

A photograph of the Nashville skyline at dusk, featuring several prominent skyscrapers and a river in the foreground. The sky is a mix of blue, purple, and orange. A white microphone icon is positioned to the left of the main text.

2019 LEADERSHIP ACADEMY

November 4-7, 2019 | Nashville, TN

EXHIBITOR & SPONSOR CATALOG

Exhibits on November 4-5, 2019

shm[®]
Society of Hospital Medicine

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Meeting Overview

Meet your Target Market in Nashville, Tennessee

The Society of Hospital Medicine's (SHM's) Leadership Academy courses consistently sell out. This past year in Vancouver, British Columbia achieved record attendance. The reason is simple: thousands of hospitalist leaders credit their success to SHM's training on the fundamentals needed to guide their hospitals, health systems and hospital medicine groups.

Nashville



Choose Leadership

Exhibiting at the November 2019 Leadership Academy is a unique opportunity to meet face to face with key decision makers in a wide variety of specialties, including:

- HMGs
- C-Suite Level Hospitalists
- Division Leaders
- Academics
- Research for Quality and Improvement

The November Leadership Academy includes

- Strategic Essentials
- Leadership: Influential Management
- Leadership: Mastering Teamwork
- Leadership: Capstone

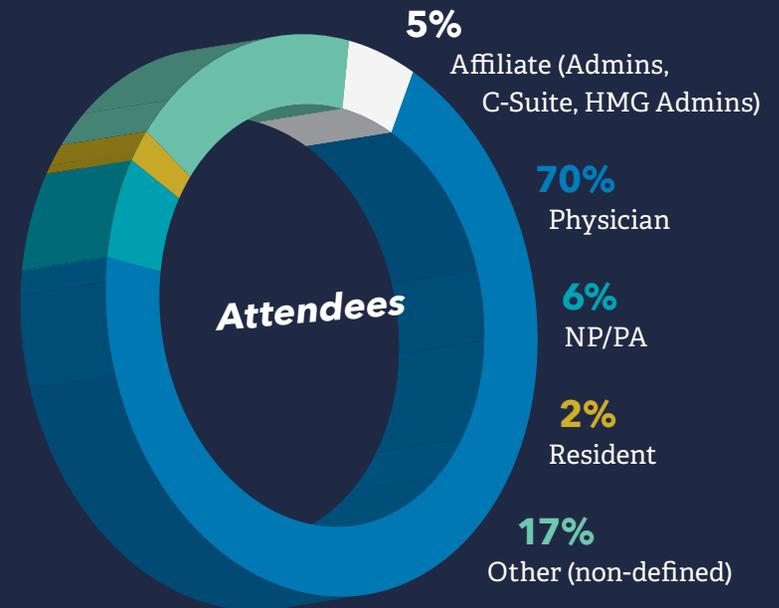
To learn more about the SHM's renowned Leadership Academy visit www.shmleadershipacademy.org.



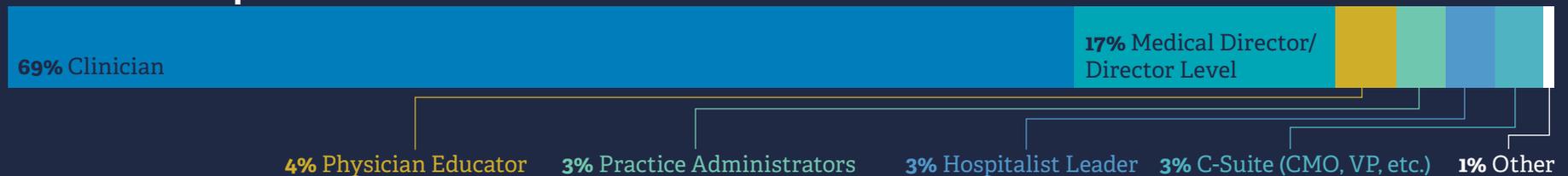
Demographics



Registration has grown year over year since 2015. The Leadership Academy provides exhibitors and sponsors a unique opportunity to gain exposure to key decision makers in hospital medicine as well as aspiring leaders in the hospital medicine profession.



