

# *Idaho Medical Association 126th Annual Meeting*



## **Sponsor and Exhibitor Prospectus**

*August 3-5, 2018  
"Western Themed"*

*Sun Valley Resort  
Sun Valley, Idaho*



**Thank you for your interest in the IMA Annual Meeting!**



Dear Potential Exhibitor,

The 2018 Idaho Medical Association (IMA) Annual Meeting is a fun and interactive event for our physician members from around the state, along with their spouses, families and guests. **We invite you to join us in celebrating our 126th Annual Meeting in Sun Valley, Idaho at the Sun Valley Resort, August 3-5, 2018.**

This important meeting is a forum for IMA members to share their ideas and concerns on issues they face in medical practice every day as well as to develop resolutions that direct the IMA lobby team's work during next year's legislative session. This process allows IMA to partner with Idaho physicians to improve their practice environment and to provide the very best care for their patients.

The IMA Annual Meeting is the single best event in Idaho for physicians to network with each other, but also with colleagues in related professions. You will have plenty of time to interact with physicians from around the state. This family-friendly and fun event features a themed exhibit hall with many events both inside and outside of the hall. Exhibitors are welcome and encouraged to participate as much as possible to take advantage of ample opportunities to spend time with Idaho physicians. In addition to our business meeting, we will have CME presentations, social gatherings, family activities and a ticketed dinner to thank our IMA President and other volunteer physician leaders. Exhibitors may attend many of these events with the purchase of a booth space.

We make it our goal to positively impact the lives of our physician members, the Idaho medical community, and Idaho patients through smart and necessary state legislation. The IMA has had a successful track record in its 126-year history of working to pass legislation such as tort reforms that make Idaho a very attractive place to practice medicine, protecting and maintaining the physician-patient relationship, keeping clinical decision making in the exam room, and policies for equitable reimbursement. These critical public policies and many more like them were derived from our physician members at this very event!

**We would like to offer your organization the opportunity to participate in our Interactive Exhibit Hall.** Please join us in making a difference by completing our Application for Sponsorship/Exhibit Space. Along with other healthcare organizations, pharmaceutical companies, insurance entities, government and business employers, and health promotion programs, exhibitors and sponsors will have an opportunity for one-on-one time and in-depth networking with physician attendees. We offer opportunities for booth displays, sponsorships and CME speaker underwriting during this three-day convention. We accept booths on a first-come, first-serve basis until full.

**Reasons You Should Exhibit:**

1. Meet face-to-face with physicians in our exhibit hall and at social events
2. Hands-on demonstration of your product(s) and services
3. Strengthen relationships with potential and existing customers
4. Free IMA Directory of Idaho Physicians
5. Prize for the best theme decorated booth
6. Build your brand recognition

Please contact me at [sara@idmed.org](mailto:sara@idmed.org) or by calling 208-344-7888 with any questions you may have. Thank you for your support of the IMA, Idaho physicians and their patients!

Sincerely,

Sara Olson  
Director of Operations  
Idaho Medical Association  
208-344-7888  
[sara@idmed.org](mailto:sara@idmed.org)

# Sponsor/Exhibitor Opportunities Overview

~~Title Sponsor \$10,000 – SOLD to MIEC!~~

**Premier Sponsor \$6,500**

~~Platinum Sponsor \$5,000 - SOLD to Qualis Health!~~

**Gold Sponsor \$4,000**

- President's Dinner Event Sponsor
- President's Dinner Social Sponsor
- President's Dinner Entertainment Sponsor
- ~~Saturday Recreational Activity Sponsor~~ – **SOLD to IMAFS!**

**Silver Sponsor \$3,000**

- Friday Welcome Social Food Sponsor
- ~~Friday Welcome Social Drink Sponsor~~ - **SOLD to DL Evans Bank!**
- President's Dinner Wine Sponsor
- President's Dinner Kid's Party Sponsor
- Meeting Program Sponsor
- Exhibitor/Physician Lunch Sponsor (2 available)

