

Sponsorship Packet

2023 Civitas Networks for Health Annual Conference, in Partnership with Chesapeake Bay
Region Members
Gaylord National Resort and Convention Center, National Harbor, MD

Thank you for your support of the Civitas Networks for Health 2023 Annual Conference, in Partnership with Chesapeake Bay Region Members. This conference will take place from August 20 – 23, 2023 at the Gaylord National Resort and Convention Center. We created the following document to ensure that you receive all the sponsorship benefits available to you:

- Guidelines and deadlines for submitting your logo for inclusion on the Civitas website and in printed materials.
- Hotel and registration information.
- Hotel contact information for sponsored events.
- Rules and regulations associated with the exhibit hall.
- Instructions for registering complimentary attendee staff and registering additional staff.
- Guidelines, shipping instructions, and deadlines for submitting your give-away item to be placed in attendee bags (SB&T Members only).

Our theme this year is public-private partnerships to unlock health transformation, building on last year's theme connecting the role of data collaboratives and information exchange to advance health equity. We are pleased to announce that Civitas' 2nd annual conference will be co-hosted by our Chesapeake Bay Region members and regional partners, including CRISP Maryland, CRISP Shared Services, CRISP DC, Delaware Health Information Network, HealthCare Access Maryland, Maryland Healthcare Commission, Pennsylvania eHealth Partnership Authority, Virginia Health Information, and West Virginia Health Information Network. We are also very grateful for the continued leadership of our Annual Conference Co-Chairs are Phil Beckett, CEO of C3HIE and Kelley Gallagher, Project Manager, Governance and Government Affairs, CRISP. If you have any questions that are not answered in this document, please contact the conference Event Manager, Cora Bauman, at cbauman@civitasforhealth.org.

Thank you again for your support, and we look forward to your participation in the 2023 Civitas Annual Conference!

Sincerely,



Lisa Bari
CEO
Civitas Networks for Health

Sponsorship Benefits

This is based on Silver Sponsorship alone. For more detailed information on any sponsor upgrade benefits, please see your sponsorship agreement.

Sponsorship Benefits – Silver Sponsor* (Included with SB&T Membership)

As a sponsor of this year's annual conference your benefits include the following:

- Exhibit booth in the Exhibit Hall**
- 6' Exhibit table and 2 chairs in Exhibit Hall
- Sponsorship recognition at the conference, in conference materials (in-person and virtual materials)
- 1 complimentary registration
- Logo and link to your website posted on the conference page of the Civitas website
- Placement of give-away materials in attendee welcome bag (SB&T Members only)
- Networking at all receptions and breaks
- Pre-event attendee registration list with contact information sent once three weeks prior to the event, and post-event registration list sent out once within the week following the event.

** SB&T Members must be in good standing with Civitas to receive conference sponsorship benefits and upgrades.*

***65 booths available in the exhibit hall are on a first-come, first-served basis. We will try to take into account your preferences for booth assignments relative to other exhibitors whenever possible. Please reach out to Cora Bauman (cbauman@civitasforhealth.org) with requests – we will take all requests into consideration, but we are unable to guarantee we will be able to accommodate your request.*

Sponsor Logo Guidelines

As a sponsor of the 2023 Annual Conference, your logo will be displayed on both the [Civitas Conference webpage](#) and will a link to your organization's website, in conference materials, and other Civitas-related promotions based on your sponsorship level. If you are not already a Civitas member, please submit a 900 x 600 px logo to Cora Bauman (cbauman@civitasforhealth.org).

Please reach out if you have any questions on additional contacts.

Exhibit Hall Rules and Regulations

Allocation of Space: Allocation of space will be made on a first come, first served basis. Civitas reserves the right to alter the exhibit hall floor plan or change space assignments in the event of emergency or changes in hotel facilities. Each sponsor will be notified by the event planner if any changes are made.

