



IMPROVE**CARENOW**[™]

COMMUNITY CONFERENCE

Exhibitor Prospectus & Support Opportunities

September 16 - 18, 2026
in Detroit, Michigan



IMPROVE**CARE**NOW

background



What is ImproveCareNow (ICN)?

ICN is a leading Learning Health Network - transforming care, health and costs for all children and youth with Crohn's disease and ulcerative colitis (also known as Inflammatory Bowel Disease or IBD).

Together, we...

Raised remission rates for patients in our network from 55% to 82% without new medications.

Provide tools, training and support that centers use to deliver more reliable, proactive IBD care.

Encourage open sharing of ideas, techniques, tools, knowledge and innovation to drive improvement.

Believe when patients and families are true partners, we get even better outcomes.



The **ICN Network** brings together **43** of the top **50** pediatric GI & GI Surgery programs and **9** of the **10** honor roll children's hospitals - as ranked by U.S. News & World Report in 2025-26.

* U.S. News & World Report uses ImproveCareNow membership as a ranking criteria for rating top Children's Hospitals

Our Success

33,000+

pediatric patients with IBD cared for at ICN centers

100+

participating care centers across the U.S., England, Qatar and Belgium

82%

of our patients are in remission

98%

of our patients are not taking prednisone

59%

of our patients have sustained remission for at least one year

ImproveCareNow Leadership & Contacts



ImproveCareNow Board of Directors Members & Officers

Sabina Ali, MD - Care Center Physician

John A. Barnard, MD - Institutional Leader - *Secretary/Treasurer*

Jennie David, PhD - IBD Psychologist

Rachael Fleurence, PhD - Federal Liaison

John Grunow, MD - Care Center Physician

Jim Jacobson, JD - Functional Expertise

Inbal Kavaler - Parent

Missy Ketchum - Parent - *Board Chair*

Sandra Kim, MD - Care Center Physician

Karen Murray, MD - Institutional Leader

Ashish Patel, MD - Care Center Physician

Becky Woolf - Patient

ImproveCareNow Contacts

Becky Johnson Rescola, MSW - ICN Executive Director - becky.johnsonrescola@icnoffice.org

Shehzad Saeed, MD, FAAP, AGAF - ICN Clinical Director - saeeds@childrensdayton.org

Rachel Staley, MPA - ICN Project Specialist - rachel.staley@icnoffice.org

ImproveCareNow, Inc.

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Dear Prospective ImproveCareNow Supporter

ImproveCareNow (ICN) is a dynamic community of healthcare professionals, patients, and families seeking to leverage quality improvement methods to optimize outcomes for pediatric patients with inflammatory bowel diseases (IBD). Since its inception, remission rates of kids and teens participating in the network have improved from 55% to 82% today. We have more than 33,000 active pediatric patients in our registry and are taking daily action to improve remission rates, sustained remission, and other critical health outcomes. With over 100 participating centers and some of the world's key opinion leaders participating in the network, we have a unique opportunity to accelerate research and health outcomes in pediatric IBD.

Part of our success relies on active co-development and co-production across the community. We share seamlessly and steal shamelessly. Our annual conference represents a chance for the entire network to join together, engage with and learn from one another, and energize the work that will continue to improve health outcomes. These three days are special, and we invite YOU to be a part of engaging with this exceptional community. You will meet patients, parents, and healthcare professionals who are passionate about this work and in search of state-of-the-art approaches to assist them in healthcare delivery. If you want to share information, resources, and services with a group ready to incorporate the latest innovations into clinical care – this is the place for you.

Please consider joining us for our in-person Community Conference at the Detroit Marriott at the Renaissance Center, Wednesday, September 16 - Friday, September 18, 2026.

We are offering a variety of new and exciting opportunities this year to allow supporters to engage in ways most meaningful to you. We'd love to partner with you in creating our most informative and interactive conference to date. We'd like to welcome you into this dynamic community. I hope to see you there as we continue our pursuit to ImproveCareNow!



Becky Johnson Rescola, MSW

President & Executive Director, ImproveCareNow

ImproveCareNow, Inc.