**Bronze Sponsor \$2,000**

- Breakfast Sponsors (5 remain – (1) Friday & (2) Saturday & (2) Sunday) **SOLD to IMAFS,**
- Morning Break Sponsor (2 available – (1) Friday (1) Saturday)
- ~~Grand Prize Raffle Sponsor\*~~ - **SOLD to Physicians Insurance!**
- Thumb Drive Sponsor\*
- WiFi Sponsor\*

**Exhibit Space Only**

**\$750 Early Bird pricing through April 30**

**\$800 Regular pricing May 1 – June 30**

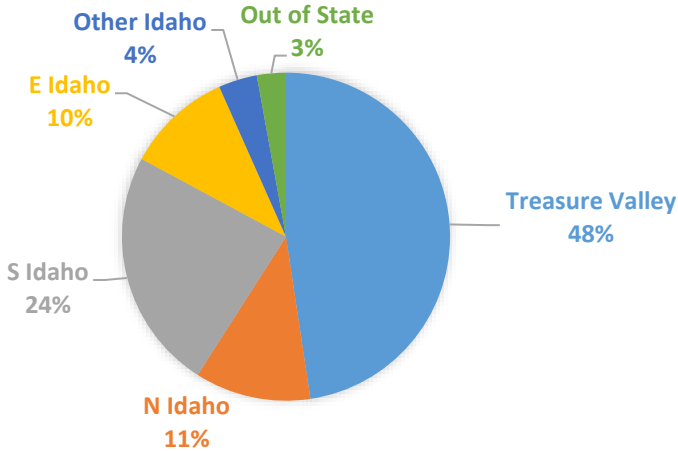
**\$900 Late pricing July 1 – July 31**

\* Following ACCME accreditation guidelines for live, face-to-face activities for CME credit, as well as industry ethics codes (such as the PhRMA Code for Interactions with Healthcare Providers) only the following organization types may be eligible for the conference technology, thumb drive, and Grand Prize Raffle sponsorship opportunities:

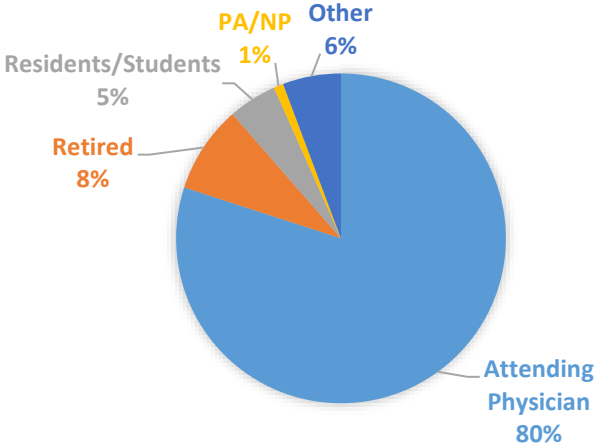
- 501(c)3 Non-profit organizations (Note: Please contact us to determine eligibility)
- Government organizations
- Non-health care related companies
- Liability insurance providers
- Health insurance providers
- Group medical practices
- For-profit hospitals
- For-profit rehabilitation centers
- For-profit nursing homes
- Blood banks
- Diagnostic laboratories

