

# IHI Forum 2024

## Sponsor and Exhibitor Prospectus





## IHI Forum by the Numbers

- 3,000 Attendees
- 125 Sessions
- 55 Countries
- 36 Years
- 10 Tracks
- 5 Keynotes

## Offering Powerful Reach and Visibility

### New Options Available This Year

The Institute for Healthcare Improvement (IHI) Forum is an unparalleled and highly respected event – one that offers your organization meaningful ways to engage with senior level decision makers, build brand awareness, and present products, services, and innovations to thousands of deeply engaged attendees.

Visibility at the IHI Forum provides you with a platform for significant networking, branding, marketing, and lead-generation opportunities.

### IHI Forum Attendees Are Looking for New Solutions

Sponsors and exhibitors are an integral part of the IHI Forum for attendees – essential contributors to a learning and sharing environment that makes this event one of a kind. These health professionals join us to learn about organizations, products, and services that will help them achieve their goals.

### Table of Contents

Reach Your Audience	2
Align with Forum Educational Programs	3
Enhance Visibility at Events and Receptions	5
Showcase Your Brand	6
Support the Forum Mission	8
Bonus Visibility Options	9
Exhibitor Packages and Options	10
Sponsor and Exhibitor Application	12
Agreements, Rules & Regulations	14

Information in this prospectus is subject to change. IHI reserves the right to replace certain sponsor benefits with benefits of higher or equal value, based on venue guidelines and availability.

The Institute for Healthcare Improvement is an independent, not-for-profit 501(c)(3) organization. Federal tax identification number 38-3017223.

## Reach Your Target Audience

Now in its 4<sup>th</sup> decade, the IHI Forum continues to set the standard for delivering unmatched visibility and networking opportunities for sponsors and exhibitors. As a partner of the IHI Forum, you'll have many avenues to engage.

### The IHI Forum:

- Delivers visibility and access for your organization and brand to a highly targeted audience of over 3,000 health care leaders who are committed to quality and safety and are seeking new ideas and solutions
- Enhances your business development, networking, marketing, and communications strategies
- Provides prominent recognition through a variety of program communications and messaging vehicles
- Offers networking opportunities with attendees, faculty, distinguished IHI advisors, and health care visionaries, all in a collaborative and collegial environment
- Increases exposure and awareness of your organization among influential health care decision makers
- Aligns your organization with the highly regarded work and reputation of IHI and reinforces your support for quality and safety imperatives
- Highlights to attendees your organization's essential role in making this meaningful learning forum possible

"We are grateful to IHI for their collaboration and willingness to customize a supporter package to specifically meet our goals. We were able to have meaningful conversations with attendees about all the tools and solutions we offer. We consistently partner with IHI at the Forum to increase brand recognition throughout the conference, bringing more attendees to our booth."

- Premier | PINC AI

### IHI Forum Attendees Come From:

- Hospitals
- Health Systems
- Group Practices
- Ambulatory Settings
- Academic Medical Centers
- Associations
- Quality Improvement Organizations
- Health and Insurance Plans
- Government Agencies

### IHI Forum Attendee Roles Include:

- C-Suite Executives
- Administrators
- Managers/Directors
- Physicians/Nurses/  
Other Clinicians
- Quality and Safety  
Leaders and Staff
- Pharmacists
- Many Other Health  
Care Leaders



# Align with IHI Forum Educational Programs

The following sponsor options offer your organization an opportunity to align with specific thought leadership topics relevant to your area of focus.

Logo prominence based on level selected	Keynote Sponsor	Storyboard Program	Education Tracks	Innovation Theater Presentation
	\$20,000	\$15,000	\$15,000	\$10,000
Quantity Available	5	1	10	8
Exclusive Recognition	<p>Logo recognition on keynote signage</p> <p>Virtual collateral in mobile app library</p> <p>Logo included in Conference Guide next to keynote listing</p>	<p>Logo recognition on signage in storyboard area</p> <p>Logo included in Conference Guide next to storyboard listing</p>	<ul style="list-style-type: none"> <li>• Building Capability</li> <li>• Chief Quality Officer</li> <li>• Digital Today, Digital Tomorrow</li> <li>• Equity</li> <li>• Improvement Science &amp; Methods</li> <li>• Leadership</li> <li>• Let's Talk About Money</li> <li>• Patient and Workforce Safety</li> <li>• Population Health</li> <li>• Workforce Well-Being</li> </ul> <p>Logo recognition on track signage</p> <p>Logo included in Conference Guide next to track listing</p>	<p>Logo on signage outside theater</p> <p>Logo in Conference Guide next to theater listing</p> <p>30-minute presentation</p> <p>Promotion in mobile app, push notifications, IHI Forum Hall announcements, signage</p> <p>Lead capture device made available for Theater presentation</p>

[Benefits Continued >>](#)



