



Nextech EDGE

8TH ANNUAL USER CONFERENCE

February 17-19, 2022 | Orlando, FL

SPONSOR & EXHIBITOR PROSPECTUS

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650+
ATTENDEES



35+
COMPANIES



5
FOCUSED
EXHIBIT HOURS



2
EPIC EVENTS



2022 MEETING LOCATION WALT DISNEY WORLD DOLPHIN RESORT

1500 Epcot Resorts Blvd,
Lake Buena Vista, FL 32830

(407) 934-4000

Discounted room rate of **\$259** available
through **January 17**.

EXHIBIT HOURS

REGISTRATION

Thursday, February 17
1:30 PM 7:00 PM

EXHIBIT HOURS

Friday, February 18
7:00 AM 5:00 PM

Saturday, February 19
7:30 AM 3:30 PM

FOCUSED EXPO HOURS

Friday & Saturday Breakfast
7:00 AM 8:30 AM

Friday Lunch
12:00 PM 1:00 PM

Saturday Lunch
12:30 PM 1:30 PM

INSTALL

Thursday, February 17
1:30 PM 7:00 PM

DISMANTLE

Saturday, February 19
3:30 PM 7:30 PM

**Hours subject to change*

MEETING CONTACT

Jenna Williams, CMP
Sr. Director, Marketing & Events

edge@nextech.com
(813) 425 9262

MORE INFO

www.nextechedge.com

NETWORKING EVENTS

Exhibitors are invited to join us for two not-to-be missed evening events that provide the opportunity to network and engage with attendees outside the Expo Hall.

WELCOME RECEPTION

*Walt Disney World Dolphin Resort
Cabana Bar & Beach Club
Thursday, February 17
7:00 PM – 10:00 PM*

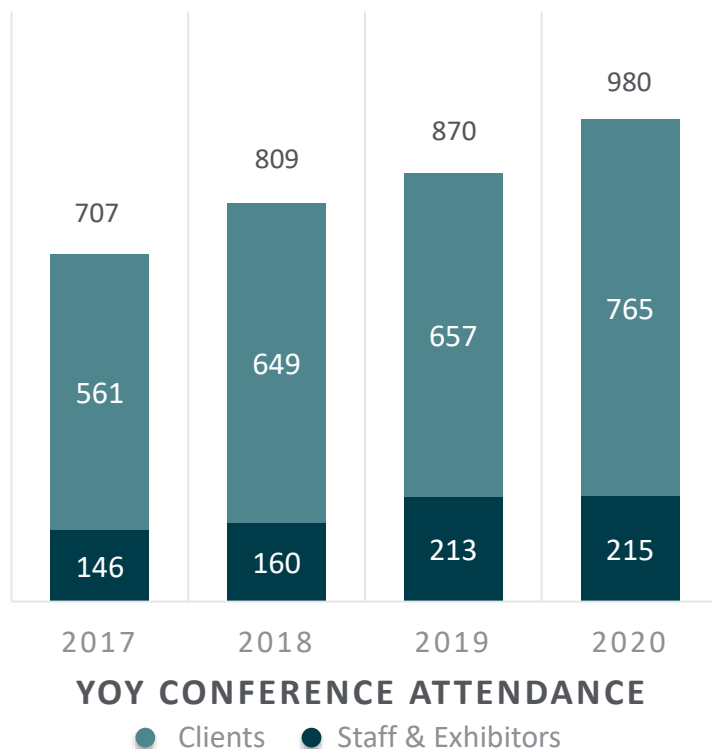
AFTER HOURS PARK EVENT

*Disney's Hollywood Studios
Star Wars: Galaxy's Edge
Friday, February 18
7:30 PM – 12:00 AM*

MEETING ATTENDANCE

Our conference grows by approximately 70 users annually. Pre-COVID projections would have made EDGE 2022 the biggest meeting yet with 900 users and 1100+ total attendees!

Knowing COVID is still present, we are anticipating a potential 20-30% impact to attendance which aligns roughly with our 2019 meeting participation total.



