



INVITATION TO EXHIBIT

TIPAAA's

27th Annual National Meeting

Hyatt Regency Grand Cypress

Orlando, FL

March 23rd – 25th 2023

(exhibit days March 23-24)

TIPAAA's vision is to 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.

EVENT PROFILE

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.

TIPAAA's Annual National Meetings have been touted in the industry 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

PAST CONFERENCE ATTENDEE STATISTICS

Attendees by Job Title

President/CEO/Executive Director 24%
COO/Director/Manager 23%
Vice President 16%
Medical Director 4%
Practice Administrator 3%
Other 30%*

Attendees by Region

Eastern 22%
Midwest 18%
Southern 13%
Western 43%
International 4%

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

BENEFITS OF EXHIBITING

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

- ✓ **National Recognition for your company**
TIPAAAA's Annual National Meeting draws in a national audience – put your company front and center!
- ✓ **Non-competitive exhibit hall hours**
We offer 5-6 hours of dedicated exhibit hall time to meet and network with attendees
- ✓ **Access to ALL educational sessions**
Learn about the issues that are facing the industry plus take advantage of more networking time
- ✓ **Recognition in TIPAAA signage at the show**
See your company's logo throughout the area surrounding the session room!
- ✓ **Recognition in the conference printed materials**
Your logo and a 50-word company description will be printed in our conference agenda
- ✓ **12 months on our brand new Virtual Exhibit Hall found on www.tipaaa.com!**
TIPAAA continues to support our sponsors by showing them off on our website!
- ✓ **Attendee list with contact information (available on the first day of the show)**
Be able to reconnect with the outstanding people you met at the conference!

EXHIBIT SPONSORSHIP LEVELS

TIPAAA has several packaged booth prices:

Conference Sponsor - \$15,000-\$50,000

- One (1) 10x20 Exhibit Space (Premium Exhibit Hall Location)
- One (1) Virtual Exhibit Space with Video Play in our 24/7 Virtual Exhibit Hall on tipaaa.com
- Acknowledged Session Sponsor and speaking opportunity and other benefits as determined by both parties
- One page advertisement in conference brochure
- Ten (10) Complimentary Corporate Registrations (includes access to educational sessions)

Platinum Level - \$11,000

- One (1) 10x20 Exhibit Space (Premium Exhibit Hall Location)
- One (1) Virtual Exhibit Space with Video Play in our 24/7 Virtual Exhibit Hall on tipaaa.com
- Acknowledged Welcome Reception Sponsor or Speaking Opportunity
- One page advertisement in conference brochure
- Seven (7) Complimentary Corporate Registrations (includes access to educational sessions)
- One (1) Additional Registration at 50% Discount

Gold Level - \$8,000

- One (1) 10x20 Exhibit Space
- One (1) Virtual Exhibit Space with Video Play in our 24/7 Virtual Exhibit Hall on tipaaa.com
- Acknowledged Session Sponsor or Luncheon Sponsor
- One half-page advertisement in conference brochure
- Five (5) Complimentary Corporate Registrations (includes access to educational sessions)
- One (1) Additional Registration at 50% Discount

Silver Level - \$4,000

- One (1) 10x10 Exhibit Space
- One (1) Virtual Exhibit Space in our 24/7 Virtual Exhibit Hall on tipaaa.com
- Acknowledged Coffee Break Sponsor
- Three (3) Complimentary Corporate Registrations (includes access to educational sessions)
- One (1) Additional Registration at 50% Discount

Bronze Level – Standard Booth \$3,000 \$2,500 if registered before January 2, 2023

- One (1) 10x10 Exhibit Space
- One (1) Virtual Exhibit Space in our 24/7 Virtual Exhibit Hall on tipaaa.com
- Two (2) Complimentary Corporate Registrations (includes access to educational sessions)
- One (1) Additional Registration at 50% Discount

Each 10' x 10' booth will be set with 8' high blue back drape, 36" high blue side dividers, one 6' x 30" black skirted table, two chairs, one wastebasket, and a 7" x 44" identification sign

The exhibit area is carpeted

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

BOOTH SPACE ASSIGNMENTS

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. Exhibit Hall floorplan will be emailed to you to make your booth selection. If relocation is necessary, notification will be given as soon as possible. Additional discounts are also available to corporate associate members.

MEMBERSHIP DISCOUNTS

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.

EXHIBITOR'S SCHEDULE

MOVE-IN TIME – Thursday, March 23rd from 8am-12pm

EXHIBIT HOURS - To be determined

MOVE-OUT TIME – Immediately following final exhibit reception on Friday, March 24th

ADDITIONAL BOOTH INFORMATION

Conference Decorators

Willwork

Booth Equipment

Each exhibiting company will be sent an electronic Services Kit from our conference decorators where they can order materials/items for their booth. Electrical and Internet connections can be made through the hotel directly.

Shipments to the Hotel

Please contact the hotel directly regarding the shipping of booth items

Hotel Reservations

TIPAAA has a special rate at the Conference Hotel. This rate will be available in the Fall.

“The Exchange”

Rules and Regulations/Conditions of Contract to Exhibit

- 1. Application Fee:** Application fee includes one 10"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. (2 for \$2,500, 3 for \$4,000, 5 for \$8,000 and 7 for \$11,000) 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 2 in the year the meeting is held will receive credit towards future events. After January 2 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. For accessibility to exhibit area only, additional fee is \$500 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 10'x10' and 10'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 2. 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 16th. 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 Show Decorator, so that permission may be secured for said subcontractor to operate.

21 Service Manuals: Exhibitor Service Manuals will be emailed to exhibitors as soon as available. 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 10'x10' or one 10'x20' exhibit space at TIPAAA's 27th Annual National Meeting, in Orlando, FL. 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 _____

PAYMENT INFORMATION

Booth rental fee (Please circle one)

Bronze	Silver	Gold	Platinum	Conference
\$2,500 (if registered before Jan 2, 2023) / \$3,000 if registered after Jan 2, 2023	\$4,000	\$8,000	\$11,000	\$15,000-\$50,000

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: _____

Billing Address: _____ City: _____ State: _____ ZIP: _____

Exp. Date: _____ Account#: _____ 3-Digit Security Code: _____

Authorizing Signature: _____

If paying by check, please email application to Kati Marsing at kmarsing@tipaaa.com and send payment with your contract/application to:

The IPA Association of America (TIPAAA)
12850 Hwy 9, Ste 600-334
Alpharetta, GA 30004

Payments can be made online – www.tipaaa.com. Payment is required to process your contract/application.

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 via email (kmarsing@tipaaa.com). Submissions should be in a Word document or simple text format (TIPAAA reserves the right to edit provided descriptions as necessary). Company logo is also to be submitted via email. Acceptable logo formats include JPG, TIF, or EPS. **Please submit Company Logo and Description no later than February 2, 2023.**

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

Email: kmarsing@tipaaa.com

mail to:

The IPA Association of America (TIPAAA)
12850 Hwy 9, Ste 600-334
Alpharetta, GA 30004

Fax: 1-510-217-2241

Cancellation Policy

CANCELLATIONS before January 2, 2023 will receive credit towards future events. After January 2, 2023 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).