

2014 CONFERENCE

Connecting California to Improve Patient Care

Practical Solutions for Health Information Exchange and Clinical Data Analytics
AND THE CALIFORNIA CONNECTS 2014 INTEROPERABILITY EXHIBITION

www.redwoodmednet.org/conference.html

Friday, July 25th, 2014
Hyatt Vineyard Creek Hotel, Santa Rosa, California

Sponsor Prospectus

The eighth annual Redwood MedNet Conference will be held on Friday July 25th at the Hyatt Vineyard Creek Hotel & Spa. A well-known regional event, the Redwood MedNet Conference features outstanding speakers who will discuss best practices in electronic health record (EHR) implementations, health information exchange (HIE) and clinical data interoperability. Conference attendees will include healthcare technology and business leaders from throughout California.

This is a high-value opportunity to promote your organization, and to interact one-on-one with health information exchange stakeholders, government officials, customers, peers and industry leaders. This year, our program will include **California Connects**, an Interoperability Exhibition open to the public. Over 200 people are expected to attend the conference.

Please review the benefits of each sponsor opportunity, make a selection, and send in your completed Sponsor Contract. As soon as your contract and logo artwork are received your logo will be added to the conference website, with a hyperlink back to your home page. In addition, we conspicuously feature our sponsors in all conference collateral.



Santa Rosa is located 50 miles north of the Golden Gate Bridge on Highway 101.

Sonoma County (STS) regional airport is a 10 minute drive from the conference hotel. STS has nonstop flights to Los Angeles, San Diego, Portland, and Seattle via Alaska Airlines.

San Francisco (SFO) and Oakland (OAK) international airports are each a 75 minute drive away from Santa Rosa.

SFO and OAK are served by the Sonoma County Airport Express <http://www.airportexpressinc.com>

Conference Location

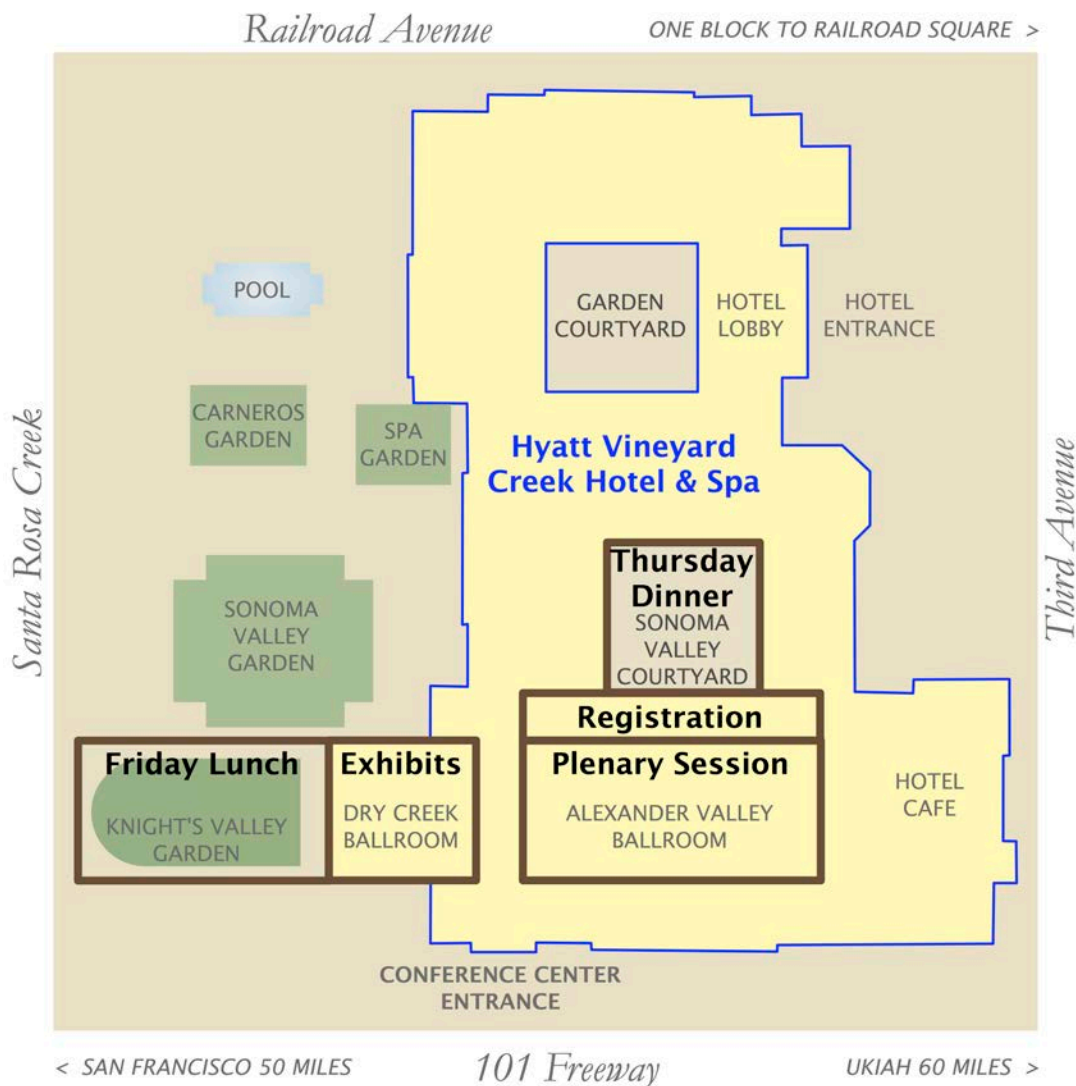
The Hyatt Vineyard Creek Hotel & Spa, a Mediterranean style hotel in the Sonoma Wine Country, is located in downtown Santa Rosa. www.vineyardcreek.hyatt.com

