EXHIBITOR PROSPECTUS

For more information, visit www.theberylinstitute.org
The Beryl Institute engages partner organizations to support our efforts as the global community of practice dedicated to improving the patient experience through collaboration and shared knowledge.

Through partner support, we are able to expand our programs and resources to significantly increase the Institute’s impact on healthcare organizations, patients, families and caregivers.

Patient Experience Conference is much more than an annual event for our participants; it is an opportunity for dialogue and learning from others about the state of patient experience - how it works, why we need it and who can help. It is a time for coming together, sharing ideas, making new friends and professional connections.

Exhibitors benefit from exposure to an engaged community of patient experience leaders eager to discover resources available to assist in their organization’s journey to improve experiences for patients, their families and caregivers.
Patient Experience Conference continues to grow throughout the years.

With over 1,000 participants in 2018, this community gathering encompasses an energetic group of caregivers and nurses, physicians and support staff, patients and families, resource providers and many others who are all on their patient experience journey.

Our conference participants are a true representation of our member profile with titles in the following areas:

- Executive Leadership
- Physician/Nurse Leadership
- Patient Experience/Satisfaction
- Service Excellence
- Patient and Family Advocacy
- Marketing/Community Outreach
- Quality/Safety
- Operations
- HR/Organization Development
- Clinical Education/Staff Development
- Patient and Family Advisors
- Long-Term Care
- Pediatric

*While the Institute’s initial growth began in the acute care space, we continue to see rapid interest across the continuum of care from physician practices, clinics, outpatient services and long-term care. We anticipate greater involvement in all of these communities in 2019 and beyond.

Based on The Beryl Institute’s overall community profile.
# Exhibitor Opportunities

<table>
<thead>
<tr>
<th>Benefits of Exhibiting</th>
<th>Presenting $60,000</th>
<th>Diamond $30,000</th>
<th>Platinum $12,000</th>
<th>Gold $7,500</th>
<th>Silver $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presence in Conference Marketplace Foyers</td>
<td>10' x 20' Booth</td>
<td>10' x 10' Booth</td>
<td>6' Table, Upgraded Location</td>
<td>6' Table</td>
<td>6' Table</td>
</tr>
<tr>
<td>Ad in Conference Program</td>
<td>Back Page</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Quarter Page</td>
<td>N/A</td>
</tr>
<tr>
<td>Complimentary Conference Passes</td>
<td>6</td>
<td>5</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Company Name, Logo and Link Inclusion on Conference Page of the Institute Website</td>
<td>•</td>
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<tr>
<td>Company Name and Link Inclusion on Event Mobile App</td>
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<tr>
<td>Logo on Event Signage throughout Venue</td>
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<tr>
<td>Recognition at Opening and Closing Sessions</td>
<td>•</td>
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<tr>
<td>Inclusion in Exhibitor Reception</td>
<td>•</td>
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<tr>
<td>Distribution of One Sheet of Collateral in Participant Welcome Packet</td>
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<tr>
<td>Access to Post-Conference Participant List for One-time Mail &amp; E-mail Deployments</td>
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<tr>
<td>One Promotional Item to be included in Participant Welcome Bag</td>
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<tr>
<td>Permanent Recognition on Patient Experience Conference 2019 Site and Conference Recap Page</td>
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<tr>
<td>Lead retrieval rental to capture real-time participant information while networking in the Conference Marketplace Foyers</td>
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<tr>
<td>Company Logo Projected during Networking Dinner/Reception</td>
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<tr>
<td>One Minute Organization Intro/Participant Welcome at Networking Dinner/Reception</td>
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<tr>
<td>Company Logo Placed on Select Furniture at Networking Dinner/Reception</td>
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<tr>
<td>Opportunity to Provide One Parting Gift to Participants as they Leave Networking Dinner/Reception</td>
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<tr>
<td>Sponsored Lunch and Learn Session during Thursday lunch</td>
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<tr>
<td>Company Logo on Conference Participant Bag</td>
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<tr>
<td>Logo on Participant Lanyards</td>
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<tr>
<td>Logo/Message on Hyatt Regency Room Keys</td>
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1 Value per complimentary conference registration = $1100. Additional exhibitor-only passes can be purchased for $500 each. This provides access to meals, networking events and exhibitor areas.
2 E-mail addresses only available for participants who opt-in for exhibitor email communication during registration process.
3 Subject to The Beryl Institute editorial approval.
### ADD-ON OPTIONS

