

IHI Forum 2020

Supporter and Exhibitor Prospectus



**December 6–9
2020**

**Orlando World
Center Marriott
Orlando, FL, USA**

COVID-19
Impact and
Learnings will
be included in
Program Content

Learn more at: ihi.org/Forum



IHI National Forum

- 5,500 Attendees
- 150 Sessions
- 55 Countries
- 32 Years
- 8 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 for New Solutions

Attendees see 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.

Reach Your Target Audience

Now in its 32nd 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 5,500+ 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

We are grateful to IHI Staff for their willingness to customize a sponsorship package to specifically meet our goals. This included a Premier Headshot Lounge inside our exhibit booth, which brought great attendee traffic. Not only did attendees get a professional headshot taken, we were able to have meaningful conversations with them about all the tools and solutions Premier has to offer. We consistently partner with IHI at the National Forum to increase Premier brand recognition throughout the conference bringing more attendees to our booth.

-Premier

Forum Attendees Come From:

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

Forum Attendee Roles Include:

- C-Suite Executives
- Administrators
- Managers/Directors
- Physicians/Nurses/Other Clinicians
- Quality and Safety Leaders and Staff
- Pharmacists



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	8	1	1	12	15
Exclusive Recognition	<p>Logo recognition on keynote signage</p> <p>Collateral placed on attendee chairs or virtual collateral in mobile app library</p> <p>Logo included in Conference Guide next to keynote listing</p> <p>Presenter podium mention</p>	<p>Logo recognition on signage in storyboard area</p> <p>Logo included in Conference Guide next to storyboard listing</p>	<ul style="list-style-type: none"> • Addressing Value, Cost, and Quality • Equity • Improvement Science • Joy in Work • Leadership • Patient Safety • Person-Centered Care • Population Health <p>Logo recognition on track signage</p> <p>Logo included in Conference Guide next to track listing</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 Conference Guide next to keynote listing</p> <p>Presenter podium mention</p>	<p>Logo on signage outside theater</p> <p>Logo in Conference Guide next to theater listing</p> <p>30-minute presentation</p> <p>Promotion in mobile app, push notifications, Forum Hall announcements, signage, keynote slides</p> <p>Lead capture device made available for Theater presentation</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>

5,500+ attendees
from 55+ countries



Benefits
continued
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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	8	1	1	12	15
Sponsor Wall	Logo						
Forum Hall Entrance Unit	Logo						
Keynote Projection Loop	Logo						
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						
Inclusion in National Forum Mailer <i>(3 possible based on sponsor commitment date)</i>	Logo						
Inclusion in National Forum Attendee Email <i>(if sponsorship commitment by 11/20/20)</i>	Logo and Welcome	Logo			Text		
General Conference Registration	2	1	1	1	25% Discount		
Additional Priority Points <i>(for 2021 Forum booth space selection)</i>	4	4	4	4	2		
Pre- and Post-Organization List	**Includes Title, Organization, City, State, Country						
IHI Forum Website	Logo						
Sponsor Ribbons for Staff Badges	Included						



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

***Due to recently changing data share laws, the Institute for Healthcare Improvement has complied with General Data Protection Regulation (GDPR) requirements, which went into effect on May 25, 2018. As part of our compliance, the pre- and post-organization list contains only title, organization, city and state/country.*

Enhanced 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 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 Conference Guide next to celebration listing Custom print cocktail napkins; Custom drink station and food cart 100 drink tickets	Option to welcome attendees Logo recognition on event signage Logo included in Conference Guide next to reception listing Custom print cocktail napkins Custom beer or wine tasting cart 100 drink tickets	Logo recognition on event signage Logo included in Conference Guide next to lunch listing Logo included on lunch item Logo included on napkins	Logo recognition on event signage Logo included in Conference Guide next to breakfast listing Collateral placement in event area Logo included on napkins	Logo recognition on event signage Logo included in Conference Guide next to break listing
Sponsor Wall	Logo				
Forum Hall Entrance Unit	Logo				
Keynote Projection Loop	Logo				
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				
Inclusion in National Forum Mailer <i>(3 possible based on sponsor commitment date)</i>	Logo				
Inclusion in National Forum Attendee Email <i>(if sponsorship commitment by 11/20/20)</i>	Logo and Welcome	Logo	Text		
General Conference Registration	2	1	1	25% Discount	15% Discount
Additional Priority Points <i>(for 2021 Forum booth space selection)</i>	4	4	3	3	2
Pre- and Post-Organization List	Includes Title, Organization, City, State, Country (**see page 4 footnote)				
IHI Forum Website	Logo				
Sponsor Ribbons for Staff Badges	Included				

