



2020

HITCONFERENCE

CONNECTING DATA, UNITING HEALTHCARE



HIT

Mission

Uniting technology leaders, doers, and innovators in solidifying interoperability, discovering new ways to connect, and creating meaningful change.

The HIT Conference is an annual event that unifies Utah healthcare professionals in education and discussion on critical issues in health information technology.

2020 Speakers

GURPREET DHALIWAL

*Professor of Medicine
University of California, SF*

JASON JONES

*Chief Data Officer
Health Catalyst*

SANAE EL IBRAHIMI

*Senior Analyst & Biostatistician
Comagine Health*

& more!

Guest Speaker **DON RUCKER**

*National Coordinator
Health IT, ONC*



HIT 2020

The focus of this year's conference is on interoperability and healthcare data sharing. We've seen countless examples in the past year of how accessible healthcare data is absolutely critical for a functional, far-reaching healthcare system. As a community, we need to facilitate connections and conversations on the technology solutions that can and do make healthcare a better, more effective industry that saves and improves lives.



**250-
300**
expected
attendees

Attendee target demographics:

- Healthcare decision makers (c-suites, execs, directors)
- Policy makers and legislators
- Technology leaders in healthcare

Sponsoring HIT

UHIN started the HIT conference simply as a small, non-profit event with a goal to bring the discussion on health information technology forward in the Utah industry. HIT has rapidly grown to something much bigger and more impactful, becoming an event in which we are truly proud to invite other organizations to participate.

Our sponsors have the chance to support and facilitate this year's discussion on interoperability and healthcare data. The virtual conference will provide opportunities to connect and network for professionals who are working towards change and pursuing progress.



HIT 2019

Attendees at HIT 2019, representing a broad spectrum of healthcare professionals, from decision & policy makers to educators, came from influential organizations from all across Utah. Here are just a few:



2019 speakers included:

- Spencer J. Cox**
Utah Lt. Governor
- Wendy Sue Swanson, M.D.**
CMO, Before Brands
- Mikelle Moore**
SVP, Intermountain Healthcare
- David Durocher**
Co-Founder, The Other Side Academy
- Kathy Buckley**
Comedian & Activist

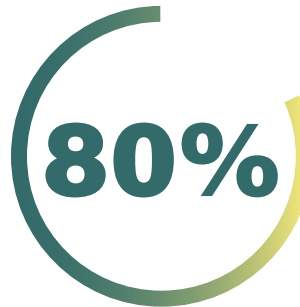
2018 speakers included:

- Spencer J. Cox**
Utah Lt. Governor
 - Kevin L. Larson, MD, FACP**
Improvement/Strategy Director, Medicaid
 - Joseph K. Miner, MD**
Executive Director, UDOH
 - Carol Spackman Moss**
Utah House of Representatives
- With appearances from
Sen. Orrin Hatch and
Sen. Mike Lee

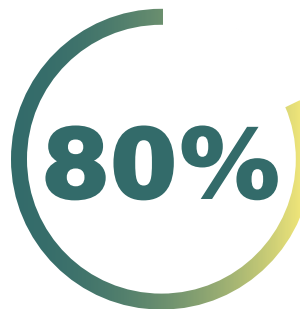
Attendee Feedback



of attendees would recommend the event to a colleague



of attendees rated the event Very Good or Excellent



of attendees are planning to return for the 2020 event



Sponsor Packages

Benefits		Featured (4)	Standard (∞)
Event	Event Co-host logo placement	•	
	Full advertisement in slide rotation	•	
	Shared advertisement in slide rotation		•
	Short ad read during the event	•	
	Attendee list access	•	•
Event Participation	Provide/sponsor prize for event raffle	•	•
	5-minute Solution Spotlight	•	
	30-minute pre-recorded session	•	
Virtual	Event app banner ad	•	•
	Featured sponsor page in event app	•	
	Demo/promo videos on sponsor page	•	
	Exhibitor page in event app		•
	Sponsored attendee poll during event	•	
Pre-Event	Logo on event billboard advertising	•	
	Logo in event advertising emails	•	•
	Pre-event email blast to attendees	•	
	Social media mentions/promoted post	•	
	Mention in UHIN event communications	•	•
Website & Registration	Link to website from event page	•	•
	Sponsor logo placement on event pages	•	•
	Sponsor logo placement on registration	•	•
	Sponsor logo placement in program	•	•
Passes	Full access conference passes	5	2



Sponsorship Costs

Featured Sponsor
(4 available)
Only 1 left!

