

# IHI Patient Safety Congress

2019

May 15–17, 2019 | Houston Marriott Marquis | Houston, Texas

## Supporter and Exhibitor Prospectus

Featuring the popular LEARNING & SIMULATION CENTER



Offering reach and visibility truly unique in the marketplace, the widely respected and much-admired **IHI Patient Safety Congress** continues to set the standard for delivering **access** and **unmatched networking value** for supporters and exhibitors, as well as **educational excellence** and **real-world solutions** for attendees.

# The IHI Patient Safety Congress . . .

- Delivers visibility and access for your organization and brand to a highly targeted audience of over 1,300 health care leaders who are committed to patient safety and are seeking new ideas and solutions
- Enhances your business development, networking, marketing, and communications strategies
- Provides prominent recognition through a variety of program communications and messaging vehicles
- Offers networking opportunities with attendees, faculty and speakers, as well as distinguished advisors, all in a collaborative and collegial environment
- Increases exposure and awareness of your organization among influential health care decision makers
- Aligns your organization with the highly regarded work and reputation of IHI and reinforces your support for the patient safety mission
- Supports the development of Congress programs and content, and highlights to attendees your organization's essential role in making this meaningful learning forum possible

## BE A SUPPORTER. Contact:

David Coletta  
617.391.9908 or dcoletta@ihi.org

Erin Weintraub  
312.673.5985 or eweintraub@ihi.org

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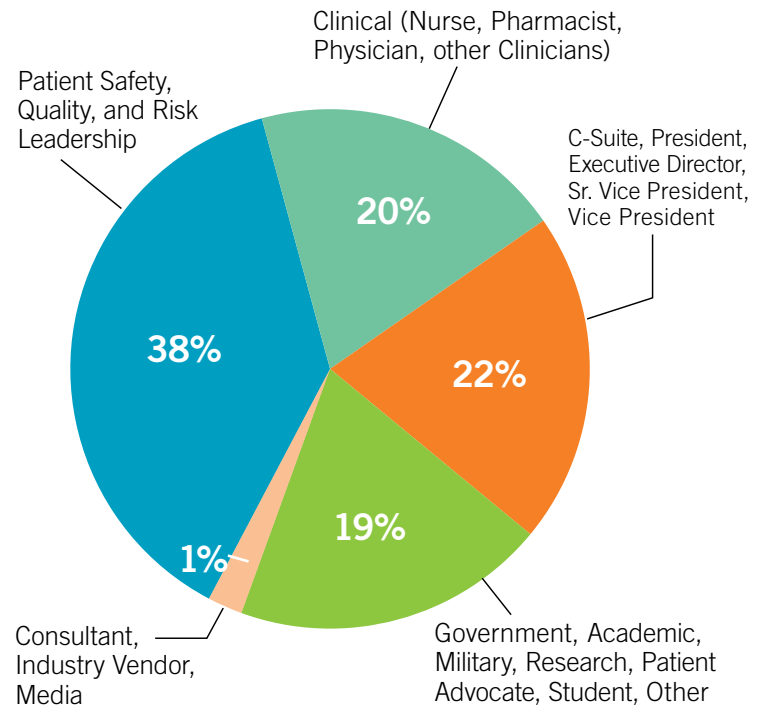
Information in this prospectus is subject to change. IHI reserves the right to replace certain supporter benefits with benefits of higher or equal value, based on venue guidelines.

# Table of Contents

- Support the IHI Congress Mission ..... 3
- Align with Congress Educational Programs ..... 4
- Enhance Visibility at Events and Receptions ..... 5
- Support Attendee Access and Services ..... 6
- Present in the Innovation Theater, ..... 7  
Showcase Your Brand, Advertising
- Exhibitor Options ..... 8
- Participating Organizations from 2018 Congress..... 9
- Sponsorship, Exhibit, and Advertising Application... 11
- Commercial Support Agreement ..... 12  
and Exhibitor Rules and Regulations

## Reach Your Target Audience

### 2018 Congress attendees:



Attendees represent health systems, hospitals, academic medical centers, group practices, outpatient facilities, government agencies, academic institutions and researchers, health and insurance plans, safety and quality organizations, associations, patient advocacy groups, and many others critical to the healthcare field

[ihi.org/congress](http://ihi.org/congress)





# Support the IHI Congress Mission

## Select Your Prominence Level

Should you prefer general sponsorship rather than specific program or event alignment (detailed in the pages that follow), IHI offers these sponsorship options, which provide your organization with significant visibility and an opportunity to be seen by the 1,300+ attendees at the IHI Patient Safety Congress.

Diamond Supporter \$100,000 (exclusive)	Platinum Supporter \$50,000	Gold Supporter \$35,000	Silver Supporter \$25,000	Bronze Supporter \$10,000	Friend Supporter \$5,000
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Logo Placement (with prominence based on support level)	In: Selected marketing material, Congress Welcome Guide, projection loop in common area and plenary hall, and event signage in common areas and at Learning & Simulation Center/exhibit hall entrance.					
Organization Description	In: Congress Welcome Guide					
Attendee List Access	Pre- and post-event <sup>[1]</sup>					
Exclusive Acknowledgement	Lead supporter positioning on key program materials					
Mobile App <sup>[2]</sup>	Visibility Level 1	Visibility Level 2	Visibility Level 3	Visibility Level 4	Visibility Level 5	Visibility Level 6
GOBO Projection	Two locations	One location				
Banner	Logo on Welcome Banner (secondary to IHI)					
Billboard Ad on Conference Flat Screen	Ad with maximum rotation	Ad with half rotation	Ad with third rotation	Ad with quarter rotation	Ad with eighth rotation	
Elevator Cling	Visibility Level 1	Visibility Level 2	Visibility Level 3			
Window Cling	Visibility Level 1	Visibility Level 2	Visibility Level 3			
Display Cube	Visibility Level 1	Visibility Level 2	Visibility Level 3	Visibility Level 4		
Floor Sticker	Visibility Level 1	Visibility Level 2	Visibility Level 3	Visibility Level 4		
Learning & Simulation Center/Exhibit Hall	Premium Exhibit Space (10'x30')	Premium Exhibit Space (10'x20')	Premium Exhibit Space (10'x10')	Premium Exhibit Space (10'x10')	10% Exhibit Space Discount	5% Exhibit Space Discount
Innovation Theater	Your 30-minute presentation			Your 30- minute presentation (additional fee)		
Branded Materials for Attendees	Virtual "Tote Insert" in Mobile App Library					
Reception	Board & Faculty Reception Invitations					
Congress Session Registration	15 Congress Registrations 5 Workshop Registrations	6 Congress Registrations 3 Workshop Registrations	3 Congress Registrations 2 Workshop Registrations	2 Congress Registrations 1 Workshop Registration	1 Congress Registration	10% Congress Registration Discount

[1] Includes title, organization, city, state, country (usage rules and restrictions apply).

[2] Banners, ads, listings, virtual library collateral, and messaging to attendees are examples of mobile app benefits; these are provided based on support level selected.

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# Align with Congress Educational Programs

## Select Your Prominence Level

The following sponsorship options offer your organization an opportunity to align with specific thought leadership topics relevant to your area of focus.

