

Crossing the Bridge



2006 ANNUAL MEETING

February 22 - 24, 2006 Miami, Florida

Exhibitor / Supporter Prospectus



THE AMERICAN
HEALTH QUALITY
ASSOCIATION

Crossing the Bridge

February 22-24, 2006 Miami, Florida

Dear Colleague:

AHQA MISSION

The American Health Quality Association is a charitable, educational, not-for-profit national membership association dedicated to health care quality through community-based, independent quality evaluation and improvement programs. AHQA represents Quality Improvement Organizations (QIOs) and professionals working to improve health care quality and patient safety.

“Excellent opportunity to network with government task leaders, QIOSC and QIO colleagues”

—Past Conference Testimonial

The American Health Quality Association (AHQA) extends to you and your organization a special invitation to exhibit and support the 2006 Annual Meeting titled, “*Crossing the Bridge*” to be held February 22-24, 2006 at the Hyatt Regency Miami at the Miami Convention Center, in Miami, Florida.

The goal of the Annual Meeting is to share new ideas and best practices in health care quality improvement among those health care professionals seeking ways to generate substantial changes in the quality of care in America, including the Quality Improvement Organizations (QIOs) community, their partners, and other stakeholders. We invite you to be part of the premier health care networking opportunity as we bring together over 800 quality improvement experts, practitioners, informatics professionals, researchers, analysts, communications specialists, government representatives and health care leaders from local, national and international quality improvement communities.

In addition to the exhibiting your organization can double its visibility by supporting selected events and products during the 2006 Annual Meeting. While we offer a number of pre-designed support options outlined in the Prospectus, our goal is to meet your needs. We would be delighted to meet with you to design a conference support package that maximizes exposure and visibility for your organization, while adhering to the ACCME Standards for Commercial Support.

We value you and the contributions your organization will make, either by exhibiting or by supporting events, at the conference. We look forward to receiving your application and working with you to make the 2006 Annual Meeting, “*Crossing the Bridge*”, your most successful marketing effort of the year.

We thank you in advance for your support and look forward to another awesome conference.



Attendee Profile

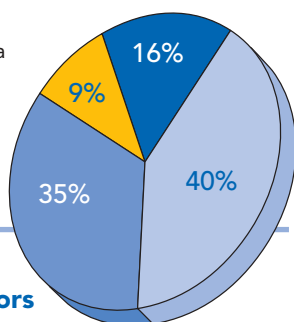
Over 70% of AHQA's Annual Meeting attendees are CEOs, COOs, Senior Vice Presidents, Medical Directors and PhD level attendees from all over the United States and its territories.

Senior Management, CEO, COO, CFO, EVP, MD, PhD

Government, Clinical, Administrator, Director

IT, CIO, Data Professional

Manager, Program Specialist



2005 Exhibitors included:

AHRQ IHI
 Abt Associates MedComSoft
 Premier HEALTHGATE
 McKesson NextGen Healthcare

Potential Exhibitors...

- Health-related associations
- Research centers
- Health care publishers
- Public health research organizations
- Government agencies
- Pharmaceutical manufacturers
- Software providers
- Consulting firms

Exhibit Fees:

Booth Size	QIO/Associate Member	Non-Member
8 x 10	\$850	\$1,000
10 x 10	\$1,000	\$1,150
20 x 20	\$2,000	\$2,150

As an exhibiting partner with AHQA, you will receive the following benefits:

- 2 1/2 days of exhibiting
- Complimentary draping and identification sign
- Packet of conference material including program and participants list
- Ability to attend AHQA General Sessions and Welcoming Reception
- High exposure to attendee traffic in Exhibit Hall for all meals functions
- Exhibitor description in program
- Promotional Advertising Discounts in AHQA Program Book (Excellent forum to promote current research, company mission and staff)
- Complimentary Listing of Company in AHQA Matters Annual Meeting Issue to include a 20 word maximum description (QIO Member Newsletter distributed to over 600 QIO members monthly)
- Drawings in exhibit hall
- Poster sessions in exhibit hall
- Posting on AHQA website with links to your organization's website

Priority Booth Placement

Please note that priority booth placement is given to Members that have supported the Association through their annual membership partnership and past participation as a supporter or exhibitor.

