The Beryl Institute engages partner organizations to support our efforts as the global community of practice dedicated to improving the patient experience through collaboration and shared knowledge.

Through partner support, we are able to expand our programs and resources to significantly increase the Institute’s impact on healthcare organizations, patients, families and caregivers.

Patient Experience Conference is much more than an annual event for our participants; it is an opportunity for dialogue and learning from others about the state of patient experience - how it works, why we need it and who can help. It is a time for coming together, sharing ideas, making new friends and professional connections.

Exhibitors benefit from exposure to an engaged community of patient experience leaders eager to discover resources available to assist in their organization’s journey to improve experiences for patients, their families and caregivers.
Patient Experience Conference continues to grow throughout the years.

With over 1,000 participants in 2017, this community gathering encompasses an energetic group of caregivers and nurses, physicians and support staff, patients and families, resource providers and many others who are all on their patient experience journey.

Our conference participants are a true representation of our member profile with titles in the following areas:

- Executive Leadership
- Physician/Nurse Leadership
- Patient Experience/Satisfaction
- Service Excellence
- Patient and Family Advocacy
- Marketing/Community Outreach
- Quality/Safety
- Operations
- HR/Organization Development
- Clinical Education/Staff Development
- Patient and Family Advisors
- Long-Term Care
- Pediatric

*While the Institute’s initial growth began in the acute care space, we continue to see rapid interest across the continuum of care from physician practices, clinics, outpatient services and long-term care. We anticipate greater involvement in all of these communities in 2018 and beyond.
# EXHIBITOR OPPORTUNITIES

## BENEFITS OF EXHIBITING

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Presenting</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$60,000</strong></td>
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<td><strong>$30,000</strong></td>
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<td><strong>$12,000</strong></td>
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<td><strong>$7,500</strong></td>
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<td><strong>$5,000</strong></td>
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<tr>
<td>Presence in Conference Marketplace</td>
<td>10' x 20' Booth</td>
<td>10' x 10' Booth</td>
<td>6' Table, Upgraded Location</td>
<td>6' Table</td>
<td>6' Table</td>
</tr>
<tr>
<td>Ad in Conference Program</td>
<td>Back Page</td>
<td>Full Page</td>
<td>Half Page</td>
<td>Quarter Page</td>
<td>N/A</td>
</tr>
<tr>
<td>Complimentary Conference Registrations¹</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Complimentary Exhibitor Only Pass²</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Company Name, Logo and Link Inclusion on Conference Page of the Institute Website</td>
<td>•</td>
<td>•</td>
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<tr>
<td>Company Name and Link Inclusion on Event Mobile App</td>
<td>•</td>
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<tr>
<td>Logo on Event Signage throughout Venue</td>
<td>•</td>
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<tr>
<td>Recognition at Opening and Closing Sessions</td>
<td>•</td>
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<tr>
<td>Inclusion in Exhibitor Reception</td>
<td>•</td>
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<tr>
<td>Distribution of One Sheet of Collateral in Participant Welcome Packet</td>
<td>•</td>
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<tr>
<td>Access to Conference Participant List for One-time Mail &amp; E-mail² Deployments</td>
<td>•</td>
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<tr>
<td>One Promotional Item to be included in Participant Welcome Bag</td>
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<tr>
<td>Permanent Recognition on Patient Experience Conference 2018 Site and Conference Recap Page</td>
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<tr>
<td>Lead retrieval rental to capture real-time participant information while networking in the Conference Marketplace</td>
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<tr>
<td>Company Logo Projected during Networking Dinner/Reception</td>
<td>•</td>
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<tr>
<td>One Minute Organization Intro/Participant Welcome at Networking Dinner/Reception</td>
<td>•</td>
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</tr>
<tr>
<td>Company Logo Placed on Select Lounge Furniture at Networking Dinner/Reception</td>
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<tr>
<td>Opportunity to Provide One Parting Gift to Participants as they Leave Networking Dinner/Reception</td>
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<tr>
<td>Company Logo on Conference Participant Bag</td>
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<tr>
<td>Logo on Participant Lanyards</td>
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<tr>
<td>Logo/Message on Hyatt Regency Room Keys</td>
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</tr>
</tbody>
</table>

¹ Value per complimentary conference registration = $1100.  
² Additional exhibitor-only passes can be purchased for $600 each. This provides access to meals, networking events and exhibitor areas.  
³ E-mail addresses only available for participants who opt-in for exhibitor email communication during registration process.
SPONSORED LUNCH & LEARN SESSION  
$10,000  
Included as part of the breakout session program, this sponsored session provides an opportunity for you to share your patient experience industry knowledge and solutions and present successful case studies. The Sponsored Sessions will take place during Tuesday afternoon's lunch as Lunch & Learn offerings for conference participants. Applications will be reviewed by the conference planning committee. Four available.

AIRPORT SHUTTLE VIDEO  
$5,000  
This is an opportunity to play a 3-5 minute promotional video to all participants on shuttles from the hotel to the airport. Video will play once per ride to the airport.

