

# IHI National Forum

on Quality Improvement in Health Care

Supporter and  
Exhibitor Prospectus

December 9–12, 2018

Orlando World  
Center Marriott  
Orlando, FL, USA



IHI National Forum

The image shows a registration desk for the IHI National Forum. The desk is dark grey with the IHI logo and the text 'Institute for Healthcare Improvement' on the front. There are several laptops and printers on the desk. In the background, a large wall features the 'IHI National Forum' logo in large blue letters. The setting is a bright, modern lobby with large windows and a high ceiling.

Learn more at: [ihi.org/Forum](http://ihi.org/Forum)



# IHI National Forum

- 5,000+ Attendees
- 150+ Sessions
- 55 Countries
- 30 Years
- 10 Tracks
- 5 Keynotes

## Offering Powerful Reach and Visibility

### New Options Available This Year

The Institute for Healthcare Improvement’s (IHI’s) **National Forum on Quality Improvement in Health Care** is an unparalleled and highly respected event — one that offers your organization meaningful ways to engage with senior level decision makers, build brand awareness, and launch new products to the industry and thousands of deeply engaged attendees.

Visibility at the Forum provides you with a platform for significant networking, branding, marketing, and lead-generation opportunities.

### Forum Attendees Are Looking New Solutions

Attendees think of Supporters and Exhibitors as an integral part of the Forum — essential contributors to a learning and sharing environment that makes this event one of a kind. These health professionals join us to learn about organizations, products, and services that will help them achieve their goals.

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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.*



## Reach Your Target Audience

Now in its 30th year, the IHI National Forum continues to set the standard for delivering unmatched visibility and networking opportunities for Supporters and Exhibitors. As a partner of the Forum, you'll have many avenues to engage.

### The IHI National Forum:

- Puts your organization in front of 5,000+ health care leaders and decision makers seeking new ideas and solutions
- Allows your team to network with attendees, thought leaders, faculty and speakers, and distinguished advisors
- Enhances your business development, networking, marketing, and communications strategies
- Aligns your organization with IHI's mission: to ensure that everyone has the best care and health possible

“I was impressed with the quality of attendees and sessions. As a vendor, I was also impressed by the level of conversation we were able to have with the attendees and the number of requests for follow-up visits and demos we received. We generated more leads in one day than I received working an entire week at HIMSS.”

— Gabe Waters, Sales Manager,  
Care Team Connect, Exhibitor

### Forum Attendees Come From:

- Hospitals
- Health System Parents
- Group Practices
- Academic Institutions
- Associations
- Quality Improvement Organizations
- Health or Insurance Plans
- Government Agencies

### Forum Attendee Roles Include:

- C-Suite Executives
- Managers/Directors
- Physicians
- Administrators
- Quality Leaders
- Quality Staff
- Nurses



# Support the Forum Mission

Should you prefer general sponsorship rather than the 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 5,000+ attendees at the IHI National Forum.



Logo prominence based on level of sponsorship selected	Diamond \$10,000	Gold \$7,500	Silver \$5,000
Sponsor Wall	Logo		
Forum Hall Entrance Unit	Logo		
Keynote Projection Loop	Logo		
Welcome Program	Logo and Company Description		
Mobile App	Logo and Company Description		
Digital Signage	Logo		
Display Cube	Logo		
National Forum Attendee Mailer <i>(if sponsorship commitment by 7/1/18)</i>	Text		
Welcome Program Advertisement Discount*	40% Discount	30% Discount	20% Discount
General Conference Registration	25% Discount	15% Discount	10% Discount
Additional Priority Points <i>(for 2019 Forum booth space selection)</i>	4	3	2
Pre- and Post-Attendee List	Includes Title, Organization, City, State, Country		
IHI Forum Website	Logo		
Sponsor Ribbons for Staff Badges	Included		

