



THE NATIONAL CONSUMER DRIVEN HEALTHCARE SUMMIT

A FORUM ON THE IMPLICATIONS
OF CONSUMER CHOICE AND HSAs,
HRAs AND FSAs FOR PROVIDERS,
PHARMA, PLANS AND EMPLOYERS

September 13 – 15, 2006
Hyatt Regency on Capitol Hill
Washington, DC

Sponsors

Harvard Health Policy Review

Health Affairs

MCOL

AISe Inside Consumer-Directed Care

BlueCross BlueShield Association

Consumer Driven Healthcare

Consumer Driven Market Report

Consumers for Health Care Choices

HealthQuest Publishers

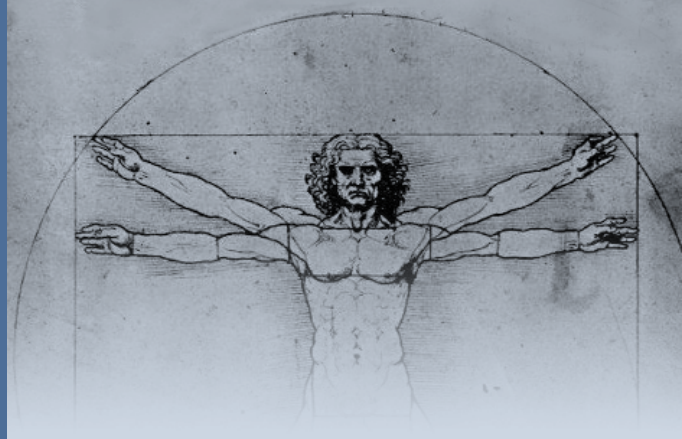
Lumenos

CDHCI

Wolters Kluwer Law & Business



MEDICAL
EDUCATION
COLLABORATIVE



THE CONSUMER DRIVEN HEALTHCARE SUMMIT

provides the leading forum on
the impact and implication of
Consumer Choice for providers,
pharmaceutical companies,
health plans, employers and
other professionals involved
with consumer driven care.

The CSHS offers a variety
of sponsorship, advertising
and exhibiting opportunities.
Make your company's
presence known in this
important healthcare market
by participating in sponsorship.
Showcase your leading-edge
industry products and services
by exhibiting.

Exhibit Hall

20 Booths

Hyatt Regency on Capitol Hill

Columbia/Regency Foyer

Columbia A

Exhibitor Information

The Summit attendees represent the health care industry's top professionals with decision making and buying power to purchase your companies products and services. If your marketing goals are branding, lead generation, developing customer awareness or product introduction, then the Consumer Driven Summit has a sponsorship and/or exhibit opportunity for you. Consumer Driven Summit attendees rely on the Summit to showcase innovative companies and technologies with their leading-edge industry products and services. Don't miss this opportunity to meet with the attendees at this conference focused on the hottest topic in healthcare.

Exhibit Cost: \$2,150

Cost includes: (1) 8'x10' pipe/drape booth, (1) 6' skirted table, (2) chairs, (1) wastepaper basket, and a company ID sign. Phone lines, electricity and any other materials are an additional cost through the exhibit show company. Two exhibitor badges including one all-access pass to attend the educational sessions, and a post conference attendee list for a one-time mailing.

Note: Exhibit hall is carpeted. It is included in the cost of a booth space.

On-site Show Guide Deadline:

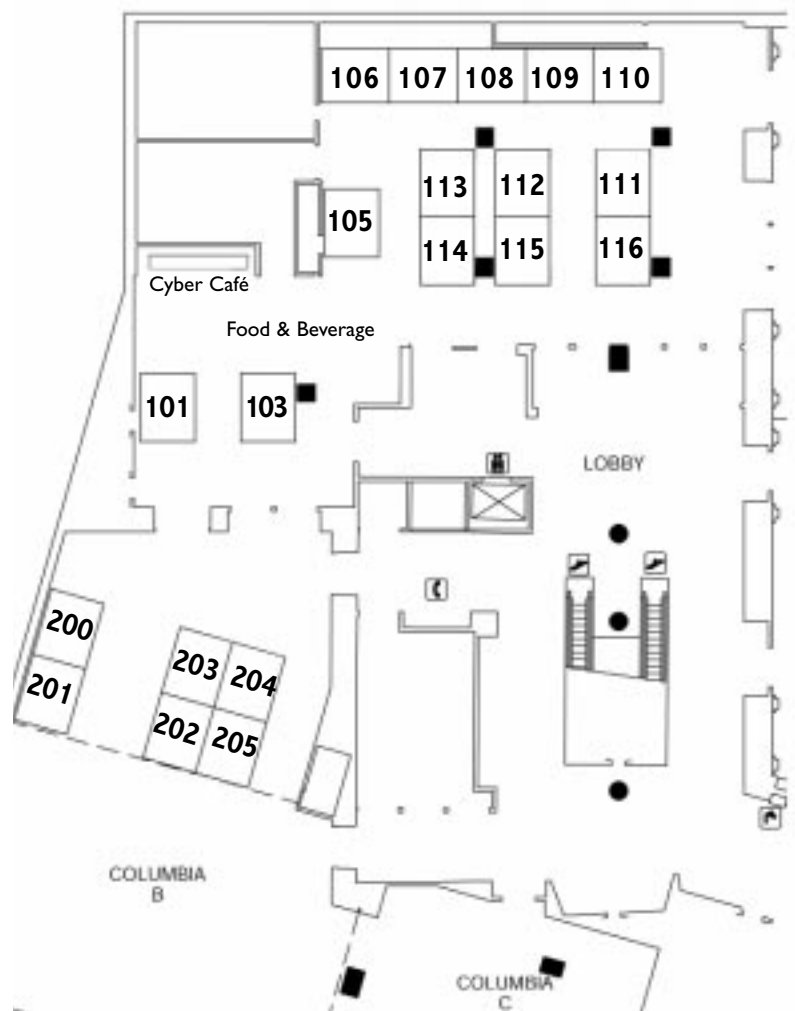
In order to have your company listing/booth number included in the show guide, exhibit and sponsor registration must be in no later than August 28, 2006.

Service Contractor Contacts:

Freeman Decorating
 9900 Business Parkway • Lanham, MD 20706
 301-918-7900 • www.myfreemanonline.com

For More Information:

Joni Lipson, 800-546-3750 • 215-599-6626
 Fax 215-545-8107 • Email: joni.lipson@rmpinc.com



Set-up/Teardown Hours:

EXHIBITORS SET- UP

Wednesday, September 13, 2006: 11:00 am – 2:30 pm

EXHIBITOR TEARDOWN

Friday, September 15, 2006: 11:30 am

Exhibit Hall Hours:

Wednesday, September 13, 2006: 2:30 – 6:30 pm

Thursday, September 14, 2006: 7:00 am – 2:00 pm
 3:00 – 5:30 pm

Friday, September 15, 2006: 7:00 – 11:30 am

Events in the Exhibit Hall:

Wednesday, September 13, 2006

Break: 3:30 – 4:00 pm
 Opening Reception: 5:30 – 6:30 pm

Thursday, September 14, 2006

Breakfast: 7:00 – 8:00 am
 Breaks

Friday, September 15, 2006

Breakfast: 7:00 – 8:00 am
 Break: 10:30 – 11:00 am

Promotional Opportunities

- Educational Grantors
- Sponsors
- Advertisers

Choose one of the above categories or combine two. Take advantage of this unique opportunity to expand your reach! The Summit is attended by highly influential and experienced professionals. Sponsorship offers you strategic positioning as an industry leader. It produces positive results!

Sponsor and Grantor Benefits:

RECOGNITION

Each sponsor/grantor will be given a complimentary 75-word listing in the conference program. Please email a product and/or organization description to Joni Lipson, Conference Coordinator at Joni.lipson@rmpinc.com. Include contact name, phone number and website.

CONFERENCE EVENTS

The conference programs and events will be structured to encourage maximum attendance. Events include the networking reception, breaks and daily continental breakfasts.

Grantor and Sponsor Opportunities

The Summit provides opportunities for additional exposure through a variety of conference sponsorships. Following is a description of a few promotional opportunities.