Attendees' responsibilities & roles



New leadership responsibilities tasked to alumni since attending the Academy include:

- Leading quality improvement initiatives
- Expansion of services
- Serving on executive-level committees
- Utilization management
- Business of hospital medicine
- Leadership in medical educational initiatives/programs
- Managing additional reports



Exhibit Program

Monday, Nov. 4 - Tuesday, Nov. 5, 2019

SHM provides our Exhibitors with numerous opportunities to engage with our attendees. Some of the opportunities include the Leadership Exhibits Passport, Job Postings within our mobile app, etc.

Installation

Sunday, Nov. 3, 2019 from 3:00 – 5:00 p.m.

Monday, Nov. 4, 2019 before 7:00 a.m.

Exhibit hours*

November 4, 2019

- Breakfast and Lunch
- (2) Dedicated break times
- Reception: Held outside of the exhibit area, this time is provided as additional hours for networking with attendees and faculty

November 5, 2019

- Breakfast
- (1) Dedicated break

Dismantle*

November 5, 2019 after 12:00p.m.

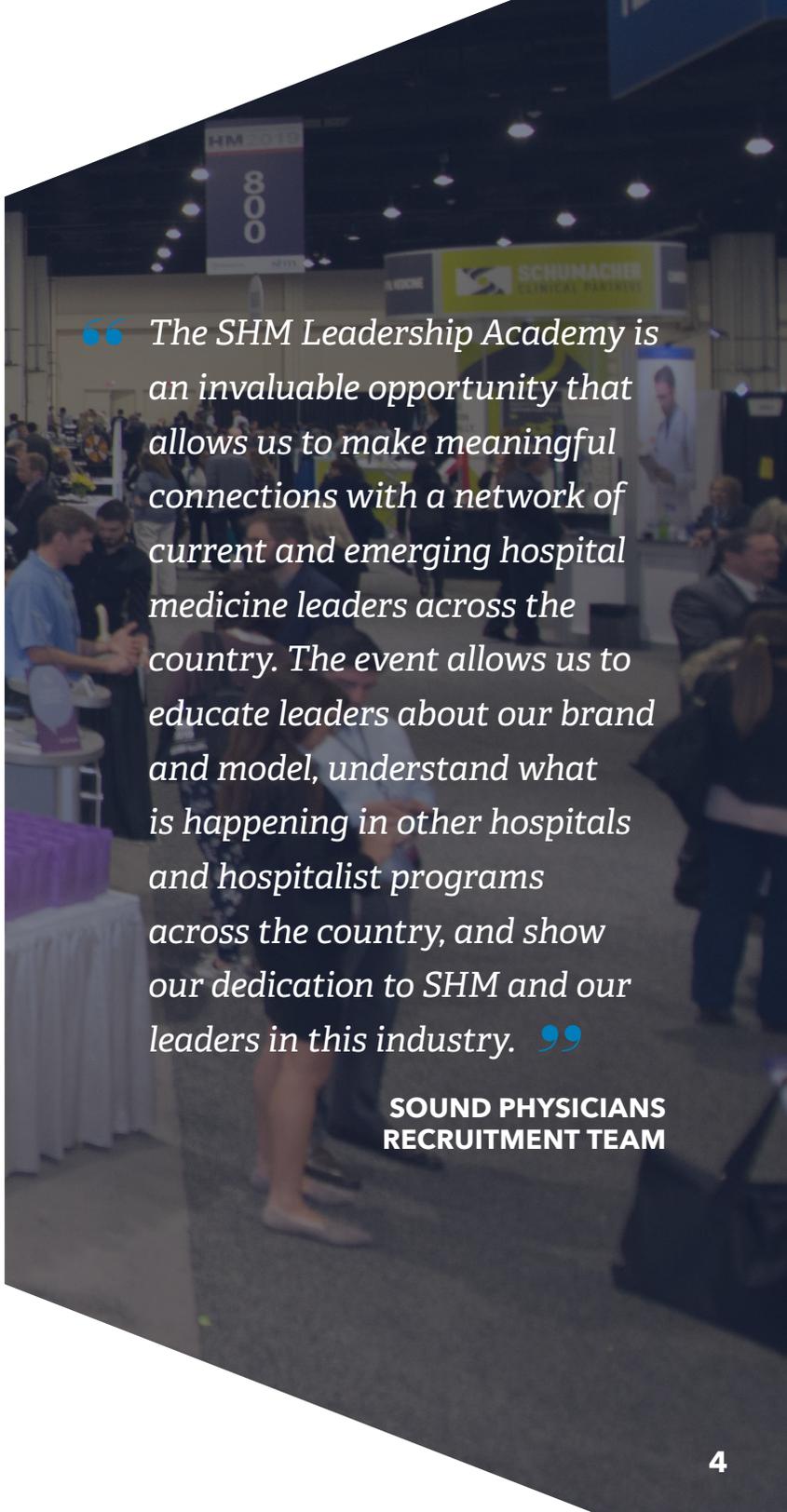
Exhibitors receive

- 6' x 30" skirted table with (2) chairs
- Pre- and post-conference registrant physical mailing list
- 2 Complimentary exhibit personnel badges (additional badges can be purchased for \$50/ per badge)
- Listing in the 2019 Leadership Academy course mobile apps**
- Automatic inclusion in the Leadership Academy Exhibitor Engagement Game

Job posting pricing structure

(1) Posting:	(2) Postings:	(3) Postings:
\$200.00	\$350.00	\$500.00

Job posting purchasing will be made available in October 2019.



“ The SHM Leadership Academy is an invaluable opportunity that allows us to make meaningful connections with a network of current and emerging hospital medicine leaders across the country. The event allows us to educate leaders about our brand and model, understand what is happening in other hospitals and hospitalist programs across the country, and show our dedication to SHM and our leaders in this industry. ”

**SOUND PHYSICIANS
RECRUITMENT TEAM**

*Subject to change. The full exhibit schedule will be released closer to the conference once the educational schedule is finalized.
**Each course has a unique mobile app; all exhibitors will be listed, and location tagged in each app.



Sponsorship Opportunities

