SPONSORSHIP OPPORTUNITIES

2015 Healthcare Services Private Equity Symposium

MARCH 11-12, 2015
THE RITZ-CARLTON, SOUTH BEACH
MIAMI BEACH, FL
Diamond Sponsor* – Premier Conference Sponsor – $50,000
*Limited to 1 Sponsor

**Includes:**
- Twelve (12) complimentary Symposium registrations ($10,740 value)
- Five minutes to briefly address audience in the Symposium General Session
- One (1) Symposium attendee poll customized to Diamond Sponsor’s request
- Exclusive Diamond Sponsor recognition on hotel keys to all Symposium attendees
- Prominent listing including logo as Diamond Sponsor in Symposium electronic brochure that is distributed to 12,000+ high-level professionals in the healthcare services private equity industry
- Prominent listing as Diamond Sponsor on the Symposium website
- Double the amount of exhibit space: two 6-ft tables with four chairs in prime location near the entrance to the ballroom where all Symposium sessions will be held.
- Premier on-site signage recognition as Diamond Sponsor
- Full-page color advertisement in the Symposium electronic brochure that is distributed to 12,000+ high-level professionals
- Inclusion of one piece of approved collateral material
- Exclusive sponsor of the Post Symposium Dinner
- Inclusion of one corporate gift supplied by the Diamond Sponsor to be included in the attendee materials at the Symposium
- Eight (8) complimentary copies of Symposium DVD and materials
- Access to an electronic copy of the pre and post Symposium attendee list (name, title and organization only)
- Eight (8) invitations to the VIP/Faculty Dinner the evening before the Symposium

Platinum Sponsors – $20,000

**Pre-Conference Workshop Networking Reception**

**Includes:**
- Ten (10) complimentary Symposium registrations ($8,950 value)
- Five minutes to briefly address audience during the Symposium for Platinum Networking Reception Sponsor
- Pre-conference workshop sponsor receives a maximum of 2 hours to hold session the day prior to event
- Prominent listing including logo as appropriate Platinum Sponsor in Symposium brochure that is distributed to 12,000+ high-level professionals in the healthcare services private equity industry
- Prominent listing as appropriate Platinum Sponsor in printed materials and on Symposium website
- Prime exhibit space on exhibit floor (one 6-ft table with two chairs)
- Premier on-site signage recognition as appropriate Platinum Sponsor
- Full-page color advertisement in the Symposium handout materials
- Inclusion of one piece of approved collateral material to be distributed at the Symposium
- Inclusion of one corporate gift supplied by the Platinum Sponsor for attendees to be included in the Symposium materials
- Six (6) complimentary copies of Symposium DVD and materials
- Two (2) invitations to the VIP/Faculty Dinner the evening before the Symposium
**Gold Sponsors – $15,000**

**VIP/Faculty Dinner**  
Keynote Speaker  
Electronic Audience Response

**INCLUDES:**
- Eight (8) complimentary Symposium registrations ($7,160 value)  
- 5 minutes of dedicated time during the Luncheon for Keynote Speaker sponsor to address attendees  
- Gold Sponsor’s logo will be placed on all nametag lanyards (For Keynote Speaker Sponsor & Electronic Audience Response Sponsors only)  
- Logo listing as appropriate Gold Sponsor in Symposium electronic brochure that is distributed to 12,000+ high-level professionals in the healthcare services private equity industry  
- Logo listing as appropriate Gold Sponsor in printed materials and Symposium website  
- Exhibit space on exhibitor floor (includes 6-foot table and two chairs)  
- On-site signage recognition as appropriate Gold sponsor  
- Full-page color advertisement in the Symposium handout materials  
- Inclusion of one piece of approved collateral material to be distributed at the Symposium  
- Four (4) copies of full Symposium DVD  
- Two (2) invitations to the VIP/Faculty Dinner the evening before the Symposium (For Faculty Dinner Sponsor only)

**Silver Networking Breakfast Sponsor – $10,000**

**INCLUDES:**
- Five (5) complimentary Symposium registrations ($4,475 value)  
- Logo listing as appropriate Silver Sponsor in Symposium electronic brochure that is distributed to 12,000+ high-level professionals in the healthcare services private equity industry  
- Logo listing as appropriate Silver Sponsor in printed materials and Symposium website  
- Exhibit space on exhibit floor (includes 6-foot table and two chairs)  
- On-site signage recognition  
- Full-page color advertisement in the Symposium binder  
- Inclusion of one piece of approved collateral material  
- Two (2) copies of the full Symposium DVD  
- One (1) invitation to the VIP/Faculty Dinner the evening before the Symposium

**Bronze Sponsors – $7,500**

**Wi-Fi**  
**Nametag Lanyards**  
**AM Networking Break**  
**USB Flash Drive**  
**PM Networking Break**  
**Internet Printing Station**

