

*Celebrating 25 Years!*



## **VBCH BUSINESS & HEALTH SUMMIT**

**“Leadership Culture for Quality and Value-Driven Health Care”**

**Wednesday, May 21, 2008**

**7:00 A.M. – 5:00 P.M.**

**VENUE: The Greater Richmond Convention Center, Ballroom C, Richmond, Virginia**

**EDUCATIONAL** **V I P C & S**

**PARTNER:** VIRGINIA IMPROVING PATIENT CARE & SAFETY

**MEDIA**

**PARTNER:**

**VIRGINIA  
BUSINESS**

### **EXHIBITORS/SPONSORS**

Dear VBCH Members and Past Exhibitors,

This is an exciting year for the Virginia Business Coalition on Health as we celebrate our Twenty-Fifth Anniversary as a coalition, and we will do that during our Business & Health Summit 2008 in Richmond. Yes, in Richmond!!

**For the 2008 Summit, we are partnering with Virginian’s Improving Patient Care & Safety (VIPC&S) ... it is clear that the employers are driving change in the health care marketplace.**

About 40 exhibitors will have the opportunity to demonstrate the latest health care, wellness, disease management, hospital, health plan quality, and other products and services of interest about 400-500 provider and purchasing professionals in attendance.

### **KINDLY REGISTER BY APRIL 16, 2008**

As a VBCH member and past exhibitor, we will give you the first opportunity to exhibit:

- ✓ VBCH Basic PLUS Premium Members, your Premium booth is Complimentary
- ✓ VBCH Basic Members, the cost of the discounted booth is starts at \$650
- ✓ Non-member booths start at \$750; contact us for full details
- ✓ Exhibitor + Sponsor Opportunities:
  - \$1,500-Copper
  - \$3,000-Bronze
  - \$5,000-Silver
  - \$10,000-Gold
  - \$15,000 Platinum

Please complete the attached VBCH Exhibitor Form to reserve your booth; availability is on a first-come-first-serve basis, with preference given to VBCH Members and VIPC&S past exhibitors.

If in the past you supported VIPC&S and VBCH, please continue to do so to ensure that both organizations continue their independent status.

Contact Eileen Ciccotelli at [eciccotelli@myVBCH.org](mailto:eciccotelli@myVBCH.org) or phone 757.552.0913 to reserve your booth or to discuss sponsorship opportunities.

**NOTE: Please visit The Greater Richmond Convention Center website for shipping/receiving/electrical /internet/telephone contract forms: <http://www.richmondcenter.com/event-handbook.html>**



**Wednesday, May 21, 2008**  
 Set-up: 6:00-7:00 AM; Conference: 7:00 A.M. - 5:00 P.M.  
**VENUE: The Greater Richmond Convention Center**  
 403 North Third Street, Richmond, VA 23219; Tel: (804) 783-7300

## VBCH Business & Health Summit 2008 - Exhibitor Reservation Form

**EDUCATIONAL PARTNER:** **V I P C & S**  
VIRGINIA IMPROVES PATIENT CARE & SAFETY

**MEDIA PARTNER:** **VIRGINIA BUSINESS**

**Company Name:** \_\_\_\_\_  
 (As you wish it to appear on all signs; one line, maximum 40 spaces)

Contact Person(s): \_\_\_\_\_ Email: \_\_\_\_\_  
 (Required)

Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ Pager/Cell: (\_\_\_\_) \_\_\_\_\_

Booth size may vary; piping and draping, skirted 6'x2' table; 2 chairs, 1 wastebasket, 1 7"X44" Sign

<input type="checkbox"/>	<b>EXHIBITOR-VBCH Basic Member</b>	<b>Standard Exhibit Booth:</b> Postmarked by Wednesday, April 16, 2008 1 Complimentary Conference Registration (\$225 value) recognition in printed materials & Summit Program	<b>\$650</b>
<input type="checkbox"/>	<b>EXHIBITOR-VBCH Premium Member</b> <input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze <input type="checkbox"/> Copper	<b>Premium Exhibit Booth (Bundled with your VBCH Membership):</b> Postmarked by Wednesday, April 16, 2008 Complimentary Conference Registrations (\$225/per value) Recognition in all Summit advertising, printed materials & Summit Program	<b>\$Pre-Paid</b> Value Varies per Membership Level
<input type="checkbox"/>	<b>EXHIBITOR Early Bird Thru 04/16/08</b>	<b>Standard Exhibit Booth: (Non-Member)</b> Postmarked by Wednesday, April 16, 2008	<b>\$750</b>
<input type="checkbox"/>	<b>EXHIBITOR 04/17/08 – 05/21/08</b>	<b>Standard Exhibit Booth: (Non-Member)</b>	<b>\$ 1,500</b>
<input type="checkbox"/>	<b>ADDITIONAL BOOTH SERVICES</b>	110V Electrical Outlet, Telephone / Dial-up Port / High Speed Internet Port Visit <a href="http://www.richmondcenter.com/utilities.html">http://www.richmondcenter.com/utilities.html</a> and download the appropriate forms. Exhibitors will need to coordinate and make payment arrangements for these needs directly with The Greater Richmond Convention Center.	<b>By Contract</b>

Please accept my reservation as indicated above. I can set-up at 6:00 A.M. & tear-down at 4:30 P.M.  
 Please send an invoice to the address above unless otherwise noted.  
 NOTE: We process paid reservations on a first come-first serve basis.

Print Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

**Make Checks Payable to: "VBCH". Mail payment and this signed form to:**  
 Eileen Ciccotelli  
 Virginia Business Coalition on Health  
 287 Independence Boulevard, Suite 218  
 Virginia Beach, VA 23462  
 Phone: (757) 552-0913; Fax: (757) 497-5101; [www.myVBCH.org](http://www.myVBCH.org)  
**Federal Tax ID # 54-127-1014 (VBCH aka HRHC)**