

LEADERSHIP ACADEMY

October 25-28, 2021 | Amelia Island, FL

at Omni Amelia Island Resort

Partnership Catalog

Exhibit on October 25-26, 2021

REGISTER NOW

shmleadershipacademy.org/exhibits



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Meeting Overview

Meet your target market October 25-26, 2021 in Amelia Island, Florida.

The Society of Hospital Medicine's (SHM's) Leadership Academy courses consistently sell out. The last Leadership Academy in Nashville, Tennessee achieved record attendance. The reason is simple: thousands of hospitalist leaders credit their professional success to SHM's training on the fundamentals needed to guide their hospitals, health systems, and hospital medicine groups.



Why Choose Leadership?

Sponsoring and exhibiting at the October 2021 Leadership Academy is a unique opportunity to meet face-to-face with a variety of key decision makers:

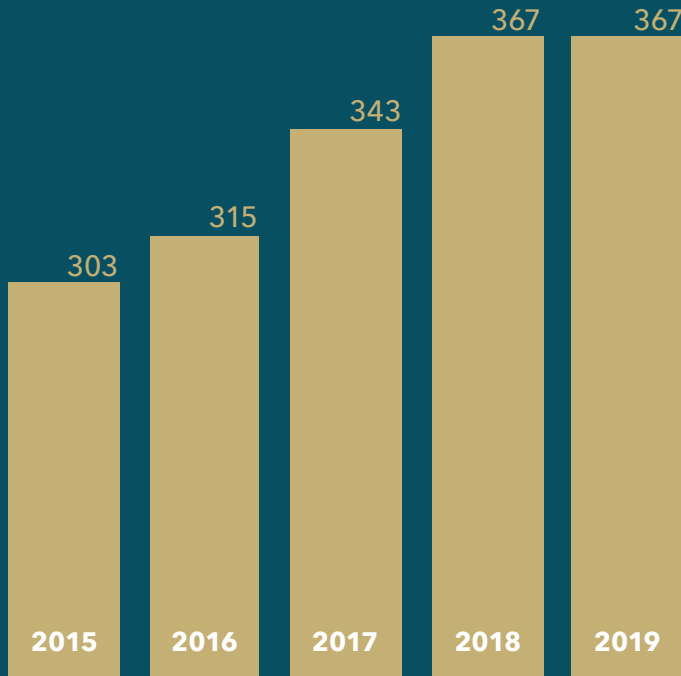
- HMG Leaders
- C-Suite-Level Hospitalists
- Division Leaders
- Academics
- Quality and Improvement Researchers

The October Leadership Academy Courses Include:

- Strategic Essentials
- Influential Management
- Mastering Teamwork
- Capstone

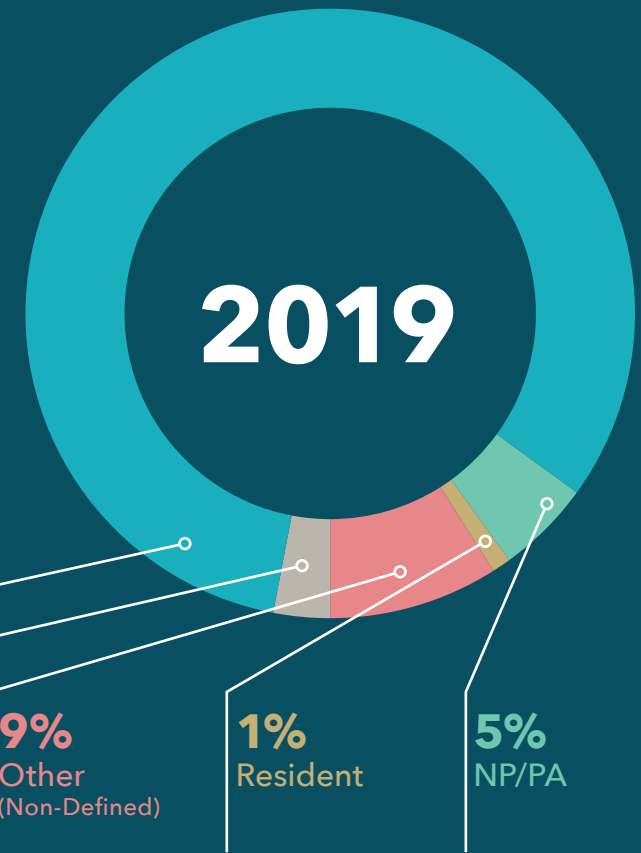
To learn more about SHM's renowned Leadership Academy, visit shmleadershipacademy.org

