

THE NEW FRONTIER



A VISION FOR SERVICE LINE SUCCESS

CO-RAZON SPRING CONFERENCE 2024

CO-HOSTED BY  HEALTHWORKS, INC.

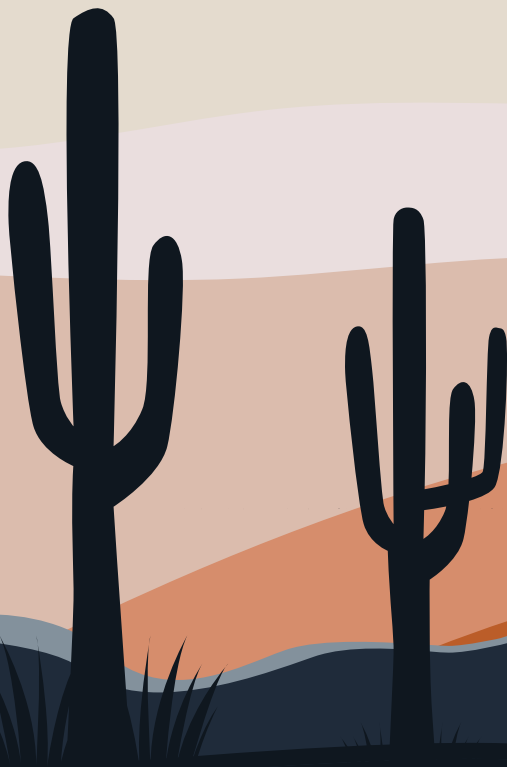


EXHIBITOR PROSPECTUS

HILTON SCOTTSDALE
RESORT & VILLAS

May 15 - 17, 2024

Scottsdale, AZ



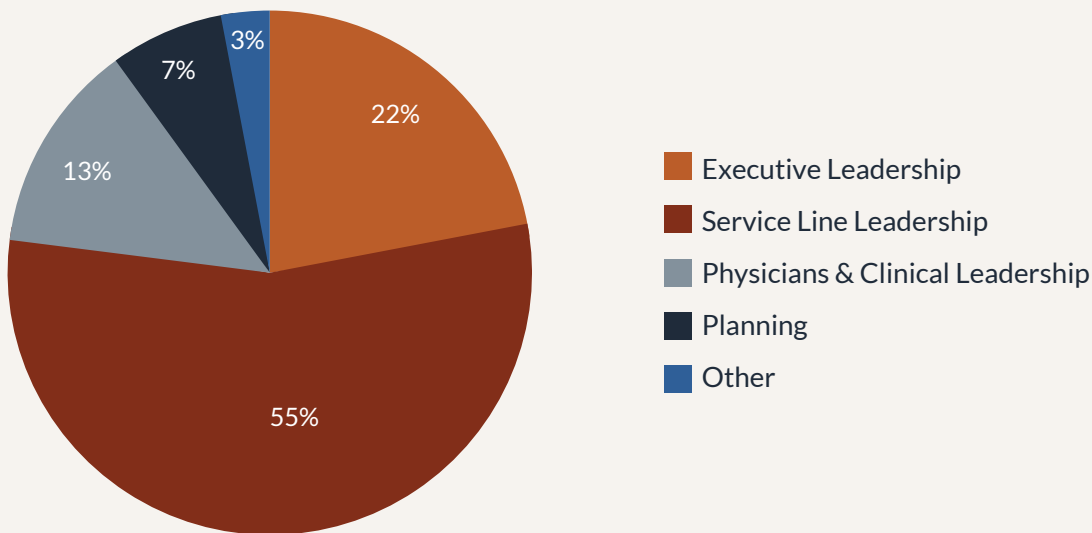
Join Corazon, Healthworks, & Sevaro for the Premiere Clinical Service Line Conference.

Corazon, Healthworks, and Sevaro are known as national leaders in the development, management, staffing, and technology solutions to support high-performing strategic service lines in healthcare. Over the years, Corazon's national conference has been focused on educating providers on the latest trends and innovations in healthcare, specifically in the Cardiovascular, Neuroscience, Spine, and Orthopedic specialties. This year, the event will expand to include a focus on Surgical Services as well.