# Align with IHI Forum Educational Programs (continued)

Logo prominence based on level selected	Keynote Sponsor	Storyboard Program	Education Tracks	Innovation Theater Presentation
	\$20,000	\$15,000	\$15,000	\$10,000
Quantity Available	5	1	10	8
Sponsor Wall	Logo			
IHI Forum Hall Entrance Unit	Logo			
Keynote Projection Loop	Text Listing			
Printed Conference Guide and Mobile App	Logo and Organization Description			
Digital Signage	Logo			
Display Cube	Logo			
Cypress Window Cling	Logo			
Illuminated Tower	Logo			
Conference Email	Sponsor mention when announcing select activities			
General Conference Registration	2	1	1	25% discount
Additional Priority Points (for 2025 IHI Forum booth space selection)	4	3	3	2
Pre- & Post-Event Attendee Organization List	*Includes Title, Organization, City, State, Country			
IHI Forum Website	Logo			

\* Due to changing data share laws, the Institute for Healthcare Improvement complies with General Data Protection Regulation (GDPR) requirements, which went into effect in 2018. As part of our compliance, the pre- and post-organization list is limited to title, organization, city and state/country.



# Enhanced Visibility at Events and Receptions

These sponsor options offer significant visibility for your organization at popular and well-attended IHI Forum events.



Logo prominence based on level selected	IHI Forum Celebration	Welcome or Networking Reception	Attendee Lunch	Attendee Breakfast	Session Break Snack Stations
	\$20,000	\$20,000	\$12,500	\$10,000	\$7,500
Quantity Available	1	2	2	2	5
Exclusive Recognition	Option to welcome attendees Logo recognition on event signage Logo included in Conference Guide next to celebration listing Custom print cocktail napkins Custom drink station and food cart 100 drink tickets	Option to welcome attendees Logo recognition on event signage Logo included in Conference Guide next to reception listing Custom print cocktail napkins Custom beer or wine tasting cart 100 drink tickets	Logo recognition on event signage Logo included in Conference Guide next to lunch listing Logo included on napkins	Logo recognition on event signage Logo included in Conference Guide next to breakfast listing Collateral placement in event area Logo included on napkins	Logo recognition on event signage Logo included in Conference Guide next to break listing
Sponsor Wall	Logo				
IHI Forum Hall Entrance Unit	Logo				
Keynote Projection Loop	Text Listing				
Printed Conference Guide and Mobile App	Logo and Organization Description				
Digital Signage	Logo				
Display Cube	Logo				
Cypress Window Cling	Logo				
Illuminated Tower	Logo				
Conference Email	Sponsor mention when announcing select activities				
General Conference Registration	2	2	1	25% Discount	15% Discount
Additional Priority Points (for 2025 IHI Forum booth space selection)	4	4	3	2	1
Pre- & Post-Event Attendee Organization List	*Includes Title, Organization, City, State, Country				
IHI Forum Website	Logo				

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# Showcase Your Brand

These sponsor options offer your organization visibility to attendees through a variety of high-use/high-access resources.



Logo prominence based on level of sponsorship selected	Attendee Professional Portrait Photo Studio	IHI Forum Cafe & Bookstore	IHI Forum Mobile App	Hotel Room Key Cards	Hotel and Airport Shuttles	Device Charging Stations	Hand Sanitizer Stations
	\$20,000	\$20,000	\$20,000	\$20,000	\$15,000	\$12,500	\$10,000
Exclusive Recognition	Logo recognition on signage at photo studio  Mobile app push to alert attendees	Logo recognition on signage at entrance to Forum Cafe & Bookstore  Brand visibility adjacent to all Cafe & Bookstore promotions in conference guide, mobile app, daily emails, common area signage, and other communications vehicles	Recognition banner advertisement upon attendee sign-in  Daily customized push notification to attendees	Logo recognition/message on attendee hotel room keycards	Logo recognition on shuttle buses (window)  Logo recognition on signage near shuttle staging area at IHI Forum	Logo recognition on fully branded, free-standing charging stations (2) placed in common area and IHI Forum Hall	Logo recognition on signage at multiple hand-sanitizer stations located in common area and IHI Forum Hall
Sponsor Wall	Logo						
IHI Forum Hall Entrance Unit	Logo						
Keynote Projection Loop	Text Listing						
Printed Conference Guide and Mobile App	Logo and Organization Description						
Digital Signage	Logo						
Display Cube	Logo						
Cypress Window Cling	Logo						

Benefits Continued >>



## Showcase Your Brand (continued)



Logo prominence based on level selected	Attendee Professional Portrait Photo Studio	IHI Forum Cafe & Bookstore	IHI Forum Mobile App	Hotel Room Key Cards	Hotel and Airport Shuttles	Device Charging Stations	Hand Sanitizer Stations
	\$20,000	\$20,000	\$20,000	\$20,000	\$15,000	\$12,500	\$10,000
General Conference Registration	2	2	2	2	1	1	25% Discount
Additional Priority Points (for 2025 IHI Forum booth space selection)	4	4	4	4	3	3	2
Pre- & Post-Event Attendee Organization List	*Includes Title, Organization, City, State, Country						
IHI Forum Website	Logo						

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“Health care leaders, clinicians, quality directors – they’re all here and they’re our audience.”