Decorator and Drayage Services/Exhibitor-Designated Contractors

Information and rates for rental of furnishing, carpeting, trash cans, chairs, tables, cleaning, electrical orders, and shipping may be obtained at the prevailing rates through the General Contractor, Expo Convention Contractors, Inc. All forms will be in your Exhibit Service Kit, which will be sent to all exhibitors by Expo Convention Contractors, Inc. upon receipt of your Exhibitor Application and payment. All freight materials must be sent to the Expo Convention Contractors, Inc. warehouse; and Expo Convention Contractors, Inc. will ensure all freight delivery to the Hyatt Regency Miami.

Exhibitors using contractors (other than the official AHQA contractors) for labor, supervision or any other service must submit notification to AHQA Meetings Department when submitting the Exhibitor Application.

AHQA 2006 Quick Reference / Exhibitor Guidelines

Show Dates

Sessions: February 22 – 24, 2006

Exhibits: February 22 – 24, 2006

Exhibition Dates & Hours (Times are subject to change.)

Wednesday, February 22, 2006	7:00 am – 3:00 pm
Thursday, February 23, 2006	7:00 am – 3:00 pm
Friday, February 24, 2006	7:00 am – 1:00 pm

Exhibit Dismantling

Friday, February 24, 2006	1:15 pm – 4:00 pm
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Exhibit Installation

Tuesday, February 21, 2006	12:00 pm – 4:00 pm
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Exhibit Installation

All exhibits must be set by 4:00 pm on Tuesday – no exceptions. All crates and boxes must be removed from the hall at this time. No one will be allowed in the hall after 4:30 pm. If you are not completed with your set-up by the specified time, please speak with the AHQA meeting planner to discuss options for early morning (before 7:00 am) setup on Wednesday,

February 22nd. AHQA will not assume overtime fees after 4:30 pm; it will be the responsibility of the exhibitor.

Exhibit Dismantling

All exhibits must be completely packed and ready for shipping, and all material handling/outbound shipping forms must be turned in at the official service desk by 4:00 pm.

Conference Support

Show your organization's support...
& double your visibility!

Levels & Benefits of Support:

DIAMOND – \$50,000 +

- 5 complimentary conference registration passes
- Complimentary Exhibit Space (20x20 space)
- Recognition in the conference program
- Exclusive support of one conference function (Breakfast, Break or Lunch)
- Promotional signage displayed in the registration area and Cyber Café
- Display of your logo on the official conference website
- Priority supporter opportunities at future meetings

PLATINUM – \$30,000 - \$49,999

- 3 complimentary conference registration passes
- Complimentary Exhibit Space (10x10 space)
- Recognition in the conference program
- Promotional signage displayed in the registration area and Cyber Café
- Display of your logo on the official conference website
- Priority Supporter opportunities at future meetings

“Excellent staff work on all the logistics and planning”

—Past Conference Testimonial

GOLD – \$20,000 - \$29,999

- 2 Complimentary Conference Registration Passes
- Complimentary Exhibit Space (8x10 space)
- Recognition in the conference program
- Promotional signage displayed in the registration area and Cyber Café
- Display of your logo on the official conference website
- Priority Supporter opportunities at future meetings

SILVER – \$10,000 - \$19,999

- 1 complimentary registration pass
 - Complimentary Exhibit Space (8x10 space)
 - Recognition in the conference program
 - Promotional signage displayed in the registration area and Cyber Café
 - Display of your logo on the official conference website
- Additional benefits may be available depending on investment level

BRONZE – \$5,000 - \$9,999

- 1 complimentary registration pass
 - Recognition in the conference program
 - Promotional signage displayed in the registration area and Cyber Café
 - Display of your logo on the official conference website
- Additional benefits may be available depending on investment level

All supporters will be recognized at the annual meeting!

Support Opportunities...