*\*Advertising discount applies to half- and quarter-page ads only.*

## The IHI National Forum celebrates 30 years of excellence

# Align with Forum Educational Programs

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

Logo prominence based on level of sponsorship selected	Keynote Sponsorship	Storyboard Program	Session Tracks	IHI Open School Congress	Pre-Conference Keynote Sponsorship	Innovation Theater** Presentation	Special Interest Breakfast
	\$20,000	\$15,000	\$15,000	\$15,000	\$10,000	\$4,000	\$2,500
Quantity Available	4	1	10	1	1	8	15
Exclusive Recognition	<p>Logo recognition on keynote signage</p> <p>Collateral placed on attendee chairs</p> <p>Logo included in Welcome Program next to keynote information</p> <p>Presenter podium mention</p>	<p>Logo recognition on signage in storyboard area</p> <p>Logo included in Welcome Program next to storyboard information</p>	<p><b>-Mental Health &amp; Well-Being</b></p> <p><b>-Equity</b></p> <p><b>-Improvement Science</b></p> <p><b>-Joy in Work</b></p> <p><b>-Leadership</b></p> <p><b>-Volume to Value</b></p> <p><b>-Maternal &amp; Child Health</b></p> <p><b>-Person-Centered Care</b></p> <p><b>-Population Health</b></p> <p><b>-Patient Safety</b></p> <p>Logo recognition on track signage</p> <p>Logo included in Welcome Program next to track information</p>	<p>Logo recognition on Chapter Congress signage</p> <p>Logo on Congress attendee name badges</p> <p>Logo on student e-newsletter and emails</p> <p>Option for 3-minute introduction</p>	<p>Logo recognition on keynote signage</p> <p>Collateral placed on attendee chairs</p> <p>Logo included in Welcome Program next to keynote information</p> <p>Presenter podium mention</p>	<p>Logo recognition on signage outside theater</p> <p>Logo included in Welcome Program next to theater information</p> <p>30-minute presentation</p> <p>Mobile app push notification announcing topic and time</p>	<p>Logo recognition on signage outside Special Interest Breakfast room</p> <p><i>Titles will be available in August/September for sponsor selection</i></p>



5,000+ attendees  
from 55+ countries

Continued

## Align with Forum Educational Programs *(continued)*

Logo prominence based on level of sponsorship selected	Keynote Sponsorship	Storyboard Program	Session Tracks	IHI Open School Congress	Pre-Conference Keynote Sponsorship	Innovation Theater** Presentation	Special Interest Breakfast
	\$20,000	\$15,000	\$15,000	\$15,000	\$10,000	\$4,000	\$2,500
Quantity Available	4	1	10	1	1	8	15
Sponsor Wall	Logo						
Forum Hall Entrance Unit	Logo						
Keynote Projection Loop	Logo						
Welcome Program	Logo and Company Description						
Mobile App	Logo and Company Description						
Digital Signage	Logo						
Display Cube	Logo						
Cypress Hall Banner	Logo						
Cypress Window Cling	Logo						
Illuminated Tower	Logo						
Conference Email	Sponsor mention when announcing select activities						
National Forum Attendee Mailer <i>(if sponsorship commitment by 7/1/18)</i>	Text						
Welcome Program Advertisement Discount*	Comp Half Page Ad	Comp Quarter Page Ad	Comp Quarter Page Ad	Comp Quarter Page Ad	40% Discount		
General Conference Registration	2	1	1	1	25% Discount		
Additional Priority Points <i>(for 2019 Forum booth space selection)</i>	4	4	4	4	2		
Pre- and Post-Attendee List	Includes Title, Organization, City, State, Country						
IHI Forum Website	Logo						
Sponsor Ribbons for Staff Badges	Included						

*\*\*Minimum core sponsorship support of \$5K is a prerequisite to hosting an Innovation Theater presentation.*

*\*Advertising discount applies to half- and quarter-page ads only.*

# Enhance Visibility at Events and Receptions

These sponsorship options offer significant visibility for your organization at popular and well-attended National Forum events.



Logo prominence based on level of sponsorship selected	Forum 30th Anniversary Celebration \$20,000	Welcome Reception \$15,000	Attendee Lunch \$12,500	Attendee Breakfast \$10,000	Session Break Snack Stations \$7,500
Quantity Available	1	1	2	2	5
Exclusive Recognition	Option to welcome attendees  Logo recognition on event signage  Logo included in Welcome Program next to celebration information  Custom print cocktail napkins; Custom drink station and food cart  50 drink tickets	Option to welcome attendees  Logo recognition on event signage  Logo included in Welcome Program next to reception information  Custom print cocktail napkins  Custom beer or wine tasting cart  50 drink tickets	Logo recognition on event signage  Logo included in Welcome Program next to lunch information	Logo recognition on event signage  Logo included in Welcome Program next to Breakfast information  Collateral placement in event area	Logo recognition on event signage  Logo included in Welcome Guide next to break information
Sponsor Wall	Logo				
Forum Hall Entrance Unit	Logo				
Keynote Projection Loop	Logo				
Welcome Program	Logo and Company Description				
Mobile App	Logo and Company Description				
Digital Signage	Logo				
Display Cube	Logo				
Cypress Hall Banner	Logo				
Cypress Window Cling	Logo				
Illuminated Tower	Logo				
Conference Email	Sponsor mention when announcing select activities				
National Forum Attendee Mailer (if sponsorship commitment by 7/1/18)	Text				
Welcome Program Advertisement Discount*	Complimentary Half Page Ad	Complimentary Quarter Page Ad	50% Discount	40% Discount	30% Discount
General Conference Registration	2	1	1	25% Discount	15% Discount
Additional Priority Points (for 2019 Forum booth space selection)	4	4	3	3	2
Pre- and Post-Attendee List	Includes Title, Organization, City, State, Country				
IHI Forum Website	Logo				
Sponsor Ribbons for Staff Badges	Included				

