

SHM INDUSTRY PARTNERS LOYALTY PROGRAM

WHY?

SHM and members appreciate the necessary and ongoing support from exhibiting companies.

WHAT?

Loyalty Points are awarded to companies for exhibiting at annual meetings, Leadership Academy and Hospital-Focused Practice meetings and participating in the Industry Partners Advisory Board.

HOW?

SHM tracks companies' participation in all meetings and activities since 2007 and will notify companies of available benefits each year prior to the annual meeting.

All companies that fall within one of the status levels below will be informed of their status in mid-May each year. All available rewards and applicable deadlines will be sent to the main contact on file in the summer each year. If you are unsure of your company's Loyalty Program status or you are a new contact, please email exhibits@hospitalmedicine.org.

UPDATED REWARDS	BRONZE	SILVER	GOLD	PLATINUM
Badge Ribbon	✓	✓	✓	✓
Listing on the Official Annual Meeting Website	✓	✓	✓	✓
Listing on Loyal Partners Banner	✓	✓	✓	✓
Booth Registration	4 th Wave	3 rd Wave	2 nd Wave	1 st Wave
Booth Personnel Badges		1 Extra	2 Extra	3 Extra
Exhibitor Passport Upgrade		3 rd Option to Purchase	2 nd Option to Purchase	1 st Option to Purchase + 25% Discount
HM at Hand Mobile App Job Posting		20% Discount	1 Complimentary	2 Complimentary
Sponsorship Discount		5%	10%	15%
Exhibitors All-Access Conference Badges			1 Extra	2 Extra
Leadership Academy Booth Discount			10%	20%
Print Ad in Meeting Dailies			25% off on 1 Ad in 1 Issue	50% off on 1 Ad in 1 Issue
Listing on slides shown in the plenary session and on video wall			✓	✓
Annual Meeting Scholarship				1
Chapter Meeting Exhibit Table/Display*				1
VIP Reception Invitation (Annual Meeting)				✓

For questions regarding the Loyalty Program, please contact the SHM Exhibits Team at exhibits@hospitalmedicine.org.

RULES AND GUIDELINES

The Society of Hospital Medicine's (SHM's) Industry Partners Loyalty Program recognizes and rewards companies that have contributed to SHM's success year after year. The program provides a fair and equitable points system with multi-level rewards, recognizing companies that have exhibited since 2007 without missing more than three (3) years of meetings. Loyalty Points have been assigned in the following structure regardless of the size and/or location of their booth:

- Annual Meeting = 1 point
- Advisory Board = 1 point per year served, invitation only
- Leadership Academy = 0.5
- Pediatric Hospital Medicine = 0.5
- Other (HFP meetings etc.) = 0.5 (excludes Chapter and Regional meetings)

In order to maintain a company's loyalty status, the company must participate at least once in a three-year time period.

Loyalty Program Levels:	Bronze 4 – 5.5 Points	Silver 6 – 7.5 Points	Gold 8 – 9.5 Point	Platinum 10+ points
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Reward Fulfillment:

Each year following the annual meeting, the company contact on file will receive notification of their company's updated Loyalty Partner status and number of loyalty points earned to date. This company contact will then receive an email notification with all available, redeemable rewards listed per their Loyalty Partner status. The company contact will have the opportunity to opt-in or opt-out for any of the rewards they have obtained. All applicable deadlines and rules will be included in the notification and an email notification of rewards redemption. As rewards are redeemed, the SHM Exhibits Team will ensure that each of the selected rewards is fulfilled in a timely fashion. Rewards cannot be applied retroactively. All reward deadlines must be met or the company forfeits the right to that reward in the Loyalty Program year.

Company Contacts:

Each company must provide a main point of contact for their company and one alternate.

Rules and Conditions for Specific Rewards are Outlined Below:

Booth Personnel Badges:

All additional booth personnel badges will be added to the company record at the time of registration. Additional booth personnel badges can be registered for in the Booth Personnel Registration form in the Exhibitor Service Center (ESC) to which all registered, paid exhibitors have access.

Exhibitor All-Access Conference Badges

Companies that have achieved Platinum or Gold level are awarded additional All-Access Conference badge(s) at the discounted exhibition price of \$425. All-Access Conference badges allow the exhibitor to attend educational sessions within the main conference as well as access to the Exhibit Hall. Once a Platinum or Gold level company has registered for their booth space, the allotted number of additional All-Access Conference badges will be added to the company account. All-Access Conference badges can be registered for using the Booth Personnel Registration form through the Exhibitor Service Center (ESC) to which all registered, paid exhibitors have access.

Annual Meeting Scholarship

Platinum level companies will receive (1) Annual Meeting scholarship. The company has the right to award this scholarship to anyone of its choosing as long as that individual is a current SHM member. The scholarship must be used for the upcoming year's annual meeting. The intended scholarship recipient will be required to complete the annual meeting registration form and return the completed form no later than two weeks before the start of the annual meeting.

Chapter Meeting Exhibit Table/Display

Platinum level companies will be asked to provide the top three SHM Chapters where they would prefer to have a display/exhibit table. Every effort will be made by SHM to match the company with its top preference or one within the list the company provides. Complimentary chapter meeting displays are based on availability per the Chapter leader and the SHM Project Manager for chapters. Chapter meetings are usually held in the fall and in the spring. If a chapter meeting is available, the company will be assigned the best matched chapter in either the fall or spring season. The loyalty program covers up to \$2,000 for the exhibit fee at a chapter meeting. Some SHM chapters may charge more than \$2,000 to exhibit at their meeting. In the instance that the company is granted a chapter meeting that is in excess of the \$2,000 fee, the company shall pay the remaining balance to exhibit at that meeting. If the company should decline to exhibit at that particular chapter meeting, SHM will make reasonable accommodations to find a suitable alternate chapter meeting for the company. Should a match be found and the exhibitor declines, the exhibitor forfeits the right to a chapter meeting in that loyalty program year. All chapter displays must comply with the chapter rules and regulations, which will be communicated to companies prior to events.

Mobile App Job Postings

Companies that wish to utilize the mobile app job posting discount or complimentary postings will be provided with a discount code in order to complete the online posting form. Applicable deadlines will apply.

Sponsorship Discounts

Platinum, Gold and Silver Level companies who purchase a sponsorship for SHM's annual meeting will automatically have the discount applied to their sponsorship agreement.

VIP Reception Invitation

Platinum Level companies will receive (4) individual invites to attend the VIP Reception held at the upcoming year's annual meeting. The invitations for this reception are exclusively for the company awarded and are non-transferrable. The company will only receive (4) invitations to be distributed to company employees at the discretion of the company; additional invitations are not available.

Print Ads in Meeting Dailies

Platinum and Gold Loyalty Partners will receive a discount on one (1) print ad in one (1) issue of the *HM18 Daily News*. This discount is limited and can be applied to one full (king size) or half page only. If a Platinum or Gold Loyalty Partner wishes to increase or augment its ad unit beyond the discounted full or half page, the discount will continue to be applied to the full or half page only; the additional advertising space will be invoiced at rates described in the *HM18 Daily News* rate card. Print deadlines will apply for a printed ad in the meeting dailies and for the listing on the banner. Companies that redeem the print ad discount will work directly with SHM's publisher Frontline Medical Communications. Frontline reserves the right of ad placement at its discretion.