Deadline for Occupancy of Space: It is essential that all exhibits be complete and in place by 9:00 AM on Monday, August 21, 2023. Civitas, therefore, reserves the right to re-allocate any unoccupied space after 9:00 AM on Monday, August 21, 2023. Final closing time is at 11:15 AM on Wednesday, August 23, 2023 and exhibits must be completely dismantled and removed by 2:00 PM on Wednesday, August 23, 2023. NOTE: NO DISMANTLING OR PACKING MAY BE STARTED PRIOR TO 11:15 AM on Wednesday, August 23, 2023.

Character of Exhibits: Civitas reserves the right to judge the appropriateness of any exhibit and to decline to permit an exhibitor to conduct or maintain an exhibit if the proposed exhibit shall in any respect be deemed unsuitable. This reservation relates to persons, conduct, articles of merchandise, printed matter, souvenirs, catalogs, and other materials which affect the character of the exhibits.

Solicitation in the Exhibits: The aisles and other spaces in the exhibits not leased to exhibitors shall be under the control of Civitas. All displays, interviews, conferences, distribution of literature, lectures or any other type of activity shall be conducted inside the space contracted. Standing in the aisles or in front of exhibit table of other exhibitors, or the intercepting of those in attendance for advertising purposes is strictly prohibited.

Liability and Insurance: Although Civitas Networks and the Gaylord National Resort & Convention Center will exercise reasonable care for the protection of exhibitor's materials, equipment, and table display, neither Civitas, (including officers, staff members, agents, representatives and any individuals or firms retained by them to assist in exhibit work) nor Gaylord National Resort & Convention Center (including its owners, employees or representatives) shall be responsible or liable for any bodily injury or property damage, loss or destruction that may occur to the exhibitor or to any of the exhibitor's employees, personnel, or property, prior to, during, or subsequent to exhibitor's use and occupancy of the exhibit space during the period of time contracted for hereunder.

Exhibit Hall Security: There is no on-site, or after-hours security maintained in the exhibit hall areas. The Gaylord National Resort and Convention Center will lock the exterior exhibit hall doors once the conference concludes each day. Do not leave any electronic devices or any other items of value behind once the exhibit hall closes.

Fireproofing: No combustible decoration, such as crepe paper, tissue paper, cardboard, or corrugated paper, shall be used at any time. Muslin, velvet, silken or any cloth decorations must stand a flameproof test as prescribed by the city ordinance.

Space Restrictions: Exhibits must be confined to the exact space allocated. Circulars, publications, advertising matter and all kinds of promotional giveaways may be distributed only within table spaces. Nothing can be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Signs, rails, etc. will not be permitted to intrude into or over aisles.

Sound Volume: No amplified audio will be allowed in the exhibit hall in order to avoid disturbing other exhibitors.

Sharing of Space: Sharing of table space by two or more companies is not permitted unless advance approval is obtained from Civitas.

Responsibility: It is the responsibility of the exhibiting firm to be fully familiar with these exhibit rules and regulations and to see that each member of the firm attending either as exhibit personnel or delegate, or

both, is also familiar with the Regulations. Distribution to all those who will be present for the exhibit is recommended.

Food or Beverages: No food or beverages may be distributed from the exhibitor table without advance approval from the venue. All food and beverage must be ordered through the Gaylord National Resort and Convention Center, and no outside food and beverage will be permitted.

Miscellaneous Regulations & Prize Drawings: Civitas reserves the sole control over admission policies. Drawings for prizes may be conducted by exhibitors within their exhibit area if done in a dignified manner.

Cancellation Policy: All levels of sponsorship are non-refundable. In the case of extreme circumstances, please contact Event Manager, Cora Bauman (cbauman@civitasforhealth.org, in case of emergency, call 706.994.5570) – if you are leaving a voicemail, please include your name and organization in the message.