\*Advertising discount applies to half- and quarter-page ads only.



# Showcase Your Brand

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



Logo prominence based on level of sponsorship selected	Attendee Badge Lanyards	Attendee Wireless Internet Access	Attendee Tote Bags	National Forum Mobile App	Hotel Room Key Cards & Welcome Amenity Gift Bag	Hydration Stations	Hotel and Airport Shuttles	Attendee Headshot Photo Studio	Device Charging Stations	Flu-Free Stations	Healthy Movements
	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$15,000	\$15,000	\$15,000	\$12,500	\$10,000	\$5,000
Exclusive Recognition	Logo recognition on badge lanyards distributed to all attendees	Customized Splash Page when attendees log-in to Forum Internet	Logo recognition on conference tote bags distributed to all attendees  Opportunity to supply a "Golden Ticket" to be placed in select tote bags for attendee prizes (sponsor-provided)  Golden Ticket will be noted in a conference email	Recognition banner advertisement upon attendee sign-in  Daily customized push notification to attendees	Logo recognition/message on attendee hotel room keycards  Opportunity to place amenity gift bag in attendee rooms (sponsor-provided)	Logo recognition signage on water stations throughout conference area  Logo recognition on reusable water bottles	Logo recognition on shuttle buses (window)  Logo recognition on signage near shuttle staging area at Forum	Logo recognition on signage at headshot photo studio (for professional networks)  Mobile app push to alert attendees	Logo recognition on fully branded, free-standing charging stations placed in common area and Forum Hall	Logo recognition on signage at multiple hand-sanitizer stations located in common area and Forum Hall	Branded exercise band to distribute to attendees  Signage in Forum Hall directing attendees to your booth
Sponsor Wall	Logo										
Forum Hall Entrance Unit	Logo										
Keynote Projection Loop	Logo										
Welcome Program	Logo and Company Description										
Mobile App	Logo and Company Description										
Digital Signage	Logo										
Display Cube	Logo										
Cypress Hall Banner	Logo										
Cypress Window Cling	Logo										

Continued



# Showcase Your Brand (continued)

Logo prominence based on level of sponsorship selected	Attendee Badge Lanyards	Attendee Wireless Internet Access	Attendee Tote Bags	National Forum Mobile App	Hotel Room Key Cards & Welcome Amenity Gift Bag	Hydration Stations	Hotel and Airport Shuttles	Attendee Headshot Photo Studio	Device Charging Stations	Flu-Free Stations	Healthy Movements
	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$15,000	\$15,000	\$15,000	\$12,500	\$10,000	\$5,000
National Forum Attendee Mailer <i>(if sponsorship commitment by 7/1/18)</i>	Text										
Welcome Program Advertisement Discount*	Comp Half Page Ad	Comp Half Page Ad	Comp Half Page Ad	Comp Half Page Ad	Comp Half Page Ad	Comp Quarter Page Ad	Comp Quarter Page Ad	Comp Quarter Page Ad	50% Discount	40% Discount	20% Discount
General Conference Registration	2	2	2	2	2	1	1	1	1	25% Discount	10% Discount
Additional Priority Points <i>(for 2019 Forum booth space selection)</i>	4	4	4	4	4	4	4	4	3	3	2
Pre- and Post-Attendee List	Includes Title, Organization, City, State, Country										
IHI Forum Website	Logo										
Sponsor Ribbons for Staff Badges	Included										

*\*Advertising discount applies to half- and quarter-page ads only.*

**“Health care leaders, clinicians, quality directors — they’re all here and they’re our audience.”**

- National Forum Supporter



# Bonus Visibility Options

Offering reach and visibility unique in the marketplace

## Exclusive Decals, Signs, and Clings

Number of Placements

Aisle Signs - \$15,000	8
Floor Decals - \$7,500	6
Hotel Elevator Clings - \$6,000	8
Escalator Clings - \$6,000	4

