

2020



VIRTUAL

# Sponsorship and Exhibitor Prospectus

Main Conference Dates: **November 21 – 22, 2020**

Socially Distanced. **Digitally Connected.**



# WHY BE A SPONSOR/EXHIBITOR?

**MOMENTUM** is all about community, and as a sponsor, that includes you. We are dedicated to getting your brand in front of a fast-growing medical community that's eager to learn more about your products and services. Don't miss your chance to:

## **Network**

Our virtual conference means that you really can network in many places at once. Never miss a conversation or a chance to understand what is important to your potential customers right now.

## **Showcase Your Thought Leadership**

For the first time ever, MOMENTUM 2020 will offer the opportunity to present a session and showcase your company's thought leadership. This is in an invaluable way to attract qualified prospects and build your business.

## **Build Brand Awareness**

Modernizing Medicine customers are passionate, loyal and committed to advancing healthcare. There is no better way to connect with this audience than MOMENTUM 2020.

## **Generate Quality Leads**

Our virtual platform makes lead generation even easier with online appointment requests, live text and video chats, contests and give-aways. You will have access to real time data on activity and engagement to develop new leads. This will be the largest gathering of tech-savvy medical professionals and they are ready to learn more about how you can help them in their daily work life.

## **What to Learn more?**

Schedule a consultation with our sponsorship experts. We will listen to your objectives and recommend a package that meets your specific needs.

*“This conference is, by far, the best conference we attend all year. The attendees are engaged. The Modernizing Medicine team is stellar. Excellent conference!”*

*“We felt that this event was very well planned and executed, and that we were appreciated as sponsors.”*

# SPONSORSHIP/EXHIBITOR LEVELS

Sponsor Benefits	Platinum \$45,000	Gold \$17,500	Silver \$12,500	Bronze \$5,000
<b>Limited Availability</b>	3			
<b>Virtual Event Branding and Visibility</b>				
Live stream Interview with a Modernizing Medicine Executive - <b>New!</b>	•			
30- second pre-roll video played prior to general session	•			
Recognition from the virtual stage at opening general session - <b>New!</b>	•			
Dedicated banner ad on virtual event home page	•	•		
Logo placement by level on general session slides	•	•	•	•
Opportunity to be featured in Innovations Showcase - <b>New!</b>	•	•	•	•
<b>Digital Marketing</b>				
Push notification in virtual platform	2x	1x		
Recognition in press release	•			
Social Media marketing package - <b>New!</b>	•	•	•	•
Sponsor poll or survey in the virtual event platform - <b>New!</b>	•	•		
Logo placement by level in conference email campaigns	•	•	•	
Logo placement on MOMENTUM virtual event home page	•	•	•	•
Listing in sponsor directory on MOMENTUM virtual event	•	•	•	•
Recognition on social media	•	•	•	•
<b>Direct Access to Event Attendees</b>				
<b>A Message from our Sponsor</b> - Dedicated email to event attendees post show (Copy approved by Modernizing Medicine)	•			
<b>A Featured Sponsor</b> spot in marketing emails to attendees promoting the sponsors products and services.	•	•	•	
Host a focus group / client feedback session - <b>New!</b>	•	•	•	•
Attendee list with physical mailing address (pre & post show)	•	•	•	•
<b>Virtual Booth &amp; Registrations</b>				
Premium Virtual Booth	•	•	•	•
Standard Virtual Booth	•	•	•	•
Full access registration	Eight (8)	Six (6)	Four (4)	Two (2)
<b>MOMENTUM Marketing Options (one per sponsor, see descriptions for details)</b>				
Opening Keynote for EMA® - <b>New!</b>	•			
Opening Keynote for gGastro® - <b>New!</b>	•			
Client Appreciation Virtual Happy Hour	•			
Featured Presentation - <b>New!</b>	•	•		
Breakout Session Track - Sponsor the full 2 days - <b>New!</b>	•	•		
Opportunity to Present a Session - <b>New!</b>	•	•		
Closing Session Sponsor		•		
Virtual Exhibit Hall Activities		•	•	
Sponsor a Breakout Session - <b>New!</b>		•	•	
Final Details Memo to Attendees			•	
<b>Add-on options (Not available a la carte)</b>				
Host a focus group / client feedback session - <b>New!</b>	Included	\$4,000	\$4,000	\$4,000
Featured Sponsor spot in marketing emails attendees promoting the sponsors products and services.	Included	Included	\$1,000	N/A
Upgrade your virtual booth to premium with videos and polling	Included	Included	Included	\$1,500
Social Media marketing package	Included	\$3,000	\$3,000	\$3,000

\*Sponsor is responsible for full production and related cost.

