Reach leaders and decision makers at the most trusted industry event for health care PDC.

pdcsummit.org
Reach your customers in health care planning, design, and construction.

The PDC Summit is where new ideas converge.

Attendees include senior leaders from hospitals, design firms, and construction companies that come together to discuss strategic perspectives, design innovations, project delivery trends, and performance excellence for the health care built environment. The program is meticulously crafted with input from top industry minds in leading organizations. This is the one conference where C-level, design, construction, and operations professionals collaborate to address challenges and opportunities on the horizon for health care facility planning, design, and construction.

Whether you are looking to strengthen your relationship with current customers or meet prospective customers, the PDC Summit and Exhibition connects you with key purchasers and decision makers in the health care market. In addition to showcasing your products to senior health care professionals, expand your visibility at the show by taking advantage of valuable sponsorship opportunities.

Reasons to exhibit at the PDC Summit:
• Network with over 3,200 health care professionals and explore their future needs.
• Showcase your services in a trusted environment. Nearly two-thirds of attendees return to the PDC Summit.
• Showcase your latest products and services with more than seven hours of dedicated exhibition time.
• Evaluate your competitors’ products and services among an average of 260 exhibitors on-site.

2013 PARTICIPANT PROFILES

Level of Responsibility
- Principal/owner/chief executive officer: 23%
- Vice president/director (multiple department responsibility): 26%
- Manager/supervisor/coordinator: 11%
- Staff (no management responsibility): 7%
- Contractor: 20%
- Architect: 13%

Area of Direct Involvement
- Facility management: 18%
- Design: 11%
- Construction: 26%
- Safety management: 6%
- Support services: 6%
- Technology integration: 5%
- Consulting: 5%
- Clinical biomedical engineering: 27%

Purchaser Responsibility
- Full responsibility: 37%
- Final decision maker for select products: 20%
- Recommend products: 11%
- Investigate products: 6%
- N/A: 26%
What sets the PDC Summit apart from other health care planning, design, and construction conferences?

Our overwhelming response is that the value offered at the PDC Summit surpasses that of other competitive health care PDC conferences.

Strong Presence of Executive/Senior Leaders
The PDC Summit is a health care planning, design, and construction conference attended by health care facility executive or senior leaders and decision makers. The presence of this important and influential audience enhances the networking dynamic at the PDC Summit and spurs long-term, strategic conversation among attendees and professionals on-site at the summit and exhibition.

Lower Exhibit, Hotel, and Conference Attendee Costs
The PDC Summit is committed to offering its attendees and exhibitors the best possible quality and value. Hence, it continues to offer competitive pricing that is mindful of organizations’ budgets.

- Exhibiting at the PDC Summit costs almost **one-third less** than competing conferences offering the same amount of booth space.
- Registering to attend the full PDC Summit costs **23% less** than competing conferences.
- PDC Summit negotiated hotel rates are also **31% less** than competing conference hotel rates.

Quality Programming
Attendees highly respect the PDC Summit for its valuable, high-quality content, and trustworthy presentations. PDC Summit session content is selected by representatives of respected industry organizations to ensure that innovative and evidence-based information is presented at the conference. The PDC Summit abstract selection committee is a diverse group with varied expertise in the health care PDC process, which provides a quality balance of health care PDC programming.

PDC Summit attendees include health care leaders and decision makers:
- Health care executive leaders
- Architects
- Construction managers
- Interior designers
- Health care facility managers and engineers
- Safety managers
- Consultants
- Infection control professionals

2014 PDC SUMMIT COLLABORATORS
The PDC Summit is hosted in collaboration with the following organizations.

- American Academy of Healthcare Interior Designers
- American Hospital Association
- ASHE
- ASHRAE
- THE AMERICAN INSTITUTE OF ARCHITECTS
- Academy of Architecture for Health
- AGC of America
- FACILITY GUIDELINES INSTITUTE
- AMERICAN COLLEGE OF HEALTHCARE ARCHITECTS
Sponsor the PDC Summit to maximize your brand presence.

$25K KEYNOTE SPEAKER (EXCLUSIVE)—The keynote presentation will be given by Daniel Pink, author of five provocative bestselling books about the changing world of work, including the long-running New York Times bestsellers A Whole New Mind and Drive.

PLENARY SESSION INTERVIEWS FOR LIVE AND VIRTUAL AUDIENCES—Sponsor ASHE Connect Live, which streams live video of select PDC Summit plenary sessions and “Continuing the Conversation” sessions. “Continuing the Conversation” sessions are Q&A interviews with select plenary speakers that take place at the ASHE Connect Booth in the exhibit hall. The live streaming platform reaches a virtual audience who are able to interact with speakers and other participants online.

