

Synergy Summit

2020 Conference

Sponsorship Prospectus

03.22-
03.24
2020

synergysummit.us



Contact

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SynergySummit

Newport Beach, CA

The Resort at Pelican Hill | March 22-24, 2020

JOIN US

Synergy Summit is an exclusive, executive retreat offering post-acute care (PAC) owners, operators and C-level executives an unequalled opportunity to hear from respected thought leaders, share best practices, experience valuable networking opportunities, and build key relationships.

Quality is our first priority—from content to venue selection. To ensure maximum impact for both sponsors and attendees, we limit registration to key decision-makers in the PAC industry and maintain a low vendor-to-customer ratio to promote a low-pressure, organic environment for learning, networking, and relaxing. This approach also provides sponsors with targeted opportunities to reach potential customers.

Our 2020 agenda is carefully crafted to provide the most relevant education, content, and speakers while also offering ample opportunities to enjoy the stunning location. The Resort at Pelican Hill in Newport Beach, CA, is a Five Diamond, Forbes 5 resort with a 36-hole, Tom Fazio-designed golf course, a Five-Star Spa, six onsite restaurants, a spectacular coliseum pool, shopping, and more.

Synergy Summit provides a limited number of sponsorship opportunities designed to put your brand directly in front of potential clients, customers and partners.

We hope to see you in Newport Beach.

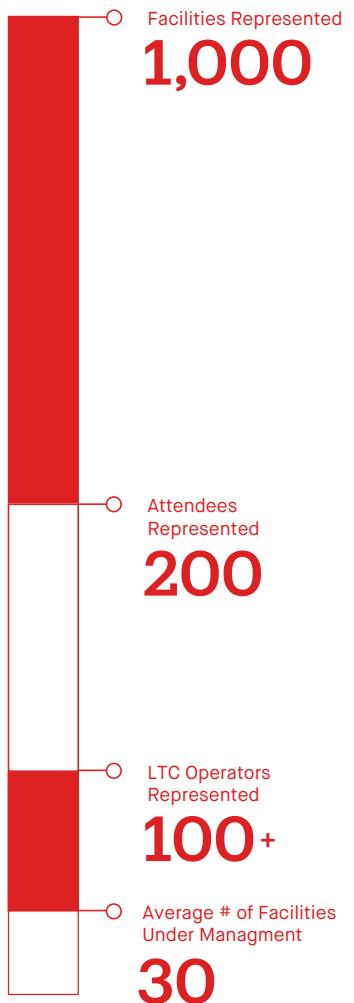


Why Sponsor the 2020 Synergy Summit?

- Exposure to some of the biggest names in PAC: Genesis, Saber, Center Management, Covenant, SeasonsAvalon, Ensign, National Health Care Associates, Senior Care Centers & many more
- Advantageous vendor-to-customer ratio
- Targeted brand messaging opportunities to a captive audience
- Exposure to over 250,000 beds and \$14 billion in annual, non-salary spend

