

# LEADERSHIP ACADEMY

Nov. 7-10, 2022 | Colorado Springs, CO

*The Broadmoor Colorado Springs*

## PARTNERSHIP CATALOG

Exhibit on November 7-8, 2022

Register Now

[shmleadershipacademy.org/exhibits](https://shmleadershipacademy.org/exhibits)



**shm**  
Society of Hospital Medicine

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# Meeting Overview

**Meet your target market November 7-8, 2022  
in Colorado Springs, Colorado.**

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Our most recent Leadership Academy in Scottsdale, AZ, 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

Exhibiting at the November 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 November 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](https://shmleadershipacademy.org)

# Demographics

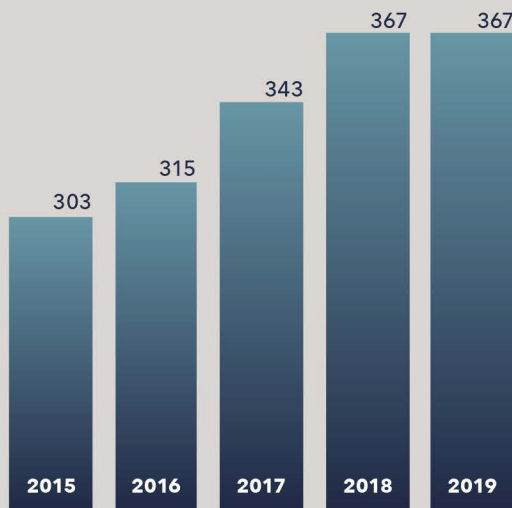


## Return to In-person Meetings

Registration has grown year over year. The continuation of the pandemic has shined a light on the growing need of innovation leadership and SHM Leadership Academy provides exhibitors and sponsors a unique opportunity to gain exposure to key decision makers and aspiring leaders who will serve as future leaders in hospital medicine.



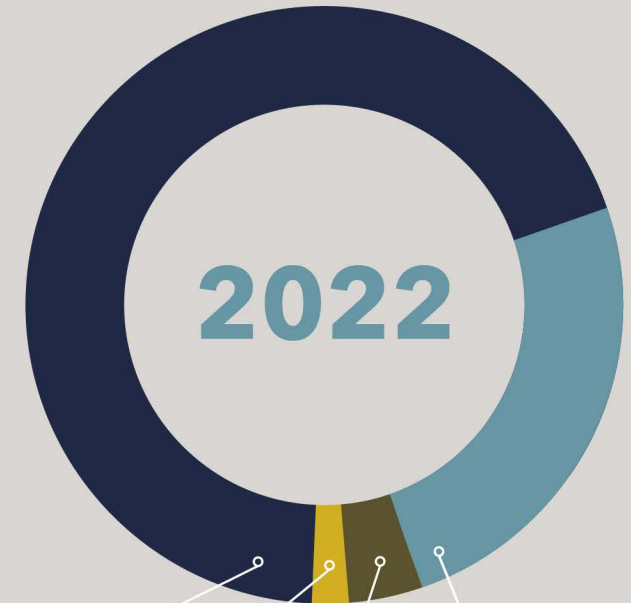
*\*Excluding Leadership Academy faculty and staff, as well as SHM Staff.*



Leadership Academy Growth

### 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



**68%** Physician  
**3%** NP/PA  
**4%** Affiliate  
**25%** Other

### Attendees' responsibilities and roles:

- Clinician
- Medical Director/Director Level
- Physician Educator
- Practice Administrators
- Hospitalist Leader
- C-Suite (CMO, VP, etc.)
- Other

# Partner Program - Exhibits

## Monday, November 7 - Tuesday, November 8, 2022

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

### Installation

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

Monday, November 7, 2022  
before 7:00 a.m.

### Exhibit Hours\*

#### November 7, 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.

#### November 8, 2022

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

SHM provides our Sponsors and Exhibitors with numerous opportunities to engage with our attendees. Some of the opportunities include the Leadership Partner Gamification, and Job Postings within our mobile app.

