

LOEWS  
**SAPPHIRE FALLS**  
RESORT™

February 22-24, 2018 – Universal Orlando



**SPONSOR & EXHIBITOR PROSPECTUS**

Nextech  
**EDGE**

educate, discover, generate, exchange

**2018**



560+  
Attendees

6  
Unopposed  
Exhibit  
Hours

2 Epic  
Networking  
Events

20+  
Companies



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# GENERAL INFORMATION

## LOCATION

### LOEWS SAPPHIRE FALLS RESORT

6601 Adventure Way  
Orlando, Florida 32819

(407) 502-5000

## ROOM BLOCK

Book your stay at Loews Sapphire Falls Resort to receive a discounted rate of **\$232/night** through **January 22, 2018**.



Brand New  
Resort

## EXHIBIT HOURS

### REGISTRATION

Thursday, February 22  
12:00 PM - 5:00 PM

### EXHIBIT HOURS

Friday, February 23  
7:00 AM - 5:00 PM

Saturday, February 24  
7:30 AM - 3:00 PM

### UNOPPOSED HOURS

Friday Breakfast  
7:00 AM - 8:30 AM

Saturday Breakfast  
7:30 AM - 9:00 AM

Friday & Saturday Lunch  
12:00 PM – 1:00 PM

Friday Break  
2:45 PM – 3:15 PM

### INSTALL

Thursday, February 22  
12:00 PM - 5:00 PM

### DISMANTLE

Saturday, February 24  
3:00 PM - 5:00 PM

*\*Hours are subject to change.*

## EVENTS

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

### WELCOME RECEPTION

Loews Sapphire Falls Resort  
Cayman Court  
Thursday, February 22  
7:00 PM – 10:00 PM

### UNIVERSAL ORLANDO™ AFTER HOURS PARK EVENT

Universal Theme Park Event  
Friday, February 23  
8:30 PM – 12:30 AM

2018

## MEETING CONTACT

Jenna Williams, CMP  
Trade Show & Event Manager

[edge@nextech.com](mailto:edge@nextech.com)

(813) 425 9262

[www.nextechedge.com](http://www.nextechedge.com)

# MEETING OVERVIEW

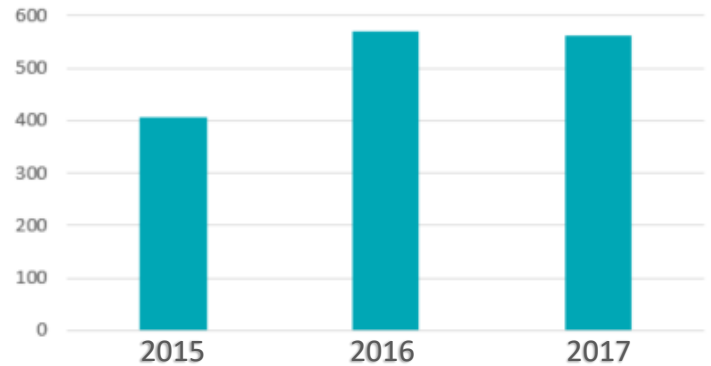
## ATTENDANCE UPDATE

Our 2017 annual meeting was a huge success bringing together *561 Nextech users*. With new marketing efforts behind the conference, we hope to increase 2018 registration to **600 attendees** as we switch to the brand new Loews Sapphire Falls Universal Property.

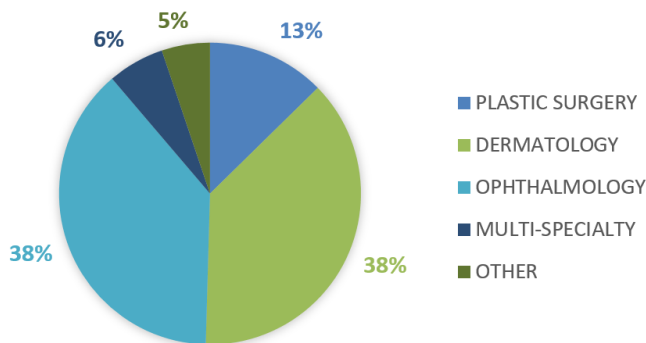
Attendance updates will be provided prior to the meeting.

