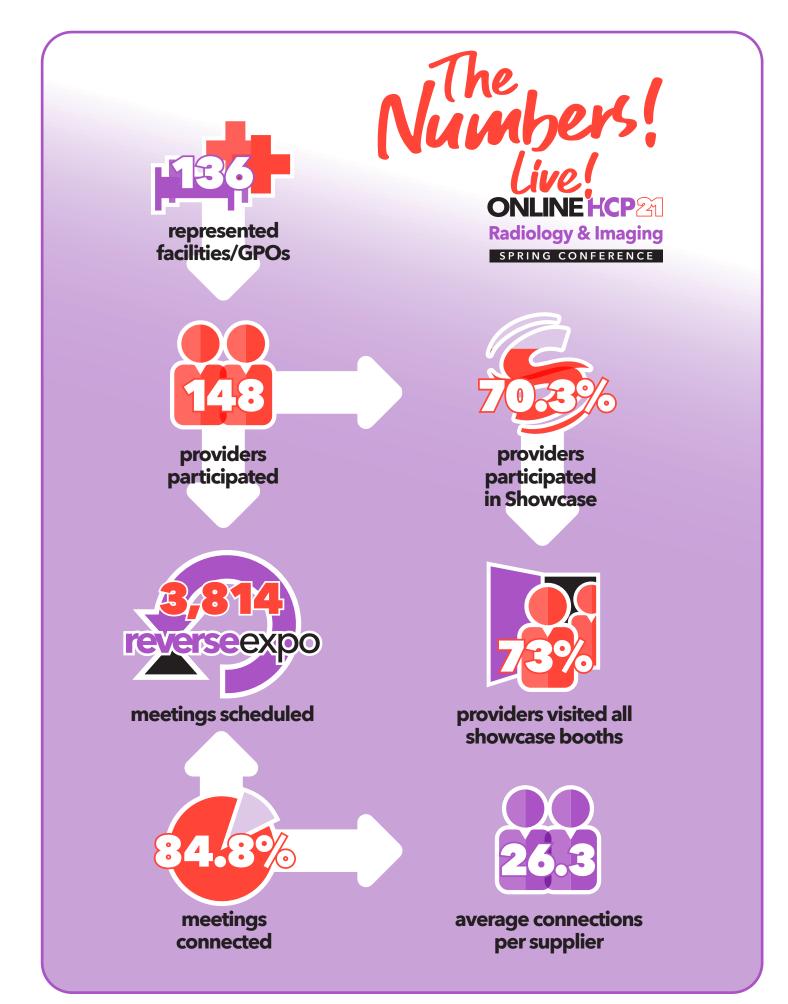


# Radiology & Imaging FALL CONFERENCE ONLINE

# additional & upgraded **marketing**opportunities

August 10–27







### what you can expect from the



- Four days of connecting with key hospital & healthcare decision makers in our custom-built *Live* ONLINE reverseexpo format
- Guaranteed one-on-one meetings
- HCP schedules & facilitates all of the *live* online reverseexpo meetings
- Industry-leading Educational Sessions
- Contact information for the Providers that you meet with during the *live* online reverseexpo
- Visibility, branding, and additional marketing opportunities
- In Spring 2021, our Radiology & Imaging *live* online reverseexpos hosted over 3,200 meetings
- The closest thing to a 'live' connection





### \$1,695\* Registration, per person

We are excited to find new ways to foster the connections between Providers and Suppliers and look forward to hosting you during this online event experience.

\*Registration price increases to \$1,895 after May 21 and \$2,195 after July 31.

For more information: Adam Cornett, Market Sales Manager 615.619.6020 adam.cornett@hlthcp.com



# Over three hours of connecting with Hospital Decision Makers

Over the last few seasons of connecting providers and suppliers in our *live* online platform, we have heard from many suppliers about the desire to have even more meetings with providers. *You asked and we can deliver!* 

**NEW** for the Fall *(ive* **(online** Radiology & Imaging Conference, Health Connect Partners will be offering the opportunity to *doubleup* your meetings and make the most of your four days of the *(ive* **(online reverseexpo**.)

doubleup registrations simply mean your one registration can get you double the amount of five minute expo meetings.