\$1,200


Event Sponsor
(unlimited)

\$600


Virtual Sponsorships

Our 2020 event will be conducted entirely online, with sessions conducted over video call and a fully-featured event app to allow attendees and sponsors to network, participate in Q&As, and interact with discussion boards and giveaways. Through the app, sponsors will be able to get page engagement stats, speaker engagement stats, geodistribution, and more for up to 6 months after the event.

The event app at our 2019 conference featured:


93%
of attendees downloading the
event app


1196
messages sent on the app
during the event


127
unique discussion board posts
during the event

For more information about the virtual elements of HIT 2020, contact communications@uhin.org or any of the event staff!



Your Sponsorship

To select your sponsorship package, please fill out the form at the end of this PDF and email the completed form to **communications@uhin.org** on or before **October 20th, 2020**.

Visit www.uhin.org/events/hit2020 for all event information!

Contact Information

Send us a message with any of your questions about sponsoring HIT 2020!

Sara Vandermolen
Event Coordinator
svandermolen@uhin.org
385.800.2531

Shelby Page
Event Designer
spage@uhin.org
385.800.2534



HIT 2020 Sponsorship Form

Please email the completed form to **communications@uhin.org** on or before **October 20th, 2020**. Invoice will be issued with payment due upon receipt. Payment is due in full **before November 3rd**.

Primary Contact

Name _____

Email _____

Company _____

Phone _____

Mailing Address _____

City _____ State _____ Zip _____

Payment Information

Full payment is due upon execution of this Application and Contract. All fees are deemed fully earned and are nonrefundable. Cancellation by Sponsor does not relieve Sponsor of liability for full payment of fees, notwithstanding the loss of Sponsor package benefits.

Checks should be addressed to:

UHIN
1226 E 6600 S
Murray, UT 84121

Please email any payment questions to communications@uhin.org.

Billing Information

Name _____

Email _____

Company _____

Phone _____

Mailing Address _____

City _____ State _____ Zip _____

Sponsorship Package

Please select your package(s):

- Featured **\$1,200**
- Standard **\$600**

Additional Information

Please submit a company logo (vector format) to spage@uhin.org for inclusion on sponsorship materials.

Total Due: _____



HIT 2020 Sponsor Agreement

ASSIGNMENT OF ELECTRONIC SPACE: UHIN shall facilitate sponsor access to the third-party event hosting application. Sponsoring organization ("Company") will have all permissions within the third-party event hosting application allowed to designation of "Exhibitor" or "Sponsor."

USE OF SPACE: Company is allowed to upload literature, play demonstrations, and sell products within the boundaries of the Company's assigned application permissions. All branding and literature distributed in Company's assigned digital space must comply with application settings and/or be approved by UHIN prior to uploading. UHIN may refuse permission to exhibit any products or services UHIN deems objectionable or unsuitable for the Event. Company shall not assign to a third party its digital space or any portion of that space without the prior written consent of UHIN, which UHIN may grant or withhold at its sole discretion. This includes needing specific authorization for participation by third parties designated as your Partners. Areas requiring authorization include displaying logos, third-party branded giveaways or literature, and any other representation bearing a brand other than that of the sponsor. If such permission is given, the Company assumes full responsibility for the conduct of the assignee and all its representatives. Company may not distribute login details for the third-party event hosting application to any unapproved party.

COMPANY EVENTS: Company shall not schedule or sponsor any event in connection with the Conference, including without limitation evening events, during a time that overlaps or conflicts with any Conference event published in UHIN's Conference schedule. All events must be pre-authorized by UHIN to avoid such conflicts. Events can only be listed as official conference events and promoted by UHIN if they are sponsored exclusively by event sponsors.