2021 VIRTUAL CONFERENCE

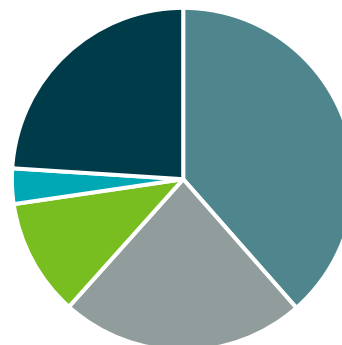
2,774 Total | 2,603 Clients, 171 Staff & Exhibitors

ATTENDANCE BY SPECIALTY



■ OPHTHALMOLOGY
 ■ DERMATOLOGY
 ■ MULTI-SPECIALTY
 ■ PLASTIC SURGERY
 ■ ORTHOPEDICS
 ■ OTHER

ATTENDANCE BY ROLE



■ ADMINISTRATIVE
 ■ CLINICAL
 ■ MULTIPLE ROLES
 ■ BILLING
 ■ IT

EXHIBITORS



MYMEDLEADS
CONVERTING LEADS TO PATIENTS



TRIZETTO
Provider Solutions®
A Cognizant Company



MARS DEN ADVISORS
Your Dedicated Partner in Mastering MIPS

RELATIENT

DedicatedIT
PROACTIVE MANAGEMENT

encoda
Re-Imagine Your Revenue Cycle™

- Abyde
- Amerisource Bergen
- Besse Medical
- BirdEye
- Brevium
- Clearwave
- DemandForce
- DermPath
- DermPRO
- Digital Limelight Media
- DoctorConnect
- DrFirst
- Encoda
- First Federal Credit Control
- Health iPass
- Klara
- Legacy Health
- Luma Health
- MedCo Data
- Medicus IT
- MyMedLeads
- NextPatient
- Officite
- Podium
- Promedical IT
- Px Technology
- Rater8
- RxPhoto
- SolutionReach
- Specialty Consulting Services
- Vestrum health
- Weave

EXHIBIT SPACE

STANDARD BOOTH

\$4,500 – BEFORE NOVEMBER 30

\$5,500 – AFTER NOVEMBER 30

ADDITIONAL BADGE - \$750

- 10x10 booth space
- 2 corporate representative badges
- Website, printed program and digital app listings
- Listed stop on the attendee expo hall incentive bag insert
- Breakfast, lunch and evening event meals included for staff
- Admission to Welcome Reception and After-Hours Park Event

TOP SPONSOR LEVELS

EXHIBIT SPACE

Upgrade to 10x20 Booth

Total Badges: Staff & Speakers

AGENDA

Sponsor Led Session

Session Sponsor

PRE/POST COMMUNICATION

Website & Mobile App Digital Booth Upgrade

Acknowledgment on All Attendee Communication

Inclusion in Top Level Sponsor Email to Attendees

Email Sent to Attendees on Your Behalf

ON SITE ADVERTISING

Custom Sponsorship

Program Ad

Stop on Attendee Exploration

Acknowledgment at Opening & Closing Session

Top Sponsor Thank You Meeting Space Sign

Bag Insert

Digital Meeting Space Signage: Scrolling Ad

GOLD
\$35,000

SILVER
\$25,000

BRONZE
\$15,000

1

8

1

6

1

4

2

-

1

1

1

-

1

1

1

1

1

1

1

-

1

1

1

-

Custom

Full PG

Mandatory

1

1

1

1

Custom

1/2 PG

Pick One

1

1

1

-

-

1/2 PG

Pick One

1

1

1

-

LOOKING FOR MORE?

Ask about our custom Platinum Sponsorship.

ADDITIONAL EXPOSURE

MEETING AGENDA

SESSION SPONSOR - \$750

Is there a session on the main agenda that aligns with your company's products or services? Consider sponsoring for added meeting exposure! We'll list you as the sponsor on the agenda and include an intro as well as outro to the presentation promoting your offerings and booth at the meeting.



DEDICATED SESSION - \$5,000

Gain maximum face time exposure for your company when you lead a session at EDGE. Your 45-minute session description and speaker's bio will be listed online, in the app and on-site agenda. We will also highlight your session in an attendee newsletter prior to the meeting.



MEETING SPACE SIGNAGE

With 100,000 square feet of meeting space in addition to outdoor event space, the branding opportunities at EDGE are endless. All on site signage is completely customizable with options to fit any company's budget.

CUSTOM SPONSORSHIPS

Email edge@nextech.com for more information on custom signage & sponsorship items.

