



SPONSOR & EXHIBITOR PROSPECTUS

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GENERAL INFORMATION



LOCATION

DISNEY'S CONTEMPORARY RESORT

4600 North World Drive
Lake Buena Vista, Florida 32830

(407) 824-1000

ROOM BLOCK

Book your stay at Disney's Contemporary Resort to receive a discounted rate of **\$249/night** through **January 23, 2017**.

EXHIBIT HOURS

REGISTRATION

Thursday, February 23
12:00 PM - 5:00 PM

EXHIBIT HOURS

Friday, February 24
7:30 AM - 5:00 PM

Saturday, February 25
7:30 AM - 3:00 PM

UNOPPOSED TIME

Breakfast
7:30 AM - 9:00 AM

Lunch
12:00 PM - 1:00 PM

Friday Break
2:45 PM - 3:15 PM

INSTALL

Thursday, February 23
12:00 PM - 5:00 PM

DISMANTLE

Saturday, February 25
3:00 PM - 5:00 PM

MEETING CONTACT

JENNA WILLIAMS, CMP

Trade Show & Event Manager

j.williams@nextech.com
(813) 425-9260

www.nextechedge.com

EVENTS

Exhibitors are invited to join us for two not-to-be missed evening events that provide the perfect opportunity to network and engage with attendees outside the Expo Hall.

WELCOME RECEPTION

Disney's Contemporary Resort
Convention Porte-cochere
Thursday, February 23
7:00 PM - 10:00 PM

DISNEY EVENT NIGHT

Disney Theme Park Event
Friday, February 24
7:00 PM - 11:00 PM

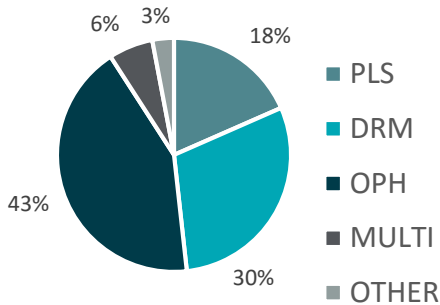
MEETING OVERVIEW

ATTENDANCE UPDATE

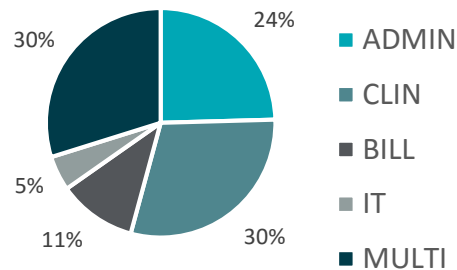
Sky's the limit for meeting attendance! Last year we saw a 29% increase from 406 attendees in 2015 to 570 attendees in 2016. Our 2017 meeting is projected to increase substantially again with the hopes of hitting close to **700 attendees**.

2016

ATTENDEES BY SPECIALTY



ATTENDEES BY FUNCTIONAL ROLE



EXHIBITOR TESTIMONIALS

EDGE 2016 BOASTS A

95% SPONSOR & EXHIBITOR SATISFACTION RATING

"This event is incredibly executed and well thought out. The marketing team at Nextech clearly built and designed this show with the exhibitors in mind."

Michael Sandvig – TriZetto Provider Solutions

"I can honestly say EDGE was the BEST conference that we have attended based on the number of sales that were generated from the show. We are still getting sign ups five months later. The format of the show provided exhibitors direct contact, networking and one-on-one time with potential practices."

Khadir El-Jallad - Specialty Consulting Services

2016 SPONSORS & EXHIBITORS



- ADVANCED BILLING CONSULTANTS
- ADVICE MEDIA
- BLUEFIN
- CARECREDIT
- CRYSTAL CLEAR DIGITAL MARKETING
- DERMATOLOGY BILLING SOLUTIONS
- D-PATH
- EVERBANK COMMERCIAL FINANCE
- EXPERT IT
- GIBRALTAR IT
- HERO TECH
- IAGNOSIS
- ITELAGEN
- ITELLIGENCE SOLUTIONS
- MEDICUS SOLUTIONS
- MEDIGAIN
- MYMEDLEADS
- PLASTIC SURGERY STUDIOS
- PROMEDICAL IT
- QUICKBOOKS PAYMENTS
- REALPATIENTRATINGS
- SPECIALTY CONSULTING SERVICES
- STRATIX IT SOLUTIONS

