



**February 7-10, 2021**

SHERATON SAN DIEGO HOTEL & MARINA | SAN DIEGO, CA

# SPONSOR & EXHIBITOR PROSPECTUS

**PRE-CONFERENCE WORKSHOP: FEBRUARY 7**

**CONFERENCE: FEBRUARY 8-10**



**[www.ORBBusinessManagementConference.com](http://www.ORBBusinessManagementConference.com)**



# YOU ARE INVITED!

...to be a part of the premier conference focused on the business management of the surgical suite. In its ninth year, the **OR Business Management Conference** is designed to inform OR directors and business managers about improved processes, new technologies, best practices for staffing, and ways to optimize efficiencies in surgical services. Hundreds of healthcare professionals attend because they are seeking the latest in perioperative products and services to streamline, improve, and solve everyday challenges they face.

## Agenda tracks include:

- Finance & Data Analytics
- Leadership/Operations
- Performance Improvement & Quality
- Supply Management
- Technology

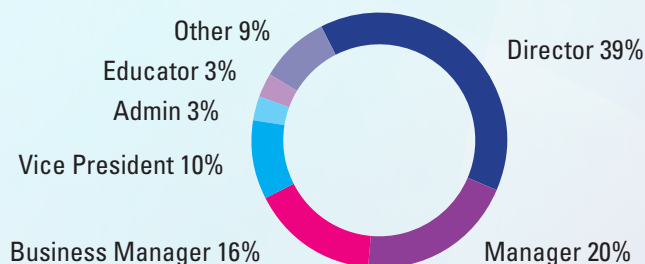
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# TARGET BUSINESS MANAGERS OF THE OPERATING ROOM

## ATTENDEE TITLE BREAKDOWN



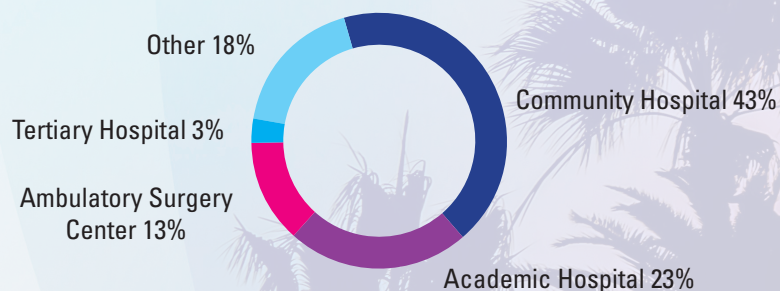
**400**

# of attendees

**250+**

# of facilities represented

## FACILITY BREAKDOWN



**88**

% of attendees in management roles or above

**7:1**

ratio of attendees to exhibitors

## ATTENDEE PURCHASING POWER



**85**

% of attendees involved in purchasing decisions

**30**

% attendees who will make a large purchase within the next 6-24 months

## Here's what past attendees have to say about this Conference:

“ The wealth of knowledge from peers willing to share ideas and successes to achieve exceptional patient outcomes while still being good financial stewards is priceless! ”

“ What I like most about this conference is that I can save time by seeing the latest technology in one place. ”

“ The dynamic presentations combined with informative and motivating content truly set the stage for an enjoyable, productive and beneficial experience. ”



# THE IT LIST

Attendees represent many facilities across the United States and internationally.  
Here's a sampling of who you can expect to meet!

