



LEADERSHIP ACADEMY

May 23-26, 2022 | Scottsdale, AZ

at JW Marriott Camelback Inn

Partnership Catalog

Exhibit on May 23-24, 2022

REGISTER NOW

shmleadershipacademy.org/exhibits

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Meeting Overview

**Meet your target market May 23-24, 2022
in Scottsdale, Arizona.**

The Society of Hospital Medicine's (SHM's) Leadership Academy courses consistently have maximum attendance. Our last Leadership Academy in Amelia Island, FL. achieved optimal attendance as we safely brought together key decision makers throughout the United States. 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.





Choose Leadership

The May 2022 Leadership Academy is a unique opportunity to meet face to face with key decision makers in a wide variety of specialties, including:

- HMGs
- C-Suite Level Hospitalists
- Division Leaders
- Academics
- Research for Quality and Improvement

SHM's May Leadership Academy consists of the following levels:

- Strategic Essentials
- Leadership: Influential Management
- Leadership: Mastering Teamwork
- Leadership: Capstone

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

Return to In-Person Meetings in the Pandemic

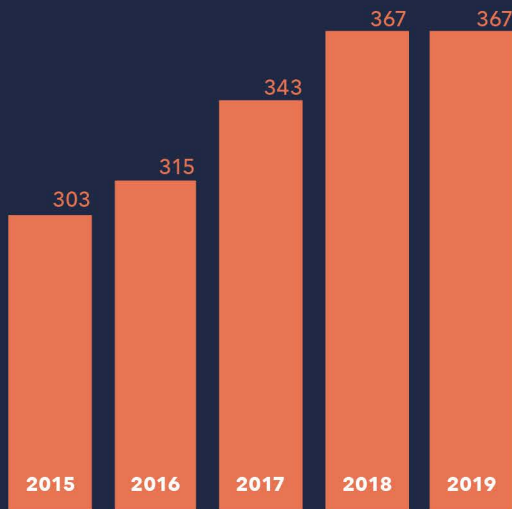
Registration has grown year over year with the exception of the pandemic year. The SHM Leadership Academy provides exhibitors and sponsors a unique opportunity to gain exposure to key decision makers in hospital medicine as well as aspiring leaders in the hospital medicine profession.



120

Total Attendees in 2021*

**Return to In-person Meetings in Pandemic.*



Leadership Academy Growth



84%
Physician

2%
NP/PA

4%
Affiliate

6%
Resident/
Fellow

4%
Other

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

Partner Program - Exhibits:

Monday, May 23 - Tuesday, May 24, 2022

The Partner Program provides exhibiting companies with more opportunities than ever before to meet face to face with attendees.

Installation

Sunday, May 23, 2022 from 4:00 - 6:00 p.m.

Monday, May 23, 2022 before 7:00 a.m.

Exhibit Hours*

May 23, 2022

- Breakfast and Lunch
- (2) Dedicated break times ranging from 30-45 minutes
- Reception: Held outside of the exhibit area, this time is provided as additional hours for networking with attendees and faculty.