EXHIBIT & SPONSORSHIP OPPORTUNITIES

EXHIBIT SPACE

BEFORE NOVEMBER 1 - \$4,000

STARTING NOVEMBER 1 - \$5,000

ADDITIONAL BADGE - \$699

INCLUDES:

- 10x10 Booth Space
- 2 Badges
- 6' Table, 2 Chairs, Waste Basket, Identification Sign
- Acknowledgement on Select Correspondence & Website
- Program Listing
- Breakfast, Lunch & Breaks
- Invitation to Welcome Reception & Off Site Disney Event

TOP LEVEL SPONSORSHIP	GOLD \$35,000	SILVER \$25,000	BRONZE \$15,000
EXHIBIT SPACE			
Booth Space	10x20	10x20	10x10
# Badges	8	4	2
MEETING RECOGNITION			
Acknowledgement at Opening & Closing Session	X	X	X
SPEAKING TIME			
Product Theater Presentation	1	1	1
Sessions	2	1	
PRE/POST COMMUNICATION			
Acknowledgment on All Communication	X	X	X
Inclusion in Top Level Sponsor Email to Attendees	X	X	X
Pre-Meeting Email to Attendees on Your Behalf	X		
Post-Meeting Email to Attendees on Your Behalf	X		
ADVERTISING			
Sponsored Item	Lanyard	Pens	Breakfast/Lunch
Program Ad	1 PG	1 PG	1/2 PG
Bag Insert	X	X	X
App Digital Booth Upgrade	X	X	X
Promoted Post	2	1	1
Push Notification	2	1	

EDUCATE • DISCOVER • GENERATE • EXCHANGE

INCREASE YOUR EXPOSURE

A LA CARTE ITEMS

- AFTERNOON BREAK - \$2,500
- BREAKFAST OR LUNCH - \$4,000
- PENS - \$4,500
- NOTEBOOKS - \$5,000 **SOLD**
- LANYARDS - \$8,000
- BAGS - \$16,000 **SOLD**

CUSTOM SPONSORSHIP OPTIONS AVAILABLE

DEDICATED SESSION - \$6,000

Lead an official session at EDGE to gain maximum face time exposure for your company. Your 45-minute session and speaker's bio will be listed online, in the app and printed agenda. We will also highlight your session in the attendee newsletter prior to the meeting.



PRODUCT THEATER - \$2,500

Increase exposure outside the expo hall with a 45-minute product theater presentation.

Use our stage for a 15-minute presentation between sessions, grabbing the attention of attendees in this high traffic area.

The stage is yours for an additional 30 minutes to answer questions and continue to engage with prospects and clients.

The sponsor spotlight schedule will be published in the program, app and online in addition to being included in attendee newsletters.

PRE/POST MEETING COMMUNICATION

EMAIL SENT TO ATTENDEES ON YOUR BEHALF - \$1,000

They'll never know it's from us! Layout and draft the exact email you would like sent to attendees before or after the meeting and we will make sure it arrives on schedule.

PRE SHOW MAILER LIST BUMP - \$2,000

Send a pre or post meeting mailer directly to attendees through our mail house. List bumps available upon request.

SORRY... STILL NO ATTENDEE LIST PROVIDED FOR THE MEETING.

ADVERTISING OPPORTUNITIES



WE LAUNCHED IT. THEY LOVED IT.

2016 OFFICIAL MEETING APP STATS

- 92% ADOPTION
- 699 USERS
- 907 COMMENTS
- 2,119 UPDATES
- 3,789 BOOKMARKS
- 17,347 LIKES

90% OF ATTENDEES SAID THEY STILL USED AND WOULD LIKE THE PRINTED PROGRAM AT EDGE 2017

DIGITAL ADVERTISING

DIGITAL BOOTH UPGRADE - \$250

Increase attendee interaction with your company by upgrading your listing in the meeting app and online. This upgrade includes company logo, description, contact information, social media and website links. Your representatives will also be linked to the listing so attendees can message them directly in the app and your booth will be searchable on the interactive floor plan.

PROMOTED POST - \$1,000

Highlight your company and invite attendees to stop by your booth with a featured post pinned to the top of the official meeting app home page feed for a 20-minute duration.