NOTEPAD FOLIO

Your company name, logo and a small message would be displayed on the front cover of this notepad folio. Perfect for taking and organizing notes for the day. 3-ring binder included. \$25,000

NETWORKING RECEPTION

The networking reception will be held to include all conference attendees, exhibitors and food — a combination for success! \$15,000

KEYNOTE SPEAKER

Sponsor a Keynote Speaker in the Plenary Session with a brief introduction of the session and speaker. Sponsors are recognized on the conference website and on signage placed at the session. \$12,000

CONFERENCE BAGS

These handsome canvas bags would be imprinted with your company name and logo and carried by all conference attendees. \$10,000

MESSAGE THERAPY STATION

Sponsor the Onsite Massage Therapy Station for conference attendees located in a high traffic area. Attendees will appreciate the benefits! Your company logo and short message will be recognized as sponsor on a large banner. \$10,000

REGISTRATION DESK

First impressions as a sponsor! Make an impact as attendees pick up their badges. Sponsor recognition will be on registration counter kickboard panel. \$10,000

BADGE-HOLDER NECKLACES

Every registrant would wear your name, website and phone number around their neck. \$7,500

LUNCHEON

Host a luncheon on Thursday. Benefits include public recognition during the luncheon. Signage recognizing your organization placed at the entrance to the event. \$6,500

CYBER CAFÉ

Sponsorship benefits include your company's logo displayed on the screensaver of every monitor in the Cyber Café. Attendees appreciate your sponsorship when they check their e-mail! Your company logo and link will be listed as a sponsor on the Conference Website. \$5,000

CONFERENCE BINDER

With your company logo ad displayed on the back cover, and by the table of contents, these quality binders will be distributed free to all attendees. Likely to be used as a reference long after the Summit ends. Great exposure! \$5,000

POCKET SCHEDULE

Your company name, logo and a small message would be displayed on the back cover of our pocket schedule. It's a convenient way for attendees to review the agenda as they hurry to the next session. \$5,000

CONTINENTAL BREAKFAST

Host a continental breakfast in the Exhibit Hall. Benefits include public recognition during the breakfast. Signage recognizing your organization placed at the entrance to the Exhibit Hall. \$4,500

REFRESHMENT BREAK

Your company name would be displayed throughout the break. Attendees appreciate this energy boost! \$3,500

CALCULATORS

Calculators imprinted with your company name/logo will be given to all attendees. (Sponsorship Fee) \$3,500

COFFEE MUGS

Your selection of coffee mugs imprinted with your company name/logo will be placed at the break stations. (Sponsorship Fee) \$2,500

GEL CLICK PENS

Gel Click Pens imprinted with your company name/logo will be given to all attendees. (Sponsorship Fee) \$2,500

Educational Grantors – Categories and Benefits

All Grantors Receive:

- Complimentary registrations
- Acknowledgement on a large screen multi-media presentation at the general sessions
- Booth in a choice location
- A large sign posted at the sponsored event
- Recognition in conference program binder
- Post-conference registration list . . . *Plus:*

Diamond Grantor - \$100,000

- Recognition on cover of Consumer Driven Summit program binder
- Recognition on placards and overheads at the Consumer Driven Summit
- Full-page four-color advertisement or corporate profile in conference binder
- 20 Complimentary registrations to the Consumer Driven Summit
- Preferred grantor opportunities at the next Consumer Driven Summit
- Corporate profile with logo in Consumer Driven Summit binder
- Choose one event or item sponsorship, \$10,000 or less in value to sponsor at no additional cost
- First Diamond Grantor has right to hold invitation-only faculty dinner

Platinum Grantor - \$75,000

- Recognition on cover of Consumer Driven Summit program binder
- Recognition on placards and overheads at the Consumer Driven Summit
- Full-page black and white advertisement or corporate profile in conference binder
- 15 Complimentary registrations to the Consumer Driven Summit
- Preferred grantor opportunities at the next Consumer Driven Summit
- Corporate profile with logo in Consumer Driven Summit binder
- Choose one event or item sponsorship, \$8,000 or less in value to sponsor at no additional cost

Gold Grantor - \$50,000

- Recognition on cover of Consumer Driven Summit program binder
- Corporate profile with logo in Consumer Driven Summit binder
- 10 Complimentary registrations to the Consumer Driven Summit
- Priority grantor opportunities at the next Consumer Driven Summit
- Choose one event or item sponsorship, \$5,000 or less in value to sponsor at no additional cost

Silver Grantor - \$25,000

- Recognition on cover of Consumer Driven Summit program binder
- Brief corporate profile with logo in Consumer Driven Summit binder
- 5 Complimentary registrations to the Consumer Driven Summit
- Grantor opportunities at the next Consumer Driven Summit

Bronze Grantor - \$12,500

- Recognition on cover of Consumer Driven Summit program binder
- Brief corporate profile with logo in Consumer Driven Summit binder
- 2 Complimentary registrations to the Consumer Driven Summit
- Grantor opportunities at the next Consumer Driven Summit

Enhance your image with Sponsorship!