Keynote Plenary \$25,000 (4 available)	Immersion Workshop \$20,000 (4 available)	Educational Track \$15,000 (6 available)
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Logo Placement (with prominence based on support level)	In: Selected marketing material, Congress Welcome Guide, projection loop in common area and plenary hall, and event signage in common areas and at Learning & Simulation Center/exhibit hall entrance.		
Organization Description	In: Congress Welcome Guide		
Attendee List Access	Pre- and post-event <sup>[1]</sup>		
Acknowledgement	Exclusive Supporter of Selected Plenary	Exclusive Supporter of Selected Workshop	Exclusive Supporter of Selected Track
Recognition Signage (text)	Placed in area leading to plenary hall	Placed in area leading to Workshop	Placed on Track Supporter display
Mobile App <sup>[2]</sup>	Visibility Level 4		Visibility Level 5
Learning & Simulation Center/Exhibit Hall	Premium Exhibit Space (10'x10')	15% Exhibit Space Discount	10% Exhibit Space Discount
Innovation Theater	Your 30-minute presentation (additional fee)		
Reception	Board & Faculty Reception Invitations		
Congress Session Registration	2 Congress Registrations 1 Workshop Registration	1 Congress Registration 1 Workshop Registration	1 Congress Registration 1 Workshop Registration

### 4 Keynote Plenaries

Congress includes four keynote presentations in plenary sessions. Topics this year include:

- Lucian Leape Institute Plenary: A Focus on Leadership
- Engaging Patients and Families, featuring internationally known simulation, patient safety, and research speaker Dr. Jennifer Arnold, discussing her work and overcoming personal obstacles to achieve success
- Hot Topics in Patient Safety, presented by Kaveh Shojania, MD, Director, Centre for Quality Improvement and Patient Safety, University of Toronto; Editor-in-Chief, BMJ Quality and Safety
- Inspiration-Motivation, featuring Jose Rene "J.R." Martinez, an American actor, author, motivational speaker, and retired U.S. Army soldier

### 4 Immersion Workshops

The Congress program begins with a day of four full-day, in-depth workshops on topics crucial to patient safety work. The Immersion Workshops at the 2019 IHI Patient Safety Congress will explore these timely topics:

- Certified Professional in Patient Safety Review Course
- Leadership Day: High Reliability
- Human Factors in Patient Safety
- Pain Management and Opioid Safety

### 6 Educational Tracks

Congress offers attendees multiple sessions in each of six core educational tracks. This year's focus areas are:

- Advancing Safety Science
- Culture of Safety
- Ambulatory & Care Outside the Hospital
- Workforce Safety
- Learning Systems
- Safety and Equity for Vulnerable Populations

## Patient And Patient Advocate Educational Scholarships

The opportunity to fund registration and travel (combined \$3,000 support for each individual scholarship) for patients and patient advocates to attend the 2019 IHI Patient Safety Congress is now available.

You may choose to support participation for a group of these deserving individuals, for which your organization will receive significant visibility, or opt to offer support for a small number of individuals and receive acknowledgement in select program materials.

**Please inquire for details.**

[1] Includes title, organization, city, state, country (usage rules and restrictions apply).

[2] Banners, ads, listings, virtual library collateral, and messaging to attendees are examples of mobile app benefits; these are provided based on support level selected.

# Enhance Visibility at Events and Receptions

## Select Your Prominence Level

These sponsorship options offer significant visibility for your organization at popular and well-attended Patient Safety Congress events.

Board & Faculty Reception  
\$35,000

Learning & Simulation Center  
\$25,000

Research & Solutions Poster Display  
\$15,000

Breakfast  
\$10,000  
(2 available)

Session Break Snack Station  
\$5,000  
(3 available)

Lunch or Reception Food/Dessert Table  
\$5,000  
(multiple or exclusive available, please inquire)

Logo Placement (with prominence based on support level)	In: Selected marketing material, Congress Welcome Guide, projection loop in common area and plenary hall, and event signage in common areas and at Learning & Simulation Center/exhibit hall entrance.					
Organization Description	In: Congress Welcome Guide					
Attendee List Access	Pre- and post-event <sup>[1]</sup>					
Acknowledgement	Exclusive Host of Invitation-Only Event	Exclusive Supporter of Simulation Venue	Exclusive Supporter of Poster Display	Host of Thursday or Friday Breakfast	Host of Selected Break	Host of Selected Food Table
Recognition Signage	Placed at entrance and in function area	Banner in Learning & Simulation Center	Multiple placements near poster display	Placed in breakfast area	Placed in break area	Placed next to selected food table
Mobile App <sup>[2]</sup>	Visibility Level 4	Visibility Level 4	Visibility Level 5			
Bonus Visibility and Networking	Option to welcome attendees	Logo on Learning & Simulation Center Guide	Staff representative in display area	Collateral distribution and staff representative in breakfast area	Collateral distribution	Option to have staff representative in table area; may place table next to supporter exhibit booth if desired
Learning & Simulation Center/Exhibit Hall	Premium Exhibit Space (10'x10')	Premium Exhibit Space (10'x10')	10% Exhibit Space Discount	10% Exhibit Space Discount	5% Exhibit Space Discount	5% Exhibit Space Discount
Innovation Theater	Your 30-minute presentation	Your 30-minute presentation (additional fee)				
Reception	Board & Faculty Reception Invitations					
Congress Session Registration	2 Congress Registrations 1 Workshop Registration	2 Congress Registrations 1 Workshop Registration	1 Congress Registration 1 Workshop Registration	1 Congress Registration	10% Congress Registration Discount	10% Congress Registration Discount

[1] Includes title, organization, city, state, country (usage rules and restrictions apply).

[2] Banners, ads, listings, virtual library collateral, and messaging to attendees are examples of mobile app benefits; these are provided based on support level selected.

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## Support Attendee Access and Services

### Select Your Prominence Level

These sponsorship options offer your organization visibility to attendees through a variety of high-use/high-access resources.

Mobile Application Supporter \$25,000	Wireless Internet Access Supporter \$25,000	Device Charging Station \$15,000	Photo Booth \$15,000	Hand Sanitizer Stations \$10,000	Water Stations \$5,000
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Logo Placement (with prominence based on support level)	In: Selected marketing material, Congress Welcome Guide, projection loop in common area and plenary hall, and event signage in common areas and at Learning & Simulation Center/exhibit hall entrance.					
Organization Description	In: Congress Welcome Guide					
Attendee List Access	Pre- and post-event <sup>[1]</sup>					
Acknowledgement	Exclusive Supporter of Mobile Application	Exclusive Supporter of Congress Wireless	Exclusive Host of Charging Station for Attendees	Exclusive Supporter of Attendee Photo Booth	Exclusive Supporter of Hand-Sanitizer Stations	Exclusive Supporter of Water Stations
Recognition	Ad on main screen when app opens (plus additional app visibility)	Attendee connection co-branded "signal naming" and strategically placed logo signage	Strategically placed logo signage	Custom wrap signage on Photo Booth	Placement of up to 12 stations in Congress venue, with logo signage	Placement of up to 4 stations in Congress venue, with logo signage
Learning & Simulation Center/Exhibit Hall	Premium Exhibit Space (10x10)	Premium Exhibit Space (10x10)	10% Exhibit Space Discount	10% Exhibit Space Discount		5% Exhibit Space Discount
Innovation Theater	Your 30-minute presentation (additional fee)					
Reception	Board & Faculty Reception Invitations					
Congress Session Registration	2 Congress Registrations 1 Workshop Registration	2 Congress Registrations 1 Workshop Registration	1 Congress Registration	1 Congress Registration		10% Congress Registration Discount

[1] Includes title, organization, city, state, country (usage rules and restrictions apply).