- IHI Forum Sponsor





# Support the Forum Mission

Should you prefer general sponsorship rather than specific program or event alignment (detailed in previous pages), IHI offers these sponsor options, which provide your organization with significant visibility and an opportunity to be seen by the 3,000+ attendees at the IHI Forum.



Logo prominence based on level selected	Diamond \$10,000	Gold \$7,500	Silver \$5,000
Sponsor Wall	Logo		
IHI Forum Hall Entrance Unit	Logo		
Keynote Projection Loop	Text Listing		
Printed Conference Guide and Mobile App	Logo and Organization Description		
Digital Signage	Logo		
Display Cube	Logo		
General Conference Registration	25% Discount	15% Discount	10% Discount
Additional Priority Points (for 2025 Forum booth space selection)	2	1	
Pre- & Post-Event Attendee Organization List	*Includes Title, Organization, City, State, Country		
IHI Forum Website	Logo		

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# Bonus Visibility Options

## Exclusive Decals and Clings

Number of Placements

Foyer Space Floor Decals - \$7,500	6
Hotel Elevator Clings - \$7,500	6
Escalator Clings - \$7,500	4

## Conference Guide Advertising

Full Page Back Cover - \$5,500
Full Page Inside Front Cover - \$4,500
Inside Back Cover - \$4,500

## Attendee Hotel Room Drop

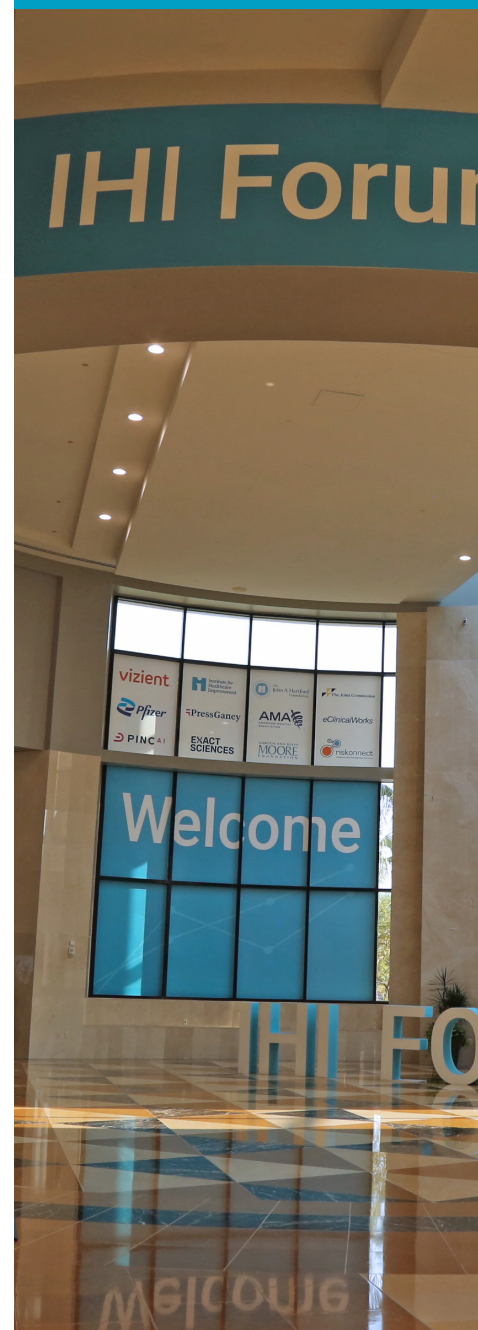
Three available: Monday, Tuesday, or Wednesday; inquire for pricing (sponsor-provided material)
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## Additional Options

Sponsor a Forum Park in the Exhibit Hall Escalator Digital Display Messaging Coffee station with branded cups/napkins Specialty cocktail bar at reception Ask us for details! We also welcome new ideas!
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“I think the conference is fantastically executed – thank you. The signage and clarity and organization are remarkable. The personnel were also really remarkable.” – IHI Forum Attendee

Offering reach and visibility unique in the marketplace



# Exhibit at the IHI Forum

## IHI Forum Hall Exhibit Hours

Booth Packages	Executive Package \$5,250	Premier Package \$4,000
One 10x10 exhibit space (includes company ID Sign, 8' back drop, and 3' high side drape)	x	x
Booth Furniture (Includes 6' table, 2 chairs, wastebasket)	x	
One (1) complimentary General Conference Registration	x	x
Three (3) IHI Forum Hall Only Registrations	x	x
Organization name and 30-word description in printed conference guide and mobile app	x	x
Option to opt-in to Exhibitor Spotlight Directory	x	
Pre-Event Attendee Organization List*	x	x
Post-Event Attendee Organization List*	x	x
Option to opt-in to Solutions Connection prize giveaway program	x	

Monday, December 9	3:30 PM - 5:30 PM (Welcome Reception)
Tuesday, December 10	12:00 PM - 1:30 PM (Lunch)
	4:30 PM - 6:30 PM (Networking Reception)
Wednesday, December 11	12:00 PM - 1:30 PM (Lunch)

Please note: Additional Forum Hall passes are \$350 each

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Forum Hall exhibit hours are subject to minor shifts based on event agenda

Attendees and Exhibitors are also welcome to schedule individual meetings in the Forum Hall during opposed hours when the hall is closed for regularly scheduled activities

“I appreciated having dedicated hours that were different than the full conference hours.”

