

Exhibitor Prospectus

2019 Hospital Quality Institute (HQI) Annual Conference
Golden 1 Center, Sacramento, CA
October 14-15, 2019



Hospital Quality Institute

Why exhibit?

Network with hospital decision makers, develop and build relationships, and share insights and ideas with colleagues during more than five hours of designated exhibitor/attendee time.

What's the display space like?

Exhibitors will have a table in the grand entrance of Golden 1 Center, the sole entry and exit site of the Conference. Access to attendees will occur before the general session, during lunch and breaks, plus face-to-face time with attendees at both the welcome event and evening reception, and networking opportunities during our second day program.

Who are our attendees?

Quality-focused healthcare leaders and professionals, including physicians and executive leadership from California hospitals and healthcare systems. HQI Conference attendees are committed to innovation in patient safety, quality improvement and reliable healthcare.

How many attend?

Exhibitors will have exposure to more than 450 participants.



Diamond \$30,000 or greater	Emerald \$20,000 to \$29,999	Sapphire \$10,000 to \$19,999	Ruby \$5,000 to \$9,999	Topaz \$3,000 to \$4,999
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Select Your Exhibitor Level

	Diamond \$30,000 or greater	Emerald \$20,000 to \$29,999	Sapphire \$10,000 to \$19,999	Ruby \$5,000 to \$9,999	Topaz \$3,000 to \$4,999
Complimentary full-conference registrations	4	3	2	2	1
Discounted registrations	4	3	2	1	
Two 6' tables in grand entrance (Selected upon payment.)	✓				
One 6' table in grand entrance (Selected upon payment.)		✓	✓	✓	✓
Enhanced table location	✓	✓	✓	✓	
Acknowledgement at Monday plenary session	✓	✓	✓	✓	✓
Company logo on arena digital signage	✓	✓			
Featured in mobile app	✓	✓	✓	✓	✓
Featured in mobile app promoted posts	3	2	1		
Featured in mobile app push notifications	2				
Acknowledgement on HQI website	✓	✓	✓	✓	✓
Participation in conference app passport program	✓	✓	✓	✓	✓
Conference attendee list	✓	✓	✓	✓	✓

Additional Fees:

Discounted registration fees are \$600 for each additional representative.
(Each exhibitor level above Ruby is eligible for a limited number of discounted attendees.)

Exhibitor Hours:

**Monday, October 14
(Golden 1 Center)**

- 7:00 to 8:30 a.m.
- Break
- 12:00 to 1:00 p.m.
- Break
- 5:00 to 6:30 p.m.

**Tuesday, October 15
(Kimpton Sawyer Hotel)**

- 7:00 to 8:30 a.m.
(Networking only)



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You are invited to submit an intent to exhibit. Please provide the following as soon as you can, and no later than by September 1, 2019:

- Completed Exhibitor & Advertiser Application form, and payment as instructed on the form.
- Company logo in high resolution .jpeg file format
- A short description of your organization (75 words or less) for inclusion on the conference resource web page and other marketing materials.
- A description of your tabletop, dimensions and product(s) being displayed.
- A link for your company website and social media links/handles (Facebook, LinkedIn, Twitter, etc.)
- A description of items you may wish to contribute for the exhibit show raffle prize drawing. A minimum value of \$100 is recommended.
- Any special request or consideration in table assignments (e.g., companies you may wish to be located next to.) List specific company names, not products or services. HQI cannot guarantee requests will be met, but will make every effort to accommodate them.

Hotel & Exhibit Information:

- Make hotel reservations to receive the reduced rate of **\$219/night**. Call **The Kimpton Sawyer** at (800) 368-2544 and mention the **2019 HQI Conference**. The deadline for this discounted rate is **September 6**.
- Our backup lodging is just a few blocks from the Golden 1 Center at the **Citizen Hotel**, at 926 J Street. Call (877) 781-8559 and mention the **2019 HQI Conference** to receive the reduced rate of **\$179/night**. The deadline for this discounted rate is **September 6**.
- Exhibit area includes one draped, six-foot table, two chairs, an electrical power strip and a name tent listing your company's name.
- Shipping information: Packages must arrive at the Golden 1 Center **no sooner than Wednesday, October 9, and no later than Friday, October 11, 2019**.

Ship to:

**Golden 1 Center
Attn: Kate Devine
Event: HQI Conference
500 David J Stern Walk
Sacramento, CA 95814**

*Please include your company name on the shipping label.



Exhibit Schedule - *Exhibit schedule is subject to change.*

Monday, October 14

- **Set-up:** 6:00 – 7:00 a.m.
- **Exhibitor Show:** 7:00 a.m. – 6:30 p.m.
- **Dismantling:** 6:30 – 7:30 p.m.