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# Present in the Innovation Theater

Available to organizations at select supporter levels, the Innovation Theater, located in the Learning & Simulation Center, provides a unique venue to present innovative programs, perspectives, and learnings to Congress attendees. With theater seating for up to 30 participants and standing room for overflow attendees, supporters are provided with a collegial and collaborative setting to engage and interact with health care leaders.

Sessions are limited to 30 minutes, including presentation and audience Q&A. Eight sessions are available: two each during the Welcome Reception on Wednesday, the Networking Reception on Thursday, and Thursday lunch, and two on Friday morning.

## Fee Structure

Core support is prerequisite to hosting a Theater presentation.

- **Supporter levels of \$35,000 and up** No Incremental Cost
- **Supporter levels of \$10,000 to \$25,000** +\$4,000

IHI reserves the right to review and approve presentation content.

IHI will promote theater topics, schedule, and session hosts, but supporters are encouraged to and are responsible for actively promoting sessions to ensure attendee participation.

IHI will provide theater setting, seating and other furniture, standard A/V services, and signage.



## Showcase Your Brand

Attendee Tote Bags \$25,000	Hotel Room Key Cards \$25,000	Attendee Badge Lanyard \$25,000	Hotel Room Door Drop (3 available) \$10,000
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Logo Placement (with prominence based on support level)	In: Selected marketing material, Congress Welcome Guide, projection loop in common area and plenary hall, and event signage in common areas and at Learning & Simulation Center/exhibit hall entrance.			
Organization Description	In: Congress Welcome Guide			
Attendee List Access	Pre- and post-event <sup>[1]</sup>			
Acknowledgement	Exclusive Supporter of Attendee Tote Bags	Exclusive Supporter of Attendee Room Key Cards	Exclusive Supporter of Attendee Badge Lanyards	Mobile App Visibility Level 5
Recognition	Logo on tote bags distributed to attendees	Logo on hotel room key cards distributed to attendees	Logo on badge lanyards distributed to attendees	Promotional material drop at attendee hotel room door at Houston Marriott Marquis
Learning & Simulation Center/ Exhibit Hall	Premium Exhibit Space (10x10)	Premium Exhibit Space (10x10)	Premium Exhibit Space (10x10)	10% Exhibit Space Discount
Innovation Theater	Your 30-minute presentation (additional fee)			
Reception	Board & Faculty Reception Invitations			
Congress Session Registration	2 Congress Registrations 1 Workshop Registration	2 Congress Registrations 1 Workshop Registration	2 Congress Registrations 1 Workshop Registration	1 Congress Registration

[1] Includes title, organization, city, state, country (usage rules and restrictions apply).

## Welcome Program Advertising

Full Page Back Cover*	\$3,500
Full Page Inside Front or Inside Back Cover*	\$2,500
Full Page	\$1,000
Half Page	\$750
Quarter Page	\$500

\* subject to availability

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# Exhibitor Options



## Bonus Opportunity

Welcome attendees  
- 100 drink tickets  
for \$2500

### As a 2019 Exhibitor, You Will:

- Gain exposure to a highly targeted audience of health care professionals who are committed to patient safety and are seeking new ideas and solutions
- Launch and demonstrate new products and services
- Gather sales leads that will continue to deliver business long after the Congress is over
- Meet clients and new prospects face-to-face, building rapport
- Conduct valuable market research with the most focused audience for the patient safety field and gauge how your company, products, and people are perceived
- Benchmark against your competitors and research the key trends and themes in today's market

### What Does an Exhibit Booth Package Include?

- Exhibit hall space
- Two exhibit hall passes (per 10' x 10' space)
- Access to all Congress plenaries
- Congress Welcome Guide listing with 50-word organization description
- Opportunity to include logo in Congress exhibitor listing
- Access to Patient Safety Congress attendee list (pre- and post-event)<sup>[1]</sup>
- 8'-high back drape and 3'-high side drape
- One-line identification sign (7" x 44") with organization name and booth number
- 6' x 30" draped table and two side chairs

Booth selection is on a first-come, first-served basis. Based on the date your contract is received, we will share a copy of the floor plan, which will indicate which booths are currently available. You will then be able to make your selection.

Please note that drayage, lighting, phone/internet service, audiovisual rental, and other services are not included in the exhibitor package.

### What Is the Cost to Exhibit?

Single Booth (10' x 10')	\$3,250
Corner Booth (10' x 10')	\$3,750
Double Booth (10' x 20')	\$6,000
Double Booth with Corner (10' x 20')	\$6,400
Logo added to organization description	\$300
Additional Learning & Simulation Center/exhibit hall pass	\$350

### For More Exhibitor Information or to Sign Up

For more information about exhibiting, contact **Erin Weintraub** at [eweintraub@ihi.org](mailto:eweintraub@ihi.org).

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## Learning & Simulation Center

In keeping with the educational and networking focus of the IHI Patient Safety Congress, and to deliver the greatest value and access for exhibitors, supporters, and attendees, the traditional exhibit hall format will again be expanded to incorporate a learning and solutions-driven environment.

The Congress will present interactive simulations in the exhibit hall, creating innovative settings that will bring exciting learning opportunities for attendees, drive traffic, and provide a unique forum for exhibitors and supporters to present and demonstrate their offerings.

## [ihi.org/congress](http://ihi.org/congress)

Organizational members of the IHI Patient Safety Coalition are eligible for complimentary or discounted exhibit spaces.

Contact **David Coletta** at [dcoletta@ihi.org](mailto:dcoletta@ihi.org) for details.