You have the opportunity to:

• Underwrite the first 250 ASHE members, which will be promoted in advance of the PDC Summit with your recognition (30,000 guaranteed impressions via e-communications).

• Feature your company logo on the virtual streaming site.

• Air a two-minute video commercial between breaks during ASHE’s virtual live streaming. Two-minute commercials can air up to six times, yielding approximately 1,500 online views. Your video will also be aired live at the exhibition without audio.

An exclusive sponsor will also receive 25 complimentary registrations their employees can use to participate in the virtual streaming of ASHE Connect Live.

$15K SUNDAY WELCOME RECEPTION (EXCLUSIVE)—This high-profile event kicks off the PDC Summit and is one of the most relaxed settings at the conference. As the sole sponsor of this event, you will have the opportunity to give a two-minute toast to PDC Summit attendees. Your company logo will also appear on napkins and signage near the catered food and beverage tables.

PDC SUMMIT MOBILE AND ON-SITE TECH BOOTHS—People have over 30 touch points with their mobile phones each day, according to the journal Personal and Ubiquitous Computing. Reach PDC Summit attendees as they access the PDC Summit mobile app, on-site mobile help desk, and on-site mobile charging station. The PDC mobile app provides immediate access to all conference information and offers 74,000 impressions. As a sponsor, a banner ad that links to your virtual streaming of ASHE Connect Live.

$7K HOTEL KEY CARD (EXCLUSIVE)—Extend your marketing reach to the attendees staying at the host hotel. Your company’s logo and message will be on the room key card given to all attendees staying at the host hotel.

$5K PDC SUMMIT PENS (EXCLUSIVE)—Sponsor-branded pens will be given to all attendees, along with their portfolio, for note taking. The sponsor will be responsible for providing pens.

$3K MINI PROGRAM (EXCLUSIVE)—Your logo and URL will be located on the pocket-sized program containing the agenda for the conference that is given to all attendees. This program is referenced multiple times a day by attendees throughout the conference.

$2,000 BALLROOM WALK-IN SLIDE (10 AVAILABLE)—As attendees take their seats in the ballroom before the five plenary sessions, they watch engaging “walk-in” slides on the 20 x 20 ft. screens on each side of the stage. These slides run for 15 minutes before the session begins and after the session ends. Exhibitors can purchase a slide that will run at least three times before each of the five general sessions. The plenary sessions receive excellent attendance (about 1,000 attendees).

$1,500 CONFERENCE EVALUATION (EXCLUSIVE)—Your company logo, URL, and 30-word description will be included on the printed conference evaluation forms, which are given to all conference attendees at registration. Your logo and link will also be included in a post-conference e-mail.

$1,000 DIRECTIONAL SIGNAGE (10 AVAILABLE)—Guide attendees at the PDC Summit hotel and convention center by sponsoring a directional sign on-site. Your logo will be included on signage in full color and is guaranteed thousands of impressions.

$1,000 PASSPORT TO PRIZES PROGRAM (15 AVAILABLE)—Guarantee increased traffic at your booth with this opportunity. A passport-style card will be included with the attendees’ registration materials and attendees will collect stamps from the participating exhibit companies during the show. Participants will enter their passport for a chance to win a prize; the prize drawing will take place Tuesday before the close of the exhibit hall. Each participating company must provide a prize valued at $100 or more. The prizes will be listed in the final program alongside your company name.

$500 ENHANCED EXHIBITOR LISTING IN MOBILE APP—Your company name will stand out among the rest of exhibitors listed in the PDC Summit mobile app, catching the attention of attendees as they scroll on their mobile devices. The PDC Summit mobile app offers 74,000 impressions.

Other sponsorship opportunities are available. For more information on custom sponsorships or package deals, please contact Stuart Lawry, ASHE Sales Manager, at slawry@smithbucklin.com or 312-673-5440.
By selecting among the opportunities on page 4, you will qualify as a sponsor in one of the following categories.