PX INNOVATION LIVE!  
$5,000  
This is another opportunity to share your patient experience industry knowledge and solutions by showcasing your company in front of conference participants to maximize results, build relationships and drive booth traffic. PX Innovation Live! presentations will take place during each conference networking break in the ballroom foyers. Presentations offer innovative solutions and applications. Your Live! session will be highlighted on the conference program and with onsite signage. In addition, you will receive a conference participant list for a one-time pre-event mailing to promote your session. Presentations subject to conference review. Four available.

COMMUNITY GATHERINGS  
$5,000  
These gatherings are targeted to areas of practice and allow time to explore specific topics in depth. Your company name will appear on all marketing materials, including the onsite program and onsite signage, and you may distribute one sheet of collateral on the tabletops. One company representative will also have the opportunity to make a 2-3 minute introduction/organizational overview during the program. One sponsor per gathering.

POSTER SESSION  
$3,000  
Patient Experience Conference provides participants a space to showcase and highlight their patient experience studies, research and best practices. Be the exclusive poster session sponsor for the opportunity for your company name and logo to be recognized on all marketing materials, including the onsite program and onsite signage.

NETWORKING RECEPTION PHOTO BOOTH  
$3,000  
A photo booth provides a fun and memorable activity for conference participants. Your logo will appear on each photo frame given to the participants. You can also supply props for attendees to use in the photos.

COMMUNITY GATHERINGS
- Patient Advocacy - The Patient Advocacy Community is focused on the continued dialogue on the important issues of patient advocacy, patient’s rights and ethics in patient care.
- Pediatric - This community brings together individuals and leaders committed to improving the patient and family experience in pediatrics and provides a collaborative space and venue for sharing ideas, practices, challenges and opportunities.
- Physician - Physicians have an important voice in the patient experience conversation and this community offers peer support, shared information and professional connection as they address this issue.
- Patient and Family Advisor - This community serves as a gathering place for individuals focused on strengthening the voices of patients and families across the healthcare continuum.
HOSTED RECEPTION
$2,500
Use conference meeting space to host an exclusive reception for clients and prospects either Sunday night before Patient Experience Conference begins or after Monday’s Exhibitor Reception. In addition to your reception being highlighted in conference marketing materials, you will receive a pre-conference attendee list for a one-time pre-event mailing to promote the reception. Four hosted receptions available.

MORNING YOGA
$2,000
Participants are invited to relax in a 60-minute yoga session. Your company name and logo will be recognized on the room location signage and program.

PATIENT AND FAMILY SUPPORTER
$5,000
Show your support of involving patient and family voice by funding five patient and family member conference registrations. Your company name and logo will be recognized in the conference program and on the conference website.
Applies to Platinum, Gold and Silver Packages

**Option 1: 6’ Rectangular Table**
Items not to extend beyond table length and must be on top of and/or behind the table.

**Option 2: 30” Round Cocktail Table**
Items can be placed behind or on either side of table and must fit in 6’ x 4’ total space.
I cannot say enough wonderful remarks about The Beryl Institute conferences. I am energized and ready to promote the most positive patient experience for our guests at our hospital!

Dawn (Dede) DeVeny
Box Butte General Hospital

Thank you so much - the conference exceeded all expectations! It was so wonderful to be surrounded by like-minded people…we’re all in this together!

Jo Gatehouse
Eastern Health

Thank you for a wonderful first-time attendee experience. Everyone was so kind and helpful. I learned so much that I can bring back to my peers and my institution to enhance our Patient and Family Experience.

Mary Mazur
Connecticut Childrens Medical Center

Everything about the conference was truly amazing. The keynote speakers were great. The breakout sessions were excellent. The love of patients was palpable throughout the entire conference.

Shirley Hamill
Baystate Medical Center

I really enjoyed the patient stories. I think hearing scenarios from the patient and understanding things from their perspective was incredibly helpful.

Kyle Mackey
Heritage Biologics

It was AMAZING! I knew I would learn a lot but I didn’t realize how much! I met so many amazing, like-minded people, the food was great, the topics were interesting and helpful, and the hotel was perfect. THANK YOU for giving me this opportunity to come and learn so much!

Megan Taylor
Desert Oasis Healthcare

The conference gave me a broader view of the patient experience and how we can be all IN to improve that experience. Top leadership at The Beryl Institute is excellent and strive to give the members and participants of the conference a great experience.

Virgie Townsend
UAB Patient and Family Advisory Council

I really like hearing from patients during the keynote sessions. They are always so insightful and inspirational.

Tania Lambert
Phelps County Regional Medical Center

I was amazed and delighted at the commitment of both attendees and presenters to advance the knowledge and discussion about how we can improve the patient experience. The work that is already being done is inspiring and the resources to bring their success to our own facilities is remarkable! My biggest take away was the tremendous resources available to all of us!

Judith Tennant
Self Employed

I felt very inspired as I left. I felt the conference tapped energies within me to further the work, to tweak and improve ongoing efforts.

Carol Majewski
Dartmouth-Hitchcock

Great Experience. Easy to meet people. Breakout sessions - relevant and valuable.

Walter Rojenko
St. Joe’s Health Centre, Toronto
PATIENT EXPERIENCE CONFERENCE 2018
will be hosted at the Hyatt Regency Chicago, Chicago, IL

FOR SALES AND EXHIBITOR OPPORTUNITIES:

Natalie McKay
Marketing Manager
natalie.mckay@theberylinstitute.org
Phone: 1-866-488-2379 x701