## Organizations Represented at the 2018 Congress

3M  
 Abington Jefferson Health  
 Abt Associates  
 ACGME  
 Adventist Healthcare  
 Advocate Children's Hospital  
 Advocate Christ Medical Center  
 Advocate Health Care  
 Aefina Partners  
 Aga Khan University  
 Agency for Healthcare Research and Quality  
 AIG  
 Air Force Medical Service  
 Airgas Healthcare  
 Akron Children's Hospital  
 Alameda Health System  
 Alaska Regional Hospital  
 Alaska State Hospital and Nursing Home Association  
 Albany Medical Center  
 Alliance for Quality Improvement and Patient Safety  
 Allina Health  
 Allscripts  
 Altamed Health Services  
 AMC/PSO  
 American Association for Physician Leadership  
 American College of Healthcare Executives  
 American College of Ob-Gyn  
 American College of Surgeons  
 American Data Network PSO  
 American Heart Association  
 American Hospital Association  
 American Nurses Association  
 Center for Ethics and Human Rights  
 Amita Health  
 Anne Arundel Medical Center  
 AORN  
 Ardent Health Services  
 Ariadne Labs  
 Arkansas Hospital Association  
 Aroostook Medical Center  
 Athenahealth  
 Atlantic Health System, Overlook Medical Center  
 Auckland District Health Board  
 Ayder Comprehensive Specialized Hospital  
 Baptist Health System  
 Baptist Memorial Health Care  
 Barnes-Jewish Hospital  
 Barton Health  
 Baton Rouge General Med Center  
 Baxter International  
 Baxter Regional Medical Center  
 Baycare Health System  
 Baylor Scott & White Health  
 Baystate Health  
 Baystate Medical Center  
 BC Patient Safety & Quality Council  
 Becton Dickinson  
 Bergendahl Institute  
 BerkleyMed  
 Berkshire Medical Center  
 Bernoulli Health  
 Beryl Institute  
 Beta Healthcare Group  
 Beterra Health  
 Beth Israel Deaconess Medical Center  
 Betsy Lehman Center for Patient Safety  
 Billings Clinic  
 BioVigil  
 BJC HealthCare  
 Bluegrass Care Navigators  
 Boca Raton Regional Hospital  
 Booz Allen Hamilton  
 Boston Children's Hospital  
 Boston Medical Center  
 Brandon Regional Hospital  
 Brazilian Institute for Healthcare Excellence  
 Brigham & Women's Hospital  
 Bronson Healthcare Group  
 Brookdale University Medical Center  
 Bruin Biometrics  
 Buffalo Hospital/Allina Health  
 Bureau of Primary Health Care  
 Bureau of Veterans' Homes  
 Cambridge Health Alliance  
 Canadian Institute for Patient Safety  
 Capella University  
 Cardinal Health  
 Care Kinesis  
 CareOregon  
 Carilion Clinic  
 Carolinas Healthcare System Blue Ridge  
 Caromont Health  
 Cassatt RPG Holding Company  
 Catholic Health Services of Long Island  
 CDC Kenya  
 Cedars-Sinai Medical Center  
 Center for Medical Simulation  
 Center for Patient Safety  
 Centra Health  
 Centura  
 Cerner  
 CGH Medical Center  
 Chapin Hall at the University of Chicago  
 Cheshire Medical Center  
 Chi Mei Medical Center  
 Child Health PSO  
 Children's Hospital Colorado  
 Children's Hospital of Wisconsin  
 Children's Hospitals & Clinics of Minnesota  
 Children's Medical Center Plano  
 Children's National Health System  
 Children's National Medical Center  
 CHOC Children's at Mission Hospital  
 Christiana Care Health System  
 Christus St. Vincent Regional Medical Center  
 Cigna  
 Cincinnati Children's Hospital Medical Center  
 Citizens for Patient Safety  
 Citrus Memorial Hospital  
 Citrus Valley Health Partners  
 Claremont Healthcare Consulting  
 Clarity Group  
 Clark Regional Medical Center  
 ClearLine MD  
 Cleveland Clinic Akron General  
 Clinic Systems  
 CNA Financial  
 Code  
 Colleague Health Solutions  
 Colorado Plains Medical Center  
 ColumbiaDoctors  
 Commonwealth of Massachusetts  
 Community Health Network  
 Community Memorial Hospital  
 Concord Regional Health Care  
 Conduent  
 Cone Health  
 Consultant  
 Conversage  
 Cook Children's Health Care System  
 Cooley Dickinson Health Care  
 Cooper University Health Care  
 Cooperative of American Physicians  
 Copic  
 Core Physicians  
 Cottage Health System  
 County of Los Angeles Department of Health Services  
 Coverys  
 Craig Hospital  
 CRICO Strategies  
 C-Sats  
 Dana-Farber Cancer Institute  
 Danish Patient Compensation Association  
 Danish Society for Patient Safety  
 Dartmouth-Hitchcock Medical Center  
 Datix  
 Davita Hospital Services  
 De Novo Labs  
 Defex  
 Diamedical USA  
 Dignity Health  
 Ditmanson Medical Foundation  
 Chia-Yi Christian Hospital  
 DNVGL  
 Doctor's Hospital of Sarasota  
 Doylestown Hospital  
 Duke Health  
 EarlySense  
 Eastern Idaho Regional Medical Center  
 Eastern Maine Healthcare Systems  
 eBroselow  
 eClinicalWorks  
 ECRI Institute  
 Einstein Health Network  
 El Camino Hospital  
 Elliot Health System  
 Emory Healthcare  
 EMSL Analytical  
 Endur ID  
 Euteneier Consulting GmbH  
 EvergreenHealth  
 Exeter Health Resources  
 Exeter Hospital  
 FAAN  
 Faculdade Albert Einstein  
 Fairview Health Services  
 Fairview Park Hospital  
 Florida International University College of Medicine  
 Food and Drug Administration  
 Fort Belvoir Community Hospital  
 Fort Leonard Wood Army Community Hospital  
 Franciscan Children's  
 Frederiksberg Kommune  
 Fresenius Kidney Care  
 Fresenius Medical Care North America  
 Froedtert Health  
 Geisinger  
 George Washington University School of Public Health  
 Georgetown Community Hospital  
 Gerald Champion Regional Medical Center  
 Gillette Children's Specialty Healthcare  
 GOJO Industries  
 Google Research  
 GSPsquared  
 Gundersen Health System  
 Guthrie Medical Group  
 Guthrie Robert Packer Hospital  
 Gwinnett Medical Center  
 Hackensack Meridian Health  
 Halo Innovations  
 Hamad Medical Corporation  
 Hartford Healthcare  
 Harvard Medical School  
 HCA Healthcare  
 HDR  
 Health Care District of Palm Beach County  
 Health Catalyst  
 Health Scholars  
 Healthcare Human Factors  
 Healthcare Insurance Reciprocal of Canada  
 Healthcare Systems Engineering Institute  
 HealthPoint  
 Hendrick Medical Center  
 Henrico Doctors' Hospital  
 Henry Ford Health System  
 Henry Mayo Newhall Hospital  
 Hillcrest Medical Center  
 Hillel Yaffe Medical Center  
 Hill-Rom Company  
 HMG Physicians  
 Holy Cross Hospital  
 Home Health VBA  
 Horton Group  
 Hospital Israelita Albert Einstein  
 Hospital Sisters Health System  
 Houston Methodist Hospital  
 Hunter Holmes Mcguire VA Medical Center  
 Indian Health Service  
 Infirmary Health System  
 Innovative Healthcare Plans  
 Inova Health System  
 Inova Heart and Vascular Institute  
 Inspira Health Network  
 Institute for Clinical Effectiveness and Health Policy  
 Institute for Patient Safety  
 Instituto de Efectividad Clínica y Sanitaria  
 Intermountain Healthcare  
 Internaional Health Facility  
 Diversion Association  
 Iora Health  
 I-PASS Patient Safety Institute  
 Ireland Army Health Clinic  
 ivWatch  
 Jackson Health System  
 Jefferson College of Population Health  
 Joan Grillo Adams Memorial Fund  
 John A. Hartford Foundation  
 John Peter Smith Hospital  
 Johns Hopkins Hospital  
 Johnson & Johnson Health Care Systems  
 Joint Commission  
 Joint Commission of Taiwan  
 Kaiser Permanente  
 Kansas Healthcare Collaborative  
 Kennesaw State University  
 Kingwood Medical Center/HCA  
 Klas Research  
 Knox Community Hospital  
 Krause Bell Group  
 La Rabida Children's Hospital  
 Laerdal Medical  
 Lahey Hospital & Medical Center  
 Lake City Medical Center  
 Lara Consulting  
 Lawrence General Hospital  
 Lee's Summit Medical Center  
 Legacy Emanuel Medical Center  
 Lewisgale Hospital Montgomery  
 Lewisgale Pulaski  
 Life Flight Network  
 Life Qi  
 LifePoint Health  
 Limbs & Things  
 Linkoping University  
 Littleton Regional Healthcare  
 Loft Community Services  
 Los Angeles County - Department of Health Services  
 Louisiana Hospital Association  
 Loyola University Chicago  
 Main Line Health  
 Maine Medical Center  
 Maine Primary Care Association  
 Patient Safety Organization  
 Mainehealth  
 Mallinckrodt  
 MAME  
 Marsh ClearSight  
 Massachusetts Coalition for the Prevention of Medical Errors  
 Massachusetts College of Pharmacy & Health Sciences  
 Massachusetts General Hospital  
 Massachusetts General Physicians Organization  
 Massachusetts Health and Hospital Association  
 Matheny Medical and Educational Center  
 Mayo Clinic  
 McGovern Medical School  
 MCIC Vermont  
 MCN Healthcare  
 MCPHS University  
 MD Anderson Cancer Center  
 Meddac-Japan  
 Medical City Alliance  
 Medical Interactive Community  
 Medical Mutual Insurance Company of Maine  
 Medical University of South Carolina  
 MedicusTek  
 Med-IQ  
 Meditech  
 Mednax  
 Medstar Health

