We invite our Corporate Partners to exhibit at this conference at no cost as part of your partner agreement. To get your 2 free registrations, please use promo code: PARTNERSPRING17. We offer a discounted rate of $799 for each additional attendee. As an exhibitor at this event, you will be exposed to 260+ MedAxiom members from more than 100 of our most influential practices (private, integrated, and academic) and hospitals. This is a unique way to connect with physicians and administrators responsible for strategic direction.

In today’s health care environment, providers are faced with rapid change and numerous challenges. The CV Transforum Spring’17 is an opportunity for CV leaders to share ideas that move us all forward. Through our conference, industry leaders participate in these discussions and share their solutions, strategies, and products that help everyone achieve success. This is your opportunity to share with our members what they most need - how your solutions can help them increase quality, efficiency, and effectiveness in their organizations, enhance patient experience, increase patient, provider and staff satisfaction, improve population health, and reduce costs. Many MedAxiom members are responsible for purchasing products and services for their institutions. This conference is an excellent opportunity to influence their decision-making process.

**WHY ATTEND: CONFERENCE DETAILS**

**April 18-20, 2017**  
The Ritz-Carlton in Amelia Island, FL

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**WHO YOU’LL MEET: CONFERENCE ATTENDEE PROFILE**

**6+ hours** of dedicated exhibit time

**25%** C-Suite  
**9%** Managers  
**2%** Other  
**25%** Directors  
**9%** VPs  
**20%** Physicians  
**10%** Administrators

**59%** of CV Transforum attendees are Director-level or above

**260+** CV industry leaders to meet:

- Hospital/Practice Administrators
- Service Line Administrators
- Advanced Practice Providers
- Physician Leaders
- CFOs and COOs
- Clinical/Technician
- Leaders who serve as Change Agents
MedAxiom’s Shark Tank: Tuesday, April 18 from 8:00 am to 12:00 pm

A market research event in which you may present a new product, service or messaging idea to a panel of key CV health care leaders—executives, physicians and consultants—and receive their feedback. Designed after the popular television show. Participation in Shark Tank is limited and additional costs apply. There is a limit of two (2) partner attendees per organization for this event.

How to Register:

- Select “Shark Tank” while registering online or “Modify an existing reservation” to add it to your agenda.

What you need to know:

- Breakfast and lunch will be included
- Cost: $2,000 per company
- Presentation time: 30 minutes and no topic restrictions
- All information shared will be protected by a confidentiality agreement
- Limited to 7 companies; Reserve Your Spot Today!

Register now at CVTransforum.com
Exhibit Schedule

MONDAY, APRIL 17
1:00 pm – 6:00 pm  Early exhibitor set-up

TUESDAY, APRIL 18
8:30 am – 11:30 am  Exhibitor set-up
1:00 pm – 1:30 pm  Partner Introductions
2:45 pm – 3:15 pm  Break with Attendees
5:15 pm – 6:15 pm  Networking Reception with Attendees
6:30 pm – 8:30 pm  Group Dinner

WEDNESDAY, APRIL 19
7:00 am – 8:30 am  Breakfast with Attendees
10:00 am – 10:30 am  Breakfast with Attendees
11:45 pm – 1:45 pm  Educational Spotlight Lunch Sessions
2:30 pm – 3:00 pm  Break with Attendees
5:00 pm – 6:00 pm  Networking Reception with Attendees
6:00 pm – 10:30 pm  Exhibitor Break Down (not earlier)*

Note: This schedule is subject to change. Exhibitors are encouraged to attend all general and breakout sessions, and a special group dinner on Tuesday night. Exhibitors do not attend POD sessions, Physician-only breakfasts, and Pre-Conference meetings.

