

# OR/WA MGMA ANNUAL MEETING

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APRIL 17-20, 2010  
HYATT REGENCY HOTEL – BELLEVUE, WASHINGTON

## Exhibitor Prospectus

### Attendees

Attendees at this conference include medical group practice managers, administrators, supervisors, CEOs, and other top management personnel representing thousands of physicians and medical group practices throughout the Pacific Northwest. This is an enormous purchasing opportunity. Anticipated attendance is 400.

### Electronic Version of the Exhibitor Prospectus

To fully take advantage of this exhibitor prospectus, log on to [www.wsmgma.org](http://www.wsmgma.org). On the home page click "More" in the Annual Meeting box, and then click on [Exhibitor Information](#). Here you will be able to electronically access maps, directions, preliminary schedule, and other helpful information. You may also request an electronic version of the Exhibitor Prospectus by contacting Jan Larsen at 206-956-3643, or by email sent to [jal@wsma.org](mailto:jal@wsma.org).

### Schedule

Click this link to download a [Schedule](#)

### Location

Hyatt Regency Bellevue  
Exhibit Hall  
900 Bellevue Way NE  
Bellevue, WA 98004

[Hotel Convention Center Floor Plan](#)

[Map & Driving Directions](#)

[City Center Street Map](#)

We are proud to designate the Hyatt Regency Bellevue as our Conference Headquarter Hotel. The hotel recently completed a dazzling multimillion-dollar renovation of its public space, meeting and guest rooms. You are sure to find every aspect of the hotel to your liking.

The exhibit show takes place in the **Evergreen Ballroom** located on the main level of the hotel.

### Lodging Reservations

To make your reservations at The Hyatt Regency Bellevue, call **425-462-1234, or 1-800-233-1234** and ask for the **MGMA Meeting Special Guest Room Rate: \$179 Standard or Double Occupancy; \$204 Triple Occupancy; \$229 Quadruple Occupancy.**

Room rates include complimentary access to the Hotel's fitness center, and parking on Friday and Saturday night. Parking Sunday through Thursday is \$16 self-park; \$18 valet.

### Booth Space

One booth includes a carpeted 6' x 10' display area with 8' high back curtain wall, 3' high side rails, one 8' skirted table, two padded chairs, and one 7"x 44" single-line exhibitor ID sign. Additional items and services may be arranged through our exhibit decorator company (see below). Electrical hookups must be arranged through the Hyatt Regency Bellevue (See below).

### Representative Registration

All exhibitor representatives must be registered for the meeting. A standard booth includes two meeting registrations for two exhibit representatives\*. See attached [Exhibit Agreement](#) to register additional representatives. Exhibit representatives will not be allowed on the exhibit floor without a registration and a name badge.

See the [Schedule](#) for a complete list of activities with premier opportunities to network with our attendees, including the opening night reception, general sessions and luncheons on Sunday and Monday, and Tuesday morning breakfast. Exhibitor representatives are also welcome to participate in the conference breakout sessions.

\*The Monday night dinner is an optional item. Please use the [Exhibit Agreement](#) to purchase tickets to this event.

### **Exhibit Days**

Sunday, April 18 – 7:00 AM to 5:00 PM

Monday, April 19 – 7:00 AM to 2:30 PM

### **Move In**

Saturday, April 17 – 1:00 to 7:00 PM

### **Move Out**

Monday, April 19 – 2:30 to 4:00 PM

Please note: Exhibitor breakdown and move out prior to this designated time is strictly prohibited.

### **Exhibitor Access to the Hotel**

Priority exhibitor load-in for this event is through Hyatt Hotel loading dock located off of 106<sup>th</sup> Ave. Take the freight elevator to the 1st level.

Alternately, you may load-in through the hotel entrance located on NE 10<sup>th</sup> Street.

All exhibitors must use these designated access and egress points during move-in and move-out times. General public access through the front lobby is not allowed.

Immediately upon arrival, exhibit items must be unloaded and vehicles moved and parked in a designed parking area. Vehicles left over 10 minutes are subject to being towed.