more >>>

## Organizations Represented at the 2018 Congress *continued*

Medstar Institute for Quality and Safety	Optera Group	Shriners Hospitals for Children	United Nurses of Alberta	Women's College Hospital
Medtronic	Oregon Health & Science University	Sibley Memorial Hospital	United States Department of Homeland Security	Wvu Medicine
MedWorld Advisors	OU Physicians	Sidney Kimmel Cancer Center	University of Chicago Medical Center	Wyckoff Heights Medical Center
Memorial Hermann Health System	Overlake Medical Center and Clinics	Signature Healthcare	University of Illinois at Chicago	Yale School of Medicine
Memorial Hospital of Tampa	Pacira Pharmaceuticals	Sirio2 Healthcare Innovations	University of Kansas Hospital	Young Generation Ghana
Memorial Rehabilitation Institute at Memorial Regional Hospital South	Palarum	Skilled Wound Care	University of Kentucky	
Memorial Sloan Kettering Cancer Center	Palo Alto Medical Foundation	Society for Simulation in Healthcare	University of Maryland Capital Region Health	
Merck & Co.	Pamela Brown Associates	Society to Improve Diagnosis in Medicine	University of Michigan Health System	
Mercy Health System	Park Nicollet Methodist Hospital	South Shore Health System	University of Missouri Health Care	
Methodist Healthcare System	Parkland Health & Hospital System	South West Healthcare Mental Health Services	University of New Mexico Hospitals	
Michael E. DeBakey Veterans Affairs Medical Center	Parkland Medical Center	Southcoast Physician Group	University of North Texas Health Science Center Institute for Patient Safety	
Michigan Medicine	Parkview Health System	Southern California Permanente Medical Group	University of Rochester Medical Center	
Middlesex Hospital	Partners Healthcare System	Southmedic	University of Texas Health Science Center	
Midwest Alliance for Patient Safety PSO	Patient Safety & Quality Healthcare	Southwest General Hospital	University of Toronto	
Milford Regional Medical Center	Patient Safety Learning Foundation	Southwestern Vermont Medical Center	University of University of Nebraska	
Minden Medical Center	PCORI	Spaulding Rehab Network	University of Wisconsin	
Missouri Hospital Association	Pearland Medical Center	Spok	UNT Health Science Center	
MIT Medical	Penn State Health	Spotsylvania Regional Medical Center	Institute for Patient Safety	
MITSS	Pennsylvania Patient Safety Authority	SSM Health	US Acute Care Solutions	
MMIC Insurance	Perahealth	St Andrew's Community Hospital	US Air Force	
Mölnlycke Health Care	Pew Charitable Trusts	St John's Research Institute	US Army Medical Command	
Monadnock Community Hospital	Pfizer	St. Anthony North Health Campus	US Army Office of the Surgeon General	
Moncrief Army Health Clinic	Philips Research	St. Catherine of Siena Medical Center	US Naval Hospital Okinawa	
Monmouth Medical Center	Pocket Nurse	St. David's HealthCare	UT Southwestern Medical Center	
Mount Auburn Hospital	PolicyMedical	St. Joseph Mercy Health System	UVM Medical Center	
Mount Sinai Health System	Porter Adventist Hospital	St. Lucie Medical Center	UW Medicine	
Mountain View Hospital	Press Ganey	St. Mark's Hospital	VA Boston Healthcare System	
MUSC Health	Providence Little Company of Mary Medical Center Torrance	St. Vincent's Medical Center	VA National Center for Patient Safety	
Muskie School of Public Service NAHQ	Providence Medical Group	Stanford Health Care	Valley Hospital	
National Capital Regional Multi-Service Market	Providence St. Joseph Health	Staten Island University Hospital	Valley View Health Centers	
National Center for Human Factors in Healthcare	PSIC Insurance	Stratis Health	Van Wey Law	
National Council of State Boards of Nursing	PSQ Advisory	Stryker Medical	Vanderbilt University Medical Center	
National Decision Support Company	Pullman Regional Hospital	Sunnybrook Health Sciences Centre	VCU Health	
National Evidence-Based Healthcare Collaborating Agency	PULSE Center for Patient Safety Education & Advocacy	Sunrise Hospital & Medical Center	Verge Health	
National Practitioner Data Bank	Purdue Center for Medication Safety Advancement	Sutter Medical Foundation	Veteran's Health Administration	
Nationwide Children's Hospital	Qualidigm	Swedish Medical Center	VHA	
Nemours Children's Hospital	Quality Center PSO	SwedishAmerican	Vigilant Labels	
New England Donor Services	Quantros	Sydney Local Health District	Vigilanz	
New Hanover Regional Medical Center	Radloop	System Improvements	Villanova University	
Newton-Wellesley Hospital	Raymond W Bliss Army Health Center	Tabula Rasa Healthcare	Virginia Hospital and Healthcare Association	
NewYork-Presbyterian	Region Orebro County	Talis Clinical	Virginia Mason Medical Center	
Nextplane Solutions	Regional Medical Center Bayonet Point	Tamarac	Vizient	
Nicklaus Children's Health System	RepScrubs	Tanana Chiefs Conference	Vocera	
NIH Clinical Center	Research Medical Center	Taylor Healthcare	Wake Forest Baptist Health	
NMC Healthcare	Reynolds Army Health Clinic	Telligen	Waldorf University	
North Shore Medical Center	Rigshospitalet	Texas Hospital Association	Walter Reed National Military Medical Center	
North York General Hospital	Rio Grande Regional Hospital	The Doctors Company	Washington University School of Medicine	
Northeast Methodist Hospital	Riverside Community Hospital	The Everett Clinic	Waypoint Centre for Mental Health Care	
Northside Hospital	RL Solutions	The Hospital for Sick Children	Weill Cornell Medicine	
Northwell Health	RTI International	Timpanogos Regional Hospital	Welch Allyn	
Northwestern Central Dupage Hospital	Rush University Medical Center	TMF Health Quality Institute	Wellness Consultants	
Northwestern Memorial Hospital	Rutland Regional Medical Center	Tristar Southern Hills Medical Center	Wellstar Health System	
Norton Healthcare	RWJBarnabas Health	Truman Medical Center	Wentworth-Douglass Hospital	
Notional Guard Hospital	Safen Medical Products	Tufts Medical Center	West Valley Medical Center	
NYU Langone Health	Salem Health	Tulane Health System	Westat	
NYU School of Medicine	Samitivej Hospital	Twin Cities Hospital	Western Health	
Ob Hospitalist Group	Saudi Patient Safety Center	UMass Lowell	Western New England University	
Ochsner Health System	SCAN	U.S. Department of Labor	Westfields Hospital & Clinic	
Office of the State Inspector General	Scarborough Rouge Hospital	U.S. Food and Drug Administration	Whanganui District Health Board	
OhioHealth	SCL Health	U.T. Southwestern Medical Center	Women's and Children's Hospital	
	Scottish Government	UC Davis Medical Center		
	SCPMG	UCHealth Memorial		
	Select Medical	UCSF Medical Center		
	Sharp Healthcare	UF Health Jacksonville		
	Sharps Technology	Uganda Catholic Medical Bureau		

