



SIMSUITE[®]
MEDICAL SIMULATION CORPORATION

*Creating Competence
and Confidence*[®]



REGIONAL HEALTHCARE CONFERENCES
Education Through Simulation[™]

Sponsorship Packet



Regional Healthcare Conferences Education Through Simulation™

Medical Simulation Corporation (MSC) is excited to debut a new opportunity for medical device and pharmaceutical companies to present their products to healthcare professionals. As a recognized healthcare industry leader in providing full-service simulation training and education, MSC recognizes the importance of investing in the education of practicing nurses, technologists, and other healthcare professionals.

MSC is dedicated to improving patient safety, optimizing clinical outcomes, and accelerating the education of medical technology and pharmaceuticals vital to safe patient practices. Therefore, we have developed a unique program that includes product-specific education. We would like you to join us as a sponsor in launching a series of regional healthcare conferences.

We are excited to share the opportunity to provide education that focuses on the medical tools and technology needed to care for patients. On October 21, 2009, we will launch the first in a series of regional healthcare conferences that include hands-on simulation. This conference is focused on sepsis, the deadly disease process that affects over 750,000 patients yearly in the U.S. alone. The SimSuite Sepsis Program consists of three powerful components:

- 1) Web-based course provided to each participant prior to the program.
- 2) Simulation workshop designed to educate participants on research-based guidelines surrounding the care of patients who develop sepsis. Four hands-on simulation scenarios allow participants to simulate the early identification and management of patients who have (or develop) sepsis, severe sepsis, and septic shock in the hospital setting.
- 3) Industry education as provided by conference sponsors. **This is where your products and expertise come into play.**

As the rules regarding meetings and contributions to healthcare professionals continue to change, product manufacturers and pharmaceutical companies must change how they engage with their customer. MSC wishes to offer you dedicated time to visit with and provide education to an engaged group of healthcare professionals during this conference. Partnering with us for this crucial mission has many benefits, including recognition for bringing this unique, much-needed education to life.

This Sponsorship Packet provides the information you need to make an educated decision on providing focused, interactive, positive product introductions and education to healthcare providers. Join our fast moving team today!

Benefits of Sponsorship

Brand Building * Product Visibility * CEU Approved Education

Data Collection * Relationship Building * Outsource Education

- Designated Classroom-Style Education for Exhibitors
 - Eight sessions, approximately one-half hour in length, of dedicated education between your company representatives and four to six healthcare professionals.
 - Designated classroom setting, complete with your company logo and messages branded by you and your team.
 - Interaction occurs during one half day, each day of the conference. Attendees are divided into small personalized groups and rotate to you to receive your product education and customized training.
 - One-half hour sessions are unopposed by any other conference activity.
 - GREAT PR and a strong opportunity to build new relationships.

- Metrics/Demographic Reports for Exhibitors

Each participant will be polled during a pre-course survey. Specific questions, chosen by you, will be built regarding your product and returned to you in the form of a metrics/demographic report. With this information you will have the opportunity to:

 - Gain valuable information regarding product perceptions.
 - Track regional use and interest over time.
 - Gain insight with a gap analysis between perceptions and use.

- Acknowledgement as a Sponsor
 - Acknowledgement on printed material highlighting your company's commitment to quality education.
 - Opportunities for interaction with attendees based on sponsorship level.
 - Increased product visibility to decision-making influencers.
 - Brand building.