Sponsor must be registered by September 30, 2020 to receive all marketing benefits.

**Reserve Your Spot Today!**

Sign up | [modmed.com/sponsormomentum](https://modmed.com/sponsormomentum)

# USERS CONFERENCE 2020

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## Sponsorship/Exhibitor Marketing Opportunities

### Questions:

**Conference Planning:** Kaylee Gilbert, Event Producers  
Phone: 425.420.1692  
Email: [kaylee@eventproducers.events](mailto:kaylee@eventproducers.events)

**To sign up, please visit:**  
[modmed.com/sponsormomentum](http://modmed.com/sponsormomentum)

We redesigned our sponsorship program to offer an engaging virtual experience. Here are a few highlights of our program.

#### **Live Stream Interview with a Modernizing Medicine Executive - NEW**

A unique opportunity to share industry insights and thought leadership in an engaging interview with a Modernizing Medicine executive. The short format session will be pre-recorded and streamed live during the event. Sponsors are encouraged to join in a live chat Q&A and address questions directly from the audience. This opportunity is reserved for Platinum sponsors.

#### **Opportunity to be Featured in Innovations Showcase - NEW**

Have you launched a new product? Enhanced a product in a significant way? Won an award? Share with us your innovations, so we can promote them to attendees. Innovations will be featured in the virtual event platform. Select companies will be recognized with a badge for their virtual booth and may be featured on social media and on the virtual platform.

#### **Opening Session for EMA®**

Create a strong first impression with this exclusive sponsorship of our “what’s ahead” session for EMA® users. Includes the opportunity to submit a 15-second pre-roll video, recognition in the agenda and session description, ability to submit supplemental or promotional information in the virtual session room, and participate in the live chat. Modernizing Medicine will provide stats on the number of attendees.

#### **Opening Session for gGastro®**

Create a strong first impression with this exclusive sponsorship of our “what’s next” session for gGastro® users. Includes the opportunity to submit a 15-second pre-roll video, recognition in the agenda and session description, ability to submit supplemental or promotional information in the virtual session room, and participate in the live chat. MMI will provide stats on the number of attendees.

#### **Client Appreciation Virtual Happy Hour Sponsor**

Join Modernizing Medicine in hosting this special event. Includes high visibility branding, the opportunity to address the audience during our welcome, recognition in the agenda, and event online description. Modernizing Medicine will provide stats on the number of attendees.

#### **Featured Presentation**

Bestselling author and happiness expert, Michelle Gielan joins us to talk about the science linking happiness to success. This session will be live-streamed as a general session, and we expect the majority of attendees to tune in. Includes the opportunity to submit a 15-second pre-roll video, recognition in the agenda and session description, ability to submit supplemental or promotional information in the virtual session room, and participate in the live chat. Modernizing Medicine will provide stats on the number of attendees.

#### **Breakout Session Track - Sponsor the full 2 days**

Live-streamed and on-demand sessions will be grouped by specialty. Sponsor all sessions in a track and receive branding and visibility in the agenda and session description, plus the opportunity to submit a 10-second pre-roll video for all sessions, and recognition on the slide deck or graphics surrounding the live stream.

#### **Opportunity to Present a Session**

For the first time ever, Gold and Platinum sponsors will have the chance to present a session. Session descriptions must be approved and should be educational or scientific in nature. Presentations will be pre-recorded and made available on demand during the live event and for 3 months after. MMI will provide a roster of attendees who viewed the presentation for sponsor follow up.