# Sponsorship, Exhibit, and Advertising Application

IHI Patient Safety Congress

Houston Marriott Marquis

Houston, Texas · May 15-17, 2019



Please complete all appropriate areas of this application based on your selected engagement options and return to Erin Weintraub at [eweintraub@ihi.org](mailto:eweintraub@ihi.org), or call her at 312.673.5985.

## ORGANIZATION INFORMATION

(the individual below will receive all communications related to sponsorship, exhibit, and advertising activity)

ORGANIZATION NAME (AS WILL BE PRINTED IN EVENT MATERIALS)

WEBSITE ADDRESS

CONTACT PERSON

CONTACT TITLE

PHONE NUMBER FAX NUMBER

EMAIL ADDRESS

STREET ADDRESS

CITY STATE ZIP

SIGNATURE DATE

## PARTICIPATION SELECTION

Check all that apply.

- Sponsorship
- Advertising
- Exhibit

## SPONSORSHIP

To reserve participation as a supporter of the 2019 IHI Patient Safety Congress, please identify below your sponsorship selection(s) from the prospectus offerings. All requests will be accepted on a first-received basis (with the right of first-refusal privileges extended to organizations sponsoring the selected sponsorship item(s) from the 2018 Patient Safety Congress).

SPONSORSHIP 1

SPONSORSHIP 2

## EXHIBIT

Please select your booth space option:

- Single Booth (10x10) \$3,250
- Corner Booth (10x10) \$3,750
- Double Booth (10x20) \$6,000
- Double Booth with Corner (10x20) \$6,400
- Other Size (please specify) \_\_\_\_\_
- Logo added to organization description in Welcome Guide \$300

## ADVERTISING

Please select your IHI Patient Safety Congress Welcome Guide advertising space choice: \*based on availability

- Full Page Back Cover\* \$3,500
- Full Page \$1,000
- Full Page Inside Front or Inside Back Cover \* \$2,500
- Half Page \$750
- Quarter Page \$500

## PAYMENT AND CANCELLATION POLICY

### PAYMENT METHOD

- Payment Enclosed
- Request Invoice (check, credit card, or wire transfer payment)

IHI Federal Tax ID #38-3017223.

**Sponsorships and Advertising** Payment is due in full at the time of invoicing or no more than 30 days from the time of invoicing; no cancellation refunds will be granted.

**Exhibitor Fees** Applications submitted prior to January 15, 2019, must be accompanied by a minimum 50% deposit of the total space rental charges (payable in USD drawn on a U.S. bank or by Visa, MasterCard, or American Express). Applications received without such payment will not be processed nor will space assignments be made. The balance of the space rental charge will become due and payable on January 15, 2019. Applications submitted on or after January 15, 2019, must include payment in full. All requests for cancellation of booth space must be received in writing to [ihixhibits@smithbucklin.com](mailto:ihixhibits@smithbucklin.com). Cancellation requests received between the contract date and January 14, 2019, will be refunded less the 50% deposit. Cancellation requests received on or after January 15, 2019, are not eligible for a refund.

## COMMERCIAL SUPPORT AGREEMENT AND EXHIBITOR RULES AND REGULATIONS

Commercial organizations engaging as Supporters at the IHI Patient Safety Congress agree to abide by all Commercial Support Agreement standards and requirements, as presented in the event prospectus, which are a part of this application.

All organizations engaging as exhibitors at the IHI Patient Safety Congress agree to abide by all Exhibitor Rules and Regulations, as presented in the event prospectus, which are a part of this application.

IHI reserves the right to determine the eligibility of any organization for inclusion in the Patient Safety Congress. Participation is open to organizations with products or services directly related to the healthcare field. IHI may, at its discretion, reject applications from organizations it deems inappropriate for this event.

**We agree to abide by all the rules and regulation governing the event, and which are part of this application. Acceptance of this application by show management constitutes a contract.**

SIGNATURE DATE



## Commercial Support Agreement & Exhibitor Rules and Regulations

### Commercial Support Agreement

The Commercial Supporter agrees to abide by all requirements of the ACCME Standards for Commercial Support of Continuing Medical Education and the ANCC Commission on Accreditation Standards for Commercial Support of Continuing Nursing Education as provided by Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC). (Please see below). The Accredited Provider agrees to: 1) abide by the ACCME Standards for Commercial Support of Continuing Medical Education; 2) abide by the ANCC Commission on Accreditation Standards for Commercial Support of Continuing Nursing Education as provided by Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC); 3) acknowledge educational support from the commercial company in program materials; 4) upon request, furnish the commercial supporter a report concerning the expenditure of the funds provided.

**By participating as a Commercial Supporter at the IHI Patient Safety Congress, the Commercial Supporter agrees to all requirements detailed within this document.**

**STATEMENT OF PURPOSE:** Program is for scientific and educational purposes only and will not promote the company's products, directly or indirectly.

**INDEPENDENCE of PROVIDER in THE USE of CONTRIBUTED FUNDS:** Funds should be in the form of an educational grant made payable to the Institute for Healthcare Improvement/National Patient Safety Foundation. No other funds from the commercial company will be paid directly to the program director, faculty or others involved in the CE activity.