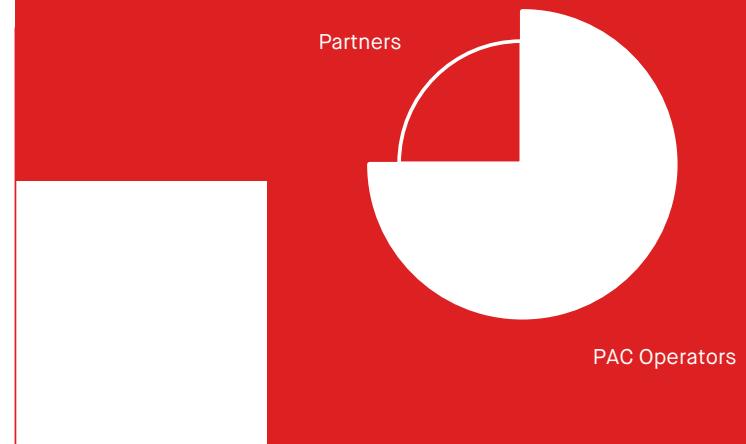
Attendee Profile

Non-Salary Spend
\$14 Billion

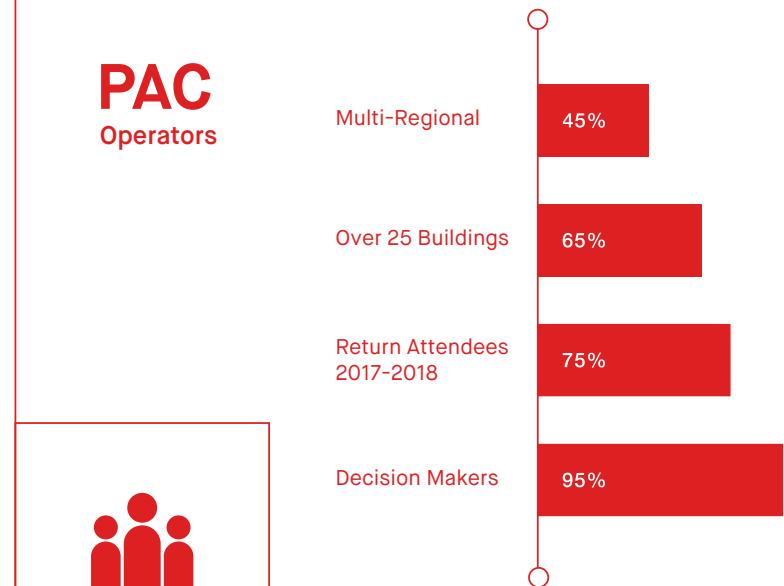


Participant Breakdown

We limit the number of sponsors and partners in order to ensure that operators constitute the majority of attendees.



PAC Operators



Average Speaker Rating: 4.25

**PAST ATTENDEE
ORGANIZATIONS**

Absolut Healthcare	Em Pres	Priority Healthcare Group
Advantage Healthcare	Ensign	Recover Care
Allegiant Healthcare	Legacy Healthcare	Seasons Hospice
AOM Healthcare	Lorien Healthcare	Senior Care Centers
Aperion Healthcare	MB Healthcare	Sympaticare
Arch Care	Mid Atlantic Healthcare	Symphony Healthcare
Avalon Healthcare	Monarch Healthcare Management	TAG Management
Avante Healthcare	National Healthcare Associates	Villa Healthcare
Caring Healthcare	Paragon Healthcare	Vita Healthcare
Centers Management	Pinnacle Healthcare	Vivage Healthcare
Compassionate Care Hospice	Portopiccilo Group	Watermark Healthcare
Covenant Healthcare	Premier Healthcare	White Oak Management
Eagle Management		



TESTIMONIALS



“ Synergy Summit is a unique blend of cutting edge industry topics, thought leading speakers, and post-acute care leaders coming together in a fabulous venue. 2019 was the third consecutive year that McKesson has sponsored Summit, we have been impressed with the results of our sponsorship as we have already made key relationships of value to our company. I highly recommend this outstanding event!”

JIM KOHLER

Vice President of Strategic Accounts,
McKesson

“ I attend many trade shows and conferences throughout the year. The Synergy Summit stands out for so many reasons. As a manufacturer rep I gain so much knowledge from the speakers - knowledge which helps me to better understand my customers' needs and challenges. The networking opportunities are amazing as I am able to talk to industry leading owners and operators in a casual (and beautiful!) setting. As a sponsor, we have found these connections to be priceless.”

ALAN REIMER

National Key Account Manager
Essity Health and Medical Solutions- TENA

“ Nothing compares. This is the only executive retreat in the post-acute care industry where everything from the venue, to the content, to the connections made are five-star quality. If you are a leader in post-acute care and you aren't attending this event, you need to clear your calendar for 2020.”

BEN LEHRER

Vice President of Strategic Accounts,
H&R Healthcare



Focus on Education

The Synergy Summit was founded in response to an identified need for quality educational content in the PAC industry. The dynamic nature of the industry combined with complex regulatory changes and guidelines demands that PAC operators stay abreast of changes and best practices in order to succeed in this competitive market.

