



IMPROVECARENOW
LIVE ONLINE COMMUNITY CONFERENCE
PROSPECTUS
March 25-26, 2021

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LIVE ONLINE COMMUNITY CONFERENCE

Exhibitor Prospectus & Support Opportunities

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Dear Corporate Colleague,

On behalf of all members of the ImproveCareNow community, we invite you to support our twice-yearly Community Conferences. These meetings bring together patients, parents, pediatric gastroenterologists, scientific investigators, and health professionals involved in the care of children with inflammatory bowel disease for the purposes of quality improvement, scientific exchange, discussion of advances in care, and review of developments in pharmacologic and non-pharmacologic management.



Winner of the 2016 Drucker Prize for innovation, ImproveCareNow is leading the way to creating more effective health systems by harnessing the motivation and collective intelligence of patients and families, clinicians, researchers, and health system leaders to promote health and well-being. Since its inception in 2007, ImproveCareNow has increased remission rates from 55% to 83% for children and adolescents with Crohn's disease and ulcerative colitis participating in ImproveCareNow. ImproveCareNow has transformed how care is being provided, enlightened and excited clinicians and other care providers, and engaged patients and parents in a common mission of working together to improve the health of children with these conditions.

ImproveCareNow is made up of over 100 care centers and has a presence on three continents, with 90% of the highest ranked pediatric gastroenterology programs in the US, including all ten of the [US News and World Reports 2020 Honor Roll Children's Hospitals](#) as members. With 950 pediatric gastroenterologists and 30,000 IBD patients, ImproveCareNow reaches approximately 55% of IBD patients in the US cared for by pediatric gastroenterologists. ImproveCareNow Community Conferences present the ideal opportunity to engage with these committed healthcare providers, patients and parents, and to learn about recent results in our research and improvement efforts.

We are grateful for your previous corporate support of the Community Conferences. With parents and patients interested in participating in patient-centered drug and device development events, ImproveCareNow will provide more space and opportunities for interaction with ICN members. For our Spring 2021 Live Online Community Conference, we invite you to purchase one of our promotional opportunities and/or become a Conference Supporter. These items are detailed in the information below.

If you have questions or require clarity around support of the ImproveCareNow Community Conferences, please do not hesitate to contact us. We know you share our goal of improving outcomes in children with IBD, and we hope you will join with us in this initiative. Only by working together through collaborative discussion and education can we accomplish this objective.

Thank you for your continued partnership.

Sincerely,

Kristin Howe, DC, MHA

Executive Director



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- Conference Location:** Live Online Community Conference
- Conference Dates:** March 25-26, 2021
- Anticipated Audience:** 750-1000
- Conference Goal:** The conference will focus on co-production to improve the health, care and cost of children and adolescents with Crohn’s Disease and ulcerative colitis.

With the efforts to contain the COVID-19 pandemic, ICN Community Conferences transitioned to an online format in 2020. This virtual setting allowed attendees, regardless of their location, to meet and share information, experiences, and data real time, while maintaining our close sense of community. In the Spring we welcomed over **630 registered attendees** and our most recent **September** conference brought together over **930 registered attendees** from all over the world including many who were not already part of our ICN Community. We look forward to continuing to expand our reach with even more robust conferences in 2021!

Live Online Conference Platform — Pathable

For the second year, ICN will be using Pathable as its online Conference host.

Pathable’s award-winning cross-device desktop web and mobile experience platform combines cutting edge design, community features, integrated webinars and live video to deliver the unique value of events in an on-line only or hybrid event environment.

ICN’s Live Online platform of choice allows for interactive education, networking, real-time chats, private meetings, supporter visibility, virtual tradeshow with content availability for attendees a full year after the event.



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Community Conference Support Options

Please note commercial support must comply with the ACCME Standards of Commercial Support.

Option to Support ImproveCareNow

Support ImproveCareNow by helping us continue to discover and share the best possible care for kids with Inflammatory Bowel Disease, by making it possible for more care providers, patients, families, researchers and collaborators to be a part of this Learning Health Network.

ImproveCareNow is enabling patients, families, clinicians and researchers to work together in a learning health care system to accelerate innovation, discovery and the application of new knowledge.

Silver	<p>\$5,000.00 (unlimited)</p> <ul style="list-style-type: none"> • Verbal acknowledgement of support during Welcome Plenary • One registration to Spring 2021 Live Online Community Conference
Gold	<p>\$10,000.00 (unlimited)</p> <ul style="list-style-type: none"> • Written acknowledgement of support on attendee online registration page • Verbal recognition of your support during opening session • Three registrations to Spring 2021 Live Online Community Conference



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PROMOTIONAL OPPORTUNITIES

Virtual Exhibit - \$12,500 (unlimited)

Exhibiting is an excellent way to talk with industry partners, promote relationships with physicians/center staff, speak with parents and patients as well as collect information.

- **Welcome video**—welcome attendees to your booth to tell them about your company or product
- Ability to **customize your booth** with photos, links, files and polls
- **Live conversation**—during the Live Online Community Conference will offer “exhibit hours” where attendees can visit your booth, set up private, one-on-one, or small group meetings, and have virtual face to face interaction
- **Lead Capture**—receive **lead contact information** from the attendees who message you to learn more about your product or services. Real time insights show which attendees visited your booth (and how many times)
- **Reporting**- reports show not only who visited your booth, but also watched your videos, downloaded files, took a poll or left a chat.
- **Access for a full year**—contact with attendees doesn’t stop once the community conference is over. Both exhibitors and attendees have access to the event and to your booth for a full year
- Three registrations to Spring 2021 Live Online Community Conference

Satellite Symposium - \$12,500 (2)

A limited number of slots will be allowed for commercial interest meeting time access before or after conference (during non-educational hours).