Forum Hall Parks will return again in 2024!

Designed to significantly increase attendee traffic in the Forum Hall, the ‘All Teach, All Learn’ and ‘Relax and Recharge’ Parks were a huge success in 2023.

Park sponsorship is also available!



# Enhance Your Visibility in the IHI Forum Hall

Available Options	Quantity	Description
Drink Tastings \$5,500	4	-Drink tasting cart adjacent to your booth for one hour -Choose from wine or local craft beer -Logo recognition on signage placed next to cart
Snack or Coffee Cart \$4,500	4	-Refreshment cart adjacent to your booth for 90 minutes -Choose from popcorn or speciality coffee -Logo recognition on signage placed next to cart
Exhibitor Spotlight Directory \$1,500	5	Text recognition of your organization and booth number in two daily attendee emails
Reception Drink Tickets 200: \$4,000 100: \$2,500	Limited	Welcome attendees with a refreshment compliments of your organization
Logo in Printed Conference Guide and Conference Guide and Mobile App Exhibitor Listing \$300		Include your logo next to your organization description

## Broaden Your Reach, Visibility, and Access: Join us at the IHI Forum

We welcome a conversation to discuss how you can best leverage the IHI Forum to advance your organization's work, mission, and business imperatives.



# IHI Forum 2024 Sponsor and Exhibitor Application



IHI Forum  
December 8-11, 2024  
World Center Marriott, Orlando, Florida, USA

Christine Carchia | [ccarchia@ihi.org](mailto:ccarchia@ihi.org) | 770-432-8410 X 157  
David Rudel | [drudel@ihi.org](mailto:drudel@ihi.org) | 770-432-8410 X 154

Please complete all appropriate areas of this application based on your selected engagement options.

## Section 1: ORGANIZATION INFORMATION *(the individual below will receive all communications)*

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ORGANIZATION NAME

---

WEBSITE ADDRESS

---

CONTACT PERSON

---

CONTACT TITLE

---

PHONE NUMBER FAX NUMBER

---

EMAIL ADDRESS

---

STREET ADDRESS

---

CITY STATE ZIP

## Section 2: PAYMENT AND CANCELLATION POLICY

### IHI Federal Tax ID #38-3017223

Payment due upon receipt of invoice.  
Payment may be made by check, credit card, or wire transfer. Remittance instructions will appear on the invoice.

*Sponsorship Fees* Payment is due in full upon receipt of invoice or not more than 30 days from time of invoicing (payable in USD drawn on a U.S. bank or by Visa, MasterCard, or American Express). No cancellation refunds will be granted.

*Exhibitor Fees* Payment is due in full upon receipt of invoice or not more than 30 days from the time of invoicing (payable in USD drawn on a U.S. bank or by Visa, MasterCard, or American Express). All requests for cancellation of booth space must be received in writing to [ccarchia@ihi.org](mailto:ccarchia@ihi.org). Cancellation requests received between the contract date and September 4, 2024 will be refunded less a 50% cancellation fee. Cancellation requests on or after September 5, 2024, are not eligible for a refund.

## Section 3: EXHIBITOR AGREEMENT AND SIGNATURE

### COST TO EXHIBIT

Executive 10' X 10' package (corner fee included) ..... \$5,250  
Premier 10' X 10' package (corner fee included) ..... \$4,000  
Logo added to organization description ..... \$300  
Additional exhibit hall pass ..... \$350

### BOOTH PREFERENCE

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_  
Booth Dimensions \_\_\_\_\_  
Total Booth Fee \$ \_\_\_\_\_  
Logo \$ \_\_\_\_\_  
Additional Exhibit Hall Pass(es) \$ \_\_\_\_\_

### Signature indicates agreement to the Exhibitor Rules and Regulations

Organizations engaging as exhibitors at the IHI Forum agree to abide by all Marketing and Promotion Agreement standards and requirements as well as Exhibitor Rules and Regulations as presented in the event prospectus, which are a part of this application.

IHI reserves the right to determine the eligibility of any organization for inclusion in the IHI Forum. Participation is open to organizations with products or services directly related to the healthcare field. IHI may, at its discretion, reject applications from organizations it deems inappropriate for this event.

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Signature of Authorized Exhibitor Representative Date

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Name (please print)

## IHI Forum 2024 Sponsor and Exhibitor Application (continued)

### Section 4: SPONSORSHIP AGREEMENT AND SIGNATURE

To reserve participation as a sponsor at the 2024 IHI Forum, please identify below your sponsorship selection(s) from the prospectus offerings. All requests will be accepted on a first-received basis.