560+ Attendees

## YOY ATTENDANCE



## ATTENDANCE BY SPECIALTY

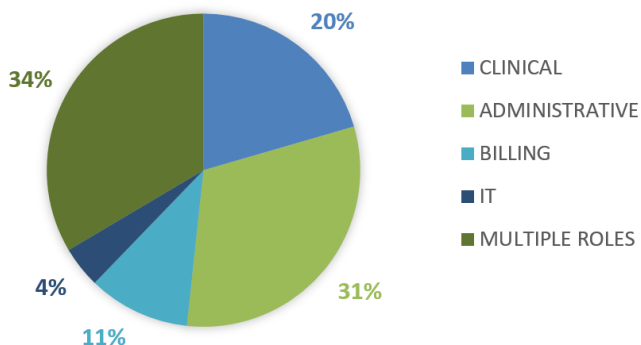


## 2017 SPONSORS & EXHIBITORS



- Advanced Billing Consultants
- Brevium
- CareCredit
- Crystal Clear Digital Marketing
- Dedicated IT
- Dreamscape Marketing
- DrFirst
- EverBank
- Gibraltar IT
- Incredible Marketing
- ITelagen, LLC
- Medicus Solutions
- MyMedLeads
- PCIHIPAA
- ProMedicalIT
- StratX IT Solutions
- Topaz Systems

## ATTENDANCE BY JOB FUNCTION



## TESTIMONIALS

Visit [NextechEDGE.com](http://NextechEDGE.com) to hear what exhibitors have to say about the conference.

20+ Companies

# EXHIBIT & SPONSORSHIP OPPORTUNITIES

## EXHIBIT SPACE

**BEFORE NOVEMBER 30 - \$4,000**

**STARTING DECEMBER 1 - \$5,000**

**ADDITIONAL BADGE - \$700**

### INCLUDES

- 10x10 booth space
- 6' table and 2 chairs
- 2 corporate representative badges
- Acknowledgement on select correspondence and website
- Printed program and digital app listing
- Listed stop on the expo hall bag insert
- Breakfast, lunch, snacks and evening event meals for staff
- Admission to Welcome Reception and Universal Event

TOP LEVEL SPONSORS	GOLD \$35,000	SILVER \$25,000	BRONZE \$15,000
<b>EXHIBIT SPACE</b>			
Booth Space	10x20	10x20	10x10
# Badges	8	4	2
<b>MEETING RECOGNITION</b>			
Acknowledgement at Opening & Closing Session	X	X	X
Meeting Space Signage	X		
<b>SPEAKING TIME</b>			
Product Theater Presentation	2	1	1
Sessions	2	1	
<b>PRE/POST COMMUNICATION</b>			
Website Listing	X	X	X
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		
Recognition on Conference Website Homepage	X		
<b>ADVERTISING</b>			
Sponsorship Item	Lanyard	Pens	Meal
Stop on Expo Hall Map	Mandatory	Pick One	Pick One
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	

# INCREASE YOUR EXPOSURE

## A LA CARTE ITEMS

- AFTERNOON BREAK - \$1,500
- BREAKFAST OR LUNCH - \$3,000
- PENS - \$4,500
- LANYARDS - \$8,000 **SOLD**
- NOTEBOOKS - \$10,000 **SOLD**
- BAGS - \$16,000 **SOLD**

*CUSTOM SPONSORSHIP OPTIONS AVAILABLE*

## DEDICATED SESSION - \$5,000

Gain maximum face time exposure for your company when you lead a session at EDGE. 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 an attendee newsletter prior to the meeting.



## PRODUCT THEATER - \$2,500

Increase exposure with a 30-minute Product Theater presentation. The Product Theater will be located on the same floor as the expo hall where all meals will take place.

Catch the attention of 550+ attendees as they walk past and stop by your presentation.

The Product Theater 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

Layout and draft the exact email you would like sent to attendees before or after the meeting. Promote products, show specials, sessions, demos and more. This is a great way to introduce your company and let attendees know you'll be at the meeting.