### STANDARDS FOR COMMERCIAL SUPPORT

#### STANDARD 4. Appropriate Management of Associated Commercial Promotion

**4.1** Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

**4.2** Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. The juxtaposition of editorial and advertising material on the same products or subjects must be avoided. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME.

- For print, advertisements and promotional materials will not be interleaved within the pages of the CME content. Advertisements and promotional materials may face the first or last pages of printed CME content as long as these materials are not related to the CME content they face and are not paid for by the commercial supporters of the CME activity.
- For computer based, advertisements and promotional materials will not be visible on the screen at the same time as the CME content and not interleaved between computer 'windows' or screens of the CME content
- For audio and video recording, advertisements and promotional materials will not be included within the CME. There will be no 'commercial breaks.'
- For live, face-to-face CME, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after a CME activity. Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or place of the CME activity.

**4.3** Educational materials that are part of a CME activity, such as slides, abstracts and handouts, cannot contain any advertising, trade name or a product-group message.

**4.4** Print or electronic information distributed about the non-CME elements of a CME activity that are not directly related to the transfer of education to the learner, such as schedules and content descriptions, may include product promotion material or product-specific advertisement.

**4.5** A provider cannot use a commercial interest as the agent providing a CME activity to learners, e.g., distribution of self-study CME activities or arranging for electronic access to CME activities.

#### STANDARD 5. Content and Format without Commercial Bias

**5.1** The content or format of a CME activity or its related materials must promote improvements or quality in healthcare and not a specific proprietary business interest of a commercial interest.

**5.2** Presentations must give a balanced view of therapeutic options. Use of generic names will contribute to this impartiality. If the CME educational material or content includes trade names, where available trade names from several companies should be used, not just trade names from a single company.

**STANDARD 6.** Disclosures Relevant to Potential Commercial Bias Relevant financial relationships of those with control over CME content

**6.1** An individual must disclose to learners any relevant financial relationship(s), to include the following information:

- The name of the individual;
- The name of the commercial interest(s);
- The nature of the relationship the person has with each commercial interest.

**6.2** For an individual with no relevant financial relationship(s), the learners must be informed that no relevant financial relationship(s) exist.

### ***Commercial support for the CME activity***

**6.3** The source of all support from commercial interests must be disclosed to learners. When commercial support is 'in-kind' the nature of the support must be disclosed to learners.

**6.4** "Disclosure" must never include the use of a trade name or a product-group message.

### ***Timing of disclosure***

**6.5** A provider must disclose the above information to learners prior to the beginning of the educational activity.

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## Exhibitor Rules and Regulations

These rules and regulations are a bona fide part of the contract for exhibit space with the Institute for Healthcare Improvement hereinafter referred to as IHI, for the Exhibition at the IHI Patient Safety Congress, which is managed by SmithBucklin herein after referred to as Show Management, on behalf of IHI, the Show's owner and sponsor. Show Management reserves the sole right to render all interpretations, amend and enforce these regulations and to establish any and all further regulations not specifically covered below to assure the general success and well-being of the Show. Each exhibitor, for himself, his employees, and his contractors agrees to abide by these regulations and by any amendments or additions hereafter made by Show Management.

Show Management reserves the right to decline, prohibit, deny access or remove any exhibit which in its sole judgment is contrary to the character, objectives, and best interests of the Show or suitable for its attendee audience. This reservation includes, but is not limited to, any violation of any public policy or these rules and regulations and extends to persons, things, printed matter, products, and conduct. IHI reserves the right to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting. Examples include, but are not limited to, organizations displaying or demonstrating personal care items or services for individual attendee purchase (i.e., hand care, facial care), jewelry, gift items, and other such products or services not reflective of the intention or character of the meeting, as defined by Show Management.

Show Management's decision and interpretation shall be accepted as final in all cases.

**By participating as an Exhibitor at the IHI Patient Safety Congress, the Exhibitor agrees to all requirements detailed within this Rules and Regulations document.**

**1. PAYMENT OF SPACE.** Applications submitted prior to January 15, 2019, must be accompanied by a minimum 50% deposit of the total space rental charges (payable in USD drawn on a U.S. bank or by Visa, MasterCard, or American Express). Applications received without such payment will not be processed nor will space assignments be made. The balance of the space rental charge will become due and payable on January 15, 2019. Applications submitted on or after January 15, 2019, must include payment in full.

**2. CANCELLATION AND REFUNDS.** All requests for cancellation of booth space must be received in writing to [ihixhibits@smithbucklin.com](mailto:ihixhibits@smithbucklin.com). Cancellation requests received between the contract date and January 14, 2019, will be refunded less the 50% deposit. Cancellation requests received on or after January 15, 2019, are not eligible for a refund.

**Reduction of Space:** If notice is received prior to January 15, 2019, the exhibitor will be responsible for the deposit of 50% of the total space rental charges. If notice is received on or after January 15, 2019, no refunds will be issued on reduced space.

It is expressly agreed by the exhibitor that in the event he fails to pay the space rental charge at the times specified, or fails to comply with any other provisions contained in these rules and regulations concerning his use of exhibit space, Show Management shall have the right to reassign the confirmed booth location or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount paid by him for his space reservation, regardless of whether or not Show Management enters into a further lease for the space involved.

In case the exhibition shall not be held for any reason whatsoever, then and thereupon, the rental and lease of space to the exhibitor shall be terminated. In

such case the limit claim for damage and/or compensation by the exhibitor shall be the return to the exhibitor of the pro rata amount already paid for space for this specific event.

**3. SPACE RENTAL AND ASSIGNMENT OF LOCATION.** Whenever possible, space assignments will be made by Show Management in keeping with the preferences as to location requested by the exhibitor. SHOW MANAGEMENT, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXHIBITION.

**4. USE OF SPACE, SUBLETTING OF SPACE.** No exhibitor shall assign, sublet or share the space allotted with another business or company unless approval has been obtained in writing from Show Management.

Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor's display, parent or subsidiary companies excepted.

Exhibitors must show only goods manufactured or dealt in by them in the regular course of business. Should an article of a non-exhibiting company be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business.

No company or organization not assigned exhibit space will be permitted to solicit business within the Exhibit Areas.

**5. OPERATION OF EXHIBITS.** Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exhibition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, methods of operation, display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the exhibition as a whole. Use of so called "barkers" or "pitchmen" is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

*Food and Beverages.* No distribution of refreshments or any other product for consumption (other than packaged candy/snacks) not manufactured by, or specifically related to, the product of the exhibitor will be permitted.

*Alcoholic Beverages.* Exhibitors may not serve alcoholic beverages in the exhibit hall except with the written permission of Show Management.

*Direct Sales.* No retail sales are permitted within the exhibit area at any time, but orders may be taken for future delivery.

*Contests, Drawings and Lotteries.* All unusual promotional activities must be approved in writing by Show Management no later than 60 days prior to the opening of the exhibition.

*Literature Distribution.* All demonstrations or other activities must be confined to the limits of the exhibitor's booth. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited. Shopping bags are prohibited and literature bags shall not exceed a size of 16" x 18".

