

# 2013 Military Health System CONFERENCE

Gaylord National® Resort & Convention Center | National Harbor, Maryland

EXHIBITOR PROSPECTUS



CONFERENCE:  
February 11 - 14, 2013

EXPOSITION:  
February 12 - 13, 2013





**The MHS Conference** is an easy and affordable way to reach your target customer – with over 31% of its military audience in executive leadership roles, including a large number of Flag Officers and many military and civilian decision makers.

## The 2013 MHS Conference

The 2013 Military Health System (MHS) Conference provides more than 3,000 military and civilian health care professionals a platform to share knowledge and improve best practices.

The conference focuses on the MHS Quadruple Aim through health care delivery, research, education and training. The goals are to promote professionalism across the force, enhance partnerships within and outside the federal sector, and focus on ways to best serve the preventive and health care needs of our diverse beneficiary population.

## Attendee Profile

Attendees are MHS leaders and staff, line leaders, military treatment facility personnel, beneficiaries, federal partner agencies and other stakeholders.

## What is included in my booth package?

- Exhibit space
- Company description in Exhibitor Guide
- One (1) Plenary Badge per 10'x10' booth
- Six (6) Exhibit Personnel Badges per 100 square feet
- Booth amenities:
  - 8' back drape and 3' side drape
  - One (1) 6' skirted table
  - Two (2) chairs
  - One (1) wastebasket
  - Booth identification sign

## Exhibitor Service Manual

Exhibitors that have paid their appropriate fees may access the Exhibitor Service Manual online in mid-November. The manual provides information about services available through the show contractor and conference logistics.

## Sponsorship Information

Sponsorships are a great way to increase your visibility and enhance your marketing efforts at the MHS Conference. Each sponsorship opportunity offers unique visibility and benefits that are a perfect complement to your marketing plan!

**To learn more about these opportunities, contact Mary Michalik at 312-265-9650 or [mary@corcexpo.com](mailto:mary@corcexpo.com)**

## Exhibit Space Fees per 10' x 10' (100 square feet) Standard Booth

### Standard Booth

(100 square feet/10' x 10') – \$3,400  
Corner booths – \$200 additional per exposed corner

### Island Booth

(400 square feet and above) – \$2,900 per 10' x 10'  
(100 square feet)

Note: Island booths – NO corner charges will apply

### Government Booth

(No Cost) – To qualify for a government booth, the exhibitor must be approved by the MHS following receipt of application. Please note there are a limited number of government exhibit booths available.

## Payment Schedule

To reserve a booth: view the online floor plan, select the booth of your choice and complete the online application.

All applications for commercial exhibit space must be accompanied by a \$500 deposit per 10' x 10' booth (payable in U.S. funds and drawn on a U.S. bank). The balance is due October 22, 2012. All applications received after October 22, 2012 must include full payment.

Selected exhibitors receive a confirmation of their booth location; non-selected applications will receive a full payment refund based on the method of payment. Corcoran Expositions accepts checks, Visa, MasterCard or American Express.

## 2013 Exhibit Schedule\*

### Exhibit Move-in

**Sunday, February 10**  
12:00 Noon – 5:00 p.m.  
(Island booths only)

**Monday, February 11**  
8:00 a.m. – 5:00 p.m.

### Exhibit Hours

**Tuesday, February 12**  
9:30 a.m. – 6:30 p.m.  
(reception 5:00 p.m. – 6:30 p.m.)

**Wednesday, February 13**  
9:30 a.m. – 1:00 p.m.

### Exhibit Move-out

**Wednesday, February 13**  
1:00 p.m. – 7:00 p.m.

**Thursday, February 14**  
8:00 a.m. – 3:00 p.m.

\*Hours subject to change

### For exhibit information, contact:

Rhonda King, Exhibit Manager  
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rhonda@corcexpo.com  
Phone: 312-265-9656  
Fax: 312-541-0573