Demographics

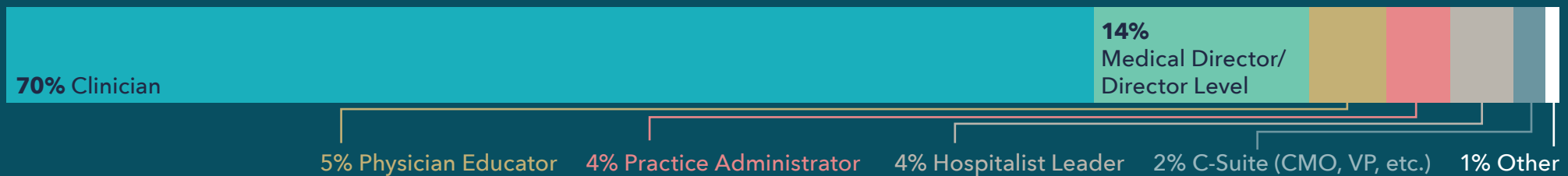


All three Leadership Academy courses consistently sell out, resulting in a captive audience of nearly 400 attendees. SHM's Leadership Academy provides exhibitors and sponsors with a unique opportunity to gain exposure to key decision makers in hospital medicine as well as aspiring leaders in the hospital medicine profession.

*SHM will only be holding one virtual course in the spring of 2021 and live courses in the fall of 2021.**



Attendees' responsibilities and roles



New leadership responsibilities tasked to alumni since attending SHM's Leadership Academy include:

- Leading quality improvement initiatives
- Expansion of services
- Serving on executive-level committees
- Utilization management
- Business of hospital medicine
- Leadership in medical educational initiatives/programs
- Managing additional reports

*The 2020 Leadership Academy was postponed due to the continued spread of COVID-19.

Exhibit Program

Monday, October 25 - Tuesday, October 26, 2021

The Exhibit Program provides exhibiting companies with more opportunities than ever before to meet face-to-face with attendees. Opportunities include the Leadership Exhibits Passport and job postings within our mobile app, among others.

Installation

Sunday, October 24, 2021
from 4:00 - 6:00 p.m.

Monday, October 25, 2021
before 7:00 a.m.

Exhibit Hours*

Monday, October 25, 2021

- Breakfast and Lunch
- Two dedicated break times ranging from 30-45 minutes
- Reception (Held outside of the exhibit area, this event provides additional time for networking with attendees and faculty.)

Tuesday, October 26, 2021

- Breakfast
- One dedicated break ranging from 30-45 minutes

Job Posting Pricing Structure:

One Posting: \$200.00

Two Postings: \$350.00

Three Postings: \$500.00

Job posting purchases will be available in April 2021.

Dismantle

Tuesday, October 26, 2021
after 12:00 p.m.

Exhibitors will receive the following:

- 6' x 30" skirted table with two chairs
- Pre- and post-conference registrant physical mailing list
- Two complimentary exhibit personnel badges (additional badges can be purchased for \$50 per badge)
- Listing in the 2021 Leadership Academy course mobile apps**
- Automatic inclusion in the Leadership Academy Exhibitor Engagement Game

The SHM Leadership Academy is an invaluable opportunity that allows us to make meaningful connections with a network of current and emerging hospital medicine leaders across the country. The event allows us to educate leaders about our brand and model, understand what is happening in other hospitals and hospitalist programs across the country, and show our dedication to SHM and our leaders in this industry.