### Dismantle

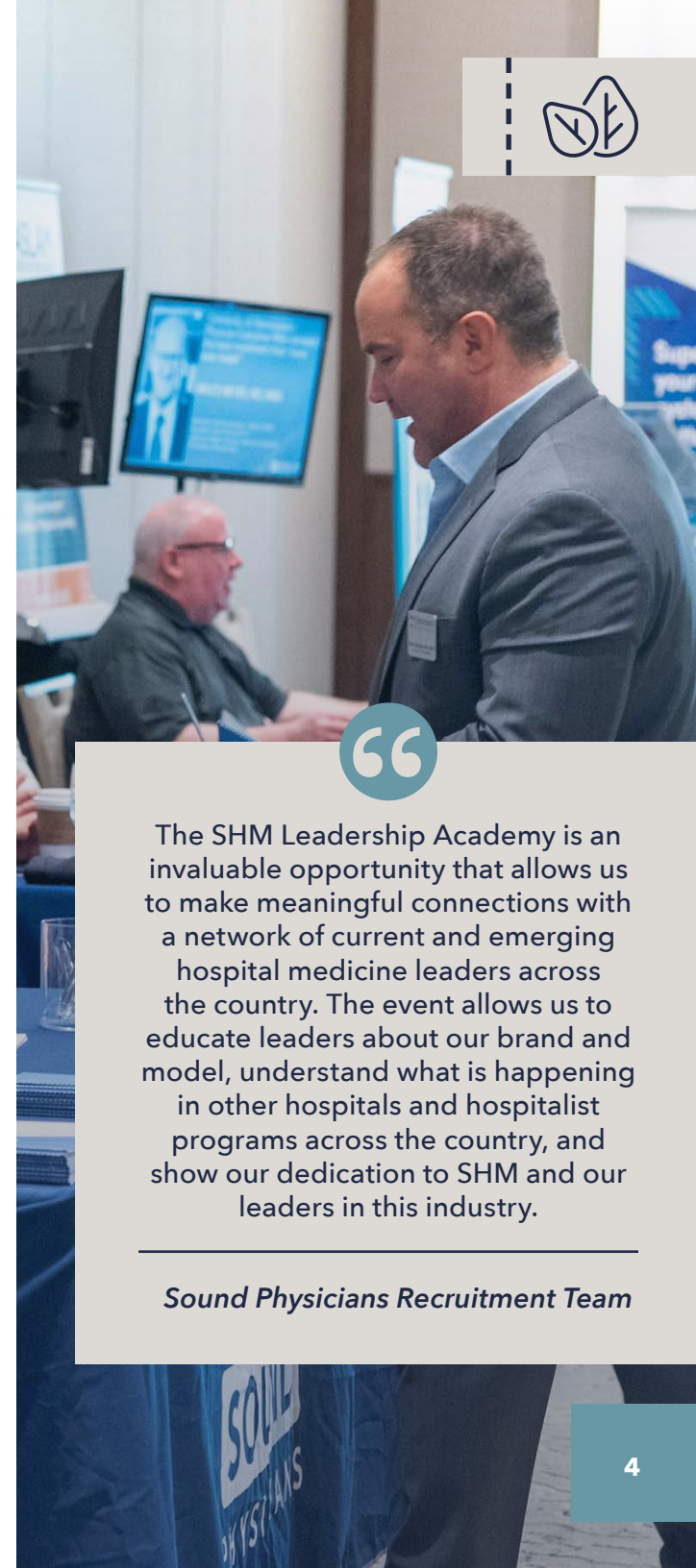
November 8, 2022 after 12:00 p.m.\*

### 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

\*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.



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*



# Sponsorship Opportunities

We welcome all Sponsors to exhibit at Leadership Academy. Should you wish to become a Sponsor and not exhibit, you do not have to be present to become a Sponsor.

## Welcome Reception (November 7, 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.

## Tote Bags | \$8,000

Be the exclusive sponsor of the eco-friendly reusable Tote Bag that all attendees receive onsite

## Mobile App | \$10,000

Your logo will be the first thing attendees see when they launch the mobile app! Give your brand maximum exposure with this high visibility sponsorship.

