SUPPORT, PROMOTION & ADVERTISING OPPORTUNITIES

Don’t miss the opportunity to connect with decision makers and influencers from all over North America and abroad! Improve your company’s visibility, image and credibility among more than 3,000 simulation professionals attending IMSH. Sponsorship opportunities are solely dedicated to bring exhibitors and their target audience together in unique environments that are more intimate and exclusive than the traditional conferencing platform. Maximize the percentage of qualified buyers and customers that are attracted to your booth through sponsorship.

IMSH supporters and sponsors receive

- Listing and acknowledgement on the IMSH meeting website
- Listing and acknowledgement in the on-site Program Guide
- Acknowledgement on meeting signage recognizing all sponsors and where appropriate, additional signage at site of event, additional Priority Points for future booth assignments

NEW EXHIBITOR PRESENTATION THEATERS $2,500

- Exhibitor Presentation Theaters are one-half hour educational sessions right on the exhibit floor presented by exhibiting companies to showcase products, techniques, and/or services and demonstrations on how a product or service is used in practical and/or clinical settings. Applications for Exhibitor Presentation Theaters must be submitted no later than December 1, 2014.
- Proposed sessions are reviewed for approval and times are assigned based on request (first-come, first-assigned basis) and topic – to assure similar topics are not scheduled concurrently.
- Exhibitor Presentation Theaters are not approved for CME or CEU credit. Exhibitor Presentation Theaters are located in the exhibit hall and include microphone, screen, LCD projector, computer for PowerPoint presentations and are set to accommodate approximately 75-100 people. Due to requirement to stay on schedule, no food and beverage will be permitted during the presentations. You must be an IMSH Exhibitor to present in the theaters.

EXHIBITOR BUSINESS SUITES. Offered first in 2014 and sold out, IMSH is again offering suites exclusively to contracted exhibitors. Business Suites provide a place for you to meet with staff and clients or transact business away from your booth without having to leave the exhibit hall.

Business Suites are available Sunday, January 11 through Tuesday, January 13. Please note that professional attendees will only be permitted in the hall when it’s open. The suites are available in three sizes, 10x10, 10x20, and 10x30 and are furnished with carpet, locking door, identification sign and conference table, chairs, information table, (occasional seating in 10’x20’ and 10’x30’).

Suite Prices
10 x 10 $2,500
10 x 20 $4,800
10 x 30 $6,000

NEW FOR 2015 – IMSH Show Daily Magazine
Advertising in the IMSH Show Daily is an excellent opportunity to maximize your visibly and drive traffic to your booth. This complimentary 3-edition magazine will be printed and distributed to all 3,000 IMSH attendees each morning of the show. Attendees will see your advertising message as they read the timely content and editorial coverage of IMSH 2015.

For details, contact: Tom Teil, IMSH Show Daily, 707-291-7304, tom@tsmpartners.com
SPONSORSHIP LEVELS

DIAMOND $50,000 – Exclusive Sponsorship
- Two (2) complimentary exhibition booths (10’X10’) in prime location
- One (1) complimentary 10’x30’ Business Suite
- One complimentary Exhibitor Presentation Theater Session
- Five (5) complimentary full conference registrations
- Five (5) guests at President’s VIP Reception
- Company logo on the conference website, with link to your website
- One (1) full page color advertisement in the conference program/handbook*
- Complimentary ad in IMSH Show Daily
- Acknowledgment in the conference program
- Company logo on conference signage (company must provide logo in specified format)
- Company listing on Sponsor Sign
- Diamond Sponsor Badge Ribbons

PLATINUM $25,000
- One (1) complimentary exhibition booth (10’X10’) in prime location
- Three (3) complimentary full conference registrations
- Three (3) guests at President’s VIP Reception
- Company logo on the conference website, with link to your website
- One (1) full page color advertisement in the conference program/handbook*
- 50% discount on ad in IMSH Show Daily
- Acknowledgment in the conference program
- Company logo on conference signage (company must provide logo in specified format)
- Company listing on Sponsor Sign
- Platinum Sponsor Badge Ribbons

GOLD $15,000
- One (1) complimentary exhibition booth (10’X10’)
- Two (2) complimentary full conference registrations
- Company logo on the conference website, with link to your website
- One (1) full page color advertisement in the conference program/handbook*
- 25% discount on ad in IMSH Show Daily
- Company logo on conference signage (company must provide logo in specified format)
- Company listing on Sponsor Sign
- Gold Sponsor Badge Ribbons

SILVER $10,000
- One (1) complimentary exhibition booth (10’X10’)
- One (1) complimentary full conference registration
- Company logo on the conference website, with link to your website
- One (1) half-page advertisement in the conference program/handbook *
- Company logo on conference signage (company must provide logo in specified format)
- Company listing on Sponsor Sign
- Silver Sponsor Badge Ribbons

*(artwork to be supplied in correct format to Communications Manager by specified date)
THE 5TH ANNUAL SERIOUS GAMES AND VIRTUAL ENVIRONMENTS (VE) ARCADE AND SHOWCASE  Hosted by the SSH Serious Games and Virtual Environments Special Interest Group, this event has grown in popularity and attendance every year. Users of virtual and game-based technology collaborate and network during this unique event. Attendees are comprised of students, clinicians, educators, using technologies from start-ups, as well as small and large established companies.