- One **email promotion** to all registrants sent through ICN
- **Coordination of virtual event platform** provided by ICN
- **Publication** of symposium in registration and on the agenda
- **Availability** of files, videos, polls during symposium session for **one year** on conference platform



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ICN Spring 2021 Live Online Community Conference Reservation Form

Company/Organization Name: <i>Please print exactly as name should appear in recognition/promotional materials</i>	
Company address:	
City, State, Zip:	
Representative: The Representative will be officially responsible for correspondence and booth (if applicable). All communications regarding the conference will be directed to this person. The Representative will receive communication by email confirming participation. Directions to register complimentary persons and/or logistical directions for promotional items will be provided after confirmation.	
Name:	
Title:	
Email:	
Phone:	
Support Options	
<input type="checkbox"/> Silver Supporter: \$5,000.00	
<input type="checkbox"/> Gold Supporter: \$10,000.00	
Promotional Opportunities	
<input type="checkbox"/> Exhibitor Booth: \$12,500.00	
<input type="checkbox"/> Satellite Symposium: \$12,500.00	

Please contact Jen Savas, jen.savas@icnoffice.org if you are interested or have questions regarding supporting or promoting at the **Spring 2021 Community Conference**.



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2021 GUIDELINES FOR SUPPORT

ImproveCareNow (ICN) is an ACCME accredited organization, and therefore abides by the rules concerning commercial support of meetings. In doing so, ICN will manage all financial contributions in accordance with the ACCME's guidelines for commercial support. No commercial entity is involved in decisions regarding the program and selection of speakers. In addition, there is no condition of purchase, use or recommendation of any products or services associated with the support of the ICN Live Online Community Conference.

SPRING 2021 RULES AND REGULATIONS

Support and Exhibitors agree to enclose their application with the appropriate fee by **February 4, 2021**, made payable to ImproveCareNow and mailed to:

P.O. Box 653
Colchester, VT 05446

ImproveCareNow is incorporated in the state of Vermont and is registered as a 501(c)3 organization; the Tax ID number is 20-3200488.

CANCELLATION POLICY

A written notice of requests for cancellation must be transmitted to:

Jen Savas: jen.savas@icnoffice.org

Written cancellations received between January 1-February 28 will receive a refund of 50%. No refunds will be issued for cancellations received after March 1, 2021

ASSIGNMENT OF SPACE BY EXHIBITOR

No exhibitor may assign, sublet, or apportion the whole or any part of the space allotted nor exhibit therein any goods other than those manufactured or sold in the regular course of the business by the exhibitor. Only one vendor may exhibit in each booth for the duration of the conference. Booths may not be shared.

INSTALLATION OF EXHIBITS

Sponsors and Exhibitors will be able to attend online training for the Pathable platform prior to conference



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RULES GOVERNING EXHIBITORS

- * Exhibitors are permitted to exhibit only products of their own lines (manufactured or distributed by them). Other material, equipment, apparatus, and systems not of their own lines but necessary for demonstration of the exhibitor's products are permitted. Orders may be taken in the Exhibit area; however, no money (cash, check or credit card) may be exchanged.
- * Distribution by exhibitors of any printed matter, souvenirs, or other articles shall be restricted to the space occupied by their exhibit. Booth attendants, manufacturer's salesmen or representatives, including models or other supportive personnel, must remain within the space assigned to the exhibitor, and must be knowledgeable with the company's products/services.
- * Exhibits must be staffed at all times during exhibit hours.
- * Prizes, awards, lotteries, drawings or contests by exhibitors are authorized only by ImproveCareNow and must be approved prior to the conference.
- * Hospitality Rooms and Exhibitor Events: It is requested that exhibitors confine these activities to times when no educational sessions are in progress. Private rooms for entertainment will be available only to companies which have contracted for exhibit space. All activities must be approved by ImproveCareNow.
- * Exhibitor Attendance/Registration: The exhibit area is limited to individuals, business firms, manufacturers, and dealers who have contracted and paid for booth space, and whose products are in keeping with the educational interests of the International ACHD Symposium. Representatives of non-exhibiting firms will not be allowed in the exhibit area, nor will they be permitted to display their products or services.

SIGNAGE

Only professionally made signs are permitted at the Live Online Community Conference. Advertising material may be distributed only from those firms who have engaged space

CONFERENCE SERVICES

The Conference Services Contractor will provide an exhibitor service kit prior to the event after the confirmation of exhibit space. Relevant information (login, set up instructions, exhibit availability times, platform Q&A's, etc.) will be in this kit. A service center will be open throughout the conference.

INDEMNIFICATION

Exhibitor assumes all risks and responsibilities for accidents, injuries or damages to person or property and agrees to indemnify and hold harmless ImproveCareNow, its officers, directors, trustees, employees, agents and contractors, from any and all claims, liabilities, losses, costs and expenses (including attorneys' fees) arising from or in connection with Exhibitor's participation in the Activity.