#### **Virtual Exhibit Hall Activities**

MOMENTUM 2020 will have live dedicated exhibit hours where attendees are encouraged to engage with sponsors through text and video chats. In addition, special programming will occur during this time designed to engage and inspire attendees. Looking for a fun way to connect with the live online audience? Ask about our plans for exhibit hall activities.

# USERS CONFERENCE 2020

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## Sponsorship/Exhibitor Marketing Opportunities (continued)

### **Sponsor a Breakout Session**

Sponsor a live stream or on-demand session around a topic that resonates with your brand our services. Receive branding and visibility in the agenda and session description, plus the opportunity to submit a 10-second pre-roll video, and recognition on the slide deck or graphics surrounding the live stream. Session presenters must approve sponsors. Session track sponsors have priority in session selection. MMI will provide a roster of attendees who viewed the presentation for sponsor follow up.

### **Closing General Session**

Close the conference on a high note and leave attendees inspired with your enduring message. Includes the opportunity to submit a 15-second pre-roll video, recognition in the agenda and session description, ability to submit supplemental or promotional information in the virtual session room, and participate in the live chat. MMI will provide stats on the number of attendees.

### **Add-on options (must be a sponsor to reserve):**

#### **Host a Focus Group / Client Feedback Sessions**

Interested in pulling together a group of clients or prospects for an in-depth feedback session? Modernizing Medicine will work with you to define your audience and invite attendees to your online session. This will be delivered via video chat. You will be responsible for conducting the session and covering any costs related to audiovisual.

#### **Final Details Memo to Attendees**

The final details memo outlines everything attendees need to know about the virtual conference and is the last communication before the event kicks off. Receive a prominent feature spot that includes your logo and a custom message to encourage attendees to engage with you at the live online event. It's a great way to promote special offers and draw traffic to your virtual booth.

#### **Upgrade Your Virtual Booth to Premium with Videos and Polling**

Your virtual booth is a dedicated web page within the virtual event platform that you can customize to showcase your brand, products and services. Get your brand message out with a custom banner graphic, company description, PDF resources and more! Generate leads with our appointment request feature. Engage with attendees & conduct online demos with our text and video chat features. Encourage engagement through participation in our online attendee game. Link your company page to profiles of company representatives.

#### **Premium Virtual Booth**

Want even more engagement? Upgrade your sponsorship package to receive the ability to add a survey/poll to your virtual booth. This is a great way to engage attendees and qualify leads. This package also enables us to showcase a promotional video and post unlimited additional PDF resources for attendees.

#### **Social Media Marketing Package - NEW**

Engage attendees before, during, and after the event via Modernizing Medicine's on social media accounts. Engagement can start three weeks prior to the event date. Content comes directly from the sponsor and must be reviewed and approved by Modernizing Medicine prior to posting. This package includes: two (2) pre-scheduled Facebook posts, six (6) pre-scheduled tweets, one (1) LinkedIn company page post, and one (1) Instagram post. Post-event report will be provided with analytics and insights.

**Socially Distanced. Digitally Connected.**



## Sponsorship and Exhibitor Terms and Conditions - Page 1

1. **Program Rules and Regulations.** The Modernizing Medicine, Inc. User's Conference Sponsorship and Exhibitor Program (the "**Program**") is designed to provide a showcase for products and services relating to the practice of medicine. Modernizing Medicine, Inc. ("**Modernizing Medicine**") reserves the right to exercise its sole discretion in the acceptance or refusal of applications for the Program. By applying for exhibition space pursuant to the Program, the applying company (the "**Applicant**") acknowledges that it has read and agrees to adhere to and be bound by all of the policies, terms, rules and regulations governing the exhibition set forth in the Sponsorship and Exhibitor Prospectus (the "**Prospectus**"). Modernizing Medicine and its agent, Moss Roscher Associates, Inc. DBA Event Producers ("**Event Producers**"), requests the full cooperation of the Applicant in its observance of the policies, terms, rules and regulations set forth in the Prospectus. It is the responsibility of the Applicant to insure all booth staff are informed of and adhere to these policies, terms, rules and regulations and conduct themselves in a professional manner throughout the Modernizing Medicine, Inc. User's Conference (the "**Conference**").