Sponsorship does not include accommodations. Sponsors are responsible for reserving and paying for their own overnight lodging.

The conference room rate is: **\$179/night** (*excluding taxes & surcharges*)

The conference room rate is subject to availability and expires on July 1, 2014. Please reserve rooms early to guarantee the conference rate. Make the reservation online at: https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=11274017

The Redwood MedNet Conference will be hosted in the Alexander Valley Ballroom as shown on the proposed conference layout. The final layout may be subject to change.



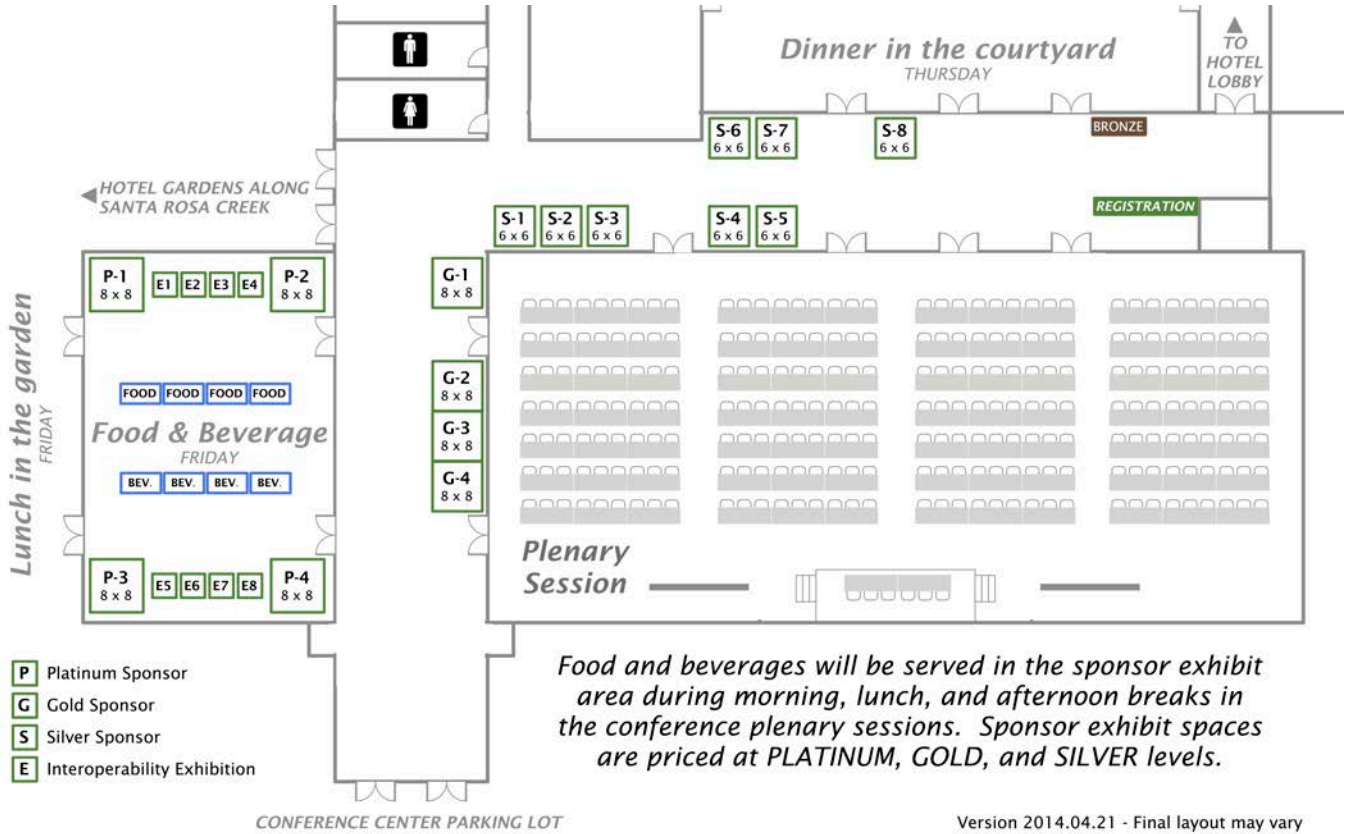
QUESTIONS? conference@redwoodmednet.org

California Connects Interoperability Exhibition

The Interoperability Exhibition will feature kiosks demonstrating clinical data interoperability standards. The demonstrations occur during food and beverage breaks in the conference Plenary Sessions, allowing conference attendees to view interoperability solutions when convenient, and to speak directly with exhibitors.

NOTE: Exhibitors may participate in the Interoperability Exhibition. Submission of Pilot Proposal to the project wiki, and acceptance of the proposal is required.

www.ca-hie.org/projects/california-connects-2014



Proposed sponsor exhibit space layout. Final layout may be subject to change.



Sponsor Exhibit Schedule

Redwood MedNet requests that each Sponsor exhibit space be open, staffed and remain intact during Sponsor exhibit OPEN hours. Sponsor exhibitors are responsible to setup, dismantle and remove all materials from the exhibition area. All sponsor exhibitors