Hold Harmless Agreement: The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitors' displays, equipment, and other property brought upon the premises of the Gaylord National Resort and Convention Center and shall indemnify and hold harmless the Gaylord National Resort and Convention Center, foregoing of any and all losses, damages and claims.

Data sharing: Civitas reserves the right to share analytics and point of contact information with authorized conference vendors, including the onsite drayage company.

Exhibitor Appointed Contractors: Exhibitors who wish to use contractors not affiliated with Freeman must provide a minimum of 10 days' written notice before the event. The notice should include the name and scope of work for the alternate vendor, as well as a certificate of insurance for evidence.

Exhibit Hall General Information

Dates

Please note these times are subject to small adjustments. Notice will be given to exhibitors through a high importance email.

Early Exhibitor Move In:	Sunday, August 20, 2023	3:00 PM – 5:30 PM
Exhibitor Move-In:	Monday, August 21, 2023	7:00 AM – 9:00 AM
Exhibit Hall Opens:	Monday, August 21, 2023	10:15 AM – 5:00 PM
Exhibit Hall Opens:	Tuesday, August 22, 2023	9:00 AM – 5:00 PM
Exhibit Hall Opens:	Wednesday, August 23, 2023	9:00 AM – 11:15 AM
Move-Out:	Wednesday, August 23, 2023	11:15 AM – 2:00 PM

*All booths must be set up by 9:00 AM on Monday, August 21 and dismantled on Wednesday, August 23 by 2:00 PM. Sponsors will be notified if dates/times change above.

The FedEx office will be open on **Sunday, August 20 from 7:00 AM – 7:00 PM** to retrieve any packages shipped directly to the hotel.

Location

Gaylord National Resort and Convention Center
165 Waterfront Street
National Harbor, MD 20745
Exhibit Hall — Potomac

Sponsor Booths

Each sponsor booth includes:
10'x10' pipe and drape booth
(1) 6' skirted table and 2 chairs
Pipe & Drape around the booth
1 wastebasket

Electricity and Internet

To request additional electricity or A/V materials for your exhibit booth, please [follow this link to order materials through the venue](#). Upgraded sponsors will be provided with one complimentary 6-outlet power strip and power connection. Anything in addition to this will be the responsibility of the sponsor to order and pay for. Each silver sponsor exhibitor is responsible for ordering and paying for any goods

and services needed. Complimentary Wi-Fi may be available throughout the conference area. If you require a hardline connection, please work directly with the hotel.

Shipping and Receiving

All sponsors will need to work directly with the Gaylord National Resort and Convention Center FedEx Center for shipping and receiving of any conference related items. Sponsors are responsible for all storage and package handling fees. See [Gaylord National Resort and Convention Center FedEx Center Package Shipping Instructions \(hyperlinked\)](#). If you have any questions about shipping and receiving, please contact FedEx Office Business Center at the Gaylord National Resort and Convention Center directly.

It is very important that Strategic Business & Technology (SB&T) Members follow the instructions below to ensure their boxes containing promotional items or collateral materials for the attendee Welcome Bags will be released to Civitas. Civitas is not responsible for mislabeled boxes or shipments that do not arrive on time. **Organizations sending materials to be included in the welcome bag will be responsible for the cost of shipping these promotional items. Civitas will decline any shipping charges with the Convention Center FedEx for these items.**

Welcome Bag Instructions

All SB&T Members have the opportunity to place a promotional item or collateral material in the attendee welcome bags. Please provide at least **625-675 pieces** of your promotional item or collateral material. Appropriate items include small promotional items bearing your logo or a flyer/brochure about your company.

SB&T Members who are placing any promotional item or collateral material in the attendee welcome bags **MUST** label their boxes using the following labeling guidelines below and return a credit card form to the Gaylord's FedEx office. This will allow your package(s) to be released to Civitas. Please make sure your boxes are **well marked on the outside**, so they are easily identifiable for the welcome bag assembly.