* Exhibitor displays may not be broken down earlier than 6:00 pm on Wednesday.
Solutions Scavenger Hunt

We are very excited to introduce a new Exhibitor contest: Solutions Scavenger Hunt. MedAxiom will provide a contest card (see below) to each conference attendee as encouragement to stop by your booth. In addition to getting your signatures, attendees will have to match exhibiting companies with value/solution statements. The contest cards will then be collected and winners will be drawn. We hope this contest will prompt dialogue between you and the attendees.

In addition to the cash prize drawing, we encourage exhibitors to bring their own giveaways for this program. This will entice attendees to stop by your booth. If you are

What you need to know:

• All Exhibitors will be included in the Solutions Scavenger Hunt Contest Card
• Giveaways will be highlighted in the conference app, on-screen presentations, and on various posters throughout the conference
• Send Verónica Rodriguez the name and description of your giveaway by March 27, 2017

Click here to view contest card

Attendee Website & App

As part of our CV Transforum Spring’17 attendee website and app, we are excited to offer a new benefit to our exhibitors. In addition to getting your own company landing page within our page and app, you can now access a few tools for lead retrieval. If you wish, you can send Verónica Rodriguez specific content you want included on your landing page (200 words max) by March 27, 2017. Otherwise, we will use existing content information we have for your company.
Maximize your investment through a variety of sponsorship opportunities that will engage MedAxiom members to learn more about your SOLUTIONS. Take every opportunity to share how your SOLUTIONS can increase quality, efficiency, and reduce costs. Many MedAxiom members are responsible for purchasing products and services for their institutions. This conference is an excellent opportunity to influence their decision-making process.

Every sponsorship includes signage throughout the event venue, on-screen announcement, and moderator recognition, in addition to the benefits mentioned below.

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Benefit</th>
<th>Investment</th>
<th>Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>◆ Agenda Trifold Back Cover</td>
<td>Features your full-page, color ad on the back cover of agenda trifold that will be placed on all attendees badges</td>
<td>$2,000</td>
<td>1</td>
</tr>
<tr>
<td>◆ Wireless Zone</td>
<td>Logo on signage, wireless login page, within the Conference Guide next to wireless instructions, and on-screen call out</td>
<td>$1,500</td>
<td>1</td>
</tr>
<tr>
<td>◆ Charging Stations</td>
<td>Logo on signage, table cards throughout general session, on-screen announcement and moderator recognition</td>
<td>$1,500</td>
<td>1</td>
</tr>
<tr>
<td>◆ Notepads</td>
<td>Your notepads placed on each attendee’s seat, logo on signage, on-screen announcement and moderator recognition</td>
<td>$1,000</td>
<td>1</td>
</tr>
<tr>
<td>◆ Lanyards</td>
<td>Your lanyards will be given to each attendee at registration, logo on signage, on-screen call out, moderator recognition</td>
<td>$1,000</td>
<td>1</td>
</tr>
<tr>
<td>◆ Pen Package</td>
<td>Your pens placed on each attendee’s seat, logo on signage, on-screen announcement and moderator recognition</td>
<td>$1,000</td>
<td>1</td>
</tr>
<tr>
<td>✦ Networking Cocktail Reception</td>
<td>Logo on signage, table cards and napkins</td>
<td>$1,500</td>
<td>1</td>
</tr>
<tr>
<td>✦ General Breakfast</td>
<td>Logo on signage, table cards and napkins</td>
<td>$1,500</td>
<td>2</td>
</tr>
<tr>
<td>✦ Physician-Only Breakfast</td>
<td>Logo on signage, table cards and napkins</td>
<td>$1,500</td>
<td>1</td>
</tr>
<tr>
<td>✦ Breaks</td>
<td>Logo on signage, table cards and napkins</td>
<td>$1,200</td>
<td>2</td>
</tr>
<tr>
<td>✦ Pre-con Breakfast</td>
<td>Logo on signage, table cards and napkins</td>
<td>$1,500</td>
<td>1</td>
</tr>
<tr>
<td>✦ Educational Spotlight Lunch, April 19: 12:15 pm -1:15 pm</td>
<td>Presentation to a group of attendees for 40 minutes, description of presentation within Guide, logo on signage</td>
<td>$5,000</td>
<td>3</td>
</tr>
<tr>
<td>✦ Member/Partner Dinner, April 19 after 6:00 pm</td>
<td>Presentation (brief) and private dinner event. Custom and targeted invitations sent out to selected attendees. (Custom signage included; restaurant fees not included)</td>
<td>$10,000</td>
<td>2</td>
</tr>
</tbody>
</table>