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	Livestream Broadcast	Hydration Stations	Hotel and Airport Shuttles	Attendee Headshot Photo Studio	Device Charging Stations	Flu-Free Hand Sanitizer Stations
	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$15,000	\$15,000	\$15,000	\$12,500	\$10,000
Exclusive Recognition	Logo recognition on badge lanyards distributed to all attendees	Customized Splash Page when attendees log-in to Forum Internet Logo recognition on Wireless Internet signage in common area	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)	Exclusive Recognition Logo recognition during introductory and closing Forum livestream event activities Logo recognition on logistics communication to remote attendees	Logo recognition signage on water stations throughout conference area Logo recognition on reusable water bottles (sponsor provided)	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 (2) placed in common area and Forum Hall	Logo recognition on signage at multiple hand-sanitizer stations located in common area and Forum Hall
Sponsor Wall	Logo										
Forum Hall Entrance Unit	Logo										
Keynote Projection Loop	Logo										
Mobile App	Logo and Company Description										
Digital Signage	Logo										
Display Cube	Logo										
Cypress Hall Banner	Logo										
Cypress Window Cling	Logo										

Benefits
continued
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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	Livestream Broadcast	Hydration Stations	Hotel and Airport Shuttles	Attendee Headshot Photo Studio	Device Charging Stations	Flu-Free Hand Sanitizer Stations
	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$15,000	\$15,000	\$15,000	\$12,500	\$10,000
Inclusion in National Forum Mailer <i>(3 possible based on sponsor commitment date)</i>	Logo										
Inclusion in National Forum Attendee Email <i>(if sponsorship commitment by 11/20/20)</i>	Logo and Welcome	Logo and Welcome	Logo and Welcome	Logo and Welcome	Logo and Welcome	Logo and Welcome	Logo	Logo	Logo	Text	Text
General Conference Registration	2	2	2	2	2	2	1	1	1	1	25% Discount
Additional Priority Points <i>(for 2021 Forum booth space selection)</i>	4	4	4	4	4	4	4	4	4	3	3
Pre- and Post-Organization List	*Includes Title, Organization, City, State, Country										
IHI Forum Website	Logo										
Sponsor Ribbons for Staff Badges	Included										

**Due to recently changing data share laws, the Institute for Healthcare Improvement has complied with General Data Protection Regulation (GDPR) requirements, which went into effect on May 25, 2018. As part of our compliance, the pre- and post-organization list contains only title, organization, city and state/country.*

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

- National Forum Supporter



Support the Forum Mission

Should you prefer general sponsorship rather than the specific program or event alignment (detailed in previous pages), IHI offers these sponsorship options, which provide your organization with significant visibility and an opportunity to be seen by the 5,500+ 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		
Mobile App	Logo and Company Description		
Digital Signage	Logo		
Display Cube	Logo		
Inclusion in National Forum Mailer <i>(3 possible based on sponsor commitment date)</i>	Logo		
Inclusion in National Forum Attendee Email <i>(if sponsorship commitment by 11/20/20)</i>	Text		
General Conference Registration	25% Discount	15% Discount	10% Discount
Additional Priority Points <i>(for 2021 Forum booth space selection)</i>	4	3	2
Pre- and Post-Organization List	*Includes Title, Organization, City, State, Country		
IHI Forum Website	Logo		
Sponsor Ribbons for Staff Badges	Included		

**Due to recently changing data share laws, the Institute for Healthcare Improvement has complied with General Data Protection Regulation (GDPR) requirements, which went into effect on May 25, 2018. As part of our compliance, the pre- and post-organization list contains only title, organization, city and state/country.*

The IHI National Forum celebrates 30+ years of excellence

Bonus Visibility Options

Forum Hall Game Lounge

Forum Hall Game Lounge - \$15,000

Exclusive game lounge located in the Forum Hall. Supporter has the opportunity to network with attendees as they play life-size Jenga, Connect Four, and Operation. The supporter of this package will be the center of attention with their brand placed on games, floor decals in expo hall, and signage.