#### SPONSORSHIP SELECTIONS:

Opportunity 1: _____	SPONSOR FEE: \$ _____
Opportunity 2: _____	SPONSOR FEE: \$ _____
Opportunity 3: _____	SPONSOR FEE: \$ _____
Opportunity 4: _____	SPONSOR FEE: \$ _____
	TOTAL SPONSOR FEE: \$ _____

#### Signature indicates agreement to the Commercial Support Agreement and CE/CME Statement of Understanding

Organizations engaging as sponsors at the IHI Forum agree to abide by the Commercial Support Agreement and CE/CME Statement of Understanding, as presented in the event prospectus, which are a part of this application.

IHI reserves the right to determine the eligibility of any organization for inclusion in the IHI Forum. Participation is open to organizations with products or services directly related to the healthcare field. IHI may, at its discretion, reject applications from organizations it deems inappropriate for this event.

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Signature of Authorized Sponsor Representative

Date

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Name (please print)

*Note: All sponsors must also complete and sign the CE/CME Statement of Understanding on page 10 of this application.*

# IHI Forum 2024 Exhibitor Marketing and Promotion Agreement



IHI Forum  
December 8-11, 2024  
World Center Marriott, Orlando, Florida, USA

The Exhibitor agrees to abide by all requirements of the ACCME Standards for Integrity and Independence in Accredited Continuing Education. By participating as an Exhibitor at the IHI Forum 2024, the Exhibitor agrees to all requirements detailed within this document.

Certain companies may not provide access to, or distribute, accredited education to learners. ACCME defines these ineligible companies as those whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients. Organizations so defined are allowed, within the guidelines presented in Standard 5 below, to receive certain marketing and promotion benefits at the event.

## Standard 5: Manage Ancillary Activities Offered in Conjunction with Accredited Continuing Education

1. Arrangements to allow ineligible companies to market or exhibit in association with accredited education must not:
  - a. Influence any decisions related to the planning, delivery, and evaluation of the education.
  - b. Interfere with the presentation of the education.
  - c. Be a condition of the provision of financial or in-kind support from ineligible companies for the education.
2. The accredited provider must ensure that learners can easily distinguish between accredited education and other activities.
  - a. Live continuing education activities: Marketing, exhibits, and non-accredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space within 30 minutes before or after an accredited education activity. Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.
  - b. Print, online, or digital continuing education activities: Learners must not be presented with marketing while engaged in the accredited education activity. Learners must be able to engage with the accredited education without having to click through, watch, listen to, or be presented with product promotion or product-specific advertisement.
  - c. Educational materials that are part of accredited education (such as slides, abstracts, handouts, evaluation mechanisms, or disclosure information) must not contain any marketing produced by or for an ineligible company, including corporate or product logos, trade names, or product group messages.
  - d. Information distributed about accredited education that does not include educational content, such as schedules and logistical information, may include marketing by or for an ineligible company.
3. Ineligible companies may not provide access to, or distribute, accredited education to learners.

# IHI Forum 2024 Exhibitor Rules and Regulations



## IHI Forum

December 8-11, 2024

World Center Marriott, Orlando, Florida, USA

These rules and regulations are a bona fide part of the contract for exhibit space with the Institute for Healthcare Improvement hereinafter referred to as IHI, for the Exhibition at the IHI Forum, which is managed by Tradeshow Logic herein after referred to as Show Management, on behalf of IHI, the Show's owner and sponsor. Show Management reserves the sole right to render all interpretations, amend and enforce these regulations and to establish any and all further regulations not specifically covered below to assure the general success and well-being of the Show. Each exhibitor, for himself, his employees, and his contractors agrees to abide by these regulations and by any amendments or additions hereafter made by Show Management.

Show Management reserves the right to decline, prohibit, deny access or remove any exhibit which in its sole judgment is contrary to the character, objectives, and best interests of the Show or suitable for its attendee audience. This reservation includes, but is not limited to, any violation of any public policy or these rules and regulations and extends to persons, things, printed matter, products, and conduct. IHI reserves the right to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the meeting. Examples include, but are not limited to, organizations displaying or demonstrating personal care items or services for individual attendee purchase (i.e., hand care, facial care), jewelry, gift items, and other such products or services not reflective of the intention or character of the meeting, as defined by Show Management.

Show Management's decision and interpretation shall be accepted as final in all cases.

By participating as an Exhibitor at the IHI Forum, the Exhibitor agrees to all requirements detailed within this Rules and Regulations document.

**PAYMENT OF SPACE.** Payment is due in full at the time of invoicing or not more than 30 days from the time of invoicing (payable in USD drawn on a U.S. bank or by Visa, MasterCard, or American Express).

**CANCELLATION AND REFUNDS.** All requests for cancellation of booth space must be received in writing to [ccarchia@ihi.org](mailto:ccarchia@ihi.org). Cancellation requests received between the contract date and September 4, 2024, will be refunded less a 50% cancellation fee. Cancellation requests received on or after September 5, 2024, are not eligible for a refund.

**Reduction of Space:** If notice is received by September 4, 2024, the exhibitor will be responsible for 50% of the total contracted space rental charges. If notice is received on September 5, 2024 or thereafter, no refunds will be issued on reduced space.