Corazon, Healthworks, and Sevaro invite your group to join us May 15-17, 2024 at the only event designed for leaders of these strategic clinical service lines. This is a unique venue for healthcare leaders that is wholly focused on education and peer-to-peer networking for those interested in developing, re-engineering, and growing Cardiovascular, Neuroscience, Spine, Orthopedic, and Surgical Services programs.

Attendance Breakdown

Corazon has been organizing a national conference for over 20 years and has a solid understanding of the expected audience that will attend the event. At a high level, the breakdown of attendees from our previous conferences is included below. For more information on the event and its target audience, please contact Corazon at (412) 364-8200.



Exhibiting Opportunities



GOLD LEVEL - Conference Partner

Vendor & Exhibit Display

All benefits associated with SILVER Levels below AND:

- A seat on an interactive vendor panel to address the conference attendees with a 5-minute explanation of your products and services.
 - The opportunity to explain the latest industry trends/challenges and how your products and services can assist the audience.
- Preferred positioning in the exhibit display area.
- Three additional complimentary conference registrations to offer to your clients or prospects.

TOTAL COST: \$4,000



SILVER LEVEL - Conference Exhibitor

Vendor & Exhibit Display

- Two complimentary seats for your personnel to all educational sessions, meals, and receptions.
- Two complimentary conference registrations to offer to your clients or prospects.
- Link to your company's website on the Corazon website.
- Company description and contact information in the Event Program Manual.
- Ability to conduct a drawing for attendees who visit your booth. Corazon will announce your winner at the close of the conference.
- Podium announcements by Corazon to identify your sponsorship.
- Post-Conference attendee list.

TOTAL COST: \$3,000

PLEASE NOTE: The preceding levels of sponsorship are outlined and presented as separate opportunities, and are considered independent of each other, though cumulative as the level increases.



Exhibiting Opportunities

Conference Location:

Hilton Scottsdale Resort & Villas
333 N Scottsdale Rd
Scottsdale, AZ 85250

Hotel Rates & Information:

The single/double occupancy room rate arranged for our event is \$189 + \$15 resort fee per night. The hotel is expecting full occupancy. One night deposit must be made at the time of reservation to ensure confirmation. Check-in is 4pm and check out is before 11pm Pacific Time.

Deadlines:

In order for your organization to be **featured in all of the pre-event marketing**, a signed exhibitor agreement and corresponding payment must be received by Corazon on or before March 29, 2024. After that time, Corazon cannot guarantee inclusion in all of the event's promotional materials (i.e., printed brochure).

To be included in the printed brochure and conference materials, exhibitors must also submit a camera-ready color logo (preferably in .PNG format) and company description.

The deadline for inclusion in on-site promotional materials is April 15, 2024.

Payment:

Corazon will issue an invoice upon receipt of an exhibitor agreement. Payment terms are net 30 from date of invoice. Under no circumstances will Corazon include exhibitor logo and materials in conference promotional materials (i.e., brochure) without receipt of full payment. Payment should be made payable to:

Corazon, Inc.
5000 McKnight Road, Suite 300
Pittsburgh, PA 15237
Attention: Scott Hartman
(412) 364-8200
Fax (412) 364-8201
Tax ID: 25-1880131

Exhibit Booths:

Exhibitors will select their booth assignment in order based upon level of sponsorship and then timing of commitment. In order to be eligible to make a booth location selection, the exhibiting invoice must be paid in full.

Early Bird Discount: A 10% discount will be applied to invoice if contract is signed by June 30, 2023 and associated fees are paid by July 31, 2023.

Local Ordinances:

Exhibitors are responsible for complying with all local health, fire, and safety ordinances.

Cancellations/Refunds:

Cancellation of contracted space must be submitted in writing. Requests received prior to February 1, 2024 will receive a credit toward a future Corazon event, less a \$500 administration fee. No credits will be issued after this date.

In the unlikely event that the conference is cancelled, a credit will be issued in the form of credit (of the same amount) towards exhibiting opportunities at a future Corazon event.

Special Visual & Sound Effects:

Audio-visual, other sound and attention-getting devices and effects, or operational equipment must not interfere with the event activities of neighboring exhibitors. If your display will not fit into a space that is 6' x 30," you will need to purchase additional space.