Exclusive Decals, Signs, and Clings

Number of Placements

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

Conference Guide Advertising

Full Page Back Cover - \$4,500

Full Page Inside Front Cover - \$3,500

Inside Back Cover - \$3,500

Full Page - \$1,300

Attendee Hotel Room Drop

Three available: Monday and/or Tuesday: \$5,500 each day; Wednesday: \$4,000
(sponsor-provided material)

Offering reach
and visibility
unique in the
marketplace



“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 \$3,300
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 [\$225 value each]	x	x
Organization name and 30-word description in conference mobile app <i>(must be provided by 12/1/20 to be included in the mobile app)</i>	x	x
Option to opt-in to Exhibitor Spotlight Directory	x	
Organization name and hyperlink on National Forum exhibitor website	x	x
Pre-show organization list <i>(sent 4 weeks in advance)*</i>	x	x
Post-show organization list*	x	x
Option to opt-in to Solutions Connection prize giveaway program	x	

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

*Pre- and post-show organization list includes Title, Organization, City, State
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Forum Hall Exhibit Hours

Monday, December 7	3:30 PM - 5:45 PM (Welcome Reception)
Tuesday, December 8	9:30 AM - 11:00 AM (Appointments Only) 11:00 AM - 1:30 PM (Lunch) 4:30 PM - 6:30 PM (Storyboard Reception)
Wednesday, December 9	11:00 AM - 1:30 PM (Lunch)

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

Expose your brand and solutions to 5,500+ health care professionals



Enhance Your Visibility in the Forum Hall

Available Options	Quantity	Description
Reception Tastings \$5,500	4	<ul style="list-style-type: none"> -Tasting table located in your booth -Choose from wine or local craft beer -Logo recognition on signage placed next to tasting table
Booth Carts \$4,500	4	<ul style="list-style-type: none"> -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	<ul style="list-style-type: none"> -Logo recognition in directory -75-word company description -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 for same-day giveaway
Reception Drink Tickets 200: \$3,500 100: \$2,500	Limited	Welcome attendees with a refreshment compliments of your organization
Logo in Mobile App Exhibitor Listing \$300	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
312 673-4779 | skolovitz@ihi.org



Sponsorship, Exhibit, and Advertising Application

IHI National Forum on Quality Improvement in Health Care
Orlando World Center Marriott | Orlando, FL, USA
December 6 - 9, 2020



Please complete all appropriate areas of this application based on your selected engagement options and return to Sara Kolovitz at skolovitz@ihi.org, or call her at 312.673.4779.

ORGANIZATION INFORMATION

(the individual below will receive all communications related to sponsorship, exhibit, and advertising activity)

ORGANIZATION NAME (AS WILL BE PRINTED IN EVENT MATERIALS)

WEBSITE ADDRESS

CONTACT PERSON

CONTACT TITLE

PHONE NUMBER

FAX NUMBER

EMAIL ADDRESS

STREET ADDRESS

CITY

STATE

ZIP

SIGNATURE

DATE

PARTICIPATION SELECTION

Check all that apply.

☐ Sponsorship ☐ Exhibit ☐ Advertising

SPONSORSHIP

To reserve participation as a supporter of the 2020 IHI National Forum, please identify below your sponsorship selection(s) from the prospectus offerings. All requests will be accepted on a first-received basis (with the right of first-refusal privileges extended to organizations sponsoring the selected sponsorship item(s) from the 2019 IHI National Forum).

