

The Dixie Institute - hfma Region V

healthcare financial management association

AL • GA • FL • TN • SC

"Weaving Through Healthcare Reform"

Presented by The South Carolina Chapter

February 16-19, 2010, Charleston, South Carolina
Charleston Place Hotel

Exhibit and Sponsorship Opportunities

In addition to Dixie Institute Exhibit Opportunities, SCHFMA is offering multiple levels of sponsorship designed to help you reach out to your target market and make your sales goals. The economy appears to be warming up. Don't be left in the dust of the 2009 recession. Take the opportunity to connect with more providers who have held back on purchases for nearly 18 months.

Preliminary Meeting Agenda Overview

Date	Time	Event/Presentation
Tuesday, February 16	2:00-4:00	Region 5 Board Meeting
	8:00-4:00	Exhibitors set up
	6:00-9:00	Reception at Charleston Place Palmetto Café
	7:30-9:30	Past President's Dinner at Old Exchange Building
Wednesday, February 17	7:30- 8:45	Breakfast with exhibitors
	9:00-9:30	Welcome to Charleston
	9:30-10:00	Welcome to SC / Healthcare
	10:00-11:30	General session
	11:30-1:30	Lunch with exhibitors - Basket weaver to be set up in exhibit area
	1:30-2:30	Breakouts
	2:45-3:45	Breakouts
	3:45-4:15	Break with exhibitors
4:15-5:15	Breakouts	
Thursday, February 18	6:30-11:30	Theme night, Riviera Theatre
	7:30-8:45	Prayer Breakfast
	9:00-10:30	General session
	10:30-11:30	Breakouts
	11:30-1:30	Lunch with exhibitors
	1:30-2:30	Breakouts

Friday, February 19

2:45-3:45	Breakouts
3:45-4:15	Break with exhibitors
4:15-5:15	Breakouts
6:00-7:30	Reception with vendors
7:30	Dinner on your own
7:30-8:45	Breakfast
9:00-10:30	General Session
10:30-12:30	General motivation closing session
12:30	Dixie Institute ends at noon!

Sponsorship Opportunities

SOLD! Presenting Sponsor: \$10,000 SOLD!

Recognition as 2010 Dixie Institute Presenting Sponsor

Four (4) complimentary full meeting registrations

Complimentary Exhibit Booth, Welcome Signage and Promotion

Opportunity to offer promotional items and company literature in

Attendee Registration Bag, Theme Night credit, table tent signage during event including theme night,

reference to sponsorship in program brochure,

Company name or logo on lanyards.

Pre and post conference registration list

SOLD! Diamond: \$7,500 SOLD!

Recognition as Sponsor of the Dixie Grand Give-away!

Three (3) complimentary full meeting registrations

One (1) Complimentary Exhibit Booth

Company Name Recognition

Welcome signage, literature in registration bags, table tents

Pre and post conference registration list

Gold: \$6,000

Two (2) complimentary full meeting registrations

Company Name Recognition

Listing in Welcome signage, Name on Table tents

20% discount on Exhibit Space

Pre and post conference registration list

Silver: \$4,000

Company Name Recognition

One (1) complimentary meeting registration

Welcome signage, literature in registration bags, table tents, 20% discount on Exhibit Space

Bronze: \$2,500

Welcome signage, literature in registration bags, table tents, 10% discount on Exhibit Space

Featured Sponsorship Opportunities

SOLD! Registration Bags: \$3,000 SOLD!

Name on bags: reusable shopping bag with sponsor name on one side and event name on other

SOLD! All Wednesday Meal Events Sponsorship: \$3,000 SOLD!

Signage/announcement recognizing event sponsorship during breakfast and lunch,
literature on seats/tables

All Thursday Meal Events Sponsorship: \$3,000

Signage/announcement recognizing event sponsorship during breakfast and lunch,
literature on seats/tables

SOLD! Opening Night Reception: \$2,500 SOLD!

Signage recognizing event sponsorship during event

Thursday Night Reception 2: \$2,500

Signage recognizing event sponsorship during event

SOLD! Company Logo Branded Hotel Room Keys: \$1,500 SOLD!

Name on room keys

SOLD! Past President's Dinner: \$1,500 SOLD!

Recognition of event sponsorship at invitation-only function at the Old Exchange Building

SOLD! Friday Breakfast: \$1,000 SOLD!

Signage recognizing event sponsorship during event

SOLD! Thursday Night Theme Night Band: \$1,000 SOLD!

Recognition of sponsorship with signage and by band during event

Thursday Keynote Introduction: \$1,000

Recognition during introduction

Friday Keynote Introduction: \$1,000

Recognition during introduction

SOLD! Name Badge Sponsor: \$1,000 SOLD!

Corporate name/logo prominently displayed on all name badges that will be required to wear
throughout the Dixie Institute

SOLD! Save the Date Post Card: \$750 SOLD!