* Highest engagement opportunity  ◆ Most bang for your buck
Premium Sponsorship Opportunities

Sponsor the Most Essential Tool for CV Tranforum Spring’17!

Conference attendees love our app! Get their attention as the main app sponsor. Your company logo and custom banner will appear throughout the app. Users can click on your banner and be redirected to your own space page within the app or the website of your choosing!

Attendees can access the agenda, answer ‘live’ polling questions in real time, download maps, and interact with other attendees/speakers via the app. It truly is the most interactive tool of the conference.

85% of CV Transforum attendees download and use the conference app, spending an average of 15 minutes viewing the content per visit. Capture audience attention with this highly-visible sponsorship opportunity!

85% Attendee Adoption Rate

4,200+ Visits

15+ Avg. Minutes Per Visit

6,600+ Pageviews

What’s Included in the Sponsorship

✓ Your custom ad on the home page of the attendee event website
✓ Your logo on the main banner of the attendee event website
✓ Your logo on the main banner of the attendee event mobile app
✓ Your custom ad on the fly out menu of the attendee event mobile app
✓ All ads throughout the sites are clickable to the website of your choice
✓ 50 words on the event website and mobile app email blast send out to all attendees

Investment: $5,000

Continue to next page for more info >>
Event Attendee Website Front Page Ad

Your logo on every page of the website and mobile app.

Your custom ad on the event’s website home page.

Event App Fly Out Menu

AD SPECIFICATIONS

Fly Out Menu: 133 X 81
Home Page: 225 X 130
*Footer: 680 X 70
Logo: High resolution Vector
Ads format: TIFF and JPEG

* A website footer banner could also be added upon request.

Your logo on every page of the website and mobile app.

Your custom ad on the fly out menu of the mobile app.
**Premium Sponsorships**

**CONNECT WITH THE AUDIENCE!**

The following sponsorship opportunities are unique and have proven to be a very effective way to engage with conference attendees and share your message. These sponsorships sell fast, so sign up today!

<table>
<thead>
<tr>
<th>SPONSORSHIP</th>
<th>BENEFIT</th>
</tr>
</thead>
</table>
| **Exhibitor Booth Hopping**<br>Apr. 18: 5:15pm - 6:15 pm | CV Transforum’s Networking Reception with a Twist! Lines and conversations start near the bar, so why not make your booth the center of attention? Sponsor one of the bar options below and bring attendees directly to you.  
- Craft Beer  
- Imported/Domestic Beer  
- Red and White Wine  
- Specialty Cocktails  
The sponsorship includes a bartender, cocktail napkins with your logo, signage with your logo and bar station information, and email notifications to attendees.  
**Investment:** $1,700 |

| **Obstacle Putting Contest**<br>Apr. 19: 6:30 pm - 7:30 pm | A fun, 1-hour outdoor 6-hole golf competition in a popular setting! Kick off the event with a short company introduction, an explanation of the games and a toast!  
We will promote your event in conference materials, event app, live presentations, and via e-mail campaigns. We will also provide you with the necessary AV equipment and signage.  
This event is open to all the conference attendees. The sponsorship package includes an Amazon Echo to be used as a giveaway for the winner.  
**Investment:** $2,000 with an option to add an open bar for an additional cost |