SPONSORSHIP 1

SPONSORSHIP 2

EXHIBIT PACKAGE

Please select your exhibitor package:

- ☐ Executive \$4,500*
☐ Premier \$3,300*
*per 10 x 10 space
☐ Corner fee \$200

Add logo to Organization's Mobile App Profile (\$300):

☐ Yes ☐ No

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

Confirm Booth Size: _____

Booth Location Preference: _____

ADVERTISING

Please select your IHI National Forum Welcome Guide advertising space choice: *based on availability

- ☐ Full Page Back Cover* \$4,500 ☐ Full Page \$1,300
☐ Full Page Inside Front or Inside Back Cover * \$3,500

PAYMENT AND CANCELLATION POLICY

PAYMENT METHOD

- ☐ Payment Enclosed
☐ Request Invoice (check, credit card or wire transfer payment)

IHI Federal Tax ID #38-3017223.

Sponsorships and Advertising Payment is due in full at the time of invoicing or no more than 30 days from the time of invoicing; no cancellation refunds will be granted. **Exhibitor Fees** Applications submitted prior to May 29, 2020, must be accompanied by a minimum 50% deposit of the total space rental charges (payable in USD drawn on a U.S. bank or by Visa, MasterCard, or American Express). The balance of the space rental charge will become due and payable on May 29, 2020. Applications submitted on or after May 29, 2020, must include payment in full. All requests for cancellation of booth space must be received in writing to ihixhibits@smithbucklin.com. Cancellation requests received between the contract date and May 28, 2020, will be refunded less the 50% deposit. Cancellation requests received on or after May 29, 2020, are not eligible for a refund.

COMMERCIAL SUPPORT AGREEMENT AND EXHIBITOR RULES AND REGULATIONS

Commercial organizations engaging as Supporters at the IHI National Forum agree to abide by all Commercial Support Agreement standards and requirements, as presented in the event prospectus, which are a part of this application. All organizations engaging as exhibitors at the IHI National Forum agree to abide by all Exhibitor Rules and Regulations, as presented in the event prospectus, which are a part of this application. IHI reserves the right to determine the eligibility of any organization for inclusion in the IHI National Forum. Participation is open to organizations with products or services directly related to the healthcare field. IHI may, at its discretion, reject applications from organizations it deems inappropriate for this event.

We agree to abide by all the rules and regulation governing the event, and which are part of this application. Acceptance of this application by show management constitutes a contract.

SIGNATURE

DATE

Commercial Support Agreement & Exhibitor Rules and Regulations

Commercial Support Agreement

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 Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC). (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 Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC); 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.

By participating as a Commercial Supporter at the IHI National Forum, the Commercial Supporter agrees to all requirements detailed within this document.

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

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.

Exhibitor Rules and Regulations

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 at the IHI National Forum, 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. Examples include, but are not limited to, organizations displaying or demonstrating personal care items or services for individual attendee purchase (i.e., hand care, facial care), jewelry, gift items, and other such products or services not reflective of the intention or character of the meeting, as defined by Show Management.

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

By participating as an Exhibitor at the IHI National Forum, the Exhibitor agrees to all requirements detailed within this Rules and Regulations document.

1. PAYMENT OF SPACE. Applications submitted prior to May 29, 2020, must be accompanied by a minimum 50% deposit of the total space rental charges (payable in USD drawn on a U.S. bank or by Visa, MasterCard, or American Express). The balance of the space rental charge will become due and payable on May 29, 2020. Applications submitted on or after May 29, 2020, must include payment in full.

2. CANCELLATION AND REFUNDS. All requests for cancellation of booth space must be received in writing to ihixhibits@smithbucklin.com. Cancellation requests received between the contract date and May 28, 2020, will be refunded less the 50% deposit. Cancellation requests received on or after May 29, 2020, are not eligible for a refund.

Reduction of Space: If notice is received prior to May 29, 2020, the exhibitor will be responsible for the deposit of 50% of the total space rental charges. If notice is received on or after May 29, 2020, no refunds will be issued on reduced space.

It is expressly agreed by the exhibitor that in the event it 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 its 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 for its 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 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.

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.

The 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 Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC). Contact info@ihi for a copy of 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 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 its 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 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. PRE- AND POST-ORGANIZATION LIST. All approved exhibitors will receive a list in PDF excel format of registered attendee organizations and titles by email 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.