Company Name on Post Card

SOLD! Company Branded Flash Drives: \$750 **SOLD!**

Name and company literature in and on flash drive

SOLD! Event Break Sponsoring (2 available): \$500 ea. **SOLD!**

Signage recognizing break sponsor

Exhibit Opportunities

Exhibit Space:

\$2,395 (Premium booth (Only 7 available, booths #s 1-7)

\$1,995 (Regular booth)

7ft. exhibit space for table top display

6ft. draped table and one chair

(electrical service not provided, see registration form)

Includes 1 complimentary exhibitor's registration

Additional exhibitor's registration available at **\$195** each

Access to educational events available at **\$99 per exhibitor registration**

We would like to sign up for the Sponsorship indicated below:

SOLD OUT! Presenting (1)

Silver

SOLD OUT! Diamond (1)

Bronze

Gold

Other (please indicate) _____

Exhibit space:

SOLD OUT! Premium booth \$2,395 each. Preferred booth # _____

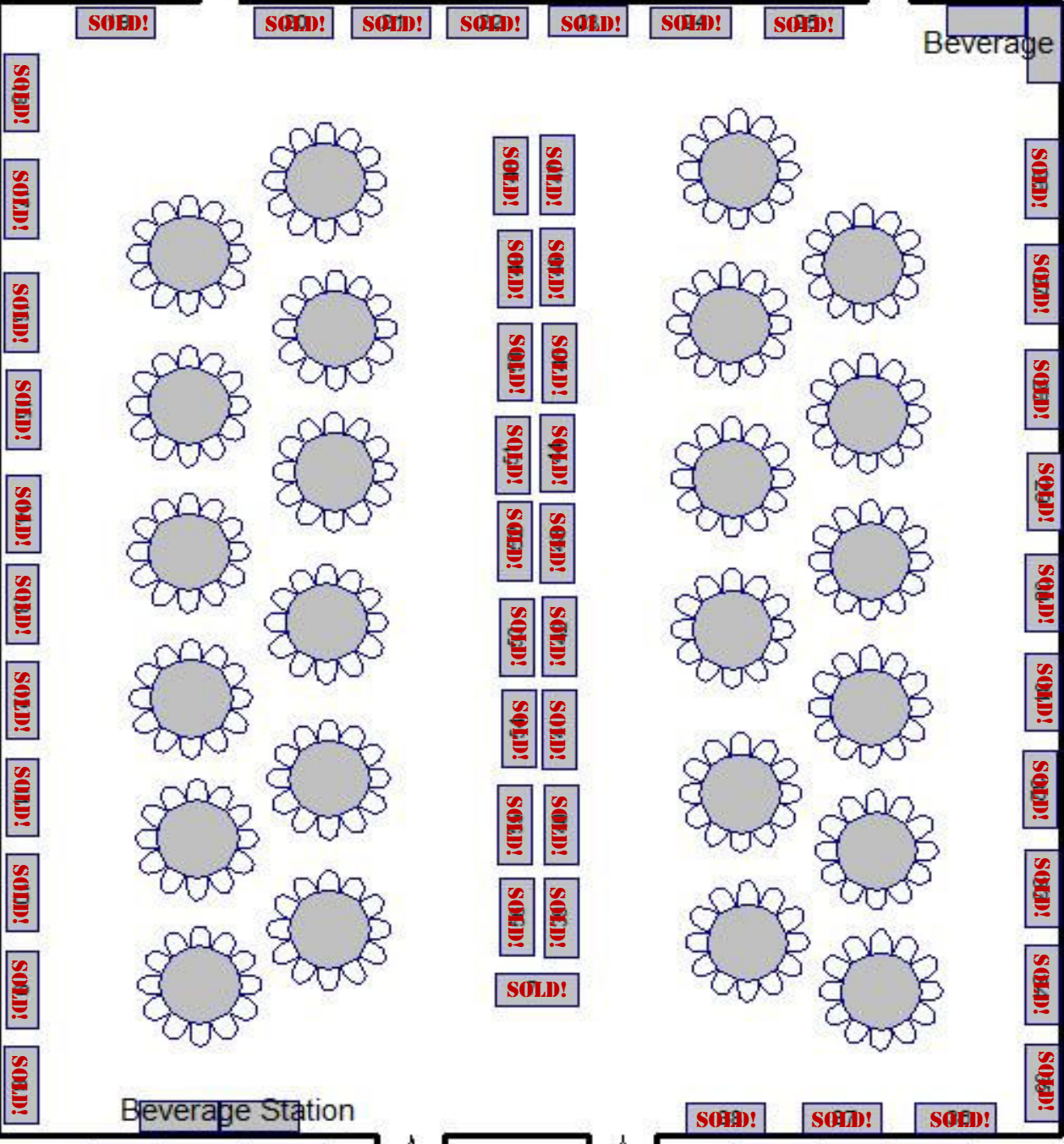
SOLD OUT! Standard booth \$1,995 each. Preferred booth # _____

Sponsorships and exhibitor space is available on a first come, first served basis.

