

*The IPA Association
of America*



15th Annual National Meeting

April 29–May 1, 2010

*Grand Hyatt San Antonio
600 East Market Street
San Antonio, Texas 78205*

Invitation to Exhibit

TIPAAA's vision is the guide IPA's into the future by:

Turning change into opportunities

Technology into value

Local presence into national influence

The mission of The IPA Association of America (TIPAAA) is to provide services that will assist in improving the overall operations of Independent/Integrated Physician Associations (IPAs) nationwide. IPA's must become more cost efficient in a managed care environment. They must be able to manage available resources more effectively by improving their organizational and contract structure. There are many alternatives available to IPA's that will assist in managing operational risks. IPA's will need effective monitoring systems to include Utilization Review and Management Information Systems, appropriate governance structures, and dedicated physician leadership. TIPAAA, a nonprofit Trade Association, endeavors to assist IPA's by providing services that lead to decisions that will contribute to the implementation of appropriate operational systems resulting in greater efficiency.

About IPA

The IPA Association of America (TIPAAA), based in Oakland, California, provides a wide range of services and education opportunities to help Independent Physician Associations improve their overall operations and better position themselves in the managed care environment. TIPAAA has more than 687 member organizations representing approximately 317,000 MDs in 36 state chapters.

The TIPAAA Market

TIPAAA's Annual National Meetings have been touted in the as being "educational boot camps," as the conference schedule is filled with a complete array of educational programs from how to start an IPA, to advanced IPA troubleshooting, to legislative and policy issues which impact the entire industry. This intensive educational strategy attracts the greatest percentage of physician attendees than any other conference. Approximately 50% of annual meeting attendees are physicians, with the remainder of the participants being IPA executives and administrators, health law and healthcare accountants, as well as organization and company leaders who work with IPAs. Because of the intensive educational agenda and the vast networking opportunities, TIPAAA's annual meetings are known to be the **"The Best Value for Your Healthcare Education Dollar."**

Target Audience

- Physicians, medical directors and physicians working in organizational leadership positions
- IPA, PHO and MSO administrators
- Executives in physician practice management companies
- Health plan professionals working in the areas of provider relations and member-benefit design
- Professionals working in medical services risk management
- Individuals responsible for clinical management, financial operations, network development, and provider contracting

Show Sponsor

The IPA Association of America, Inc. (TIPAAA), organized in 1994, is a non-profit corporation that provides a wide range of services and education opportunities to help Independent Physician Associations improve their overall operations and better position themselves in the managed care environment. TIPAAA has almost 687 member organizations representing 317,000 MDs in 36 state

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Who Attends

TIPAAA's target audience is primarily physicians (50%) and medical directors working in organizational leadership positions, IPA, PHO, MSO administrators, executives in physician practice management companies, health plan professionals working in the areas of provider relations and member-benefit design, individuals responsible for clinical management and financial operations, network development, and provider contracting, and professionals working in medical services risk management.

Past Conference Attendee Statistics

<u>Attendees by Job Title</u>	<u>Attendees by Region</u>
President/CEO/Executive Director 24%	Eastern 22%
COO/Director/Manager 23%	Midwest 18%
Vice President 16%	Southern 13%
Medical Director 4%	Western 43%
Practice Administrator 3%	International 4%
Other 30%*	

*Others include non-titled physicians, attorneys, accounts/finance officers, consultants, sales representatives, etc.

Exhibitor Benefits

The benefits of exhibiting (the "Exchange") at TIPAAA's Annual Conference include:

- Non-competitive exhibit hall hours
- The opportunity to attend educational sessions
- Reception in the Exhibit Hall held on the first night during the main conference schedule
- Complimentary listing in the Conference Syllabus including company logo and a 50 word or less narrative describing the company's products and services

Exhibit Space

TIPAAA has several packaged booth prices:

Platinum Level - \$10,500

- One (1) 8x20 Exhibit Space (Premium Exhibit Hall Location)
- Acknowledged Welcome Reception Sponsor
- Seven (7) Complimentary Corporate Registrations
- One (1) Additional Registration at 50% Discount off \$600
- Acknowledgement of Sponsorship of One (1) Regional Meeting in 2010
- One-time use of TIPAAA Mailing List (mailed only from TIPAAA Mailing House)

Gold Level - \$8,000

- One (1) 8x20 Exhibit Space
- Acknowledged Speaker or Luncheon Sponsor
- Five (5) Complimentary Corporate Registrations
- One (1) Additional Registration at 50% Discount off \$600
- Acknowledgement of Sponsorship of One (1) State Meeting in 2010

Silver Level - \$4,000

- One (1) 8x10 Exhibit Space
- Acknowledged Coffee Break Sponsor
- Three (3) Complimentary Corporate Registrations
- One (1) Additional Registration at 50% Discount off \$600

Bronze Level – Standard Booth \$2,500

if registered before December 22, 2009, **\$3,000** after December 22, 2009

- One (1) 8x10 Exhibit Space
- Two (2) Complimentary Corporate Registrations
- One (1) Additional Registration at 50% Discount off \$600

Standard booth size is 8'x10'

Corner booths are considered premium and are an additional \$500

Booth Space Assignment

Booth space reservations are considered in the order that applications and payment are received. A signed application with deposit must be received before booth space allocation is granted. Confirmation of booth assignment will be made immediately following receipt of appropriate requests. If relocation is necessary, notification will be given as soon as possible. Additional discounts are also available to corporate associate members.

Membership Level Discount

TIPAAA Key Market Associate Members - 20%

Sponsorship

Opportunities to sponsor special events are available to interested companies. Acknowledgement for any contributions will be publicized. Sponsorship can be combined with exhibit space rental, if interested. For available sponsorship activities, please contact TIPAAA by visiting our web site at www.tipaaa.com or by calling 510-967-7305.

“The Exchange”

Rules and Regulations/Conditions of Contract to Exhibit

- 1. Application Fee:** Application fee includes one 8"x10" exhibit space. All Exhibitors must use official show colors for back-wall and side-rail drapes as outlined in the Exhibitors Service Manual. Fee also includes complimentary exhibit staff. (1 for \$2,500, 2 for \$4,000, 4 for \$8,000 and 6 for \$10,500) A corner booth will add a \$500.00 premium.
- 2. Liability and Insurance:** The IPA Association of America (TIPAAA) assumes no liability for losses incurred by Exhibitors. The Exhibitor assumes the entire responsibility and liability for all claims, losses, and damages to persons or property, governmental charges or fines, attorney's fees, and other costs caused by or in any manner arising out of or associated with Exhibitor's installation, maintenance, removal, occupancy, or use of the exhibit space or any part thereof, and Exhibitor agrees to protect, indemnify, defend and hold harmless the Association, The Conference Hotel, and their respective owners, officers, directors, members, employees, and agents against all such claims, losses, and damages. In addition, Exhibitor acknowledges that neither the Association nor the Hotel maintains insurance covering Exhibitor's displays, equipment or other property, or covering Exhibitor's employees or agents, and that it is the sole responsibility of Exhibitor to obtain appropriate liability, property damage, and business interruption insurance covering such losses.
- 3. Laws:** Exhibitors and their agents are responsible for complying with all applicable federal, state and local laws, including the Americans with Disabilities Act.
- 4. Eligibility:** TIPAAA shall reserve the right to determine eligibility of any company or product for exhibit or promotion, wholly or in part, that is, in its (TIPAAA's) opinion, not in keeping with the character and purpose of the ANM & "The Exchange" Exhibit Show. Sales and taking of order at the Show are not allowed.
- 5. Security:** TIPAAA does not guarantee the safety or security of any exhibits or items placed in the exhibit hall. TIPAAA will provide hall security for the duration of "The Exchange" Exhibit Show.
- 6. Booth Space:** Each exhibit firm may contract for only one exhibit booth (exceptions must be approved in writing). Only one exhibit firm may be represented per space assignment. Different divisions of the same exhibit firm/business entity may share booth space, but may not contract for separate space.
- 7. Cancellations and Refunds:** **CANCELLATIONS before January 5, 2010 will receive credit towards future events. After January 5, 2010 there will be no refunds.**
- 8. Show Program:** Exhibitors must submit the product and services description requested in the Application/Contract to Exhibit to be included in the conference syllabus. TIPAAA is not responsible for mistakes or omissions.
- 9. Booth Staffing:** All booths must be open and staffed during ALL exhibit hours. Extra staff badges are available for an additional fee (\$600.00). For accessibility to exhibit area only, additional fee is \$600 per day. All changes in exhibit personnel must be made with Show Management prior to entrance into exhibit hall.
- 10. Arrangement of Exhibits:** All exhibits must be arranged so as not to obstruct the general view or hide the exhibits of others. Booths that are 8'x10' and 8'x 20' should be constructed so that no copy appears higher than 8' 3" from the floor and no structure, banner, or other material is to exceed 8' 3" in height and 10" in length. Exhibitors must strictly adhere to the exhibit booth display rules outlined in the Standard Booth Regulation Guide, unless otherwise approved by Show Management.
- 11. Booth Conduct:** Exhibitors are prohibited from preparing, distributing, or serving any food or beverage from their exhibit booth unless specific permission is received in writing in advance from Show Management. Exhibitors are not permitted to use moving or strolling entertainment. Costumed models or mannequins should ensure their appearance or dress is not of an offensive nature, even to the most critical. The use of live animals in the show is prohibited.
- 12. Sound:** Exhibitors with audible electronic sound or exhibits or devices being utilized that TIPAAA deems objectionable to other Exhibitors will be required to discontinue use. Exhibitor warrants that any music played in their booth shall not violate any proprietary rights of any other party including copyrights. Exhibitor shall indemnify TIPAAA in the event of any claim alleging violation of any copyright or any other right in relation to their exhibit.
- 13. Care of Building:** No Exhibitors, their agents, or part of any exhibit shall injure or deface the walls or floors of the building, the booths, or equipment or furnishings in the booth and exhibit hall. Any and all damage, losses, expenses, and/or costs resulting from failure to observe this notice shall be payable by the Exhibitor.
- 14. Care of Exhibitor Space:** The Exhibitor must, at his expense, maintain and keep in good order his exhibit and the space for which he has contracted.

15 Conflicting Meetings & Social Events: Outside activities sponsored by exhibiting companies that would take visitors away from any scheduled Annual National Meeting activities, including educational sessions, the exhibit hall, and special exhibitor events are prohibited. Activities of this nature are considered contrary to the purpose of the Annual National Meeting and exhibit show. Any meeting, tours, press conferences, equipment demos, golf tournaments, live speakers, and company parties should be approved by Show Management to prevent schedule conflicts. Failure to observe this regulation will jeopardize Exhibitor's assignment of space or right to exhibit at future TIPAAA shows.

16 Solicitation: Advertising, canvassing, and solicitation of business conferences in the interest of exhibitor business are not permitted except by firms that have been assigned booth space by TIPAAA to exhibit and then only in the exhibit space assigned or at specialized events designed for exhibit business. Distribution of exhibitor materials delivered to attendees sleeping room doors or anywhere else in the hotel except in the specified booth space is not permitted. Distribution of materials to other exhibit booths, including magazines, job opportunities, newsletters, etc. is not permitted.

17 Prizes, Drawing, Souvenirs, etc.: Prize contests, drawings, the giving of souvenirs, and other promotional items provided by individual exhibiting firms are subject to the control and approval of Show Management. Exhibitors should submit full details on any intended activity of this kind to Show Management by February 12, 2010. A schedule for drawings during the evening exhibit hall reception will be provided. P.A. announcements of individual company's drawings will not be permitted.

18 Installation and Dismantling: Exhibit installation may begin according to the scheduled installation hours. Dismantling of exhibit space is strictly prohibited until the official close of the exhibit hall. Requests to dismantle early must be provided in writing to TIPAAA prior to February 26, 2010. Permission to dismantle early will only be granted in writing, prior to the opening of the exhibit hall.

19 Service Contractor: The Official Service Contractor, yet to be determined, is responsible for all aspects of booth set up and dismantling, material handling, furniture rental, and other Exhibitor services. All services customarily required by Exhibitors will be available through the Service Contractor approximately 90 days in advance of the show. The Official Service Contractor service personnel will be on-site and maintain a service desk for your assistance.

20 Independent Contractors: Any independent contractor request must be submitted in writing with the necessary certificates of insurance in advance to TIPAAA and Freeman Decorating Company, so that permission may be secured for said subcontractor to operate.

21 Service Manuals: Exhibitor Service Manuals will be mailed to exhibitors beginning February 26, 2010. Exhibitors agree to adhere to the conditions outlined in the service manual.

22 Services Ordered: Exhibitor are responsible for all goods and services ordered through suppliers, including the Hotel and the official exhibit show service contractor for their exhibits pursuant to conditions set forth by such firms. TIPAAA assumes no liability for payments for goods or services not covered in the contract for booth space reservation.

23 Exhibit & Freight Shipments: Pop-up exhibits and small items may be hand carried into the exhibit hall. No hand trucks or carts are permitted. For all other deliveries, exhibitor should contact the Service Contractor for proper instructions or should arrange for labor and storage in advance using the order forms from the Exhibitor Service Manual. The Service Contractor will handle Exhibitor freight shipments on an exclusive basis.

24 Hotel Shipments: The Hotel will be accepting select convention material shipments. The shipping and receiving room will not accept any materials shipped more than 2 business days prior to the start of the meeting. A schedule of shipping and receiving room hours will be available on request. Show Management will have no authority and will not be held responsible for shipments to the Hotel. Exhibitors are solely responsible for any drayage fees requested by the Hotel for receiving or shipment of exhibiting materials.

25 Fire Regulations: All packing containers (i.e. crates, cartons, boxes) must be removed from the exhibit area. Exhibitors will not be permitted to store any excess material behind their booth or under tables. All muslin, velvet, silk, or any other cloth decorations must withstand a flameproof test as prescribed by the local fire ordinance. Floor plan is subject to Fire Marshall approval. Smoking is strictly prohibited in the exhibit hall and session rooms.

26 Violations: Exhibitors and their representatives who fail to observe these conditions of contract or who, in the opinion of TIPAAA, conduct themselves unethically may be dismissed without refund or appeal for redress. In addition to dismissal, Exhibitors who violate regulations are subject to removal of booth space assignment and sanctions by the Exhibitor Advisory Council.

27 Cancellation or Postponement of Convention: In the event the Annual National Meeting is postponed due to any occurrence not caused by the conduct of TIPAAA, the conference Hotel, or the exhibitor, or that such occurrence be an act of God or the result of war, riot, civil commotion, sovereign conduct, or the act or conduct of any person or persons not party or privy to this contract, then the performance of such parties under this contract shall be excused for such period of time as is reasonably necessary after such duration of such postponement. In the event that such occurrence results in cancellation of the convention, each party hereby releases the other from obligations under this contract.

EXHIBIT SHOW APPLICATION & CONTRACT TO EXHIBIT

Company _____

Primary Contact _____

Title _____

Street _____

City _____

State _____

Zip _____

Phone _____

Fax _____

Email _____

This contract entitles you to one 8'x10' or one 8'x20' exhibit space at TIPAAA's 15th Annual National Meeting, April 29-May 1, 2010 at the Grand Hyatt San Antonio, TX. We have read and agree to abide by "The Exchange" Rules and Regulations/Conditions of Contract to Exhibit, enclosed with this application, which are made part of this contract by reference and incorporated herein. We agree to accept relocation should it become necessary for causes beyond the control of the exhibit management or advisable in the best judgment of the exhibit management. It is understood that acceptance of this contract to exhibit does not constitute any endorsement by TIPAAA of the products and/or services offered by the Exhibitor, and Exhibitor agrees to do nothing that would suggest or imply otherwise.

Authorized Signature (**must be signed for acceptance of application**) _____

Date _____

All further contact will only be addressed to the primary contact listed above, unless indicated below:

Contact _____

Title _____

Street _____

City _____

State _____

Zip _____

Phone _____

Fax _____

Email _____

Payment Information

Booth rental fee (Please circle one)

Bronze

Silver

Gold

Platinum

\$2,500 if registered before
December 22, 2009, **\$3,000**
after December 22, 2009

\$4,000

\$8,000

\$10,500

Include additional **\$500** for corner booth

Yes No

Total Amount Due: \$ _____

Amount of Enclosed Check: \$ _____ Check No.: _____

(Please make check payable to "TIPAAA")

Credit Cards:

Visa Master Card American Express

Name on Credit Card: _____

Exp. Date: _____ Account#: _____

3-Digit Security Code (on back of card) _____

Authorizing Signature: _____

Please enclose payment with your contract/application and return it to:

The IPA Association of America (TIPAAA)
3242 N 900 W
Lehi, UT 84043

Or, you may fax your credit card payment to 1-510-217-2241. You may also register by phone with a credit card by calling 510-967-7305. Payment is required to process your contract/application.

Booth Space Preferences:

Booth Number (1st preference): _____

Booth Number (2nd preference): _____

We DO NOT wish to be near the following exhibiting firms:

We DO wish to be near the following exhibiting firms:

Company Information Listing

Your company information will be listed in all promotional information exactly as provided on contract. Please submit a logo and description of your company's products and/or services to be exhibited. Company's products and/or services description should be written in 50 words or less. Please submit the description on disk (send to the TIPAAA address below), via email (conferencedept@tipaa.com or fax (1-510-217-2241). Disk and email submissions should be in a Word document or simple text format (TIPAAA reserves the right to edit provided descriptions as necessary). Company logo may also be submitted on disk or via email. Acceptable logo formats include JPG, TIF, or EPS. (Black and white logo versions preferred.) **Please submit Company Logo and Description no later than February 5, 2010.**

Retain a copy for your records and return the completed original of this form to:

The IPA Association of America (TIPAAA)
3242 N 900 W
Lehi, UT 84043
Phone: 510-967-7305
Fax: 1-510-217-2241
E-Mail: kmarsing@tipaaa.com

Cancellation Policy

CANCELLATIONS before January 5, 2010 will receive credit towards future events. After January 5, 2010 there will be no refunds.

*Sponsor's seeking to cancel grants for materials being produced must submit their cancellation request in writing; however, only that amount for which has not already been used for specified materials will be refunded, less an additional \$600 administration fee. If project has been completed with appropriate acknowledgement as outlined in the contract, no refund will be given (i.e. if Company X has signed a contract, agreeing to sponsor the printing and/or mailing of the brochure and Company X has clearly been acknowledged as specified, in brochure, and brochure has already been printed, meeting management will not grant any requests for refunds to Company X, as proper acknowledgement cannot be removed without greater expense to meeting management. Company X, although requesting a cancellation refund will be required to provide payment in full, in the event cancellation request is denied. Company X will still receive appropriate acknowledgement in conference materials as a/the brochure sponsor and will have the opportunity to send company representatives to the meeting, as outlined in the sponsorship descriptions, if they so choose).

Additional Exhibitor's Registration

Name/Title

Primary Contact Title

Street City State Zip

Phone Fax Email

*If more than one, please duplicate form

Note: (All supplementary staff, not including complimentary registrations, will be required to pay an additional registration fee of \$600.00 per person)

Number of additional exhibitor representatives _____

Payment:

Amount of Enclosed Check: \$ _____ Check No.: _____
(Please make check payable to "TIPAAA")

Credit Cards:

Visa Master Card American Express

Name on Credit Card: _____

Exp. Date: _____ Account#: _____

3-Digit Security Code (on back of card) _____

Authorizing Signature: _____

Exposition Calendar

Food and beverage events including the opening reception and luncheons will be held in the exhibit hall at the Hotel.

Move-In

April 29, 2010

Conference Decorator:

Freeman Decorators
Brenda Hoffman
773-379-5040
Brenda.Hoffmann@freemanco.com