# Four things to know about last year's attendees

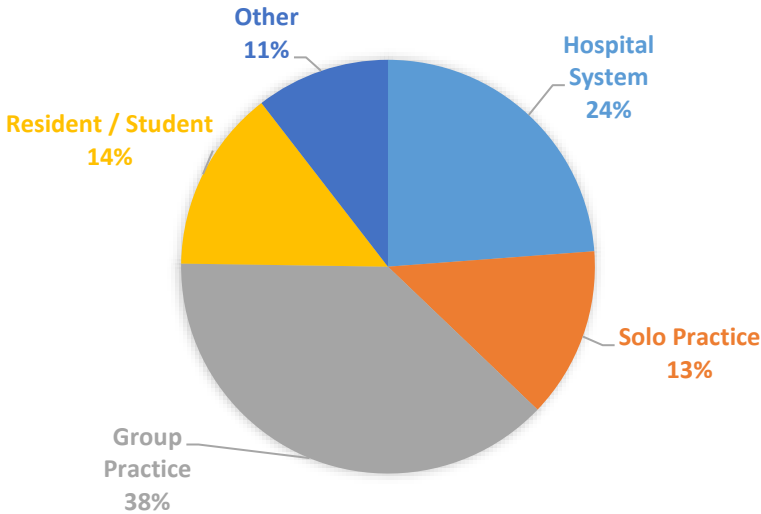
## PHYSICIAN PRACTICE LOCATIONS



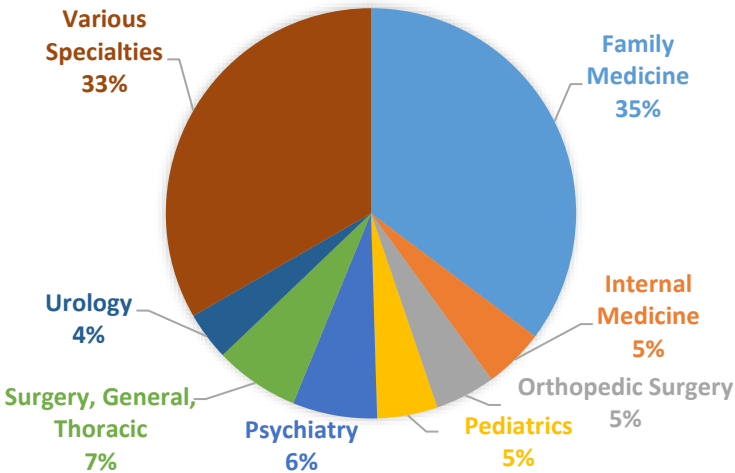
## PHYSICIAN PRACTICE STATUS



## PHYSICIAN PRACTICE TYPE



## PHYSICIAN SPECIALTIES



# Sponsorship Opportunities & Descriptions

**General Sponsorship Benefits** include the following:

- Booth space in premium locations (based on sponsorship level and first-paid assigned basis)
- Logo placement on the IMA website E-Marketplace with link to company website listed from time of commitment through end of the year
- Logo placement in registration brochure, conference program, and other printed marketing materials
- Recognition on event signage, displays, marketing materials, and verbal announcements as event sponsor

Last date to purchase sponsorship with guarantee of full benefits as listed – **April 30, 2018.**

**Exception: Brochure logo and printing deadline is March 9, 2018.**

Sponsorships must be paid in full at the time of registration and will not be guaranteed without payment at the time of registration. Sponsorship opportunities are available on a first-paid, first-served basis -- register early to ensure your preferred opportunity.

## **Title Sponsor - \$10,000 - SOLD!**

**In addition to the general sponsorship benefits listed above, the Title Sponsor will receive:**

- Complimentary registration for up to four representatives
- One table (eight tickets) to the President's Social & Dinner
- Full-page color ad on back of the conference program
- 3 copies of the IMA Directory of Idaho Physicians

## **Premier Sponsor - \$6,500**

**In addition to the general sponsorship benefits listed above, the Premier Sponsor will receive:**

- Complimentary registration for up to four representatives
- Four tickets to the President's Social & Dinner
- Full-page color ad in conference program
- 2 copies of the IMA Directory of Idaho Physicians

## **Platinum Sponsor - \$5,000 - SOLD!**

**In addition to the general sponsorship benefits listed above, the Platinum Sponsor will receive:**

- Complimentary registration for up to three representatives
- Three tickets to the President's Social & Dinner
- Full-page color ad in conference program
- 2 copies of the IMA Directory of Idaho Physicians

## Gold Sponsorships - \$4,000

In addition to the general sponsorship benefits listed above, Gold Sponsors will receive:

- Full-page black and white ad in conference program
- Complimentary registration for up to three representatives
- 1 copy of the IMA Directory of Idaho Physicians

Choose one of the following Gold Sponsor opportunities:

- **President's Dinner Event Sponsor**
  - Includes three tickets to the President's Social & Dinner
- **President's Dinner Social Sponsor**
  - Includes three tickets to the President's Social & Dinner
- **President's Dinner Entertainment Sponsor**
  - Includes three tickets to the President's Social & Dinner
- **Saturday Recreational Activity Sponsor**
  - Includes free participation in the activity
  - Three tickets to the President's Social & Dinner

## Silver Sponsorships - \$3,000

In addition to the general sponsorship benefits listed above, Silver Sponsors will receive:

- Half-page color ad in IMA Annual Member Directory (Must register by April 30; ads due by April 30)
- 1 copy of the IMA Directory of Idaho Physicians

Choose one of the following Silver Sponsor opportunities:

- **Friday Welcome Social Food Sponsor**
  - Includes sponsor signage at the buffet tables
- ~~Friday Welcome Social Drink Sponsor~~ – **SOLD!**
  - Includes sponsor signage at the bar and beverage stations
- **President's Dinner Wine Sponsor**
  - Includes two tickets to the President's Social & Dinner and sponsor signage at event
- **President's Dinner Kid's Party Sponsor**
  - Includes two tickets to the President's Social & Dinner and sponsor signage at event
- **Meeting Program Sponsor**
  - Includes full-page color ad on the inside cover of the meeting program given to all attendees with a special recognition as the program sponsor
- **Exhibitor/Physician Lunch Sponsor (2 available)**
  - Includes opportunity for a special announcement at lunch
  - Lunch sandwiches and wraps will have company logo on them

## **Bronze Sponsorships - \$2,000**

In addition to the general sponsorship benefits listed above, Bronze Sponsors will receive:

- 1 copy of the IMA Directory of Idaho Physicians

**Choose one of the following Bronze Sponsor opportunities:**

- **Breakfast Sponsor (5 available – (1) Friday & (2) Saturday & (2) Sunday)**
  - Includes sponsor signage at the buffet tables
  - Company logo displayed on certain breakfast items or napkins
- **Morning Break Sponsor (2 available – (1) Friday & (1) Saturday)**
  - Includes sponsor signage at the buffet tables
- **Grand-Prize-Raffle-Sponsor<sup>2</sup> - SOLD!**
  - Includes the opportunity for your booth to be the final stop and collection point of the cash Raffle Grand Prize and the chance to present the cash prize to the winner(s). Comes with the opportunity to address the attendees briefly during the event
- **Thumb Drive Sponsor\***
  - Your company logo exclusively featured on thumb drives containing resolutions, speaker handouts, schedules, directions, and other must-have information
- **WiFi Sponsor\***
  - Includes logo displayed near all rented AV equipment including Wi-Fi access points, projectors, and screens. Password to access internet will be Company name

## **Exhibit Space Only**

Booth space consists of a six-foot skirted table, two chairs, and includes two non-transferable exhibitor credentials. The cost for additional representatives is \$100 each

