

2010 Seventh Annual

MHATM

Business Summit



Thursday, March 4 – Friday, March 5, 2010

Mandalay Bay
Las Vegas, Nevada

[CLICK HERE TO MAKE
HOTEL RESERVATIONS ONLINE](#)

Application
Deadline is
December 4
2009!

The 2010 7th Annual MHA Business Summit

The nation's largest alternate-site GPO is hosting the 7th Annual Business Summit for long-term care pharmacies and other healthcare industry partners Thursday, March 4 and Friday, March 5, 2010 at the Mandalay Bay Hotel and Casino in Las Vegas, Nevada. Last year's 2009 Business Summit was the largest ever, attracting over 400 pharmacy owners and operators, almost 100 industry partner companies, and over 200 executives from these industry partners! MHA is anticipating an even bigger meeting in 2010!

The 2010 MHA Business Summit will highlight long-term care pharmacy issues, with a focus on recent federal healthcare reform. The potential groundbreaking legislation currently being proposed by the federal government and how this may affect long-term care pharmacy, will be discussed in great detail. There will again be presentations on the challenges and methods to maximize reimbursement to long-term care pharmacies and how to stay compliant with current and potential state regulations. This year's Business Summit will have two keynote speakers on March 4—one in the morning, the other to end the day!

As always, industry partners will be encouraged to attend all the sessions throughout the Business Summit, which allows for maximum interaction with key customers!

Exhibit Schedule

Exhibit Move-In	Exhibit Breakdown	Exhibit Hall Location
Wednesday, March 3, 12:00-8:00 PM	Thursday, March 4, after 7:00 PM	The exhibit hall is located on Level 3 of the South Convention Center in the South Seas Ballroom.
Thursday, March 4, 6:00-9:00 AM	Friday, March 5, before 12:00 Noon	
Exhibit Times		
Thursday, March 4 10:15-11:15 AM 12:30-1:45 PM 4:30-6:30 PM		

Shipping

Freeman Decorating Company has been contracted as the preferred vendor to manage this year's shipping and handling for the 7th Annual MHA Business Summit. Freeman will be happy to provide assistance with all aspects of your exhibit, from shipment and set-up of booth area, to breakdown and ship-back. We recommend going through Freeman for any shipping needs. You may also choose to go through the Mandalay Bay's package center, however they can only deliver to the entrance of the exhibit hall and delays may occur.

Please expect to receive an exhibitor kit once your application is received. The exhibitor kit will include information outlining shipping procedures, pricing, order specifications, and other important details.

Hotel Reservations

We are pleased to announce that all guestrooms will be housed in THEhotel at Mandalay Bay this year!

Please note that there is a separate entrance and registration area for THEhotel. Please book your hotel reservation on-line at the MHA Business Summit Web site, www.mhabizsummit.com. You can also call the Mandalay Bay Reservations Department directly at 877-632-9001 or 702-632-9000, provide room code SMHA10, and identify yourself as an attendee of the MHA Business Summit. MHA has a room block for the evenings of Tuesday, March 2 through Saturday, March 6, 2010, on a first-come, first-served basis.

Sponsorship Opportunities

Meals

Thursday, March 4

Buffet Breakfast\$12,000.00
(minimum cosponsorship of \$3,000 each)

Coffee Break (within exhibits).....\$5,000.00
(minimum cosponsorship of \$2,500 each)

Buffet Lunch (within exhibits).....\$15,000.00
(minimum cosponsorship of \$5,000 each)

Afternoon Break.....\$5,000.00
(minimum cosponsorship of \$2,500 each)

Cocktail Reception (within exhibits)...\$20,000.00
(minimum cosponsorship of \$10,000 each)

Friday, March 5

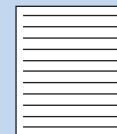
Buffet Breakfast\$12,000.00
(minimum cosponsorship of \$3,000 each)

All MHA Business Summit sponsors will get recognition in the Program Guide, on a program sponsor sign, and on a PowerPoint slide during Welcome and Introductions on Thursday morning.