Each year we carefully select the agenda and identify only the most experienced and relevant thought leaders in the industry to speak on key topics that add value, enlighten, and improve outcomes for operators. Additionally, we ensure that continuing education credits from the Accreditation Council for Pharmacy Education (ACPE) and the National Association of Long Term Care Administrator Boards (NAB) are available to attendees in order to maximize the value they receive from attending this event.

PAST EDUCATION SESSIONS

2019 focused on best practices in delivering value-based care and included presentations on the following:

- Bundles Gaining Momentum
- PDPM: Reconciling FFS Volatility in a Value-Based World
- Telemedicine Innovations in the SNF Setting
- Medicare Shared Savings Program (SMSSP) in the Long-Term Care (LTC) Setting



Providing this level of high-quality content is the primary focus of every Synergy Summit, and 2020 will be no exception. As we continue to curate next year's agenda, we hope you will participate in sponsoring this incredible event and share with us as we present the most relevant educational content in the industry.



SynergySummit
Newport Beach, CA

03.31 –
04.02
2019

ESTHER MOAS

Sr. Director for Care Continuum
Mount Sinai Health System

PAST SPEAKERS

Synergy Summit selects innovative thought leaders in the PAC industry to ensure education that is insightful, entertaining, and thought-provoking. See some of the speakers from past summits:



Steve Allegretto

Vice President of Finance,
Yale New Haven Health System



Dava Ashley

Chief Operating Officer
Covenant Care



Jess Dalton

VP Strategic Alignment &
Continuum Transformation,
Ensign Group



Jason Feuerman

SVP Strategic Development
& Managed Care,
Genesis HealthCare



Dr. David Friend

Chief Transformation Officer /
Managing Director, BDO's Center for
Healthcare Excellence and Innovation



Brian Fuller

CEO,
Integrated Care Solutions



Nisha Hammel

Sr. Director of Population
Health Management,
American Health Care
Association



Esther Moas

Sr. Director for Care Continuum,
Mount Sinai Health System



Cory Rutledge

Principal,
CliftonLarsonAllen



Scott Taylor

CEO & Founder,
SRX



Dave Wessinger

President,
PointClickCare



Marc Zimmet

President & CEO,
Zimmet Healthcare Services
Group

PAST PARTNERS

Our partners are established providers in the PAC industry, with influential decision-makers, products, and services integral to the future of the industry.





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Pelican Hill

Newport Beach, California

The Resort at Pelican Hill in Newport Beach, CA, is a Five-Diamond, Forbes 5 resort with ample amenities and activities for every interest. Come join us to learn and relax in this spectacular location.

- Five-Diamond, Forbes-5 rated resort
- 36-hole, Tom Fazio-designed championship golf course
- Five-Star spa
- Coliseum pool—136 feet in diameter
- Oceanview bungalows and villas
- Plentiful dining options
- Golf shop
- Fitness classes, live entertainment, shopping



Orange County (SNA), Longbeach (LGB), Los Angeles (LAX)



SPONSORSHIP OPPORTUNITIES¹

Synergy Summit offers sponsors a targeted venue for exposure to owners and C-suite executives in the PAC industry. Opportunities are limited to provide favorable vendor-to-customer ratios. The following details sponsorship levels and offerings available.

	Diamond \$75,000	Platinum \$50,000	Gold \$35,000
Sponsor Opportunities	2	3	6
Tickets Included ²	4	2	2
Speaking Address	Dinner	Lunch	Breakfast
Speaker Sponsorships ³	1 speaker (holding slides, announcements, introductions)	1 speaker (holding slides, announcements, introductions)	1 panel (shared) (announcements, holding slides)
Logo Display on Website	Banner ad / listing on sponsor page	Listing on sponsor page	Listing on sponsor page
LinkedIn Posts	2 posts (sponsor / speaker)	2 posts (sponsor / speaker)	1 sponsor post
Summit Magazine	White paper + full-page ad + logo	Full-page ad + logo	Half-page ad + logo
Mobile Application	Logo, company bio, 2 custom posts	Logo, company bio, 1 custom post	Logo, company bio

¹ Synergy Summit organizers will make every effort to accommodate sponsorship preferences. However, sponsorship options are limited and are subject to availability on a first-come, first-served basis.