must complete arrangements for removal of exhibit materials by 7:00 pm on Friday, July 25, 2014. The sponsor exhibitor must remain with exhibit materials until removed. The sponsor exhibitor is liable for any storage and handling charges for failure to remove exhibit materials by 7:00 pm on July 25, 2014.

Thursday, July 24

1:00 pm to 4:00 pm Sponsor exhibit setup

Friday, July 25

7:00 am to 5:00 pm Sponsor exhibits OPEN

5:30 pm to 7:00 pm Dismantle and remove exhibit materials

Conference Schedule

Thursday, July 24

4:00 pm to 7:00 pm Registration OPEN

4:00 pm to 7:00 pm Silent Wine Auction

5:00 pm to 6:30 pm Pre-Conference Reception - in Exhibit area

7:00 pm to 9:00 pm Pre-Conference Dinner

Friday, July 25

7:00 am to 12:00 pm Registration OPEN

7:00 am to 8:00 am Continental Breakfast

7:00 am to 5:00 pm Sponsor exhibits OPEN

7:00 am to 12:00 pm Silent Wine Auction

8:00 am to 5:00 pm *Conference Plenary Sessions in Alexander Valley Ballroom*

10:00 am to 10:30 am California Connects during morning refreshment break

12:00 pm to 1:00 pm California Connects during lunch service

2:30 pm to 3:00 pm California Connects during afternoon refreshment break

Morning, lunch and afternoon refreshment service is in the Exhibit Space.

California Connects Interoperability Exhibitions is in the Exhibit Space.

Times listed are tentative and may be subject to change.

Sponsor Opportunities

Redwood MedNet is a 501(c)(3) nonprofit corporation. Your sponsorship may be tax deductible. Sponsor exhibit spaces are assigned on a first come basis. Please assist us in accommodating all exhibitors by using only the space assigned to you.