Program Guide

Support of Program Guide – \$7,500

The MHA Business Summit Program Guide will be distributed to all participants. The Guide includes the program agenda, list and biographies of faculty, participants, industry partners, and the exhibit hall floorplan. Sponsors will receive acknowledgement on the first page after the cover. Acknowledgement will also be given on signage and at the opening and closing session.



Full Page
\$3,000



Half Page
\$1,500

Program Guide Advertisements

Half- or full-page advertisements may be purchased. Program Guide advertisement specifications will be provided upon request. Cost is listed under each graphic.

Additional Opportunities

Postmeeting Report – \$10,000

A summary of key presentations will be distributed to all participants after the meeting. Sponsor will receive acknowledgement on the front page of this report. More information on the Post-meeting Report will be available upon discussions with MHA.

Business Summit Internet Alley – \$8,500

Three computer terminals with Internet access housed in kiosks and located in the registration area of the MHA Business Summit will be made available to participants throughout the program. Sponsor company or product name will be printed on a 16' x 2' banner above the kiosks and on the intro screen of each terminal. The sponsor company can also provide company or product pens, paper, and mouse pads for use at the kiosks.

Business Summit Shirt – \$8,500

Premium short-sleeved shirt bearing sponsor's company name or logo that will be given out upon attendee registration. It is estimated that up to 450 will be produced.

MHA Business Summit Map – \$7,500

The MHA Business Summit Map will include the conference agenda, exhibit hall floor layout, participating exhibitor list, and map of the hotel, restaurants, entertainment, and other hotel amenities. Sponsors will receive a full-color 1-panel advertisement and their booth will be highlighted in the exhibitor floor layout.



Sponsorship Opportunities (cont)

Hotel Room Key Cards – \$7,500

Sponsor company or product name will be printed on the hotel room key cards for all participants staying at the THEhotel.

Business Summit Conference Bag – \$7,500

Display your company logo or product name on an attractive bag that will be handed out to each attendee. It is estimated that 450 will be produced.

Air Safe Toiletry Kit – \$6,000

Air safe toiletry kit that meets the requirements of the Transportation Security Administration (TSA). Personalized with sponsor's logo. It is estimated that 450 will be produced.

Business Summit Water Bottle – \$6,000

A reusable water bottle with your sponsor company's logo or product name will be distributed to all attendees in the program bag.

Luggage Tags – \$5,000

Business Summit luggage tags will be distributed to all 2010 conference participants in their Business Summit conference bag. The sponsor company logo and information will be included on one side of the tag.

Conference Pen – \$5,000

Your customized convention pen will be inserted into the MHA Business Summit Conference Bag and will also be provided to the MHA Business Summit Advisory Board on Tuesday and Wednesday.

Business Summit Workout Towel – \$5,000

Sponsor company logo or product name will be printed on individual workout towels. It is estimated that 450 will be produced.

Conference Lanyard – \$5,000

Sponsor company name will be printed on the lanyard that holds the meeting nametag. It is estimated that 800 lanyards will be produced and be distributed.

Conference Nametag – \$3,000

Sponsor company name will be printed prominently on the nametag. It is estimated that 800 nametags will be produced and distributed.

Conference Tote Bag Insert – \$1,500

Ensure your company's message is brought to attendees' attention by having your flyer or brochure inserted into every Business Summit conference bag.

Individual Speakers – Variable

Individual MHA Business Summit speaker presentations may be sponsored. Each sponsor will receive acknowledgment in the MHA Business Summit program guide and at the introduction of the presentation. Sponsorship costs will vary depending on speaker. Contact MHA for more information.



CLICK HERE TO COMPLETE THE EXHIBITOR APPLICATION ONLINE

Become a Gold Sponsor in 2010!

