

2011

# TEXAS ASSOCIATION OF HEALTH PLANS MANAGED CARE CONFERENCE & TRADE SHOW

**TAHP**  
Texas Association of Health Plans

OCTOBER 18-20, 2011  
HYATT LOST PINES / BASTROP, TEXAS



## An Invitation To Participate

Sponsorship and Exhibition Details Inside

**WHO IS TAHP?**

The Texas Association of Health Plans represents health insurers and other related healthcare entities operating in Texas. TAHP, founded in 1987, 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.

**ABOUT THE CONFERENCE**

The TAHP 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 and including CEOs, COOs, CFOs, Medical Directors and other top decision makers. You will also find leadership from state agencies and legislative offices present.

The conference will once again host health care and policy leaders from across the country, including industry expert speakers as well as health plan and legislative attendees.

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



## Preliminary Conference Schedule

### Monday, October 17

**4:00 p.m.-5:30 p.m.**

Pre-Conference

Registration

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

Wine & Cheese Reception

### Tuesday, October 18

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

Conference Registration

**10:00 a.m.-4:00 p.m.**

Conference Breakout  
Sessions

**6:00 p.m.-8:00 p.m.**

Welcome Reception in  
Exhibit Hall

**8:15 p.m.-9:30 p.m.**

VIP Dinner

### Wednesday, October 19

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

Conference Registration

**7:00 a.m.-9:00 a.m.**

Networking Breakfast

**7:30 a.m.-8:30 a.m.**

Medical Directors &  
Sponsors Breakfast

**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.-6:45 p.m.**

Medical Director  
Reception

**6:30 p.m.-10:30pm.**

Dinner/Casino Party

### Thursday, October 20

**7:30 a.m.-9:30am**

Breakfast Buffet

**10:00 a.m.-12:00pm**

Closing Day Keynote and  
Sessions

### **Exhibitor Schedule**

#### Tuesday, October 18

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

Move In

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

Welcome Reception

#### Wednesday, October 19

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

Lunch in Exhibitor Hall

**1:30 p.m. -3:30**

Move Out

## Hotel Information:

### Hyatt Regency Lost Pines

575 Lost Pines Road  
Lost Pines, TX 78612  
512-308-1234  
800-233-1234

TAHP has reserved a block of rooms at the resort at a discounted rate of \$195. Conference room rates are available and guaranteed if reservations are made before September 28, 2011. Reservations may be made by calling 1-800-233-1234 and referencing TAHP Texas Association of Health Plans Managed Care Conference and Trade Show.

The cut-off date is a guideline and does not guarantee availability. TAHP has developed a specific reservation process to help ensure the integrity of the program costs and rooms in the block. Thank you for not using a travel agency when making your hotel reservations.



## **Diamond Sponsorship - \$10,000**

- One-year affiliate membership with TAHP valued at \$2500
- Two company appearances in the Member Spotlight on the TAHP website and Newsletter
- One full page ad in the conference program
- Opportunity to submit company or product information for 2 storyboards to be displayed in the exhibit hall during the trade show and then displayed in a prominent area throughout the remainder of the conference
- Invitation to VIP Dinner and other VIP conference functions
- Signage at the Welcome Reception, Casino Night and throughout the conference
- 10ft.x 10ft. exhibit booth package\* in prime location
- Two full conference registrations
- Invitation to Medical Director Reception
- Recognition as Diamond Sponsor in conference materials and company logo and link on TAHP website
- Company or product materials included in conference bag or at registration desk
- Complimentary post-show attendee list

## **Platinum Sponsorship - \$7500**

- One-year affiliate membership with TAHP valued at \$2500
- Invitation to VIP Dinner and other VIP conference functions
- Signage at the Welcome Reception, Casino Night and throughout the conference
- 10ft.x 10ft. exhibit booth package\* in prime location
- Two full conference registrations
- Invitation to Medical Director 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
- Complimentary post-show attendee list