*Copyright Licensing.* Exhibitor is solely responsible for obtaining any required licenses to broadcast, perform, or display any copyrighted materials including but not limited to music, video, and software. Exhibitor shall indemnify and hold harmless IHI, Show Management, and facility against cost, expense, or liability which may be incident to, arise out of or be caused by Exhibitor's failure to obtain requisite license.

*Sound.* Exhibits which include the operation of musical instruments, radios, sound projection equipment, or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens. Show Management shall be the sole judge of what constitutes appropriate sound levels. Show management reserves the right to disconnect sound if, after two requests, it is not turned down to an acceptable level.

*Live Animals.* Live animals are prohibited.

*Booth Representatives.* Booth representatives, including models or demonstrators, must be properly registered and wear badges, and be properly and modestly clothed. Excessively revealing attire is prohibited.

*Irregular Activities.* All giveaway items with the exception of plastic bags, pens, pencils, luggage tags, pocket calendars, and the exhibitor's product must be submitted for approval to Show Management three (3) weeks prior to the opening of the exhibition. Noisemakers of any kind will not be permitted. All exhibitors distributing approved "stick-ons" may not place the "stick-ons" on the attendees' badges.

**6. EXHIBITORS AUTHORIZED REPRESENTATIVE.** Each exhibitor must name one person to be his representative in connection with installation, operation and removal of the company's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for such representative being in attendance throughout all exhibition periods; and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times.

For their own safety and protection, persons under the age of twenty-one (21) will not be admitted to the exhibit halls at any time.



**7. INSTALLATION AND REMOVAL.** Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the Show. Any space not claimed and occupied by three (3) hours prior to the published Show opening time may be resold or reassigned without refund. Installation of all exhibits must be fully completed by the opening time of the exhibition.

Exhibits must be staffed during all Show hours and may not, to any extent, be dismantled before the Show closing. Any early dismantling or packing shall be considered a breach of this agreement and may affect future applications.

**8. ARRANGEMENT OF EXHIBITS.** Each exhibitor is provided an Official Exhibitor Kit. The Exhibitor Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition. Exhibits not conforming may be dismantled or modified, at cost to the exhibitor, at the sole judgment and discretion of Show Management.

*Exhibitor Plan Review.* Booth construction plans and layout arrangements for first-time exhibitors, exhibits in peninsula or island booth spaces, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exhibition. IHI reserves the right to amend layouts at any point in time.

**9. EXHIBITS & PUBLIC POLICY.** Each exhibitor is charged with knowledge of all State, County, and City laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in this exhibition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.

No part of the building shall be defaced in any manner, nor shall signs or other articles be posted, nailed, taped or otherwise affixed to any pillars, doors, walls or other parts of the building. Any and all damages, losses, expenses, and/or costs resulting from failure to observe this notice shall be payable by the exhibitor.

The exhibitor must, at his expense, maintain and keep in good order his exhibit and the space for which he has contracted.

Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor's space, materials and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, Show Management will endeavor to answer them.

Exhibitors must comply with City and State fire regulations. All booth decorations including carpeting must be flame-proofed and all hangings must clear the floor. All exits, hallways, aisles and fire control apparatus must remain clear and unobstructed at all times. Use of butane or bottled gas is not permitted. Use of propane and helium balloons is prohibited. Electrical equipment and wiring must conform with National Electrical Code Safety Rules. If inspection indicates any exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazard, the right is reserved to cancel all or such part of his exhibit as may be irregular, and effect the removal of same at exhibitor's expense.

If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the exhibitor should communicate with Show Management for information concerning facilities or regulations.

Independent contractors must conform to IAEM, ESCA and ED&PA guidelines and must be signatory to a current local collective bargaining agreement.

The Exhibitor agrees to abide by all requirements of the ACCME Standards for Commercial Support of Continuing Medical Education and the ANCC Commission on Accreditation Standards for Commercial Support of Continuing Nursing Education as provided by Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC). Contact info@ihi for a copy of Standards for Commercial Support.

**10. STORAGE OF PACKING CRATES AND BOXES.** Unattended freight in any display space as of one hour prior to Show opening will be removed and stored at the exhibitor's sole risk and expense. Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period; but these, when properly marked, will be stored and returned to the booth by service contractors. It is the exhibitor's responsibility to mark and identify his crates and boxes. Crates and boxes not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty."

Because of the lack of storage facilities, it may be necessary to store empty crates, boxes and exhibit material outside the building. Every effort will be made to protect the crates from the elements, but neither Show Management nor its service contractors will assume any responsibility for damage to them.

The removal and return of large crates that cannot be handled by hand trucks will be charged for at prevailing rates.

Crates, boxes or other exhibit materials unclaimed by the exhibitor after the Show will be removed at the exhibitor's expense. Exhibitors will be billed by the service contractor for removal time and materials at prevailing rates. Neither Show Management, the service contractor, nor the exhibit facility shall assume any liability whatsoever for loss or damage.

**11. SOCIAL ACTIVITIES.** Any social function or special event planned by an exhibiting company, to take place during the IHI Patient Safety Congress, must be pre-approved by IHI. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official conference and exhibition activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by IHI and/or Show Management. Distribution of exhibitor materials is not permitted to attendee sleeping room doors, IHI meeting rooms or anywhere else in the hotel and/or exhibit facility except in the specified booth space.

**12. LIABILITY AND INSURANCE.** All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Show Management, its service contractors, the management of the exhibit hall nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

**13. INDEMNIFICATION.** Exhibitor agrees that it will indemnify and hold and save Show Management whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or asserted against Show Management on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of Exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of Show Management by Exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of Show Management. Exhibitor covenants and agrees that in case Show Management shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon Show Management by virtue of any such litigation.

*Property Damage.* Neither Show Management nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion, or other insurable casualty, and Show Management and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. In the event that such occurrence results in cancellation of the exhibition, each party hereby releases the other from obligations under this contract. Accordingly, it shall be the responsibility of Show Management and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

*Use of Certain Property.* Exhibitor will assume all costs arising from the use of patented, trademarked, or franchised materials, devices, processes or dramatic rights used on or incorporated in the exhibitor's space. Exhibitor shall indemnify, defend and hold harmless IHI, Show Management, the City and their officers, directors, members, agents, and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys' fees, and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

**14. WAIVER.** Show Management shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by Show Management. No delay or omission by Show Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of such rights in writing on one occasion shall not be construed as a consent to or a waiver of any right or remedy on any future occasion.

**15. ATTORNEYS' FEES.** Should Show Management find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement, or to protect in any manner its interest or interests under this agreement, Show Management, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys' fees.

**16. AMERICANS WITH DISABILITIES ACT.** Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless IHI, Show Management, and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to comply with the Act.

**17. ATTENDEE LISTS.** All approved exhibitors will receive a list in PDF format of registered attendee organizations and titles by email after the event. This list is for one-time use only, and may not be disclosed, transferred, duplicated, reproduced, sold, loaned, or any portion retained whatsoever, including entering into electronic databases. Violation of these conditions will jeopardize your standing as an IHI exhibitor at future IHI meetings.

**18. OTHER REGULATIONS.** Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. THE SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.