

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

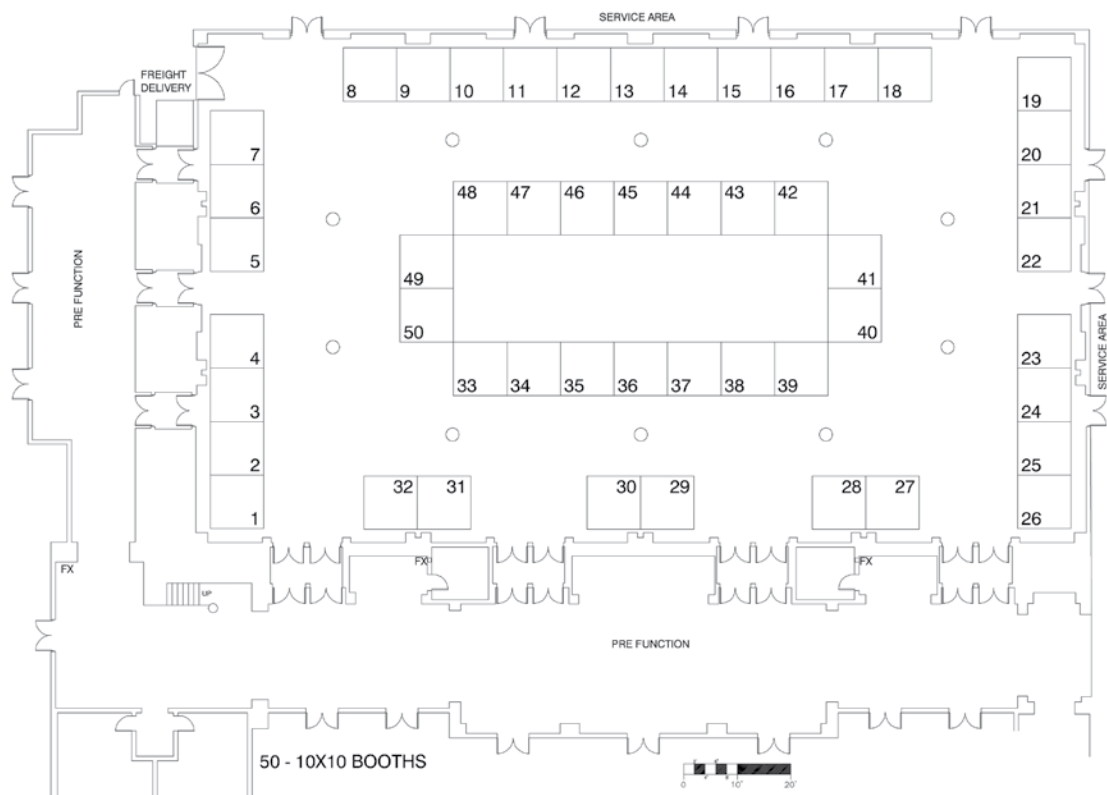
- 10ft.x 10ft. exhibit booth package*
- One full conference registration
- Recognition in conference materials and on TAHP website
- Complimentary post-show attendee list

*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.

Storyboards	\$550	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.
Hotel Room Key Cards	\$3,500	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.
Conference Bags	\$5,500	Place your company logo on something attendees will take home and use long after the conference is over.
Lanyards	\$2,500	Turn trade show attendees into walking reminders of your company by placing your logo on trade show lanyards.

Final Program			
Back Cover	\$1,500	Full Page	\$500
Inside Front Cover	\$1,000	Half Page	\$250
Inside Back Cover	\$1,000		

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Hyatt Regency Lost Pines

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

Platinum Sponsors

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Merz Pharmaceuticals
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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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