Welcome Reception

Held on the first night of the meeting, the exclusive sponsor will receive the following considerations: logo printed on customized beverage napkins, prize raffle with opportunity to make announcement at reception (prize is responsibility of sponsor), signage, central booth location, flyer in attendee materials.

Pens

Stylus pens given to all attendees.

Lanyards

Be the exclusive sponsor of the lanyards that all attendees wear on site.

Notebook

Feature your logo on the notebook that will be handed out to all attendees.

Tote Bags

Be the exclusive sponsor of the Tote Bag that all attendees receive on site.

If you are looking for a unique sponsorship package, SHM can help create customized packages that fit your marketing objectives. For more information on sponsorship opportunities, please contact Theresa Jones, Manager of Business Development at tjones@hospitalmedicine.org or 267-702-2653.

See application for pricing.



Shipping Information

JW Nashville shipping will be provided by FedEx Shipping and Business Center.

Preparing Your Shipment

FedEx Office is committed to providing you with an outstanding experience during your stay. All guest and event packages being shipped to the hotel must follow the address label standards (illustrated below) to prevent package routing delays. Please schedule your shipment(s) to arrive 3–4 days prior to the event start date to avoid additional storage fees. Use the name of the recipient who will be on-site to receive and sign for the package(s). Please do not ship any items to the attention of the Hospitality Manager or Catering & Conference Manager, unless the items are specifically for their use (i.e., hotel specifications, rooming lists, signed documents); this includes any room drops or deliveries to any other area of JW Marriott Nashville.

Shipments are held for a limited number of days. If a package has not been picked up and no contact information is provided, the package will be returned to the sender, who will be responsible for all additional shipping fees. For more information on package retention, the Return to Sender process, or to schedule package deliveries, please contact the FedEx Office Business Center at 615 238 2025. Package deliveries should only be scheduled after the recipient has checked into the hotel.