TITLE	COMPANY	TITLE	COMPANY
Business Manager	Adventist Healthcare Shady Grove Medical Center	Materials Manager	North Pointe Surgery Center
Periop Business Manager/SPD Manager	Advocate Sherman Hospital	Founder & President	NorthStar Anesthesia
Manager of Central Sterile	Altru Hospital	Director Surgical Services	Novant Health Presbyterian Medical Center
Manager Perioperative Business Operations	Ascension	Perioperative Informatics Specialist	NYU Langone Health
Surgical Services Manager	Aspirus Langlade Hospital	Assistant Nurse Manager	Orlando Health
Business Operations Manager	Aurora BayCare Medical Center	Surgery Assistant Manager	Orlando Health Dr. P. Phillips Hospital
Perioperative Business Manager	Baltimore Washington Medical Center	Vice President of Patient Care Services	Phoebe Putney Health System
Director, Surgical Services	BE Smith	Director of General Surgery	Pinnacle Health System
VP, Operations	Beaumont Hospital, Trenton	Director Perioperative Services	Presence Mercy Medical Center
Operations Manager, Operating Room	Berkshire Medical Center	RN	Press Ganey Corporation, Inc
Perioperative Business Manager	Cambridge Health Alliance	Business Manager	PRO Sports Club — Medical Center
Executive Director Surgical Service	Catholic Medical Center	RN Manager Surgical & Interventional Business Ops	Providence Holy Cross Medical Center
Surgical Services Business Manager	Children's Hospital of WI	Business Manager	Regions Hospital
Perioperative Business and Systems Administrator	City of Hope	SVP-Periop/Emergency SGRV	RWJ Barnabas Health
Director, Surgical Supply and Infrastructure	Cleveland Clinic	Vice President, Surgical Services	Salem Health
Director of Outpatient Services	Columbus Community Hospital	Business Manager Perioperative Services	SCL Health Systems/Good Samaritan Medical Center
Perioperative Materials Manager	Cone Health	Director Perioperative Services	South Nassau Communities Hospital
Vice President	Confluence Health	Director Peri-Operative Services	Southeast Alabama Medical Center
Surgical Services Division Director	Cullman Regional	Director of Purchasing	Springhill Medical Center
ADAS, Office of Logistics & Supply Chain Mgmt	Department of Veterans Affairs	Perioperative Services Manager	St. Charles Health System Redmond Campus
Surgical Director	Dignity Health Sierra Nevada	Surgical Services Business Manager	St. John Medical Center
Business Intelligence Analyst	Flagstaff Medical Center	Program Director, Perioperative Services	St. Michael's Hospital
Manager of Surgery Services	Froedtert & MCW Community Memorial	Project Engineer	St. Onge Company
Associate Medical Director-Surgical Services	Gillette Children's Specialty Healthcare	Executive Director for Interventional Services	Stanford Health Care ValleyCare
Financial Operations Consultant	Gundersen Health Systems	Director-Perioperative and Bariatric Services	Sutter Santa Rosa Regional Hospital
Manager, Operating Room and GI Lab	Hendrick Medical Center	IT Director	Tangent Computer Inc
Director OR	Hill Country Memorial Hospital	OR Clinical Coordinator	The Children's Hospital of San Antonio
Day Surgery/ PAT Manager	Houston Methodist	Assistant Director, Periop & Supply Chain Informatics	The University of Kansas Health System
Surgical Services Business Manager	Intermountain Healthcare	Director of Surgical Services	Tuba City Regional Health Care Corporation
Business Operations Manager Perioperative Services	John Muir Health	Director Periop Business & Resources	UAB Hospital
Preoperative Services Business Manager	Kaiser Permanente	Perioperative Services Director	UCSF Benioff Children's Hospital Oakland
Director, Clinical Planning & Facilities Management	Kaiser Permanente, South Bay	Director of Surgical Services Resources	UNC Rex
Manager, Operating Room	Little Company of Mary Hospital	Manager Operating Room/Scheduling Office	UnityPoint Health St. Luke's Cedar Rapids
Director of Nursing	Lydon B Johnson General Hospital	Manager, Preadmission, DSU, POCU, PACU	University Health Network, Toronto Western Hospital
Perioperative Business Manager	Maricopa Integrated Health System	Clinical Nurse Specialist/Nurse Educator	University of California in San Diego
Director of Perioperative Services	Marina Del Rey Hospital	Director of Perioperative Operations	University of Chicago Medicine
Sr. Manager, Perioperative Business Services	Massachusetts General Hospital	Executive Director	University of New Mexico Hospital
Clinical Coordinator/Board Runner	Maury Regional Medical Center	Surgical/Anesthesia Services Business Manager	UPMC
Anesthesia Operations Consultant	MedAmerica	Nurse Practitioner	UPMC/Pinnacle
Manager	Mercyhelath Hospital and Medical Center Walworth	Director of Operations	UVA Medical Center
OR Manager	Metro Health: University of Michigan Health	OR Director Perioperative Services	Vanderbilt Medical Center
Perioperative Business Manager	Mon Health Medical Center	Executive Director	Veterans Affairs
Clinical Nursing Director, Perioperative Services	Montefiore Medical Center	Assistant Vice President Patient Care	Virtua
Business Manager Surgical Services	Munson Medical Center	OR Director/ Nurse Manager	Vitenas Cosmetic Surgery
Associate Chief Nurse	MUSC	Nurse Manager	Washington Hospital Healthcare System
Physician Advisor	Nexera	Vice President — Client Services	WiseOR.com