May 24, 2022

- Breakfast
- (1) Dedicated break ranging from 30-45 minutes

Dismantle

May 25, 2022 after 12:00 p.m.*

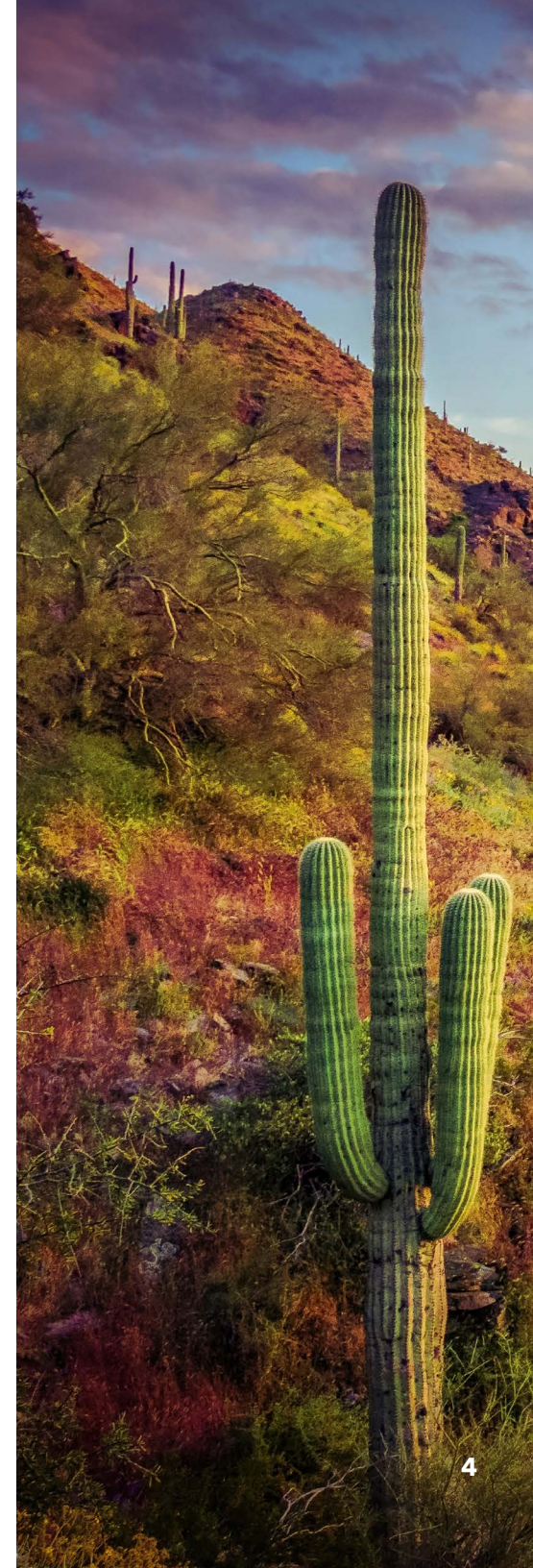
Exhibitors will receive the following:

- 6' x 30" skirted table with (2) chairs
- Pre- and post-conference registrant physical mailing list
- 2 complimentary exhibit personnel badges (additional badges can be purchased for \$50/per badge)
- Listing in the 2022 Leadership Academy course mobile apps**
- Automatic inclusion in the Leadership Academy Exhibitor Engagement Game

SHM provides our Sponsors and Exhibitors with numerous opportunities to engage with attendees. Opportunities include Partner Gamification, Mobile Job Postings, and more.

*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 (May 23, 2022):

\$15,000 (booth included)

Held on the first night of the meeting, the exclusive sponsor will receive the following considerations: logo printed on customized beverage napkins, prize raffle with opportunity to make announcement at reception (prize is responsibility of sponsor), signage, central booth location, flyer in attendee materials

Pens: \$2,000

Stylus pens given to all attendees.

Lanyards: \$3,000

Be the exclusive sponsor of the lanyards that all attendees wear onsite.

Notebooks: \$6,000

Feature your logo on the notebook that will be handed out to all attendees.

NEW! Tote Bags: \$8,000

Be the exclusive sponsor of the Tote Bag that all attendees receive onsite

Career Opportunities

Job Posting Pricing Structure

- (1) Posting: \$200.00
- (2) Postings: \$350.00
- (3) Postings: \$500.00

Job posting purchasing will be made available in late Winter/ early Spring 2022

Shipping Information

Shipping will be provided by JW Marriott Camelback Inn.

Please direct all Leadership 2022 Exhibitor materials to the following location:

*JW Marriott Camelback Inn
Attn: Company/Recipient Name
5402 E. Lincoln Dr.
Scottsdale, AZ 85253
Comment: Name of Event*

Plan on sending your packages to arrive within three days of the start or setup of your event. This will allow time to organize your material, and you will avoid storage fees. Handling fees are assessed to each package received on the property. Fees are based on the weight and description of each piece. Pricing will be provided upon request.*

**Be advised that pricing is subject to change.
Please contact the vendor directly to obtain the most accurate pricing, additional details, and more.*





Conference Venue

**JW Marriott Camelback Inn
Resort & Spa**

**5402 East Lincoln Drive,
Scottsdale, AZ 85253**

Discover the award-winning hotel located at the base of Camelback Mountain in Paradise Valley. This luxury hotel prides itself on providing guests with attentive service, deluxe amenities, and desert trails in the Sonoran Desert.

