



PRODUCT



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INDUSTRY

e-MDs USER CONFERENCE AND SYMPOSIUM

General Information

e-MDs User Conference & Symposium is an annual assembly of medical professionals designed to enhance knowledge and awareness of pertinent health information technology (HIT) news, topics and applications.

With over 700 attendees expected, 2010 User Conference & Symposium will provide vendors and sponsors an excellent opportunity to gain new contacts and business from within a dynamic gathering of individuals in an atmosphere of learning and fun that you don't want to miss.

Location: AT&T Hotel and Executive Education and Conference Center,
1900 University Ave
Austin, TX
512.404.1900

Room Rate: \$149 per night plus taxes. Call 1.877.744.8822 to make reservations.
Mention that you are reserving for the e-MDs User Conference.
Reservations must be received by June 15, 2010.

Attendees: The **User Conference** provides e-MDs clients, including physicians, physician assistants, nurse practitioners, nurses, practice administrators and office managers, with sessions that provide supplemental detailed product instruction, customized for their specific specialty, position and product utilization experience level. **The Symposium**, open to non-clients as well, consists of sessions that concentrate on timely and relevant healthcare IT topics, including ARRA, Meaningful Use and Stimulus Incentives, HIPAA security, Health Information Exchange (HIE), and more. Attendees of these sessions can obtain up to 9.5 hours of CME credits, provided in partnership with Primary Care Network (PCN).

Exhibiting Hours: Thursday, July 22, 2010 8:00 am – 5:00 pm
Friday, July 23, 2010 8:00 am – 5:00 pm
Saturday, July 24, 2010 8:00 am – 2:00 pm

Set-up: Wednesday, July 21, 2010 5:00 pm – 7:00 pm

Tear-down: Saturday, July 24, 2010 2:00 pm – 4:00 pm

Questions: William Rice, Vendor Coordinator: 512.767.6195 or wrice@e-mds.com
Staci Young, UC2010 Coordinator: 512.767.6109 or sdyoung@e-mds.com



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Exhibitor Levels & Sponsorship Opportunities

Exhibitor Levels

Bronze Sponsor – \$2,000

- Placement of one exhibit booth (6-foot table with cloth & 2 chairs)
- Electricity & Wi-Fi internet access
- Two (2) complimentary, full conference registrations (*Additional team members \$250 each*).
- Logo listing in the conference program book

Silver Sponsor – \$2,500

- Placement of one exhibit booth (6-foot table with cloth & 2 chairs)
- Electricity & Wi-Fi internet access
- Two (2) complimentary, full conference registrations (*Additional team members \$250 each*).
- Logo listing in the conference program book
- One (1) conference bag insert item
- Logo listing on the conference website

Gold Sponsor – \$3,000

- Placement of one exhibit booth (6-foot table with cloth & 2 chairs)
- Electricity & Wi-Fi internet access
- Three (3) complimentary, full conference registrations (*Additional team members \$250 each*).
- Logo listing in the conference program book
- One (1) conference bag insert item
- Logo listing on the conference website
- Ability to select placement of exhibit booth (first come basis)
- Opt-in Attendee List for post-show mailing**

Additional Sponsorship Opportunities

e-MDs offers a number of sponsorship opportunities to help you increase your exposure to our receptive audience:

- **Demo/Product in Lab: \$1000** (must provide quantity of 40- licenses, etc...)
- **Lunch Sponsorship: \$1500** (3 available)
- **Refreshment Break Sponsorship: \$1000** (6 available)
- **Advertising: \$500** (1 full-page advertisement in conference program book)
- **Lanyards: \$300+** (plus cost of items, unless provided by vendor; 1 available)
- **Bags: \$500+** (plus cost of items; 1 available)
- **Casino Night Giveaway Item: \$250 - \$1000** (call for more details)
- **Casino Night Gaming Item (logo poker chips, cards, etc...): \$250 - \$1000** (call for more details)

(Sponsorship of any of the additional items above receives one (1) complimentary conference registration. Sponsors noted on signage for event. Sponsors of meals and giveaways will be recognized prior to the event.)

** All post show communications to be sent to customers included on the opt-in attendee list obtained by this sponsorship agreement must be approved by e-MDs prior to sending.



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Rules and Regulations

The following rules and regulations have been designed for the benefit of all sponsors and vendors and, in conjunction with the application, constitute a formal agreement. e-MDs requests the full cooperation of the vendors in their observance. e-MDs reserves the right to terminate sponsor or vendor privileges at any time for breach of these rules and regulations. Expulsion of an exhibitor under these rules shall not give rise to a claim for a refund of the fees paid by such exhibitor.

1. OFFICIAL EXHIBIT SCHEDULE

Setup:	Exhibiting Hours:
Wednesday, July 21, 2010 5:00pm – 7:00pm	Thursday, July 22, 2010 8:00 am – 5:00 pm
	Friday, July 23, 2010 8:00 am – 5:00 pm
Tear Down:	Saturday, July 24, 2010 8:00 am – 2:00 pm
Saturday, July 24, 2010 2:00pm – 4:00pm	

2. CONFERENCE MANAGEMENT

The conference is organized by e-MDs. Any matters not covered in these rules and regulations are subject to the interpretation of e-MDs. Sponsors and vendors must comply with the procedures of the AT&T Executive Education and Conference Center - Austin, Texas. e-MDs shall have full power to interpret, and enforce these rules and regulations. Each sponsor and vendor, for them self and his or her employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

3. RATES, DEPOSITS, AND REFUNDS

Exhibit space will be rented and sponsorships sold at the rates in accordance with the application form. No application will be processed or space assigned without payment. Exhibits must be paid in full by June 30, 2010. If assigned space is not paid in full by July 15, 2010, it may be reassigned at the discretion of conference management.

5. ARRANGEMENTS OF VENDORS

Any portion of an exhibit that obstructs the view, interferes with the privileges of other vendors, extends beyond the designated booth space or for any reason becomes objectionable, must be modified or removed by the exhibitor. The conference management reserves the right to inspect each booth prior to show opening.

7. CONDUCT

All exhibits will be to serve the interest of the e-MDs 2010UCS attendees and will be operated in a way that will not detract from other exhibits or the meeting as a whole.

8. FIRE, SAFETY, AND HEALTH

The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety, and health. All exhibit equipment and materials must be located within the assigned space. NO combustible material will be stored in or around exhibit space.

9. LIABILITY AND SECURITY

e-MDs makes no warranty, expressed or implied, that security measures will avert or prevent occurrences, which may result in loss or damage. Each exhibitor must make provisions for the safeguarding of his or her goods, materials, equipment and display at all times. e-MDs will not be liable for loss or damage to the property of vendors or their representatives or employees from theft, fire, accident, or other causes.

10. MARKETING

All post show communications to be sent to customers included on the opt-in attendee list obtained by this sponsorship agreement must be approved by e-MDs prior to sending. Photographs and videos will be taken during the conference, and any photographs or videos taken of conference exhibits, sponsorship and/or participants will be maintained and made available indefinitely by e-MDs for purposes such as, but not limited to, sales, marketing, research, advertising and educational purposes as e-MDs shall determine. The copies of these photographs and videos may be hosted on searchable internet media, such as YouTube, etc..., and/or other social media networks, such as Twitter, Facebook, etc..., for marketing, research, advertising and educational purposes, and in other stored medium including the Web and portable media devices.