## Welcome Program Advertising

Full Page Back Cover - \$4,000
Full Page Inside Front or Inside Back Cover - \$3,000
Full Page - \$1,200
Half Page - \$800
Quarter Page - \$600
Logo Placement in Welcome Program - \$500

## Attendee Room Door Drop

Three available - \$5,000 each <i>(sponsor-provided material)</i>
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“Overall, I think the conference is fantastically executed — thank you. The signage and clarity and organization are remarkable. The personnel were also really remarkable.”



# Exhibit at the IHI National Forum

Booth Packages	Executive Partner \$4,500	Premier Partner \$3,200
One 10x10 exhibit space <i>(includes company ID Sign, 8' back drop, and 3' high side drape)</i>	x	x
Booth Furniture <i>(Includes 6' table, 2 chairs, wastebasket) [\$450 value]</i>	x	
One (1) complimentary General Conference Registration <i>(does not include Learning Labs, IHI Quick Course, or Forum Excursions) [\$1,350 Value]</i>	x	x
Three (3) Forum Hall Only Registrations <i>[\$225 value each]</i>	x	x
Organization name and 30-word description in Welcome Program and conference mobile app <i>(must be provided by 10/1/18 to be included in the Welcome Program)</i>	x	x
Inclusion in Exhibitor Spotlight Directory	x	
Organization name and hyperlink on National Forum exhibitor website	x	x
Pre-show attendee list <i>(sent 4 weeks in advance)*</i>	x	x
Post-show attendee list*	x	x
Option to opt-in to Solutions Connection program	x	

Please note: There is a \$200 charge for each booth

\*Pre- and post-show attendee list includes Title, Organization, City, State

## Forum Hall Exhibit Hours

Monday, December 10	4:00 PM - 6:30 PM (Welcome Reception Starting at 4:30 PM)
Tuesday, December 11	9:30 AM - 10:30 AM (Appointments Only)
	10:30 AM - 1:30 PM 12:30 PM - 1:30 PM (Lunch)
	4:15 PM - 6:30 PM (Storyboard Reception)
Wednesday, December 12	10:30 AM - 1:30 PM 12:30 PM - 1:30 PM (Lunch)

“I appreciated having dedicated hours that were different than the full conference hours.”

Expose your brand and solutions to 5,000+ health care professionals





## Enhance Your Visibility in the Forum Hall

Available Options	Quantity	Description
Reception Tastings \$5,000	4	-Tasting table located in your booth -Choose from wine or local craft beer -Logo recognition on signage placed next to tasting table
Booth Carts \$4,000	4	-Three-hour food cart located in your booth -Choose from popcorn or speciality coffee -Logo recognition on signage placed next to cart
Exhibitor Spotlight Directory \$1,500	10	Logo, 75-word company description, and booth number sent twice to attendees prior to Forum
Perk Alert \$2,000	4	A callout in an IHI Forum Newsletter directing attendees to your booth
Reception Drink Tickets 200: \$3,500 100: \$2,500	Limited	Welcome attendees with a refreshment compliments of your organization
Logo placement in Welcome Program exhibitor index \$500		Include your logo next to your organization description

### Broaden Your Reach, Visibility, and Access: Join us at the IHI National Forum

We welcome a conversation to discuss how you can best leverage the IHI National Forum to advance your organization's work, mission, and business imperatives. Please contact Sara Kolovitz at [skolovitz@ihi.org](mailto:skolovitz@ihi.org) or 312.673.4779





# Sponsorship & Advertising Application

IHI National Forum on Quality Improvement in Health Care

Orlando World Center Marriott • Orlando, FL • December 9–12, 2018



INSTRUCTIONS: Type or print this application. Complete all sections. Sign and return this application via email or fax.

\*Required

\*NAME OF ORGANIZATION

\*NAME OF ORGANIZATION REPRESENTATIVE

ORGANIZATION/ AGENCY WHERE INVOICE SHOULD BE SENT

STREET ADDRESS

CITY/STATE/ZIP

PHONE NUMBER

FAX NUMBER

E-MAIL ADDRESS

## TOTAL SUPPORT

Check all that apply.