Discounted room rates of \$279.00 (single/double occupancy plus tax and resort fee) are available for reservations made on or before April 29, 2022 (or as long as rooms are still available in the block). All reservations made after April 29, 2022, 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 below outlined guidelines below are to be used in conjunction with the Leadership 2022 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 an exhibitor must submit its client's name, contact information, address, telephone and fax numbers, and signature and title with its application. Additionally, the exhibiting company's main contact must be copied/included in all email correspondence to authorize happenings within their secured booth space/ tabletop exhibit.

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 with respect to exhibitor's property (including the exhibit area). The exhibitor agrees to indemnify and hold harmless SHM and JW Marriott Camelback Inn Resort & Spa from and against any and all liability, losses, claims and demands that may arise from or be asserted in connection with the exhibitor or exhibitor's display.

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 date of cancellation. Cancellations may be emailed to bizdev@hospitalmedicine.org or faxed to **267-535-2911**

Exhibitor acknowledges that if it cancels or otherwise essentially abandons its exhibit space (a "Cancellation"), this action would constitute a breach of exhibitor's obligation to the Society of Hospital Medicine ("SHM") and SHM would be harmed. Because SHM's harm (and exhibitor's obligation to compensate SHM for that harm) is likely to increase if there is a delay in notifying SHM of any Cancellation, exhibitor agrees to notify SHM, in writing, within five (5) days of any decision to Cancel.

In addition, if a Cancellation occurs, the parties agree that:

- a) It would be difficult to determine SHM's actual harm.
- b) The sooner SHM receives notice of the Cancellation, the lower its actual harm is likely to be, because the probability of mitigating the harm by reselling exhibit space is higher.
- c) The chart of sliding scale damages (the "Chart"), below, reasonably estimates both SHM's actual harm and its ability to resell exhibitor's space.

Exhibitor therefore agrees to pay SHM, within thirty (30) days after any Cancellation, as liquidated damages and not as a penalty, the amount listed in the Chart below.

- If an exhibitor cancels on or before February 14, 2022, the fee is \$500.
- If an exhibitor cancels between February 15, 2022, and March 14, 2022, the fee is \$1000.
- If an exhibitor cancels after March 14, 2022, the full exhibitor 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 Society's Code for Interaction with Industry. In general, these premiums should be under \$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. Additionally, any contests and/or drawings must adhere to any applicable national, state, and local, laws and ordinances. Notification of all prizes and the amount of each prize must be sent to SHM's Business Development Team no less than 2 weeks prior to the conference start date.

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

LEADERSHIP ACADEMY

May 23-26, 2022 | Scottsdale, AZ

Scottsdale, AZ | JW Marriott Camelback Inn

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

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)

- Advertisement and/or public relations
- Business-to-business networking
- Lead generation
- Product promotion
- Product sales
- Public education
- Recruitment
- 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
- Pens:** \$2,000
- Notebooks:** \$6,000
- Mobile App:** \$10,000
- Tote Bags:** \$8,000
- Welcome Reception (May 23):** \$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.
All payments must be received and paid in full prior to being allowed exhibit or sponsorship being deemed secured.
- Charge credit card**
All requested credit card payments will receive an invoice and/or be contacted to provide payment details via phone.

Total Charged	\$								
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Please return your completed form to SHM's Business Development Team at bizdev@hospitalmedicine.org.

Please direct any questions, completed forms, and/or payment inquiries to:

 Society of Hospital Medicine,
Business Development
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

Pediatric Hospital Medicine 2022

The premiere educational pediatric hospital medicine meeting of the year.

Lake Buena Vista, FL | July 28-31, 2022

phmmeeting.org

Leadership Academy – Fall 2022

SHM's Leadership Academy prepares clinical and academic leaders with vital leadership skills traditionally not taught in medical school or typical residency programs.

Colorado Springs, CO | November 7-10, 2022

shmleadershipacademy.org

SHM Converge 2023

The conference built for hospitalists is back. All sessions are designed to meet your education needs and details will be announced soon.

Austin, TX | March 26-29, 2023

shmconverge.org

