



13th Annual 2014 Health Care Symposium

An Era of Expansion: Transforming Community Health

Hosted By:
Community Clinic Association of Los Angeles County
The Coalition of Orange County Community Health Centers
Council of Community Clinics

**Prospectus for
Exhibitors**

Friday, March 7, 2014

Hyatt Regency Orange County
Garden Grove, CA

www.ccalac.org

About

Annual Health Care Symposium

The Symposium provides a forum to network and share valuable knowledge and resources about the provision of quality health care. Each year presenters and attendees gather for a full day of sessions focused on challenges and innovations experienced by service providers and patients today, creating a valuable resource to service providers and administrators. The daylong conference offers educational opportunities for service providers, community clinic staff, community and state leaders, and other health care stakeholders.



Southern California Consortia

The Community Clinic Association of Los Angeles County, The Coalition of Orange County Community Health Centers, and Council of Community Clinics in San Diego, Imperial and Riverside Counties are jointly hosting the **2014 Annual Health Care Symposium**.

CCALAC, The Coalition, and CCC are 501 (c)(3) organizations representing community clinics and health centers in Southern California. They represent a combined total of **82 member clinics**, which operate over **290 sites** throughout the Southern California region, spanning from Lancaster to San Ysidro on the US/Mexico border. These clinics have provided vital health care services to more than **1.75 million patients** with low or no income in medically underserved populations.

Community Clinics or Health Centers

Community Clinics or Community Health Centers are non-profit, state-licensed organizations that provide high-quality primary care -- including medical, dental and mental health services -- to predominantly low-income and underserved populations. Pharmacy, x-ray, radiology, obstetrics, specialty referral and other medical services can also be found within clinics.



Community clinics/health centers provide care in a culturally-appropriate manner, and serve ALL regardless of a person's ability to pay.

Demographics



Consortia CEOs, Isabel Becerra, Stephen R. O'Kane, and Louise McCarthy, welcoming participants at the 2013 Symposium.

Why People Attend the Symposium

Administrators, Clinicians, and Service Providers attend to learn tried and tested innovations to improve the California health care system, and glean valuable information from speakers and colleagues.

Health Care Industry Representatives attend to share and network with some of California's community health care leaders.

Legislators and Community Leaders attend to explore current trends and critical issues facing health care today and delve into the fundamental issues encountered by community clinics and health centers. The Symposium provides an opportunity to collaborate on recommendations for practical and cost-effective policy reform in health care.

Attendees in Clinical Leadership Positions

Chief Executive Officers | Executive Directors | Board Members
Chief Financial Officers | Chief Operating Officers | Chief Medical Officers
Medical Directors | Dental Directors | Health Information Managers
Clinicians & Mid-Level Providers | Pharmacists | Health Care Consultants
Finance & Administrative Staff | Operations Staff | Educators



Diverse Range of Organizations

Community Clinics & Health Centers | Pharmaceutical Companies | Medical Supplies & Equipment Purchasing
Quality Assurance Management | Executive Search Firms | Health Plan Management Systems
Health Care Consulting Firms | Academic Institutions | Professional Trade Associations
Community-Based Organizations | Public Interest Firms | State Government Agencies
Health Care Law & Regulatory Committees

Notable Keynote Speakers

Keynote speakers have included two United States Surgeon Generals and other prominent voices in the field of health care. The growing roster of influential speakers and presenters address relevant issues with innovative solutions and strategies.

A. Seiji Hayashi, MD, MPH, FAAFP, Chief Medical Officer, Bureau of Primary Health Care, Health Resources and Services Administration was the keynote speaker at the 2013 Annual Health Care Symposium.



Exhibitor Opportunities

Interact with hundreds of decision makers who are committed to keeping up to date on new services, innovations, and technologies!

Last year over over 400 individuals attended, and the exhibitor booths sold out with 50 exhibitors. The 2014 is expected to draw more attendees; however, we are keeping the exhibitor space to 50 booths again.

Exhibitor Package \$1,650

- 8x10 Booth
- 6' Skirted Table & Chairs
- Electrical Outlets
- Complimentary Internet Access
- Two Complimentary All-Access Passes: FREE Registration To All Sessions, Materials & Meals
- Complimentary Parking At The Hyatt Regency Hotel Parking Lot For One Vehicle
- Website Recognition As 2013 Health Care Symposium Exhibitor
- Post-Symposium Attendee List

Additional Exhibitor Pass \$350

SYMPOSIUM PROGRAM DEADLINE

In order to be listed in the program, a completed Exhibitor Application must be received **no later than February 1, 2014.**

EXHIBITOR SET-UP/REGISTRATION:

March 7, 2014 | 7:00 a.m. – 7:45 a.m.

EXHIBITOR TEARDOWN:

March 7, 2014 | 4:00 p.m.

EXHIBIT HOURS:

March 7, 2014: | 8:00 a.m. – 4:00 p.m.

Dates and times listed above are subject to change and will be confirmed at a later date.



Exhibitor Questions Please Contact:

Mary Ann Bundang

619.542.4335 | mbundang@ccc-sd.org

Program Advertising Opportunities

Heighten your organization's visibility by purchasing an advertisement in our Symposium program book! Please send production materials by mail or e-mail.

