

LEADERSHIP ACADEMY

April 12-15, 2021 | Scottsdale, AZ

at JW Marriott Camelback Inn Resort & Spa

Exhibits and Sponsorship Catalog

Exhibit on April 12-13, 2021

REGISTER NOW TO EXHIBIT
shmleadershipacademy.org/exhibits

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Meeting Overview

Meet your target market in Scottsdale, Arizona.

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





Why Choose Leadership?

Exhibiting at the April 2021 Leadership Academy is a unique opportunity to meet face-to-face with a variety of key decision makers:

- HMG Leaders
- C-Suite-Level Hospitalists
- Division Leaders
- Academics
- Quality and Improvement Researchers

The April Leadership Academy includes:

- Strategic Essentials
- Influential Management
- Mastering Teamwork

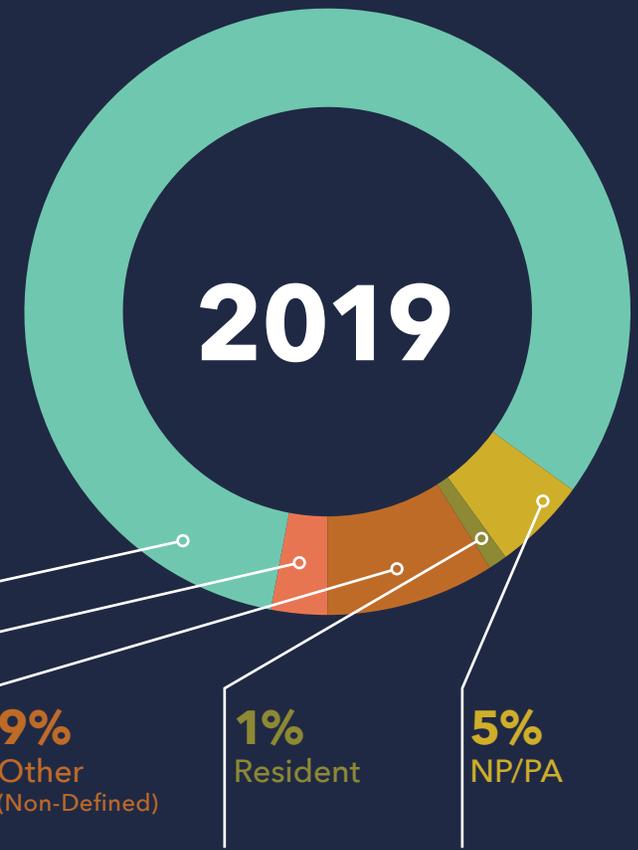
To learn more about SHM's renowned Leadership Academy, visit shmleadershipacademy.org.

Demographics

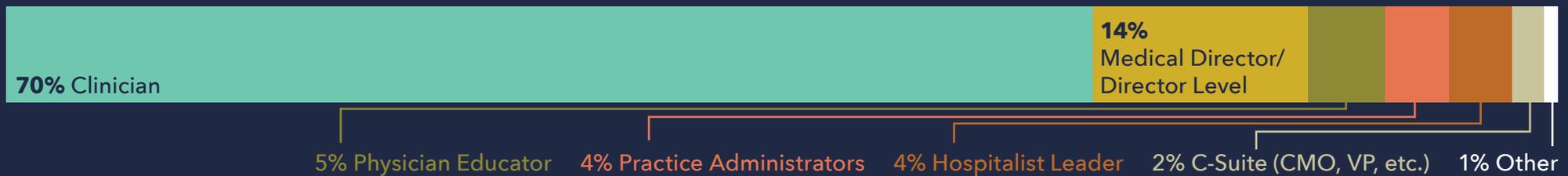


All four Leadership Academy courses consistently sell out, leading to nearly 400 attendees as a captive audience. SHM's Leadership Academy provides exhibitors and sponsors with a unique opportunity to gain exposure to key decision makers in hospital medicine as well as aspiring leaders in the hospital medicine profession.

**SHM will only be holding three of the four courses in spring of 2021.*



Attendees' responsibilities and roles



New leadership responsibilities tasked to alumni since attending SHM's Leadership 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

*Leadership 2020 was postponed due to the continued spread of COVID-19.

Exhibit Program

Monday, April 12 - Tuesday, April 13, 2021

The Exhibit Program provides exhibiting companies with more opportunities than ever before to meet face-to-face with attendees. Opportunities include the Leadership Exhibits Passport and job postings within our mobile app, among others.

Installation

Sunday, April 11, 2021 from 4:00 - 6:00 p.m.