- Sponsorship
- Welcome Program Advertising

Total Amount: \$ \_\_\_\_\_

## METHOD OF PAYMENT

IHI Federal tax ID # 38-3017223

- Credit Card (Information for credit card payments will be provided on your invoice.)
- Check (see mailing address at right)

## AUTHORIZED SIGNATURE

I have read and understand the terms and conditions of this application.

SIGNATURE

NAME (PLEASE PRINT)

DATE

TITLE

**Note: Do no mail contracts; email or fax only.**

**Mail checks to:** IHI P.O. Box 133 La Grange, IL 60525

**E-mail:** skolovitz@ihi.org

## SPONSORSHIP APPLICATION

INSTRUCTIONS: To apply for participation as supporter of the 2018 IHI National Forum complete, sign and return this form along with full payment. IHI reserves the right to determine eligibility of any organization for inclusion in the program. All sponsorship applications will be accepted on a first-received, first-considered basis, with right of first refusal privileges extended to companies sponsoring the item from the 2017 National Forum.

Acceptance of this application is at the sole discretion of IHI. If an application is denied, any money submitted to IHI will be returned within thirty days and the association shall have no further obligations with respect to this application.

**Cancellation Policy:** No sponsorship cancellation refund will be granted.

**Payment Schedule:** Payment is due in full with this signed agreement.

SPONSORSHIP 1

SPONSORSHIP 2

## ADVERTISING SPACE RESERVATION

INSTRUCTIONS: Please reserve ad space in the IHI 2018 Welcome Program as follows:

### AD PLACEMENT:

- Inside front cover
- Inside back cover
- Outside back cover
- Full page
- Half page
- Quarter page

## COMMERCIAL SERVICES AGREEMENT

Can your organization be classified as an entity producing, marketing, re-selling or distributing health care goods or services consumed by, or used on, patients? (Please check one)

- Yes (agree to Commercial Support Agreement on page 15)
- No, we are defined as (please circle one description below):

<i>Provider of clinical services</i>	<i>Liability insurance provider</i>	<i>For-profit nursing home</i>
<i>501 c3 nonprofit</i>	<i>Health insurance provider</i>	<i>Group medical practice</i>
<i>Government organization</i>	<i>For-profit hospital</i>	<i>Non-healthcare-related</i>
	<i>For-profit rehab center</i>	<i>Other _____</i>

- WE AGREE TO ABIDE BY ALL COMMERCIAL SUPPORT STANDARDS GOVERNING THE EXHIBITION AS PRINTED ON PAGE 15 AND WHICH ARE PART OF THIS APPLICATION. ACCEPTANCE OF THIS APPLICATION BY IHI CONSTITUTES A CONTRACT.**

## RULES AND REGULATIONS

- WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS GOVERNING THE EXHIBITION, AND WHICH ARE PART OF THIS APPLICATION. ACCEPTANCE OF THIS APPLICATION BY SHOW MANAGEMENT CONSTITUTES A CONTRACT.**

# Exhibit Application

## EXHIBIT SPACE RESERVATION

**INSTRUCTIONS:** Type or print this application. Complete all sections. Sign and return this application via e-mail or fax. Upon receipt, exhibit space will be assigned to you and confirmation including credit card payment instructions will be sent. If you prefer to pay by check, make payable to IHI, P.O. Box 133, La Grange, Illinois 60525. **Only a copy of the application should accompany your check.**

**Print exactly as you would like to be listed in all Forum materials.**

ORGANIZATION NAME

ORGANIZATION PHONE

ORGANIZATION FAX

ORGANIZATION WEB ADDRESS

**Primary Point of Contact** (This individual listed below will receive ALL exhibitor communications.)

NAME

TITLE

STREET ADDRESS

CITY/STATE/ZIP

PHONE NUMBER

FAX NUMBER

E-MAIL ADDRESS

### 1

**EXHIBIT SPACE RENTAL:** The exhibit space rental charge is **\$4,500 for Executive Partner** and **\$3,200 for Premier Partner**. Minimum booth size is 8 x 10. There is a \$200 charge for each exposed corner. A **30% deposit** (payable in U.S. funds and drawn on a U.S. bank) of the total space rental charges (minimum deposit is \$960) must be received by June 1, 2018. **The balance of the space rental charge will become due and payable on June 2, 2018.** Applications received after this date must include full payment. Booth space will be released if payment is not received.

**ELIGIBILITY:** The exhibit area is open to companies whose products or services are directly related to the health care field. IHI reserves the right to reject applications for exhibit space from those companies whose products or services do not meet these criteria.