Deadline is February 3, 2014

Full Cover Pages 4-Color, Full Bleed

○ Back Cover, Full Page	\$2,500
○ Front Interior, Full Page	\$2,000
○ Back Cover Int., Full Page	\$1,000

Interior Pages - B & W, NO Bleed

○ Full Page	\$800
○ Half Page (Vertical & Horizontal)	\$500
○ Quarter Page (1/4 Page Square)	\$250
○ Business Card (1/8 Page Horizontal)	\$125
○ 4-Color	ADD \$250

Special Page Placement - B & W, NO Bleed

○ Opposite, Front Interior (full-page only)	\$1,000
○ Opposite, Back Cover Interior (full-page only)	\$1,000
○ 4- Color	ADD \$250

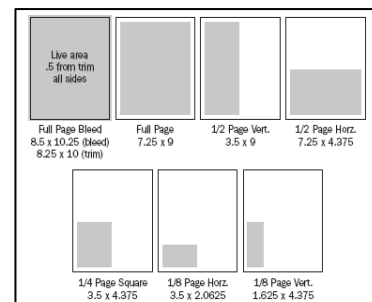
Material Requirements

- Advertiser must supply Print-Ready Ads.
- Submitted material may be sent by e-mail; please compress all files for advertisement.
- Please label submitted material with the advertiser's name, contact's name & phone number.
- Files and other materials will be destroyed after 12 months unless otherwise instructed.

Media Accepted

- Zip | CD-ROM | DVD | Mac | PC | PDF
 - Please No Word or Publisher Files

Available Sizes & Orientation



Publisher's Requirements

- Save the final ad file as a **PDF**.
- Include all final used images (must be CMYK or grayscale and at 300 dpi). We cannot accept JPEG images or files saved in RGB mode. All photos need to be built with Standard Offset Web Printing (SWOP) 30% dot gain.
- ALL FONTS MUST BE POSTSCRIPT AND EMBEDDED IN THE FILE. Do not subset or allow font substitution when creating the final file.
- Final ad must be right-reading and in portrait mode at 100 percent. Do not rotate the file or include crop marks or color bars within the live area.
- Submit a SWOP-acceptable color proof made from the provided file at its actual size. If no proof is provided, the publisher reserves the right to have one made at the advertiser's expense.
- Consortia or Publisher accepts no liability for advertisement reproduction errors for files received from clients without a corresponding SWOP-certified proof that has been approved by the client. For a list of SWOP-acceptable proofing systems, visit www.swop.org

Application / Payment

All applications/payment to be completed online via this webpage:

<http://www.ccalac.org/i4a/pages/index.cfm?pageid=3525>

- Exhibiting & advertising status is not final until payment is received
- **Full payment is required by 1/15/14**
- All fees are non-refundable
- All major credit cards are accepted
- Please contact us to pay with a corporate check
- A confirmation notice will be sent to confirmed exhibitors prior to the Symposium

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Venue / Hotel



Hyatt Regency Orange County
11999 Harbor Blvd. Garden Grove, California, 92840
1.4 miles from Disneyland Resort in Anaheim
<http://orangecounty.hyatt.com/en/hotel/home.html>

Hotel Accommodations

Special rate available to conference attendees, sponsors and exhibitors – via this link:
<https://aws.passkey.com/g/20476386>.

Shipping

Sponsors are responsible for making their own arrangements with shipping vendors and the hotel management for receipt of shipments.

Terms & Conditions

1. EXHIBIT BOOTH - Booths are standard 8' x 10' with table-top setup. Each exhibitor will be provided a 6' skirted table, two (2) chairs. Please note ballroom area is carpeted.
2. RATES AND ASSIGNMENTS - Assignments will be made on a first come, first serve basis. Each booth space includes two exhibitor personnel. Cost is \$1,500 per booth.
3. PAYMENT - A 100% payment is required for each booth ordered. Payment may be made by check, Visa, or MasterCard. Make check payable to **CCALAC**.
4. EXHIBIT LOCATION AND FLOOR PLAN - Exhibits will be located as indicated on the official floor plan. The conference management reserves the right to make modifications as necessary.
5. FAILURE TO OCCUPY - Space not occupied by the close of installation (unless previous written arrangements were made) will be forfeited by the Exhibitor. CCALAC may resell, reassign or use the space.
6. CANCELLATION OF EXHIBIT CONTRACT - CCALAC must be notified of exhibitor cancellation in writing to receive a refund. **A cancellation fee of \$250 per booth will be charged to an exhibitor who cancels their contract before February 14, 2014. No refunds will be made after this date.**
7. PASSES - Each booth space will be provided a total of two (2) Exhibitor passes. All exhibitor personnel must register and wear their badges for admission to the exhibit hall, special meals and other CCALAC-hosted social events.
8. CONFLICTING MEETINGS AND SOCIAL EVENTS - In the interest of the entire conference, Exhibitor agrees not to extend invitations, call meetings, or schedule social events involving attendees, or otherwise encourages the absence of members, other exhibitors, or invited guests at any time during the dates of the event, without permission from the conference organizers.
9. DRAYAGE - Freight charges and shipping locations are NOT included in your Exhibitor Package. Exhibitors will be responsible for making their own arrangements with shipping vendors and the hotel management for receipt. **Any shipping/receipt-related fees incurred by Exhibitor and charged to CCALAC will be charged to the Exhibitor plus a \$50 processing fee.**
10. INSTALLATION AND DISMANTLING OF EXHIBITS - **All exhibits must be in place and ready for display no later than 8:00 am on March 7, 2014.**
11. Dismantling of Exhibits may begin at 4:00 pm on 3/7/14. Setting up, tearing down and removal of exhibits are the responsibility of the Exhibitor. Should the Exhibitor fail to remove the exhibit, removal will be arranged by the conference management at the Exhibitor's expense plus a \$100 fee.
12. LIABILITY - Exhibitor assumes responsibility and agrees to indemnify and defend CCALAC, the Hyatt Regency Huntington Beach, and their respective employees and agents against any claims or expenses arising out of the use of the exhibition premises. Neither CCALAC nor the Hyatt Regency maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance coverage if desired.

