

An Invitation to Exhibit

Register Early For Discounts

2010 Texas Managed Care Conference & Trade Show
November 9-11
Westin La Cantera



An Invitation to Sponsor

Register Early For Prime Exhibit Locations

TAHP
Texas Association of Health Plans

Accommodations

Hotel Information:

Westin La Cantera
16641 La Cantera Parkway
San Antonio, TX 78256
telephone 210-558-6500
fax 210-641-0721
www.westinlacantera.com



A block of rooms has been reserved for conference attendees at a discounted rate of \$189 per night. The special TAHP rate will be available for a limited number of rooms so attendees are encouraged to make reservations as soon as possible. The discounted rate will be offered based on availability through October 1, 2010. Reservations may be made by contacting the hotel at 1-800-937-8461 and referencing the TAHP Managed Care Conference and Trade Show.

We encourage conference attendees to work directly with our host hotel in making their lodging arrangements. By doing so you support TAHP's efforts to manage event costs and reduce the need for substantial increases in sponsorship levels and exhibitor fees for future conferences.

Conference Overview

ABOUT THE CONFERENCE

The Texas Managed Care Conference and Trade Show is the only industry gathering of health plans in the state. It is the only statewide event of its size that targets key health care executives and decision-makers in the state. The conference is specifically designed for health care executives from health plans, health systems, and integrated networks including CEOs, COOs, CFOs, Medical Directors and other top decision makers. conference attendees also include leadership from state agencies and legislative offices.

The conference will once again feature a quality line-up of health care and policy experts from across the country.

Conference events also offer numerous opportunities for social interaction. TAHP continues to build on prior conference experience to actively facilitate attendee information-sharing and relationship development.

WHO IS TAHP?

The Texas Association of Health Plans represents health maintenance organizations, health insurers and other related healthcare entities operating in Texas. The Association was founded in 1987, and represents the healthcare industry's commitment to improving healthcare for Texans. TAHP brings together industry leadership to develop answers to the critical healthcare issues in Texas. The Association does this through continuous communication with its members, industry and community stakeholders, as well as with representatives of the Legislature and state agencies. TAHP is dedicated to advocating for public and private healthcare issues that improve access, value and quality of care for many Texans.



Preliminary Conference Schedule

Tuesday, October 20

8:00 a.m.-4:00 pm.

- Conference Registration

10:30 a.m.-2:30 p.m.

- TAHP Golf Tournament

9:00 a.m-4:00 p.m.

- Conference Breakout Sessions

5:30 p.m.-7:30 p.m.

- Welcome Reception in Exhibit Hall

8:00 p.m.-9:30 p.m.

- Platinum Sponsor Dinner

Wednesday, October 21

8:00 a.m.-4:00 pm.

- Conference Registration

8:00 a.m.-9:00 a.m.

- Breakfast Buffet

9:00 am.-12:00 p.m.

- Breakout Sessions

12:00 p.m.-1:30 p.m.

- Lunch with the Exhibitors

1:45 p.m.-4:30 p.m.

- Breakout Sessions

5:30 p.m.-6:30 p.m.

- VIP Reception

7:00 p.m.-10:00pm.

- Dinner/Casino Reception

Thursday, October 22

8:30 a.m.-9:30am

- Breakfast Buffet

10:00 a.m.-1:00pm

- Closing Day Keynote and Sessions

Exhibitor Schedule

Tuesday, October 20

1:00 p.m.-4:00 pm.

- Move In

5:30 p.m.-7:30 p.m.

- Welcome Reception in Exhibit Hall

Wednesday, October 21

12:00 p.m.-1:30 p.m.