Hand carts will be available for load-in and load-out purposes. If using a show-provided hand card, please unload your items in your booth and immediately return it to the access area.

### **Exhibitor Shipping and Storage**

The Hyatt Regency Bellevue cannot receive and store exhibitor shipments. Any goods shipped to the Hyatt Regency will be refused. If you are not able to carry in your exhibit display and items during the specified move-in times, then you will need to make arrangements for advanced material handling through our show decorator. See exhibitor service kit below.

**OUTBOUND:** For small package shipments only, if not arranged through our show decorator, The Hyatt Regency has Fed-Ex and UPS bill of lading available at the front desk. The scheduled daily pick up is at 2:30 PM. You are responsible for completing and leaving completed Bill of Lading forms with your items to be picked up at the hotel. For all other shipments you will need to make arrangements with your carrier to pick up at the Hyatt Regency before 6:00 PM on Monday, April 19.

### **Exhibit Decorator Company**

The official decorator company for this conference is **DWA Trade Show & Exposition**

Contact: Customer Service

Phone: 503-228-6800

Fax: 503-594-1470

Email: [csr@dwatradeshow.com](mailto:csr@dwatradeshow.com)

Refer to the [Exhibitor Service Kit – DWA](#) to arrange advance material shipping and handling services, rental of additional items for your booth, custom display signs, and/or labor assistance in setting up or break down of your exhibit display.

### **Advanced Material Shipping and Handling**

We highly recommend that you arrange for this service through our show decorator. This service includes:

- Accepting freight at their warehouse
- Assisting in tracking down missing freight

- Transferring freight to the show site
- Placing labeled freight in your booth before exhibitor move in time
- Storing empty containers and returning them to your booth at the close of the show
- Picking up labeled and packaged freight from your booth after the show **for outbound shipping.**

**Note: Exhibitors are not allowed to ship their exhibit items to the Hyatt Regency Bellevue.**

### **Electrical Hookup**

Arrangements for electrical access must be ordered from the PSAV Presentation Services – the hotel's designated audio visual contractor. Use the [PSAV Electrical & A/V Order Form](#) to arrange electrical power for your booth, and/or specialized audio visual equipment.

### **Internet Access**

There is no charge for wireless Internet access in the exhibit space. You will receive access codes with your registration packets at the meeting. To arrange for hardwire internet connections at your booth use the [PSAV Electrical & A/V Order Form](#).

### **Attendee Lists**

Only sponsors are eligible to receive an electronic list of attendees prior to the conference to promote visits to their booth. Sponsors must contact the WSMGMA office **after March 15, 2010** when ready to receive the list. All exhibitors will receive a hard copy of the attendees at the meeting. Post conference, all exhibitors will receive an electronic attendee list in an Excel format, excluding telephone, fax and email address.

Minimum sponsorships begin at \$2,200. For [Sponsor Opportunities](#) and availability, contact Jan Larsen at 206-956-3643, or at [jal@wsma.org](mailto:jal@wsma.org).

### **Door Prize Silent Drawings**

Exhibitors are encouraged to offer door prize drawings as an incentive for attendees to visit their booth. Attendees are told that they must be present for the door prize drawings that will be held over the last break on Monday, between 1:30 and 2:30 PM.

Exhibitors are responsible for collecting business cards at their booth throughout the show for their drawing.

At the request of our past year exhibitors, door prize drawing announcements will be silent. Prior to the last break on Tuesday afternoon, exhibitors with door prizes will be asked to draw a name and post it on a table-top display for attendees to see if they won. Show management will provide exhibitors with a table-top poster and easel on which to write the name of their prize winner(s). Attendees will be told to peruse the exhibits to see if their name has been drawn and posted. Exhibitors are responsible for sending prize winnings to attendees who do not show up to claim their prize.

### **Confirmation / Booth Assignments**

Contact show management below if you have not received an exhibitor confirmation within 15 days of submitting your exhibitor agreement. You will be notified of your booth assignment no later than March 1, 2010. Assignments will be made first on sponsorship priority, and second on a first come basis.