Guidelines for Electronic File Output

File Types Accepted —
Mac or PC:
Illustrator CS2, Photoshop CS2,
PageMaker, Freehand,
QuarkXPress, InDesign CS2
No Word documents please.

Ads are printed digitally
No Bleeds
Please Send:
All original files, fonts and artwork

Page size is 8 1/2" x 11"

Media Accepted: Zip, CD Rom,
DVD, Floppy
If sending by email, please use
Stuffit to compress the files.
Please email to
joni.lipson@rmpinc.com

UPLOADING ADS WEBSITE
Ads may be uploaded on printers
website: www.oyrp.com Click on
Support/ftp and follow instruc-
tions below:

OYR Printing can accept your
MAC or PC files via email, FTP,
diskette, ZIP disk or CD. We
always suggest compressing
all the files for your job into one
archive before sending them to
us via email or FTP.

To send your job to us via FTP,
choose your CSR from the drop
down menu. Then use the browse
buttons below and identify your
file(s) on your computer, and
then click "upload"— simple,
easy, efficient! Our FTP site
will automatically notify us that
you have uploaded a file.
Under "choose your CSR" select
Alan Goldstein.

Please notify Joni Lipson
prior to uploading your ad:
800-546-3750 or 215-599-6626
Email: joni.lipson@rmpinc.com

Increase your Visibility and Connect with Every Summit Attendee!

Advertising space in the official conference binder will provide you with invaluable exposure before the entire meeting attendance. Every guest will receive a binder with handouts. They will refer to it frequently. Many will even keep it as a handy reference volume. Each time these powerful decision makers page through this official publication they will see your ad and remember your product!

Ad Unit	Dimensions	Price
full page four color	7" x 10"	\$1,600
full page black/white	7" x 10"	\$ 800

Door Drops, Seat Toppers and Tote Bag Inserts — Available for Grantors and Exhibitors.

Company to provide their own marketing piece.
Please contact Joni Lipson at Joni.lipson@rmpinc.com or
800-546-3750 for more information.

Disposition of Materials

Materials will be held one year from last insertion and then destroyed unless we are specifically instructed otherwise.

Deadline for Materials

Wednesday, August 16, 2006

Terms and Conditions for Exhibiting

1. **EXHIBIT BOOTH** - Booths are standard 8' x 10' with flameproof side and back drapes, aluminum supports and waste basket. Each exhibitor will be provided a 6' skirted table and chairs and a 7" x 44" identification sign. This area is carpeted.

2. **RATES AND ASSIGNMENTS** - Assignments will be made on a first come, first serve basis. Each booth space includes two exhibitor personnel. Cost is \$2,150 per booth.

3. **PAYMENT** - A 100% payment is required for each booth ordered. Payment may be made by check, Visa, MasterCard or American Express. Make check payable to Health Care Conference Administrators.

4. **EXHIBIT LOCATION AND FLOOR PLAN** - Exhibits will be located as indicated on the official floor plan. The exhibit management reserves the right to make modifications as necessary.

5. **FAILURE TO OCCUPY** - Space not occupied by the close of installation (unless previous written arrangements where made) will be forfeited by the Exhibitor. The Consumer Driven Summit may resell, reassign or use the space.

6. **SET-UP/VIEWING/TEARDOWN HOURS:**

SET-UP HOURS:

Wednesday, September 13, 2006 11:00 am – 2:30 pm

TEARDOWN HOURS:

Friday, September 15, 2006 11:30 am

VIEWING HOURS:

Wednesday, September 13, 2006 2:30 – 6:30 pm

Thursday, September 14, 2006 7:00 am – 2:00 pm
3:00 – 5:30 pm

Friday, September 15, 2006 7:00 – 11:30 am

EVENTS IN THE EXHIBIT HALL

Wednesday, September 13, 2006

Break: 3:30 – 4:00 pm

Opening Reception: 5:30 – 6:30 pm

Thursday, September 14, 2006

Breakfast: 7:00 – 8:00 am

Breaks

Friday, September 15, 2006

Breakfast: 7:00 – 8:00 am

Break: 10:30 – 11:00 am

7. **CANCELLATION OF EXHIBIT CONTRACT** - The National Consumer Driven Healthcare Summit must be notified of exhibitor cancellation in writing. A cancellation fee of \$250 per booth will be charged to an exhibitor who cancels their contract before 8/14/06. No refunds will be made after this date.

