

# Best Practices in Consumer Empowerment and Protection

A NEW AWARDS, CONFERENCE AND EXHIBIT PROGRAM

HONORING THE ACHIEVEMENTS OF  
HEALTH CARE COMPANIES THAT ARE  
LEADING THE INDUSTRY IN ENGAGING  
CONSUMERS AS PARTNERS



## SPONSORSHIP AND EXHIBIT PROSPECTUS

Don't miss this opportunity to positively impact the health care market.

Not just another awards program or conference, this event is a way to promote the knowledge and understanding of what premier companies are *really* doing to advance consumer protection and empowerment.

MARCH 25 - 26 2008

ROSEN SHINGLE  
CREEK HOTEL

ORLANDO, FLORIDA

EMPOWERING CONSUMERS BY PROMOTING  
QUALITY HEALTH CARE MANAGEMENT



# Best Practices in Consumer Empowerment and Protection



## ABOUT URAC

URAC, an independent, nonprofit organization is well known as a leader in promoting health care quality through its accreditation and certification programs. URAC offers a wide range of quality benchmarking programs and services that keep pace with the rapid changes in the health care system, and provide a symbol of excellence for organizations to validate their commitment to quality and accountability. Through its broad based governance structure and an inclusive standards development process, URAC ensures that all stakeholders are represented in establishing meaningful quality measures for the entire health care industry.

URAC promotes health care quality, and we know that consumers today desire be active participants in their health care. Delivering on the promise of consumer empowerment and protection requires more than words. It requires developing, analyzing and disseminating knowledge about living and breathing programs so consumers can make educated decisions. However, little evidence exists today about successful practices that empower and protect the consumer. We want to change that and create a program that will serve as a guide to the market on how best to direct and engage consumers as partners.

This national awards, conference and exhibit program is the culmination of a year-long development process designed to recognize those health care companies that are actively pursuing practices to advance consumer empowerment and protection in an exceptional, measurable and reproducible way.

Be a part of this important recognition process — support efforts that promote industry knowledge in this arena, and increase awareness of your company at a program that will showcase Best Practices in Consumer Empowerment and Protection.

# A New Awards, Conference and Exhibit Program

## What are the awards categories?

The Best Practices Program honors the achievement of health care companies that are advancing consumer empowerment and/or protection in three areas: Consumer Decision Support, Consumer/Patient Safety, and Integrated Care Coordination.

## Who can apply for the Best Practices Awards?

Health plans, pharmacy benefit management companies, health information technology companies and health care management companies will be eligible to apply. And those companies that excel, that are eager to share, and have a keen sense of how the market will be reshaped by the new health care consumer, will become an exclusive group of Best Practice Awards winners selected by an expert panel of judges.

All winners will be honored and featured as speakers along with nationally recognized thought leaders at the Best Practices Conference and Exhibit. We expect a broad range of stakeholders in attendance at this important program including other health care companies interested in implementing successful practices, and purchasers who want to identify the leaders in consumer empowerment and protection.

## The Sponsor and Exhibitor Experience

The Best Practices Program appeals to the health care industry's top professionals with the decision making and buying power to purchase your company's products and services. The conference and awards program offer cost effective and targeted vehicles to reach the industry's ranking executive leadership and enhance business relationships. This is an unmatched opportunity to achieve your marketing goals and, at the same time, associate your organization with the innovations and achievements of your 'Best' prospective and current customer companies.

Major promotional activities associated with the Best Practices Program span over a 10 month period — significantly increasing your opportunity to further associate your company name and brand with this program. Direct mail, email campaigns, banner ads promoting the event and advertising will all be a part of our promotional efforts — and your company name and logo will come along for the ride.

## SCHEDULE

### JUNE 15, 2007

Call for entries released

### AUGUST 15, 2007

Deadline for entry submissions

### OCTOBER 1, 2007

Preliminary Conference and Exhibit brochure released

### DECEMBER 1, 2007

Notification of award winners and invitation to speak at conference

### JANUARY 1, 2008

Final Conference and Exhibit brochure released

### MARCH 25-26, 2008

Conference convened featuring award winners as speakers; winners honored at awards dinner ceremony

## CONFIRMED JUDGES

as of May 15, 2007

### Patricia Adams

National Pharmaceutical Council

### Jeanne Boling, MSN

Independent Consultant

### William Braithwaite, MD, PhD

Health Information Policy Consultant

### Judith Cahill

Academy of Managed Care Pharmacy

### Connie Commander, RN

Case Management Society of America

### Francois de Brantes

Bridges to Excellence

### Jeri Gillespie

National Association of Manufacturers

### Jack Hoadley, PhD

Georgetown University

### Peter Kongstvedt

Accenture

### David Lansky, PhD

Markle Foundation

### H. Stephen Lieber, CAE

Healthcare Information and Management Systems Society

### Mary Madison

Madison Consulting Group, LLC

### Jack Mahoney, MD

Pitney Bowes, Inc.

### Tracey Moorhead

Disease Management Association of America

### David Nash, MD, MBA

Thomas Jefferson University

### Susan Penfield

Booz Allen Hamilton

### Laurel Pickering, MPH

New York Business Group on Health

### Edwina Rogers

The ERISA Industry Committee

### Patricia Salber, MD, MBA

Center for Practical Healthcare Reform

### Michael Thompson, FSA, MAAA

PricewaterhouseCoopers LLC

### Grace-Marie Turner

Galen Institute, Inc.

### Deborah Unger, RN

State Employees' Insurance Board

### Sue Willette

Mercer Health & Benefits

### Chair: Thomas W. Wilson, PhD, DrPH

Trajectory HealthCare, LLC

# Sponsorship Opportunities

## FOUNDER SPONSORSHIP – \$50,000

Founder is the highest level sponsorship and visibility available. Founder Sponsors are given lead recognition in all Best Practices Program promotions, activities and materials — including awards materials, pre-conference/ceremony promotional materials, awards and conference website content, onsite signage and materials produced for the awards ceremony and conference, and subsequent awards acknowledgments. Our staff will work closely with Founder Sponsors to create unique and focused recognition opportunities.

Founder Sponsors are also recognized at another national URAC conference. As the lead Best Practices Program sponsors, Founders receive visibility at the URAC 8th Annual Quality Summit & Exhibit scheduled for October 3 – 5, 2007 at the Loews Lake Las Vegas Resort in Henderson, NV.

### Founder Sponsorship's special benefits:

- Lead sponsorship recognition for Best Practices Program
- Invitation for your executive leadership to attend special-access VIP and Executive Leadership activity
- Opportunity to host and present a conference morning or afternoon symposia session
- Complimentary use of hospitality suite based on availability (all food and beverage costs are the responsibility of this sponsor)
- Recognition within pre-conference electronic and printed marketing materials
- Recognition within oversized signage and program materials at conferences and awards ceremony/events
- Complimentary 10' x 20' exhibit booth
- Priority booth selection and booth placement
- Seven full conference registrations and up to six additional staff exhibit passes
- Sponsor recognition on your staff name badges
- Recognition in the conference guide, with option to furnish up to two full-page, four-color ads to be given priority placement
- Non-exclusive license to use the award/ conference branding in connection with promotion of sponsor participation
- Door drop of your promotional piece at the conference hotel
- Single-use mailing list of the conference registrants prior to the conference
- Single-use mailing list of the conference registrants following the conference
- Distribution by URAC of sponsoring company's promotional piece to conference attendees

## AWARDS & CONFERENCE TRACK SPONSORSHIP – \$30,000

Awards and Conference Track Sponsorship reflects both the Best Practices Awards categories as well as the Best Practice Conference track themes. This industry segment-specific sponsorship offers an extraordinary opportunity for your company to showcase its own achievements and its dedication to innovation.

(limited to 4 sponsors per category, with category-exclusive sponsorship available for \$95,000)

### Awards Categories and Conference Track Themes:

- Health Plans
- Health Care Management Companies
- Health Information Technology Companies
- Pharmacy Benefit Management Companies

### Awards and Conference Track Sponsorship's special benefits:

- Sponsorship recognition for Best Practices Program
- Invitation for your executive leadership to attend special-access VIP and Executive Leadership activity
- Opportunity to host and present a conference morning or afternoon symposia session
- Complimentary use of hospitality suite based on availability (all food and beverage costs are the responsibility of this sponsor)
- Recognition within pre-conference electronic and printed marketing materials
- Recognition within Awards and Conference Track signage and program materials at conferences and awards ceremony/events
- Complimentary 10' x 20' exhibit booth
- Priority booth selection and booth placement
- Five full conference registrations and up to six additional staff exhibit passes
- Sponsor recognition on your staff name badges
- Recognition in the conference guide, with option to furnish up to one full-page, four-color ads to be given priority placement
- Non-exclusive license to use the award/conference branding in connection with promotion of sponsor participation
- Single-use mailing list of the conference registrants prior to the conference
- Single-use mailing list of the conference registrants following the conference
- Distribution by URAC of sponsoring company's promotional piece to conference attendees

# Sponsorship Opportunities

## KEYNOTE SPEAKERS/GENERAL SESSIONS – \$25,000

Sponsorship of a keynote address or general session is an excellent way to reach a maximum number of attendees. Keynote and general session speakers are selected for their prominence and expertise. If determined to be appropriate, a sponsor representative has the opportunity to introduce the speaker.

## NETWORKING LUNCH – \$25,000

Sponsor this luncheon which brings together attendees for both a satisfying meal and useful friendly conversation. This sponsorship allows your company to host the entire conference audience as colleagues connect, share experiences and discuss challenges and new opportunities. Sponsor may work with our staff to focus the networking theme or offer other organizing ideas.

## OPENING NIGHT RECEPTION – \$25,000

The reception brings together attendees in a casual and welcoming setting. This sponsorship allows your company to host the entire conference audience as colleagues get reacquainted and meet new friends.

## REFRESHMENT BREAK HOST – \$15,000

Be the sole sponsor of a themed conference refreshment break, such as Dove Bars, Starbucks bottled beverages, or other attendee favorites, which will take place during a key intermission in the conference program.

## ATTENDEE TOTE BAG – \$15,000

Each attendee will receive this high-quality conference tote bag for use during the conference and as a keepsake to carry home with them. The bag features your company's logo along with URAC branding.

## CONFERENCE & EVENTS POCKET GUIDE – \$15,000

At registration, each attendee is handed this popular Pocket Guide which includes easy-to-follow conference agenda details and timetable information. Kept on hand throughout the conference, this convenient tool exclusively features the sponsor on its back cover. Prepare your own 4-color design to include your company logo and brief messaging.

## HOTEL KEY CARDS – \$15,000

This sponsorship provides an extraordinary opportunity to reach all the conference attendees. Feature your own design to include your company logo and a brief message on one side of the conference hotel key cards that attendees will receive from hotel staff upon registering.

## CYBER CAFÉ – \$15,000

The Cyber Café proves to be one of the most heavily visited areas at nearly every event. Computer monitors will include your company's logo and brief message at each station. The cost of computer equipment rental and Internet connection is included.

## LANYARDS – \$15,000

These custom printed lanyards will be given to every attendee when they register. Don't miss this conference-long opportunity to have your company logo affixed to every registrant name badge.

## SHIPPING SERVICE – \$10,000

Attendees appreciate complimentary shipping services, providing a place where they may pack and ship the abundance of materials they collect. With this sponsorship, your logo and materials will be awaiting conference participants upon their return to the office. (All service costs including staffing, materials, and equipment are the responsibility of this sponsor.)

## GENERAL EDUCATION GRANT – \$10,000

General Education Grant support helps fund the conference programming as a whole. Sponsors receive recognition in pre-conference marketing materials, special signage at the conference, in the Program Guide, and on the conference website.

### Benefits of sponsorships up to \$15,000 include:

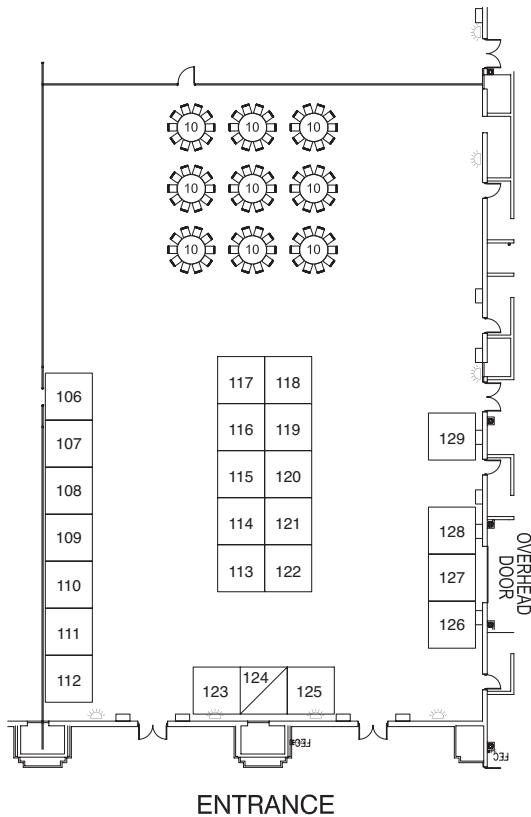
- Recognition within signage and program materials to enhance your particular event or service
- Preference for exhibit booth, based on availability
- Two full conference registrations
- Sponsor recognition on your staff name badges
- Recognition in the conference guide
- Single-use mailing list of the conference registrants prior to the conference

### Benefits of sponsorships of more than \$15,000 also receive:

- Priority booth selection and booth placement
- Two full conference registrations – for a total of four registrations
- Single-use mailing list of the conference registrants following the conference
- Distribution by URAC of sponsoring company's promotional piece to attendees

*\* URAC reserves sole control in approving all communications using conference lists and promotional pieces provided to attendees.*

# Exhibit Opportunities



## Booth Space

All booths are standard 10'x 10' units or multiples thereof. URAC reserves the right to determine eligibility of any exhibitor and reserves sole control over admission policies. Any exhibit found to be objectionable will be restricted. Booth space will be sold on a first-come, first-served basis.

## Booth Fees

\$4,000 per 10' x 10' unit

## Exhibit Package

- One (1) full conference registration and two staff exhibit passes
- 8' high back drape and 3' high side drape
- Booth identification sign (approximately 7" x 44" in size)
- List of registrants prior to the conference for planning purposes only
- Listing in the conference brochure announcement \*
- Listing and corporate logo in the conference guide with a 50-word company description\*
- Listing and corporate logo on the conference web site with company description\*

\* Company listings are subject to print deadlines. URAC reserves sole control in approving all company descriptions.

## Payment Policy

Full payment must accompany the application for exhibit space. Payment may be made by check (payable to URAC) or by credit card (MasterCard, Visa or American Express) and mailed with completed application to URAC, 1220 L Street, NW, Suite 400, Washington, DC 20005 or faxed to (202) 216-9006. URAC's federal tax ID #52-1740069.

## Cancellation Policy

Booth space cancelled prior to December 1, 2007 will be refunded, less a \$500 service charge. No refunds will be issued for cancellations made on or after December 1, 2007. All cancellation notifications must be made in writing to URAC.

## Exhibitor Service Manual

An electronic Exhibitor Service Manual will be sent to each confirmed exhibitor directly from the exhibit service provider. The manual will contain forms for booth guidelines, ordering equipment, shipping and storage information, official exhibit hours, final show rules and regulations, etc.

## Hotel Information

A limited number of guest rooms are available for conference exhibitors and sponsors at the Rosen Shingle Creek Hotel at a discounted rate of \$209 per night plus tax. To make hotel reservations, please contact the hotel directly by phone before February 24, 2008 and request the URAC Group Rate.

Rosen Shingle Creek Hotel  
9939 Universal Blvd.,  
Orlando, Florida 32819  
(866) 996-9939

## Reservations

(866) 996-6338

## PRELIMINARY SCHEDULE\*

### Tuesday, March 25, 2008

- 9:00 a.m. – 12:00 p.m. Exhibitor Registration & Move-in
- 3:00 p.m. – 3:30 p.m. Welcome Refreshments
- 5:00 p.m. – 6:30 p.m. Opening Night Reception

### Wednesday, March 26, 2008

- 8:00 a.m. – 9:00 a.m. Continental Breakfast
- 10:30 a.m. – 11:00 a.m. Coffee Break
- 3:00 p.m. – 3:30 p.m. Refreshment Break
- 3:30 p.m. – 6:00 p.m. Exhibitor Move-out

\* All scheduled exhibit hours provide exclusive access to attendees and does not compete with educational programs. All times are subject to change.

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## APPLICATION FOR EXHIBIT SPACE

Please complete ALL information and print your company's name EXACTLY as you want it to appear on all listings and signs.

Company Name \_\_\_\_\_

Exhibit Coordinator\* \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**FEE PER 10'X10'  
STANDARD BOOTH**

**# OF BOOTHS**

**TOTAL AMOUNT DUE**

**BOOTH SELECTION #**

\$4,000

x \_\_\_\_\_

= \$ \_\_\_\_\_

First Choice \_\_\_\_\_

Second Choice \_\_\_\_\_

Third Choice \_\_\_\_\_

\*Forms for complimentary registrations for booth staff will be sent to the Exhibit Coordinator.

Exhibit space is limited with Sponsors receiving priority booth selection. Non-sponsor exhibitor applications will be processed on a first-come, first-served basis. Applications without full payment will not be processed or confirmed. If booth selection choices are already reserved, URAC will make a booth assignment located as close to the preferred choices as possible.

### PAYMENT METHOD

\$ \_\_\_\_\_ Check enclosed — payable to URAC.

\$ \_\_\_\_\_ Credit Card

MasterCard  Visa  American Express

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Card Holder Name \_\_\_\_\_

Card Holder Signature \_\_\_\_\_

If payment for this contract requires a Purchase Order, please indicate that number here: \_\_\_\_\_

Please return this form with payment to:

**URAC**  
Education Department  
1220 L Street, NW, Suite 400  
Washington, DC 20005  
Fax (202) 216-9006  
Phone (202) 216-9010

### AUTHORIZATION TO EXHIBIT

By signing this application, I/we agree to honor the conditions to exhibit and abide by the rules and regulations provided in this prospectus. I understand that my company is not confirmed to exhibit until this form is received by URAC via mail or fax, and I receive a return confirmation of approval. I have the right to enter into this type of agreement on behalf of my organization and understand the terms and fees for this program as outlined above.

Signature \_\_\_\_\_

Date \_\_\_\_\_

### URAC USE ONLY

Payment Received \_\_\_\_\_

Confirmation Sent \_\_\_\_\_

Assigned Booth # \_\_\_\_\_



1220 L Street, NW, Suite 400  
Washington, DC 20005

NON PROFIT ORG  
US POSTAGE  
**PAID**  
WASHINGTON, DC  
PERMIT NO. 1229

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MARCH 25 - 26 2008

ROSEN SHINGLE CREEK HOTEL

ORLANDO, FLORIDA

There is no better way to connect your company's products and services to the brightest stars in consumer empowerment and protection than by participating in exhibiting and sponsorship opportunities. A wide range of sponsorship levels and exhibit opportunities give you multiple options to invest in this first-ever program spotlighting best practices.

Be the first to reserve your exhibit space and commit to sponsorship of this revolutionary Best Practices Program that promises to shine a whole new light on what it means to empower and protect health care consumers.