



IMPROVECARENOW™

improving lives through collaborative medicine

April 18, 2024

IMPROVECARENOW LIVE ONLINE COMMUNITY CONFERENCE

Exhibitor Prospectus & Support Opportunities



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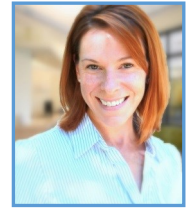


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Dear Corporate Colleague,

On behalf of all members of the ImproveCareNow community, we invite you to support our twice-yearly Community Conferences. These meetings bring together patients, parents, pediatric gastroenterologists, scientific investigators, and health professionals involved in the care of children with inflammatory bowel disease for the purposes of quality improvement, scientific exchange, discussion of advances in care, and review of developments in pharmacologic and non-pharmacologic management.



Winner of the 2016 Drucker Prize for innovation, ImproveCareNow is leading the way to creating more effective health systems by harnessing the motivation and collective intelligence of patients and families, clinicians, researchers, and health system leaders to promote health and well-being for children and adolescents with IBD.

Since its inception in 2007, ImproveCareNow has increased remission rates from 55% to 83% for children and adolescents with Crohn's disease and ulcerative colitis participating in ImproveCareNow. **Recently, we reported a shift in our Sustained Remission measure from 57% to 59%. This improvement means 117 additional ICN patients have not only achieved clinical remission, they have sustained it for at least one year.** ImproveCareNow has transformed how care is being provided, enlightened and excited clinicians and other care providers, and engaged patients and parents in a common mission of working together to improve the health of children with these conditions.

ImproveCareNow is made up of over 100 care centers and has a presence on three continents, with participation from 90% of the highest ranked pediatric gastroenterology programs in the US. According to the 2023-2024 U.S. News & World Report (USNWR) rankings, ImproveCareNow (ICN) care centers are among the best children's hospitals in the nation, ranking at the top of the [Honor Roll](#) and in the [Gastroenterology & GI Surgery](#) specialty. With over 950 pediatric gastroenterologists and 35,000 active IBD patients, ImproveCareNow reaches approximately 55% of IBD patients in the US cared for by pediatric gastroenterologists. ImproveCareNow Community Conferences present the ideal opportunity to engage with these committed healthcare providers, patients and parents, and learn about recent research and improvement efforts.

We are grateful for your previous corporate support of the Community Conferences. With parents and patients interested in participating in patient-centered drug and device development events, ImproveCareNow will provide more space and opportunities for interaction with ICN stakeholders. For our Spring 2024 Community Conference, we invite you to purchase one of our promotional opportunities and/or become a Conference Supporter. Please consider showing your commitment to patient and caregiver involvement in ICN activities by adding a scholarship purchase to your annual support. Each scholarship enables one patient or caregiver to participate in our annual in-person conferences at no cost to them. These items are detailed in the information below.

If you have questions or require clarity around support of the ImproveCareNow Community Conferences, please do not hesitate to contact us. We know you share our goal of improving outcomes in children with IBD, and we hope you will join us in this initiative. Only by working together through collaborative discussion and education can we accomplish this objective.

Thank you for your continued partnership.

Sincerely,

Kristin Howe, DC, MHA

Executive Director



Community Conference Support Options

Please note commercial support must comply with the ACCME Standards of Commercial Support.

Option to Support ImproveCareNow

- ☐ Support ImproveCareNow by helping us continue to discover and share the best possible care for kids with Inflammatory Bowel Disease, by making it possible for more care providers, patients, families, researchers and collaborators to be a part of this Learning Health Network.



Bronze	\$2,000 (Unlimited) <ul style="list-style-type: none">Verbal acknowledgement of support during Welcome Plenary
Silver	\$5,000.00 (Unlimited) <ul style="list-style-type: none">Verbal acknowledgement of support during Welcome Plenary
Gold	\$10,000.00 (Unlimited) <ul style="list-style-type: none">Written acknowledgement in non-proprietary font of support on ImproveCareNow websiteVerbal recognition of your support during opening session



Option to Support our Parents and Patients

- ☐ Support the commitment to patient and caregiver involvement in ICN activities by adding a scholarship purchase to your annual support. Each scholarship enables one patient or caregiver to participate in our annual in-person conferences (typically in the Fall) at no cost to them.

One Parent/Patient Scholarship	\$2,000 (Unlimited)
Five Parent/Patient Scholarships	\$8,000 (Unlimited)
Ten Parent/Patient Scholarships	\$15,000 (Unlimited)



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Promotional Opportunities

☐ **Virtual Exhibit Booth** - \$12,500 (unlimited)

Exhibiting is an excellent way to talk with industry partners, promote relationships with physicians/center staff, speak with parents and patients as well as collect information.

- **Virtual Booth**— an area on the conference platform for links, brochures, pictures, information, polls, etc.
- **Real Interactions**—throughout the Community Conference attendees will have breaks to visit the exhibit booth, set up private, one-on-one, or small group meetings, and have face to face interaction
- **Three registrations** to the Live Online Spring Community Conference



☐ **Virtual Satellite Symposium** - \$12,500 (2)

A limited amount of slots will be allowed for commercial interest meeting time access before or after conference (during non-educational hours).