# SPONSORSHIP OPPORTUNITIES

**SOLD!**

## ~~PLATINUM SPONSORSHIP~~

\$20,000

Monday, February 8 Luncheon

### RECOGNITION:

- Monday, February 8 Luncheon Sponsor
- Opening remarks and literature drop
- Complete session attendee leads
- Four complimentary registrations
- Complimentary tabletop exhibit (includes one 6' table and chairs)
- Your company will be identified as a Platinum Sponsor on prominent signage throughout the Conference
- One pre-and post-show email blast to Conference attendees

### PRINT & ELECTRONIC PROMOTION:

- Platinum Sponsor recognition in the program guide
- One full page ad in the program guide
- Company logo and description on the Conference website

### ADD-ON PRESENTATION OPPORTUNITY:

\$5,000

- Select the topic and speaker of your choice for the Monday Luncheon presentation (sponsoring company provides speaker and presentation materials) — requires approval of Conference Management
- Sponsoring company will work with OR Business Management Conference Program Manager to facilitate the presentation, invite speakers, etc.

**SOLD!**

## ~~PLATINUM SPONSORSHIP~~

\$20,000

Tuesday, February 9 "Best in OR Business Award" Luncheon

### RECOGNITION:

- Tuesday, February 9 Luncheon Sponsor
- Opening remarks and literature drop
- Complete session attendee leads
- Four complimentary registrations
- Complimentary tabletop exhibit (includes one 6' table and chairs)
- Your company will be identified as a Platinum Sponsor on prominent signage throughout the Conference
- One pre-and post-show email blast to Conference attendees

### PRINT & ELECTRONIC PROMOTION:

- Platinum Sponsor recognition in the program guide
- One full page ad in the program guide
- Company logo and description on the Conference website

### ADD-ON PRESENTATION OPPORTUNITY:

\$5,000

- Select the topic and speaker of your choice for the Tuesday Luncheon presentation (sponsoring company provides speaker and presentation materials) — requires approval of Conference Management
- Sponsoring company will work with OR Business Management Conference Program Manager to facilitate the presentation, invite speakers, etc.



# SPONSORSHIP OPPORTUNITIES

## PLATINUM SPONSORSHIP

\$20,000

Wednesday, February 10 Breakfast Presentation

### RECOGNITION:

- Wednesday, February 10 Breakfast Presentation Sponsor
- Opening remarks and literature drop
- Complete session attendee leads
- Four complimentary registrations
- Complimentary tabletop exhibit (includes one 6' table and chairs)
- Your company will be identified as a Platinum Sponsor on prominent signage throughout the Conference
- One pre-and post-show email blast to Conference attendees

### PRINT & ELECTRONIC PROMOTION:

- Platinum Sponsor recognition in the program guide
- One full page ad in the program guide
- Company logo and description on the Conference website

