WHY SPONSOR?

The eMDs User Conference is a great opportunity for your company to connect with clinic decision makers. With over 900+ attendees expected, eMDs 2017 User Conference & Symposium will provide vendors and corporate sponsors an excellent opportunity to gain new contacts and prospective business from a dynamic gathering of individuals in an atmosphere of learning and fun that you do not want to miss!

Create and deepen relationships during dedicated networking times. The exhibit hall is strategically placed in the passageway of all meals and attendees will walk through the exhibit hall on a regular basis.

This prospectus is meant to assist you in evaluating what type of sponsorship package is right for you. Our new packages have been designed to maximize your return on investment. We know it is important for you to generate visibility, build partnerships, and secure new business.

Who Attends UCS?

In 2016, the User Conference & Symposium brought together more than 800 attendees from 37 states, representing more than 30 specialties. Don’t miss out on this opportunity to network and engage.

Attendees by Specialty

- 47% Family Medicine
- 13% Pediatrics
- 10% Internal Medicine
- 9% Multi-Specialty
- 5% RHC/FQHC
- 4% Cardiology
- 3% Vascular Surgery
- 3% Obstetrics
- 3% Nephrology
- 3% Other
- 2% Orthopedic Surgery
- 2% Pain Management
- 2% Urgent Care

 Attendees by Title/Role

- 24% Practice/Office Manager
- 16% Physician
- 16% Nurse/Medical Assistant
- 16% Admin
- 9% Billing
- 6% IT
- 6% Director
- 5% C-Level
- 2% Owner
## SPONSORSHIP OPPORTUNITIES

(Sponsorship Levels)

<table>
<thead>
<tr>
<th><strong>Illuminate</strong></th>
<th><strong>Innovate</strong></th>
<th><strong>Integrate</strong></th>
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<tbody>
<tr>
<td>✓ 20’ x 20’ Exhibit booth space</td>
<td>✓ 10’ x 10’ Exhibit booth space</td>
<td>✓ 10’ x 10’ Exhibit booth space</td>
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<tr>
<td>✓ Booth identification sign</td>
<td>✓ Booth identification sign</td>
<td>✓ Booth identification sign</td>
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<tr>
<td>✓ Six (6) complimentary Exhibit Hall passes (includes access to all meal functions)</td>
<td>✓ Four (4) complimentary Exhibit Hall passes (includes access to all meal functions)</td>
<td>✓ Two (2) complimentary Exhibit Hall passes (includes access to all meal functions)</td>
</tr>
<tr>
<td>✓ Six (6) complimentary Welcome Event passes</td>
<td>✓ Four (4) complimentary Welcome Event passes</td>
<td>✓ Two (2) complimentary Welcome Event passes</td>
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<tr>
<td>✓ 100-word company description and booth location included in mobile app (must be contracted by May 1, 2017)</td>
<td>✓ 100-word company description and booth location included in mobile app (must be contracted by May 1, 2017)</td>
<td>✓ Company logo included in mobile app (must be contracted by May 1, 2017)</td>
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<tr>
<td>✓ Logo recognition on event website</td>
<td>✓ Logo recognition on event website</td>
<td>✓ Logo recognition on event website</td>
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<tr>
<td>✓ Additional Exhibit Hall passes at rate of $495.00 per person</td>
<td>✓ Additional Exhibit Hall passes at rate of $495.00 per person</td>
<td>✓ Additional Exhibit Hall passes at rate of $495.00 per person</td>
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<tr>
<td>✓ Three (3) additional items from MARKETING COVERAGE</td>
<td>✓ Two (2) additional items from MARKETING COVERAGE</td>
<td>✓ One (1) additional item from MARKETING COVERAGE</td>
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$19,999  $11,999  $5,999
MARKETING COVERAGE

***All production cost are included in purchased sponsorship.

Convention Center Bridge Banner – (Qty. 2) Place your logo and message on a 15’ W x 3’ H double sided banner strategically placed in the passageway between the Gaylord Texan hotel and the conference meeting space.

Exhibit Hall Giveaway – (Qty. 2) Get noticed by attendees as your company announces the winner of the exhibit hall giveaway on the last day of conference (item provided by vendor).

Registration Welcome Banner – (Qty. 1) Place your logo and message on a 15’ W x 2’ H double sided banner located above the Registration/Information booths.

App Notification Push – (Qty. 2) Get your message out to conference attendees during the event and drive traffic to your booth.

Charging Station – (Qty. 4) Ensure your logo is seen as attendees recharge their phones and other electronic devices between sessions.

Bell Tower Slide – (Qty. 5) Get your message out to all conference attendees on the electronic display conveniently located in the center of the Gaylord Texan.

Floor Decal – (Qty. 10) One vinyl floor decal measuring up to 53” W x 53” H will be placed in the passageway between the Gaylord Texan hotel and the conference meeting space with artwork of your choice.

Elevator Decal – (Qty. 2) Place the artwork of your choice on the three windows in each elevator. Elevator decal size is 40” W x 60” H per window, grouping of three windows per package.

Window Static Cling – Get your company’s message on a set of three (3) window clings in the conference pre-function area. Each window measures 62” W x 43” H.

Aisle Banner – (Qty. 10) Increase your presence at conference and drive more traffic to your booth with these banners. Design work of your choice will be placed on signs (approximately 3’ W x 6’ H).