Gold sponsorship requires exhibiting and/or sponsorship of at least \$8,000. Gold sponsors receive:

- Recognition in the Program Guide, 1/2 page ad, Gold Sponsor sign, and on the program website
- Admits 2 to an MHA networking function

Please check the sponsorship opportunity your company is interested in supporting and include the appropriate amount in the payment method's section below. Sponsorship opportunities are on a first-come, first-served basis.

<input type="checkbox"/> Buffet Breakfast (Thursday)	\$12,000 (minimum co-sponsorship of \$3,000 each)	<input type="checkbox"/> Individual Speakers	TBD
<input type="checkbox"/> Coffee Break (within exhibits)	\$5,000 (minimum co-sponsorship of \$2,500 each)	<input type="checkbox"/> Conference Nametag	\$3,000
<input type="checkbox"/> Buffet Lunch	\$15,000 (minimum co-sponsorship of \$5,000 each)	<input type="checkbox"/> Conference Lanyards	\$5,000
<input type="checkbox"/> Afternoon Break	\$5,000 (minimum co-sponsorship of \$2,500 each)	<input type="checkbox"/> Hotel Room Key Cards	\$7,500
<input type="checkbox"/> Cocktail Reception	\$20,000 (minimum co-sponsorship of \$10,000 each)	<input type="checkbox"/> Internet Alley	\$8,500
<input type="checkbox"/> Buffet Breakfast (Friday)	\$12,000 (minimum co-sponsorship of \$3,000 each)	<input type="checkbox"/> Workout Towel	\$5,000
<input type="checkbox"/> Program Guide	\$7,500	<input type="checkbox"/> Water Bottle	\$6,000
<input type="checkbox"/> Full-Page Advertisement	\$3,000	<input type="checkbox"/> Conference Bag	\$7,500
<input type="checkbox"/> Half-Page Advertisement	\$1,500	<input type="checkbox"/> Post-Meeting Report	\$10,000
<input type="checkbox"/> Business Summit Map	\$7,500	<input type="checkbox"/> Short-Sleeved Shirt	\$8,500
		<input type="checkbox"/> Air Safe Toiletry Kit	\$6,000
		<input type="checkbox"/> Luggage Tags	\$5,000
		<input type="checkbox"/> Conference Pen	\$5,000
		<input type="checkbox"/> Conference Tote Bag Insert	\$1,500

Payment Methods

Full payment is required to reserve sponsorship opportunities and booth space(s).

\$_____ Check enclosed: Please make checks payable to: Managed Health Care Associates, Inc.

\$_____ Credit Card: MasterCard Visa American Express

Card Number: _____ Security Code: _____ Exp. Date: _____

Card Holder Name: (please print) _____

Card Holder Signature: _____

Billing Information

Billing Address: _____

Billing Telephone: _____

Billing email address: _____

By signing this application we agree to comply with all the contract regulations provided in this documents and to the conditions under which displays in the hotel may be held, both of which are given herein.

We agree to enclose the designated fee for our reservation and agree to abide by the withdrawal policy set forth in the Contract Regulations. We understand final payment is due on December 4, 2009.

Failure to pay by this date risks loss of booth reservation.

Authorized Exhibitor Representative Signature: _____ Date: _____

A copy of your signed agreement will be returned to you upon acceptance.

Mail or fax handwritten forms to: Managed Health Care Associates, Inc.,

Attention: Mary O'Keeffe, 25-B Vreeland Road, Suite 300,

Florham Park, NJ 07932, Phone: 973-966-9200, Fax: 973-966-6038.



EXHIBITOR CONTRACT REGULATIONS

Contract for Space. The Application and Contract must be completed in its entirety and accompanied by the total booth fee for the number of spaces requested before it will be processed and space assigned by Managed Health Care Associates, Inc. (hereinafter referred to as MHA). The signed Application and Contract and subsequent notice of assignment and these Exhibitor Contract Regulations constitute a contract between MHA and the Exhibitor. Any issue or matter not specifically covered in these regulations is subject to the decision of MHA, whose decision shall be final.