- Lunch in Exhibitor Hall

1:30 p.m. –3:30

- Move Out



Texas Association of Health Plans

Sponsorship and Exhibit Opportunities

Platinum Sponsorship - \$7500

- One-year membership with the Texas Association of Health Plans
- Invitation to Health Plan VIP Dinner
- Acknowledgement at Welcome Reception
- 10ft. x 10ft. exhibit booth package in prime location*
- Two full conference registrations
- Two full golf registrations
- Invitation to VIP Reception
- Recognition as Platinum Sponsor in conference materials and company logo and link on TAHP website
- Company item or material may be included in conference bag

Gold Sponsorship - \$5000

- One-year membership with the Texas Association of Health Plans
- Acknowledgement at Welcome Reception
- 10ft. x 10ft. exhibit booth package in prime location*
- Two full conference registrations
- One full golf registration
- Invitation to VIP Reception
- Recognition as Gold Sponsor in conference materials and on TAHP website

Silver Sponsorship - \$3500

- Acknowledgement at Welcome Reception
- 10ft. x 10ft. exhibit booth package in prime location*
- Two full conference registrations
- Invitation to VIP Reception
- Recognition as Silver Sponsor in conference materials and on TAHP website

Bronze Sponsorship - \$1500

- Acknowledgement at Welcome Reception
- One full conference registration
- Invitation to VIP Reception
- Recognition as Bronze Sponsor in conference materials and on TAHP website

Exhibit Sponsorship- \$2500

- 10ft.x 10ft. exhibit booth package*
- Two full conference registrations
- Recognition in conference materials and on TAHP website

** Exhibit booth package includes: 8' high back drape, 3' high side drapes, booth carpeting, one 6'X30" skirted table, two chairs, a 7"X44" ID Sign, and one waste basket. It does not include electrical or internet; these can be ordered for an additional fee.*

Other Sponsorship Opportunities

Lunch/Breakfast - \$5000

- Acknowledgement and exclusive signage at event
- Two full conference registration
- Invitation to VIP Reception
- Recognition as Event Sponsor in all conference materials and on TAHP website

Night/Golf Tournament - \$3500

- Acknowledgement and exclusive signage at event
- Two full conference registration
- Invitation to VIP Reception
- Recognition as Event Sponsor in all conference materials and on TAHP website

Cyber Café Sponsor - \$3500

- Signage at cyber café (Tuesday-Thursday) with logo displayed as screensaver
- Two full conference registration
- Invitation to VIP Reception
- Recognition as Cyber Cafe Sponsor in all conference materials and on TAHP website

Theme Break - \$2500

- Acknowledgement and exclusive signage at event
- Two full conference registration
- Recognition as Event Sponsor in all conference materials and on TAHP website

Speakers - \$2500

- Acknowledgement and exclusive signage at event
- Two full conference registration
- Recognition as Event Sponsor in all conference materials and on TAHP website



2009 Sponsors and Exhibitors

Platinum Sponsors

Daiichi Sankyo
Medical Data Express
MedImmune
MedAssurant

Gold Sponsors

Abbott
Apria Healthcare
Biogen Idec
Boehringer Ingelheim
Coram
Genentech
HMS
Sanofi Aventis
Sepracor

Silver Sponsors

Myriad
Lilly
Pfizer
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PriCara
Accu-Chek