### **Show Management Questions**

Jan Larsen, Exec. Director, WSMGMA  
Ph 206-956-3643; Fax 206-441-5863; Email [jal@wsma.org](mailto:jal@wsma.org)

### **Failure to Occupy Space**

The exhibitor will forfeit space not occupied by 5:00 PM on Saturday, April 17, 2010, unless prior arrangements are made with show management. Exhibitor's space may be resold, reassigned or used by the conference management.

### **Liability**

It is agreed that exhibitors will assume entire responsibility and hereby agree to protect, indemnify, and defend and hold WSMGMA and OMGMA, and the Hyatt Regency Bellevue and their employees and agents harmless against all claims, losses and damages to persons or property, government charges or fines and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of exhibition premises or any part thereof.

In addition, exhibitor acknowledges that the WSMGMA /OMGMA/ Hyatt Regency Bellevue do not maintain insurance coverage for exhibitor's property or injury to exhibitor or its representatives, agents, employees, licensees or invitees. It is recommended that exhibitor obtain adequate insurance coverage, at its own expense, for property loss or damage and liability for personal injury.

### **Cancellation or Postponement of Conference**

In the event the conference is postponed due to any occurrence not occasioned by the conduct of WSMGMA/OMGMA/Hyatt Regency Bellevue, or that such occurrence be an act of God or the result of war, riot, civil commotion, sovereign conduct, or the act or conduct of any person or persons not party or privy to this contract, then the performance of such parties under this contract shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event for the duration of such postponement. In the event that such occurrence results in cancellation of the conference, each party hereby releases the other from all obligations under this contract.

### **Cancellation**

Any exhibitor desiring to cancel exhibit space for the conference shall notify Jan Larsen at WSMGMA in writing either by mail or email sent to [jal@wsma.org](mailto:jal@wsma.org). An administrative fee of \$200.00 is withheld on refunds. No refunds are made on cancellations after March 1, 2010.

## **Exhibit Practices and Regulations**

### **Restrictions and Use of Space**

The Oregon & Washington State Medical Group Management Associations (OMGMA and WSMGMA) reserve the right to restrict exhibits, without refund, that have been be falsely submitted, and to terminate an agreement if payment is not received within 10 days of receipt of agreement.

Distribution of literature, samples, etc. in the exhibit area by firms not participating as a registered exhibitor is prohibited.

No exhibitor shall sublet, assign, or share any of the space allocated to him. Exhibitor representatives must be employees or designated agents of the exhibiting company. Exhibitor representatives may not represent other companies other than the company contracting for the exhibit space.

Solicitations or demonstrations by exhibitors must be confined within the bounds of their own respective booths.

Aisle space shall not be used for exhibit purposes. Display signs and displays are also prohibited in any of the public space or elsewhere on the premises of the conference and lodging facilities.

Social activities sponsored by an exhibitor that might conflict with the conference schedule must be cleared with the show management.

Electronic and other apparatus must be operated so that the noise will not interfere with other exhibitors. No musical presentations are allowed, live or mechanical, without the written authorization of Conference Management.

All display materials and decorations must comply with requirements of the local fire authorities. Display fabrics must be nonflammable.

Exhibitors must purchase food and beverage from the convention center's catering division for distribution (Small candies excluded). Exhibitors must comply with the terms of the catering division contract.

Care must be taken by the exhibitor not to deface or destroy any part of the exhibit area. In the event of property damage caused by him/her, the exhibitor will be held responsible.

Use of the name "Oregon Medical Group Management Association" or "Washington State Medical Group Management Association" or that of any officer of said associations, in recommendation or endorsement of a product or service, are expressly prohibited.

Animals or pets, with the exception of ADA Service Animals, are not permitted on the exhibit floor for this event.

Helium, or lighter than air, filled balloons are not permitted on the exhibit floor.

If tape is to be used on the exhibit floor must be Shur Tape or Bron Tape BT-100 or BT-105.