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVEL</th>
<th>PLATINUM $15,000 and up</th>
<th>GOLD $8,000–$14,999</th>
<th>SILVER $3,000–$7,999</th>
</tr>
</thead>
</table>
| Company Recognition | • Color logo and Platinum-level recognition during the Opening General Session  
• Sponsor ribbons for registered company badges  
• Color logo and Platinum-level recognition in the advance program (subject to deadline)  
• Color logo and Platinum-level recognition in final on-site program (subject to deadline)  
• One insert of literature in attendee tote bag¹ | • Color logo and Gold-level recognition during the Opening General Session  
• Sponsor ribbons for registered company badges  
• Color logo and Gold-level recognition in the advance program (subject to deadline)  
• Color logo and Gold-level recognition in final on-site program (subject to deadline) | • Color logo and Silver-level recognition during the Opening General Session  
• Sponsor ribbons for registered company badges  
• B&W logo and Silver-level recognition in the advance program (subject to deadline)  
• B&W logo and Silver-level recognition in final on-site program (subject to deadline) |
| Advertisement² | Full-page, 4-color ad in final on-site program | Half-page, 4-color ad in final on-site program | Quarter-page, 4-color ad in final on-site program |
| Full Conference Passes | Two full conference registrations (in addition to registrations received with exhibit) | One full conference registration (in addition to registrations received with exhibit) | N/A |
| Digital Promotion | Color logo and Platinum-level recognition in all PDC Summit promotional e-blasts (subject to deadlines), netting out to over 64,000 impressions, and recognition on pdcsummit.org with link | Color logo featured on pdcsummit.org with link | Color logo featured on pdcsummit.org with link |
| Pre-Conference and Post-Conference Attendee List | Attendee list in Excel file including name, title, company, and address. Pre-conference list is provided three weeks prior to event and post-conference list is provided two weeks after event. | Attendee list in Excel file including name, title, company, and address. Pre-conference list is provided three weeks prior to event and post-conference list is provided two weeks after event. | Attendee list in Excel file including name, title, company, and address. Pre-conference list is provided three weeks prior to event and post-conference list is provided two weeks after event. |
| Session Sponsor | Recognized as sponsor of one breakout session during the conference. Includes:  
• Listing in conference program as session sponsor  
• Opportunity to introduce speaker  
• Recognition as session sponsor on signage outside of room | N/A | N/A |
| Featured Passport Participant³ | Attendees will be driven to your booth to validate their passports and be entered for a chance to win a prize. | N/A | N/A |
| On-Site Logo Placement | • Color logo and Platinum-level recognition on entrance signage to Exhibit Hall  
• Sponsor sign at your company exhibit booth | • Color logo and Gold-level recognition on entrance signage to Exhibit Hall  
• Sponsor sign at your company exhibit booth | • Color logo and Silver-level recognition on entrance signage to Exhibit Hall  
• Sponsor sign at your company exhibit booth |

¹ Must be a flat piece. Ask for specs upon registering.
² Ask for ad specs and submission guidelines.
³ The Passport Participant Program will be advertised before and during the conference. The prize drawing will take place in the Exhibit Hall on Tuesday, March 18.
As a PDC Summit exhibitor, your company receives:

**One Complimentary Full PDC Summit Registration**
Increase your knowledge of the issues affecting health care facility management professionals, and you can potentially increase sales. By identifying issues and offering solutions, you are seen as a partner and can develop positive working relationships. In addition, all your representatives are invited to attend the Opening and Closing sessions **(a $980 value)**.

**Exhibit Hall Guest Pass**
Invite your key and potential customers to visit your booth and other exhibits with a guest pass. You will receive three complimentary guest passes per 10 x 10 ft. booth **(a $225 value)**.

**Preconference Mailing List**
Each exhibiting company will receive a pre-show attendee list that can be used for a one-time mailing. Take this opportunity to promote your presence at the PDC Summit **(a $300 value)**.

**Website Listing**
As a PDC Summit exhibitor, your company name and link to your website are included on the 2014 PDC Summit exhibitors page on pdcsummit.org.

**Listing in On-Site Program and PDC Summit Mobile App**
Your company information, including a 35-word description, is included in the on-site program and PDC Summit mobile app, which offers 74,000 impressions. The program, which is given to attendees at registration, contains information about the PDC Summit and the speakers and is a reference that people use long after the summit is over. The mobile app contains all of the same information and is available to all attendees.

**Traffic Builders**

**Dedicated Exhibit Hours**
Dedicated exhibit hours allow participants ample opportunity to meet with you to learn about your products and services.

**Food Functions**
To increase traffic, the exhibit hall is the site of the reception on Monday evening and the lunches provided on Monday and Tuesday.

**The Architecture for Health Gallery**
The Architecture for Health Gallery, part of the Architecture for Health Showcase and located in the exhibit hall, is promoted prior to the PDC Summit and attracts health care decision-makers.