Escalator Branding – (Qty. 16) Tell your story on escalators as attendees head toward the conference. Design work of your choice will be placed on two (2) vinyl clings measuring up to 70” W x 25” H.
OFFICIAL INFORMATION

The following rules and regulations have been designed for the benefit of all sponsors and vendors and, in conjunction with registering to sponsor or exhibit, constitute a formal agreement. eMDs requests the full cooperation of the vendors in their observance of the following information. eMDs reserves the right to terminate sponsor or vendor privileges at any time for breach of these rules and regulations. Expulsion of an exhibitor under these rules shall not give rise to a claim for a refund of the fees paid by such exhibitor.

1. OFFICIAL EXHIBIT SCHEDULE

| Exhibit Setup Hours: | Saturday | June 17, 2017 | 8:00 a.m. – 8:00 p.m. CDT |
| Exhibit Hours: | Sunday | June 18, 2017 | 10:00 a.m. – 6:00 p.m. CDT |
| | Monday | June 19, 2017 | 8:00 a.m. – 5:00 p.m. CDT |
| | Tuesday | June 20, 2017 | 8:00 a.m. – 5:00 p.m. CDT |
| Dismantle: | Tuesday | June 20, 2017 | 5:00 p.m. – 11:00 p.m. CDT |

2. CONFERENCE MANAGEMENT

The conference is organized by eMDs. Any matters not covered in these rules and regulations are subject to the interpretation of eMDs. Sponsors and vendors must comply with the procedures of the Gaylord Texan – Grapevine, Texas. eMDs shall have full power to interpret, and enforce these rules and regulations. Each sponsor, and their respective employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

3. RATES, DEPOSITS, AND REFUNDS

Exhibit space will be rented and sponsorships sold at the rates in accordance with the application form. No application will be processed or space assigned without payment. Exhibits must be paid in full within two weeks after registration. If assigned space is not paid in within two weeks of registration, it may be reassigned at the discretion of eMDs conference management.

4. ARRANGEMENTS OF VENDORS

Any portion of an exhibit that obstructs the view, interferes with the privileges of other vendors, extends beyond the designated booth space or for any reason becomes objectionable, must be modified or removed by the exhibitor. The eMDs conference management reserves the right to inspect each booth prior to show opening.

5. CONDUCT

All exhibits are intended to serve the interest of the eMDs UCS 2017 attendees and will be operated in a way that will not detract from other exhibits or the meeting as a whole.

6. FIRE, SAFETY, AND HEALTH

The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety, and health. All exhibit equipment and materials must be located within the assigned space. NO combustible material will be stored in or around exhibit space.

7. LIABILITY AND SECURITY

eMDs makes no warranty, expressed or implied, that security measures will avert or prevent occurrences, which may result in loss or damage of property. Each exhibitor must make provisions for the safeguarding of his or her goods, materials, equipment and display at all times. eMDs will not be liable for loss or damage to the property of vendors or their representatives or employees from theft, fire, accident, or other causes.

8. MARKETING

All post show communications to be sent to customers included on the opt-in attendee list obtained by this sponsorship agreement must be approved by eMDs prior to sending. Photographs and videos will be taken during the conference, and any photographs or videos taken of conference exhibits, sponsorship and/or participants will be maintained and made available indefinitely by eMDs for purposes such as, but not limited to, sales, marketing, research, advertising and educational purposes as eMDs shall determine. The copies of these photographs and videos may be hosted on searchable internet media, such as YouTube, etc., and/or other social media networks, such as Twitter, Facebook, etc., for marketing, research, advertising and educational purposes, and in other stored medium including the web and portable media devices.

9. PACKAGES

All packages sent to the Gaylord Texan Conference Center should be received no more than three days prior to the event and marked with the date and name of Event (eMDs UCS, 17-Jun-17).

10. EXHIBITOR REQUIREMENTS

To ensure that electrical needs are safely met, the Gaylord Texan Conference Center requires at least two (2) weeks advance notification of each Exhibitor’s electrical specifications. There is a limited number of electrical circuits available. If an electrician is required to install additional circuits, additional charges will apply. Rush charges will apply if the Gaylord Texan Conference Center has not received at least two (2) weeks advance notification. Requests for extension cords and/or power strips will be charged accordingly. Special electrical requirements, such as 30 amp circuits, 220-volt outlets, etc., will require planning of at least two (2) weeks advance notice. The assignment of an electrician will be charged accordingly. The Gaylord Texan Conference Center also requires two (2) weeks advance notice of other special technical needs such as phone lines, data lines, etc.

11. BOOTH EXHIBITION/MARKETING CANCELLATION POLICY

All cancellation requests for either vendor sponsorship or sponsorship enhancement fees must be received by 01-May-17 in writing, on company letterhead, and signed by an official company representative in order to receive the 75% refund. Companies cancelling after 01-May-17 are required to pay 100% of the contracted price. If you cancel and are entitled to a refund, the refund check will be sent 60 days post conference.
Dates

Sunday, June 18 - Tuesday, June 20, 2017

Location

Gaylord Texan Resort & Convention Center
1501 Gaylord Trail
Grapevine, Texas 76051

Exhibit Setup Hours

June 17, 2017 8:00 a.m. – 8:00 p.m. CDT

Exhibit Hours

June 18, 2017, 10:00 a.m. – 6:00 p.m. CDT
June 19, 2017, 8:00 a.m. – 5:00 p.m. CDT
June 20, 2017, 8:00 a.m. – 5:00 p.m. CDT

Dismantle

June 20, 2017 - 5:00 p.m. – 11:00 p.m. CDT
Exhibitor Contacts

Please e-mail mmaldonado@emds.com.
(This is the preferred method for prompt replies.)

Mike Maldonado, Director Vendor Relations
512-579-5813

Cami Lichocki, Event Coordinator
512-579-5840

Exhibitor Registration

Starting on December 1, 2016, registration will open up to all vendors.

Registration information will be at the following website:

http://conference.emds.com/