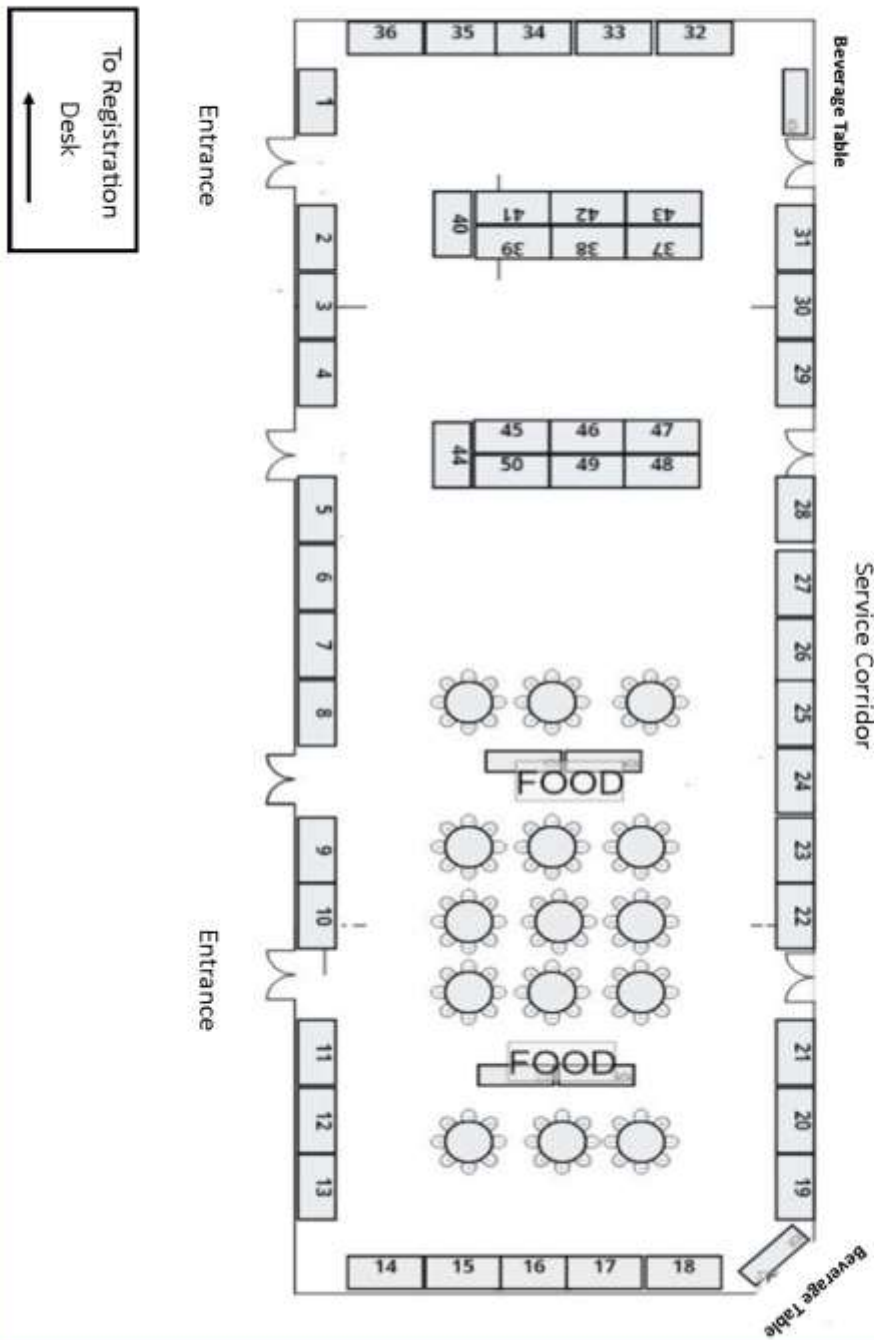
**\$750 Early Bird pricing through April 30**

**\$800 Regular pricing May 1 – June 30**

**\$900 Late pricing July 1 – July 31**



# Exhibit Hall Map







# Idaho Medical Association

## 2018 ANNUAL MEETING

### Agenda

#### Thursday, August 2

- 2:00 pm Registration (until 5:00 pm)
- 2:00 pm Exhibitor Hall Set-up (until 5:00 pm)

#### Friday, August 3

- 7:00 am Registration
- 7:00 am Exhibits Open – American Breakfast
- 8:15 am Credentialing
- 8:30 am House of Delegates
- 10:00 am Break to View Exhibits
- Noon Physician & Exhibitor Luncheon – Prize Drawings
- 1:30 pm House of Delegates – Reconvenes
- 5:00 pm Welcome Social (Exhibitors Invited)
- 7:00 pm Open Evening

#### Saturday, August 4

- 6:45 am Registration
- 6:45 am Idaho Academy of Family Physicians Breakfast
- 6:45 am Exhibits Open - American Breakfast

#### Saturday, August 4 (continued)

- 7:45 am Scientific Session –  
Welcome by Dr. Paul Brooke
- 9:45 am Break to View Exhibits - Prize Drawings
- 10:15 am Exhibitor Hall Breakdown
- 1:00 pm Conclusion of Scientific Session -  
Open for Lunch
- 1:05 pm Idaho WWAMI Luncheon
- 2:00 pm Family Fun Activity
- 6:00 pm Kids' Pizza Party
- 6:00 pm President's Social & Dinner  
(Sponsors of Event Invited)

#### Sunday, August 5

- 7:30 am Ada County Medical Society  
Breakfast
- 7:30 am Southwest Idaho Medical Society  
Breakfast
- 7:30 am American Breakfast
- 8:30 am House of Delegates - Final Session
- 11:30 am Adjournment of House of Delegates
- Noon IMA Board of Trustees Meeting

*Thank you to our Title Sponsor, MIEC  
It is the generosity of our sponsors and exhibitors that make this meeting possible.*

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# Idaho Medical Association

## APPLICATION FOR SPONSORSHIP/EXHIBIT SPACE

### 2018 ANNUAL MEETING

Proper completion and submission of this application for exhibit space at the Idaho Medical Association (IMA) Annual Meeting in 2018 shall mean the applicant accepts and agrees to abide by the provisions of this application and Appendix A, Exhibitor Terms and Conditions, which is hereby incorporated and made part of this contract as well as such additional rules and regulations the IMA deems necessary provided such additional rules and regulations do not materially alter the exhibitor's contractual rights. A contract for exhibit space shall be completed only after a properly completed application along with a payment in full is received by the IMA office.

Payment in full must accompany the "Application for Exhibit Space." Please make your check payable to the Idaho Medical Association. Please fill in the information requested on this form. Retain a copy for your files, and sign and return this application with payment to:

**Idaho Medical Association \* PO Box 2668 \* Boise, Idaho 83701 \* Fax 208-344-7903 \* Attn: Sara Olson**  
**Cancellations by June 29, 2018 receive a 50% refund. No refunds provided for cancellations after June 29, 2018.**

#### Company Information:

Company Name: \_\_\_\_\_ Main Telephone: \_\_\_\_\_  
 Main Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

<input type="checkbox"/> Title Sponsorship - \$10,000 (includes booth)	
<input type="checkbox"/> Premier Sponsorship - \$6,500 (includes booth)	
<input type="checkbox"/> Platinum Sponsorship - \$5,000 (includes booth)	
<input type="checkbox"/> Gold Sponsorship - \$4,000 (includes booth)	Gold Sponsor Opportunity Chosen:
<input type="checkbox"/> Silver Sponsorship - \$3,000 (includes booth)	Silver Sponsor Opportunity Chosen:
<input type="checkbox"/> Bronze Sponsorship - \$2,000 (includes booth)	Bronze Sponsor Opportunity Chosen:
<input type="checkbox"/> 6-Ft. Table-Top Exhibit Fee (includes two non-transferable representative credentials) \$750 Early Bird pricing through April 30 \$800 Regular pricing May 1 – June 30 \$900 Late pricing July 1 – July 31	
<input type="checkbox"/> Additional Representative Fee of \$100 x _____ (number of additional representatives) = \$_____	

Check this box if you would like to order a 32" x 4" Booth Sign. It is offered FREE with your conference support. If so, please indicate the company name you would listed on the Booth Sign: \_\_\_\_\_

**Brief description of products and/or services to be placed on the IMA website E-Marketplace page and conference program:** (No more than 30 words. Please print.)

*(Example: "The Idaho Medical Association is a professional membership association representing more than 2000 Idaho physicians across the state offering member benefits such as reimbursement resources, legislative advocacy, and continuing education opportunities.")*

**Booth Space Preference: (Please see page 8 of Prospectus for Booth Map)**

Please list the top 3 booth spaces you would prefer to occupy: **1.**\_\_\_\_; **2.**\_\_\_\_; **3.**\_\_\_\_\_

**Representative(s) Information:**

Booth fee includes registration for two representatives only. The cost for additional representatives is \$100 each for two days.