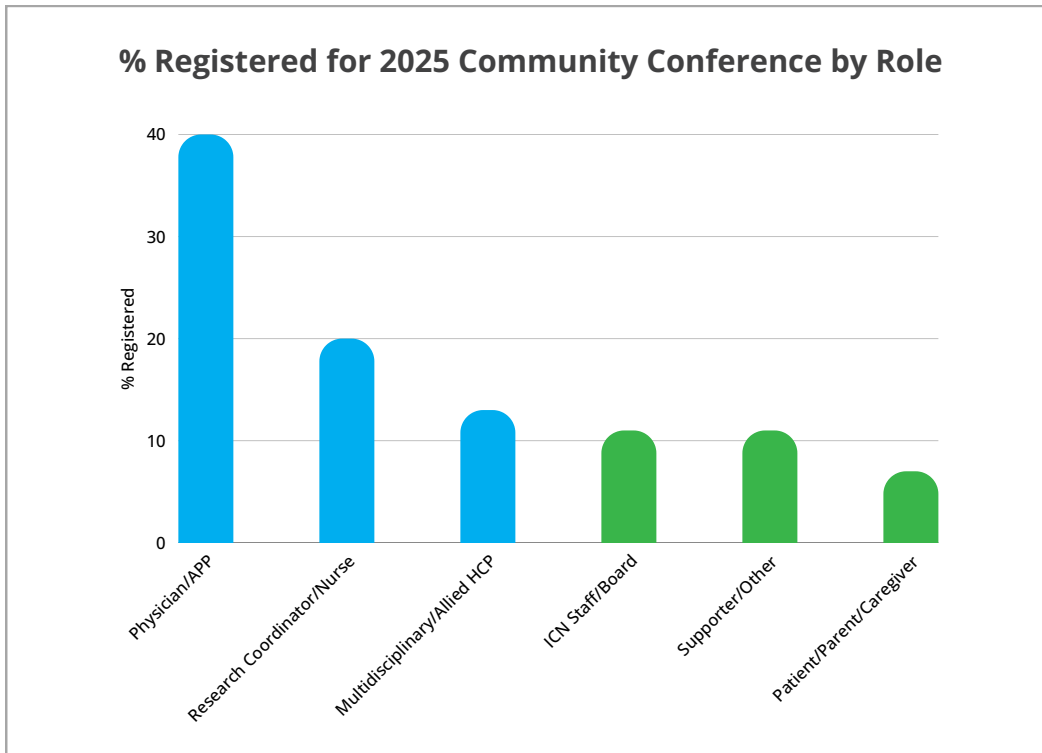
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Overview of Conference Attendance



245

ICN conferences are regularly attended by an average of 245 people!

96%

Over 96% of conference attendees (2023-2025) report being **SATISFIED** with our events!

Overview of Exhibit Times

WEDNESDAY, SEPTEMBER 16, 2026

- 4:00 - 5:30 PM Exhibitor Setup
- 6:00 - 8:00 PM Welcome Reception and Conference Registration Opens

THURSDAY, SEPTEMBER 17, 2026

- Morning break/Exhibitor time - 30 minutes
- Lunch break/Exhibitor time - 60 minutes
- Afternoon break/Exhibitor time - 30 minutes

FRIDAY, SEPTEMBER 18, 2026

- Morning break/Exhibitor time - 30 minutes
- Booths must be removed by 3:00 PM

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Promotional Opportunities

Help ImproveCareNow continue to discover and share the best possible care for kids and teens with Inflammatory Bowel Disease (IBD).



\$15,000

Gold Level

- Verbal acknowledgement at conference
- Website recognition
- Digital signage as supporter
- List of centers with registered attendees two (2) weeks prior to conference
- Exhibit table for duration of conference
- Acknowledgment email to participants before and after conference
- Three (3) conference registrations



\$12,500

Silver Level

- Verbal acknowledgement at conference
- Website recognition
- Exhibit table for duration of conference
- Acknowledgement email after conference
- Two (2) conference registrations



\$10,000

Bronze Level

- Verbal acknowledgement at conference
- Website recognition
- Exhibit table for Engagement Fair
- One (1) conference registration

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Promotional Opportunities

<i>Benefits</i>	<i>Gold</i> \$15,000	<i>Silver</i> \$12,500	<i>Bronze</i> \$10,000
Verbal acknowledgement at conference	✓	✓	✓
Website recognition	✓	✓	✓
Conference registration(s)	3	2	1
Exhibit table at Engagement Fair	✓	✓	✓
Exhibit table for duration of conference	✓	✓	
Acknowledgement email before conference	✓	✓	
Acknowledgement email after conference	✓		
Digital signage as supporter	✓		
List of centers with registered attendees two (2) weeks prior to conference	✓		

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Conference Marketing Opportunities

SYMPOSIUM

\$15,000 x 3 (breakfast or lunch slots available)

One hour breakfast (9/17 or 9/18) or one hour lunch (9/17) to offer relevant educational content to conference participants.