MHA's interpretation of Eligibility for Displaying. Participation in the MHA 7th Annual Business Summit is open to all MHA contracted vendors and their representatives. Services and/or products exhibited by a company must be industry related. MHA reserves the right to reject any application in its sole discretion.

Floorplan. All measurements shown on the floorplan have been made as accurately as possible, but MHA does not warrant or otherwise guarantee the accuracy of such floorplan. Furthermore, MHA reserves the right to make such modifications to the floor plan, as may be needed making equitable adjustments with the exhibitors affected thereby.

Assignment of Space. Booth location space will be assigned at the discretion of MHA with due regard to grouping of exhibitors and history of support of MHA, that is, companies that have exhibited in recent years. The decision of MHA with respect to booth assignment and location will be final and binding upon all exhibitors.

Subletting of Space. Exhibitor is prohibited from assigning or subletting any part of its allotted exhibit space to another individual, business or firm. Contracts for exhibit space are between MHA and each individual Exhibitor, not between exhibiting companies. Therefore, the subletting of space is grounds for MHA's immediate termination of Exhibitor's Contract.

Payment. The final payment of booth fee is due on or before 12/04/09. Should Exhibitor fail to comply with this rule, MHA has full authority to cancel any or all booth space assigned to Exhibitor. Failure to submit final payment by 12/04/09 will risk loss of booth reservation and deposit.

Withdrawal. Withdrawal by Exhibitor must be sent to MHA by written notice. If Exhibitor provides written notice to MHA prior to 9/4/09, MHA will refund 50% of the fee paid to MHA. Any Exhibitor who withdraws between 9/5/09 and 11/16/09 will be refunded 25% of the fee paid to MHA. No refund will be given for withdrawals made after 11/6/09.

Termination of Meeting and Exhibit. Should the premises in which MHA's 7th Annual Business Summit is to be held become, in the sole judgment of MHA, unfit for occupancy, or should the Meeting and Exhibition be materially interfered with by reason of action of the elements, strike, picketing, boycott, embargo, injunction, war, riot, emergency declared by a government agency, or other act beyond the control of MHA, the Application and Contract may be terminated by MHA. Exhibitor agrees that MHA shall not be liable for damages or loss sustained or incurred by the Exhibitor as a result of such termination. In the event of such termination, the Exhibitor expressly releases and shall hold harmless MHA of and from all claims for damages or loss, and agrees that MHA shall have no obligations or liability in connection with such termination except to refund to Exhibitor a prorated share of the aggregate amount received by MHA (as rental for exhibit spaces for said Exhibit), after deducting all costs and expenses in conjunction with such Exhibit, including a reasonable reserve for claims.

Installation and Dismantling. The Exhibit Hall will be available to Exhibitors on March 3 and 4, 2010 for the installation of displays. All exhibits must be fully operational by 9:00 AM March 4, 2010. After this hour, no installation will be permitted without special written permission from MHA. MHA will force set, at Exhibitor's expense, Exhibitor's booth if it is received but not set by 9:00 AM March 4, 2010. Dismantling or packing of exhibits cannot begin earlier than March 4, 2010 at 7:00 PM and must be completed by 12:00 noon on March 5. **Storage, Boxes and Crates.** Prior to March 3, 2010, all boxes and crates will be received and stored by Freeman or if sent to The Mandalay Bay will be store at Exhibitor's expense. Those not so labeled will be removed and destroyed as refuse.