It is expressly agreed by the exhibitor that in the event it fails to pay the space rental charge at the times specified, or fails to comply with any other provisions contained in these rules and regulations concerning its use of exhibit space, Show Management shall have the right to reassign the confirmed booth location or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount paid for its space reservation, regardless of whether or not Show Management enters into a further lease for the space involved.

In case the exhibition shall not be held for any reason whatsoever, then and thereupon, the rental and lease of space to the exhibitor shall be terminated.

In such case the limit claim for damage and/or compensation by the exhibitor shall be the return to the exhibitor of the pro rata amount already paid for space for this specific event.

**SPACE RENTAL AND ASSIGNMENT OF LOCATION.** Whenever possible, space assignments will be made by Show Management in keeping with the preferences as to location requested by the exhibitor. SHOW MANAGEMENT, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXHIBITION.

**USE OF SPACE, SUBLETTING OF SPACE.** No exhibitor shall assign, sublet or share the space allotted with another business or company unless approval has been obtained in writing from Show Management.

Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor's display, parent or subsidiary companies excepted.

Exhibitors must show only goods manufactured or dealt in by them in the regular course of business. Should an article of a non-exhibiting company be required for operation or demonstration in an exhibitor's display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business.

No company or organization not assigned exhibit space will be permitted to solicit business within the Exhibit Areas.



## IHI Forum 2024 Exhibitor Rules and Regulations (continued)

**OPERATION OF EXHIBITS.** Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exhibition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the exhibition as a whole. Use of so called "barkers" or "pitchmen" is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

**Food and Beverages.** No distribution of refreshments or any other product for consumption (other than packaged candy/snacks) not manufactured by, or specifically related to, the product of the exhibitor will be permitted.

**Alcoholic Beverages.** Exhibitors may not serve alcoholic beverages in the exhibit hall except with the written permission of Show Management.

**Direct Sales.** No retail sales are permitted within the exhibit area at any time, but orders may be taken for future delivery.

**Contests, Drawings and Lotteries.** All unusual promotional activities must be approved in writing by Show Management no later than 60 days prior to the opening of the exhibition.

**Literature Distribution.** All demonstrations or other activities must be confined to the limits of the exhibitor's booth. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from their booth, but automatic distribution is prohibited. Shopping bags are prohibited and literature bags shall not exceed a size of 16" x 18".

**Copyright Licensing.** Exhibitor is solely responsible for obtaining any required licenses to broadcast, perform, or display any copyrighted materials including but not limited to music, video, and software. Exhibitor shall indemnify and hold harmless IHI, Show Management, and facility against cost, expense, or liability which may be incident to, arise out of or be caused by Exhibitor's failure to obtain requisite license.

**Sound.** Exhibits which include the operation of musical instruments, radios, sound projection equipment, or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens. Show Management shall be the sole judge of what constitutes appropriate sound levels. Show management reserves the right to disconnect sound if, after two requests, it is not turned down to an acceptable level.

**Live Animals.** Live animals are prohibited.

**Booth Representatives.** Booth representatives, including models or demonstrators, must be properly registered and wear badges, and be properly and modestly clothed. Excessively revealing attire is prohibited.

**Irregular Activities.** All giveaway items with the exception of plastic bags, pens, pencils, luggage tags, pocket calendars, and the exhibitor's product must be submitted for approval to Show Management three (3) weeks prior to the opening of the exhibition. Noisemakers of any kind will not be permitted. All exhibitors distributing approved "stick-ons" may not place the "stick-ons" on the attendees' badges.

**EXHIBITORS AUTHORIZED REPRESENTATIVE.** Each exhibitor must name one person to be his representative in connection with installation, operation and removal of the company's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for such representative being in attendance throughout all exhibition periods; and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times.

For their own safety and protection, persons under the age of twenty-one (21) will not be admitted to the exhibit halls at any time.

**INSTALLATION AND REMOVAL.** Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the Show. Any space not claimed and occupied by three (3) hours prior to the published Show opening time may be resold or reassigned without refund. Installation of all exhibits must be fully completed by the opening time of the exhibition.

Exhibits must be staffed during all Show hours and may not, to any extent, be dismantled before the Show closing. Any early dismantling or packing shall be considered a breach of this agreement and may affect future applications.

**ARRANGEMENT OF EXHIBITS.** Each exhibitor is provided an Official Exhibitor Kit. The Exhibitor Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition. Exhibits not conforming may be dismantled or modified, at cost to the exhibitor, at the sole judgment and discretion of Show Management.

**Exhibitor Plan Review.** Booth construction plans and layout arrangements for first-time exhibitors, exhibits in peninsula or island booth spaces, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exhibition. IHI reserves the right to amend layouts at any point in time.

## IHI Forum 2024 Exhibitor Rules and Regulations (continued)

**EXHIBITS & PUBLIC POLICY.** Each exhibitor is charged with knowledge of all State, County, and City laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in this exhibition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.