PUSH NOTIFICATION - \$1,500

Promote a giveaway, booth demonstration, session or product theater demonstration at a specific time with a mobile app push notification.

PRINT ADVERTISING

HALF PAGE PROGRAM AD - \$750

FULL PAGE PROGRAM AD - \$1,000

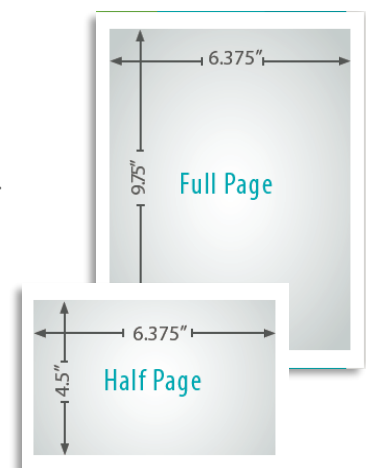
Distributed to every attendee on site, the meeting program is the ideal place to feature your company's products and services.

BAG INSERT - \$1,500

Make an impact starting at registration. Provide a standard insert, brochure or awesome take home tchotchke. There are no limitations to creativity here, the only rule here is it has to fit in the bag!

ROOM DROP - \$2,500

Have your marketing material or promotional item delivered to every attendee's room at the conference.

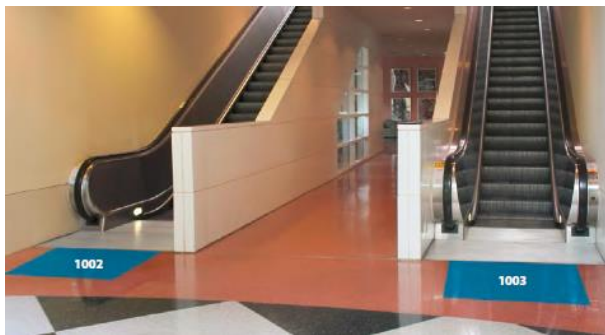


MAKE YOUR MARK

MEETING SPACE SIGNAGE

Create additional visibility outside the expo hall for your company to drive booth traffic and promote brand awareness.

ADDITIONAL SIGNAGE OPTIONS AVAILABLE



ESCALATOR FLOOR GRAPHIC - \$2,000

Located in the main (east) rotunda, choose the up or down escalator to make your mark. Breakout rooms will take place on both floors and both meeting space entrances join here.



ATRIUM GLASS WALL STIP - \$3,000

Located in the main (east) rotunda across from the official EDGE conference sign. Visible to every attendee entering meeting space from first and second floor.



PRODUCT THEATER PILLAR WRAP - \$3,500

Located in the west rotunda, these wraps are visible outside the general session room to attendees between sessions and during product theater presentations.



GRAND REPUBLIC COLUMN WRAP - \$5,000

Located on the second floor directly in front of the guest room elevator towers, these columns are the first thing attendees will see entering the meeting space from the second floor.

FEATHER BANNER OUTSIDE EXPO HALL - \$2,500

Direct traffic straight to your booth with this eye catching banner positioned outside the doors to the expo hall across from registration.
(bottom right)

YOUR LOGO HERE



NATIONAL USER CONFERENCE • FEBRUARY 23-25, 2017 • ORLANDO, FL

EXHIBIT & SPONSORSHIP AGREEMENT

COMPANY INFORMATION

Name:

Address:

Phone:

Email:

Website:

CONTACT INFORMATION

Name:

Title:

Phone:

Email:

ADDITIONAL INFORMATION

Products or services to be displayed:

Companies you **would** like to be located near:

Companies you **would not** like to be located near:

RELEVANT SPECIALTIES

- ☐ Dermatology
- ☐ Ophthalmology
- ☐ Plastic Surgery
- ☐ All Specialties

EXHIBIT SPACE

- ☐ Exhibit Space - \$4,000 Before November 1
- ☐ Exhibit Space - \$5,000 Starting November 1

- ☐ Additional Badge - \$699

QTY _____

SPONSORSHIP

TOP LEVEL SPONSOR:

- ☐ Gold - \$35,000
- ☐ Silver - \$25,000
- ☐ Bronze - \$15,000

*Exhibit space
Included.*

A LA CARTE SPONSORSHIP ITEMS:

- ☐ Afternoon Break - \$2,500
- ☐ Breakfast or Lunch - \$4,000
- ☐ Pens - \$4,500
- ☐ Notebooks - \$5,000 **SOLD**
- ☐ Lanyards - \$8,000
- ☐ Bags - \$16,000 **SOLD**

ADVERTISING:

- ☐ Digital Booth Upgrade - \$250
- ☐ App Promoted Post - \$250
- ☐ App Push Notification - \$500
- ☐ Half Page Program Ad - \$750
- ☐ Full Page Program Ad - \$1,000
- ☐ Room Drop - \$2500
- ☐ Email to Attendees - \$1,000
- ☐ Bag Insert - \$1,500
- ☐ Mailer to Attendees - \$2,000

MEETING SPACE SIGNAGE:

- ☐ Escalator Floor Graphic - \$2,000
- ☐ Feather Banner - \$2,500
- ☐ Atrium Glass Wall Strip - \$3,000
- ☐ Product Theater Pillar - \$3,500
- ☐ Grand Republic Column - \$5,000

FACE TIME:

- ☐ Product Theater Presentation - \$2,500
- ☐ Dedicated Session - \$6,000

PAYMENT OPTIONS

CHECK

Make checks payable to: Nextech

Mail to:

Nextech

EDGE 2017

5550 W. Executive Dr. Suite 350

Tampa, FL 33609

CREDIT CARD

Please note a 3% credit card processing fee will apply.

_____ Charge card amount in full

_____ Charge card 50% deposit and remainder balance on November 30

Circle one:

VISA

MASTERCARD

AMEX

DISCOVER

TOTAL: _____

Name on Card:

Expiration Date:

Card Number:

CVV:

Billing Address:

City, State, Zip:

Phone:

Card Holder Signature:

CANCELLATION POLICY:

50% refund through November 30, nonrefundable after November 30.

Program Rules and Regulations. Nextech Systems, LLC ("**Nextech**"), EDGE User Conference Sponsorship and Exhibitor Program ("**EDGE**") is designed to showcase products and services related to specialty physician practices. Nextech reserves the right to exercise its sole discretion in the acceptance or refusal of applications for EDGE. By applying for exhibition space, the exhibiting sponsor and/or sponsor ("**Sponsor**") acknowledges that it has read and agrees to adhere to all terms and conditions governing the exhibition set forth in the Sponsor and Exhibit Prospectus ("**Prospectus**") for the meeting to be held February 23-25, 2017 at Disney's Contemporary Resorts ("**Contemporary**").

Booth Space. The Sponsor's space location shall be determined by Nextech following receipt of full sponsorship payment. Sponsor signage is restricted to the assigned booth space. No signs may protrude or be placed in any other area of EDGE or the Contemporary except those produced and placed by Nextech. Containers or boxes must not be visible from the aisles or walkways and must be stored out of sight. Nothing can be affixed, nailed, or otherwise attached to walls, doors, etc., without the prior approval of Nextech and the Contemporary. The Sponsor will be liable for any damage resulting from violations of this provision.

Activities and Events during the Conference. Loud noises such as bells, sirens, buzzers, etc. will not be permitted in EDGE exhibit areas in order to maintain a business like atmosphere. Promotional activity is limited to the confines of exhibit space assigned. Advertising and collateral materials may not be distributed outside the Sponsor's assigned exhibit space. Nextech reserves the right to restrict at any time any display, demonstration, presentation, or activity it deems inappropriate or undesirable and to terminate any promotion that could reasonably be determined to affect adversely the goodwill or reputation of the Nextech and EDGE. The Sponsor may not schedule any events, including, without limitation, breakfasts, luncheons, dinners, receptions, or sessions during official EDGE hours unless specific permission is granted in writing, in advance, by Nextech.

Deposit and Program Fees. A 50% deposit is due with the initial sponsorship agreement. The remaining 50% balance is due November 30, 2016. The Sponsor agrees to pay all fees, charges and/or expenses set forth in the Prospectus and Service Kit. In the event that Nextech is forced to seek legal remedy to collect amounts due, all charges related to the collection of unpaid amounts including, without limitation, any reasonable attorney's fees will become the responsibility of the Sponsor. If the Sponsor fails to make timely payments, the space or sponsorship is subject to cancellation or reassignment at the sole discretion of Nextech without any obligation by Nextech to refund any deposit or other amounts previously paid by the Sponsor.