FRIENDS OF THE ARCADE $250 each
Show your support with a sign displaying your company name and logo

AWARD LEVEL SPONSORSHIP $1,000 each - Large Company, Small or Start-Up Company, Academic
You have the opportunity to be the exclusive sponsor of an award category. Award level sponsors will be recognized during the awards ceremony held at an IMSH plenary session.

NETWORKING RECEPTION $5,000
Sponsor the networking reception for the 5th Annual Serious Games and Virtual Environments (VE) Arcade and Showcase. This exclusive sponsorship provides direct visibility to all attendees. Sponsorship includes name and logo on signs located throughout the event.

EXHIBIT HALL OPENING RECEPTION - $20,000
Sponsor the first major function of the meeting and get your name in front of the attendees at the very beginning! Stations will be strategically placed in the vicinity of the sponsor’s both. Open to all attendees and exhibitors, this high visibility event kicks off the annual meeting. No other events are held during this time providing an excellent networking opportunity in a dynamic atmosphere. Sponsoring company may provide cups and napkins with company name and logo for additional visibility.

EXHIBIT HALL LUNCHES $15,000 each
A hosted lunch for all attendees is provided Monday and Tuesday. Each lunch is served over a two hour time period and serves more than 2,000 attendees. Signs recognizing your support will be strategically placed in the hall and lunch area. Sponsoring company may also provide cups and napkins with company name and logo for additional visibility.

INDUSTRY PARTNER RECEPTION HELD IN THE EXHIBIT HALL - $15,000
New for 2015, exhibit hall hours are extended on Monday evening with a reception for attendee enjoyment and traffic building. Food and Beverage stations will be strategically placed in the vicinity of the sponsor’s booth. Sponsoring company may provide cups and napkins with company name and logo for additional visibility.

CONTINENTAL BREAKFASTS $10,000 each
Provided on Monday, Tuesday and Wednesday morning, the breakfasts are served in high area near the plenary sessions and exhibit entrance. Signs will be strategically placed recognizing your support and sponsoring company may also provide cups and napkins with company name and logo for additional visibility.

BEVERAGE STATIONS $5,000 each
All coffee breaks will be served in the high traffic area near the plenary sessions and exhibit entrance. Beverage stations are highly valued by attendees as they look forward to breaks between
educational sessions. Signs will be strategically placed recognizing your support and sponsoring company may also provide cups and napkins with company name and logo for additional visibility.

**Educational Grants $5,000 increments**

Lend your support to the IMSH Educational Program through educational grants in increments of $5,000. These grants help to offset the costs of faculty, programming, equipment, supplies, media and audio-visual support.

**Video Wall $25,000 Exclusive**

Get your company in front of IMSH attendees the moment they enter Ernest N. Morial Convention Center. An impressive full screen back wall of the SSH Central will be a multi-screen video wall. Exclusive sponsorship provides one dedicated monitor to sponsoring company. Your video highlighting your company can describe product information and include invitation to booth. Video will play continuously throughout IMSH from Saturday through Wednesday noon. Given the amount of exposure, sponsorship of the video wall is best return on dollar for exhibitor!

**WiFi Package $25,000**

As the sponsor of the wireless internet service at the Ernest N. Morial Convention Center, your company will receive maximum exposure when attendees utilize WiFi during the meeting. Sponsor both WiFi and Printing Station package and get a reduced rate! Call for details. Sponsor will receive a dedicated corporate “splash page” that displays each time attendees access WiFi service.

**Printing Stations $10,000 Exclusive**

A screen saver at the Printing Station with your company's name and logo provides immediate recognition. Printing kiosks allow attendees to print up-to-date personal meeting agendas and are located in high traffic area adjacent to registration, exhibit hall and meeting rooms. The high traffic areas provide high visibility.

**Mobile App $15,000. Exclusive** support puts your company’s name and logo on the login pages each time the app is opened. Last year more than 60% of the attendees downloaded the app and the numbers will continue to rise. This app features a personal agenda builder in addition to the Program Guide, the ability to view the program schedule, speaker bios, and general information all from their mobile device.

**Padfolios $8,000 Exclusive**

Padfolio with your company name and/or logo on the Padfolio will be provided to each conference attendee.

**Massage Station $5,000 Exclusive**

The ultimate attendee perk! IMSH is offering exclusive sponsorship of the popular seated massage station. Massage booth personnel may wear attire with your company’s logo (shirts provided by sponsor). Trained massage therapy staff will provide upper-body massage using state-of-the-art non-mechanical massage chairs. This comfort station is guaranteed to be a hit with the attendees after a long day in the exhibit hall.