### PRE-SHOW MAILER - \$2,000

Send a pre or post meeting mailer directly to attendees through our mail house.

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

# ADVERTISING OPPORTUNITIES



## 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 your company listing in the app so attendees can message them directly. Your booth will also be searchable on the interactive floor plan.

### PROMOTED POST - \$500

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

### PUSH NOTIFICATION - \$1,000

Promote a giveaway, booth demonstration, session or Product Theater presentation at a specific time with a mobile app push notification.



## PRINT ADVERTISING

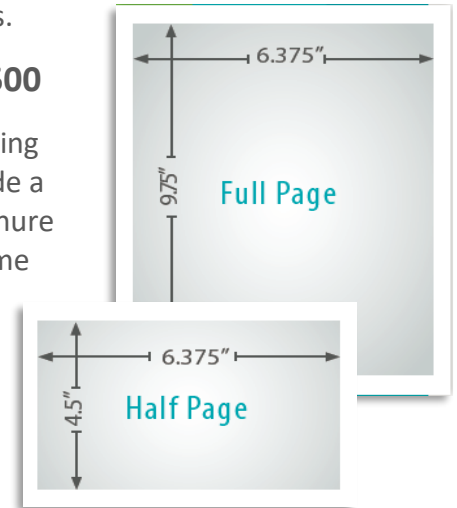
### HALF PAGE PROGRAM AD - \$750

### 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, the only rule is it has to fit in the bag!



### ROOM DROP - \$2,500

Have your marketing materials or promotional items delivered to attendee rooms on the day of your choice at the conference. Make a great first impression or leave a lasting impact. This is a sure way to get your company noticed.

### KEY CARD HOLDER - \$2,500

First impressions are "key"! Seriously... you could brand the hotel key card holders for EDGE. Have your company logo, booth number, promo information or whatever you'd like handed to the guest during hotel check-in. You'll be their first touch point for the meeting and have a lasting impression as guests use their hotel keys throughout their stay.

# MAKE YOUR MARK

## MEETING SPACE SIGNAGE

Create visibility for your company outside the expo hall drive booth traffic and increasing brand awareness with a variety of meeting space signage options.

*ADDITIONAL OPTIONS AVAILABLE*



**ESCALATOR FLOOR GRAPHIC - \$2,000**  
**WINDOW DECAL GRAPHICS - \$2,500**

Located on the main level of the convention center, these graphics will be seen by attendees as they use the main escalators to move between sessions throughout the day.



**CARIBBEAN FLOOR GRAPHIC - \$1,000**  
**CARIBBEAN COLUMN WRAP - \$2,000**

Located on main level of the convention center, the Caribbean hallway connects the meeting space to hotel lobby. This will be the main entrance to the meeting for most attendees.

### CUSTOM FEATHER BANNER - \$1,000

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



**DIGITAL SIGN WRAP - \$1,000**  
**DIGITAL SIGN WRAP PACKAGE - \$2,500**

Located throughout the meeting space, these digital signs are attendees' resource for meeting schedules, hotel maps and fun interactive items like open table dining reservations. Choose one or a package that includes all three!



**7' EXPO HALL GRAPHIC - \$2,000**  
**10' EXPO HALL GRAPHIC - \$2,500**

Located in the expo hall, these graphics will be seen by attendees during every meal and in between sessions as they visit the expo hall.

YOUR LOGO HERE

## EXHIBITOR & SPONSOR AGREEMENT

Discount  
Deadline  
Nov 30

### COMPANY INFORMATION

Name:

Address:

Phone:

Email:

Website:

### CONTACT INFORMATION

Name:

Title:

Phone:

Email:

### ADDITIONAL INFORMATION

Products or services to be displayed:

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

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

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### RELEVANT SPECIALTIES

- Dermatology
- Ophthalmology
- Plastic Surgery
- All Specialties

### CHECK IF YOU NEED THE EXHIBITOR PACKAGE:

- 6' Table – No Drape
- 2 Chairs



## EXHIBIT SPACE

- Exhibit Space - \$4,000  
*Before November 30*
- Exhibit Space - \$5,000  
*Starting December 1*
- Additional Badge - \$700  
QTY \_\_\_\_\_