Opportunities exist for organizations to gain exclusive exposure by supporting events and conference materials during the conference. The support opportunities include, but are not limited to:

Cyber Café – \$15,000

Located in the Exhibit Hall, where all meal functions will be taking place. Cyber Café will provide meeting participants the opportunity to stay on top of important tasks while away from work and check/send emails – very high visibility location.

- Your company website as the default homepage on each computer or kiosk
- Company logo on computer desktop
- Promotional signage displayed in the registration area and Cyber Café
- Display of your logo on the official conference website
- Additional benefits may be available depending on investment level

Conference Program – \$15,000

Boost your organization's recognition at the conference by supporting our onsite programs, which will be passed out to over 800 participants.

Additional benefit:

- Company name and logo place on the front cover in color.
- Full page black & white advertisement place in program.

Keynote Speakers – \$12,000

Gain company recognition by supporting a keynote presentation, which brings together all conference attendees!

Additional benefit:

- Promotional signage displayed in the registration area and Cyber Café

Handout Binders – \$12,000

Another perfect way to reach each conference attendee by supporting the onsite binder which includes all of the presentations from speakers in one central location!

Additional benefit:

- Company name and logo on the front cover in color.
- 1/2 page black & white advertisement place in program.

Welcome Reception – \$12,000

Take advantage of this wonderful opportunity to host meeting attendees at our festive welcoming reception, including drinks and hors d'oeuvres.

Additional benefit:

- Drink tickets that can be retrieved at registration only – drink tickets will be available for 30 minutes during the reception.
- Promotional signage displayed in the registration area and Cyber Café

*“Outstanding
Keynote speakers
and topics”*

—Past Conference Testimonial

Registration Bags – \$10,000

Your organization's name and logo will appear on all of these custom bags, which will be distributed to each conference attendee.

Luncheons – \$10,000 per event

Encourage attendees to gather together for lunch in the Exhibit Hall.

Breakfast & Breaks

– \$5,000 - \$8,500 per event

Help to start the day off right and keep attendees refreshed during the day by supporting a conference breakfast or break.

Name Badge Holders – \$7,500

(neck cords that can carry your room key card and ID)

Attendees are required to wear their name badge throughout the conference. Your logo will be seen by everyone in attending.

Hospitality Suite – \$7,500

Your organization can plan its own networking party with a preset menu by AHQA Manager, Meetings & Events!

Additional benefit:

- Company invitation inserted into each conference bag.

Flyers/CDs in Tote Bag – \$5,000

Reach each attendee with an insert in the conference tote bag (flyer maximum 8 1/2 x 11).

Concurrent/Track Sessions

– \$2,500 - \$5,000 per session

Your organization can proudly support one of our educational sessions.

Souvenirs – \$2,500

(pens, bookmarks, key chains, etc.)

Your organization can provide its own special giveaway for each attendee to be placed in the conference tote bags!

Advertising in Conference Program

– \$1,000 - \$5,000

Get your organization recognized by placing an ad in our program, which is distributed to over 800 attendees.

Rates include:

- \$1,000 for half-page (b&w)
- \$1,500 for full-page (b&w)
- \$2,500 for full-page (color)
- \$5,000 for inside cover (color)
- \$7,500 for outside back cover (color)

For details about exhibiting and support opportunities, contact Jacqueline Osborne at (202) 331-5790 x1575 or at josborne@ahqa.org. Thank you, in advance, for your generous support!

Other Pertinent Information

Hotel Information

Hyatt Regency Miami (Conference Hotel)
Intercontinental (Overflow) – Room block will not open until conference hotel is full.

Room rate: \$179.00 single/double

Reservations may be made by calling the Hyatt Regency at (305-358-1234)

Room Block will open mid to late October 2006

Cut-off date: February 1, 2006 (requires first night room deposit with a major credit card)

AHQA 2006 Conference Sessions

Presentation provide attendees the opportunity for in-depth interaction and discussion with experts and researchers, in full 60-minute concurrent sessions. Topics will include: Nursing Homes; Home Health; Hospital; Rural/Critical Access Hospitals; Physician Office; Underserved Populations; Medicare Prescription Drug Benefit Quality Improvement; Case Review/Hospital Payment Monitoring Program (HPMP); Finance and Human Resources; Communications and Beneficiary Outreach; Analytic Methodologies; and QIO Corporate Information Systems & Technology.