All shipment(s) must arrive between August 14, 2023 – August 18, 2023

For any shipments that arrive after 6:00 PM on August 18, 2023, Civitas cannot guarantee they will be included in the attendee welcome bags.

Inbound shipment labels (for welcome bag items only):

Cora Bauman (Civitas)
c/o FedEx Office at Gaylord National Resort and Convention Center
201 Waterfront St
National Harbor, MD, 20745
Civitas Networks for Health 2023 Annual Conference
Box ___ of ___

Outbound shipment(s):

Any outbound shipment(s) may have prepaid shipping labels prepared in advance on the packages/boxes needing to be shipped outbound following the conference. Outbound shipments will need to be coordinated through the Gaylord National Resort and Convention Center FedEx Office.

Here is the [link to the shipping instructions from the Gaylord](#). If you have any questions about shipping and receiving, please contact FedEx Office Business Center at the Gaylord National Resort and Convention Center directly.

Registration of Complimentary Staff/Booth Personnel (Opens mid-February)

Each Sponsor is provided complimentary registration(s) based on sponsorship levels which includes breakfast, lunch, breaks and receptions. **Early Bird registration expires on May 31, 2023 at 11:59 PM PT.**

Please use the following link and guidelines below to register additional attendees. The registration link and link to book your hotel room are forthcoming and will be communicated once available.

Annual Conference Registration Link:

- Complimentary registration(s) included in your sponsorship level will be coordinated directly by Kate Kroell (kkroell@civitasforhealth.org). A discount code will be provided following your signature/attestation to the [Silver Sponsorship Agreement](#).
- Your organization will receive 1 complimentary registration for the Silver Sponsorship.
- **Civitas Strategic Business & Technology (SB&T) Member**
 - Early Bird Rate - SB&T Members: \$800 (*expires May 31*)
 - Regular SB&T Member Rate: \$900
 - VIRTUAL Early Bird Rate – SB&T Members: \$150 (*expires May 31*)
 - VIRTUAL Regular – SB&T Members: \$200
 - There is no limit on purchasing additional registrations
- **Non-Civitas Member - (Non-SB&T Member or General Civitas Sponsor)**
 - Early Bird Non-Member Rate: \$1,200 (*expires May 31*)
 - Regular Non-Member/General Conference Rate: \$1,300
 - VIRTUAL Early Bird Rate – Non-Members: \$200 (*expires May 31*)
 - VIRTUAL Regular – Non-Members: \$250
 - There is no limit on purchasing additional registrations

Hotel Contacts

Contact for Sponsored Events:

JANINE BONANNO, CMP | Senior Event Manager
Gaylord National Resort & Convention Center
janine.bonanno@marriott.com

Hotel Accommodations

The Civitas Conference rate is \$179/night plus taxes. The resort fee is included in the room rate. The room block expires **Friday, July 28**.

Cancellation Policy: **Cancel at least 7 days prior to arrival** to avoid a one-night charge to your credit card.

Hotel Parking

The Gaylord National Resort and Convention Center offers valet parking and self-parking on site at the hotel.

Self-Parking:

- Daily: \$33.00
- Hourly: \$16.00

Valet-Parking:

- Daily: \$54.00

Nearby Airports:

The three closest major airports are:

Ronald Reagan Washington National Airport (DCA) – approximately a 30-minute drive

Baltimore/Washington International Thurgood Marshall Airport (BWI) – approximately a 50-minute drive

Washington Dulles International Airport (IAD) - approximately a 50-minute drive

Miscellaneous Information

Attire

The Civitas Annual Conference is business casual. Conference rooms can be cool. A light jacket or sweater is recommended.

Agenda

The Civitas Conference agenda will be provided to sponsors and attendees. All sponsors are invited to attend the Welcome and Evening Receptions as well as various open sessions.

Activities

To learn more about entertainment and things to do near the hotel, please visit the [Gaylord's Entertainment page \(linked here for your convenience\)](#), or their Destination webpage (also linked).