEA membership!

Differentiate yourself from your competitors.

What is an HCEA Industry Partner?

An HCEA Industry Partner supports the association through initiatives that assist HCEA in its goal to be the leader in the healthcare marketing and exhibits industry, specifically through financial support of HCEA's education and research efforts. HCEA's newly created Industry Partner Program provides your company the opportunity for a highly visible and unique way to support HCEA and the healthcare convention and exhibit marketing industry all year long and with multiple-level recognition.

Many companies will already be supporting HCEA in a number of these areas. (Note: Following are the five areas Industry Partners must support to qualify for the program).

| Criteria | Cost |
|--|---|
| HCEA Annual Membership | \$695.00 |
| Platinum or Diamond Annual Meeting Sponsor | Platinum—\$10,000 + Diamond — \$20,000 + |
| Annual Meeting Exhibitors | Depends on exhibit package |
| Gold or Platinum Summit Sponsor | Gold — \$5,000—\$9,999 Platinum — \$10,000 + |
| HCEA Research Support | \$5,000 annually |



As a company that supports the Association in the areas listed above, an Industry Partner will receive the following unique benefits:

- Special Industry Partner logo to use on your promotions
- Special Industry Partner mention from the podium at the Summit and Annual Meeting
- Special Industry Partner banner on www.hcea.org
- Use Industry Partner logo on signage, website and promotions
- Special signage with Industry Partner logo to use in exhibit booth at Annual Meeting
- Industry Partner banner recognition in every issue in HCEA Edge
- Special Industry Partner recognition in Annual Meeting final program
- Special Industry Partner recognition on multi-media presentation at AM. Accomplished by identifying all Industry Partners listed in the sponsor roster, with an IP designation by their listing as a Platinum or Diamond sponsor.
- Ability for Industry Partner to give a \$100 discount to any first-time Regular or Associate AM attendee to 3 of their clients.

This exciting new program enables Supporting members to optimize their visibility in HCEA and sustain their company's presence all year long on multiple platforms. This is an excellent opportunity for your company to demonstrate it is serious about reaching healthcare convention marketing and exhibition professionals.

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