All Sponsor levels include the following:

- Logo display on conference materials
- Logo hyperlinked on the conference website
- Recognition on audio visual display in conference registration area
- Full access at the conference
- Full list of conference attendees, including email addresses (subject to permission of attendee)

PLATINUM – \$5,000

- Recognition from the Chair during open and close of conference
- Sponsor exhibit space (*8' skirted table with chairs, power outlet, Internet*)
- 2 complimentary conference registrations
- 1 complimentary ticket to the pre-conference dinner on Thursday July 24th

And *one of the following branding options*

- Sponsor of Pre-Conference Reception, Thursday July 24
- Sponsor of Breakfast, Friday July 25th
- Co-sponsor of California Connects Interoperability Exhibition
- Scholarship fund for College Student attendees
- Scholarship fund for Critical Access Hospital attendees
- Scholarship fund for Safety Net Clinic attendees

GOLD – \$3,000

- Recognition from the Chair during open and close of conference
- Sponsor exhibit space (*8' skirted table with chairs, power outlet, Internet*)
- 2 complimentary conference registrations
- 1 complimentary ticket to the pre-conference dinner on Thursday July 24th

SILVER – \$2,000

- Sponsor exhibit space (*6' skirted table with chairs, power outlet, Internet*)
- 2 complimentary conference registrations
- 1 complimentary ticket to the pre-conference dinner on Thursday July 24th

BRONZE – \$1,000

- Literature displayed on community literature table
- 1 complimentary conference registration
- 1 complimentary ticket to the pre-conference dinner on Thursday July 24th

Sponsor Contract

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Practical Solutions for Health Information Exchange and Interoperability
www.redwoodmednet.org/conference.html

Friday July 25th, 2014
Hyatt Vineyard Creek Hotel, Santa Rosa, California

.....
Organization Name

.....
Mailing Address

.....
City, State, Zip Code

.....
Contact Name **Correspondence will be sent to this contact*

.....
Contact Phone*

.....
Contact email*

Please select Sponsor level.

PLATINUM – \$5,000

SELECT ONE OF THESE OPTIONS

Reception, Thursday July 24

Breakfast, Friday July 25

California Connects Sponsorship

College Student Scholarship

Critical Access Hospital Scholarship

Safety Net Clinic Scholarship

GOLD – \$3,000

SILVER – \$2,000

BRONZE – \$1,000

The undersigned, as the responsible party for this Sponsor, understands and unconditionally agrees to be bound by the terms, polices, requirements, conditions and obligations appearing herein the Sponsor Prospectus and Contract.

.....
Authorizing Signature

.....
Date

.....
Print Authorizing Name

.....
Authorizing Title

Payment

Please enclose full payment with the Sponsor Contract. If full payment is not enclosed, payments received after July 1, 2014 will be subject to a 10% late fee. Federal ID 20-3306750

- Please send invoice, terms net 15 or conference date, whichever is first
 - Check enclosed, payable to Redwood MedNet
 - Credit card payment, Redwood MedNet accepts: Visa MasterCard American Express
- Card number Expiration

Authorization Signature

Please mail or fax the completed and signed Sponsor Contract and Staff Registrations with payment to:

Redwood MedNet
216 West Perkins Street, Suite 206
Ukiah, California 95482

Fax Number 707.462.5015
Email conference@redwoodmednet.org

Sponsor Contract

Staff Registrations

Please complete staff registration information. Full conference registration includes Thursday evening reception and pre-conference dinner. A Sponsor may purchase up to two additional conference registrations at \$200 each. One pre-conference dinner ticket is included in each sponsor package; additional pre-conference dinner tickets may be purchased at \$75 each. Staff registrations are not transferable to other attendees.

First Name: Last Name:
Clinical or Graduate Degree(s): Position/Title:
Company: Address:
City: State: Zip:
email: Phone:
pre-conference dinner (included): *meat* *vegetarian* *alternative selection:*

Second registration for Silver, Gold, and Platinum (included); pre-conference dinner at \$75 each

First Name: Last Name:
Clinical or Graduate Degree(s): Position/Title:
Company: Address:
City: State: Zip:
email: Phone:
pre-conference dinner (\$75): *meat* *vegetarian* *alternative selection:*