<table>
<thead>
<tr>
<th>SPONSORSHIP</th>
<th>RATE</th>
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</thead>
<tbody>
<tr>
<td>Sponsored Session</td>
<td>$10,000</td>
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<tr>
<td>PX Innovation Live!</td>
<td>$5,000</td>
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<tr>
<td>Community Gatherings</td>
<td>$5,000</td>
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<tr>
<td>Patient and Family Supporter</td>
<td>$5,000</td>
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<tr>
<td>Session Feedback Tool</td>
<td>$5,000</td>
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<tr>
<td>Reception Photo Booth</td>
<td>$3,000</td>
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<tr>
<td>Hosted Reception</td>
<td>$2,500</td>
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<tr>
<td>Morning Yoga</td>
<td>$2,000</td>
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<tr>
<td>Hospital Tours</td>
<td>$2,000</td>
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<tr>
<td>Dallas City Tour</td>
<td>$2,000</td>
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<tr>
<td>Reception Table Games</td>
<td>$2,000</td>
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<tr>
<td>Additional Exhibitor-only Pass</td>
<td>$500</td>
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### SPONSORED BREAKOUT SESSION $10,000

Included as part of the breakout session program, this sponsored session provides an opportunity for you to share your patient experience industry knowledge and solutions and present successful case studies. The Sponsored Sessions will take place Thursday afternoon. Applications will be reviewed by the conference planning committee. Four available.

### PX INNOVATION LIVE! $5,000

This is another opportunity to share your patient experience industry knowledge and solutions by showcasing your company in front of conference participants to maximize results, build relationships and drive booth traffic. PX Innovation Live! presentations will take place during each conference networking break in the marketplace foyers. Presentations offer innovative solutions and applications. Your Live! session will be highlighted on the conference program and with onsite signage. In addition, you will receive a conference participant list for a one-time pre-event mailing to promote your session. Presentations subject to conference review. Four available.

### COMMUNITY GATHERINGS $5,000

These gatherings are targeted to areas of practice and allow time to explore specific topics in depth. Your company name will appear on all marketing materials, including the onsite program and onsite signage, and you may distribute one sheet of collateral on the tabletops. One company representative will also have the opportunity to make a 2-3 minute introduction/organizational overview during the program. One sponsor per gathering.

- **Patient Advocacy** - The Patient Advocacy Community is focused on the continued dialogue on the important issues of patient advocacy, patient’s rights and ethics in patient care.
- **Pediatric** - This community brings together individuals and leaders committed to improving the patient and family experience in pediatrics and provides a collaborative space and venue for sharing ideas, practices, challenges and opportunities.
- **Physician** - Physicians have an important voice in the patient experience conversation and this community offers peer support, shared information and professional connection as they address this issue.

### PATIENT AND FAMILY SUPPORTER $5,000

Show your support of involving patient and family voice by funding five patient and family member conference registrations. Your company name and logo will be recognized in the conference program and on the conference website.

### SESSION FEEDBACK TOOL $5,000

The session feedback tool is provided to all participants in the onsite conference mobile app. The mobile app is utilized to help participants network, search sessions, speakers and event partners. Participants will be encouraged to download the mobile app to provide their session feedback. Your company will be recognized on the general session stage and printed on conference materials and signage as appropriate. Your company will provide all necessary integration and programming plus onsite helpdesk for duration of conference. **Contingent on ability to integrate with CrowdCompass app.**
ADD-ON OPTIONS (continued)

NETWORKING RECEPTION PHOTO BOOTH
$3,000
A photo booth provides a fun and memorable activity for conference participants. Your logo will appear on each photo frame given to the participants. You can also supply props for attendees to use in the photos.