### Gold Sponsorship - \$5000

- One-year affiliate membership with TAHP valued at \$2500
- Signage at the Welcome Reception, Casino Night and throughout the conference
- 10ft.x 10ft. exhibit booth package\* in prime location
- Two full conference registrations
- Invitation to Medical Director Reception
- Recognition as Gold Sponsor in conference materials and on TAHP website
- Complimentary post-show attendee list

### Silver Sponsorship - \$3500

- Signage at the Welcome Reception, Casino Night and throughout the conference
- 10ft.x 10ft. exhibit booth package\* in prime location
- One full conference registration
- Invitation to Medical Director Reception
- Recognition as Silver Sponsor in conference materials and on TAHP website
- Complimentary post-show attendee list

### Bronze Sponsorship - \$1500

- Signage at the Welcome Reception, Casino Night and throughout the conference
- One full conference registration
- Recognition as Bronze Sponsor in conference materials and on TAHP website
- Complimentary post-show attendee list

### Exhibit Sponsorship - \$2500

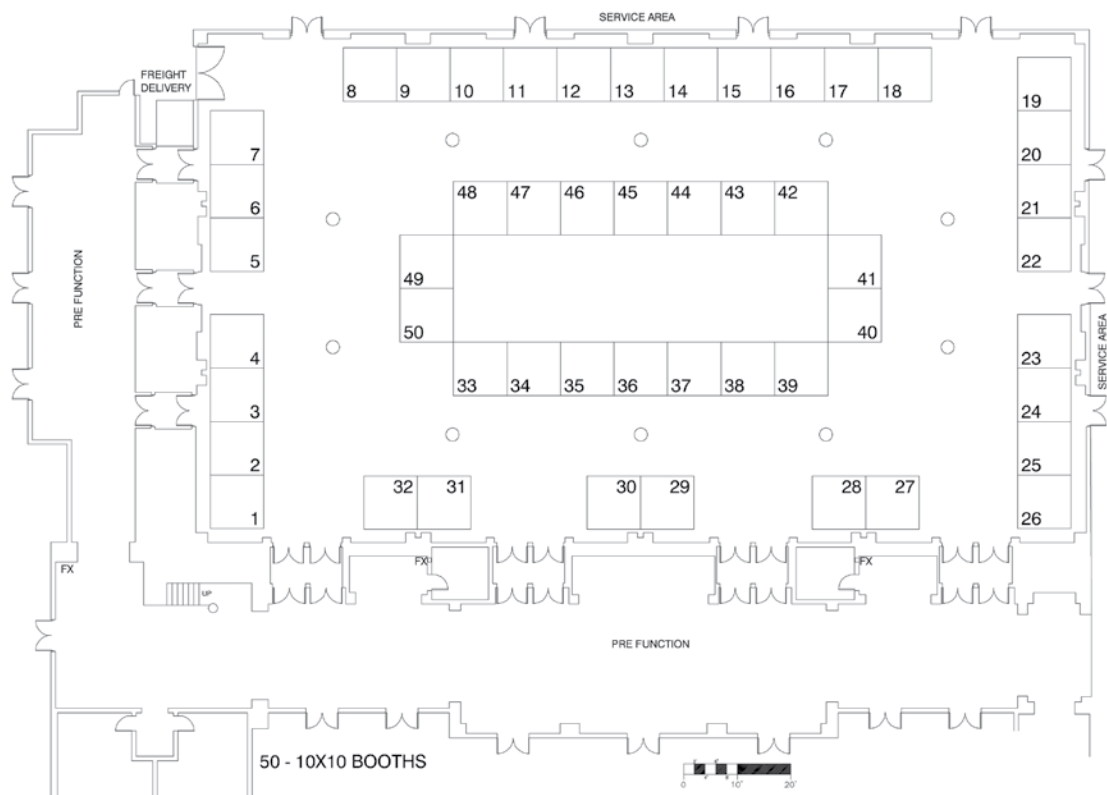
- 10ft.x 10ft. exhibit booth package\*
- One full conference registration
- Recognition in conference materials and on TAHP website
- Complimentary post-show attendee list