Additional registrations at \$200 each; pre-conference dinner at \$75 each

First Name: Last Name:
Clinical or Graduate Degree(s): Position/Title:
Company: Address:
City: State: Zip:
email: Phone:
pre-conference dinner (\$75): *meat* *vegetarian* *alternative selection:*

First Name: Last Name:
Clinical or Graduate Degree(s): Position/Title:
Company: Address:
City: State: Zip:
email: Phone:
pre-conference dinner (\$75): *meat* *vegetarian* *alternative selection:*

Sponsor Contract Terms & Conditions

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Shipping

Sponsors are responsible for the delivery and return arrangements of all exhibit equipment and display materials to and from the Hyatt Vineyard Creek Hotel. Please notify Redwood MedNet by July 14, 2014 of your exhibit material shipping plans.

If shipping exhibit materials directly to the Hyatt Vineyard Creek please observe the following:

- Schedule your freight to arrive no earlier than July 22, 2014; shipments arriving earlier than three (3) days prior to July 25, 2014 may be subject storage fees or refusal by the Hyatt.
- No boxes weighing over 50 pounds or pallets will be accepted.

Each package must be labeled with the following information and sent to:

RWMN Conference July 25, 2014
Attn: *Name (Sponsor Registered Attendee)*
Package 1 of *x* (where "x" is the total number of packages)
Hyatt Vineyard Creek Hotel and Spa
170 Railroad Street
Santa Rosa, California 95401

It is the Sponsor's responsibility to check the exhibit materials to insure their contents are intact. The Hyatt Vineyard Creek shall not be liable for the safe or timely arrival of any shipments.

FedEx and UPS both routinely deliver and pick-up from the Hyatt.

Cancellation Policy

Sponsors shall have the right to cancel this Sponsor Contract at any time by written notice to Redwood MedNet. If a Sponsor decides to cancel participation in the 2014 conference, refunds will be made as follows.

Prior to June 13, 2014: total payment minus \$500

Between June 13 - June 30, 2014: refund 50% of payment

After July 1, 2014: no refund, no exceptions

There is no refund if a Sponsor cancels participation of a Sponsor Contract signed on or after July 1, 2014. Redwood MedNet reserves the right to re-sell any exhibition space canceled by Sponsor. Non-payment does not cancel your Sponsor Contract obligation.

Redwood MedNet reserves the right to cancel Sponsor Contract should payment not be received from the Sponsor when due, or should any other term or condition of this Sponsor Contract be breached by the Sponsor. In the event that Sponsor is canceled by Redwood MedNet, arising from breach of contract or nonpayment from Sponsor when due, all payments made to date by the Sponsor will be forfeited.

If Redwood MedNet should be prevented from holding the Conference or part of the Conference due to any cause beyond its control or if it cannot permit the Sponsor to occupy its exhibit space or the Sponsor to fulfill its sponsorship commitment due to circumstances beyond the control of Redwood MedNet (including but not limited to riot, acts of terrorism, strike, fire, civil disobedience, inclement weather, peril, lockout, Act of God, etc.), the Sponsor shall not be entitled to a refund of payment, and Redwood MedNet shall have no further obligation or liability to the Sponsor, its directors, employees, agents, officers, representatives, volunteers or customers. Redwood MedNet shall not be responsible for shipping charges, construction costs, labor charges for expenses for preparation of exhibit materials in the event that an exhibit is postponed or cancelled for any reason whatsoever, or in the event that the exhibit materials fail to arrive.

Sponsor Contract Terms & Conditions

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Permission

This Sponsor Contract provides Redwood MedNet permission to use your organization's logo and information on conference promotion materials. Please submit logos in pdf, jpg, gif, png or eps format. Vector graphic format is preferred. If bitmap format is sent, please make it r resolution of at least 300dpi. If a non-high resolution logo is received, Redwood MedNet is not responsible for the quality of the visual display of the logo in any conference promotional material.

Liability

Redwood MedNet assumes no liability for damages to the Facility caused by the Sponsor. Do not paint, tape, nail, screw, drill or tack anything to the walls, columns, floor or ceiling of the building, adjoining displays or the official Conference display material.