## SPONSORSHIP

### TOP LEVEL SPONSOR:

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

*Exhibit space  
Included.*

### A LA CARTE SPONSORSHIP ITEMS:

- Afternoon Break - \$1,500
- Breakfast or Lunch - \$3,000
- Pens - \$4,500
- Notebooks - \$10,000 **SOLD**
- Lanyards - \$8,000 **SOLD**
- Bags - \$16,000 **SOLD**

### FACE TIME:

- Product Theater Session - \$2,500
- Dedicated Session - \$5,000

### ADVERTISING:

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

### MEETING SPACE SIGNAGE:

- Feather Banner - \$1,000
- Escalator Floor Graphic - \$2,000
- Window Decal Graphic - \$2,500
- Digital Sign Wrap - \$1,000
- Digital Sign Wrap Package - \$2,500
- Caribbean Floor Graphic - \$1,000
- Caribbean Column Wrap - \$2,000
- 7' Expo Hall Graphic - \$2,000
- 10' Expo Hall Graphic - \$2,500

## 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 of balance on November 30

Select one:

VISA

MASTERCARD

AMEX

DISCOVER

Name on Card:

Expiration Date:

Card Number:

CVV:

Billing Address:

City, State, Zip:

Phone:

Card Holder Signature:

### CANCELLATION POLICY:

50% refund through November 30, non-refundable after November 30.

# RULES & REGULATIONS

**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, including these terms and conditions and those set forth in the Sponsor and Exhibit Prospectus (collectively, the “Prospectus”) for the meeting to be held February 22-24, 2018 at the Loews Sapphire Falls Resort (“Sapphire Falls”).

**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 Sapphire Falls 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 Sapphire Falls. The Sponsor will be liable for any damage resulting from violations of this provision.

**Activities and Events During EDGE.** 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, 2017. The Sponsor agrees to pay all applicable 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 be 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, 2017 and directed in writing to Nextech at [edge@nextech.com](mailto:edge@nextech.com). Sponsors cancelling after November 30, 2017 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 insurance policies for 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. Nextech and Sapphire Falls, its owners, and its operator shall be included in such policies as additional named insured. In addition, the Sponsor acknowledges that neither Sapphire Falls, its owners, nor its operator, maintain insurance covering exhibitor’s property and that it is the sole responsibility of the exhibitor to obtain applicable insurance insuring any losses by exhibitor.

**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 claims, demands, suits, liabilities, losses, damages and expenses arising or brought against them from the acts or omissions of Sponsor, its officers, employees, agents, representatives or any person operating on Sponsor’s behalf. This includes any allegation that any logo, trademarks, service marks, trade dress and other protectable source or business identifiers used by Sponsor during EDGE, infringes or violates the intellectual property rights of any third party. Sponsor will pay all damages, costs and fees (including reasonable attorneys’ fees and costs) of litigation resulting from such claims. The Sponsor, hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save Sapphire Falls, 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 Sapphire Falls and its employees and agents.

**Liability.** Neither Nextech nor Sapphire Falls 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. Except to the extent prescribed by applicable law (A) Nextech and Sapphire Falls are not liable to sponsor under any circumstance, including the cancellation of any consequential, special, punitive, or indirect damages of any kind, or for any lost profits or opportunities; and (B) the aggregate liability of Nextech and Sapphire Falls to sponsor in connection with this agreement will not exceed the amount paid by sponsor to Nextech under this agreement.

**Endorsement and Use of Sponsor Marks.** 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. Sponsor hereby grants to Nextech a nontransferable, nonexclusive license prior to and during EDGE to use the logos, trademarks, service marks, trade dress and other protectable source or business identifiers owned by Sponsor and provided by Sponsor to Nextech for use in connection with the EDGE, including use in advertising EDGE in printed materials, websites, and social media.

**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 Sapphire Falls unfit for use, neither Nextech nor Sapphire Falls 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.

**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. 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 forms to (813) 425 9262 or email [edge@nextech.com](mailto:edge@nextech.com)

Visit [www.nextechedge.com](http://www.nextechedge.com) for up to date meeting information.