### ADD-ON PRESENTATION OPPORTUNITY:

\$5,000

- Select the topic and speaker of your choice for the Wednesday Breakfast Presentation (sponsoring company provides speaker and presentation materials) — requires approval of Conference Management
- Sponsoring company will work with OR Business Management Conference Program Manager to facilitate the presentation, invite speakers, etc

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## GOLD HEADSHOT STATION SPONSORSHIP

\$12,500

### RECOGNITION:

- Includes sponsorship of a branded headshot station during networking time in the Exhibit Hall
- Three complimentary registrations
- Complimentary tabletop exhibit (includes one 6' table and chairs)
- Your company will be identified as a Gold Sponsor on prominent signage throughout the conference
- One pre-event or post-show email blast to registered attendees

### PRINT & ELECTRONIC PROMOTION:

- Gold Sponsor recognition in the program guide
- One half page ad in the program guide
- Company logo and description on the Conference website



# SPONSORSHIP OPPORTUNITIES

**SOLD!**

## ~~GOLD DIGITAL SPONSORSHIP~~

\$12,500

### RECOGNITION:

- Includes sponsorship of the Mobile App and Wi-Fi onsite
- Three complimentary registrations
- Complimentary tabletop exhibit (includes one 6' table and chairs)
- Your company will be identified as a Gold Sponsor on prominent signage throughout the Conference
- One pre-event or post-show email blast to Conference attendees

### PRINT & ELECTRONIC PROMOTION:

- Gold Sponsor recognition in the program guide
- One half page ad in the program guide
- Company logo and description on the Conference website

### ADD-ON OPPORTUNITY:

- Work with Conference team to create lead generation form for WiFi access

\$2,500

## SILVER NETWORKING BREAKFAST SPONSORSHIP

\$10,500

(3 Available)

### RECOGNITION:

- Includes sponsorship of a Networking Breakfast (3 dates/times available)
- Giveaway of Sponsor's choice (must be approved by Conference team)
- Three complimentary registrations
- Complimentary tabletop exhibit (includes one 6' table and chairs)
- Your company will be identified as a Silver Sponsor on prominent signage throughout the conference
- One pre-event email blast to registered attendees

### PRINT & ELECTRONIC PROMOTION:

- Silver Sponsor recognition in the program guide
- One half page ad in the program guide
- Company logo and description on the Conference website

**SOLD!**

## ~~SILVER HOTEL KEYCARD SPONSORSHIP~~

\$8,500

### RECOGNITION:

- Includes sponsorship of a branded hotel keycard distributed to all attendees
- Three complimentary registrations
- Complimentary tabletop exhibit (includes one 6' table and chairs)
- Your company will be identified as a Silver Sponsor on prominent signage throughout the conference
- One pre-event email blast to registered attendees

### PRINT & ELECTRONIC PROMOTION:

- Silver Sponsor recognition in the program guide
- One half page ad in the program guide
- Company logo and description on the Conference website



# SPONSORSHIP OPPORTUNITIES

## BRONZE REGISTRATION SPONSORSHIP

\$7,500

### RECOGNITION:

- Company logo on registration signage
- Company logo printed on all lanyards and badges
- Company logo on all registrant confirmation emails
- Branded signage at registration, welcoming attendees
- Two complimentary registrations
- Complimentary tabletop exhibit (includes one 6' table and chairs)
- Your company will be identified as a Bronze Sponsor on prominent signage throughout the Conference

### PRINT & ELECTRONIC PROMOTION:

- Bronze Sponsor recognition in the program guide
- One quarter page ad in the program guide
- Company logo and description on the Conference website

### ADD-ON OPPORTUNITY:

\$2,500

- Champagne at Registration! Welcome attendees with champagne and your branded materials during exclusive registration hours. This includes an additional tabletop at registration during key hours for your branded materials.