**ASHE Connect Booth**
The ASHE Connect booth located in the center of the exhibit hall invites attendees to participate in “Continuing the Conversation” sessions, which are Q&A interviews with the summit’s top speakers. These sessions are broadcast live to a virtual audience for interactive participation.
Don’t miss out on our high-profile exhibit and sponsorship opportunities at the 2014 PDC Summit.

To purchase booth space or sponsorship opportunities, contact:
Stuart Lawry
ASHE Sales Manager
312-673-5440
slawry@smithbucklin.com

For questions about booth space, payment, and show logistics, contact:
Cassie Thompson
ASHE Exhibits Coordinator
312-673-5331
cthompson@smithbucklin.com

Caitlin Schmierer
ASHE Exhibitor Liaison
312-673-4743
cschmierer@smithbucklin.com

pdcsummit.org
@ASHEAHA
#PDCSummit
# 2014 PDC Summit Sponsorship and Exhibitor Application

Orange County Convention Center | Orlando, FL | March 16–19, 2014

Please complete this form to purchase sponsorship opportunities and exhibitor space for the 2014 PDC Summit. Leave items blank that are not applicable.

## INSTRUCTIONS
1. Please type or clearly print all sections of this application.
2. Make a photocopy for your records.
3. Remit contract by mail, fax, or e-mail with payment.

## CONTENTS
- Page 1–2......Sponsorship Application
- Page 3–4..........Exhibitor Application
- Page 4............................ ........ Payment

## QUESTIONS
Stuart Lawry  
ASHE Exhibit Sales Manager  
Phone: 312-673-5440  
Fax: 312-673-6802  
E-mail: slawry@smithbucklin.com

## SPONSORSHIP OPPORTUNITIES*

<table>
<thead>
<tr>
<th>ITEM</th>
<th>PRICE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keynote Speaker (Exclusive)</td>
<td>$25,000</td>
<td></td>
</tr>
<tr>
<td>Plenary Session Interviews for Live and Virtual Audiences</td>
<td>$25,000 (Exclusive)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$15,000 (Underwrite 250 participants only)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$2,000 (video only)</td>
<td></td>
</tr>
<tr>
<td>Sunday Welcome Reception (Exclusive)</td>
<td>$15,000</td>
<td></td>
</tr>
<tr>
<td>PDC Summit Mobile and On-Site Tech Booths</td>
<td>$15,000 (Exclusive)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$12,000 (Mobile ad and mobile help desk only)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$7,000 (Mobile phone charging station only)</td>
<td></td>
</tr>
<tr>
<td>Lanyards (Exclusive)</td>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td>Monday Networking Reception (Exclusive)</td>
<td>$9,000</td>
<td></td>
</tr>
<tr>
<td>Hotel Key Card (Exclusive)</td>
<td>$7,000</td>
<td></td>
</tr>
<tr>
<td>PDC Summit Pens (Exclusive)</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>Mini Program (Exclusive)</td>
<td>$3,000</td>
<td></td>
</tr>
<tr>
<td>Final Program Advertisement</td>
<td>$3,000 (Full-page, premier placement)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$2,000 (Full-page)</td>
<td></td>
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<tr>
<td></td>
<td>$1,600 (Half-page)</td>
<td></td>
</tr>
<tr>
<td>Ballroom Walk-In Slide (10 available)</td>
<td>$2,000 per slide</td>
<td></td>
</tr>
<tr>
<td>Conference Evaluation (Exclusive)</td>
<td>$1,500</td>
<td></td>
</tr>
<tr>
<td>Directional Signage (10 available)</td>
<td>$1,000 per sign</td>
<td></td>
</tr>
<tr>
<td>Passport to Prizes Program (15 available)</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>Enhanced Exhibitor Listing in Mobile App</td>
<td>$500</td>
<td></td>
</tr>
</tbody>
</table>

*Sponsorship opportunities are based on availability and subject to print and/or production deadlines.
CONTACT INFORMATION FOR PERSON COORDINATING SPONSORSHIP

Company Name (as it should appear in the sponsorship collateral)

Contact Name

Title

Address

City

State

Zip Code

Country

Telephone

E-mail

Website

SPONSORSHIP GUIDELINES

• Sponsorship payment is required in full within 30 days of submission of this form.
• Confirmation will be returned to your company upon receipt of application and payment. No benefits will be given without full payment.
• Cancellation: Your company may not cancel the ASHE PDC Promotional Opportunity Agreement after the acceptance by ASHE.
• Give-aways: Any give-aways must be pre-approved by ASHE. Request for approval must be submitted in writing and include a description of the item, proposed verbiage, and logo(s).
• Deadlines are subject to print and name submission deadlines.
• Transfer of Benefits: Benefits are not transferable and are not redeemable for cash credits.
• Limited Liability: The liability of ASHE for any act, error, or omission for which it may be legally responsible shall not exceed the cost of any cash payment. ASHE will not, in any event, be liable for consequential damages, including, but not limited to, lost income or profits.
• Change, Cancellation, or Substitution of Benefits: ASHE reserves the right to change, cancel, or substitute any promotional opportunity and/or advertising opportunity or benefit at any time.