**INCLUDES:**
- Three (3) complimentary registrations to attend the Symposium ($2,685 value)  
- Logo listing as appropriate Bronze in Symposium electronic brochure that is distributed to 12,000+ high-level professionals in the healthcare services private equity industry  
- Logo listing as appropriate Bronze Sponsor in printed materials and Symposium website  
- Exhibit space (includes 6-foot table and two chairs)
On-site signage recognition as particular Bronze sponsorship
Inclusion of one piece of approved collateral material to be distributed at the Symposium

**Exhibit Sponsor – $4,000**

**INCLUDES:**
- Two (2) complimentary Symposium registrations ($1,790 value)
- Logo listing as Exhibit Sponsor in Symposium electronic brochure that is distributed to 12,000+ high-level professionals in the healthcare services private equity industry
- Logo listing as Exhibit Sponsor in printed materials and Symposium website
- Exhibit space on exhibit floor (includes 6-foot table and two chairs)
- On-site signage recognition as Exhibit Sponsor
- Inclusion of one piece of approved collateral material to be distributed at the Symposium

**Media Sponsor**
*This sponsorship is applicable to media outlets and trade publications/associations only. Please contact Bob Greenbaum at +1 617 535 4063 or rgreenbaum@mwe.com for further details regarding our Media Sponsorships.*

**INCLUDES:**
- Trade for advertising (subject to discussion and approvals)
- Two (2) complimentary registrations to attend the Symposium ($1,790 value)
- Logo listing as Media Sponsor in Symposium electronic brochure that is distributed to 12,000+ high-level professionals in the healthcare services private equity industry
- Logo listing as Media Sponsor in all Symposium materials and website
- Exhibit space on exhibit floor (includes 6-foot table and two chairs)
- On-site signage recognition as Media Sponsor
- Half-page black and white advertisement in the Symposium handout materials
- Inclusion of one piece of approved collateral material to be distributed at the Symposium

**Symposium Associate Sponsor**
*Please note that this sponsorship level does not include exhibit space on the exhibit floor*

**INCLUDES:**
- One (1) complimentary Symposium registration ($895 value)
- Logo listing as Symposium Associate Sponsor in Symposium electronic brochure that is distributed to 12,000+ high-level professionals in the healthcare services private equity industry
- Logo listing as Symposium Associate Sponsor in printed materials and Symposium website
- On-site signage recognition as Symposium Associate Sponsor
- Inclusion of one piece of approved collateral material to be distributed at the Symposium
# 10 Reasons to Sponsor the 2015 Healthcare Services Private Equity Symposium

1. Since its inception in 2007, McDermott’s Healthcare Services Private Equity Symposium has been the premier national conference addressing high-level business and legal issues specific to healthcare services private equity transactions.

2. McDermott is the undisputed leading law firm in health care as evidenced by the fact that we are the only Firm to receive Tier 1 rankings from the three leading international legal directories: Chambers USA, The Legal 500 USA and U.S. News–Best Lawyers. Chambers USA ranked the Firm’s health practice as the only firm in tier one in the United States for the fifth consecutive year (2010-2014). Chambers stated that McDermott is, “Held in high esteem for advising a wide range of healthcare clients including hospitals, physician groups, nursing homes and integrated delivery systems.” One client interviewed by Chambers USA said that “McDermott “provide[s] an extremely high level of performance. Their ability to provide someone with deep knowledge on any given topic, as well as be responsive to critical deadlines, is impressive.”

3. Private equity industry leaders, companies and investment bankers will share their perspective on opportunities that will arise from healthcare reform, cutting-edge regulatory issues, lending and due diligence challenges specific to healthcare deals, and specific insights from successful case studies.

4. With the healthcare sector expected to remain at the forefront of private equity activity in 2015, this symposium will help you to prepare your company for the complex challenges and unique opportunities that lie ahead.

5. The exhibit hall for all sponsors and exhibitors is located directly across from where all of the conference sessions will be held, thus giving all sponsors ideal space to showcase their products and services.

6. The networking opportunities with key decision-makers in the healthcare services private equity industries are endless, as the day’s program includes various breaks followed by a networking cocktail reception.

7. All sponsors, regardless of their level, are able to take full advantage of attending all conference sessions, networking breaks and the networking cocktail reception.

8. Sponsors receive acknowledgement by frequent announcements throughout the full-day conference. The conference provides our sponsors with the opportunity to distinguish themselves from their competitors and stand out.

9. Sponsoring the conference provides excellent opportunities for sponsors to continue to brand their organizations and build new relationships with key players in the industry.

10. Throughout the years, our sponsors and exhibitors have been essential to the success of McDermott’s annual Healthcare Services Private Equity Symposium.
Past Healthcare Services Private Equity Symposium Sponsors

Past sponsors of McDermott’s Annual Healthcare Services Private Equity Symposium have included:

FTI Healthcare
HFG CapitalSource
Deloitte
HealthCare Appraisers
CIT Healthcare
ORIX
FMB Healthcare Finance
vFinance, Inc.
TEXTRON FINANCIAL Healthcare Finance
Mesirow Financial
spontech
V&I Valuation & Information Group
Morgan Keegan
RAYMOND JAMES Healthcare M&A CHICAGO Jefferies
Deadlines and Mechanical Specifications

DEADLINES

- **Friday, January 2, 2015:** Logos for brochure and website (TIF or EPS and JPG files ONLY)
- **Monday, March 2, 2015:** Advertisement for handout materials (please email PDF to Robert Greenbaum – rgreenbaum@mwe.com)
- **Monday, March 2, 2015:** Approved marketing collateral pieces due. More information regarding marketing collateral pieces will be forthcoming.