If the exhibit hall is uninhabitable due to strikes, acts of Nature, war or civil disturbances, government regulation, outbreak of disease or illness in the host city, curtailment of transportation facilities preventing or unreasonably delaying at least 25% of attendees & guests from appearing or other similar causes beyond the control of parties making it inadvisable, illegal, or impossible to hold the exhibition or provide the facility during any part or whole of the meeting, CCALAC is not responsible and the exhibitor hereby waives any claim against the consortia for losses or damages which may arise in consequence of such inability to occupy assigned space.

Exhibitor Questions Please Contact:

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Code of Conduct

PRINCIPLES AND EXPECTATIONS OF ANNUAL HEALTH CARE SYMPOSIUM PARTICIPATION

The right to participate is essential to create open dialogue between all attendees. The Community Clinic Association of Los Angeles County, The Coalition of Orange County Community Health Centers, and the Council of Community Clinics (collectively referred to hereon as "Hosts") acknowledge the freedom of expression of speakers, participants, sponsors and exhibitors. These principles are the foundation on which the Symposium was created.

All participants attending the Symposium are subject to the laws applicable in the United States and the State of California, where the conference is being held. By attending the conference, participants agree to adhere to these Principles and Values of Conference Participation.

GENERAL PRINCIPLES

All attendees shall conduct themselves in a professional, courteous and respectful manner, refraining from language and actions that might bring discredit upon themselves, their organization, the conference, or Hosts.

Admission:

Hosts reserve the right to refuse admission to the Symposium if an individual or group has previously advocated or supported violent actions or destructive behavior in any way, or if those individuals have previously violated any rule of conduct or applicable law at any prior Hosts' events. Additionally, during the Symposium, Hosts can revoke the name badge, conference registration, and associated materials, and thereby, deny access to participants who do not adhere to this Code of Conduct.

Video and Audio Recording:

Attendees are strictly prohibited from videotaping or audio recording any part of the conference unless written permission has been granted by Hosts. Failure to comply with this rule is grounds for immediate ejection from the event and confiscation of video and/or audio materials. This rule applies to all sessions and events throughout the duration of the conference.

Use of Photography:

Attendees are strictly prohibited from using cameras (including mobile devices) in any session room. Failure to comply with this rule is grounds for immediate ejection from the event and confiscation of the equipment. Attendees may use cameras outside any session room only if written permission has been granted by Hosts.

PROCEDURES INVOLVING DISRUPTIONS AT THE CONFERENCE

Application of the law:

Conference participants are subject to the laws applicable in the United States. Physical force or threats of physical force or destruction or theft of property by conference participants will not be tolerated and will be dealt with in accordance with the laws of the U.S. and the State of California, where the event is being held. Additionally, the response may include escorting participants from the conference venue.

Withdrawal of Admission:

In the event of any disruptions including, harassing or persistently taunting an attendee, speaker, or sponsor/exhibitor, or any other action that does not respect these Principles, Hosts may withdraw a participant's admission and name badge and suspend or cancel the participant's access to the conference. Violation of the rules is also grounds for ineligibility at future Hosts' events.

Public Statement:

In the event that freedom of expression is abused, property is destroyed, stolen or physical force is used or threatened by a participant, Hosts may issue a statement concerning the action that reflect the framework of the Principles and Values of Conference Participation. Attendees expelled from a conference for violations of this Code of Conduct will not be afforded a refund or credit for conference attendance fees. Hosts also are not liable for hotel or travel costs incurred by an attendee expelled from an event.

SECURITY INFORMATION

Symposium badges will be required for admittance to all events for security reasons. Badges should be worn and visible at all times. Lost badges should be reported to Hosts' staff immediately. The following badge policies apply throughout the entirety of the conference: Hosts are the sole proprietor of Conference badges and lanyards.

BADGES ARE NONTRANSFERABLE.

Misuse of badges, lanyards, false certification of individuals as paid attendees, efforts to assist unauthorized persons to gain access to any conference event, or any inappropriate conduct will be just cause for reclaiming badges of any individuals involved.

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