## BRONZE NETWORKING COFFEE BREAK SPONSORSHIP

\$7,500

(4 Available)

### RECOGNITION:

- Sponsorship of one Networking Coffee Break (4 dates/times available)
- Two complimentary registrations
- One complimentary tabletop exhibit (includes one 6' table and chairs)
- Your company will be identified as a Bronze sponsor on prominent signage throughout the conference

### PRINT & ELECTRONIC PROMOTION:

- Bronze recognition in the program guide
- One quarter page ad in the program guide
- Company logo and description on the Conference website



# SPONSORSHIP OPPORTUNITIES

## BRONZE TRACK SESSION SPONSORSHIP

\$7,500

(5 Available)

### RECOGNITION:

- Sponsorship of one of the five tracks (first come, first served) throughout the conference
- Sponsor logo on welcome slide during breakout sessions in your specific sponsored track
- Signage outside the sponsored track room
- Two complimentary registrations
- One complimentary tabletop exhibit (includes one 6' table and chairs)
- Your company will be identified as a Bronze sponsor on prominent signage throughout the conference

### PRINT & ELECTRONIC PROMOTION:

- Bronze recognition in the program guide
- One quarter page ad in the program guide
- Company logo and description on the Conference website

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## TABLETOP EXHIBITOR

\$4,450

- One tabletop exhibit (includes one 6' table and chairs)
- One complimentary registration
- Your company will be identified as an Exhibitor on prominent signage throughout the conference
- Exhibitor recognition in the program guide
- Logo listed on the Conference website
- Discounted registration code to share with clients



# NEW SPONSORSHIP OPPORTUNITIES & ADD-ONS

## CO-SPONSORSHIP | PRE-CONFERENCE WORKSHOP

\$5,000

(5 sponsorships available)

Align your brand with the highly-attended Pre-conference Workshop scheduled for Sunday, February 7. This workshop provides hundreds of attendees with an additional opportunity for education and to earn continuing education credits. You'll receive:

- Complimentary registration to attend the Workshop
- One tabletop in the workshop room with literature
- Company logo on signage and materials at the workshop
- Workshop attendee contact information

## CO-SPONSORSHIP | WELCOME RECEPTION

\$7,500 / \$5,000\*

(5 sponsorships available)

\*with existing package

Kick off the conference in San Diego, CA by co-sponsoring the Welcome Reception on February 8.

This is the perfect opportunity to make a meaningful connection with all attendees! You'll receive:

- One complimentary registration to the Conference
- Branding through napkins and signage throughout the Reception space
- Company logo on signage
- Option to place literature/giveaways on a tabletop in the Reception space

## HOTEL ROOM DROP

\$4,500

Go beyond traditional marketing by distributing your conference materials or a giveaway directly to attendee hotel rooms for a valuable connection.

## SESSION LITERATURE DROP

\$2,000

Align your brand with content of your choosing with a breakout session literature drop. This includes distribution of one piece of company literature on each seat during the chosen breakout session.

## PRE- OR POST-CONFERENCE EMAIL BLAST

\$2,000

Send out a targeted marketing email message to pre-registered attendees before the Conference or a follow up message to all attendees following the Conference!

## BAG INSERT

\$1,200

Promote your organization's products and services with an insert in the official OR Business Management Conference bag, which is provided to all attendees at registration. This is a great opportunity to drive traffic to your booth!

## AD IN THE PROGRAM GUIDE

\$1,750 FULL PAGE / \$875 HALF PAGE

(Limited Availability)

Upgrade your package to include a full page ad or half page ad in the onsite program guide! This is every attendee's go-to-resource onsite. Jam packed with important session information, networking times, company descriptions, and more, this guide is referenced many times throughout the Conference.

## MAILING LIST RENTAL

\$1,000

(Limited Availability)

Add-on a post-show mailing list rental to your sponsorship package to connect with attendees following the conference via mail. Please note that this opportunity is only available to secured sponsors and exhibitors.

## MOBILE APP ALERT

\$400

(Limited Availability)

Communicate directly with attendees onsite through a mobile app alert. Encourage attendees to visit your tabletop to win a free prize, or tell them more about what you can do for them!