Logos and advertisements must be electronically transmitted to: rgreenbaum@mwe.com

Please send all marketing collateral (in quantity of 300) directly to the Ritz-Carlton, South Beach for delivery by March 8, 2015. Please put your boxes to the attention of Robert Greenbaum, 2015 Healthcare Services Private Equity Symposium March 11-12; ATTN: Receiving Dept.

MECHANICAL SPECIFICATIONS

- **Please send two versions of your logo.** Logo files should be received as EPS, TIF and JPG files (compression Zip or Stuffit files are acceptable). Resolution must be at least 300 dpi at 100%. **Please send JPG files that are 230 pixels wide.**
- Unacceptable: Logo files that are cut and pasted from your website, in Microsoft Word, PowerPoint, PDF, GIF, BMP or PICT are not graphically usable and **CANNOT** be accepted

ADVERTISEMENT SPECIFICATIONS:

- Full page ad: 8.5” x 11”; half page ad: 7.5” x 5”
- Left Margin: .75 inch
- Top, Right and Bottom Margins: .5 inch
- Please submit in PDF format

SPONSOR/EXHIBIT GUIDELINES

1. Exhibit date and time: Thursday, March 11, 2015, from 7:30 a.m. to 5:00 p.m.
2. Tables must be manned by your company’s representatives during exhibit hours. Company representatives do not need to be Symposium participants.
3. Each exhibit table measures 6 feet by 30 inches.
4. Your exhibit table must be limited to the table(s) provided. Pre-made exhibit booths, hanging banners and loudspeaker systems are not allowed.
5. You may provide your own table covers with your company name.
6. Exhibitors will have access to the exhibit area from 12:00 p.m. to 8:00 p.m. on Wednesday, March 10, to set up tables. Tables must be completely set up and ready for exhibition by 8:00 p.m. Tear-down will commence no earlier than 5:00 p.m. on Thursday, March 8, and must be completed before 7:00 p.m.
7. Exhibitors are responsible for all shipping and delivery charges, packaging, and packing of their products and equipment. Neither McDermott Will & Emery LLP nor the Ritz-Carlton, South Beach accepts any responsibility for damages that may occur to your products and equipment.
8. All exhibit spaces include 24-hour security the evening of Wednesday, March 10, 2015.

2015 Healthcare Services Private Equity Symposium – Ritz Carlton South Beach • Sponsorship Opportunities
**Sponsorship & Exhibitor Application**

**CONTACT INFORMATION**

Company Name (as it should appear on promotional materials)

Contact Name

Title

Address

City    State    ZIP

Phone

Fax

Email

Company Website URL

**SPONSORSHIP LEVEL**

- **DIAMOND** $50,000
- **PLATINUM** $20,000
- **GOLD** $15,000
- **SILVER** $10,000
- **BRONZE** $7,500
- **EXHIBIT** $4,000
- **ASSOCIATE** $3,000

**COMPLIMENTARY REGISTRATIONS (PLEASE INCLUDE ATTENDEES TITLES)**

Complimentary Attendee Name & Job Title

Complimentary Attendee Name & Job Title

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Complimentary Attendee Name & Job Title

**PAYMENT INFORMATION**

- □ Visa
- □ MasterCard
- □ AMEX
- □ Check Enclosed (payable to McDermott Will & Emery LLP)

Credit Card Number

Name on Card

Billing Address

City    State/ZIP

Expiration Date

Signature

Return completed form with payment to:
Robert Greenbaum
McDermott Will & Emery LLP
28 State Street
Boston, MA 02109
Phone: +1 617 535 4063
E-mail: rgreenbaum@mwe.com

2015 Healthcare Services Private Equity Symposium – Ritz Carlton South Beach • Sponsorship Opportunities
**Hotel Information**

**THE RITZ CARLTON SOUTH BEACH – MIAMI BEACH, FLORIDA**
Phone: +1 800-241-3333
One Lincoln Road
Miami Beach, FL 33139

**Group Promo Code:** MWEMWEA  
**Group Name:** McDermott’s Healthcare Services Private Equity Symposium  
**Group Rate:** $439.00 (plus tax) for Standard Room

**To make reservations:** Please call The Ritz-Carlton, South Beach directly at +1 305-671-2609 or +1 800 241 3333 and reference the 2015 McDermott Healthcare Services Private Equity Symposium or visit [The Ritz Carlton South Beach](http://www.ritzcarlton.com/en/Properties/SouthBeach/Default.htm) and enter the Group Promo Code: MWEMWEA.