New this year! Your presence as a Strategic Partner will enable us to recognize you at the conference as an important voice and leader to achieve improved health care quality.

In the role of Strategic Partner, we ask that you:

- Include a brief article announcing the conference in your newsletter.
- Distribute at least one announcement of the conference via email to your membership database or provide us a copy of your membership email list to use to distribute information.
- Post a meeting announcement on your website.

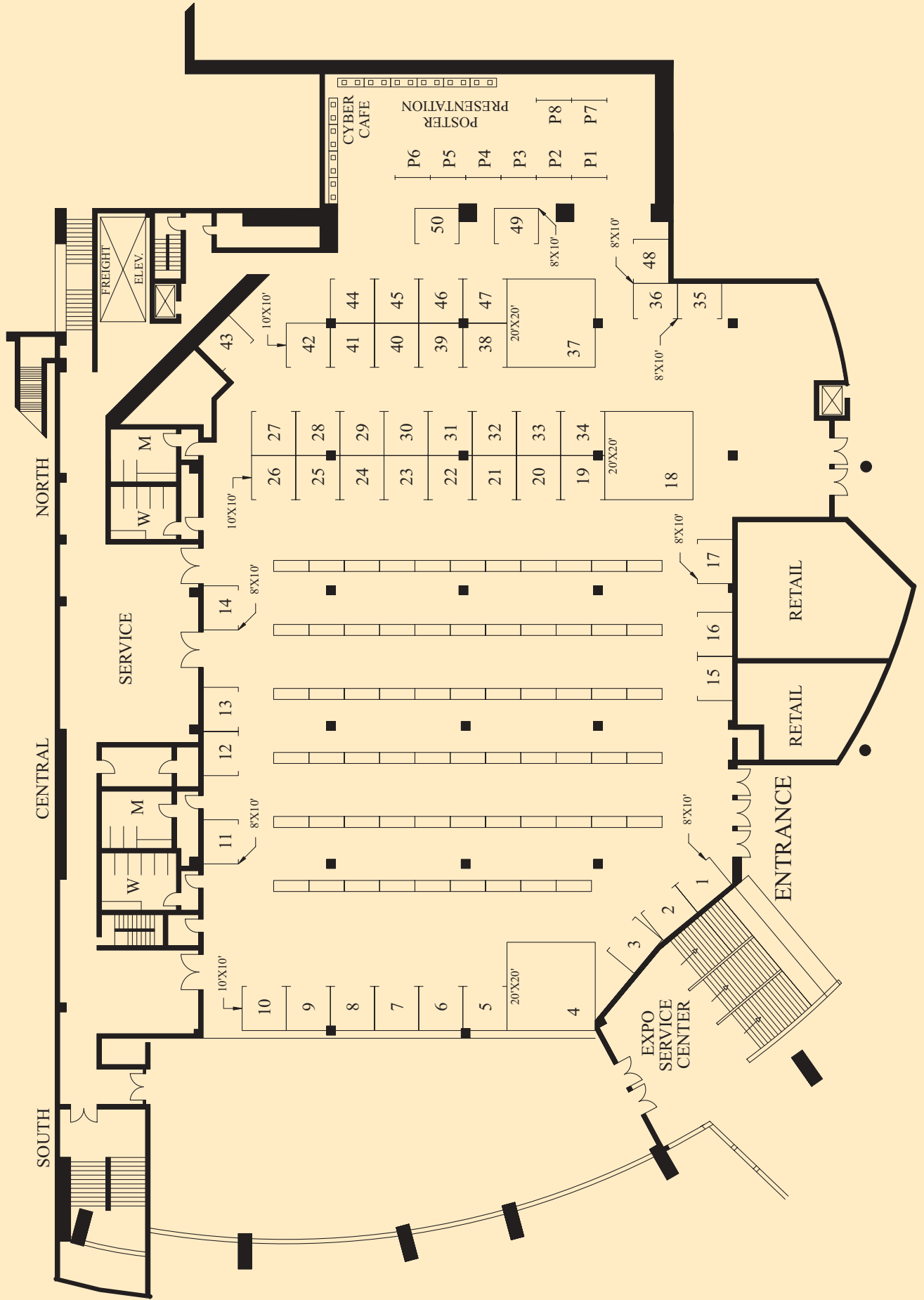
In return for promotion of the meeting through these channels, your organization will be:

- Identified as a Strategic Partner on the conference website.
- Included in the conference materials as a Strategic Partner.
- Provided with space for up to 500 copies of any item on a display table during the meeting.
- Eligible to register up to 2 staff for the meeting at the member rate (if you are not already a member).

Please contact Erin Williams at ewilliams@ahqa.org or 202-331-5790 ext. 1574 for more information on the strategic partner program.

Hyatt Regency Miami

Riverfront Hall



Exhibitor Application Form

Crossing the Bridge

2006 ANNUAL MEETING

First _____ Last _____ Degree (if desired) _____

Title _____

Organization _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____ E-mail _____

Exhibit Sign Name _____

Exhibit Space Request Space assignments will be made on a first-come, first-served basis.

Booth Size	QIO/Associate Member	Non-Member
8 x 10	\$850	\$1,000
10 x 10	\$1,000	\$1,150
20 x 20	\$2,000	\$2,150

Preferred Booth Selections
(please list two choices)

1st: _____

2nd: _____

Payment TOTAL \$ _____

Check (please make check payable to AHQA – EIN#: 23-7392554)

Credit card

Mastercard Visa American Express

Name of card holder _____ Expiration date _____

Account Number _____ Card Holder Signature _____

Yes, I agree to abide by the conditions detailed in the **Exhibitor Guidelines**. I understand that by providing my phone, fax and email I consent to receive communications sent by or on behalf of AHQA and its subsidiaries and affiliates.

Signature _____

Print Name _____ Date _____

Please check here if Organizational Descriptions has been submitted via email: josborne@ahqa.org (not to exceed 75 words)

Return this page with your payment to:

2006 ANNUAL MEETING: CROSSING THE BRIDGE

Attention: Jacqueline Osborne, Manager, Meeting & Events

1155 21st Street Avenue, NW, Suite 202

Washington, DC 20036

202-331-5790 ext. 1575 (phone) • 202-331-9334 (fax) • josborne@ahqa.org (email)

OFFICE USE ONLY

Amount Paid: _____

Method of Payment: _____

Space Assigned: _____

General Rules & Regulations

The rules and regulations contained below are intended by AHQA to serve the best interest of the 2006 Annual Meeting sessions, attendees, and exhibitors. All applicants and exhibitors are bound by the rules and regulations.

The exhibitor understands and agrees that the information contained in this Prospectus and the rules and regulations are subject to change. It is a binding part of the exhibit space contract. Signing the exhibit space application/contract indicates understanding and agreement to comply with all policies, rules, regulations terms and conditions in the Prospectus and any other materials issued by AHQA regarding the 2006 Annual Meeting. Any matters not specifically covered in these articles are subject to final decision by AHQA.

■ Eligibility

Any exhibitor whose proposed exhibit is consistent with the educational intent of the 2006 Annual Meeting may apply for space. AHQA reserves the right to reject any application, which in its judgment does not meet this criterion.

■ Space Rental/Assignment of Space

Exhibit spaces are assigned based on the date the application is received, stated preferred location, and any specifications outlined in the application.

■ Floor Plan

AHQA reserves the right to make such modifications as may be necessary to the floor plan to meet the needs of AHQA, the exhibitor, and the program.

■ Terms of Payment

Full payment is required with the application. Any application received without payment will be held for five (5) business days, after which the requested space(s) may be released to another qualified applicant. No space will be considered definite unless accompanied by payment.