YOUR CV TRANSFORUM SPRING’17 CHECKLIST

Complete by February 27, 2017

✓ Register to exhibit at the conference (use code PARTNERFREESPRING17 for 2 registrations)
✓ Confirm your “Shark Tank” participation (while registering online or select Modify Registration)
✓ Purchase your Sponsorship opportunities
✓ Reserve your hotel room at the The Ritz-Carlton Amelia Island

Complete by March 27, 2017

✓ Send us applicable information per your sponsorship selection (see next pages)
✓ Book your flight (arrive by 7:00 am on April 18 for Shark Tank)
✓ Complete the Exhibitor Survey
✓ Send Teresa Stuckey your total number of attendees and include:
  - Full name, title, and organization for each (for conference printed materials)
  - E-mail addresses and cell phone numbers for each (for internal purposes only)
✓ Submit $799 payment for each additional attendee over the 2 included
✓ Submit payment for Shark Tank
✓ Submit payment for selected sponsorships

* Each step can be completed at CVTransforum.com. Remember, you can always go back and “modify your reservation.”
PRE-CONFERENCE PREPARATION

Below is additional information to help you prepare for the conference. Please review the details on information required for the sponsorships you have selected.

Hotel Information

The Ritz-Carlton, Amelia Island, where southern charm, magnificent scenery and casually elegant surroundings exemplify the gentle ambience of this barrier island’s luxury beachfront resort.

Reserve your room within the event registration process. The discounted rate is $295 +tax per night for a standard room. Upgraded rooms may be available at an additional cost.

Click here to make/modify your registration
View the venue space map

Set-up & Logistics

All exhibits are 6-foot tabletops and all exhibits, banners and materials must be located on or behind your 6-foot skirted table. Standard exhibit space cannot be larger than 6 foot per exhibitor with a footprint not to exceed 5-feet long and 6-feet wide. If you require more space, you will need to purchase it.

WHEN SHIPPING YOUR BOOTH: The following information MUST be included on all packages. Failure to label in this manner can result in a delay of delivery.

The Ritz Carlton
Registered Guest Name and Arrival Date
Exhibiting Company Name
Event: CV Transforum Spring’17
4750 Amelia Island PKWY
Amelia Island, FL 32034

Note: Exhibit packages must be purchased ahead of time and will not be available for sale on site. Please register all exhibitor staff by name, title, and organization name — exactly as you want it to appear in materials and submit payment well in advance of the event. The official exhibitor badge is required in the meeting rooms. Displays may NOT be set-up during exhibit times and may not be broken down before 6:00 pm on Wednesday, April 19. You are solely responsible for the set-up and break down of your exhibit display.

Click here to download the exhibitor forms
Sponsorship Information for: Notepads, Pens, and Lanyards

Supplies are a great way to get your company’s information into attendees’ hands. If you have purchased one of these sponsorships, please send Verónica Rodríguez your company logo in vector format by March 27, 2017.

Sponsorship Information for: Educational Spotlight Lunch

Educational Spotlight presentations are an effective way to introduce the conference attendees to your SOLUTIONS, products, and services, as well as a way to learn from and engage with the audience. Attendees find these sessions very valuable and informative, particularly if you provide a peer to speak about the challenges they’ve faced and how your company provided solutions to their problems. Time allotted for Educational Spotlight presentations in the conference agenda is one hour; however, plan for a 25-minute presentation, with about 10 minutes for audience Q/A. Included in this sponsorship is your own spot within the conference agenda published in the Conference Guide. Schedule a call with Ryan or Teresa to plan and design your presentation.

Please send Verónica Rodríguez the following by March 27, 2017:

• Short description (250 words max) of your spotlight presentation to be included in the conference website, agenda, and app.
• Your company logo in Vector format (.ai, .eps, .pdf)
• A copy of your Power Point presentation

Click here to download our Presentation Guidelines

Sponsorship Information for: All Others

We are excited you have decided to maximize your reach at the upcoming conference by purchasing one of our sponsorship packages. To ensure you get the logo placement as promised, please send Verónica Rodríguez a copy of your vector format logo by March 27, 2017.