Contract Labor. Exhibitor may use outside contractors to set up, erect and dismantle exhibits if, at least 45 days prior to the official move-in day, Exhibitor provides to MHA a written statement of authorization for such contractor, and lists the name of the su-

pervisor to be in attendance. As a condition of MHA's acceptance of such authorization, Exhibitor (1) assumes all responsibility for acts of its contractor, (2) holds harmless MHA, Mandalay Bay Resort & Casino and their contractors for any loss or damage, including reasonable attorney fees, arising from any act or omission of its contractors, (3) further holds harmless MHA and Mandalay Bay Resort & Casino for any injury to property of the contractors and the contractor's employees, subcontractors, agents and servants; (4) guarantees compliance with any and all laws, ordinances and regulations, all union and Mandalay Bay Resort & Casino requirements. Exhibitor must also provide the following for its contractor: certificate of insurance, naming MHA as an additional insured, said insurance in the amount of \$1,000,000.00 combined single limit bodily injury and broad form property damage, including broad form contractual liability. Contractors must strictly comply with these Regulations or they will not be permitted or allowed to remain on the premises. MHA reserves the right to disassemble exhibits and charge the Exhibitor for all costs incurred in the event Exhibitor fails to cause Exhibitor's exhibit to be dismantled in a timely manner causing Exhibitor to remain on the premises beyond the authorized time. In such event, Exhibitor agrees to release MHA from any and all liability including damages relating to the dismantling of Exhibitor's exhibit.

Booth Personnel. The fee for display space includes two complimentary exhibitor badges per 8'x10' booth. Displays must be staffed during all MHA Exhibition open hours. Badges must be worn at all times for admission to the Exhibition using Exhibitor's badges. All booth personnel whose names are sent to MHA by 12/4/09, will be entitled to attend all MHA Business Summit food functions on Thursday, March 4 and Friday, March 5, 2010. Booth personnel must be registered using the Exhibitor Registration Form. Additional booth personnel (more than 2) will require an additional \$325.00 fee per person. No more than 3 representatives will be allowed to attend the MHA Business Summit unless Premium booth is purchased or Gold Sponsorship is attained.

Children in the Exhibit Hall. To maintain a professional atmosphere throughout the Exhibition and to ensure the safety of MHA members and their families, MHA does not allow children under the age of 16 in the exhibit hall at anytime during the exhibits, including installation and dismantling hours.

Sales Policy. Displaying companies are permitted and encouraged to take orders during the Exhibition. However, MHA prohibits any selling of goods and/or services on the exhibit floor. This policy will be enforced and violators will be removed from the exhibit floor by exhibit management with no refund of exhibit fees. Any state and/or local taxes associated with the taking of orders on the show floor are the sole responsibility of the exhibiting company.

Giveaways/Prize Drawings/Other Promotion. Samples, catalogues, pamphlets, souvenirs, drawings, and awards may be distributed or provided, as applicable, by Exhibitors and booth personnel within their booth. Exhibitors interested in such Promotions must submit their intention in writing and receive written approval from MHA prior to publishing ads or any other notice of such Promotions. Signs showing the price of Promotions must not be displayed. Exhibitor shall ensure that any Promotions shall be conducted in accordance with applicable law and that any individuals involved in the offering, distribution, or provision of the Promotions are duly licensed or authorized as required by applicable law. Exhibitor shall not represent or otherwise suggest to Exhibition attendees that MHA is sponsoring or otherwise participating in the Promotions. If required by MHA, Exhibitor shall obtain a written release, the form and content of which shall be approved by MHA, whereby an Exhibition attendee who participates in Exhibitor's Promotion releases MHA from any and all liability in connection with their participation in and receipt of the Promotions.

Care of Display Space. Exhibitors participating in the MHA Exhibition shall take good care of the premises, not mar or deface the premises and will keep and maintain the premises in good order at all times. Exhibitor assumes full financial responsibility for any damage caused by Exhibitor, its agents, employees, contractors or representatives.

Display Rules and Regulations. Exhibitors will be supplied with: an 8'x10' standard booth; an identification sign listing the company name, an 8' high back drape, a draped table, 2 chairs, wastebasket, and security during exhibit hours.