PROMOTIONAL ITEMS

Looking for a unique way to leave a lasting impression on attendees? From coffee cup sleeves to sponsoring the photo booth at our welcome reception, we have options for everyone's budget that will guarantee memorable exposure.

PRE/POST MEETING COMMUNICATION

PRE-SHOW MAILER - \$3,000

Send a pre or post meeting mailer directly to attendees utilizing our mail house.

EMAIL TO ATTENDEES ON YOUR BEHALF - \$2,500

Layout and draft the exact email you would like sent to attendees before or after the meeting. Promote products, show specials, sessions, demos and more. This is a great way to introduce your company and let attendees know you'll be at EDGE.

We do not offer an attendee list for the meeting. Lead Retrieval services will be available to collect attendee information during the conference.

ADVERTISING



DIGITAL ADVERTISING

DIGITAL BOOTH UPGRADE - \$250

Increase attendee interaction with your company by upgrading your listing in the meeting app and online. This upgrade includes company logo, description, contact information, social media and website links. You will also have a CTA for information requests on both sites in addition to being able to list special offers and promotions in the app.

PRINT ADVERTISING

HALF PAGE PROGRAM AD - \$750

FULL PAGE PROGRAM AD - \$1,000

Distributed to every attendee on site, the meeting program is the ideal place to feature your company's products and services.

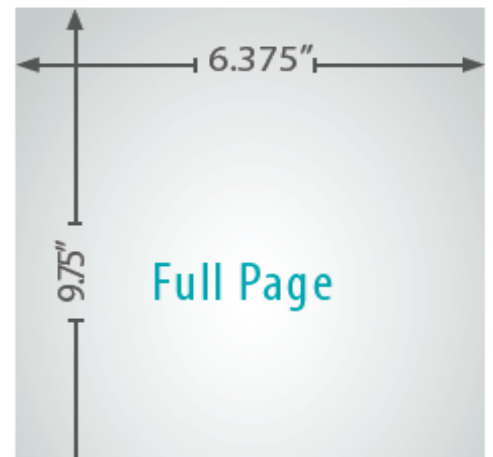
ROOM & BAGS

BAG INSERT - \$1,500

Make an impact starting at registration. Provide a standard insert, brochure or awesome take home tchotchke. There are no limitations to creativity; the only rule is it has to fit in the bag!

ROOM DROP - \$3,000

Have your marketing materials or promotional items delivered to attendee rooms on the day of your choice at the conference. This is a sure way to get your company noticed.



ROOM KEY HOLDER - \$3,500

First impressions are "key"! Seriously... you could brand the hotel key card holders for EDGE. Have your company logo, booth number, promo information or whatever you'd like handed to guests at hotel check-in. You'll be their first touch point for the meeting and have a lasting impression as guests use their hotel key throughout their stay.





Walt Disney World Dolphin Resort
February 17-19, 2022 | Orlando, FL

SPONSOR & EXHIBITOR AGREEMENT

DISCOUNT
DEADLINE
NOV 30

COMPANY INFORMATION

Name:

Address:

City, State, Zip:

Phone:

Email:

Website:

PRIMARY EXHIBIT CONTACT INFORMATION

Name:

Title:

Phone:

Email:

ADDITIONAL INFORMATION

Products or services to be displayed:

Companies you **would** like to be located near:

Companies you **would not** like to be located near:

RELEVANT SPECIALTIES

- ☐ Dermatology
- ☐ Ophthalmology
- ☐ Plastic Surgery
- ☐ Orthopedics
- ☐ All Specialties

EXHIBIT SPACE

- ☐ Exhibit Space - \$4,500
Before November 30
- ☐ Exhibit Space - \$5,500
After November 30
- ☐ Additional Badge - \$750
QTY _____

SPONSORSHIP

- ☐ Gold - \$35,000
- ☐ Silver - \$25,000
- ☐ Bronze - \$15,000

ADVERTISING

- ☐ Digital Booth Upgrade - \$250
- ☐ Half Page Program Ad - \$750
- ☐ Full Page Program Ad - \$1,000
- ☐ Bag Insert - \$1,500
- ☐ Email to Attendees - \$2,500
- ☐ Mailer to Attendees - \$3,000
- ☐ Room Drop - \$3,000
- ☐ Room Key Holder - \$3,500

FACE TIME

- ☐ Session Sponsor - \$750
- ☐ Dedicated Session - \$5,000

CUSTOM

Don't forget to ask about custom sponsorship opportunities tailored to your company's marketing needs, goals and budget. There are endless branding options throughout the meeting space in addition to unique sponsorship items available. Email edge@nextech.com for more information.