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Table Assignments

Assignment of tables will be made by the **Hospital Quality Institute (HQI)** previous to the Conference, and based upon the following criteria:

- Exhibitor level
- Order in which payments are received
- Suitability and availability of locations

Space and Services Included

- One six-foot table during exhibition (Ruby and higher levels have additional space, Diamond has two tables)
- Two chairs
- Table-tent card with company logo and name
- Electrical power strip

Exhibit Refund Policy

Exhibit fees are NON-REFUNDABLE.

Preliminary Exhibit Schedule

(Times are approximate and subject to change)

Monday, October 14

Set-up: 6:00 – 7:00 a.m.
Exhibitor Show: 7:00 a.m. – 6:30 p.m.
Dismantling: 6:30 – 7:30 p.m.

Exhibit Set-up and Clean-up

Set-up of exhibits must be completed and ready for inspection by 7:00 a.m. on Monday, October 14. It is the responsibility of the exhibitor to remove all materials from the exhibit area on Monday evening by 7:30 p.m.

Admittance to the Conference

Exhibit hall admittance is limited to conference attendees and company representatives who have contracted and paid for exhibit and/or tables.

Eligible Exhibits

HQI reserves the right to decline rental of a table - or any part of an exhibit - to any company.

Exhibitor Raffle

Exhibitors will have an opportunity to give prizes to the attendees. Each exhibitor is limited to two raffle prizes. Minimum value of \$100 is recommended and is optional for exhibitors.

How the Exhibitor Prize Drawing Works

Each attendee is encouraged to download the conference app in order to participate in the Exhibitor Passport program. During Monday morning setup, each exhibitor will receive a unique check-in code.

Throughout the day, attendees will visit exhibitor tables and check in by using the code. Attendees must visit and check in at all tables to unlock an entry in the prize drawing.

Winning attendees must be present to win and HQI will provide winner contact information to the donating exhibitors. HQI staff and exhibitors are not eligible to participate in the prize drawing.

Fire and Safety

All flammable materials must be flame proofed before being placed in the exhibit area. All materials and installations are subject to the fire and safety regulations in force by state and/or city fire authorities.

Exhibitors must provide certification of flame proofing if requested by show management or the fire department. Volatile or flammable fluids, substances or materials of any nature are prohibited at any table.

Social Functions

Social functions sponsored by exhibitors must not be scheduled during exhibit hours or during the HQI education program.

Any function not approved by HQI that would compete for attendees' time, either during the hours of the exhibition or hours of educational sessions, general sessions or programs is prohibited.

Security

Exhibitors are responsible for any valuables at their table. Security guards will be present at all times.

Contact

Theresa Wheat
twheat@hqinstitute.org
(916) 552-7667

Exhibitor & Advertiser Application



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Complete & Submit Application by Sept. 13 to:

Theresa Wheat
c/o Hospital Quality Institute
1215 K Street, Suite 800, Sacramento, CA 95814
Education@hqinstitute.org

Questions: Theresa Wheat, (916) 552-7667 (office), (916) 554-2268 (fax)

Select Your Exhibitor Level

- Diamond** \$30,000 +
- Emerald** \$20,000 - \$29,999
- Sapphire** \$10,000 - \$19,999
- Ruby** \$5,000 - \$9,999
- Topaz** \$3,000 - \$4,999

Amount to be Billed: \$ _____

Make checks payable to "Hospital Quality Institute," or provide Visa, MasterCard or AMEX information below.

Billing Information

VISA MC AMEX

Name on Card: _____

Card Number: _____

Expiration Date: _____ Security Code: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Authorizing Signature: _____

Company Information

Please list your company name as you wish it to appear in marketing materials.

Company: _____

Contact Name: _____

Contact Title: _____

Address: _____

Telephone: _____

E-mail: _____

Attending Company Representatives

Please list exactly as you wish it to appear in conference program.

Representative #1: _____

Title: _____

Telephone: _____

E-mail (required): _____

Representative #2: _____

Title: _____

Telephone: _____

E-mail (required): _____

Representative #3: _____

Title: _____

Telephone: _____

E-mail (required): _____

Representative #4: _____

Title: _____

Telephone: _____

E-mail (required): _____



Authorization

Exhibitor assumes responsibility and agrees to indemnify and defend the Hospital Quality Institute (HQI) and The Golden1Center and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. The Exhibitor understands that neither the HQI nor The Golden1Center maintains insurance covering the Exhibitor's property, and it is the sole responsibility of the exhibitor to obtain such insurance. Our company shall be bound by the terms and conditions in the above Exhibitor Details.

Authorized Signature: _____ Date: _____