HOSTED RECEPTION
$2,500
Use conference meeting space to host an exclusive reception for clients and prospects either Tuesday night before Patient Experience Conference begins or after Wednesday’s Exhibitor Reception. In addition to your reception being highlighted in conference marketing materials, you will receive a pre-conference attendee list for a one-time pre-event mailing to promote the reception. Four hosted receptions available.

MORNING YOGA
$2,000
Participants are invited to relax in a 60-minute yoga session. Your company name and logo will be recognized on the room location signage and program.

HOSPITAL TOURS
$2,000
Prior to the start of the conference on Tuesday afternoon, participants have the unique opportunity to add on a local hospital tour in Dallas. Your company name and logo will be recognized on all promotional materials, including the onsite program and onsite signage. You also have the opportunity to provide a piece of collateral to be placed on shuttle seats transporting participants to and from the hospital tour. Up to two available tours.

DALLAS CITY TOUR
$2,000
At the close of the conference on Friday afternoon, participants have the opportunity to add on a private tour highlighting areas of Dallas. Be the exclusive sponsor for the opportunity for your company name and logo to be recognized on all promotional materials, including the onsite program and onsite signage.

NETWORKING RECEPTION TABLE GAMES
$2,000 per game
Table games are classic backyard games providing a fun activities for conference participants during the offsite networking reception. Your company name and logo will be recognized at every game station onsite signage. Three available. One sponsor per game: Dart boards, Giant jenga and Corn hole.
Applies to Platinum, Gold and Silver Packages

**Option 1: 6’ Rectangular Table**
Items not to extend beyond table length and must be on top of and/or behind the table.

**Option 2: 30” Round Cocktail Table**
Items can be placed behind or on either side of table and must fit in 6’ x 4’ total space.
Our commitment is to create a dynamic space for members to convene, engage and contribute to elevating, expanding and enriching the global dialogue on improving the patient experience. Our community of practice reminds our members and guests that they are not alone. The Beryl Institute community exerts encouragement, accountability and teamwork. We believe there is unyielding power in our growing community, unwavering purpose in our expanding movement and unlimited potential in our emerging field.

This was my first conference and did not know what to expect and it was a amazing experience. I attended alone and concerned I would be swept to the side but instead I was embraced by everyone. I was helped by other attendees and built relationships. Thank you!

- Amanda Impellizzeri, Shady Grove Medical Center

Excellent Conference. My second year attending, and you did not disappoint. I tell everyone about this conference. It is the BEST in our business of improving the patient… actually, the “HUMAN” experience. Thank you ALL!

- Teresa Lawlor, Virtua Marlton & New Jersey Society for Healthcare Advocacy and the Patient Experience

My greatest takeaway from the conference was] the People - great to network with likeminded and inspirational PX champions. The sessions validated we are doing the right work and offered gems to take back to my organization.

- Bryanna Gallaway CPXP, Stanford Health Care

The shared goal of each one of everyone attending is not easy, however, seeing all of the like-minded attendees willing to do what it takes to put the focus on person/patient-centered care is inspiring and uplifting!

- Karla Smith, Mid Dakota Clinic

This was an outstanding conference! I was very impressed. The content was strong. I loved the app. The meeting space was great and well-organized. The entertainment (House of Blues!) was wonderful.

- Aaron Kepner, Geisinger Health System

I always come away feeling rejuvenated and ready to spread the excitement at my home hospital!

- Jean Bunker, MedStar Medical Group

[My greatest takeaway from the conference was] the People - great to network with likeminded and inspirational PX champions. The sessions validated we are doing the right work and offered gems to take back to my organization.

- Bryanna Gallaway CPXP, Stanford Health Care

[I enjoyed] meeting my tribe - love to hear we are on a shared mission together.

- Justin Arthrell, Christus St. Vincent
PATIENT EXPERIENCE CONFERENCE 2019
will be hosted at the Hyatt Regency Dallas, Dallas, TX

FOR SALES AND EXHIBITOR OPPORTUNITIES:

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Director, Events & Partnerships
natalie.mckay@theberylinstitute.org
Phone: 1-866-488-2379 x701

For more information, visit
www.theberylinstitute.org