Meeting Fast Facts

Meeting Dates:	October 21 and 22, 2009 8:00 a.m. – 5:00 p.m.
Location:	The Ritz Carlton, Philadelphia Ten Avenue of the Arts Philadelphia, PA 19102-2598 Phone: 215.523.8254 Fax: 215.523.8083
Meeting Organizer:	Katrina Ruff, CMP Medical Simulation Corporation 4600 S Ulster St., #450 Denver, CO 80237 Office: 303.483.2902 Cell: 303.349.9779 Fax: 720.489.8100
Exhibit Set Up:	October 20, Noon – 8:00 p.m.
Unopposed Visitation:	October 21 – 1:00 p.m. – 4:30 p.m. October 22 – 1:00 p.m. – 4:30 p.m.
Exhibit Break Down:	October 22 – 5:00 p.m. to Midnight
Upcoming Conferences:	November 2009 – TBA December 2009 – TBA

Sponsorship Opportunities

Options	Fees	Details
Conference Exhibitor and Sponsor	\$10,000	<ul style="list-style-type: none"> ▪ Two-day exhibit sponsorship ▪ 8 small group, unopposed, self-directed, half-hour sessions per day for focused product education (40 attendees per day) ▪ Dedicated classroom setting: <ul style="list-style-type: none"> (6) chairs (1) 6' skirted table (1) waste basket (1) 8' x 8' backdrop (1) 30" x 40" ID sign (camera ready art must be provided) ▪ Acknowledgement as a sponsor; recognition on printed conference material ▪ Complete attendee list ▪ Metrics/demographic report regarding your specific product
Signature Sponsor	\$2,500	<ul style="list-style-type: none"> ▪ Acknowledgement as a sponsor; recognition on printed conference material ▪ Complete attendee list
Breakfast Sponsor	\$2,500	<ul style="list-style-type: none"> ▪ The cost of continental breakfast included ▪ Breakfast branding control (sponsor can supply banners, napkins, plates, giveaways, etc.) ▪ Acknowledgement as a sponsor ▪ Complete attendee list
Lunch Sponsor	\$5,000	<ul style="list-style-type: none"> ▪ The cost of lunch included ▪ Lunchtime lecture ▪ Lunch branding control (sponsor can supply banners, napkins, giveaways, etc.) ▪ Acknowledgement as a sponsor ▪ Complete attendee list
Gift Sponsor	\$5,000	<ul style="list-style-type: none"> ▪ Gift baskets for each attendee ▪ Gift tag acknowledging your company ▪ Complete attendee list
Binder Sponsor	\$5,000	<ul style="list-style-type: none"> ▪ Leather binders imprinted with your company logo ▪ Complete attendee list

For more information about these sponsorship opportunities, please contact Katrina Ruff at 303.483.2902 or Katrina.Ruff@medsimulation.com.

Housing

A block of rooms have been reserved at The Ritz Carlton, Philadelphia. Please contact the hotel directly and request the Medical Simulation Corporation rate. All hotel information can be found in the Meeting Fast Facts section of this packet.

Terms and Conditions

1. Sponsorship Application. Your application must be made using the form provided by MSC. It must be executed by an individual who has the authority to act on behalf of the applicant.
2. Exhibitor and Sponsorship Pricing: See Sponsorship Opportunities page.
3. Materials Distribution. MSC is providing the space, furniture, backdrops, etc. as listed for the sponsors. Each sponsor has the right to distribute their company materials during their dedicated session. Sponsors are responsible for stocking their materials, including storage in compliance with hotel policy, and in a manner that is presentable and not distracting to the participants in the judgment of MSC. Sponsors are prohibited from canvassing or handing out literature, conducting interviews, and providing demonstrations outside of their designated area (exhibit space and/or breakfast or lunch areas as applicable to the applicant's sponsorship).
4. Artwork and Related Materials. Upon confirmation of acceptance, sponsors must provide their corporate name, logo, and graphics (as applicable) in four-color EPS format by the dates required by MSC in order to be listed in conference material. Advertising and displays are not permitted outside the respective areas allotted to the sponsors.
5. Payment: Full payment must be submitted with the Sponsorship Application.
6. Cancellation of Attendance: Cancellations and requests for refunds must be received in writing 30 days prior to the conference. If these requirements are not met, 50% of the contracted fee will be refunded after the conference.
7. Assignment of Space: MSC reserves the right to place all exhibitors according to the spacing and design of each conference.
8. Installation and Breakdown of Exhibits: All exhibits must be set up between the hours of Noon and 8:00 p.m. on October 20, 2009. Breakdown of exhibits will be between 5:00 p.m. and midnight on October 22, 2009. Exhibitors are responsible for removal of all exhibitor-owned materials. Breakdown prior to 5:00 p.m. is prohibited. Any materials or items of value and not removed by 10:00 p.m. will be removed by MSC at exhibitor's risk and expense.
9. Hospitality or Entertainment: Sponsors are prohibited from hosting private events, entertainment, or social functions before, during, or after the conference without prior written consent from an authorized MSC representative.
10. Indemnification: Sponsors agree to abide by the terms of this agreement, and any applicable provisions set forth by the host hotel, all of which are a part of this agreement by reference and fully incorporated herein. Sponsor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to or by its personnel, displays, equipment, and any other property bought upon the premises of the hotel.