Cancellation. Requests for cancellation of any sponsorship must be made prior to November 30, 2016 and directed in writing to Nextech at edge@nextech.com. Sponsors cancelling after November 30, 2016 shall remain financially liable for the full sponsorship fee.

Insurance. The Sponsor shall obtain and keep in force during the term of installation/dismantle and the use of exhibit premises. Policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit Agreement, in an amount not less than \$1,000,000 Combined Single Limit for personal injury and property damage. The Contemporary, its owners, and its operator shall be included in such policies as additional named insured. In addition, the Sponsor acknowledges that neither the Hotel, its owners, nor its operator, maintain insurance covering exhibitor's property and that it is the sole responsibility of us to obtain business interruption and property damage insurance insuring any losses by us the exhibitor.

Liability. Neither Nextech nor the Contemporary nor any of their respective officers, directors, employees, agents or representatives will be responsible for the safety of the property of the Sponsor from theft, damage by fire, accident or any other causes. Applicants are advised to consult their insurance broker for proper coverage on materials against any such damage, loss, harm or injury.

Indemnification. The Sponsor hereby agrees to indemnify and hold harmless Nextech and their respective officers, directors, employees, agents and representatives from and against any and all such claims, demands, suits, liabilities, losses, damages and expenses (including reasonable attorney's fees). The Sponsor, hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save the Contemporary, its owners, and its operator harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Contemporary and its employees and agents.

Endorsement. Promotion permitted at EDGE and Nextech's acceptance of the Sponsor's application is not intended to convey Nextech's approval, endorsement, certification, acceptance, or referral of the Sponsor or the Sponsor's products or services. The Sponsor shall not, without express written permission of Nextech, use the name of Nextech, or any symbol, logo, trademark, or service mark identified therewith, in any manner representing that the Sponsor or its products or services possess the approval or endorsement or are associated or affiliated with Nextech.

Conference Cancellation. In the event that EDGE is cancelled due to fire, strikes, government regulations, acts of God or any other causes beyond Nextech's control that renders the Contemporary unfit for use, neither Nextech nor the Contemporary Club shall be held liable for failure to hold EDGE and the Sponsor's sole remedy is a refund of the fees paid by the Sponsor less any actual costs incurred by Nextech. Nextech is not liable for any direct, indirect, actual, special or consequential damages of any nature whatsoever, including, but not limited to, lost profits, business interruptions or other economic loss to the Sponsor due to cancellation of the Conference.

Interpretation. The Sponsor agrees that Nextech shall have the full authority to interpret and amend all policies, terms, rules and regulations contained in the Prospectus and its decision as to the meaning and implementation of a policy, term, rule or regulation is final. The Sponsor agrees to abide by any subsequent policies, terms, rules or regulations that may hereafter be adopted. All matters and questions not specifically covered in the Prospectus shall be resolved in the sole discretion of Nextech.

Disclaimer and Disputes. Nextech makes no warranty of any kind, whether express, implied, statutory, or otherwise, with respect to EDGE. In no event shall Nextech and their respective officers, directors, employees, agent's aggregate liability arising out of or related to EDGE, whether in contract, or under any other theory of liability, exceed the amounts actually paid by the sponsor pursuant to the Prospectus. The Prospectus shall be governed by and construed in accordance with the laws of the State of Florida, exclusive of the State of Florida's choice of law provisions. The Sponsor agrees that any disputes or claims between Nextech and the Sponsor arising out of or related to EDGE shall be brought in the federal courts of the United States in and for the Southern District of Florida and the state courts of the State of Florida located in Hillsborough County, Florida. In the event that any provision of the Prospectus is held by a court of competent jurisdiction to be contrary to any law, the remaining provisions of the Prospectus will remain in full force and effect.

AUTHORIZATION

Authorized Signature: _____ Date: _____

Print Name: _____

Title: _____

Please fax completed applications to (813) 425-9292 or email to EDGE@nextech.com
Check back to www.nextechedge.com for updated information.