## Career Opportunities

### Job Posting Pricing Structure

1 Posting	2 Postings	3 Postings
\$300.00	\$475.00	\$600.00

*Job posting purchasing will be made available in September 2022*

# Shipping Information



## Shipping will be provided by FedEx Office Business Center at The Broadmoor Hotel and Resort

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

*Recipient Name (Recipient Cell Number)*  
*c/o FedEx Office at The Broadmoor Hotel and Resort*  
*15 Lake Circle*  
*Colorado Springs, CO 80906*  
*(Event Name)*

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.\*

### **FedEx Contact Information:**

*Phone: 719.471.6353*

*Fax: 719.471.6354*

*Email: [usa5639@fedex.com](mailto:usa5639@fedex.com)*

*\*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

The Broadmoor

1 Lake Avenue

Colorado Springs, CO 80906, US

Enjoy the crisp fall air of Colorado Springs at The Broadmoor, a legendary Forbes Five-Star and AAA Five-Diamond destination resort and location of SHM's Leadership Academy. Here, you can soak up incredible views of the Rocky Mountains, take an outdoor adventure with family or friends, eat and drink at one of the resort's great dining options, and more.

Book your stay on or before Thursday, October 6, 2022, to receive discounted room rates of \$229.00 (single/double occupancy plus tax and resort fee). Please note: All reservations made after October 6, 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 Rules & Regulations:

\*The below guidelines are hereby incorporated into 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 disclose their information in the designated space on the Exhibitor Application Form.

### 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 **The Broadmoor** 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 date of cancellation. Cancellations may be emailed to [bizdev@hospitalmedicine.org](mailto:bizdev@hospitalmedicine.org) or faxed to **267-535-2911**

Exhibitor acknowledges that if it cancels or otherwise abandons its planned use of the exhibit space (a "Cancellation"), this action will constitute a breach of this Agreement. Exhibitor agrees to notify SHM, in writing within (5) business days of any decision to cancel. SHM will use the date of receipt of the written notice as the official Cancellation. If a Cancellation occurs, Exhibitor agrees to pay SHM liquidated damages and not as a penalty, as follows:

- If an exhibitor cancels on or before September 29, 2022, the liquidated damages payment is \$500.
- If an exhibitor cancels after September 30, 2022, 100% of the exhibitor fee will apply as liquidated damages.

### FORCE MAJORE

It is mutually agreed that if for any reason beyond SHM's or the exhibitor's reasonable control make it impossible for event to occur, including strikes, labor disputes, civil disorder, natural disasters/weather, acts of war, acts of God; or make it impossible for SHM to hold the event or exhibitor to exhibit at the event. Under this Agreement, such non-performance is excused, and such party may terminate this Agreement without further liability of any nature. In no event shall SHM or exhibitor be liable for consequential damages of any nature for any reason whatsoever. Exhibitor will absorb any fees, for both SHM and exhibitor; related to the challenge or dispute of this contract cancellation clause.

### 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 Prizes, awards, drawings, raffles, lotteries and games of chance are permitted. However, prizes must be less than \$500 in value, are subject to all state and local rules and regulations and follow AMA guidelines.

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

# LEADERSHIP ACADEMY

Nov. 7-10, 2022 | Colorado Springs, CO

Colorado Springs, CO | The Broadmoor Hotel

## 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

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> <b>Lanyards:</b> \$3,000  | <input type="checkbox"/> <b>Mobile App:</b> \$10,000 | <input type="checkbox"/> <b>Nov. 7: Welcome Reception + Booth:</b> \$15,000 |
| <input type="checkbox"/> <b>Pens:</b> \$2,000      | <input type="checkbox"/> <b>Tote Bags:</b> \$8,000   |   |
| <input type="checkbox"/> <b>Notebooks:</b> \$6,000 |  |   |

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](mailto: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

- |   |  |
|---|--|
| <input type="checkbox"/> <b>Check Enclosed</b> (Payable to Society of Hospital Medicine)<br>Please remit payment in U.S. Funds drawn on U.S. bank.<br><b>All payments must be received and paid in full prior to being allowed exhibit or sponsorship being deemed secured.</b> | <input type="checkbox"/> <b>Charge Credit Card</b><br>All requested credit card payments will receive an invoice and/or be contacted to provide payment details via phone. |
|---|--|

Total Charged	\$								
---------------	----	--	--	--	--	--	--	--	--

Please return your completed form to SHM's Business Development Team at [bizdev@hospitalmedicine.org](mailto: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](mailto:bizdev@hospitalmedicine.org)

 800-843-3360

 267-535-2911





# Upcoming Meetings

## 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](https://shmconverge.org)