Displays must be contained within the assigned booth spaces in such a way that they do not interfere with other exhibitors'

displays. Canvassing or distributing advertising matter outside of the Exhibitor's rented space is not permitted and is grounds for removal from the Exhibit Hall, and Exhibitor may be excluded from future MHA exhibitions. All exhibits must conform strictly to the Contract Regulations. MHA reserves the right to restrict any exhibit that might be considered undesirable or does not conform to the Contract Regulations. MHA also reserves the right to make any modifications to these displays, at Exhibitor's expense, so that the exhibit conforms to the Contract Regulations.

For all booth types, the exhibit booth is contained in the space stated above, to the maximum heights stated. In no case is the exhibit hall ceiling, whether directly above the booth or not, considered to be part of the booth. No ceiling projection will be allowed. The booths will accommodate tabletop displays only.

Labor/Safety/Fire. Exhibitors will comply with all applicable statutes, ordinances, rules and requirements relating to health, fire, safety, use of the premises, and the offering of promotions to Exhibition attendees. Booth decorations must be flameproofed and all hangings must clear the floor. Electrical wiring must conform with all federal, state, and municipal government requirements and to National Electrical Code Safety Rules. If inspection indicates that Exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, MHA reserves the right to cancel at Exhibitor's expense all or such part of the exhibit as may be noncompliant.

Exhibitor shall police its booth to ensure that the noise level from any demonstrations or sound systems is kept to a minimum and does not interfere with others. Remember, the use of sound systems or equipment producing sound is an exception to the rule, not the norm. MHA reserves the right to determine at what point sound constitutes interference with others and must be discontinued.

The Exhibitor agrees to pay all royalties, license fees or other charges accruing or becoming due to any firm, person, or corporation by reason of any music, either live or recorded, or other entertainment of any kind or nature, played, staged or produced by the Exhibitor, its agents, employees or subtenants within the premises covered by the Contract, including but not limited to royalties or licensing fees due to MHA. Exhibitor agrees to indemnify and hold harmless MHA, its agents and employees against any and all such claims and charges and to defend, at own expense any and all such claims and charges. Exhibitors shall have the right, however, to protest and if desired, to litigate and adjudicate any and all such claims.

Liability and Insurance. Exhibitor assumes full responsibility and liability for losses, damages and claims arising out of injury or damage, including that by fire, and theft, to Exhibitor's displays, equipment and other property brought upon the premises of Mandalay Bay Resort & Casino and to individuals who visit Exhibitor's booth. Exhibitor shall indemnify and hold harmless Mandalay Bay Resort & Casino, MHA and their agents, servants, employees, officers, directors, staff and members against such losses, damages and claims. Exhibitor releases MHA from and agrees to indemnify it against any and all claims for such loss, injury or damage. If MHA shall be held liable for any event that might result from Exhibitor's action or failure to act, or Exhibitor's failure to comply with applicable law, Exhibitor shall reimburse and hold harmless MHA against any liability resulting therefrom. Exhibitor must adequately insure its materials, goods, wares and exhibits against loss or injury of any kind and must do so at its own expense. MHA and Mandalay Bay Resort & Casino are not responsible for any loss (however caused) to any property of any exhibitor. Exhibitors are solely responsible for their own actions and that of their employees, contractors, agents and representatives during the MHA 7th Annual Business Summit. Mandalay Bay Resort & Casino will provide security service during the official hours of installations, dismantling and exhibit hours. The furnishings of such services are in no case to be interpreted by Exhibitor as guaranteeing against loss or theft of any kind.

Amendment to Contract Regulations. MHA may, in its sole discretion, make changes, amendments, or additions to the Contract Regulations. Any such changes shall be binding on Exhibitor.

Permission To Use Photos. You hereby give MHA's photographer the absolute right and permission to publish, copyright and use pictures of me in which I may be included in whole or in part, composite or retouched in character or form, in conjunction with no name to be used