Monday, April 12, 2021 before 7:00 a.m.

Exhibit Hours*

April 12, 2021

- Breakfast and Lunch
- (2) Dedicated break times ranging from 30 - 45 minutes
- Reception: Held outside of the exhibit area, this time is provided as additional hours for networking with attendees and faculty.

April 13, 2021

- Breakfast
- (1) Dedicated break ranging from 30-45 minutes

Job Posting Pricing Structure:

(1) Posting: \$200.00

(2) Postings: \$350.00

(3) Postings: \$500.00

Job posting purchases will be available in January 2021.

*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 with their locations tagged in each app.

Dismantle

April 13, 2021 after 12:00 p.m.

Exhibitors will receive the following:

- 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 2021 Leadership Academy course mobile apps**
- Automatic inclusion in the Leadership Academy Exhibitor Engagement Game

“

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**

Sponsorship Opportunities

Welcome Reception

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

Pens

Display your logo on pens given to all attendees.

Lanyards

Be the exclusive sponsor of the lanyards that all attendees wear onsite.

Notebook

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

NEW! Tote Bags

Exclusively sponsor the tote bags that all attendees receive.

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.



Shipping Information

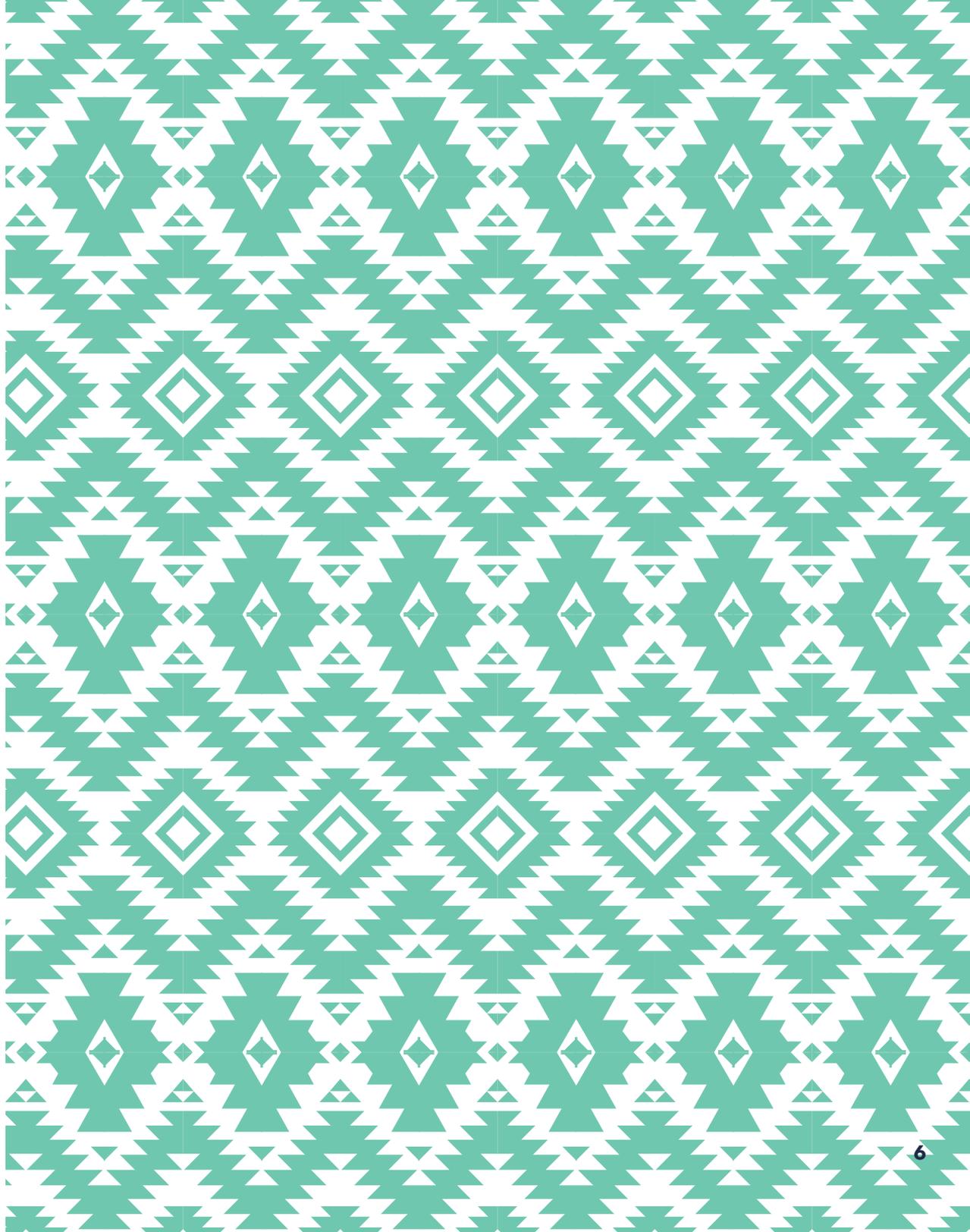
JW Marriott Camelback Inn Resort & Spa shipping will be provided by UPS Store 6170.