The agreement and this document represent the entire understanding and contract between parties involved and shall be governed by the laws of the State of Illinois. Any person executing this agreement represents that he or she is fully authorized to do so and agrees to be bound to all terms and conditions by signing the 2014 PDC Summit Agreement.
CONTACT INFORMATION FOR PERSON COORDINATING EXHIBIT BOOTH
Person to receive all future correspondence, including booth number confirmation and Exhibitor Service Manual information.

Exhibiting Company Name (as it should appear in the on-site program)

Contact Name
Title

☐ Check box if address is the same on page 2. If not, please include address below.

Address

City State Zip Code Country

Telephone E-mail Website

Contact information for the printed Final Program, including your 35-word company description, is requested by Friday, January 17, 2014. Exhibitors that submit a Space Application and Contract after January 17, 2014 will be included in the Final Program Addendum.

BOOTH LOCATION PREFERENCES
Every effort will be made to accommodate your preferences, but requests cannot be guaranteed.

List preferred booth numbers. We recommend that you do not concentrate choices in only one area of the Exhibit Hall.

1st ________ 2nd ________ 3rd ________ 4th ________ 5th ________ 6th ________

Names of companies you do not want to be next to or directly across from:

Names of companies you want in close proximity:

BOOTH TYPE
☐ In-Line ☐ Corner ☐ Island ☐ Peninsula

Cost information for renting exhibit booth space is continued on page 4...
PAYMENT INFORMATION AND ACCEPTANCE

Exhibit fees are $2,700 per 10 x 10 ft. booth, plus an additional corner fee charge of $450 for each open corner. A deposit of 50% of the total cost of reserved space must accompany the completed and signed application and contract for exhibit space. Cancellations before November 15, 2013 will incur an administrative fee of 25% of the total booth cost. After November 15, 2013, full payment is required with contract and no refunds whatsoever will be made on cancellations or reductions of space. See ASHE’s Contract Conditions/Rules and Regulations for complete terms and conditions regarding cancellations and reductions.

COST OF EXHIBIT BOOTH RENTAL
$2,700 per 100 square feet (per 10 x 10 ft. booth) + $450 per corner

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Booths x $2,700</td>
<td></td>
</tr>
<tr>
<td># of Corner Fee(s), If Any at $450 Per Corner</td>
<td></td>
</tr>
<tr>
<td>Total Booth Fee</td>
<td></td>
</tr>
</tbody>
</table>

PLEASE NOTE: A deposit of 50% is required with space application and contract. Space applications and contracts submitted after November 15, 2013 must be accompanied by payment in full.

PAYMENT TYPE

☐ Check*  
Check Number: __________  
*Make check payable to ASHE. Include copy of invoice or contract.

☐ Credit Card**  
Please do not provide credit card information on this contract.  
**Upon receipt of this contract, ASHE will e-mail an invoice to the trade show contact for payment.

Make check payable to: ASHE PDC Summit  
ASHE’s Taxpayer Identification Number: 36-0726140

DO NOT SIGN THIS SPACE APPLICATION AND CONTRACT WITHOUT FIRST READING THE CONTRACT CONDITIONS/RULES AND REGULATIONS. I am an authorized representative of the company named on this Space Application and Contract with the full power and authority to sign and deliver this space application and contract. By signing this space application and contract, exhibitor agrees to abide by all terms as printed in the Contract Conditions/Rules and Regulations. I further acknowledge that ASHE reserves the right, in its absolute discretion, to reject this space application and contract. This application shall not become a binding contract until fully executed by both parties (exhibitor and ASHE).

Signature ___________________________ Date ______________

REMIT COMPLETED CONTRACT WITH DEPOSIT TO:

MAIL: American Society for Healthcare Engineering (ASHE) | 75 Remittance Drive | Suite 1272 | Chicago, IL 60675  
FAX: 312-673-6802   E-MAIL: ASHE@smithbucklin.com