2. **Interpretation and Application of Rules.** The Applicant agrees that Modernizing Medicine shall have the full authority to interpret and modify all policies, terms, rules and regulations contained in the Prospectus and its decision as to the meaning and implementation of a policy, term, rule or regulation is final. The Applicant agrees to abide by any subsequent policies, terms, rules or regulations that may hereafter be adopted by Modernizing Medicine, which shall be as much a part of the Prospectus as though originally incorporated. If the Applicant objects to any material change to any policy, term, rule or regulation, the Applicant must notify Modernizing Medicine within ten (10) business days of the date of such change of Applicant's intent to cancel its application, in which case Modernizing Medicine's sole obligation will be to refund the deposit provided by the Applicant less any actual costs incurred by Modernizing Medicine. All matters and questions not specifically covered in the Prospectus shall be resolved in the sole discretion of Modernizing Medicine. The failure of Modernizing Medicine to enforce at any time any policy, term, rule or regulation set forth in the Prospectus shall not be construed to be a waiver of such policy, term, rule or regulation.

3. **Booth Space.** The Applicant's tabletop location shall be determined by Modernizing Medicine, in its sole discretion, based on available space and Modernizing Medicine does not guarantee that Applicant's competitors will not be located nearby in the exhibit area. In the event that Applicant wishes to relocate subsequent to another applicant's tabletop location choice, the Applicant may contact Event Producers and request relocation to any then available space(s). Modernizing Medicine requires a clean looking atmosphere for all tabletop booths. Containers or boxes must not be visible from the aisles or walkways and must be stored out of sight, under your table or with the hotel. Sponsor signage is restricted to the assigned tabletop space. No signs may protrude or be placed in any other area of the Conference space except those produced and placed by Modernizing Medicine. These guidelines may be enforced by Event Producers on behalf of Modernizing Medicine.

4. **Dismantling of Booth.** No part of a tabletop booth or sponsorship station shall be dismantled nor materials removed until the end of the final day of the Conference without specific permission from Modernizing Medicine or Event Producers. All space must be vacated by 2:00 p.m. on the final day of the Conference. If spaces are not vacated by that time, Modernizing Medicine reserves the right to remove materials and charge all of the expenses associated with such removal to the Applicant. Modernizing Medicine will not be liable for any damage or loss as a result of such removal.

5. **Program Fees.** The Applicant agrees to pay all fees, charges and/or expenses set forth in the Prospectus as set forth herein. In the event that Modernizing Medicine is forced to seek legal remedy to collect any amounts due from the Applicant pursuant to the Prospectus all charges related to the collection of unpaid amounts will become the sole responsibility of the Applicant, including, without limitation, any reasonable attorney's fees. If the Applicant fails to make payments due hereunder when they are due, the space or sponsorship is subject to cancellation or reassignment at the sole discretion of Modernizing Medicine without any obligation by Modernizing Medicine to refund any deposit or other amounts previously paid by the Applicant.

6. **Assignment and Subletting.** The Applicant may not assign or sublet any space or sponsorship allotted to them, and may not advertise or display goods other than those manufactured or sold by the Applicant in the regular course of business without prior written authorization by Modernizing Medicine or Event Producers. No such assignment or subletting shall release the Applicant from its obligations and liabilities under the Prospectus.

7. **Housing Policy.** Sponsors and exhibitors must obtain sleeping rooms through Modernizing Medicine's housing bureau, The Ritz-Carlton and JW Marriott Grande Lakes, or risk the loss of sponsorship and exhibit space.

8. **Cancellation.** Requests for cancellation of any sponsorship must be directed in writing to Modernizing Medicine c/o Event Producers at info@eventproducers.events. Cancellations requests submitted by any other method, including by telephone, will not be accepted. The sponsorship fee will be refunded if the cancellation request is received at least ninety (90) days prior to the first day of the Conference. Sponsors cancelling with less than ninety (90) days prior notice shall remain financially liable for the full sponsorship fee. Event Producers, on behalf of Modernizing Medicine, will confirm receipt of all cancellations and refunds, if any, will only be made for confirmed cancellations pursuant to this provision.

