

THE
**COMPASSION
IN ACTION**
HEALTHCARE CONFERENCE

JUNE 14-16, 2020
WESTIN COPLEY PLACE | BOSTON, MA

SPONSOR & EXHIBITOR GUIDE



T H E
COMPASSION
IN ACTION
HEALTHCARE CONFERENCE

At a Glance 3

Examples of Past Conference Sessions 4

Sponsorship Levels 5-6

Exhibitor Levels and Benefits 7



Sponsor and Exhibitor Opportunities

The Schwartz Center for Compassionate Healthcare is an international leader in the movement to put compassion at the heart of healthcare.

In June 2020, the Schwartz Center will host the *Compassion in Action Healthcare Conference*, which will bring together clinicians, health system leaders and others who are committed to making compassion a priority in their organizations and communities.

Participants will engage with colleagues from across the globe and experience immersive sessions that will leave them inspired, equipped with knowledge and skills and supported by new partners to create and sustain cultures of compassion.

In Partnership With:





2020 Conference: At a Glance

PURPOSE

Provide continuing education and community, focused on organizational culture change using strategies based on empathy, communication, interpersonal skills and interprofessional collaboration as well as networking opportunities for healthcare professionals across all medical specialties.

ATTENDEES

This conference is ideal for:

- Organizational leaders, directors and managers of healthcare professionals
- Practicing healthcare professionals and ethicists
- Patient and clinician experience officers and teams
- Quality and safety professionals and risk managers
- Health professional educators
- Human resources and employee assistance program professionals
- Spiritual care providers and chaplains
- Professional society leadership representatives
- Policy and public health representatives

CONFERENCE THEMES

- Workforce resilience, well-being and engagement
- Creating compassionate organizational cultures
- Compassionate responses to social challenges
- Communicating with patients, families and each other
- Engaging patients, families and their communities to support health
- Compassion science and practice

TOPICS

Compassionate Leadership
Substance Use Disorders
Impact of Violence and Mass Casualty Events
Clinician Mental Health and Well-being
Immigration
Technology
Health Equity

2019 Speaker Highlights



ANDREW DREYFUS
President and Chief Executive Officer, Blue Cross Blue Shield of Massachusetts



AMY C. EDMONDSON, PhD
Novartis Professor of Leadership and Management, Harvard Business School



SHEKINAH ELMORE, MD, MPH
Resident, Harvard Radiation Oncology Program



HELEN RIESS, MD
Founder, Empathetics, Inc.; Director, Empathy Program, Massachusetts General Hospital; Associate Professor of Psychiatry, Harvard Medical School

A Discussion About Compassionate Leadership

MODERATOR



RICHARD J. BARON, MD, MACP
President & CEO, American Board of Internal Medicine and ABIM Foundation



AKRAM BOUTROS, MD, FACHE
President & CEO, The MetroHealth System



LAURA CROOKS, BS, OTR, MHA
CEO, Yakima Children's Village



PETER SLAVIN, MD
President, Massachusetts General Hospital

What Can Healthcare Learn About Compassion from Customer-friendly Businesses

MODERATOR



HARRIS BADEN, MD
Professor & Chief of Pediatric Cardiac Critical Care, Seattle Children's Hospital



KATIE BACH, MEC, MBA
Managing Director, Good Jobs Institute; Former Director of Global Strategy, Starbucks



