



HEALTHCARE DESIGN

CONFERENCE



Exhibitor Prospectus

2013



ABOUT US

The *HEALTHCARE DESIGN* Conference is devoted to examining how design directly impacts the safety, operations, clinical outcomes, and financial success of healthcare facilities now and into the future.

Produced by the industry-leading magazine and with support from the Center for Health Design, American Institute of Architects, Health Care Council of IFMA, and International Interior Design Association, the *HEALTHCARE DESIGN* Conference has quickly become the industry's best-attended and most respected conference on evidence-based design for healthcare.

2013 *HEALTHCARE DESIGN* Conference attendees will include top architects, interior designers, administrators, operations executives, contractors, engineers, facility managers, researchers, and educators. Exhibitors and sponsors will have numerous opportunities to engage with their peers and prospects through networking receptions, educational sessions and workshops. All exhibiting and sponsoring companies are encouraged to participate in all aspects of the conference including sessions and several networking events held throughout the four days.

By joining us you will not only reach your target market, but forge new relationships, gain new perspectives, and expand your knowledge of the market and your target audience through exhibit, sponsorship, networking and custom opportunities.



For more information on sponsorship, exhibiting, and marketing opportunities at HCD13, please contact Michael Pae at 216.373.1224 or mpae@vendomegrp.com, Cate Olszewski at 216.373.1219 or colszewski@vendomegrp.com

Benefits of Participating

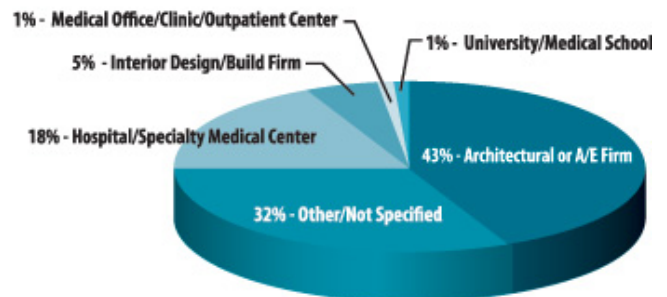
- An anticipated 4,300+ attendees — that's 4,300 opportunities to brand your products and company
- Be featured in the preview guide and final registration brochure, each received by more than 73,000
- Reach more than 38,000 through email promotions
- Participate in the most respected event in the industry!

Data represents 2011, as the 2012 numbers was unavailable at the time of printing.

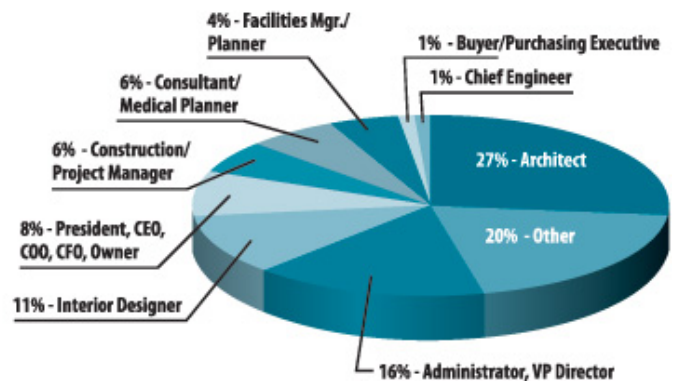
Who Attends?

The *HEALTHCARE DESIGN* Conference annually draws over 4,300 attendees.

Attendee Organization



Attendee Job Function



www.HCDCONFERENCE.COM



Exhibit Opportunities

The exhibit floor includes over 575 booths. Many meals and breaks will take place on the floor.

Exhibit Space Rental: \$3,900 per 10' x 10' booth area
\$350 extra charge for each exposed corner

Standard booth includes:

- 8' high back-wall drape with 3' high side drape
- 7" x 44" identification sign with your company name and booth number
- Exhibitors receive three full conference registrations per single (100 sq. ft) booth space.*
- Additional full conference registrations beyond the complimentary passes allotted can be purchased for \$650 each.
- Exhibit-only badges can be purchased for \$150 per day.
- Island booths are available—additional charges apply.
- Purchase a 20' x 20' booth and receive an aisle sign for \$250!

* The three full conference passes may be used for staffing your booth or as your guest passes to give away. If you require more full conference or exhibit only passes for staff or guests, they must be purchased.

Architecture Gallery Space Rental: \$2,740 per Gallery Space
\$350 extra charge for each exposed corner

- Each Gallery space is 8' wide x 7' 8" high (approximate dimensions*).
- Velcro-compatible, felt-surface booth, and two 26" side panels
- Gallery spaces receive one full conference pass.
- The Gallery will be open during all scheduled conference times.
- Gallery spaces are non-manned booths intended for display only.
- Each space includes an identification sign with your company name and Gallery booth number.
- The Gallery foyer is carpeted.

*These are total space dimensions and do not indicate final panel trim size. All displays must remain within the framework of the gallery walls and not extend out beyond specified space.