9. **Liability.** Neither Modernizing Medicine, Event Producers, The Ritz-Carlton and JW Marriott Orlando Grande Lakes (the "**Event Facility**") nor any of their respective officers, directors, employees, agents or representatives will be responsible for the safety of the property of the Applicant from theft, damage by fire, accident or any other causes. Applicants are advised to consult their insurance broker for proper coverage on materials from the time such materials leave the Applicant's premises until such materials return to the Applicant's premises. Neither Modernizing Medicine, Event Producers, the Event Facility nor any of their respective officers, directors, employees, agents or representatives shall be held accountable or liable for, and the same are hereby released from accountability or liability for any damage, loss, harm or injury to any person or any property of the Applicant or any of its officers, employees, agents, representatives or business invitees, including, without limitation, those resulting from theft, fire, or other causes. Neither Modernizing Medicine, Event Producers nor the Event Facility will be obligated to obtain insurance against any such damage loss, harm or injury.

10. **Indemnification.** The Applicant will be fully responsible for any claims, demands, suits, liabilities, losses, damages and expenses relating to or arising out of any injury to any personnel of the Applicant or to any other person or any loss of or damage to any property of an exhibitor or any other property where such injury, loss or damage is incident to, arises out of, or is in any way connected with the Applicant's participation in the Program, including, without limitation, the use of the Conference premises, and the Applicant hereby agrees to indemnify and hold harmless Modernizing Medicine, Event Producers and the Event Facility, and their respective officers, directors, employees, agents and representatives from and against

## Sponsorship and Exhibitor Terms and Conditions - Page 2

any and all such claims, demands, suits, liabilities, losses, damages and expenses (including reasonable attorney's fees). The Applicant acknowledges and understands that neither Modernizing Medicine, Event Producers nor the Event Facility maintain insurance covering the Applicant's persons or property and it is the sole responsibility of the Applicant to obtain such insurance.

11. **Damage to Event Facility.** No sign or articles can be affixed, nailed, or otherwise attached to walls, doors, etc., without the prior approval of Modernizing Medicine or Event Producers and may not be affixed, nailed, or otherwise attached in any manner as to damage such walls, doors, etc. All space is rented subject to these restrictions. The Applicant will be held liable for any damage resulting from violations of this provision. The Applicant and its employees, agents and representatives may not allow any article to be brought into the Event Facility that will invalidate the insurance or increase the premiums on the policies held by the Event Facility nor permit anything to be done by such employees, agents and representatives that may damage the premises, property or equipment of other sponsors.

12. **Insurance.** The Applicant agrees to carry, at its own cost and expense, insurance to cover exhibit material against damage and loss, and commercial general liability insurance of at least \$1 million per occurrence and \$1 million aggregate, against injury to the person and property of others. The Applicant further agrees to carry, at its own cost and expense, workers' compensation insurance in full compliance with all federal and state laws governing all of the Applicant's employees engaged in the performance of any work at the Conference for the Applicant. All such policies shall list Modernizing Medicine, Event Producers and the Event Facility as named additional insured parties. If requested by the Modernizing Medicine or Event Producers, the Applicant shall furnish Modernizing Medicine or Event Producers, as applicable, with a certificate of insurance evidencing the required insurance pursuant to this provision.

13. **Activities at Conference.** Extremely loud noises such as bell, sirens, buzzers, etc. will not be permitted in Conference areas in order to maintain a business like atmosphere. Promotional activity is limited to the confines of space assigned by Modernizing Medicine. Any promotional activities outside the tabletop space, including, without limitation, in general areas or sponsorship spaces assigned to other sponsors, is prohibited. Modernizing Medicine reserves the right, in its sole discretion, to determine what is acceptable publicity and advertising, and also to restrict at any time any display, demonstration, presentation, or activity it deems inappropriate or undesirable. Modernizing Medicine reserves the right to terminate any promotion that could reasonably be determined to affect adversely the goodwill or reputation of the Modernizing Medicine or the Conference.