Liability & Security:

Exhibitors must make provisions for safeguarding their goods, materials, equipment, and display. General security will be provided for the exhibition period, but Corazon Inc. and conference hotel location will not be held responsible for the safety of the exhibitor's property from theft, damage, accident, or vandalism.

Care of Building & Equipment:

Exhibitors shall not injure or deface the walls, floors, carpeting, or ceiling of the building or equipment provided by the hotel. When any damage appears, the exhibitor is liable to the conference hotel.

Non-Solicitation:

Exhibitors agree to not directly or indirectly solicit for hire any of the Corazon, Inc. personnel or hire or engage, directly or indirectly, any person who is or was employed or engaged by Corazon and with whom the Exhibitor has contact with during this Conference event, until 180 days following the termination of such person's employment with Corazon.

Corazon recommends that each exhibiting company secure a RIDER POLICY to ensure all booth and display items during transportation to and from this meeting, as well as during installation, exhibit days, and dismantling.

All matters and issues not covered in this document are subject to the decision of Corazon, Inc. The regulations may be amended by Corazon, Inc., and all amendments will be binding.

Corazon, Inc. reserves the right to limit or remove exhibitors, booth decorations, displays, activities, or materials that are deemed inappropriate, disruptive to other exhibitors, or unsafe.

Attendee Event Hub



New for 2024, Corazon is integrating the Cvent Event App to seamlessly ensure attendees have the always-on engagement in the palm of their hand, connecting them to content, other attendees, and important event information.

Using the Cvent app for the conference will allow vendors to have the opportunity to utilize the features to garner more interest for your booth. Please see below for available sponsor features to be added onto your Exhibitor Registration.

Cvent Features:

- Featured on Sponsor/Exhibitor List
- Virtual Booths
 - Videos, document downloads, company descriptions, and social links
 - Chat feature. Text or video
- Custom Page
- Their own unique page or logo on any custom page/header/footer/session/login screen
- Custom Cards
 - Custom URLs and videos on home or custom page
- Sponsored/Featured Sessions
- On-Demand Video
- Text/Video Discussions (forums)
- Banner ads/action buttons within the app. Video “commercials” within the app before sessions.
- Push Notifications
- Lead Capture tools/contact form/book an appointment
- Interactive Game. Award points for taking actions (ex. Visiting booth, attending session)
- Exhibitor/Sponsor Reporting: Info on who’s viewing their links, profile, and documents

This feature will be an additional \$250 to be added onto your exhibitor fee. If your organization would like to participate in the 2024 Corazon Conference Cvent Mobile App, please indicate your interest on the Exhibitor Application Form.

Exhibitor Agreement Application

Please type or print all information. Complete all sections and make a photocopy for your records. Exhibitor event logistics information will be sent to this location.

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Phone: _____ Fax: _____

Contact Person: _____

Title: _____

Please print the following information exactly as you wish it to appear in the program:

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Website: _____

Email: _____

Phone: _____ Fax: _____

Exhibitor Representatives:

Please list your two conference attendees.

1. Name: _____

City, State: _____

Email: _____

2. Name: _____

City, State: _____

Email: _____

Additional Representative:

Additional \$550 fee.

1. Name: _____

Address: _____

City, State: _____

Email: _____

Please select the level of sponsorship and corresponding fees below:

- GOLD LEVEL (\$4,000 Exhibit Fees)
- SILVER LEVEL (\$3,000 Exhibit Fees)
- \$1,000 Additional Booth Space
- \$550 per Additional Representative
- \$250 Cvent Add-On

A \$50 hotel charge for a standard booth setup fee (including table, 2 chairs, and access to basic power) will be added to the Gold and Silver exhibit fees above.

Total Amount Due: \$ _____

Check payable to: Corazon, Inc.

After receiving your signed contract and associated fees, we will generate a "PAID IN FULL" receipt and send to the Company's Contact Person.

Contract Agreement:

The undersigned agrees to, and will fully comply with, Corazon's policies, terms, rules, and regulations listed in this document and any policies adopted by Corazon, Inc. after publication. Persons signing below are authorized on behalf of their organization to enter into this agreement.

Signature: _____

Date: _____

Name: _____

Title: _____

Company: _____

Contact: _____

Please email completed agreements to
Scott Hartman at
shartman@corazoninc.com