PAYMENT OPTIONS

CREDIT CARD

_____ Charge card amount in full

_____ Charge card 50% deposit and remainder of balance on December 31

CHECK ONE

☐ VISA ☐ MASTERCARD ☐ AMEX ☐ DISCOVER

Name on Card:

Expiration Date:

Card Number:

CVV:

Billing Address:

City, State, Zip:

Phone:

Card Holder Signature:

ACH

Request wire transfer instructions.

CHECK

Make checks payable to: Nextech

Mail to:
Nextech | EDGE 2022
4221 W. Boy Scout, Suite 200
Tampa, FL 33607

CANCELLATION POLICY

50% refund before November 30, non-refundable after November 30.

RULES & REGULATIONS

Program Rules and Regulations. Nextech Systems, LLC (“**Nextech**”), EDGE User Conference Sponsorship and Exhibitor Program (“**EDGE**”) is designed to showcase products and services related to specialty physician practices. Nextech reserves the right to exercise its sole discretion in the acceptance or refusal of applications for EDGE. By applying for exhibition space, the exhibiting sponsor and/or sponsor (“**Sponsor**”) acknowledges that it has read and agrees to adhere to all terms and conditions governing the exhibition, including these terms and conditions and those set forth in the Sponsor and Exhibit Prospectus (collectively, the “**Prospectus**”) for the meeting to be held February 17-19, 2022 at the *Walt Disney World Dolphin Resort* (“**the Hotel**”).

Booth Space. The Sponsor’s space location shall be determined by Nextech following receipt of full sponsorship payment. Sponsor signage is restricted to the assigned booth space. No signs may protrude or be placed in any other area of EDGE or the Hotel except those produced and placed by Nextech. Containers or boxes must not be visible from the aisles or walkways and must be stored out of sight. Nothing can be affixed, nailed, or otherwise attached to walls, doors, etc., without the prior approval of Nextech and the Hotel. The Sponsor will be liable for any damage resulting from violations of this provision.

Activities and Events During EDGE. Loud noises such as bells, sirens, buzzers, etc. will not be permitted in EDGE exhibit areas in order to maintain a business-like atmosphere. Promotional activity is limited to the confines of exhibit space assigned. Advertising and collateral materials may not be distributed outside the Sponsor’s assigned exhibit space. Nextech reserves the right to restrict at any time any display, demonstration, presentation, or activity it deems inappropriate or undesirable and to terminate any promotion that could reasonably be determined to affect adversely the goodwill or reputation of Nextech and EDGE. The Sponsor may not schedule any events, including, without limitation, breakfasts, luncheons, dinners, receptions, or sessions during official EDGE hours unless specific permission is granted in writing, in advance, by Nextech.

Deposit and Program Fees. A 50% deposit is due with the initial sponsorship agreement. The remaining 50% balance is due December 31, 2021. The Sponsor agrees to pay all applicable fees, charges and/or expenses set forth in the Prospectus and Service Kit. In the event that Nextech is forced to seek legal remedy to collect amounts due, all charges related to the collection of unpaid amounts including, without limitation, any reasonable attorney’s fees, will be the responsibility of the Sponsor. If the Sponsor fails to make timely payments, the space or sponsorship is subject to cancellation or reassignment at the sole discretion of Nextech without any obligation by Nextech to refund any deposit or other amounts previously paid by the Sponsor.

Cancellation. Requests for cancellation of any sponsorship must be made prior to November 30, 2021 and directed in writing to Nextech at edge@nextech.com. Sponsors cancelling after November 30, 2021 shall remain financially liable for the full sponsorship fee.

Insurance. The Sponsor shall obtain and keep in force during the term of installation/dismantle and the use of exhibit premises of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit Agreement, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage.