² Room reservations, including associated costs, are not included and must be booked separately by attendees and/or attendee organizations.

³ Speaker sponsorship assignments will be made by Synergy Summit in each session.

Diamond

Additional Diamond sponsorship offerings include:

- Gobo light projection at opening reception or entertainment night (pick one)
- Sponsored items for golf activity bag
- Closest to pin, hole in one, golf balls (pick one)
- Registration wayfinding (Sunday)

Platinum

Additional Platinum sponsorship offerings include:

- Activity / cabana wayfinding signage (Monday)
- Sponsored items for activity bag
- Charging stations for session tables

Gold

Additional Gold sponsorship offerings include:

- Massage chairs at cabana
- Breakfast / lunch table signage (1 meal)
- Branded napkins / stir sticks in break area

APPLICATION FOR SPONSORSHIP

2020 Synergy Summit



Sponsorship Information

Sponsor agrees to purchase a sponsorship package as specified below:

Sponsor/Applicant _____

Sponsorship Level **Diamond** \$75,000
 Platinum \$50,000
 Gold \$35,000

Sponsorship Options (list 2 per line)

Preferred _____

Secondary _____

Approved By (Name) _____

Title _____

Email _____

Phone _____

Address _____

City _____ State _____

Website _____

Contractual Agreement

We hereby apply as a Sponsor for the Synergy Summit, to be held March 22-24, 2020. We agree to abide by the Sponsorship Terms and Conditions, accompanied by this application, which form a part of this contract between our company (Sponsor) and the Synergy Summit. We understand that this contract is not fully executed until officially accepted by the Synergy Summit.

Accepted by Sponsor

Signature _____

Name _____

Title _____

Date _____

Accepted by Synergy Summit

Signature _____

Name _____

Title _____

Date _____

APPLICATION FOR SPONSORSHIP
2020 Synergy Summit



Payment Information

Full payment in U.S. funds must accompany order. Make checks payable to Synergy HCA.

Check # _____ Amount \$ _____

Credit Card

Visa Mastercard American Express

Number _____

Exp Date _____

Cardholder Name _____

Contact:

Yosef Daskal

(o) 347.505.9175

(c) 917.710.1211

contact@synergysummit.com

synergysummit.com

Sponsorship Terms & Conditions

Synergy Summit 2020

1. Terms of Agreement. It is agreed that the following terms and conditions are accepted as a contract between the Synergy Healthcare Alliance LLC as the Event Organizer ("EO") and the Sponsor listed on the Sponsorship Reservation Form (the "Sponsor") for sponsorship opportunities at Synergy Summit 2020 (the "Event") to which these terms and conditions are attached. EO and the Sponsor may each be referred to as a "Party" or collectively, as the "Parties". It is agreed that Sponsor will abide by the rules and regulations as contained within these terms and conditions and the Sponsorship Reservation Form to which these terms and conditions are attached (such Sponsorship Reservation Form and these terms and conditions, collectively, the "Agreement") before, during and after the Event, and by any and all agreements made by and between EO and The Resort at Pelican Hill, Newport Beach (the "Event Location") and any and all rules of the Event Location. EO shall have the sole authority to interpret and enforce all rules and regulations included herein, to make any amendments thereto, and to make further rules and regulations as necessary to ensure the orderly conduct of the Event. The Parties hereby agree and acknowledge that any waiver of or failure to exercise any right provided for herein shall not be deemed a waiver of any further or future right under this Agreement.
2. Payment; Late Payment; Failure to Pay. The deposit indicated on the first page of the Agreement will be payable concurrently with the submission of Sponsor's signed Agreement. Upon acceptance of Sponsor's signed Agreement and payment of the deposit, EO will issue an invoice for the full amount outstanding ("Outstanding Balance") along with a countersigned copy of this Agreement. The Outstanding Balance will be due and payable no later than FEBRUARY 1, 2020 (the "Payment Due Date") TIME BEING OF THE ESSENCE. In the event that Sponsor does not pay the entire outstanding Balance by the Payment Due Date, the remainder of the Outstanding Balance shall accrue interest at a rate of one and one-half percent (1.5%) monthly. Moreover, in such case, EO may, in its sole and absolute discretion, cancel this Agreement. Upon cancellation, the entire Outstanding Balance plus interest at a rate of one and one-half percent (1.5%) monthly shall become immediately due and payable. Sponsor shall also be liable for any additional fees (including attorney's fees and/or collection fees of not less than 25% of the Outstanding Balance) that EO may incur to recover the full Outstanding Balance. All returned checks shall incur a charge of Twenty-Five Dollars (\$25.00). If the amount set forth above to cover interest, attorney's fees, and/or collection fees, plus returned check fees exceeds the limits allowed by applicable laws, then the maximum amount allowed by such laws will be paid to EO by Sponsor. Under no circumstances shall Sponsor be permitted to access or attend the Event or the Event Location unless EO has received the entire Outstanding Balance by the Payment Due Date.
3. Assignment. Sponsors may not assign any part of this Agreement, or any of the benefits of its sponsorship package without the written consent of EO.
4. Cancellation or Change of Exposition. In the event that the Event Location should become unfit for occupancy or interfered with by reason of any cause or causes not reasonably within the control of EO or its agents, the Event may be canceled or moved to another appropriate location, at the sole discretion of EO. EO will strive to adhere to the advertised Event program but reserves the right, in its absolute and sole discretion, to alter the sponsorship package (e.g., location, date, etc.) if deemed necessary. EO shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising directly or indirectly by virtue of a cause or causes not reasonably within the control of EO. Causes for such action beyond the control of EO shall include, but are not limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, orders or regulations, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by Event Location, municipal, state or federal laws, or acts of God. Should EO terminate this Agreement or the Event pursuant to the provisions of this section, Sponsor waives any and all claims for damage arising thereof. Refunds in the event of termination shall be made to Sponsors in the amount of the original sponsorship fees less prorated adjustments based on EO costs incurred from staging and/or relocating the Event.
5. Cancellation by Sponsor. Sponsor shall not receive any refund or credit if it cancels and breaches this Agreement for any reason. In that event, it shall be responsible for the full amount of any and all unpaid fees or other amounts under this Agreement, plus interest at the rate of 1.5% per month and attorney's fees and cost of collection. The Parties hereto hereby expressly agree that this Section sets forth in advance those reasonable liquidated damages necessary in the event of a breach of this Agreement in light of the damages that EO will sustain, and that such liquidated damages do not constitute a penalty. In the event of either a full or partial cancellation of sponsorship by Sponsor, EO reserves the right to reassign the sponsorship opportunity, regardless of the fees assessed or paid hereunder. Subsequent reassignment of canceled sponsorship opportunity does not relieve Sponsor of the obligation to pay all the fees and expenses set forth in this Agreement. It is mutually agreed that by canceling sponsorship, Sponsor relinquishes all benefits included with the sponsorship package.
6. Signage. All signage shall be provided by EO, and Sponsor shall not display any of its own signage without EO's express written approval. Sponsor agrees to supply its logo and other identifying information to EO, which shall be subject to EO's approval. All signage shall be subject to the approval of, and rules and regulations of Event Location.
7. Relationship of Parties. The parties are independent contractors with respect to one another. Nothing in this Agreement shall create any association, joint venture, partnership, or agency relationship of any kind between the parties.