PAUL MORTON
Senior Vice President, Northeast Region, Nordstrom



SARAH MCKENNA
Senior Vice President of Fan Services, Boston Red Sox

Sponsorship Levels and Benefits

PLATINUM \$50,000+

- Speaking opportunity
- Introduction/moderator for keynote or master panel (e.g. CEO Leadership panel)
- Acknowledgement from the podium during keynote
- 10 complimentary conference registrations
- Tour of company or organization
- 2 VIP tables for 20 guests, prime placement at the member-only dinner
- Logo placement on screens at member-only dinner
- Logo placement on the cover of the program book
- Mention in all pre- and post-event related press releases
- Advance copy of attendance list
- Company logo projected on individual slide
- Company name recognition on conference mobile app
- One promotional item for the tote bag
- Recognition on Call to Action Summary webpage
- Prominent name recognition on posters placed throughout the venue
- 10ft x 10ft booth, prime placement with one draped table, two chairs, one waste basket
- Company logo projected on individual slide in exhibitor space
- Organization banner placed in exhibit space
- Organization logo on 3ft x 4ft poster
- 1 full-page, four-color ad in program book
- Organization's contact name, email and phone listed in exhibitor program book
- Recognition in Schwartz Center e-newsletter, Touchpoints, sent to more than 20,000 people*
- Name recognition on the electronic invite sent to more than 20,000 people*
- Recognition on Schwartz Center website and social media outlets
- Name recognition in the 2020 Schwartz Center Annual Report

GOLD \$25,000+

- 10 complimentary conference registrations
- 1 VIP table for 10 guests, prime placement at the member-only dinner
- Logo placement on screens at member-only dinner
- Advance copy of attendance list
- Company logo projected on individual slide
- Logo placement on the cover of the program book
- Company name recognition on conference mobile app
- One promotional item for the tote bag
- Prominent name recognition on posters placed throughout the venue
- 10ft x 10ft booth, prime placement with one draped table, two chairs, one waste basket
- Company logo projected on individual slide in exhibitor space
- Organization banner placed in exhibit space
- Organization logo on 3ft x 4ft poster
- 1 full-page, four-color ad in program book
- Organization's contact name, email and phone listed in exhibitor program book
- Recognition in Schwartz Center e-newsletter, Touchpoints, sent to more than 20,000 people*
- Name recognition on the electronic invite sent to more than 20,000 people*
- Recognition on Schwartz Center website and social media outlets
- Name recognition in the 2020 Schwartz Center Annual Report

Our 2019 conference attracted more than 600 participants from 33 states and 7 countries including these most common roles:

DIRECTOR – Human Resources, Spiritual Care, Case Management, Palliative Care, Employee Assistance Program, Innovation

VICE PRESIDENT – Experience, Quality, Patient Care Services

MANAGER – Nursing, Case Management, Operations

CHIEF NURSING OFFICER

CHIEF PATIENT EXPERIENCE OFFICER

CHIEF EXECUTIVE OFFICER

CHIEF MEDICAL OFFICER

96% of participants said they would make changes in their clinical, teaching, research or administrative work because of attending the conference.

SILVER \$10,000+

- 4 complimentary conference registrations
- 4 tickets to member-only dinner
- Logo placement on screens at member-only dinner
- Advance copy of attendance list
- Company logo projected on slide
- Logo placement inside the program book
- One promotional item for the tote bag
- Prominent name recognition on posters placed throughout the venue
- 10ft x 10ft booth, with one draped table, two chairs, one waste basket
- Company logo projected on individual slide in exhibitor space
- Organization banner placed in exhibit space
- Organization logo on 3ft x 4ft poster
- Half-page, four-color ad in program book
- Organization's contact name, email and phone listed in exhibitor program book
- Name recognition on the electronic invite sent to more than 20,000 people*
- Recognition on Schwartz Center website and social media outlets
- Name recognition in the 2020 Schwartz Center Annual Report

BRONZE \$5,000+

- 2 complimentary conference registrations
- 2 tickets to member-only dinner
- Logo placement on screens at member-only dinner
- Company logo projected on slide
- Name recognition in the program book
- Name recognition on posters placed throughout the venue
- 10ft x 10ft booth, with one draped table, two chairs, one waste basket
- Company logo projected on individual slide in exhibitor space
- Organization logo on 3ft x 4ft poster
- Quarter-page, four-color ad in program book
- Organization's contact name, email and phone listed in exhibitor program book
- Name recognition on the electronic invite sent to more than 20,000 people*
- Recognition on Schwartz Center website and social media outlets
- Name recognition in the 2020 Schwartz Center Annual Report