**For example** One (1) Regular Registration = 20-25 (five minute) meetings per attendee.

One (1) **doubleup** Registration = 40-50 (five minute) meetings per **doubleup** attendee.

doubleup registrations for the Fall *(ive!online* Radiology & Imaging Conference are only available for sale through June 11th, 2021.

### \$3,300\* per doubleup registration

\*Price valid through June 11th, 2021. A minimum of 90 providers must be chosen during the provider selections process for HCP to be able to schedule a minimum of 40-50 meetings for your double up attendee. Limit one "Double Up" attendee per company.

After June 11th, please call Adam Cornett for pricing and availability.

Adam Cornett, Market Sales Manager 615.619.6020 adam.cornett@hlthcp.com





# selectconnect & primeconnect packages

We realize the importance of how valuable time can be in front of your current customers and prospects. Health Connect Partners has designed an enhanced meeting package that will allow you to engage with your selected Providers of choice with a little time added to the clock during the *Live* **(ONLINE reverseexpo.)** In addition to this extra time, Suppliers will have the ability to screen share and have up to three team members take part. Suppliers will be able to assign each **selectconnect** or **primeconnect** meeting to a specific leader from their organization to conduct the meeting.



**\$15,000** The selectconnect package (15 meetings for 10 minutes) allows Supplier organizations to target key accounts/contacts for a 10 minute meeting with the Hospital Provider. Suppliers will be given the list of Hospital Providers and will have the ability to select 30 of the most desirable Hospital Providers they would like to meet with. Of those 30 selections, Health Connect Partners will coordinate and match the Suppliers with 15 Providers for enhanced 10 minute meetings.



**\$20,000** The prime connect package (15 meetings for 15 minutes) allows Supplier organizations to target key accounts/contacts for a 15 minute meeting with the Hospital Provider. Suppliers will be given the list of Hospital Providers and will have the ability to select 30 of the most desirable Hospital Providers they would like to meet with. Of those 30 selections, Health Connect Partners will coordinate and *match the Suppliers with 15 Providers for enhanced 15 minute meetings*.

The **select**connect and **prime**connect packaged programs are NOT part of the *[ive]* online reverseexpo draft process and will be prioritized as guaranteed meetings with the participating providers. Participation in these packages does not qualify as a *[ive]* online reverseexpo Registration and does not allow access to the *[ive]* online reverseexpo meetings sessions.

# Radiology & Imaging Virtual **round table**

- Opportunity to host a private one-hour virtual roundtable with Radiology & Imaging Executives
- Opportunity to collaborate with Health Connect Partners to customize your audience
- Verbal recognition of your organization during the roundtable introduction
- Invitation emails, featuring your logo and link to your organization's website, sent to the Radiology & Imaging Executives
- Option for Health Connect Partners to digitally distribute your materials, either in advance of or after the roundtable, to the Radiology & Imaging Executive participants
- Contact list of the Radiology & Imaging Executive participants provided after the roundtable

### Pricing

Samantha

**10** Radiology & Imaging Executive Participants **\$15,000** 

(opportunity to customize number of participants upon request)

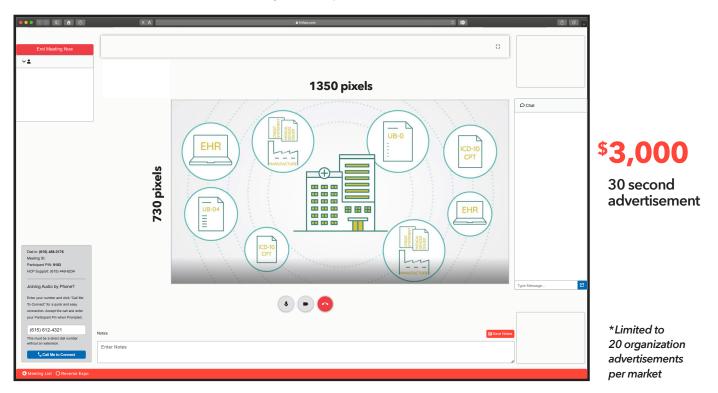


# **Live** ONLINE Reverse Expo Spot Ads\*



Whether you are looking to share a strategic 30 second video message or showcase your logo or product using a static image, high visibility *live* online reverseexpo advertising keeps your company brand in front of hundreds of hospital decision makers. Advertisements will be shown in rotation between each *live* online reverseexpo meeting

for all provider participants, and with approximately 3,200 meetings scheduled during the 2021 Spring Radiology & Imaging Conference, this high frequency marketing exposure will give you the power to get your message out there. Each spot ad aired an average of 155 times as a part of the conference.



### Supported file types

#### For video ads

- File Type: MP4 (required)
- Codec: h.264/AVC (required)
- Resolution: between 640px and 3840px wide
- Bitrate: 5,000-8,000 kbps (recommended)
- Framerate: constant, 15–60 frames per second
- Aspect Ratio: We accept videos of any aspect ratio, but wider = higher quality
- Codec: AAC (Advanced Audio Codec)
- Sample Rate: 44.1 kHz
- Channels: 2-channel Stereo (not surround)
- Length: 30 seconds

### For static ads

- JPG or PNG
- 1350 x 730 pixels

Email artwork to **diana.maxham@hlthcp.com** or mail on a disc or flash drive (non-returnable) to:

Health Connect Partners ATTN: Diana Maxham 65 Business Park Drive, Lebanon, TN 37090







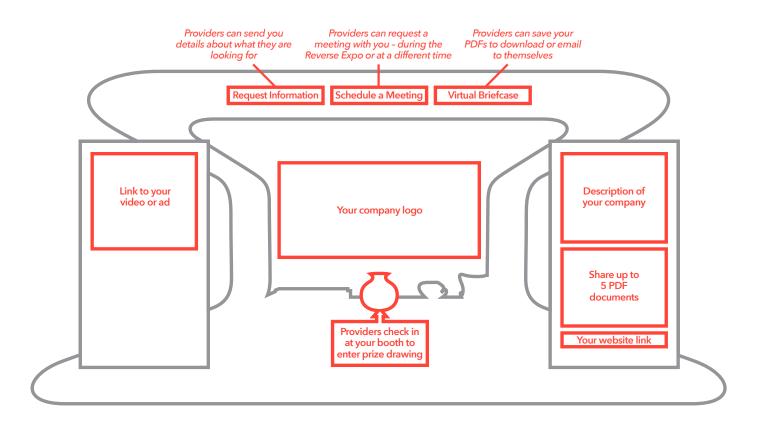
Health Connect Partners' Virtual Supplier Showcase provides a format for hospital decision makers to research, learn about, and connect with suppliers in a unique virtual space. Each virtual booth features the supplier organization and highlights their solutions, products, and technologies. This new platform is designed to give hospital providers and supplier organizations the ability to directly interact in a customized environment. In addition to providing the platform, Health Connect Partners is focused on driving high-quality traffic to each Virtual Supplier Showcase booth–just like we do during our in-person Supplier Showcase events. The Virtual Supplier Showcase is open for visits any time during the conference dates and is a required stop on the way to the educational sessions. Each provider executive will be encouraged to participate in a fun, interactive virtual experience allowing them to learn and request information along their journey through the Virtual Supplier Showcase. The more booths they check in at, the more entries they will have in the prize drawing.

#### Best of all:

the Virtual Supplier Showcase platform allows provider executives to directly request information, and schedule meetings with suppliers through our virtual meeting platform. Providers have a choice of requesting a meeting during the *Live* online reverseexpo or selecting a specific date and time for an on-demand meeting outside of the *Live* online reverseexpo times.

# Don't miss this opportunity for maximum exposure and additional connections!

### A limited number of Virtual Supplier Showcase booths are availablereserve yours today!



# \$**3,000** per booth

### **Each Virtual Supplier Showcase booth includes**

- Prominently displayed logo
- Company description
- Space to upload
  - 5 PDFs
  - 1 video or static ad
  - 1 website URL

- Opportunities to
  - Receive leads through the Request Information feature
  - Make virtual face-to-face connections with the Schedule a Meeting feature
  - Send them home with information via the Virtual Briefcase feature
- Promotion of the Supplier Showcase to all hospital executive participants
- Tracking of visitors to your booth with click thru statistics & analytics provided

For more information: Adam Cornett, Market Sales Manager 615.619.6020 adam.cornett@hlthcp.com

# Conference Book Ads

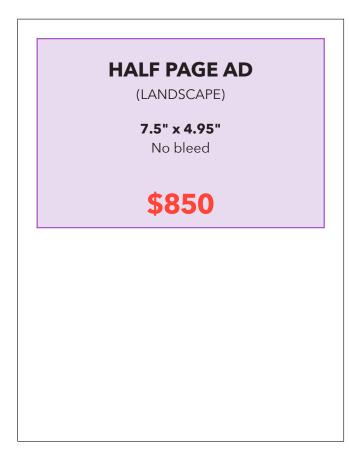


# Please submit ads as print-ready, 300dpi PDFs, with fonts and graphics embedded

Email artwork to diana.maxham@hlthcp.com

Or mail on a disc or flash drive (non-returnable) to:

Health Connect Partners ATTN: Diana Maxham 65 Business Park Drive Lebanon, TN 37090



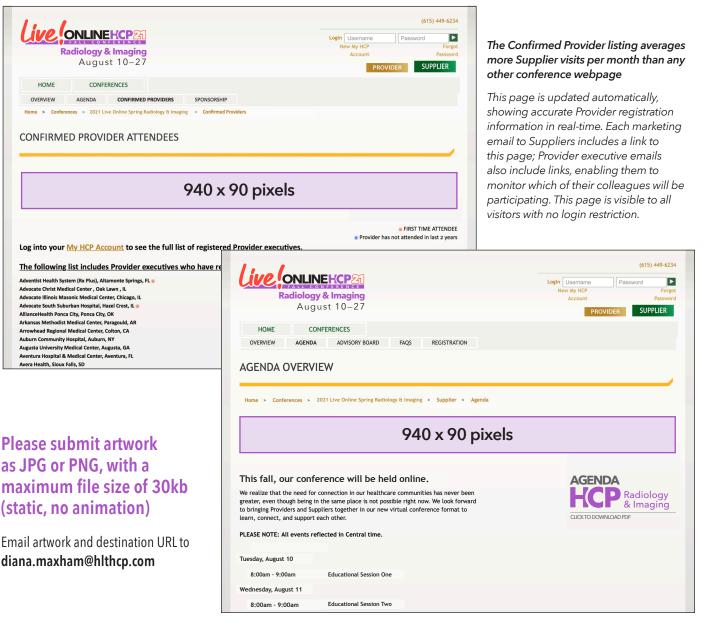
**FULL PAGE AD** (PORTRAIT) 7.5" x 10" No bleed \$1,500 HALF QUARTER PAGE AD PAGE AD (PORTRAIT) (PORTRAIT) 3.65" x 10" 3.65" x 5" No bleed No bleed \$850 \$375

# Website Banner Ads



### \$1,500 each

- One (1) static 940 x 90 pixel banner at the top of either the CONFERENCE AGENDA PAGE or the CONFIRMED PROVIDER PAGE until the conclusion of the conference
- Link to your company website



#### The Agenda is one of the most-viewed pages of each conference

The Agenda page is visited by Provider and Supplier attendees as well as registered and unregistered individuals. All emails sent to registered attendees include a link to the Agenda page; all attendees check back regularly for updates on the schedule. This page is visible to all visitors with no login restriction.

# Website Banner Ads contd.

Position your ad where they will see it the most!

# **Provider Selection Banner Ad**

## \$1,500 each

PAR	INDES PIOV	ider Selec	tion: 2021 Fall Radio				ONLINE	-					(615) 449-62	:34
			9	40 x	90	) pixels								
😡 Help	Downlos	ed Excel File	😳 Unavailable Times 🛛 🤱 Add R	temaining Availabl	e to 4th Ge	roup - All Others I'd Like to Meet W	ith 🗙 Re	set Selections	6	iomit S	elections	-	🚨 Alan Ci	ohen
Ava	alable Provid	lers: 126 - Prov	viders Selected 12   * Com	pany Request	Ca	tegory Request				81	Ist Group - Hig	hest Priority; 3	/5	6
	First Name	Last Name	Company	City	St.	Job Title	Lic. B	Primary G.			First Name	Last Name	Company	
										1	Corey	Au	The Queen's Health Systems	1
¢.	Casey	Perry	Confluence Health	Wenatchee	WA	Director of Supply Chain	250	Intalere	-	1	Tracey	Chadwell	Intalere	1
	Dawn	Dandrala	Cohen Children's Medical	New Hyde	NY	Director, Materials Manage	170	Premier Inc.		×	Phillip	Bateman	Woman's Hospital	1
1 .	Mario	Zamarripa	Honor Health Deer Valley H	Phoenix	AZ	Director of Supply Chain	310	Premier Inc.						6
1	Mike	Atobelli	UR Medicine	Rochester	NY	Senior Purchasing Manager	1100	Vizient	1	-	Ind Group - Se		monty, 375	5
1	Nick	Andrei	Cook Children's Medical Ce	Fort Worth	TX	Assistant Vice President of	443	Vizient			First Name	Last Name	Company	
1	Lynette	Baker	NorthCrest Medical Center	Springfield	TN	Director Support Services/	109	Vizient		1	Samantha	Beecham	Vidant Medical Center	
1	Russell	Baker	UMMS - Baltimore Washing	Glen Burnie	MD	Director of Materials Manag	329	Vizient			Michelle	Wood	CHRISTUS St. Vincent Reg	
1	John	Barnes	St. Luke's Health System	Boise	ID	Director of System Integrati	578	HealthTrust		1	E Kathy	Codman	Northern Nevada Medical C	
1	Julia	Blanchard	Baxter Regional Medical C	Mountain	AR	Director of Materials Manag	268	Vizient		Std Group - Third Highest Priority: 3 / 10				
1	Brent	Borgman	Magnolia Regional Health	Corinth	MS	Director of Material Manag	185	Vizient					or a construction of the second se	
1	Suz	Brown	LifeBridge Health System	Baltimore	MD	Corporate Director of Value	1143	Premier Inc.			First Name	Last Name	Company	4
1	Nick	Burgess	Community Hospital Corpor	Plano	TX	VP of Strategic Accounts &	3000	HealthTrust		1	Patrick	Broos	Catawba Valley Health Syst	
1	Brian	Claytor	Intalere	St. Louis	MO	Sr. Category Leader - Portf	118865	Intalere			lan	Boyd	Cooperative Services of Flo	
1	Tracy	Cleveland	Northern Michigan Supply	Traverse	Mi	VP of Supply Chain	499	HealthTrust		1	Tanja	Bonnette	Jefferson Regional Medical	1
1	Kerry	Collum	Floyd Medical Center	Rome	GA	Director of Supply Chain	304	Premier Inc.			Ub Group - All (	Others I'd Like	to Meet With: 3 / No Limit	

The Provider Selections page is visible to only the participating Supplier attendees and is visited by all of them when making their Provider Selections for the (ive ONLINE reverseexpo meetings.

- One (1) static 940 x 90 pixel banner
- Links to the URL of your choice

# **Provider Booth Visit Request**

This is the hottest page on our website for registered Providers before each conference. This page is updated automatically, showing accurate Supplier company registration information in real-time. Registered Providers log in to select the companies they would like to speak with during the Reverse EXPO sessions; most visit multiple times. Only registered Providers who are logged in will have access to this page.

	NECT			4	Logged in as John Smith   My HCP   Log Out If this isn't you, <u>Click Here</u>				
HOME	ABOUT HCP	CONFERENCES	ADVISORY BOARD	NEWS & MEDIA	CONTACT US				
Home > Request Boo John Smith Provider	Conferenc	e ooth Visit During th	e Reverse EXPO						
My Conferences		ootii fioit buling iii							
My Profile		_							
My Company		760 x 90 pixels							
My Login	Following is a li	st of all supplier companies th	at will be in attendance at the und	coming conference. The list is o	rganized alphabetically and also				
My Payment Info	sorted by categ	Following is a list of all supplier companies that will be in attendance at the upcoming conference. The list is organized alphabetically and also sorted by categories. Please take a few minutes and indicate which companies you would like to visit your booth during the Reverse EXPO sessions. All suppliers have the opportunity to visit your booth, but we want to make sure that we notify those that are most important to you.							
My HCP History			egister, so be sure to check back p d you are free to edit it as many ti		ections. All changes you make will be week of the conference.				
	PLEASE NOTE:	PLEASE NOTE: Your choices and any notes entered here will be shared with the suppliers you choose in an effort to help you make the connections that are most valuable to you.							

- One (1) static 760 x 90 pixel banner at the top of the Request Booth Visit page until the feature is deactivated (approx. 24 hours prior to the start of the conference)
- Links to the URL of your choice

Please submit artwork as JPG or PNG, with a maximum file size of 30kb (static, no animation) Please supply artwork and destination URL to: diana.maxham@hlthcp.com