8. Meetings. Sponsor and EO both acknowledge that EO may have offered to procure meetings for Sponsor with other Event attendees. Sponsor acknowledges that EO will use reasonable efforts to arrange these meetings, but has no control over, and no authority to bind, third parties. Sponsor shall have no claim against EO for the non-occurrence of any meeting. Sponsor further acknowledges that there is no guaranty of any meetings, or of any results from such meetings.
9. Limitation of Liability. EO shall not be liable, and Sponsor agrees to make no claim for any reason whatsoever against EO or Event Location, for loss, theft, damage, or destruction of goods; nor for any injury, including death, to himself, employees, agents or representatives; nor for any damage of any nature, including damage to its/his business; nor for failure to hold the Event as scheduled; nor for any action or omission of EO. Sponsor is solely responsible for its own marketing materials and products, and should insure such materials and products from loss or damage from any cause whatsoever. It is understood and agreed that all property of Sponsor is in its own care, custody, and control in transit to, or from, or within the confines of the Event Location and the exhibit halls. EO shall bear no responsibility for the safety of Sponsor, their personnel, employees, agents or representatives or personal property.
10. Indemnification. Sponsor agrees to defend, indemnify, and hold harmless EO, the Event Location, and their respective employees, agents, or representatives from and against any and all liabilities, losses, expenses (including, but not limited to, attorneys' fees), damages, claims (including, but not limited to, claims for injury to Sponsor, its employees, agents, representatives, or Event attendees), suits, demands, judgments and causes of action of any nature arising from or as a result of (i) the negligent performance of Sponsor's obligations under this Agreement by Sponsor, Sponsor's agents, employees or representatives; (ii) the failure of Sponsor, Sponsor's agents, employees or representatives to comply with any term or condition of this Agreement; (iii) the breach of any representation or warranty given or made by Sponsor; and/or (iv) any act or omission of Sponsor or any of its agents, employees or representatives. EO will have no liability whatsoever for any indirect, consequential, special or incidental damages, regardless of how those damages are incurred.
11. Intellectual Property: License and Infringement. Sponsor is responsible for obtaining all necessary licenses and permits to use music, photographs, or other copyrighted material in its marketing materials and products. Sponsor warrants that it is the owner or licensee of all intellectual property used by Sponsor at the Event or in promotion thereof. Sponsor agrees to defend, indemnify, and hold harmless EO, Event Location, and their officers, directors, employees and agents, harmless from all loss, cost claims, causes of action, obligations, suits, damages, liability expenses, and costs including attorney's fees arising from or out of any dispute involving intellectual property owned or used by Sponsor at the Event or in promotion thereof.
12. Waiver of Rights. Any rights of EO under this contract shall not be deemed waived in any manner except as specifically waived in writing and signed by an authorized officer of EO.
13. Venue; Legal Fees. The Parties hereby expressly agree that in any action by and between the Parties that arises out of this Agreement, said action must be brought in the courts of the State of New York, and the party against whom said action is filed hereby consents to such jurisdiction and venue. This Agreement shall be governed and construed in accordance with the laws of the State of New Jersey. In the event that either party shall retain or engage an attorney or attorneys to enforce, protect, or collect any interest set forth in this Agreement, the prevailing party shall be entitled to receive payment of all costs and expenses of such enforcement, protection or collection, including reasonable attorney's fees. Notwithstanding any of the foregoing, in the event of any default by EO under the terms of this Agreement, EO's liability shall never exceed the amount actually and already paid by Sponsor and received by EO under the terms and conditions of this Agreement.
14. Amendment and Additional Rules. Any matters not specifically covered by the preceding terms and conditions shall be within the sole purview of EO. EO may, at any time, amend or add further terms and conditions to these terms and conditions. EO reserves the right to reject any application, or cancel any contract, for sponsorship for any reason.
15. Agreement to Rules. Sponsor, for himself or itself, his or its personnel, employees, agents or representatives, agrees to abide by the foregoing terms and conditions, by all requirements imposed on EO, Sponsors and third parties pursuant to EO's agreement with the Event Location, and by any amendments and additional terms and conditions that may be put into effect by EO from time to time.
16. Representation. The signatory on behalf of Sponsor warrants and represents that he or she has the proper power and authority to sign and deliver the Agreement to EO on behalf of Sponsor and acknowledges that EO has relied on this representation when entering into this Agreement.