Package Labeling Standard

Hold For Guest: (Guest Name)(Guest Cell Number)
c/o FedEx Office at JW Marriott Nashville
201 8th Avenue South
Nashville, TN 37203
(Convention/Conference/Group/Event Name)

Box ___ of ___

Fedex Office Information

Address

JW Marriott Nashville
201 8th Avenue South
Nashville, TN 37203

Phone: 615 238 2025

Fax: 615 291 2852

Operating Hours

Mon-Fri: 7:30am - 5:30pm

Saturday: 7:30 am - 3:00pm

Sunday: Closed

Email: usa0278@fedex.com



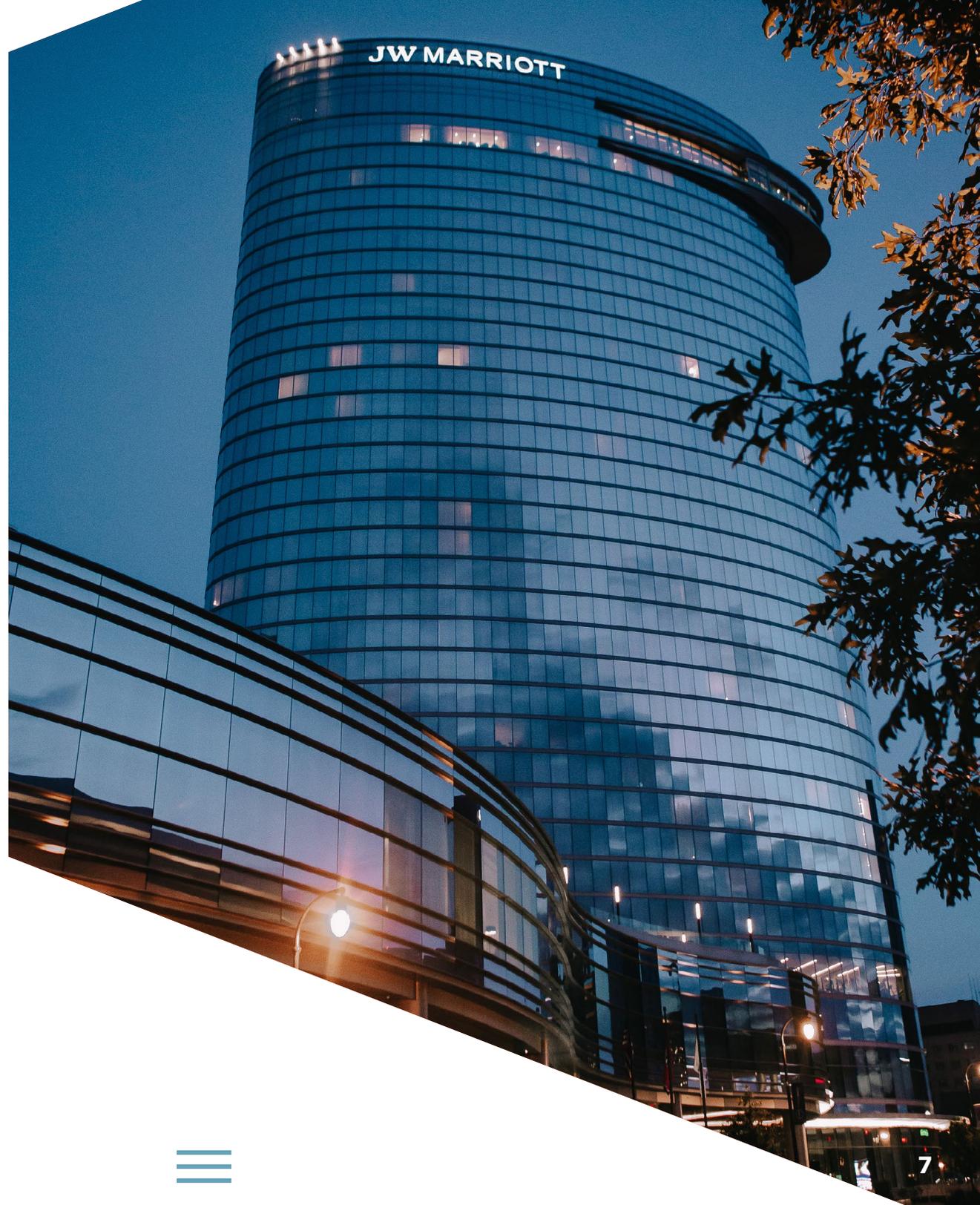
Conference Venue

JW Marriott Nashville

201 8th Avenue South, Nashville, TN 37203

Enjoy your stay during Leadership Academy at the host-hotel, the JW Marriott Nashville. This sparkling new JW Marriott Nashville embodies the energy and eclectic spirit of downtown Nashville. Peruse a contemporary art collection that pays homage to the capital city's musical heritage and unwind in Nashville's most luxurious guest rooms.

Leadership attendees are being offered discounted room rates of \$279.00 (single/double occupancy plus taxes and fees) are available for reservations made on or before September 20, 2019 or as long as rooms are still available in the SHM reserved block. All reservations made after September 20, 2019, or earlier if the room block becomes sold out, will be confirmed as space is available at the prevailing room rates.



Exhibitor Contract

Exhibitor Contract and Additional Rules/Regulations

The below outlined guidelines are to be used in conjunction with the Leadership 2019 Registration Form

BOOTH OPERATIONS:

Exhibitors should not operate in a way that violates the rights of another exhibitor. Exhibitors may not obstruct the view or interfere with the traffic of other exhibitors. Demonstrations and distribution of literature and samples should take place inside the assigned booth. Exhibit areas should be kept clean and in good order. No part of any exhibit or sign shall be posted, nailed or otherwise attached to columns, walls, floors or other parts of the building (or its furniture) so it defaces them in any way. The exhibitor is liable for damage from failure to observe these rules.

THIRD-PARTY REPRESENTATIVES:

Any agency representing a technical or professional exhibitor must submit its client's name, contact information, address, telephone and fax numbers, and signature and title with its application.

USE OF THE SHM NAME, INSIGNIA, LOGO OR ACRONYM:

The Society of Hospital Medicine's (SHM's) name, insignia, logo and acronym are proprietary marks. They may not be used in signs, advertising or promotions in any media or product literature either inside or outside of the exhibit area. This rule applies before, during and after the meeting, unless prior written approval has been received from SHM.

LIABILITY AND SECURITY:

Exhibitors must make provisions for safeguarding their display and property at all times. The exhibitor is responsible for all liability, losses, claims and demands on account of any injury, death or damage to property (including the exhibit area), however occurring, arising from the acts of the exhibitor, his or her employees, agents, licensees or contractors. The exhibitor agrees to indemnify and hold harmless SHM and JW Marriott Nashville from and against any and all liability, losses, claims and demands that may arise from or be asserted in connection with the foregoing undertaking and responsibilities of the exhibitor.

CANCELLATION BY VENDOR:

Cancellations must be received in writing. SHM will use the date of receipt of the written notice as the official cancellation.

- If an exhibitor cancels on or before August 30, 2019, the fee is \$250.
- If an exhibitor cancels between August 31, 2019 and September 30, 2019, the fee is \$500.
- If an exhibitor cancels after October 1, 2019, the full fee will apply, regardless of the reason for cancellation or reduction.

CANCELLATION OF THE LEADERSHIP ACADEMY:

It is mutually agreed that in the event of cancellation of the Leadership Academy due to fire, strikes, governmental regulations or causes that would prevent its scheduled opening or continuance, then and thereupon this agreement will be terminated and SHM management shall determine an equitable basis for the refund of such portion of the exhibitor fees as is possible, after due consideration of expenditures and previous commitments.

DISTRIBUTION OF PRODUCTS

SAMPLES AND PREMIUMS:

Exhibitors may distribute products that they have manufactured. All other premiums or samples are considered acceptable based on the American Medical Association (AMA) guidelines and the Council of Medical Specialty Society's Code for Interaction with Industry. In general, these premiums should be under \$100 in value, relate to the physician's work or benefit the patient and not affect or influence judgment.

FDA REGULATIONS:

Exhibitors are reminded of Food and Drug Administration (FDA) restrictions on the promotion of investigational and pre-approved drugs and devices. Exhibitors also are cautioned about FDA prohibition of promoting approved drugs for unapproved purposes.

SELLING OF PRODUCTS:

Exhibitors may not accept cash, checks or credit cards for merchandise in the exhibit areas however, orders may be taken.

CONTESTS AND DRAWINGS:

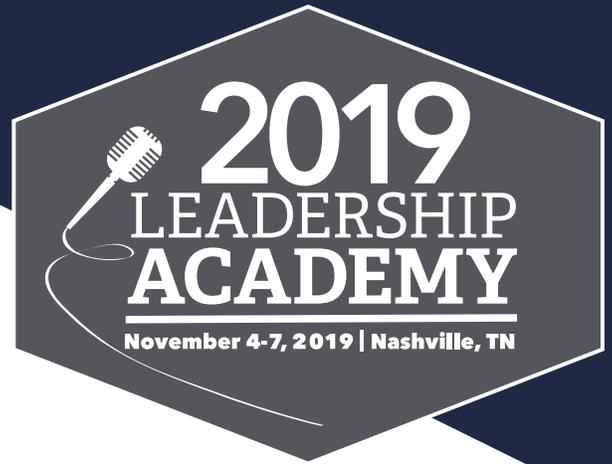
Prizes, awards, drawings, raffles, lotteries and games of chance are permitted. However, prizes must be less than \$500 in value and follow AMA guidelines.

BY SIGNING THE LEADERSHIP REGISTRATION FORM, YOU ARE ACCEPTING ALL RULES AND GUIDELINES LISTED ABOVE. SHM RESERVES THE RIGHT TO REFUSE ANY EXHIBIT APPLICATION AT ITS SOLE DISCRETION.



Exhibitor Application Form

Nashville, TN | JW Marriott Nashville



Exhibitor Information

Company Name	
Address	
City, State/Province, Zip/Postal	
Company Website (mandatory)	
Exhibit Coordinator/Contact Person	
Title	
Phone	Fax
Email (mandatory)	

PLEASE NOTE: Registration forms that do not include an **email address** or **company website** will not be processed.

Product Category

- | | | |
|---|---|---|
| <input type="checkbox"/> Billing, Coding and/or Documentation | <input type="checkbox"/> Hospital/Health System | <input type="checkbox"/> Pharmaceutical/Biotechnology |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Hospitalist Management Company | <input type="checkbox"/> Professional Society/Association |
| <input type="checkbox"/> Device | <input type="checkbox"/> IT/Business Solutions | <input type="checkbox"/> Recruiting/Staffing Company |
| <input type="checkbox"/> Diagnostics | <input type="checkbox"/> Media/Publication(s) | <input type="checkbox"/> Scribe Services |
| <input type="checkbox"/> Education | <input type="checkbox"/> Nonprofit | <input type="checkbox"/> Other: _____ |

Main Objective

 Select your primary objective at Leadership Academy:

- | | | |
|--|--|---|
| <input type="checkbox"/> Advertisement and/or public relations | <input type="checkbox"/> Lead generation | <input type="checkbox"/> Public education |
| <input type="checkbox"/> Business to business networking | <input type="checkbox"/> Product promotion | <input type="checkbox"/> Recruitment |
| | <input type="checkbox"/> Product sales | <input type="checkbox"/> Other: _____ |

Exhibit (Table space is limited)

Exhibit Table: \$2,000

Additional Booth Staff: \$50 per additional badge

(2 complimentary booth staff registrations are included with each exhibit table registration.)

Sponsorship Opportunities

Lanyards: \$3,000

Notebooks: \$6,000

Tote Bags: \$8,000

Pens: \$2,000

Mobile App: \$10,000

Welcome Reception (Nov. 4):
\$15,000 (booth included)

If a sponsorship is chosen a letter of agreement with all considerations associated with the sponsorship will be sent for signature and approval. For customized sponsorship packages please contact Theresa Jones (tjones@hospitalmedicine.org or 267-702-2653).

Contract Agreement & Payment

We/I agree to abide by all requirements, restrictions, cancellation policies and obligations noted in the Exhibitor Contract, Rules and Regulations and all applicable legal requirements. This registration form becomes a binding agreement when accepted.

We/I agree to pay \$_____, 100% of the charge for the exhibit space as a part of this registration and contract.

Contract Authorized Signature	
Title	Date / /

Check enclosed

OR

Charge to the following:



Cardholder's Name												CVV#								
Credit Card Number																Expiration Date	M	M	Y	Y
Total Charged	\$																Cardholder's Signature			

Please direct any questions, comments or payments to:

Society of Hospital Medicine, Exhibits
P.O. Box 822898, Dept. 200E
Philadelphia, PA 19182-2898

800-843-3360

exhibits@hospitalmedicine.org

267-535-2911

Upcoming Meetings

Hospital Medicine 2020

San Diego, CA
April 15-18, 2020

Pediatric Hospital Medicine 2020

Lake Buena Vista, FL
July 23-26, 2020