**Sound Physicians
Recruitment Team**

*The full exhibit schedule will be released closer to the conference once the educational schedule is finalized.

**Each course has a unique mobile app; all exhibitors will be listed with their locations tagged in each app.

Sponsorship Opportunities

Welcome Reception

The exclusive sponsor will receive the following considerations at the reception on the first night of the conference: their logo printed on customized beverage napkins, a prize raffle with the opportunity to make an announcement at the reception (sponsor is responsible for providing the prize), signage, a central booth location, and a flyer in attendee materials.

Pens

Place your company name/logo on the official Leadership pens. With this unique opportunity, your branded pen will be given to all attendees to use throughout the meeting and beyond.

Lanyards

Reinforce your company's support by literally "hanging around" every attendee's neck during the meeting. Attendees can't enter sessions or the Exhibit Hall without wearing their badge, so you have guaranteed exposure!

Notebooks

Every Leadership attendee is given a notebook upon arrival in which to take notes, collect business cards, hold receipts, etc. Your logo will be on the front cover, offering you great exposure to all attendees.

Tote Bags

Have your company name and logo at every attendee's side as they carry their official Leadership tote bag from room to room. Your brand visibility will endure as attendees bring their tote bags home for use in the office and hospital. Take advantage of this enduring sponsorship and premium item!

Mobile App

Give your brand maximum exposure. Sponsorship of the Leadership at Hand Meeting App will provide high exposure and allow for your brand will be the first thing attendees see when they launch the Leadership Mobile App.

If you are looking for a unique sponsorship package, SHM can help create customized packages that fit your marketing objectives. For more information on sponsorship opportunities, please contact:

Theresa Jones
Director of Business Development
tjones@hospitalmedicine.org

Nyla Nicholson
Business Development Manager
nnicholson@hospitalmedicine.org



Shipping Information

These guidelines will help ensure timely receipt of your materials at the conference venue. Contact your Conference Service Manager for additional instruction or clarification of any portion of these instructions.

LABELING

Please address ALL conference materials to:

Omni Amelia Island Resort
39 Beach Lagoon Road
Fernandina Beach, FL 32034

Include on the label:

Name of Conference
Name of Meeting Planner or Exhibit Name
Box # _____ of _____
USE DATE: (first date you will use materials)

SHIPPING

- Use any shipping agent/common carrier of your choice.
- Conference materials should arrive at our location NO EARLIER THAN FIVE DAYS PRIOR TO YOUR CONFERENCE AND NO LATER THAN TWO DAYS PRIOR TO THE DESIGNATED USE DATE.
- All shipments must be prepaid.

HOURS OF OPERATION

8:00am – 5:00pm, Monday through Friday

Saturday deliveries may necessitate special delivery arrangements. Please contact your Conference Service Manager.

DELIVERY

Mail/conference materials are received via FedEx and UPS, at the Conference Center, Monday through Friday between the hours of 11am and 4 pm.

Saturday deliveries must be arranged in advance through your Conference Services Manager.

PAYMENT

- All shipments will be sent COLLECT or THIRD-PARTY BILLING.
- UPS, FedEx, and Airborne may be charged to the Master Account if the REQUEST FOR SHIPMENT is signed as approved by an Authorized Signatory for your group.

DRAYAGE

Drayage charges will be assessed for all packages/boxes handled by Omni Amelia Island Resort:

- \$5/package up to 5 pounds
- \$15/package 6-20 pounds
- \$25/package 21-50 pounds
- \$50/package 51-100 pounds
- \$75/package 101-200 pounds
- \$.50 cents per pound for any packages over 200 pounds

The aforementioned fees include all handling and storage of boxes one week prior to group arrival; delivery to requested meeting room(s); back for pick-up by selected carrier, and storage up to two days after group departs.