11. Sponsor Attendees: Each sponsor shall have no more than three (3) representatives without the prior written approval of MSC. Sponsor will provide in writing to MSC two weeks prior to the conference the names and titles of its representatives who will be attending the conference. Attendees may pick up badges from MSC upon arrival at the conference. Such attendees will conduct themselves in a professional manner and not attend or impose on an area designated for another sponsor.
12. Fire Regulations: No sponsor will be allowed to use any flammable materials in the exhibit, exhibit area, or other location anytime during the conference. Sponsor agrees to comply with all fire regulations of the host hotel.
13. ADA. (Americans with Disabilities Act). Within their assigned space, all sponsors must comply with the Americans with Disabilities Act.
14. Noise. Sound from an electrical or mechanical apparatus must not interfere with other exhibits or host hotel function. MSC reserves the right to determine at what point sound may interfere with others.
15. Lead Retrieval. Each sponsor will be given a complete attendee list.
16. Other Contractors. Should a sponsor choose to use an additional contractor, the sponsor will provide MSC a Certificate of Insurance with a minimum of \$1,000,000 liability coverage, including property damage, at least two weeks prior to the program.

Program Checklist

- _____ Sponsorship Application signed and submitted
- _____ Payment submitted (due upon submitting application)
- _____ Sponsorship Application confirmed by MSC
- _____ Logo submitted for use on printed conference materials
- _____ Graphics for 8' x 8' backdrop submitted (Exhibitor Only)
- _____ Graphics for 30" x 40" easel sign submitted (Exhibitor Only)
- _____ Designed questions for metrics/demographic survey submitted (Exhibitor Only)
- _____ Hotel accommodations completed



Medical Simulation Corporation
4600 S. Ulster St., #450
Denver, CO 80237
303.483.2800
www.medsimulation.com

Sponsorship Application

Contact Name: _____

Title: _____

Company/Organization: _____

Address: _____

City, State, Zip: _____

Daytime Phone: _____ Fax: _____

E-mail: _____

PO# (if any): _____

Website Address: _____

Sponsorship Commitment:

Check appropriate box(es):

- | | |
|---|----------|
| <input type="checkbox"/> Conference Exhibitor/Sponsor | \$10,000 |
| <input type="checkbox"/> Signature Sponsor | \$ 2,500 |
| <input type="checkbox"/> Breakfast Sponsor | \$ 2,500 |
| <input type="checkbox"/> Lunch Sponsor | \$ 5,000 |
| <input type="checkbox"/> Gift Sponsor | \$ 5,000 |
| <input type="checkbox"/> Binder Sponsor | \$ 5,000 |

Payment must accompany application. As a follow up, you will receive an invoice via e-mail where you will complete billing information, sign, and fax to 720-489-8100 and receive confirmation of your sponsorship. Please make checks payable to Medical Simulation Corporation and mail to:

Medical Simulation Corporation
Attn: Accounts Payable
4600 S. Ulster St. St. 450
Denver, CO 80237

Authorized Signature: _____

Title: _____ Date: _____