Rep Name #1: \_\_\_\_\_ Rep Name #2: \_\_\_\_\_

Email: \_\_\_\_\_ Email: \_\_\_\_\_

Rep Name #3: \_\_\_\_\_ Rep Name #4: \_\_\_\_\_

Email: \_\_\_\_\_ Email: \_\_\_\_\_

**Payment Information:**

Credit Card Number: \_\_\_\_\_ V-Code: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Amount to be charged: \$\_\_\_\_\_ Signature of CC Holder: \_\_\_\_\_

Check Check #: \_\_\_\_\_ Date: \_\_\_\_\_ Amount: \$\_\_\_\_\_

x \_\_\_\_\_  
Signature of person authorized to approve contract

\_\_\_\_\_  
Printed name of authorized signer & date

**By signing this contract, you agree to the terms and conditions set forth in the Exhibitor Prospectus and Appendix A.**

# Appendix A: Exhibitor Terms and Conditions

**THEME** - The theme at this year's event will be **Wild Wild West!** We encourage vendors to decorate their booths and themselves within this western theme. Also, we will likely have some kids visiting the exhibit hall at some point so keep this in mind when planning your decorations or give-a-ways!

## CONFERENCE LOCATION

Sun Valley Resort  
1 Sun Valley Road, Sun Valley, ID 83353

## LODGING RESERVATIONS

Sun Valley Resort  
1 Sun Valley Road, Sun Valley, ID 83353  
To reserve a room, please call: 1-800-786-8259

IMA has secured a block of rooms at a group rate starting at \$285.00 per night. This price is not guaranteed, but is based upon room type availability. Groups rates are available for other room types. Reservations must be made by **June 29, 2018** to guarantee the base room rate listed above. The hotel reservation room block code will be sent by **June 1, 2018** to the main exhibitor contact.

*Support us by booking your stay within the IMA hotel block at the Sun Valley Resort and help us avoid fees that result from unfilled rooms. We value your support!*

**SHIPPING AND RECEIVING OPTIONS** - See Sun Valley Resort Shipping and Receiving Sheet; email [sara@idmed.org](mailto:sara@idmed.org) if unable to locate. Vendors are responsible for ALL arrangements in the shipping of exhibits. Please bring your company's own shipping forms and account number in order to make your own shipping arrangements.

## EXHIBIT RATES AND CANCELLATION POLICY

- **Booth fee includes nontransferable registration for two representatives only. The cost for additional representatives is \$100 each.** Sponsors are allowed four complimentary representative registrations upon request. Exhibit space will be assigned upon receipt of signed application and payment in full. Booth locations are not guaranteed. The IMA reserves the right to reject any application.
- **Cancellations by June 29, 2018 receive a 50% refund with no refunds for cancellations after June 29, 2018.**

**RAFFLE TICKETS** - All exhibitors and sponsors will be provided a number of raffle tickets to give to attendees that stop by your booth. These raffle tickets may then be used to submit for vendor prizes as well as the cash grand prize. Please let us know if you plan to bring a prize for our drawings.

**CONFIRMATION / BOOTH ASSIGNMENTS** - Exhibit hall layout is located on page 8 of this packet. Contact us if you have not received a confirmation of receipt of the registration form within 10 days of submitting your exhibitor agreement. **You will be notified of your booth assignment no later than July 27th.** Assignments will be made first based on sponsorship priority and second on a first-paid basis.

**REPRESENTATIVE REGISTRATION** - All exhibitor representatives at a company's booth must be registered for the meeting.

MOVE IN	SHOW HOURS	MOVE OUT
Thursday, August 2, 2018	Friday & Saturday, August 3-4, 2018	Saturday, August 4, 2018
2:00 pm to 5:00 pm	7:00 am – 7:00 pm on August 3 6:45 am – 10:15 am on August 4	10:15 am Tear-Down after Morning Break
Freight & Booths	Saturday Tear-Down after Morning Break	Hall Must Be Vacated by Noon

**LIABILITY** - The Exhibitor is responsible for the space leased by him and shall not injure, mar, or deface the premises. The Exhibitor shall not affix to the walls or windows of the building any advertisement, signs, etc. or use Scotch tape, masking tape, or any other adhesive type materials on painted surfaces. The Exhibitor agrees to reimburse the facility, and/or decorator, for any loss or damage to the premises or equipment occurring in the space leased to the Exhibitor. The Idaho Medical Association (IMA) and its sponsors shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God, or any other causes beyond its control. Exhibitor agrees that neither the IMA, nor its representatives, will be responsible for any injury, loss, or damage that may occur to the Exhibitor, the Exhibitor's employees, family, or associates, or property from any cause whatsoever, except for any injury, loss or damage caused solely by the negligence or

wrongful acts of the IMA or its representatives. The Exhibitor, on signing the contract, expressly releases the aforementioned from any and all claims for such loss, damage, or injury.