Sponsors must operate and maintain their exhibit space so that no injury will result to any person or property. Redwood MedNet and the facility location assume no liability for any loss, damage, or injury to any property of the Sponsor or to any of its officers, agents, employees, or contractors, whether attributable to accident, fire, water, theft, or any other cause whatsoever. Sponsor agrees to assume all liability for loss or damage of any property of which Sponsor may suffer during installation or removal or during the Conference. Except as required by law, neither Redwood MedNet nor its affiliates shall be liable for any direct, indirect, special, incidental, or consequential costs, damages, or losses arising directly or indirectly from the Conference or any other aspect related thereto or in connection with this Sponsor Contract. The maximum aggregate liability of Redwood MedNet for any claim in any way connected with, or arising from, the Conference or this Sponsor Contract, whether in contract, tort, or otherwise (including any negligent act or omission), shall be limited to the amount paid by the Sponsor to Redwood MedNet under this Sponsor Contract to be a Sponsor for the Conference.

Every reasonable precaution is taken by the facility location and Redwood MedNet to safeguard and protect the Sponsor's property while at the Conference.

Default

If the Sponsor defaults in any of its obligations under this contract or violates any of its obligations or covenants under this contract, including without limitation any sponsorship Rule or Regulation promulgated pursuant to the contract, Redwood MedNet may, in addition to any other remedies provided for herein or otherwise available to Redwood MedNet at law or in equity, without notice, terminate this agreement and retain all monies received on account as liquidated damages.

Redwood MedNet may thereupon direct the sponsor or forthwith to remove its employees, agents and representatives, and all of its articles of merchandise and other personal property from the specified sponsored event and location.

Insurance

The Sponsor understands and agrees that neither Redwood MedNet nor the entity physically hosting the Conference maintains insurance covering the Sponsor's liability or property. The Sponsor, their contractors and suppliers working in the Facility are required to carry liability insurance, worker's compensation, commercial general liability including products and completed operations, independent contractors, personal injury and blanket contractual liability insurance.

Sponsor Contract Terms & Conditions

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Indemnify

The Sponsor shall indemnify, defend and hold harmless Redwood MedNet and the facility location, its affiliates, and their respective employees, directors, officers, and agents, from any and all liabilities, losses, damages, costs and expenses (including reasonable attorneys' fees) (collectively, "Losses") due to, arising from, or in connection with any third party claim, suit, judgment or proceeding (a "Claim") alleging (i) any breach by Sponsor of this Sponsor Contract; (ii) any wrongful conduct committed by Sponsor pursuant to or in performance of this Sponsor Contract; or (iii) that any Sponsor content or practice violates the intellectual property or proprietary rights of a third party, are defamatory or obscene, or violate any law or other judicial or administrative regulation.

The Sponsor agrees to indemnify, defend and hold harmless Redwood MedNet, the facility location for all liability in any way related to Sponsor's exhibit or any act or omission of Sponsor or any of its employees or agents; including, without limitation, infringement of any trademark, copyright or other rights of any third parties, accident or injury to invitees, guest, sponsors, their agents and employees and including loss or damage to personal property.

The Sponsor agrees to indemnify, defend and hold harmless Redwood MedNet, the facility location, the owner of such facility, and the city in which this event is being held, and their respective officers, agents and employees, from and against all bodily and personal injury, loss, claims, or damage to any person or any property arising in any way from the Sponsoring company, its employees, agents, licensees, contractors or customers.

Sponsor will not enter into any settlement that adversely affects Redwood MedNet's rights or interests without the prior written consent of Redwood MedNet.

Sponsor is liable for any damage caused to the Facility floors, walls, or columns, or to standard booth equipment, or to other Sponsor's property. Sponsor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damages to displays, equipment, and other property brought into the Facility, and shall indemnify, defend, and hold harmless the Facility, its owners, affiliated companies, agents, servants and employees.

Agreement To Rules

The sponsor, for itself and its employees, agents and representatives, agrees to abide by the foregoing rules and by any amendments that may be put into effect by Redwood MedNet.

Damages

The sponsor is liable for any damage or loss caused to the facility, its own property or to the property of others. In the even damage or loss occurs to a Sponsor's display/exhibit by another Sponsor, the involved parties are responsible for resolving the dispute.

Compliance

Sponsor must abide by, adhere to, and be bound by: (a) all applicable federal, state and local laws, codes, ordinances, rules and regulations, including fire, utility, and building codes and regulations; (b) any rules or regulations of the facility, including any labor work rules; and (c) the terms of as stated in this Sponsor Contract.