## DEDICATED NETWORKING HOURS

The intimate format of this Conference allows for all sponsors and exhibitors to attend sessions and connect with attendees throughout the program. There are also dedicated networking hours where attendees have ample time (where no sessions are scheduled) to visit with all exhibitors and sponsors.

MON, FEBRUARY 8

7:30 a.m. – 8:00 a.m.  
Networking Breakfast in Exhibit Foyer  
10:00 a.m. – 10:30 a.m.  
Morning Networking Break  
12:15 p.m. – 12:45 p.m.  
Dessert Networking Break with Exhibitors  
1:45 p.m. – 2:00 p.m.  
Afternoon Coffee Break  
3:00 p.m. – 4:00 p.m.  
Networking Event in the Exhibit Hall  
5:00 p.m. – 6:30 p.m.  
Welcome Reception

TUES, FEBRUARY 9

7:30 a.m. – 8:00 a.m.  
Networking Breakfast in Exhibit Foyer  
10:00 a.m. – 10:30 a.m.  
Morning Networking Break  
12:15 p.m. – 12:45 p.m.  
Dessert Networking Break with Exhibitors  
3:00 p.m. – 3:30 p.m.  
Afternoon Networking Break  
6:00 p.m. – 8:00 p.m.  
Evening Activity



### SPONSORSHIP CONTACT

**Nancy Iannotta**  
Sales Representative  
Access Intelligence (AI)  
761 Main Avenue, 2nd Floor  
Norwalk, CT 06851  
Ph: 203-899-8429  
Fax: 203-286-1996  
Email: niannotta@accessintel.com

### 1. CONTACT INFORMATION (will receive all correspondence about the show)

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company/Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_  
Country \_\_\_\_\_  
Phone \_\_\_\_\_ Ext \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_ Website \_\_\_\_\_

### 1. SPONSORSHIP LEVEL

- |   |          |
|---|----------|
| <input type="checkbox"/> Gold Headshot Station Sponsor              | \$12,500 |
| <input type="checkbox"/> Silver Network Breakfast Sponsor           | \$10,500 |
| <input type="checkbox"/> Bronze Registration Sponsor                | \$7,500  |
| <input type="checkbox"/> Champagne Add-On                           | \$2,500  |
| <input type="checkbox"/> Bronze Networking Coffee Break Sponsorship | \$7,500  |
| <input type="checkbox"/> Bronze Track Session Sponsorship           | \$7,500  |
| <input type="checkbox"/> Tabletop Exhibitor                         | \$4,450  |

### 2. ADDITIONAL SPONSORSHIP OPTIONS

- |  |                   |
|--|-------------------|
| <input type="checkbox"/> Pre-Conference Workshop Sponsor | \$5,000           |
| <input type="checkbox"/> Welcome Reception Sponsor       | \$7,500 / \$5,000 |
| <input type="checkbox"/> Hotel Room Drop                 | \$4,500           |
| <input type="checkbox"/> Session Literature Drop         | \$2,000           |
| <input type="checkbox"/> Pre- or Post-Show Email Blast   | \$2,000           |
| <input type="checkbox"/> Ad in the Program Guide         | \$1,750 / \$875   |
| <input type="checkbox"/> Bag Insert                      | \$1,200           |
| <input type="checkbox"/> Mailing List Rental             | \$1,000           |
| <input type="checkbox"/> Mobile App Alert                | \$400             |
| <input type="checkbox"/> Lead Retrieval                  | \$385             |

### 3. NOTES

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### 4. PAYMENT TERMS

In consideration of company's participation as a sponsor, the participating sponsor shall pay to Access Intelligence, LLC the total sponsorship fee, which shall be payable (a) at 50% at contract signing and (b) the balance on or before Sept. 4, 2020. For contracts received on or after Sept. 4, 2020, and to the first day of the event, 100% of the fee will be due with the contract.