**AISLES** - The aisles, passageways, and overhead spaces remain strictly under the control of the IMA, and no signs, decorations, banners, advertising matter, or special exhibits will be permitted in them except by special written permission of the IMA. All exhibits and their personnel must remain within the confines of their own spaces and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, cause injury, or disadvantageously affect the display of other Exhibitors. No interference with the light or space of another Exhibitor will be permitted.

**SPACE** - The space contracted is to be used solely for the Exhibitor whose name appears on the Contract. The Exhibitor shall not sublet or assign any portion of same without the written consent of the IMA. Sponsors receive prime booth locations and exhibitor space is assigned on a first-come, first-served basis as signed applications and monies are received by the IMA office. Booth locations are not guaranteed. The IMA reserves the right to remove exhibits, without refund, that may have been falsely entered, or may be deemed by the IMA unsuitable or objectionable. This restriction applies to noise, P.A. systems, persons, animals, birds, things, conduct, printed matter, or anything of a character that might be objectionable to the show or the IMA. ALL BOOTHS and decorations MUST concur with the facility regulations, city ordinances, and local fire codes. Any violations may result in the removal of any materials found to be in violation. Materials for booth decorations and construction must consist of fire resistant material. Contact the IMA if at all in doubt.

**ALL DEMONSTRATIONS** or promotional activities must be confined within the limits of the Exhibitor's purchased space. Noise resulting from demonstrations must not unreasonably interfere with other Exhibitors.

**OFFENDERS** will be asked to leave the area if any terms or conditions are violated, and as an exhibitor offender, no refund will be given.

**CHILDREN** - Children of Exhibitors are not to be allowed in exhibit area except under the **direct supervision of a parent**. Please restrict your children to your booth space.

**IF EVENT EXHIBITION IS NOT HELD** - The IMA shall not be liable for any damages or expense incurred by Exhibitors in the event the show is delayed, interrupted, or not held as scheduled.

**AMENDMENTS** - Exhibitor agrees to abide by decisions of the IMA concerning all matters pertaining to the administration and success of the Show, which are not specifically stated.

**SECURITY** - The IMA agrees to provide reasonable security for the exhibit area. However, Exhibitor agrees that neither the IMA, the facility management, nor the IMA's insurance company are financially liable for theft, damage, loss, or disappearance of any kind. The IMA recommends all Exhibitors contact their insurance agents to confirm proper coverage of exhibit materials. Please read carefully the coverage provided by decorators and shipping companies to determine if additional coverage is necessary. Any additional security must be arranged by the Exhibitor at his own expense, directly from the facility. The facility will be locked during the time that exhibits are not being shown.

**FAILURE TO OCCUPY SPACE** - The exhibitor will forfeit space not occupied by 8:00 AM on Friday, August 3, 2018, unless prior arrangements are made. Exhibitor's space may be resold, reassigned or used by the conference management. If you are having difficulty meeting this deadline, please call our staff at 208-344-7888 and discuss additional arrangements.

**CANCELLATIONS** - The IMA shall not be liable for any damages or expense incurred by Exhibitors in the event the show is delayed, interrupted, or not held as scheduled. In the event the annual meeting is postponed due to any occurrence not occasioned by the conduct of IMA and the Sun Valley Resort, or that such occurrence be an act of God or the result of war, riot, civil commotion, sovereign conduct, or the act or conduct of any person or persons not party or privy to this contract, then the performance of such parties under this contract shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event for the duration of such postponement. In the event that such occurrence results in cancellation of the conference, each party hereby releases the other from all obligations under this contract.