Conference materials received in our warehouse during the course of a conference will be delivered to the Business Center, located within the Conference Center.

OUTBOUND SHIPMENTS

For prompt return of all conference materials please follow these three easy steps:

1. Obtain a REQUEST FOR SHIPMENT form from Conference Staff. Complete all requested information (one form is required per 'ship to' location).
2. Pack, seal, and label all materials and attach the REQUEST FOR SHIPMENT form(s). Packing cartons, with the exception of Overnight FedEx envelopes and small boxes, are not available on site.
3. Notify the Conference Staff when all materials are ready for shipment. Outbound materials received for shipment after 1:30pm, Monday through Friday, will go out at 2:00pm the following day. Shipments received at any time on Saturday will go out the following Monday.

UNCLAIMED MATERIALS

Conference materials, posters, banners, etc., left in meeting rooms or our storage facility after departure, without direction as to disposal, will be held for a period of one week before being destroyed.

Any requests for return shipment of materials once a guest has left property will necessitate a request, in writing, containing the following information:

- Ship to address
- Method of payment
- Shipping agent (FedEx/UPS/Airborne, etc.)
- Method of shipping (overnight/2nd day/economy)
- Declared value

DISCLAIMER

Omni Amelia Island Resort is not responsible for any delay in receipt or delivery of conference materials nor any special handling fees assessed by a carrier, due to inadequate or improper labeling of conference materials.

Packages bearing insufficient information to identify the conference or USE DATE once received will be held in our warehouse for a period not to exceed 30 days and will be returned to originating shipper 'freight collect'.

NOTE: WORKS OF ART, CRYSTAL, PRECIOUS GEMS, AND/OR LIQUOR WILL NOT BE ACCEPTED.

CONFERENCE FACILITY SECURITY

Omni Amelia Island Resort will not assume responsibility or liability for damage or loss of any merchandise or articles brought into any function room and left unattended. It is strongly recommended that all valuables and personal belongings be removed from unoccupied conference facilities.

Note: Should you choose to email the conference facility regarding packages or direct shipping, please copy bizdev@hospitalmedicine.org so that we can assist you with follow-up if needed.



Conference Venue

Omni Amelia Island Resort
39 Beach Lagoon Rd.
Fernandina Beach, FL 32034

This beautiful resort offers luxurious oceanfront accommodations with unparalleled views of the Atlantic Ocean, world-class resort pools, championship golf, and a full-service spa. Whether you prefer to stroll 3.5 miles of pristine beach, spend the day kayaking through Amelia Island's preserved marshlands, or tee off on one of our award-winning golf courses, you'll never run out of adventure in this idyllic destination.

Discounted room rates of **\$275.00** (single/double occupancy plus tax and resort fee) are available for reservations made on or before **September 24, 2021** (or as long as rooms are still available in the block). All reservations made after **September 24, 2021**, or earlier if the room block becomes sold out, will be confirmed on a space-available basis at the prevailing rack rate.

BOOK NOW

Exhibitor Contract

Exhibitor Contract and Additional Rules/Regulations

The outlined guidelines below are to be used in conjunction with the Leadership 2021 Registration Form.

BOOTH OPERATIONS

Exhibitors should not operate in a way that violates the rights of another exhibitor. Exhibitors may not obstruct the view or interfere with the traffic of other exhibitors. Demonstrations and distribution of literature and samples should take place inside the assigned booth. Exhibit areas should be kept clean and in good order. No part of any exhibit or sign shall be posted, nailed, or otherwise attached to columns, walls, floors, or other parts of the building (or its furniture) so it defaces them in any way. The exhibitor is liable for damage from failure to observe these rules.

THIRD-PARTY REPRESENTATIVES

Any agency representing a technical or professional exhibitor must submit its client's name, contact information, address, telephone and fax numbers, and signature and title with its application.