All fees are deemed fully earned by Access Intelligence, LLC and non-refundable when due unless Access Intelligence, LLC denies this application, in which case fees already paid will be refunded.

### 5. SPONSOR SIGNATURE

Sponsor expressly represents and warrants to Access Intelligence, LLC that it has the authority to enter into this Agreement and that the person signing this Agreement is authorized by the company to execute this Agreement and bind the company to the terms set forth herein and on the reverse side of this Agreement.

Sponsor has executed this Agreement as of:

Date: \_\_\_\_\_

Sponsor Company: \_\_\_\_\_

Print Name: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

### 6. PAYMENT INFORMATION

Total Due \$ \_\_\_\_\_

☐ Please Invoice

☐ Payment by Credit Card:

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVV # \_\_\_\_\_

Signature \_\_\_\_\_

Print Name on Card \_\_\_\_\_

### 7. ACCEPTANCE

**FOR Access Intelligence, LLC USE ONLY:**

Accepted By: \_\_\_\_\_

Date: \_\_\_\_\_ Booth #: \_\_\_\_\_

Cost: \$ \_\_\_\_\_

Product Supplied By: \_\_\_\_\_

Access Intelligence, LLC reserves the right to accept or reject this Agreement in its discretion.

If this Agreement is accepted, Access Intelligence, LLC will invoice the exhibitor for fees due hereunder. The sending of such invoice will constitute evidence of acceptance, so that this will become a contract binding both exhibitor and Access Intelligence, LLC



# ACCESS INTELLIGENCE, LLC TERMS & CONDITIONS

## 1. CANCELLATION BY SPONSOR:

(a) After acceptance by Access Intelligence, LLC, Sponsor may cancel or reduce the scope of this Agreement only with the specific written consent of Access Intelligence, LLC. Any requests for cancellations or other modifications of this Agreement, including reductions in sponsorships, must be submitted to Access Intelligence, LLC in writing and will be granted or denied in the sole discretion of Access Intelligence, LLC.

(b) If Access Intelligence, LLC accepts any cancellation or modification of this Agreement, the sponsor shall be subject to the following cancellation fees, which shall be deemed to be liquidated damages and not a penalty:

50% of the specified fee if the cancellation notice is received and accepted by Access Intelligence, LLC on or after February 1, 2020 and before Sept. 4, 2020.

100% of the specified fee if the cancellation notice is received and accepted by Access Intelligence, LLC on or after Sept. 4, 2020.

For modifications that constitute less than a complete cancellation, the amount of liquidated damages will be determined by Access Intelligence, LLC, based on a reasonable pro-ration of the foregoing.

(c) Subsequent replacement of the sponsorship cancelled by the sponsor does not relieve sponsor of the obligation to pay the cancellation fee.

(d) If the cancellation fee due to Access Intelligence, LLC exceeds the amount previously paid by the sponsor for the sponsorship, the sponsor must pay the balance to Access Intelligence, LLC within 30 days of Access Intelligence, LLC's acceptance of the written cancellation/modification request. If the cancellation fee due to Access Intelligence, LLC is less than the amount previously paid by the sponsor, Access Intelligence, LLC will refund the excess to the sponsor 30 days following the event.

## 2. APPROVALS AND DELIVERY:

All materials that are supplied by the sponsor are subject to approval by Access Intelligence, LLC. To provide for such approval, all such materials must be submitted by the sponsor to Access Intelligence, LLC no less than 45 days prior to the first day of OR Business Management Conference programs.

If sponsor is supplying logos and other materials for Access Intelligence, LLC's production, such goods must be received by Access Intelligence, LLC or its designated contractor at the predetermined and agreed date, which is to be no less than 30 days prior to the first day of OR Business Management Conference programs. Delays caused by the failure of the sponsor to provide required materials may cause the omission of the logos or the materials specified in the appropriate sponsorship.