\*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.

|                             |                |  |
|-----------------------------|----------------|--|
| <b>Storyboards</b>          | <b>\$550</b>   | Shine the light on your company or product with a storyboard to be displayed in the exhibit hall during the trade show and in a prominent area throughout the remainder of the conference. |
| <b>Hotel Room Key Cards</b> | <b>\$3,500</b> | Ensure your company name is seen by all conference attendees checking into the hotel during the show by placing your company logo on hotel room key cards.                                 |
| <b>Conference Bags</b>      | <b>\$5,500</b> | Place your company logo on something attendees will take home and use long after the conference is over.   |
| <b>Lanyards</b>             | <b>\$2,500</b> | Turn trade show attendees into walking reminders of your company by placing your logo on trade show lanyards.  |

| <b>Final Program</b>      |                |                  |              |
|---------------------------|----------------|------------------|--------------|
| <b>Back Cover</b>         | <b>\$1,500</b> | <b>Full Page</b> | <b>\$500</b> |
| <b>Inside Front Cover</b> | <b>\$1,000</b> | <b>Half Page</b> | <b>\$250</b> |
| <b>Inside Back Cover</b>  | <b>\$1,000</b> |                  |              |

**2011  
TEXAS ASSOCIATION OF HEALTH PLANS  
MANAGED CARE CONFERENCE AND TRADE SHOW**



**Hyatt Regency Lost Pines**

575 Lost Pines Road / Lost Pines, Texas 78612 / 512-308-12341 / 800-233-1234

## Platinum Sponsors

Daiichi Sankyo  
MedImmune  
Sanofi Aventis

Novo Nordisk  
MATRIX MEDICAL NETWORK

## Gold Sponsors

ACCU-CHEK®  
Biogen Idec  
Boehringer Ingelheim  
Genentech

MERCK  
MYRIAD®  
SUNOVION

## Silver Sponsors

Abbott  
Access2Care  
Alere™  
Centocor Ortho Biotech Inc.  
EDIWatch

Forest Pharmaceuticals, Inc.  
Lilly  
Lumeris™  
Pfizer  
US Bioservices

## Bronze Sponsor

McGinnis, Lochridge, & Kilgore, LLP  
PASSPORT HEALTH COMMUNICATIONS, INC.

VSP  
MITCHELL WILLIAMS

## Exhibitors

ProPath  
Caretet  
Takeda  
Coram Specialty Infusion  
Services  
HealthHelp  
Catalyst Search  
GlaxoSmithKline  
Health Solutions Plus  
Varis

Block Vision of Texas  
American Specialty Health  
Health+Solutions  
Medical Transportation  
Management  
Merz Pharmaceuticals  
Bristol-Myers Squibb  
HealthLogix  
AstraZenca  
Partners Rx

## TAHP MEMBER PLANS

|  |                                      |
|--|--------------------------------------|
| AECC Total Vision Health Plan of Texas, Inc. | Aetna Health, Inc.                   |
| Amerigroup Texas, Inc.                       | Block Vision of Texas                |
| Blue Cross Blue Shield Texas                 | CIGNA Healthcare                     |
| Cook Children's Health Plan                  | Community First Health Plan          |
| Community Health Choice                      | Driscoll Children's Health Plan      |
| Bravo Health, Inc. (Texas)                   | El Paso First Health Plan            |
| Evercare of Texas                            | FIRSTCARE                            |
| Humana                                       | Molina Healthcare of Texas           |
| Parkland Community Health Plan               | Physicians Health Choice             |
| Scott & White Health Plan                    | Seton Health Plan                    |
| Superior Health Plan/Centene                 | Texas Children's Health Plan         |
| Texas Healthspring                           | UNICARE                              |
| UnitedHealthcare                             | WellCare of Texas Health Plans, Inc. |

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512-476-2091 / 512-476-2870 fax / [www.tahp.org](http://www.tahp.org)