**The Schwartz Center mail and email lists include senior leaders from hospitals, health plans, health associations, biotech, pharmaceutical and medical device industries, as well as hundreds of healthcare member organizations from across the country, and patients and families who are committed to making compassionate care a national priority.*

To learn more about sponsoring the conference, visit:
compassioninactionconference.org/sponsors or
contact Melissa Restivo at
mrestivo@theschwartzcenter.org or 617-724-6795



Exhibitor Levels and Benefits

BENEFITS OF PARTICIPATION

- Gain access to healthcare professionals and representatives from institutions across the country
- Raise awareness about your organization
- Make connections with leading thinkers from all sectors of healthcare
- Demonstrate a strong commitment to making compassionate care a national priority

DELUXE \$3,500

- 10ft x 10ft booth, prime placement with one draped table, two chairs, one waste basket
- Organization banner placed in exhibit space
- Organization logo projected on individual slide in exhibitor space
- Organization logo on 3ft x 4ft posters through the venue
- Half-page four-color advertisement in program book
- Organization's contact name, email and phone listed in exhibitor program book
- Organization's contact name, email and phone listed in exhibitor smartphone application
- Name recognition in Schwartz Center electronic invitation, sent to more than 20,000 people*
- Name recognition on conference website
- Name recognition on Schwartz Center social media outlets
- 2 exhibitor day passes June 14-16, 2020 – includes access to keynote sessions, meal functions, and the evening reception

PREMIUM \$2,500

- 10ft x 10ft booth, prime placement with one draped table, two chairs, one waste basket
- Organization logo on 3ft x 4ft posters through the venue
- Quarter-page four-color advertisement in program book
- Organization's contact name, email and phone listed in exhibitor program book
- Organization's contact name, email and phone listed in exhibitor smart phone application
- Name recognition in Schwartz Center electronic invitation, sent to more than 20,000 people*
- Name recognition on conference website
- Name recognition on Schwartz Center social media outlets
- 1 exhibitor day pass June 15-16, 2020 – includes access to keynote sessions, meal functions, and the evening reception

SUPPORTER \$1,500

- 10ft x 10ft booth, prime placement with one draped table, two chairs, one waste basket
- Organization's contact name, email and phone listed in exhibitor program book
- Organization's contact name, email and phone listed in exhibitor smart phone application
- Name recognition in Schwartz Center electronic invitation, sent to more than 20,000 people*
- Name recognition on conference website
- 1 exhibitor day pass June 15-16, 2020 – includes access to keynote sessions, meal functions, and the evening reception

*The Schwartz Center mail and email lists include senior leaders from hospitals, health plans, health associations, biotech, pharmaceutical and medical device industries, as well as hundreds of healthcare member organizations from across the country, and patients and families who are committed to making compassionate care a national priority.

Sponsor Registration Form

ORGANIZATION NAME _____

ADDRESS _____
STREET CITY STATE ZIP

CONTACT PERSON NAME AND TITLE _____

TELEPHONE NUMBER _____ EMAIL _____

PLEASE CHECK ONE OF THE FOLLOWING

- Platinum** - \$50,000+
- Gold** - \$25,000+
- Silver** - \$10,000+
- Bronze** - \$5,000+
- Other amount** _____

PAYMENT

- Credit Card**
Charge \$ _____ on my credit card Mastercard Visa AMEX
Name on Card _____
Card Number _____ Exp. Date _____
- Check** Enclosed in the amount of \$ _____ and made payable to the Schwartz Center.
- Bill me** Please email invoice to _____

MAIL TO:

The Schwartz Center for Compassionate Healthcare
P.O. Box 417597, Boston, MA 02241-7597

Phone: 617-643-4067 Fax: 617-643-6123
Tax ID number: 04-1564655

Exhibitor Registration Form

ORGANIZATION NAME _____

ADDRESS _____
STREET CITY STATE ZIP

CONTACT PERSON NAME AND TITLE _____

TELEPHONE NUMBER _____ EMAIL _____

PLEASE CHECK ONE OF THE FOLLOWING

Deluxe \$3,500 Premium \$2,500 Supporter \$1,500

NAME(S) OF BOOTH REPRESENTATIVE(S) FOR NAME BADGE(S)

ORGANIZATIONS YOU WISH TO BE NEAR OR FROM WHICH YOU DESIRE SEPARATION

PLEASE PROVIDE A ONE TO TWO SENTENCE DESCRIPTION OF YOUR ORGANIZATION TO BE INCLUDED IN THE CONFERENCE EXHIBITOR MATERIALS

PAYMENT

Credit Card

Charge \$ _____ on my credit card Mastercard Visa AMEX

Name on Card _____

Card Number _____ Exp. Date _____

Check Enclosed in the amount of \$ _____ and made payable to the Schwartz Center.

Bill me Please email invoice to _____

MAIL TO:

The Schwartz Center for Compassionate Healthcare
P.O. Box 417597, Boston, MA 02241-7597

Phone: 617-643-4067 Fax: 617-643-6123

Tax ID number: 04-1564655

Exhibitor Terms

- No booth can be assigned until full payment is received by the Schwartz Center. Premium exhibitors receive priority booth placement. While we will try to accommodate all requests, some may be limited by space and hotel layout.
- Exhibitor agrees to adhere to all deadlines set by the Schwartz Center for requested materials.
- Exhibitor space is available for June 14-16, 2020; the June 14 exhibitor opportunity is available only to the Deluxe level exhibitors.
- Exhibitor agrees to keep the exhibit booth staffed during all active expo hours:

SUNDAY, JUNE 14, 2020
12:00-1:00 pm - Lunch
5:15-6:00 pm - Reception

MONDAY, JUNE 15, 2020
9:30-9:45 am - Break
11:00-11:15 am - Break
12:30-1:05 pm - Lunch
2:45-3:00 pm - Break
4:15-5:00 pm - Break and Reception

TUESDAY, JUNE 16, 2020
7:00-7:45 am - Breakfast
10:00-10:15 am - Break
11:30-12:45pm - Lunch (optional)

- Exhibitor agrees to vacate the booth space by 2:00 pm on June 16, 2020.
- The Schwartz Center is not responsible for the security of exhibit booth or items left in the booth.
- Exhibitor agrees to pay for all shipping, receiving and drayage costs associated with their materials.
- Exhibitor may not sublease their exhibit space or bring a partner organization without the consent of the Schwartz Center.
- Cancellations of an exhibit booth after May 7, 2020, will not receive a refund.
- The Schwartz Center will solicit and accept support only for projects and activities that are consistent with our mission.
- The Schwartz Center determines how funds provided by exhibitors will be used.
- Exhibitors are not permitted to participate in workshops or breakout sessions and cannot receive continuing education credits.
- Exhibitors may not engage in sales, promotional activities (including, but not limited to, presentations, posing questions, or otherwise contributing to or influencing the academic discourse), or distribute product-specific advertisements while in any conference sessions.
- The Schwartz Center does not provide product endorsements (approvals).
- The Schwartz Center will be vigilant at all times to avoid any real or apparent conflict of interest in accepting donations.

I agree to the terms, as outlined above, for exhibiting at the Compassion in Action Healthcare Conference.

SIGNATURE _____

NAME/TITLE (PRINT OR TYPE) _____

DATE _____

Return completed form no later than Friday, April 26, 2020 to Conference@theschwartzcenter.org

T H E
**COMPASSION
IN ACTION**
HEALTHCARE CONFERENCE

June 14-16, 2020
Westin Copley Place
Boston, MA

**For more information,
contact:**

MELISSA RESTIVO
mrestivo@theschwartzcenter.org
617.724.6795



the schwartz center
FOR COMPASSIONATE HEALTHCARE

For more information, visit
compassioninactionconference.org