Bronze Sponsor

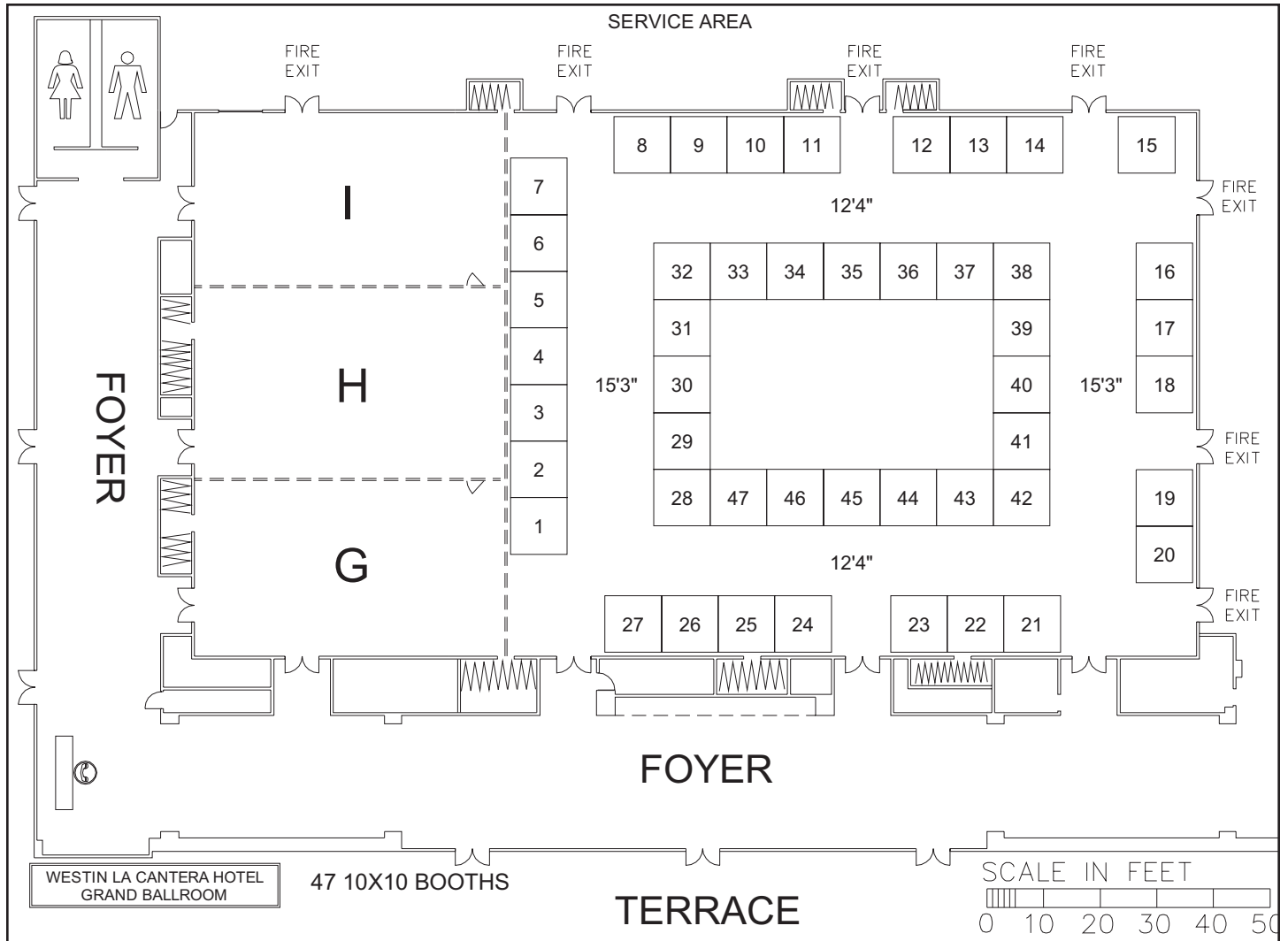
Bravarro
McGinnis, Lochridge, and Kilgore, LLP

Exhibitors

Abbot Laboratories, Inc
Alere Women's & Children's Health
American Specialty Health
Apria Healthcare/Coram
Specialty Infusion Services
AstraZeneca
The Assist Group
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Genentech
GlaxoSmithKline
HealthHelp
HMS, Inc.
HSP
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Medical Transportation Mgmt.
MedImmune, Inc.
Merck & Co., Inc.
Myriad Genetic Laboratories
PerkinElmer
Pfizer
ProPath Laboratories
Pumps It, Inc.
Quest Diagnostics
Roche Diagnostics
Sanofi-Aventis
Takeda Pharmaceuticals
VSP-Vision Service Plan
Walgreens
Wyeth



2010 Exhibitors Floorplan



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