If sponsor is supplying the finished product, such goods must be received by Access Intelligence, LLC or its specified contractor no less than 14 days prior to the first day of OR Business Management Conference programs.

## 3. INDEMNITY:

Sponsor agrees to indemnify, defend and save harmless Access Intelligence, LLC, and its officers, employees and agents, from and against any and all liability for the content of sponsor's advertisements and/or sponsorships purchased hereunder (including text, illustrations, representations, sketches, maps, trademarks, labels, or other copyrighted material) and for the unauthorized use of any trademarks or copyrighted materials or any person's name or photograph arising from the reproduction and display of the advertisements purchased hereunder.

## 4. RULES AND REGULATIONS:

Sponsor agrees to abide by all rules and regulations governing the event, which are promulgated by Access Intelligence, LLC and its management. If sponsor fails to comply with such rules, or with the terms of this Contract, Access Intelligence, LLC may, in its discretion, deny sponsor the right to proceed with its sponsorship and require sponsor to forfeit all fees theretofore paid under this Agreement.

## 5. SAMPLES:

Sponsor agrees to hold Access Intelligence, LLC harmless should the final product differ from the sample shown and sponsor will not be entitled to any financial or other compensation.

## 6. CANCELLATION OR POSTPONEMENT OF SHOW:

In the event that any unforeseen occurrence shall render the fulfillment of this Agreement impossible or inadvisable by Access Intelligence, LLC, this Agreement shall be amended or terminated as determined by Access Intelligence, LLC to be appropriate. Sponsor hereby waives any claim against Access Intelligence, LLC for damages or compensation in the event of such amendment or termination. As it determines to be appropriate, Access Intelligence, LLC may return a portion of the amount paid for sponsorship after deduction of any amounts necessary to cover expenses incurred in connection with the OR Business Management Conference programs. Such expenses shall include, but not be limited to, all expenses incurred by Access Intelligence, LLC as a result of contracts with third parties for services or products incidental to the OR Business Management Conference programs, including out of pocket expenses incidental to the OR Business Management Conference programs, and all overhead expenses attributable to the production of the OR Business Management Conference programs. Access Intelligence, LLC shall not be financially liable in the event the OR Business Management Conference program is interrupted, canceled, moved, or dates changed.

## 7. SPONSOR DEFAULT:

If Sponsor is in default of any obligation to Access Intelligence, LLC (including specifically failure to pay Access Intelligence, LLC within 30 days of invoice), Access Intelligence, LLC may terminate Sponsor's right under this contract to participate in the OR Business Management Conference programs. If Access Intelligence, LLC elects to exercise such right of termination, it shall first give Exhibitor written notice stating its intent to terminate and the action that Exhibitor must take to avoid termination. If Sponsor fails to cure the default within 10 days of the date of notice from Access Intelligence, LLC, Sponsor shall have no further right to participate in the OR Business Management Conference programs. Access Intelligence, LLC's liability to return any amounts paid by Sponsor under this contract will be limited as set forth in paragraph 6 above. Furthermore, Access Intelligence, LLC may retain any amount that would otherwise be returned to Sponsor and apply such retained amount to satisfy the liability to Access Intelligence, LLC for which Sponsor is in default.

## 8. MISCELLANEOUS:

(a) Waiver by either party of any term or condition or breach shall not constitute a waiver of any other term or condition or breach of this Agreement. The rights of any party shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of such party. (b) If any provision of this Agreement is held invalid or unenforceable, neither the remaining provisions of this Agreement nor other applications of the provisions involved shall be affected thereby. (c) This Agreement shall be interpreted under the laws of the State of Maryland. The parties agree that any dispute arising under this Agreement will be submitted to the federal or state courts of the State of Maryland. (d) This Agreement constitutes the entire agreement of the parties with respect to the subject matter hereof and specifically supersedes all prior agreements or commitments, whether in writing or oral. No amendment or modification to this Agreement shall be valid and binding on the parties unless set forth in writing and signed by both parties.