8. **BADGES** - Each booth space will be provided with two badges, including one all-access badge. Additional exhibit-only badges may be purchased at the standard registration rate. All exhibitor personnel must register and wear their badges for admission to the exhibit hall, special meals and included social events.

9. **CONFLICTING MEETINGS AND SOCIAL EVENTS** - In the interest of the entire conference, Exhibitor agrees not to extend invitations, call meetings, or schedule social events involving attendees, or otherwise encourage absence of members, other exhibitors, or invited guests at any time during the dates of the event, without permission from the conference organizers.

10. **GENERAL SERVICES CONTRACTOR** - Freeman will serve as the general services contractor for the conference and will forward an exhibitor kit regarding other equipment availability, information, and shipping. Phone 301-918-7900.

11. **DRAYAGE** - Freight charges and shipping locations will be included in your Exhibitor Services Kits. This will be mailed approximately 6–8 weeks prior to the conference.

12. **INSTALLATION AND DISMANTLING OF EXHIBITS** - Set up for the exhibit will be Wednesday, September 13, 2006 from 11:00 am – 2:30 pm. All exhibits must be in place and ready for display by Wednesday, September 13, 2006 at 2:30 pm. Dismantling of Exhibits may begin at 11:30 am on Friday, September 15, 2006. Setting up, tearing down and removal of exhibits are the responsibility of the Exhibitor. Should the Exhibitor fail to remove the exhibit, removal will be arranged by the conference management at the Exhibitor's expense. Dates and times listed above are subject to change and will be specifically confirmed at a later date.

13. **LIABILITY** - Exhibitor assumes responsibility and agrees to indemnify and defend the Consumer Driven Healthcare Summit, the Hyatt Regency Capitol Hill hotel, and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. Neither the Consumer Driven Healthcare Summit nor the Hyatt Regency Capitol Hill Hotel maintain insurance covering the Exhibitor's property and it is the Sole responsibility of the Exhibitor to obtain such insurance if desired.

If the exhibit hall is uninhabitable due to acts of God, during any part or whole of the exhibition, the Conference is not responsible and the exhibitor hereby waives any claim against the Conference for losses or damages which may arise in consequence of such inability to occupy assigned space.

Sponsor/Exhibitor Application

Contact Information

COMPANY NAME _____
 COMPANY REPRESENTATIVE _____
 ADDRESS _____
 CITY STATE ZIP _____
 PHONE () FAX () _____
 E-MAIL _____

BADGE INFORMATION	1.	(ALL-ACCESS)
(2 PER 8' X 10'	2.	
BOOTH - EACH	1.	
ADDITIONAL	2.	
EXHIBITOR IS	3.	
\$150.00 EACH)	4.	

Summit Sponsorships

EDUCATIONAL GRANTOR LEVEL:

- Diamond \$100,000 (20 complimentary registrations)
As a Diamond Level Grantor, please list our company as the sponsor for the _____
(please select from one of the event sponsorship or item sponsorship categories below)
- Platinum \$75,000 (15 complimentary registrations)
As a Platinum Level Grantor, please list our company as the sponsor for the _____
(please select from one of the event sponsorship or item sponsorship categories below, \$8,000 or less)
- Gold \$50,000 (10 complimentary registrations)
As a Gold Level Grantor, please list our company as the sponsor for the _____
(please select from one of the event sponsorship or item sponsorship categories below, \$5,000 or less)
- Silver \$25,000 (5 complimentary registrations)
- Bronze \$12,500 (2 complimentary registrations)

EVENT SPONSORSHIPS

- Reception \$15,000
- Luncheon \$6,500
- Keynote Speaker \$12,000
- Continental Breakfast \$4,500
- Registration Desk \$10,000
- Refreshment Break \$3,500

ITEM SPONSORSHIPS

- Note Padfolio \$25,000
- Pocket Schedule \$5,000
- Tote Bags \$10,000
- Calculators \$3,500*
- Massage Therapy \$10,000
- Cyber Café \$5,000
- Badge Lanyards \$7,500
- Mugs \$2,500*
- Binder \$5,000
- Gel Click Pens \$2,500*

* Sponsorship fee only, does not include production cost

Advertising

- Binder – Full Page 4-Color Ad \$1,600
- Binder – Full Page Black/White Ad \$ 800
- Door Drop, Seat Toppers or Tote Bag Insert Call for price.