Nextech and the Hotel, its owners, its operator, and Marriott International, Inc. shall be included in such policies as additional named insured. In addition, the Sponsor acknowledges that neither the Hotel, its owners, its operator, nor Marriott International, Inc. maintain insurance covering sponsors’ property and that it is the sole responsibility of the Sponsor to obtain business interruption and property damage insurance insuring any losses by the Sponsor.

Indemnification. The Sponsor hereby agrees to indemnify and hold harmless Nextech and their respective officers, directors, employees, agents and representatives from and against any and all claims, demands, suits, liabilities, losses, damages and expenses arising or brought against them from the acts or omissions of Sponsor, its officers, employees, agents, representatives or any person operating on Sponsor’s behalf. This includes any allegation that any logo, trademarks, service marks, trade dress and other protectable source or business identifiers used by Sponsor during EDGE, infringes or violates the intellectual property rights of any third party. Sponsor will pay all damages, costs and fees (including reasonable attorneys’ fees and costs) of litigation resulting from such claims. The Sponsor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save the Hotel, its owners, its operator, Marriott International, Inc., and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or

damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Hotel and its employees and agents.

Liability. Neither Nextech nor the Hotel nor any of their respective officers, directors, employees, agents or representatives will be responsible for the safety of the property of the Sponsor from theft, damage by fire, accident or any other causes. Applicants are advised to consult their insurance broker for proper coverage on materials against any such damage, loss, harm or injury. Except to the extent prescribed by applicable law (A) Nextech and the Hotel are not liable to Sponsor under any circumstance, including the cancellation of any consequential, special, punitive, or indirect damages of any kind, or for any lost profits or opportunities; and (B) the aggregate liability of Nextech and the Hotel to Sponsor in connection with this agreement will not exceed the amount paid by Sponsor to Nextech under this agreement.

Endorsement and Use of Sponsor Marks. Promotion permitted at EDGE and Nextech's acceptance of the Sponsor's application is not intended to convey Nextech's approval, endorsement, certification, acceptance, or referral of the Sponsor or the Sponsor's products or services. The Sponsor shall not, without express written permission of Nextech, use the name of Nextech, or any symbol, logo, trademark, or service mark identified therewith, in any manner representing that the Sponsor or its products or services possess the approval or endorsement or are associated or affiliated with Nextech. Sponsor hereby grants to Nextech a nontransferable, nonexclusive license prior to and during EDGE to use the logos, trademarks, service marks, trade dress and other protectable source or business identifiers owned by Sponsor and provided by Sponsor to Nextech for use in connection with EDGE, including use in advertising EDGE in printed materials, websites, and social media.

Cancellation. In the event that EDGE, is cancelled due to fire, strikes, government regulations, acts of God or any other causes beyond Nextech's control that renders the Hotel unfit for use, neither Nextech nor the Hotel shall be held liable for failure to hold EDGE and the Sponsor's sole remedy is a refund of the fees paid by the Sponsor less any actual costs incurred by Nextech.

Interpretation. The Sponsor agrees that Nextech shall have the full authority to interpret and amend all policies, terms, rules and regulations contained in the Prospectus and its decision as to the meaning and implementation of a policy, term, rule or regulation is final. The Sponsor agrees to abide by any subsequent policies, terms, rules or regulations that may hereafter be adopted. All matters and questions not specifically covered in the Prospectus shall be resolved in the sole discretion of Nextech.

Disclaimer and Disputes. Nextech makes no warranty of any kind, whether express, implied, statutory, or otherwise, with respect to EDGE. The Prospectus shall be governed by and construed in accordance with the laws of the State of Florida, exclusive of the State of Florida's choice of law provisions. The Sponsor agrees that any disputes or claims between Nextech and the Sponsor arising out of or related to EDGE shall be brought in the federal courts of the United States in and for the Southern District of Florida and the state courts of the State of Florida located in Hillsborough County, Florida. In the event that any provision of the Prospectus is held by a court of competent jurisdiction to be contrary to any law, the remaining provisions of the Prospectus will remain in full force and effect.

AUTHORIZATION

Authorized Signature: _____ Date: _____

Print Name: _____

Title: _____

Please fax completed forms to (813) 425 9262 or email edge@nextech.com.

Visit www.nextechedge.com for up to date meeting information.



Nextech
EDGE

WWW.NEXTECHEDGE.COM