- One **email promotion** to all registrants sent through ICN
- **Coordination of logistics** provided by ICN
- **Publication** of symposium in registration and on the agenda
- **Three registrations** to the Live Online Spring Community Conference



☐ **Satellite Meeting Time** - \$12,500 (2)

Organization meeting access before 8:00 am or after 4:30 pm on day of educational activities



ICN Spring 2024 Community Conference Reservation Form

Company/Organization Name: <i>Please print exactly as name should appear in recognition/promotional materials</i>	
Company address:	
City, State, Zip:	
Representative: The Representative will be officially responsible for correspondence and booth (if applicable). All communications regarding the conference will be directed to this person. The Representative will receive communication by email confirming participation. Directions to register complimentary persons and/or logistical directions for promotional items will be provided after confirmation.	
Name:	
Title:	
Email:	
Phone:	
Support Options	
<input type="checkbox"/> Bronze Supporter: \$2,000.00	<input type="checkbox"/> One Parent/Patient Scholarship: \$2,000.00
<input type="checkbox"/> Silver Supporter: \$5,000.00	<input type="checkbox"/> Five Parent/Patient Scholarship: \$8,000.00
<input type="checkbox"/> Gold Supporter: \$10,000.00	<input type="checkbox"/> Ten Parent/Patient Scholarship: \$15,000.00
Promotional Opportunities	
<input type="checkbox"/> Virtual Exhibitor Booth: \$12,500.00	
<input type="checkbox"/> Satellite Symposium: \$12,500.00	
<input type="checkbox"/> Satellite Meeting Time: \$12,500.00	

Please contact Jen Savas, jen.savas@icnoffice.org if you are interested or have questions regarding supporting or promoting at the **Spring 2024 Community Conference**.



2024 GUIDELINES FOR SUPPORT

ImproveCareNow (ICN) is an ACCME accredited organization, and therefore abides by the rules concerning commercial support of meetings. In doing so, ICN will manage all financial contributions in accordance with the ACCME's guidelines for commercial support. No commercial entity is involved in decisions regarding the program and selection of speakers. In addition, there is no condition of purchase, use or recommendation of any products or services

Spring 2024 RULES AND REGULATIONS

Support and Exhibitors agree to enclose their application with the appropriate fee by **March 16, 2024** made payable to ImproveCareNow and mailed to:

4 Carmichael St
Suite 111, Box 117
Essex, VT 05452

ImproveCareNow is incorporated in the state of Vermont and is registered as a 501(c)3

CANCELLATION POLICY

A written notice of requests for cancellation must be transmitted to:

Jen Savas: jen.savas@icnoffice.org

Written cancellations received between February 1-March 17 will receive a refund of 50%. No refunds will be issued for cancellations received after March 17, 2024

ASSIGNMENT OF SPACE BY EXHIBITOR

No exhibitor may assign, sublet, or apportion the whole or any part of the space allotted nor exhibit therein any goods other than those manufactured or sold in the regular course of the business by the exhibitor. Only one vendor may exhibit in each booth for the duration of the conference. Booths may not be shared.

INSTALLATION OF EXHIBITS

Sponsors and Exhibitors will be able to attend online training for the conference platform prior to conference



RULES GOVERNING EXHIBITORS

- * Exhibitors are permitted to exhibit only products of their own lines (manufactured or distributed by them). Other material, equipment, apparatus, and systems not of their own lines but necessary for demonstration of the exhibitor's products are permitted. Orders may be taken in the Exhibit area; however, no money (cash, check or credit card) may be exchanged.
- * Distribution by exhibitors of any printed matter, souvenirs, or other articles shall be restricted to the space occupied by their exhibit. Booth attendants, manufacturer's salesmen or representatives, including models or other supportive personnel, must remain within the space assigned to the exhibitor, and must be knowledgeable with the company's products/services.
- * Prizes, awards, lotteries, drawings or contests by exhibitors are authorized only by ImproveCareNow and must be approved prior to the conference.
- * Hospitality Rooms and Exhibitor Events: It is requested that exhibitors confine these activities to times when no educational sessions are in progress. Private rooms for entertainment will be available only to companies which have contracted for exhibit space. All activities must be approved by ImproveCareNow.
- * Exhibitor Attendance/Registration: The exhibit area is limited to individuals, business firms, manufacturers, and dealers who have contracted and paid for booth space, and whose products are in keeping with the educational interests of the International ACHD Symposium. Representatives of non-exhibiting firms will not be allowed in the exhibit area, nor will they be permitted to display their products or services.

SIGNAGE

Only professionally made signs are permitted at the ICN Community Conference. Advertising material may be distributed only from those firms who have engaged space

CONFERENCE SERVICES

The Conference Services Contractor will provide an exhibitor service kit prior to the event after the confirmation of exhibit space. Relevant information (login, set up instructions, exhibit availability times, platform Q&A's, etc.) will be in this kit. A service center will be open throughout the conference.

INDEMNIFICATION

Exhibitor assumes all risks and responsibilities for accidents, injuries or damages to person or property and agrees to indemnify and hold harmless ImproveCareNow, its officers, directors, trustees, employees, agents and contractors, from any and all claims, liabilities, losses, costs and expenses (including attorneys' fees) arising from or in connection with Exhibitor's participation in the Activity.