■ Cancellation

No request for cancellation will be acknowledged unless received in writing by the dates listed below. Refunds will be made based on appropriate fees paid by the exhibitor.

Prior to 12/23/05 – Refund Minus \$150 (processing fee)

After 12/23/05 – NO REFUNDS

■ Installation and Dismantlement of Exhibits

Installation and dismantlement of exhibits must occur during the date and time period specified. No exhibit may be installed after the exhibition set-up hours or before closing time. All empty crates must be properly labeled with company name and booth/table number and removed by the official contractor from the exhibit floor. AHQA is not responsible for setting up or dismantling exhibits. *Any exhibit not removed by the specified time will be charged a \$175 violation fee in addition to any overtime rates charged by the contractor.*

■ Use of Space

Exhibitors are not permitted to sublet or share space. All activities must be confined to the limits of the rented space. AHQA may evict exhibitors that detract from the educational nature of the exhibit through conduct, method of operation, or other reason. Should eviction occur, the exhibitor forfeits all monies paid and are not entitled to a refund.

■ Labor

Exhibitors must employ only accredited labor for all work other than that properly handled by their own personnel in accordance with local labor regulations. If a contractor is being used, AHQA must be notified four weeks prior to the official set-up date and must be provided with a general insurance certificate, or the contractor will not be permitted to service the exhibit.

■ Fire and Safety Regulations

Each exhibitor agrees to be knowledgeable of and in compliance with all ordinances and regulations pertaining to health, fire prevention, and public safety codes. No combustible material may be stored in or around the exhibit. In addition, fire regulations require that all decoration materials are flameproof.

■ Security Liability/Insurance

The hotel will provide security from installation to dismantlement and will endeavor to protect exhibit property during the closed hours of the exhibit. However, full responsibility for the protection of exhibit equipment, signs, and all other materials associated with the booth/table remains with the exhibitor. After exhibit hours, only properly identified exhibit personnel with permission from AHQA may enter the exhibit areas.

■ Insurance

Exhibitors acknowledge that AHQA and the Hyatt Regency Miami do not maintain insurance covering exhibitor property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage covering such losses by the exhibitor.

■ Protection of Exhibit Facility

Exhibitors shall not deface any part of the exhibit facility. Nothing may be posted, nailed, affixed, or otherwise attached to any part of the walls, floors, ceiling, furniture, or other property of the facility. Any costs arising out of negligence on the part of the exhibitor, its agents, or employees will be the sole responsibility of the exhibitor.

■ Cancellation of Exhibit

In the event the exhibition is canceled due to circumstances not within the control of AHQA, such as fire, acts of God, labor strikes, picketing, civil disturbances, terrorism, shortage of materials, curtailment of transportation facilities, or governmental regulation which materially affect the ability of either AHQA or the facility to hold the exhibit show, then a refund of fees paid to AHQA will be paid to exhibitors. This refund will be reduced by a \$75 processing fee and any actual expenses incurred if the cancel-

lation is made 60 days or fewer prior to the installation date specified in the prospectus.

■ Giveaways

Exhibiting companies are permitted to distribute giveaways. The following are examples of items allowed to be distributed: pens, pencils, note pads, small desk clocks, gift baskets, bookmarks, paperweights, PDAs, Blackberries, laptops, etc. During the 2006 Annual Meeting, AHQA will sponsor a drawing in the exhibit hall. Exhibitors are encouraged to donate products or services to be given away to drawing winners. Any items an exhibiting company intends to distribute at the 2006 Annual Meeting must be listed on the Exhibitor Application for approval.

■ Interpretation of Rules

AHQA shall have full authority to interpret or amend these rules, and its decision is final. Exhibitors agree to abide by any rules or regulations that may hereafter be adopted, which shall be as much a part as though originally incorporated. All issues not addressed herein are subject to the decision of AHQA. The rules and regulations have been formulated in the best interest of all exhibitors.

■ American Disabilities Act

Exhibitors shall be fully responsible for compliance with all applicable provisions of the American Disabilities Act (ADA) with regard to their booth space. AHQA will not be liable for exhibitors not complying with the provisions of the ADA.