USE OF THE SHM NAME, INSIGNIA, LOGO, OR ACRONYM

The Society of Hospital Medicine's (SHM's) name, insignia, logo, and acronym are proprietary marks. They may not be used in signs, advertising, or promotions in any media or product literature either inside or outside of the exhibit area. This rule applies before, during, and after the meeting, unless prior written approval has been received from SHM.

LIABILITY AND SECURITY

Exhibitors must make provisions for safeguarding their display and property at all times. The exhibitor is responsible for all liability, losses, claims, and demands on account of any injury, death, or damage to property (including the exhibit area), however occurring, arising from the acts of the exhibitor, his or her employees, agents, licensees, or contractors. The exhibitor agrees to indemnify and hold harmless SHM and Omni Amelia Island Resort from and against any and all liability, losses, claims, and demands that may arise from or be asserted in connection with the foregoing undertaking and responsibilities of the exhibitor.

CANCELLATION BY VENDOR/EXHIBITOR

Cancellations must be received in writing via fax or email. SHM will use the date of receipt of the written notice as the official cancellation.

- If an exhibitor cancels on or before August 12, 2021, the fee is \$250.
- If an exhibitor cancels between August 13 and September 2, 2021, the fee is \$500.
- If an exhibitor cancels after September 3, 2021, the full fee will apply, regardless of the reason for cancellation or reduction.

CANCELLATION OF THE LEADERSHIP ACADEMY

It is mutually agreed that in the event of cancellation of the Leadership Academy due to fire, strikes, governmental regulations, or causes that would prevent its scheduled opening or continuance, then and thereupon this agreement will be terminated and SHM management shall determine an equitable basis for the refund of such portion of the exhibitor fees as is possible, after due consideration of expenditures and previous commitments.

DISTRIBUTION OF PRODUCTS

SAMPLES AND PREMIUMS

Exhibitors may distribute products that they have manufactured. All other premiums or samples are considered acceptable based on the American Medical Association (AMA) guidelines and the Council of Medical Specialty Societies' Code for Interaction with Industry. In general, these premiums should be less than \$100 in value, relate to the physician's work or benefit the patient, and not affect or influence judgment.

FDA REGULATIONS

Exhibitors are reminded of Food and Drug Administration (FDA) restrictions on the promotion of investigational and pre-approved drugs and devices. Exhibitors also are cautioned about FDA prohibition of promoting approved drugs for unapproved purposes.

SELLING OF PRODUCTS

Exhibitors may not accept cash, checks, or credit cards for merchandise in the exhibit areas; however, orders may be taken.

CONTESTS AND DRAWINGS

Prizes, awards, drawings, raffles, lotteries, and games of chance are permitted. However, prizes must be less than \$500 in value and follow AMA guidelines.

BY SIGNING THE EXHIBITOR APPLICATION FORM, YOU ARE ACCEPTING ALL RULES AND GUIDELINES LISTED WITHIN THIS CATALOG. SHM RESERVES THE RIGHT TO REFUSE ANY EXHIBIT APPLICATION AT ITS SOLE DISCRETION.

Amelia Island, FL | Omni Amelia Island Resort

EXHIBITOR APPLICATION FORM

Exhibitor Information

Company Name	
Address	
City, State/Province, Zip/Postal	
Company Website (mandatory)	
Exhibit Coordinator/Contact Person	Title
Phone	Fax
Email (mandatory)	

PLEASE NOTE: Registration forms that do not include an **email address** or **company website** will not be processed.