Exhibiting

If you would only like to purchase a 8' x 10' exhibit space at the Consumer Driven Healthcare Summit the price is \$2,150. This price includes an exhibit space, 2 exhibitor badges (including 1 "all-access" badge) for September 13-15, 2006, and company description in the program guide.

- Yes, I would like to purchase an exhibit space at the Consumer Driven Healthcare Summit for \$2,150 and would like to select:
Booth # _____ 2nd Choice _____ 3rd Choice _____.
 - Yes, I would like the exhibit space at the Consumer Driven Healthcare Summit that is included with my major sponsorship:
Booth # _____ 2nd Choice _____ 3rd Choice _____.
- Please list any companies you would rather not be near:

Payment Information

- Check enclosed for the amount of \$ _____
(Please make check payable to Health Care Conference Administrators)
 - Charge to credit card below for the amount of \$ _____
 - AMEX Visa MC Exp. Date ____ / ____
- ACCOUNT NUMBER: _____
 NAME OF CARD HOLDER: _____
 CARD HOLDER SIGNATURE: _____

50% deposit is required for all marketing options chosen. Full payment required after 8/28/06. Cancellation fee for exhibit space is the full deposit. Exhibiting and Sponsor status is not final until payment is received. All Sponsorship fees are non-refundable.

Tax ID Number: 91-1892021

A confirmation letter and exhibitor service kit will be sent to confirmed exhibitors prior to the conference.

Signature: _____ Date: ____ / ____ / ____

By signature above, the individual signing this contract represents and warrants that he/she is duly authorized to execute this binding contract, which includes the rules and regulations above.

MAKE CHECK PAYABLE TO:

Health Care Conference Administrators
 Please return this completed form with check to:
 Consumer Driven Healthcare Summit
 Joni Lipson
 100 North 20th Street, 4th Floor, Philadelphia, PA 19103
 Phone: 800-546-3750 • Direct line: 215-599-6626
 Fax: 215-545-8107
 Please e-mail your application to: joni.lipson@rmpinc.com

Hotel Accommodations

See conference brochure for special rates.
 For reservations please call 202-737-1234 or 800-233-1234

SAVE THESE DATES!

THIRD NATIONAL MEDICARE PRESCRIPTION DRUG CONGRESS

OCTOBER 15-17, 2006

L'Enfant Plaza Hotel, Washington, DC • www.MedicareCongress.com

THE SEVENTH ANNUAL PHARMACEUTICAL REGULATORY AND COMPLIANCE CONGRESS

NOVEMBER 8-10, 2006

JW Marriott Hotel, Washington, DC • www.PharmaCongress.com

SECOND NATIONAL PAY FOR PERFORMANCE SUMMIT

FEBRUARY 14-16, 2007

Los Angeles, CA • www.PFPSummit.com

THE DISEASE MANAGEMENT COLLOQUIUM

The Leading Forum on Innovations in Chronic Care and Disease Management

Sponsored by Department of Health Policy, Jefferson Medical College

Cosponsored by Disease Management Association of America (DMAA) and Disease Management Journal

MAY 7-9 2007

Philadelphia, PA • www.DMConferences.com

NATIONAL MEDICAID CONGRESS

Powered by Avalere Health • Sponsored by Health Affairs and Harvard Health Policy Review

JUNE 13-15, 2007

Washington, DC • www.DMConferences.com

THE QUALITY COLLOQUIUM

Cosponsored inter alia by Agency for Healthcare Research and Quality, American Society for Quality, Bridges to Excellence, JCAHO, National Patient Safety Foundation, National Quality Forum, NCQA, Patient Safety Officers Society

AUGUST 19-22, 2007

Harvard University, Cambridge, MA • www.QualityColloquium.com

FDA REGULATORY AND COMPLIANCE SYMPOSIUM

Sponsored by FDAnews, Harvard Health Policy Review and Health Affairs

AUGUST 22-24, 2007

Harvard University, Cambridge, MA • www.FDASymposium.com

For Information on Promotional Opportunities

Please Contact Joni Lipson

100 North 20th Street, 4th Floor • Philadelphia, PA 19103

Phone: 800-546-3750 • Direct line: 215-599-6626 • joni.lipson@rmpinc.com