■ Children

Children are not allowed in the exhibit halls during move-in or move-out.

In addition, due to the limited seating capacity and highly technical nature of the program, children are not allowed to attend presentations.

■ Meeting Rooms

Meeting rooms needed for functions during the 2006 Annual Meeting must be arranged through the Association. A meeting request form can be found on the AHQA website. Meeting space is only available to organizations attending the conference. AHQA must provide approval.

■ ACCME

All exhibitors and supporters must read and abide by the rules and regulations listed below. All exhibitors and supports must filled out the form at the end of the rules and regulation and return it with their application or agreement of support.



Supporter Application Form

Crossing the Bridge

2006 ANNUAL MEETING

First _____ Last _____ Degree (if desired) _____

Title _____

Organization _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____ E-mail _____

Amount of Support: \$ _____

Purpose of Support: _____

Payment TOTAL \$ _____

Check (please make check payable to AHQA – EIN#: 23-7392554

Credit card

Mastercard Visa American Express

Name of card holder _____ Expiration date _____

Account Number _____ Card Holder Signature _____

Please check here if logo has been email to josborne@ahqa.org.

Return this page with your payment to:

2006 ANNUAL MEETING: CROSSING THE BRIDGE

Attention: Jacqueline Osborne, Manager, Meeting & Events

1155 21st Street Avenue, NW, Suite 202

Washington, DC 20036

202-331-5790 ext. 1575 (phone) • 202-331-9334 (fax)

josborne@ahqa.org (email)

OFFICE USE ONLY

Amount Paid: _____

Method of Payment: _____

Space Assigned: _____

MIAMI



 **THE AMERICAN
HEALTH QUALITY
ASSOCIATION**

“Something for everyone; great plenary sessions; timely topics and national leaders”

—Past Conference Testimonial

This form must be filled out by ALL exhibitors and supporters.

COLORADO FOUNDATION FOR MEDICAL CARE & THE AMERICAN HEALTH QUALITY ASSOCIATION

Commercial Support Agreement

This agreement is made between (please circle one): **Supporter or Exhibitor – Name of Company:** _____
_____ and **CFMC/AHQ**A in support of the conference jointly sponsored continuing education event as described below:

A. CME ACTIVITY Title: 2006 Annual Meeting, "Crossing the Bridge"
Date: February 22-24, 2006
Location: Miami, Florida

B. SUPPORTER Contact Name: _____
Address: _____
Tel/Fax: _____
E-mail: _____

C. FEE/GRANT A grant must be unrestricted and for purpose of education, according to the attached Standards of Commercial Support

AMOUNT: \$ _____ Make check payable to: American Health Quality Association

Mail to:
AHQA
1155 21st Street, NW – Suite 202
Washington, DC 20036

Contact Person:
Jacqueline Osborne, Manager, Meetings & Events
202-331-5790 ext. 1575 (phone)
202-331-9334 (fax)

- D. OBLIGATIONS**
1. CFMC/AHQ
A and supporter agree to abide by the attached Standards for Commercial Support. 2. CFMC/AHQ
A are solely responsible for control of topics, content, selection of speakers, events, and invitation lists 3. CFMC/AHQ
A will acknowledge supporters in meeting materials. 4. CFMC/ AHQ
A and supporter confirm that the objective of this Agreement is to ensure that the CME activity is independent, objective, balanced, and scientifically sound.

G. SIGNATURES The duly authorized representatives of respective parties agree to abide by the attached Standards of Commercial Support.

Supporter/Exhibitor Company: _____
Name: _____
(Representative Signature)
Title: _____
Date: _____

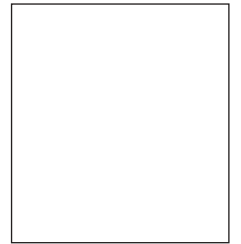
CFMC/AHQA Name: _____
Representative Title: _____
Date: _____

NOTE:



**THE AMERICAN
HEALTH QUALITY
ASSOCIATION**

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