No part of the building shall be defaced in any manner, nor shall signs or other articles be posted, nailed, taped or otherwise affixed to any pillars, doors, walls or other parts of the building. Any and all damages, losses, expenses, and/or costs resulting from failure to observe this notice shall be payable by the exhibitor.

The exhibitor must, at his expense, maintain and keep in good order his exhibit and the space for which he has contracted.

Show Management and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor's space, materials and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, Show Management will endeavor to answer them.

Exhibitors must comply with City and State fire regulations. All booth decorations including carpeting must be flame-proofed and all hangings must clear the floor. All exits, hallways, aisles and fire control apparatus must remain clear and unobstructed at all times. Use of butane or bottled gas is not permitted. Use of propane and helium balloons is prohibited. Electrical equipment and wiring must conform with Electrical Code Safety Rules. If inspection indicates any exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazard, the right is reserved to cancel all or such part of his exhibit as may be irregular, and effect the removal of same at exhibitor's expense.

If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the exhibitor should communicate with Show Management for information concerning facilities or regulations.

Independent contractors must conform to IAEM, ESCA and ED&PA guidelines and must be signatory to a current local collective bargaining agreement.

The Exhibitor agrees to abide by all requirements of the ACCME Standards for Integrity and Independence in Accredited Continuing Education. By participating as an Exhibitor at the IHI Forum 2024, the Exhibitor agrees to all requirements detailed within Standard 5.

**STORAGE OF PACKING CRATES AND BOXES.** Unattended freight in any display space as of one hour prior to Show opening will be removed and stored at the exhibitor's sole risk and expense. Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period; but these, when properly marked, will be stored and returned to the booth by service contractors. It is the exhibitor's responsibility to mark and identify his crates and boxes. Crates and boxes not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty."

Because of the lack of storage facilities, it may be necessary to store empty crates, boxes and exhibit material outside the building. Every effort will be made to protect the crates from the elements, but neither Show Management nor its service contractors will assume any responsibility for damage to them.

The removal and return of large crates that cannot be handled by hand trucks will be charged for at prevailing rates.

Crates, boxes or other exhibit materials unclaimed by the exhibitor after the Show will be removed at the exhibitor's expense. Exhibitors will be billed by the service contractor for removal time and materials at prevailing rates. Neither Show Management, the service contractor, nor the exhibit facility shall assume any liability whatsoever for loss or damage.

**SOCIAL ACTIVITIES.** Any social function or special event planned by an exhibiting company, to take place during the IHI Forum, must be pre-approved by IHI. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official conference and exhibition activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by IHI and/or Show Management. Distribution of exhibitor materials is not permitted to attendee sleeping room doors, IHI meeting rooms or anywhere else in the hotel and/or exhibit facility except in the specified booth space.

**LIABILITY AND INSURANCE.** All property of the exhibitor remains under its custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither Show Management, its service contractors, the management of the exhibit hall nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

## IHI Forum 2024 Exhibitor Rules and Regulations (continued)

**INDEMNIFICATION.** Exhibitor agrees that it will indemnify and hold and save Show Management whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or asserted against Show Management on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of Exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of Show Management by Exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of Show Management. Exhibitor covenants and agrees that in case Show Management shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon Show Management by virtue of any such litigation.

**Property Damage.** Neither Show Management nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion, or other insurable casualty, and Show Management and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. In the event that such occurrence results in cancellation of the exhibition, each party hereby releases the other from obligations under this contract. Accordingly, it shall be the responsibility of Show Management and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

**Use of Certain Property.** Exhibitor will assume all costs arising from the use of patented, trademarked, or franchised materials, devices, processes or dramatic rights used on or incorporated in the exhibitor's space. Exhibitor shall indemnify, defend and hold harmless IHI, Show Management, the City and their officers, directors, members, agents, and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys' fees, and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

**WAIVER.** Show Management shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by Show Management. No delay or omission by Show Management in exercising any of its rights shall operate as a waiver of such rights and waiver of such rights in writing on one occasion shall not be construed as a consent to or a waiver of any right or remedy on any future occasion.

**ATTORNEYS' FEES.** Should Show Management find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement, or to protect in any manner its interest or interests under this agreement, Show Management, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys' fees.

**AMERICANS WITH DISABILITIES ACT.** Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless IHI, Show Management, and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to comply with the Act.

**PRE- AND POST-ORGANIZATIONLIST.** All approved exhibitors will receive a list in PDF excel format of registered attendee organizations and titles by email after the event. This list is for one-time use only, and may not be disclosed, transferred, duplicated, reproduced, sold, loaned, or any portion retained whatsoever, including entering into electronic databases. Violation of these conditions will jeopardize your standing as an IHI exhibitor at future IHI meetings.

**OTHER REGULATIONS.** Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. THE SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.

# IHI Forum 2024 Commercial Support Agreement



IHI Forum

December 8-11, 2024

World Center Marriott, Orlando, Florida, USA

A commercial interest organization is any entity producing, marketing, reselling, or distributing healthcare goods or services consumed by or used on patients, or an entity that is owned or controlled by an entity that produces, markets, resells, or distributes healthcare goods or services consumed by or used on patients. Nonprofit or government organizations, non-healthcare-related companies, and healthcare facilities are not considered commercial interests.