Please direct all Leadership 2021 Exhibitor materials to the following location:

JW Marriott Camelback Inn Resort & Spa
Attn: Company/Recipient Name
5402 E. Lincoln Dr.
Scottsdale, AZ 85253

You may also send materials directly to UPS Store 6170 via email at Store6170@marriott.com.

Should you choose to email them regarding packages or direct shipping, please copy exhibits@hospitalmedicine.org so that we can assist you with follow-up if needed.





Conference Venue

JW Marriott Camelback Inn Resort & Spa
5402 East Lincoln Drive
Scottsdale, AZ 85253

The JW Marriott Scottsdale Camelback Inn Resort & Spa delivers the perfect blend of luxury and comfort for your Arizona visit. Perched on 125 acres of immaculately manicured grounds in the scenic Sonoran Desert, the hotel sets the tone for complete relaxation.

Discounted room rates of \$279.00 (single/double occupancy plus tax and resort fee) are available for reservations made on or before March 20, 2021 (or as long as rooms are still available in the block). All reservations made after March 20, 2021, or earlier if the room block becomes sold out, will be confirmed on a space-available basis at the prevailing rack rate.

BOOK NOW

Exhibitor Contract

Exhibitor Contract and Additional Rules/Regulations:

The outlined guidelines below are to be used in conjunction with the Leadership 2021 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 Camelback Inn Resort & Spa 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/EXHIBITOR

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

- If an exhibitor cancels on or before January 28, 2021, the fee is \$250.
- If an exhibitor cancels between January 29, 2021 and March 5, 2021, the fee is \$500.
- If an exhibitor cancels after March 6, 2021, 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 APPLICATION, YOU ARE ACCEPTING ALL RULES AND GUIDELINES LISTED WITHIN THIS CATALOG. SHM RESERVES THE RIGHT TO REFUSE ANY EXHIBIT APPLICATION AT ITS SOLE DISCRETION.

Scottsdale, AZ | JW Marriott Camelback Inn Resort & Spa

EXHIBITOR APPLICATION FORM

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.

Booth Staff Personnel

Name	Title	Email
Name	Title	Email

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 of attending 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.)

Secure your Exhibit Opportunity for April 2021 & October 2021 for a discounted rate.

- April 2021 & October 2021 Exhibit Table:** \$3,500

**Please note, cancelling your bundled exhibit spaces will result in the full booth registration fee being due for each individual exhibit space. All applicable cancellation fees will then be applied separately based on the date of cancellation.*

Sponsorship Opportunities

- Lanyards:** \$3,000
- Notebooks:** \$6,000
- Tote Bags:** \$8,000
- Pens:** \$2,000
- Mobile App:** \$10,000
- Welcome Reception (April 12):** \$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

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

Payment

- Check Enclosed (payable to Society of Hospital Medicine).
Please remit payment in U.S. Funds drawn on U.S. bank within 30 days and prior to the start of the conference.

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

 exhibits@hospitalmedicine.org

 800-843-3360

 267-535-2911


Society of Hospital Medicine



Upcoming Meetings

Hospital Medicine 2021 (HM21)

The Annual Conference is more than a meeting. It's a movement. Coupled with our other live meetings, SHM's Annual Conference is the go-to resource for networking and CME and can help put hospitalists' careers on the fast track.

Las Vegas, NV | May 4-7, 2021

shmanualconference.org

Academic Hospitalist Academy Level 1 & Level 2

The leading conference designed to prepare hospitalists for a successful career in academic medicine.

Englewood, CO | September 26-29, 2021

academichospitalist.org

Pediatric Hospital Medicine 2021 (PHM21)

Pediatric Hospital Medicine 2021 (PHM21) This is a premier educational conference for pediatric hospitalists and other clinicians who care for hospitalized pediatric patients.

Minneapolis, MN | August 5-8, 2021

phmmeeting.org