



**2ND ANNUAL CONFERENCE ON QUALITY, PATIENT SAFETY, AND VALUE
AND
2011 SDSMA ANNUAL MEETING
June 9 & 10, 2011**

EXHIBIT OPPORTUNITIES

Exhibitors are vendors providing services, resources, equipment and information to assist South Dakota physicians and other health care professionals in their medical practices to include: pharmaceuticals, medical office equipment, education and resource books, practice management technology, and financial and insurance products and services.

EXHIBIT INFORMATION

Exhibit Booth(s) \$500/each
One Exhibit Booth (8' x 8')
(one 8-foot table with two chairs will be provided)
Listing on signage throughout the meeting
Recognition as an Exhibitor in the meeting's program book
Free "business card" ad in *South Dakota Medicine*

EXHIBITOR SCHEDULE

Thursday, June 9

7:00 a.m. - 9:30 a.m.	Exhibitor Registration & Sign-up
9:45 a.m. - 10:15 a.m.	Break in Exhibit Hall
11:00 a.m. - 12:30 p.m.	Exhibits Open
2:45 p.m. - 5:30 p.m.	Exhibitor Show & Vendor Appreciation Reception
5:30 p.m. - 7:30 p.m.	Exhibitor Tear-Down

* disclaimer - schedule subject to change

Note: No other activities or programs will be held during the Exhibitor Show and Vendor Reception.

DOOR PRIZES

Exhibitors are encouraged to offer door prizes. The prize may be a product or service offered by the exhibiting organization or a product of general appeal; however, the product or service must be useable by the winner without the purchase of additional goods or services. To assist in audience participation, it is recommended that you offer a door prize and require registrants to sign up at your individual booth.

For additional information, please contact Terry Marks at 605.336.1965 or tmarks@sdsma.org.

**2nd Annual Conference
on Quality, Patient Safety, and Value
and
2011 SDSMA Annual Meeting**

Exhibit and Financial Support Guide



June 9 & 10, 2011
Ramkota Hotel & Convention Center
Rapid City, South Dakota



The 2nd Annual Conference on Quality, Patient Safety, and Value and the South Dakota State Medical Association (SDSMA) 2011 Annual Meeting are the premier events of the year for health care providers seeking to enhance patient care, stay abreast of clinical updates, and discuss key issues with experts in the field.

The South Dakota Quality Collaborative (SDQC) is a joint effort of the South Dakota State Medical Association and the South Dakota Association of Healthcare Organizations. It is the goal of the SDQC to improve health care quality, patient safety, and value through provided education, communication and collaboration.

The SDSMA represents more than 1,900 physicians, residents and medical students. The SDSMA Annual Meeting creates a multitude of exhibit and financial support opportunities - it's the best marketing platform for any vendor supplying products and services to the health care industry in South Dakota.

MEETING DATES

The 2nd Annual Conference on Quality, Patient Safety, and Value will be held Thursday, June 9.
The 2011 SDSMA Annual Meeting will be held Friday, June 10.

MEETING LOCATION

The meeting will be hosted at the Ramkota Hotel & Convention Center in Rapid City, South Dakota. A block of rooms has been reserved by the SDSMA, and we recommend that you make your reservations early by calling 605.343.8550 and mention you are with the SDSMA block of rooms to assure receipt of the annual meeting rate.

CONFERENCE SCHEDULE

Thursday, June 9, 2011

7:00 a.m.	Attendee Registration and Continental Breakfast
7:00 a.m. – 9:30 a.m.	Exhibitor Registration and Sign-up
8:15 a.m.	Educational Sessions Begin
9:45 a.m. – 10:15 a.m.	Break/Exhibitor Displays
10:15 a.m.	Educational Sessions Continued
11:00 a.m. - 12:30 p.m.	Lunch/Exhibitor Displays
12:30 p.m.	Educational Sessions Continued
2:45 p.m. - 5:30 p.m.	Vendor Appreciation Reception and Exhibitor Displays

Friday, June 10, 2011

8:00 a.m.	Registration/Continental Breakfast
9:30 a.m.	Educational Sessions Begin
12:00 p.m. – 1:30 p.m.	SDSMA PAC Luncheon
1:30 p.m. – 5 p.m.	SDSMA Council Meeting
6:00 p.m.	Presidential Reception and Annual Banquet

* disclaimer - schedule subject to change

FINANCIAL SUPPORT OPPORTUNITIES

The 2nd Annual Conference on Quality, Patient Safety and Value, and 2011 SDSMA Annual Meeting offers opportunities for vendors to receive additional recognition at the meeting and throughout the year with the following sponsorship opportunities:

Diamond – \$5,000

- ✓ One free exhibit booth
- ✓ One full-page, b/w ad in meeting program
- ✓ Listing on signage throughout the meeting
- ✓ Recognition as a sponsor in the meeting program listed as a diamond level sponsor
- ✓ Your Web site linked on the SDSMA's Web site
- ✓ Advertising in *South Dakota Medicine*

Platinum Level – \$2,500

- ✓ One free exhibit booth
- ✓ Listing on signage throughout the meeting
- ✓ Recognition as a sponsor in the meeting program listed as a platinum level sponsor
- ✓ Your Web site linked on the SDSMA's Web site
- ✓ Advertising in *South Dakota Medicine*

Gold Level – \$1,500

- ✓ One free exhibit booth
- ✓ Listing on signage throughout the meeting
- ✓ Recognition as a sponsor in the meeting program listed as a gold level sponsor
- ✓ Advertising in *South Dakota Medicine*

Silver Level – \$750

- ✓ One free exhibit booth
- ✓ Listing on signage throughout the meeting
- ✓ Recognition as a sponsor in the meeting program listed as a silver level sponsor
- ✓ Advertising in *South Dakota Medicine*

Other Sponsorship Opportunities

Additional Sponsorship opportunities include:

- Continental Breakfast – Thursday
- Coffee Break - Thursday
- Lunch – Thursday
- Continental Breakfast – Friday
- Coffee Break – Friday
- Annual Banquet Desserts – Friday

For additional information on special events, please contact Terry Marks at 605.336.1965 or tmarks@sdsma.org.