- **One (1) 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 Fall Community Conference

PATIENT & PARENT LOUNGES

\$10,000 x 1 - Patient Lounge

Provide a comfortable space, refreshments, and engagement opportunities with parents attending the conference. Offers exclusive interaction with patient attendees.

\$10,000 x 1 - Parent Lounge

Provide a comfortable space, refreshments, and engagement opportunities with parents attending the conference. Offers exclusive interaction with parent attendees.

\$15,000 x 1 - EXCLUSIVE host of both patient and parent/caregiver lounges

PATIENT & PARENT SCHOLARSHIPS

\$2,000 - One Patient/Parent Scholarship

\$8,000 - Five Patient/Parent Scholarships

Support the commitment to patients and caregivers presenting at the ICN Community Conference. Each scholarship enables patients or caregivers to present at our annual in-person conference at no cost to them.

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Marketing Opportunities continued...

RECEPTIONS

\$10,000 x 1 - Engagement Fair Host - Wednesday, 9/16 6:00-8:00 PM (special recognition)

Serve as the exclusive host of our community engagement fair, reaching hundreds of attendees and exhibitors at this interactive community event hosted each year. Signage acknowledging support.

\$10,000 x 2 - Reception Host (audience of HCPs or patients/parents)

Host reception with audience of HCP's or patients/parents prior to 9/16 engagement fair.

\$5,000 - Poster Session Supporter - Wednesday, 9/16 6:00-8:00 PM (unlimited)

Support ICN's first-ever community conference poster session! Posters will feature collaborative work across the community, QI projects, and emerging research. Signage acknowledging support.

\$250 - Engagement Fair Table - Wednesday, 9/16 6:00-8:00 PM (nonprofit ONLY)

- One (1) registration for engagement fair reception
- Discounted rate on conference registration

Conference Branding Opportunities

\$10,000 x 2 - Digital Signage

Feature your company name and information on digital signage boards, displayed throughout the conference.

\$10,000 x 1 - Keycards

Feature your name on every hotel keycard given to conference attendees.

\$7,500 x 1 - Exclusive WiFi Sponsor

Provide WiFi access to attendees with exclusive recognition of support as each user logs into the complimentary WiFi onsite.

\$5,000 x 1 - Lanyards*

Feature your name on lanyards for every nametag.

** supporter will be responsible for providing organization branding, and ImproveCareNow will provide the lanyards*

\$3,000 x 2 - Charging Station*

Branded signage at charging station

** supporter will be responsible for providing organization branding, and ImproveCareNow will provide the charging station*

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Guidelines for Support

All opportunities listed in this prospectus are promotional in nature. Donations, grants, and contributions provided by Ineligible Companies, as defined by the Standards for Integrity and Independence in Accredited Continuing Education (2020), are considered separate from Promotional Opportunities and are Commercial Support. If you are interested in providing a donation or educational grant, please contact Becky Johnson Rescola, Becky.JohnsonRescola@icnoffice.org

Rules & Regulations

Supporters and Exhibitors agree to enclose their application with the appropriate fee by July 24, 2026 made payable to ImproveCareNow and mailed to:

4 Carmichael Street, Suite 111, Box 117
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** 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: Rachel Staley: Rachel.Staley@icnoffice.org
Written cancellations received before July 24, 2026 will receive a refund of 50%.
No refunds will be issued for cancellations received after August 27, 2026.

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.

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.

Exhibits must be staffed at all times during exhibit hours.

- 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 materials may only be distributed from those who have purchased a marketing opportunity.

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.

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Conference Support Reservation Form

Please use either the clickable link or the scannable QR code below to complete and submit an **ImproveCareNow Community Conference Support Reservation Form** online. If you have any questions or need assistance with your form, please contact Rachel Staley at rachel.staley@icnoffice.org



Community Conference Support Reservation Form



Scan to complete your
Community Conference
Support Reservation Form

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