**IMSH Website Banner Ads $1,500 each**

Banner ads linked to your company's website are available on the floorplan/exhibitor list all attendees are able to view as they plan their exhibit visits.

SUPPORT COMMITMENTS RECEIVED BEFORE DECEMBER 1, 2014 WILL BE RECOGNIZED IN THE OFFICIAL PROGRAM.
IMSH 2015 EXHIBITOR APPLICATION & CONTRACT

Please fill out PDF electronically or print clearly

Contact Person: ____________________________________________

Company/Organization: ____________________________________________
(Complete as you prefer to be listed in program)

Address: _________________________________________________________

City/State/Country/Postal Code: ____________________________________________

Phone: ____________________________ FAX: ____________________________

E-Mail (required for communication): ____________________________________________

Website: _________________________________________________________

Booth space request in order of preference: # ________ # ________ # ________

If possible, we want to be near: ____________________________________________
We prefer not to be near or next to: ____________________________________________

<table>
<thead>
<tr>
<th>CHECK APPROPRIATE BOX BELOW</th>
<th>APPLICATION DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>September 8, 2014</td>
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</table>

NEW -- NOTE: ALL exhibitors must request space through the Live Booth Request System. No paper applications will be accepted.

INDUSTRY SUPPORT & MARKETING OPTIONS

<table>
<thead>
<tr>
<th>$2,500</th>
<th>Exhibit Theater Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>$6,000</td>
<td>10’x30’ Business Suite</td>
</tr>
<tr>
<td>$4,800</td>
<td>10’x20’ Business Suite</td>
</tr>
<tr>
<td>$2,500</td>
<td>10’x10’ Business Suite</td>
</tr>
<tr>
<td>$50,000</td>
<td>Diamond Sponsor - Exclusive</td>
</tr>
<tr>
<td>$25,000</td>
<td>Platinum Sponsor</td>
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<tr>
<td>$15,000</td>
<td>Gold Sponsor</td>
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<tr>
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<td>Silver Sponsor</td>
</tr>
<tr>
<td>$25,000 Exclusive</td>
<td>Video Wall</td>
</tr>
<tr>
<td>$25,000 Exclusive</td>
<td>WiFi Package</td>
</tr>
<tr>
<td>$20,000</td>
<td>Exhibit Hall Opening Reception</td>
</tr>
<tr>
<td>$15,000</td>
<td>Mobile App</td>
</tr>
<tr>
<td>$15,000</td>
<td>Monday Exhibit Hall Lunch</td>
</tr>
<tr>
<td>$15,000</td>
<td>Monday Industry Partner Reception</td>
</tr>
<tr>
<td>$15,000</td>
<td>Tuesday Exhibit Hall Lunch</td>
</tr>
</tbody>
</table>
| $10,000 each | Continental Breakfast:
|               | □ Monday
|               | □ Tuesday
|               | □ Wednesday
| $10,000 Exclusive | Printing Stations |
| $8,000 Exclusive | Padfolios |
| $5,000 each | Beverage Station |
| $5,000 Exclusive | Massage Station |
| ea $1,500 | Website Banner Ads |
## THE 5TH ANNUAL SERIOUS GAMES & VIRTUAL ENVIRONMENTS (VE) ARCADE & SHOWCASE

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Friends of the Arcade</td>
<td>$250</td>
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<tr>
<td>Arcade Award Level Sponsorship</td>
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</tr>
<tr>
<td>Arcade Networking Reception</td>
<td>$2,500</td>
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## EDUCATIONAL GRANTS

<table>
<thead>
<tr>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,000</td>
<td>Increments of $5,000</td>
</tr>
<tr>
<td>$</td>
<td>TOTAL FUNDS COMMITTED</td>
</tr>
</tbody>
</table>

Once support to IMSH is accepted, supporters will receive and be required to sign a Written Agreement for Commercial Support.

### Payment Information:

Do not send payment with your application. All exhibitors and/or supporters will be sent an electronic invoice from the SSH Business Office.

The undersigned represents and warrants being a duly authorized and appointed agent of the company or institution named in this Contract; is fully empowered to bind said company or institution to all provisions contained in this Contract; and that no further action is required to enter into this Contract. Undersigned further represents that he or she has read and agrees to abide by the guidelines set forth in this agreement, the IMSH 2015 Exhibitor Prospectus and as may be subsequently designated by the IMSH. Failure to adhere to such guidelines will result in forfeiture of all monies paid or due the IMSH under the terms of this agreement.

__________________________   ______________________
Signature                                                                                                                      Date

__________________________________________________________________________________
Title

### Return Contract to:

By Mail
Society for Simulation in Healthcare
Attn: Judy Larson/Exhibits
3432 Denmark Avenue, Suite 249
Eagan, MN 55123

Electronically
Fax 866.853.4245
Email mailto:jlarson@ssih.org