14. **Advertising.** Exhibit items, advertising literature or pamphlets that are distributed by the Applicant may contain only recognized indications and claims. Advertising in any media that particular products or services have been exhibited at the Conference or in a manner that could be construed as an endorsement by Modernizing Medicine is prohibited. Modernizing Medicine's logos, seals, trademarks, service marks, or other similar property rights, including those that are in disuse, may not be used in connection with any product or advertising materials. Advertising materials may not be distributed outside the Applicant's assigned Conference space.

15. **Endorsement.** Modernizing Medicine's acceptance of the Applicant's application is not intended to convey Modernizing Medicine's approval, endorsement, certification, acceptance, or referral of the Applicant or the Applicant's products or services. Promotion permitted at the Conference is not to be construed or publicized as an endorsement or approval by Modernizing Medicine, nor may the Applicant state that its claims are approved or endorsed by Modernizing Medicine. The Applicant shall not, without express written permission of Modernizing Medicine, use the name of Modernizing Medicine, or any symbol, logo, trademark, or service mark identified therewith, in any manner representing that the Applicant or its products or services possess the approval or endorsement or are associated or affiliated with Modernizing Medicine.

16. **Events during the Conference.** The Applicant may not schedule other events, including, without limitation, breakfasts, luncheons, dinners, receptions, or sessions during official Conference program hours unless specific permission is granted in writing by Modernizing Medicine or Event Producers.

17. **Cancellation of Conference.** In the event that the Conference is cancelled due to fire, strikes, government regulations, acts of God or any other causes beyond Modernizing Medicine's control that renders the Conference space unfit for use, neither Modernizing Medicine, Event Producers nor the Event Facility shall be held liable for failure to hold the Conference and the Applicant's sole remedy is a refund of the fees paid by the Applicant less any actual costs incurred by Modernizing Medicine. In no event will Modernizing Medicine, Event Producers or the Event Facility be liable for any direct, indirect, actual, special or consequential damages of any nature whatsoever, including, but not limited to, lost profits, business interruptions or other economic loss to the Applicant due to cancellation of the Conference.

18. **DISCLAIMER; LIMITATION ON LIABILITY. NEITHER MODERNIZING MEDICINE NOR EVENT PRODUCERS MAKES ANY WARRANTY OF ANY KIND, WHETHER EXPRESS, IMPLIED, STATUTORY, OR OTHERWISE, WITH RESPECT TO THE CONFERENCE. IN NO EVENT SHALL MODERNIZING MEDICINE'S, EVENT PRODUCERS' AND THE EVENT FACILITY'S AND THEIR RESPECTIVE OFFICERS', DIRECTORS', EMPLOYEES', AGENTS' AND REPRESENTATIVES' AGGREGATE LIABILITY ARISING OUT OF OR RELATED TO THE CONFERENCE, WHETHER IN CONTRACT, TORT OR UNDER ANY OTHER THEORY OF LIABILITY, EXCEED THE AMOUNTS ACTUALLY PAID BY THE APPLICANT PURSUANT TO THE PROSPECTUS. IN NO EVENT SHALL MODERNIZING MEDICINE, EVENT PRODUCERS AND THE EVENT FACILITY OR THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, AGENTS AND REPRESENTATIVES HAVE ANY LIABILITY TO APPLICANT FOR ANY LOST PROFITS, LOSS OF BUSINESS OPPORTUNITY OR FOR ANY INDIRECT, SPECIAL, INCIDENTAL, PUNITIVE, OR CONSEQUENTIAL DAMAGES HOWEVER CAUSED AND, WHETHER IN CONTRACT, TORT OR UNDER ANY OTHER THEORY OF LIABILITY WHETHER OR NOT THEY HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGE.**

19. **Miscellaneous.** The Prospectus shall be governed by and construed in accordance with the laws of the State of Florida, exclusive of the State of Florida's choice of law provisions. The Applicant agree that any disputes or claims between Modernizing Medicine and the Applicant arising out of or related to the Conference shall be brought in the federal courts of the United States in and for the Southern District of Florida and the state courts of the State of Florida located in Palm Beach County, Florida. In the event that any provision of the Prospectus is held by a court of competent jurisdiction to be contrary to any law, the remaining provisions of the Prospectus will remain in full force and effect.