INDEMNITY AND LIMITATION OF LIABILITY: Neither UHIN, any co-sponsor, venue provider nor any of their respective officers, agents, employees, contractors, facilities, representatives, or assigns shall be liable for, and Company hereby releases them from, any claims for damage, loss, expense, harm, or injury, or death to the person, property, or business of the Company and/or any of its visitors, officers, agents, employees, contractors, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the digital facilities, uncontrollable events, third parties, accident or any other reason in connection with the display at the Conference. The Company hereby indemnifies, and shall defend, and protect UHIN and hold UHIN, any co-sponsor and venue provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses which might result or arise from Company's participation in the Conference or any actions of Company's officers, agents, employees, contractors, or other representatives. Under no circumstance will UHIN, any co-sponsor, or the application provider be liable for lost profits or other incidental or consequential damages for any of their acts or omissions whatsoever whether or not appraised of the possibility or likelihood of such damages or lost profits. In no event shall UHIN's liability, under any circumstance, exceed the amount actually paid to it by the Company. UHIN makes no representations or warranties regarding the number or identity of persons who will attend the Conference.

OBSERVANCE OF LAWS: Company shall abide by and observe all laws, rules and regulations, and ordinances in connection with the Conference and this Agreement.

SPONSORSHIP BENEFITS: Unless specified, Company is not entitled to any additional benefits outside of the benefits specified in the Sponsor Prospectus.

CANCELLATION OR TERMINATION BY UHIN: If for any reason beyond its reasonable control, including without limitation fire, strike, earthquake, damage, construction or renovation to the application site, government regulation, public catastrophe, or act of God ("Force Majeure"), UHIN shall determine that the Conference or any part will not be held, UHIN may cancel the Conference or any part thereof. In that event, the liability of UHIN is limited to the amount of fees paid, and UHIN shall determine and refund to the Company its proportionate share of the balance of the fees received which remains after deducting all expenses incurred by UHIN. In the event, however, that UHIN cancels the Conference for any reason other than Force Majeure, UHIN shall refund to Company the full amount of the fees paid by Company.

CANCELLATION BY COMPANY: All payments made to UHIN or agreed to under this Agreement shall be deemed fully earned and non-refundable in consideration for expenses incurred by UHIN and UHIN's lost or deferred opportunity to provide space and/or sponsorship opportunities to others. Cancellation notices must be in writing and sent to marketing@uhin.org.

COMPANY CONDUCT: Company and all of its representatives shall conduct themselves at all times in accordance with highest standards of decorum and good taste. UHIN reserves the right to eject from the Conference Company or any Company representative(s) violating those standards.

AGREEMENT TO TERMS, CONDITIONS AND RULES: Company agrees to observe and abide by the foregoing terms and conditions and by such additional terms, conditions, and rules made by UHIN from time to time for the efficient and safe operation of the Conference. This Agreement represents the final, complete and exclusive agreement between the Company and UHIN concerning the subject matter of this Agreement. UHIN does not make any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing signed by UHIN. No business forms (including without limitation any Company purchase order terms and conditions) shall modify, interpret, supplement or alter in any manner the express terms of this Agreement. The rights of UHIN under this Agreement shall not be deemed waived except as specifically stated in writing and signed by an officer of UHIN. If any term of this Agreement shall be declared invalid or unenforceable, the remainder of the Agreement shall continue in full force and effect. This Agreement shall be binding upon the heirs, successors, and assigns of the Company subject to the terms of this Agreement regarding consent to assignment.

Agreed: Sponsor is bound to this Sponsor Application and Contract ("Agreement") for HIT ("Conference" and/or "Event"). I have read and agree to all terms and conditions. I warrant that I am authorized to sign on behalf of the sponsor and all information is complete and accurate.

Sponsor Signature

UHIN Signature

UHIN will countersign upon receipt of signed contract and full payment and return a copy.