Booth Staff Personnel

Name	Title	Email
Name	Title	Email

Product Category (Please select one)

- | | | |
|--|---|---|
| <input type="checkbox"/> Billing, coding, and/or documentation | <input type="checkbox"/> Hospital/Health system | <input type="checkbox"/> Pharmaceutical/Biotechnology |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Hospitalist management company | <input type="checkbox"/> Professional society/Association |
| <input type="checkbox"/> Device | <input type="checkbox"/> IT/Business solutions | <input type="checkbox"/> Recruiting/Staffing company |
| <input type="checkbox"/> Diagnostics | <input type="checkbox"/> Media/Publication(s) | <input type="checkbox"/> Scribe services |
| <input type="checkbox"/> Education | <input type="checkbox"/> Nonprofit | <input type="checkbox"/> Other: _____ |

Main Objective (Select your primary objective in attending Leadership Academy)

- | | | |
|--|--|---|
| <input type="checkbox"/> Advertisement and/or public relations | <input type="checkbox"/> Lead generation | <input type="checkbox"/> Public education |
| <input type="checkbox"/> Business-to-business networking | <input type="checkbox"/> Product promotion | <input type="checkbox"/> Recruitment |
| | <input type="checkbox"/> Product sales | <input type="checkbox"/> Other: _____ |

Exhibit (Table space is limited.)

☐ **Exhibit Table:** \$2,000

☐ **Additional Booth Staff:** \$50 per additional badge

(Two complimentary booth staff registrations are included with each exhibit table registration.)

Sponsorship Opportunities

☐ **Lanyards:** \$3,000

☐ **Notebooks:** \$6,000

☐ **Tote Bags:** \$8,000

☐ **Pens:** \$2,000

☐ **Mobile App:** \$10,000

☐ **Welcome Reception (October 25):**
\$15,000 (booth included)

If a sponsorship is chosen, a letter of agreement with all considerations associated with the sponsorship will be sent for signature and approval. For customized sponsorship packages, please contact the Business Development team at bizdev@hospitalmedicine.org or 267-702-2653.

Contract Agreement

We/I agree to abide by all requirements, restrictions, cancellation policies, and obligations noted in the Exhibitor Contract, Rules and Regulations, and all applicable legal requirements. This registration form becomes a binding agreement when accepted.

We/I agree to pay \$_____, 100% of the charge for the exhibit space as a part of this registration and contract.

Contract Authorizer Name	Contract Authorizer Signature
Title	Date

Payment

☐ Check Enclosed (payable to Society of Hospital Medicine).


Please remit payment in U.S. Funds drawn on U.S. bank within 30 days and prior to the start of the conference.

OR

Charge to the following: ☐  ☐  ☐ 

Cardholder's Name												CVV#								
Credit Card Number																Expiration Date	M	M	Y	Y
Total Charged	\$												Cardholder's Signature							

Please direct any questions, comments, or payments to:

 Society of Hospital Medicine, Exhibits
P.O. Box 822898, Dept. 200E
Philadelphia, PA 19182-2898

 bizdev@hospitalmedicine.org

 800-843-3360

 267-535-2911


Society of Hospital Medicine



Upcoming Meetings

Virtual Leadership Capstone

Experience the Leadership Capstone course from the comfort of your home. And the learning doesn't stop there. Following the virtual course, you will be entered into a learning pod for six additional months to continue development of your leadership skills.

April 5-7, 2021

shmleadershipacademy.org/capstone

SHM Converge (formerly known as Hospital Medicine 2021)

Virtually join hospital medicine professionals from around the world to learn, inspire, and connect. SHM Converge offers a broad range of unique opportunities to engage throughout the conference and beyond while also providing you CME.

May 3-7, 2021

shmconverge.org

Quality and Safety Educators Academy (QSEA)

Obtain the knowledge and tools to integrate quality improvement and safety concepts into your curricula.

The Woodlands, Texas | June 28-30, 2021

shmqsea.org

Academic Hospitalist Academy Level 1 & Level 2

The leading conference designed to prepare hospitalists for a successful career in academic medicine.

Englewood, CO | September 27-30, 2021

academichospitalist.org

Virtual Pediatric Hospital Medicine 2021 (PHM21)

This is a premier educational conference for pediatric hospitalists and other clinicians who care for hospitalized pediatric patients.

August 5-8, 2021

academicpeds.org/events/phmmeeting/