**CANCELLATION POLICY:** All requests for cancellation of booth space must be received in writing. If Show Management receives a written request for cancellation of space between contract date and **June 1, 2018**, the exhibitor will be refunded less the 30% deposit.

**No refunds will be made after June 2, 2018.**

**Companies who cancel after June 2, 2018 are liable for the contracted total.**

### 2

SELECT EXHIBITOR PACKAGE:

- Executive \$4,500      Add logo to Welcome Guide Brochure (\$500.00)  yes  no  
 Premier \$3,200

### 3

**LOCATION PREFERENCES:** Please indicate the location and configuration of the booth space requested. Applications received without payment will not be processed.

1st Choice: \_\_\_\_\_ 3rd Choice: \_\_\_\_\_

2nd Choice: \_\_\_\_\_ 4th Choice: \_\_\_\_\_

FEET DEEP	×	FEET WIDE (FRONTAGE)	=	TOTAL SQUARE FEET
TOTAL NUMBER OF BOOTHS × \$3,200.00	=	AMOUNT \$		
NUMBER OF CORNERS × \$200.00	=	AMOUNT \$		
On or after 6/2/17 submit application with total amount.		TOTAL AMOUNT \$		DEPOSIT 30% OF RENTAL CHARGES \$

### 4

We DESIRE to be next to or across the aisle from:

\_\_\_\_\_

### 5

We do NOT want to be next to or across the aisle from:

\_\_\_\_\_

**Note: Do not mail contracts; email or fax only.**

### 6

WE AGREE TO ABIDE BY ALL THE RULES AND REGULATION GOVERNING THE EXPOSITION, AND WHICH ARE PART OF THIS APPLICATION. ACCEPTANCE OF THIS APPLICATION BY SHOW MANAGEMENT CONSTITUTES A CONTRACT.

DATE

AUTHORIZED SIGNATURE – THIS LINE MUST BE SIGNED FOR ACCEPTANCE OF CONTRACT.

NAME

TITLE

METHOD OF PAYMENT: IHI Federal tax ID # 38-3017223

- Credit Card (Information for credit card payments will be provided on your invoice.)  
 Check

# Commercial Support Agreement

IHI National Forum on Quality Improvement in Health Care

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*If you answer yes to the first question in Section 5 below, you must agree to the following:*

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 the Massachusetts Association of Registered Nurses. (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 the Massachusetts Association of Registered Nurses; 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.

**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. 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



# Commercial Support Agreement

IHI National Forum on Quality Improvement in Health Care  
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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.

Entities that answer 'yes' to the first question under Section 5 on page 15 must agree to the Commercial Support Agreement by checking the box and signing page 13.

## Join us in sunny Orlando!



*To learn more please contact:*

**Sara Kolovitz**

312 673-4779 | [skolovitz@ihi.org](mailto:skolovitz@ihi.org)

**Erin Weintraub**

312 673-5985 | [eweintraub@ihi.org](mailto:eweintraub@ihi.org)



# Rules and Regulations

IHI National Forum on Quality Improvement in Health Care

Orlando World Center Marriott · Orlando, FL · December 9–12, 2018



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 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.

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

**1. PAYMENT OF SPACE.** Applications submitted prior to June 2, 2018 must be accompanied by a 30% of the total space rental charges (payable in U.S. funds and drawn on a U.S. bank, minimum deposit is \$960). Applications received without such payment will not be processed nor will space assignment be made. The balance of the space rental charge will become due and payable on June 2, 2018.

Applications submitted after June 2, 2018 must be accompanied by payment IN FULL of the space rental charge. Applications received without such payment will not be processed nor will space assignment be made.

**2. CANCELLATION AND REFUNDS.** All requests for cancellation of booth space must be received in writing. Cancellations made in writing between contract date and June 2, 2018 will be refunded less the 30%. Cancellations after June 2, 2018, are not eligible for a refund.

Reduction of Space: If notice is received on or prior to June 2, 2018, the exhibitor will be responsible for the deposit of 30% of the total space rental charges. If notice is received after June 2, 2018, no refunds are 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, method 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

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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.

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**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.

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 the Massachusetts Association of Registered Nurses. Contact [info@ihi.org](mailto:info@ihi.org) for a copy 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 Annual National Forum, 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

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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 MAILING LISTS.** All approved exhibitors will receive a mailing list in pdf format of registered attendees by e-mail 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.

“We are guests in our patients’ lives.”

- Donald Berwick, MD, MPP