SC Healthcare Financial Management
Feb 16-19th, 2010
26 Rounds of 12=288
56 Exhibit Tables

Service Hall

Beverage Station



Food Stations

Food Stations

Grandhall

SOLD! SOLD! SOLD! SOLD! SOLD! SOLD!

Terms and Conditions

ADVERTISING The Dixie Institute/Healthcare Finance Management Association (HFMA)/South Carolina Chapter of HFMA (SC HFMA), known hereafter as Dixie Institute, does not endorse or promote any products or services related to an exhibit and no exhibitor will suggest otherwise. Exhibitor will not either prior to, during, or after the exhibit use Dixie Institute trademarks, trade names, or service marks unless specifically authorized in writing by the Dixie Institute to any such use.

DEMONSTRATIONS All demonstrations shall be confined to the space allowed to each exhibitor. Activities which, in the Dixie Institute management's opinion, interfere with normal traffic flow or infringe on other exhibits are prohibited. The use of other than closed sound systems will be permitted only with the prior written approval of the Dixie Institute management. Any exhibit may be closed if deemed not to meet these requirements.

BOOTH ACTIVITIES The exhibitor is permitted to demonstrate the firm's equipment and to make informal presentations regarding its product line or service in the booth. However, other attention-getting devices in the form of entertainment, amusement, or demonstrations of non-product items or services must be approved by the Dixie Institute management prior to the start of the meeting.

PRODUCT SAMPLES Exhibiting firms may distribute samples of their products to the meeting registrants. Drawings for prizes are permitted. Contests or lotteries are not permitted. Gaming devices of any kind are not allowed in the exhibit area.

CANCELLATION OR WITHDRAWAL Cancellation of space and refund is subject to the following condition. Exhibitor shall give written notice of cancellation. If written notice is received prior to November 15, 2009 then 50% of the entire exhibitor fee of funds remitted shall be refunded. No refund will be allowed for any cancellation after November 15, 2009.

EXHIBIT RESTRICTIONS No exhibitor or part of an exhibit will be admitted to any space until rental of that space has been paid in full. No exhibitor may dismantle an exhibit until after the exhibit closing hours on Thursday, February 18, 2010. Exhibitors are liable for any damage to exhibit walls, floors, columns, or other exhibitors' property. Exhibitors will properly staff their exhibits during exhibit hours, including scheduled evening hours.

INSURANCE It shall be the sole responsibility of each exhibitor to maintain such insurance against injury to person or damage or loss of property in such amount as the exhibitor shall deem adequate. Insurance protection will not be afforded to exhibitors by either the Dixie Institute or the hotel.

LIABILITY AND INDEMNIFICATION The exhibitor will be fully responsible for any claims, liabilities, losses, damages or expenses, including attorney's fees, relating to or arising out of any loss or injury, or damage to any person or property of the exhibitor or any other property where such injury, loss or damage is incident to, arises out of, or is in any way connected to the exhibitor's participation in the Dixie Institute. The exhibitor shall protect, indemnify, hold harmless and defend the Dixie Institute, its officers, directors, agents and employees from and against any and all such claims, liabilities, losses, damages and expenses, including attorney's fees, provided that the foregoing shall not apply to injury, loss or damage resulting from the gross negligence or willful misconduct of the Dixie Institute, its officers, directors, agents or employees, or of the hotel or its agents or employees. In case any part of the exhibit is damaged or destroyed so as to prevent the Dixie Institute from permitting an exhibitor to occupy assigned space during any part or the whole of the exhibition period, or in case occupation of assigned space during any part or the whole of the exhibit period is prevented by strikes, Acts of God, national emergency, or other cause beyond the control of the Dixie Institute, then the exhibitor will be charged for space only for the period the space was or could have been occupied by the exhibitor, and the exhibitor hereby waives any claim against the Dixie Institute, its officers, directors, agents or employees for losses or damages which may arise in consequence of such inability to occupy assigned space. In the event of failure by the Dixie Institute to provide assigned space for any other reason, the Dixie Institute shall not be liable for damage costs or expenses for such failure, but shall only be subject to non-monetary equitable relief.

RELOCATION OF EXHIBITS The Dixie Institute reserves the right to alter the official floor plan and/or reassign any exhibitor's location as deemed advisable. The Dixie Institute further reserves the right to make such changes, amendments and additions to these terms and such further conditions as it considers necessary for the good of the Exhibit program.

SANCTIONS FOR VIOLATIONS If an exhibitor is determined by the Dixie Institute to have violated any provision of these terms and conditions, the Dixie Institute may impose appropriate sanctions regarding current or future participation in the Dixie Institute programs. The sanction imposed will be determined on the basis of the particular circumstances of each case, but in cases involving major violations, the sanctions may include immediate closing of an exhibit without refund to the exhibitor or the exclusion of the exhibitor from future Dixie Institute programs.