Commercial Support is financial or in-kind contributions given by a commercial interest that are used to pay for all or part of the costs of a CE activity.

Note: Organizations providing commercial support may not provide or joint provide an educational activity.

## Agreement for Supporters Aligned with CE/CME Activity at the 2024 IHI Forum

### Commercial Support Agreement

*In support of improving patient care, the Institute for Healthcare Improvement is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.*

The Commercial Supporter agrees to abide by all requirements of the Accreditation Council for Continuing Medical Education (ACCME) Standards for Foregry and Int Independence in Accredited Continuing Education (Please see below). The Accredited Provider agrees to: 1) abide by the ACCME Standards for Integrity and Independence in Accredited Continuing Education; 2) acknowledge educational support from the commercial company in program materials; 3) upon request, furnish the commercial supporter a report concerning the expenditure of the funds provided.

By participating as a Commercial Supporter at the IHI Forum, the Commercial Supporter agrees to all requirements detailed within this document.

#### STATEMENT OF PURPOSE:

Program is for scientific and educational purposes only and will not promote the company's products, directly or indirectly.

#### INDEPENDENCE of PROVIDER in THE USE of CONTRIBUTED FUNDS:

Funds should be in the form of an educational grant made payable to the Institute for Healthcare Improvement. No other funds from the commercial company will be paid directly to the program director, faculty or others involved in the CE activity.

# Agreement for Supporters Aligned with CE/CME Activity at the 2024 IHI Forum (continued)



IHI Forum  
December 8-11, 2024  
World Center Marriott, Orlando, Florida, USA

## STANDARD 4. Manage Commercial Support Appropriately

Standard 4 applies only to accredited continuing education that receives financial or in-kind support from ineligible companies.

- a. Ineligible companies must not pay directly for any of the expenses related to the education or the learners.
  - b. The accredited provider may use commercial support to fund honoraria or travel expenses of planners, faculty, and others in control of content for those roles only.
  - c. The accredited provider must not use commercial support to pay for travel, lodging, honoraria, or personal expenses for individual learners or groups of learners in accredited education.
  - d. The accredited provider may use commercial support to defray or eliminate the cost of the education for all learners.
2. **Agreement:** The terms, conditions, and purposes of the commercial support must be documented in an agreement between the ineligible company and the accredited provider. The agreement must be executed prior to the start of the accredited education. An accredited provider can sign onto an existing agreement between an accredited provider and a commercial supporter by indicating its acceptance of the terms, conditions, and amount of commercial support it will receive.
  3. **Accountability:** The accredited provider must keep a record of the amount or kind of commercial support received and how it was used, and must produce that accounting, upon request, by the accrediting body or by the ineligible company that provided the commercial support.
  4. **Disclosure to learners:** The accredited provider must disclose to the learners the name(s) of the ineligible company(ies) that gave the commercial support, and the nature of the support if it was in-kind, prior to the learners engaging in the education. Disclosure must not include the ineligible companies' corporate or product logos, trade names, or product group messages.

## IHI Forum 2024 Additional Terms and Conditions

All organizations must comply with these standards.

This activity is for educational purposes only and will not promote any proprietary interest of a Commercial Interest Organization (CIO) providing financial or in-kind support. The CIO will not recruit learners from the educational activity for any purpose.

The Accredited Provider is responsible for all decisions related to the educational activity. The CIO providing financial or in-kind support may not participate in any component of the planning process or implementation of an educational activity, including: assessment of learning needs and professional practice gap; learning outcomes; selection or development of content; selection of planners, presenters, faculty, authors and/or content reviewers; selection of teaching/learning strategies; evaluation methods.

The Accredited Provider will make all decisions regarding the disposition and disbursement of commercial support.

All commercial support associated with this activity will be given with the full knowledge and approval of the Accredited Provider. No other payments shall be given to any individuals involved with the supported educational activity

Commercial support will be disclosed to the participants of the educational activity.

CIOs may not exhibit, promote or sell products or services during the introduction of an educational activity, while the educational activity takes place or at the conclusion of an educational activity, regardless of the format of the educational activity.

# Agreement for Supporters Aligned with CE/CME Activity at the 2024 IHI Forum (continued)



IHI Forum  
December 8-11, 2024  
World Center Marriott, Orlando, Florida, USA

## Statement of Understanding

The below serves as the electronic signature of the authorized representative duly authorized to enter into agreement on behalf of the commercial organization listed and indicates agreement of the terms and conditions listed in the Commercial Support Agreement above.

Title of Educational Activity      IHI Forum 2024

Supported Activity      \_\_\_\_\_

Activity Date      December 8-11, 2024

Accredited Provider      Institute for Health Improvement

Amount of Support      \$

Type of Support       Unrestricted

Commercial Interest Organization (CIP)	
Address	
Name of Authorized Representative	
Email Address	
Phone Number	
Fax Number	
CIO Electronic Signature (required)	Date:
Accredited Provider (IHI) Signature (required)	Date: