

# EXHIBITION 2011 PROSPECTUS&CONTRACT



18th ANNUAL  
NICM  
CASE MANAGEMENT  
CONFERENCE  
& 12th ANNUAL  
ACMA MEETING

APRIL 7 - 10, 2011  
ORLANDO, FLORIDA

MARRIOTT WORLD CENTER RESORT



# ORLANDO

# NATIONAL EXPOSURE

## The NICM Case Management Conference is the Largest Conference Dedicated Solely to Hospital/Health System Case Management

Collaboratively, Nurses and Social Workers provide the majority of Case Management Services. Case Managers positively influence patient care, facilitating care delivery and creating solutions for continuum of care progression that benefit hospitals, Medical Staff and, most importantly, patients. The demands for Case Management continues to increase and, consequently, so does the need for patient care delivery solutions. This annual conference for Hospital/Health System Case Management Professionals pairs the National Institute for Case Management's (NICM) annual conference and the American Case Management Association's (ACMA) annual meeting to offer up-to-date and valuable tools for enhancing the important practice of Case Management in the acute care setting. NICM & ACMA are committed to offering innovative, structured and practical education to the Case Management Profession.

### ABOUT NICM

The National Institute for Case Management (NICM) is an education and training institute specializing in the practice of Hospital/Health System Case Management.

The National Institute for Case Management (NICM) is an education and training institute specializing in the practice of Hospital/Health System Case Management.

### ABOUT ACMA

The American Case Management Association (ACMA) is the only non-profit membership organization focused solely on Hospital/Health System Case Management. Membership is comprised of Nurses, Social Workers, Physicians and Administrators working in Hospital/Health System Case Management.

### WHO WILL ATTEND?

- Hospital Case Management Leadership
- Hospital Case Managers
- Hospital CEOs, CFOs & Administrators
- Hospital Discharge Planners
- Hospital Social Workers
- Medical Directors/Physician Advisors
- Disease Managers



# YOUR BEST INVESTMENT

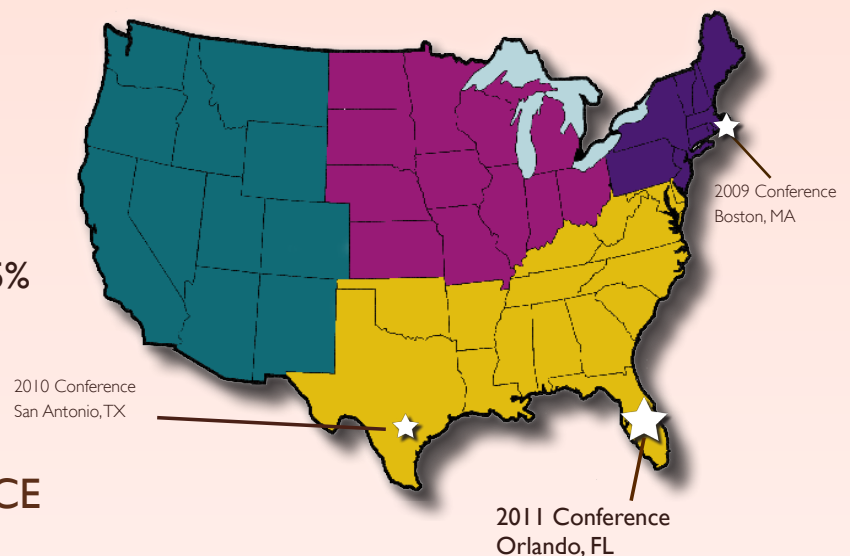
Our attendees are your customers. Case Management Professionals who attend this Conference are the leaders in the profession and the staff who utilize your services.

## OUR CONFERENCE CAN HELP YOU:

- Reach your target audience and influence leaders in Hospital/Health System Case Management
- Gain effective recognition and build brand awareness through face-to-face advertising opportunities
- Showcase new products/services
- Evaluate competitors' products / Evaluate your competition
- Service existing accounts
- Network and expand your professional peer network

## 2010 ATTENDEE BY REGION

- |                 |                   |
|-----------------|-------------------|
| ■ West / 15%    | ■ South / 32%     |
| ■ Midwest / 18% | ■ Northeast / 35% |



## ATTENDEE PURCHASE INFLUENCE

- 60% / Authorize the Purchase
- 31% / Initiate the Purchase
- 9% / Recommend the Purchase

## INDUSTRIES REPRESENTED

- |   |   |
|---|---|
| • Air & Ground Ambulance/Transport            | • Medical Equipment Suppliers             |
| • Homecare & Hospice                          | • Pharmaceutical Manufacturers & Services |
| • Hospitals/Healthcare Facilities             | • Publishers                              |
| • Internet & Web Based Companies              | • Recruiters & Staffing Companies         |
| • Long Term Care & Assisted Living Facilities | • Rehabilitation Facilities & Services    |
| • LTACs                                       | • Software/IT Companies                   |

# EXHIBITION OPTIONS

1	2	3	4	5	
•	•	•		•	Conference Participant List (Hard Copy at Conference)
•	•	•		•	Sponsor or Exhibitor Ribbons for Your Employees
•	•	•		•	Welcome Reception Networking
•	•				30 Day Pre Conference Participant List (electronic .pdf file)
•	•		•		Discounted Corporate Advertising Opportunities
•	•	•		•	10 Hours of DEDICATED Exhibit Time
•	•	•		•	10x10 Pipe & Drape Booth Space
•	•	•		•	6' Skirted Table, 2 Chairs, Trash Can, and Booth Identification Sign
•	•	•	•	•	Company Contact Information Provided to Attendees
•	•	•		•	Facilitated Activities to Promote Booth Traffic
•					30 Day Post Conference Participant List (electronic .pdf file)
•	•				Advertising / Logo on Conference Web site
•					Four Complimentary Conference Registrations for company staff (\$2,600 value)
•					Complimentary Marketing Presentation/Product Demo
•	•			•	Additional VIP Services & Amenities
•					Booth Selection (Platinum Sponsors get first option when selecting their booth location)
	•			•	Booth Selection (Gold Sponsors and Corporate Hospital Sponsors get to select their booth location once Platinum booths have been finalized)
	•		•	•	Two Complimentary Conference Registrations for company staff (\$1,300 Value)
		•			One Complimentary Conference Registration for company staff (\$650 Value)
			•	•	Marketing Flyer Distributed to all Conference Attendees
•	•		•	•	Verbal and Visual Recognition of Sponsorship During the Conference
			•	•	Corporate Sponsor Logo & Contact Information Included in Exhibition Guide
•	•		•	•	Online Recognition: Corporate Sponsor Logo & Company Link Displayed on the Conference Web site
			•	•	Corporate Sponsor Recognition in a Pre Conference E-mail Blast to Registered Attendees
•	•		•	•	Sponsor Logo Recognition in 2011 Spring Issue of Collaborative Case Management, ACMA's Quarterly Educational Journal*
•					<b>NEW THIS YEAR:</b> Personalized discount code to be distributed to Case Managers for \$50 off Main Conference Registration pricing (Not to be combined with any other offer)

**1 Platinum \$10,500**  
**2 Gold \$6,500**  
**3 Exhibitor \$2,200**  
**4 Corporate Hospital Sponsor without Booth \$3,000**  
**5 Corporate Hospital Sponsor with Booth \$5,000**

## WHY BE A PLATINUM SPONSOR?

- First Option Booth Selection
- Marketing Presentation to conference attendees during Main Conference - Day 2
- Additional Booth Representatives and Complimentary Registrations
- Online recognition: Company logo and link displayed on Conference web site
- **NEW THIS YEAR:** Company discount code for conference registrants. Attendees that enter your company's personalized code upon registration will receive a \$50 discount on Main Conference pricing.

# ADDITIONAL OPPORTUNITIES

## EXHIBIT HALL CAR GIVEAWAY

It is NICM's continued effort to "drive traffic" into our exhibition hall in order to provide Sponsors / Exhibitors additional exposure and added networking opportunities. On Friday, April 8, 2011 at the evening Networking Reception, one conference attendee will win a NEW CAR! This car will be featured on the exhibitor floor all week. We are inviting all Sponsors / Exhibitors to participate in the Car Giveaway as a "Participating Company" or "Priority Club Sponsor." The sponsorships provide attendees the chance to win the car and give YOU additional networking opportunities.

All attendees receive a Networking Passport upon on-site registration. Attendees must receive a stamp from each Participating Company and Priority Club Sponsor listed on the Networking Passport. Once the Networking Passport is completed, an NICM Staff member will validate their passport and the attendee will be entered into the car drawing.

### PARTICIPATING COMPANY - \$500

The Participating Company will be included in the Networking Passport and provided a unique stamp by NICM. Each attendee will be instructed to visit all Sponsors / Exhibitors, specifically those listed in the Networking Passport Card, to receive a stamp. Participating Companies will be recognized by booth signage, on printed materials and in car giveaway signage throughout the exhibit hall.

### PRIORITY CLUB SPONSOR - \$1,500

In addition to receiving all of the benefits available to Participating Companies, Priority Club Sponsors will receive 100 additional car give-away tickets that can be distributed to conference attendees at the company's discretion. The entry tickets will be personalized with the sponsoring company's name and logo. Should the winning ticket be a Priority Club Sponsor's ticket, that company will receive a photo with the winner, a press release in an ACMA publication, inclusion on the conference web site and a complimentary post conference e-mail blast to conference attendees. Priority Club Sponsors will also be included in pre conference email blasts\* and listed on the conference website.

\*Contract must be signed by 12/31/10 to be included in all pre-conference email blasts. Contracting after this date will result in being included in communications released only after the contracted date.

## ADDITIONAL SPONSORSHIPS

NICM offers several additional marketing opportunities at the 2011 National Case Management Conference. See attached for additional information and pricing.

- E-mail Blast (Pre Conference or Post Conference)
- Conference Pens - Registration Center
- Chair Drop
- Name Badge Lanyards
- Conference T-shirts
- Hotel Key Cards
- Internet Cafe
- Additional 10x10 Booth Space
- Custom Sponsorship Opportunities

# EXHIBITION SCHEDULE\*

## WEDNESDAY / APRIL 6, 2011

12:00 pm - 6:00 pm Booth Set Up

---

## THURSDAY / APRIL 7, 2011

9:00 am - 12:00 pm Booth Set Up  
2:30 pm - 6:30 pm Welcome Reception in Exhibit Hall

---

## FRIDAY / APRIL 8, 2011

7:00 am - 9:00 am Breakfast in Exhibit Hall  
11:30 am - 1:30 pm Lunch in Exhibit Hall  
4:30 pm - 6:30 pm Networking Reception in Exhibit Hall  
6:30 pm - 9:00 pm Booth Tear Down

---

## SATURDAY / APRIL 9, 2011

12:30 pm - 1:45 pm Platinum Sponsor Marketing Presentations  
5:00 pm - 6:30 pm Closing Party (We invite you to attend this great opportunity to network with attendees away from your booth.)

\*Schedule subject to change

## HOTEL INFORMATION

### Orlando World Center Marriott Resort

8701 World Center Drive  
Orlando, FL 32821  
Phone: 407-239-4200

### RESERVATIONS

The Orlando World Center Marriott Resort & Convention Center is offering a discounted room rate of \$180 to conference participants. This discounted group rate is applicable during conference dates (April 7-10, 2011) until all guest rooms in the group block have been reserved. This discounted group rate will be available three (3) days prior and three (3) days after the conference dates based upon availability at the time of reservation.

To make reservations, call the Orlando World Center Resort's Reservation Department at (800) 228-9290 and reference the Group Name "CMGCMGA."

You can also make reservations by visiting our web site and clicking on Hotel/Travel: [www.CaseManagementConference.com](http://www.CaseManagementConference.com)



## NEED MORE INFORMATION?

---

CONTACT: HANNAH HERRIMAN

Phone: 501-227-5400

Fax: 501-975-8441

Email: [hherriman@nicminc.net](mailto:hherriman@nicminc.net)

# 2010 SPONSORS & EXHIBITORS

## PLATINUM SPONSORS

3M  
ACS MIDAS+  
Allscripts  
Allsup  
Executive Health Resources  
McKesson Health Solutions  
MexCare  
Milliman Care Guidelines  
Morrisey  
TRACE, The White Stone Group

## GOLD SPONSORS

American Medical Response (AMR)  
DaVita

## A WORD FROM 2010 EXHIBITOR

*"Great exhibition attendance, enthusiastic attendees, and outstanding facilitation by conference staff to get attendees to visit with vendors."*

## EXHIBITORS

Advanced Clinical Employment Staffing  
Aerocare Medical Systems Inc.  
Aeromedevac, Inc.  
Air Ambulance by AirTrek, Inc.  
Air Ambulance Network  
Air Ambulance Specialists  
American Jets Air Ambulance  
Amerita, Inc.  
Athena Forum  
Bio Scrip, Inc.  
Cardon Healthcare  
Central Logic Healthcare Systems  
ComForcare Senior Services  
Coram, Inc.  
CORE Health Care  
Critical Care Systems  
Critical Homecare Solutions, Inc.  
Curaspan Health Group  
Epic Medstaff Home Healthcare  
Flying Nurses International  
Hanger Prosthetics & Orthotics  
Harden Healthcare  
Harris County Hospital District  
HCPro, Inc.  
HCR Manor Care  
Healthcare Quality Certification Board (HQCB)  
Healthcare Scouts  
HealthSouth  
InfuScience, Inc.  
Interim HealthCare  
J.A. Thomas & Associates  
Kindred Hospitals  
Life Guard International  
Lifeguard Aeromed  
March of Dimes  
McBee Associates Inc  
McBee Associates Inc  
MedCenter Air  
National Healing  
Nexus Health System  
Novia Solutions/Sullivan Lakier Group  
Odyssey Health Care Inc  
Our Children's House at Baylor  
PHI Air Medical  
Proficient Health  
RCM Health Care Services  
Regency Hospital Company  
Right at Home, Inc.  
Sava Senior Care  
Select Specialty Hospital  
Skyservice Air Ambulance  
Superior Air-Ground Ambulance  
The Joint Commission  
TIRR Memorial Hermann  
Total Living Choices  
Triumph Healthcare/Rehab Care