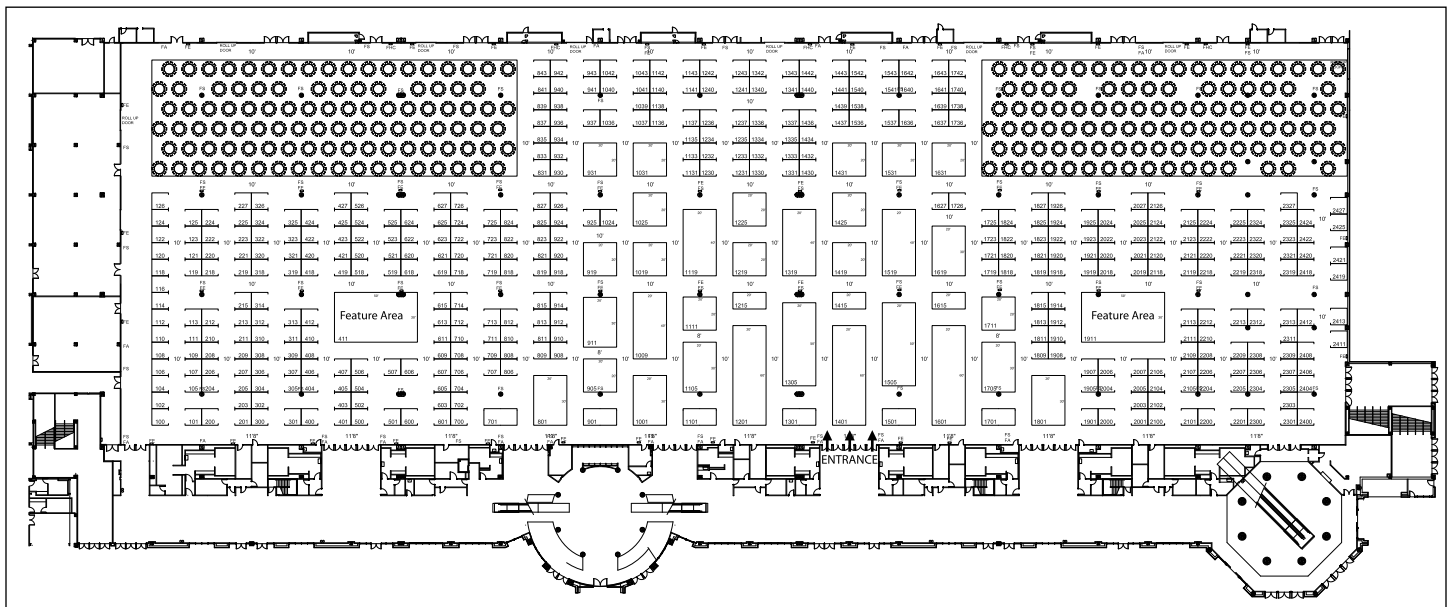
Anticipated Exhibit Hours:

Sunday, November 17, 2013
4:30 p.m. - 7:30 p.m.
Welcome Reception

Monday, November 18, 2013
10:00 a.m. - 3:30 p.m.
Morning Break and Lunch
Served on the Exhibit Floor

Tuesday, November 19, 2013
10:30 a.m. - 12:45 p.m.
Lunch Served on the Exhibit Floor

Please note the Exhibit Hall hours listed above are subject to change. Consult www.HCDCONFERENCE.com/prospectus on the exhibitor page for confirmation on set-up and teardown hours as well as the updated Exhibit Hall hours.



Contact:

Mike Pae | Phone: 216.373.1224 | Fax: 216.391.9203 | mpae@vendomegrp.com
Cate Olszewski | Phone: 216.373.1219 | Fax: 216.391.9200 | colszewski@vendomegrp.com



HEALTHCARE DESIGN CONFERENCE

www.HCDCONFERENCE.COM

November 16–19, 2013

Gaylord Palms Resort and Convention Center • Orlando, Florida

Contact List

For a complete listing of packaged sponsorships or other marketing opportunities available with the HEALTHCARE DESIGN Conference 2013, please visit www.HCDCONFERENCE.COM/prospectus or contact our sales team.

➤ Sales

For more information on sponsorship, exhibiting, and marketing opportunities at HEALTHCARE DESIGN Conference, please contact:

Michael Pae
216.373.1224

mpae@vendomegrp.com

Cate Olszewski
216.373.1219

colszewski@vendomegrp.com

For more sponsorship information, please visit www.HCDCONFERENCE.COM/prospectus

➤ Registration/Hotel Information

For general questions regarding registration or hotel information, please contact:

RHQ HCD Help Desk:
702.944.8753

➤ Conference Management

Kim Anastasiou
603.836.0330

Kanastasiou@vendomegrp.com

Michael Goff

603.836.0332

mgoff@vendomegrp.com

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