

A photograph of three healthcare professionals in a meeting. A woman in a white lab coat is on the left, looking towards a man in blue scrubs in the center. Another man in a white lab coat is on the right, looking towards the man in scrubs. The background is a light blue wall with a large, faint line graph. The word "EBITDA" is visible in the upper left, and "2010" is visible at the bottom left of the graph. The overall scene suggests a professional discussion in a healthcare setting.

2010 Healthcare Services Private Equity Symposium

SPONSORSHIP OPPORTUNITIES

The premier national conference addressing critical business and legal issues specific to healthcare services private equity transactions

MARCH 19, 2010

MANDARIN ORIENTAL

MIAMI, FLORIDA

2010 Healthcare Services Private Equity Symposium 4th Annual Symposium

FRIDAY, MARCH 19, 2010

MANDARIN ORIENTAL

MIAMI

We are pleased to invite you to participate in **McDermott Will & Emery's 2010 Healthcare Services Private Equity Symposium**, the premier national conference addressing critical business and legal issues specific to healthcare services private equity transactions. The 2010 event will be held on **Friday, March 19, at the Mandarin Oriental Miami**. Enclosed please find complete information regarding the various sponsorship levels and benefits that are available.

Private equity industry leaders, companies and investment bankers will share their perspective on opportunities that will arise from healthcare reform, cutting-edge regulatory issues, lending and due diligence challenges specific to healthcare deals, and specific insights from successful case studies. Significant attention will be placed on helping sort out the winners and losers of healthcare reform.

The conference is a must for private equity principals, lenders serving private equity sponsors, investment bankers, C-level executives from all segments of the healthcare services sector, companies that may be contemplating arrangements with private equity funds, and others with a vested interest in healthcare services private equity.

Reserve your space today to take advantage of this exciting, high-profile industry event! Don't miss this opportunity to showcase your organization to the key decision-makers in the healthcare services private equity industry through the highly visible and widely recognized McDermott Will & Emery 2010 Healthcare Services Private Equity Symposium.

We hope to see you in Miami in March!

Ira J. Coleman, Esq.
Program Chair



Jerry J. Sokol, Esq.
Program Chair



2010 Healthcare Services Private Equity Symposium Sponsorship Opportunities

Diamond Sponsor* – Premiere Conference Sponsor – \$25,000

**Limited to 1 Sponsor*

INCLUDES:

- Ten (10) complimentary registrations to attend the Symposium (\$6,950 value)
- One complimentary hotel suite at the Mandarin Oriental for one night
- Complimentary car service between Miami International Airport and the Mandarin Oriental
- Inclusion of two (2) attendee polls customized to Diamond sponsor's request, collected during Symposium
- Prominent logo listing as Diamond Sponsor in Symposium brochure that is distributed to 8,000+ high-level professionals in the healthcare services private equity industry
- Prominent logo listing as Diamond Sponsor in printed materials and Symposium website
- Double the amount of exhibit space (two 6-ft tables with four chairs) located near the entrance to the ballroom where all program sessions will be held
- Premier on-site signage recognition as Diamond Sponsor
- Full-page color advertisement in the front of the Symposium handout materials
- Inclusion of one piece of approved collateral material
- Inclusion of one corporate gift for attendees to be distributed at the Symposium
- Eight (8) complimentary copies of full Symposium DVD and materials
- Access to a copy of the Symposium final attendee list with contact information
- Invitation to Faculty/VIP Dinner evening before Healthcare Services Private Equity Symposium

Platinum Sponsor* – Networking Reception Sponsor – \$15,000

**Limited to 1 Sponsor*

INCLUDES:

- Eight (8) complimentary registrations to attend the Symposium (\$5,560 value)
- Five minutes of dedicated time during Healthcare Services Private Equity Symposium for Platinum Networking Reception Sponsor representative to address attendees
- Complimentary car service from Miami International Airport to the Mandarin Oriental
- Prominent logo listing as Platinum Networking Reception Sponsor in Symposium brochure that is distributed to 8,000+ high-level professionals in the healthcare services private equity industry
- Prominent logo listing as Platinum Networking Reception Sponsor in printed materials and Symposium website
- Prime exhibit space on exhibit floor (one 6-ft table with two chairs)
- Premier on-site signage recognition as Platinum Networking Reception Sponsor
- Full-page color advertisement in the Symposium handout materials
- Inclusion of one piece of approved collateral material to be distributed at the Symposium
- Inclusion of one corporate gift for attendees to be distributed at the Symposium
- Six (6) complimentary copies of full Symposium DVD and materials
- Access to a copy of the Symposium final attendee list with contact information
- Invitation to Faculty/VIP Dinner evening before Healthcare Services Private Equity Symposium

Platinum Sponsor* – Networking Luncheon Sponsor – \$15,000

**Limited to 1 Sponsor*

INCLUDES:

- Eight (8) complimentary registrations to attend the Symposium (\$5,560 value)
- Five minutes of dedicated time during Networking Luncheon for Platinum Networking Luncheon Sponsor company representative to address attendees
- Complimentary car service from Miami International Airport to the Mandarin Oriental
- Prominent logo listing as Platinum Networking Luncheon Sponsor in Symposium brochure that is distributed to 10,000+ high-level professionals in the healthcare services private equity industry
- Prominent logo listing as Platinum Networking Luncheon Sponsor in printed materials and Symposium website
- Prime exhibit space on exhibit floor (includes 6-foot table and two chairs)
- Premier on-site signage recognition as Platinum Networking Luncheon Sponsor
- Full-page color advertisement in the Symposium handout materials
- Inclusion of one piece of approved collateral material to be distributed at the Symposium
- Inclusion of one corporate gift for attendees to be distributed at the Symposium
- Six (6) complimentary copies of full Symposium DVD and materials
- Access to a copy of the Symposium final attendee list
- Invitation to Faculty/VIP Dinner evening before the Healthcare Services Private Equity Symposium

Gold Sponsor* – Faculty/VIP Dinner – \$12,500

**Limited to 1 Sponsor – Dinner is attended by all VIP Symposium faculty, as well as selected senior level VIP executives from the registered audience.)*

INCLUDES:

- Six (6) complimentary registrations to attend the Symposium (\$4,170 value)
- Two (2) tickets to attend the Faculty/VIP Dinner
- Logo listing as Gold Sponsor of Faculty/VIP Dinner in Symposium brochure that is distributed to 8,000+ high-level professionals in the healthcare services private equity industry
- Logo listing as Gold Sponsor of Faculty/VIP Dinner in printed materials and Symposium website
- Exhibit space on exhibitor floor (includes 6-foot table and two chairs)
- On-site signage recognition as Gold Sponsor of Faculty/VIP Dinner
- Full-page color advertisement in the Symposium handout materials
- Inclusion of one piece of approved collateral material to be distributed at the Symposium

Gold Sponsor* – Keynote Speaker Sponsor – \$10,000

**Limited to 1 Sponsor*

INCLUDES:

- Six (6) complimentary registrations to attend the Symposium (\$4,170 value)
- Gold Sponsor's logo will be placed on all nametag lanyards
- Logo listing as Gold Keynote Speaker Sponsor in Symposium brochure that is distributed to 8,000+ high-level professionals in the healthcare services private equity industry
- Logo listing as Gold Keynote Speaker Sponsor in printed materials and Symposium website
- Exhibit space on exhibitor floor (includes 6-foot table and two chairs)
- On-site signage recognition as Gold Keynote Speaker Sponsor
- Full-page color advertisement in the Symposium handout materials
- Inclusion of one piece of approved collateral material

Gold Sponsor* – Electronic Audience Response Sponsor – \$10,000

**Limited to 1 Sponsor*

INCLUDES:

- Six (6) complimentary registrations to attend the Symposium (\$4,170 value)
- Gold Sponsor's logo will be placed on all nametag lanyards
- Logo listing as Electronic Audience Response Sponsor in Symposium brochure that is distributed to 8,000+ high-level professionals in the healthcare services private equity industry
- Logo listing as Electronic Audience Response Sponsor in printed materials and Symposium website
- Exhibit space on exhibitor floor (includes 6-foot table and two chairs)
- On-site signage recognition as Electronic Audience Response Sponsor
- Full-page color advertisement in the Symposium handout materials
- Inclusion of one piece of approved collateral material

Silver Sponsor* – Sponsor of Breakfast

**Limited to 1 Sponsor*

SOLD

INCLUDES:

- Three (3) complimentary registrations to attend the Symposium (\$2,085 value)
- Logo listing as Silver Breakfast Sponsor in Symposium brochure that is distributed to 8,000+ high-level professionals in the healthcare services private equity industry
- Logo listing as Silver Breakfast Sponsor in printed materials and Symposium website
- Exhibit space on exhibit floor (includes 6-foot table and two chairs)
- On-site signage recognition as Silver Breakfast Sponsor
- Half-page black-and-white advertisement in the Symposium handout materials
- Inclusion of one piece of approved collateral material



Silver Sponsor* – Sponsor of Morning Networking Break – \$5,000

**Limited to 1 Sponsor*

INCLUDES:

- Three (3) complimentary registrations to attend the Symposium (\$2,085 value)
- Logo listing as Morning Networking Break Sponsor in Symposium brochure that is distributed to 8,000+ high-level professionals in the healthcare services private equity industry
- Logo listing as Morning Networking Break Sponsor in printed materials and Symposium website
- Exhibit space on exhibit floor (includes 6-foot table and two chairs)
- On-site signage recognition
- Half-page black-and-white advertisement in the Symposium handout materials
- Inclusion of one piece of approved collateral material

Silver Sponsor* – Sponsor of Afternoon Networking Break – \$5,000

**Limited to 1 Sponsor*

INCLUDES:

- Three (3) complimentary registrations to attend the Symposium (\$2,085 value)
- Logo listing as Afternoon Networking Break Sponsor in Symposium brochure that is distributed to 8,000+ high-level professionals in the healthcare services private equity industry
- Logo listing as Afternoon Networking Break Sponsor in printed materials and Symposium website
- Exhibit space on exhibit floor (includes 6-foot table and two chairs)
- On-site signage recognition
- Half-page black-and-white advertisement in the Symposium handout materials
- Inclusion of one piece of approved collateral material

Silver Sponsor* – Sponsor of Conference Material Printing Station – \$5,000

**Limited to 1 Sponsor*

INCLUDES:

- Three (3) complimentary registrations to attend the Symposium (\$2,085 value)
- Logo listing as Silver Sponsor of Conference Material Printing Station in Symposium brochure that is distributed to 8,000+ high-level professionals in the healthcare services private equity industry
- Logo listing as Silver Sponsor of Conference Material Printing Station in printed materials and Symposium website
- Exhibit space on exhibit floor (includes 6-foot table and two chairs)
- On-site signage recognition
- Half-page black and white advertisement in the Symposium binder
- Inclusion of one piece of approved collateral material

Silver Sponsor* – Registration Desk Sponsor – \$5,000

**Limited to 1 Sponsor*

INCLUDES:

- Three (3) complimentary registrations to attend the Symposium (\$2,085 value)
- Logo listing as Registration Desk Sponsor in Symposium brochure that is distributed to 8,000+ high-level professionals in the healthcare services private equity industry
- Logo listing as Registration Desk Sponsor in printed materials and Symposium website
- Exhibit space on exhibit floor (includes 6-foot table and two chairs)
- On-site signage recognition
- Half-page black and white advertisement in the Symposium binder
- Inclusion of one piece of approved collateral material

Silver Sponsor – Media Sponsor

INCLUDES:

- Three (3) complimentary registrations to attend the Symposium (\$2,085 value)
- Logo listing as Silver Media sponsor in Symposium brochure that is distributed to 8,000+ high-level professionals in the healthcare services private equity industry
- Logo listing as Silver Media sponsor in printed materials and Symposium website
- Exhibit space on exhibit floor (includes 6-foot table and two chairs)
- On-site signage recognition
- Half-page black and white advertisement in the Symposium handout materials
- Inclusion of one piece of approved collateral material



Bronze Exhibit Sponsor – \$4,000

***20 BRONZE EXHIBIT SPONSORS AVAILABLE**

INCLUDES:

- Two (2) complimentary registrations to attend the Symposium (\$1,390 value)
- Logo listing as Bronze Exhibit Sponsor in Symposium brochure that is distributed to 8,000+ high-level professionals in the healthcare services private equity industry
- Logo listing as Bronze Exhibit Sponsor in printed materials and Symposium website
- Exhibit space on exhibit floor (includes 6-foot table and two chairs)
- On-site signage recognition as Bronze Exhibit Sponsor
- Inclusion of one piece of approved collateral material to be distributed at the Symposium



Symposium Associate Sponsor* – \$3,000

**Please note that this sponsorship level does not include exhibit space on the exhibit floor*

INCLUDES:

- One (1) complimentary registration to attend the Symposium (\$695 value)
- Logo listing as Symposium Associate Sponsor in Symposium brochure that is distributed to 8,000+ high-level professionals in the healthcare services private equity industry
- Logo listing as Symposium Associate Sponsor in printed materials and Symposium website
- On-site signage recognition as Symposium Associate Sponsor
- Inclusion of one piece of approved collateral material to be distributed at the Symposium

***Any additional conference registrations for any sponsor level are \$400 per attendee.**

10 Reasons to Sponsor the 2010 Healthcare Services Private Equity Symposium

1. Since its inception in 2007, McDermott's Healthcare Services Private Equity Symposium has been the premier national conference addressing high-level business and legal issues specific to healthcare services private equity transactions.
2. Private equity industry leaders, companies and investment bankers will share their perspective on opportunities that will arise from healthcare reform, cutting-edge regulatory issues, lending and due diligence challenges specific to healthcare deals, and specific insights from successful case studies. Significant attention will be placed on helping sort out the winners and losers of healthcare reform.
3. With the healthcare sector expected to remain at the forefront of private equity activity in 2010, this symposium will help you to prepare your company for the complex challenges and unique opportunities that lie ahead.
4. McDermott has consistently been ranked by *Chambers USA* as the #1 health practice in the United States, calling the practice **“a powerhouse in the market – nationally known, and deservedly so.”**
5. The exhibit hall for all sponsors and exhibitors is located directly across from where all of the conference sessions will be held, thus giving all sponsors ideal space to showcase their products and services.
6. The networking opportunities with key decision-makers in the healthcare services private equity industries are endless, as the day's program includes various breaks followed by a networking cocktail reception.
7. All sponsors, regardless of their level, are able to take full advantage of attending all conference sessions, networking breaks and the networking cocktail reception.
8. Sponsors receive acknowledgement by frequent announcements throughout the full-day conference. The conference provides our sponsors with the opportunity to distinguish themselves from their competitors and stand out.
9. Sponsoring the conference provides excellent opportunities for sponsors to continue to brand their organizations and build new relationships with key players in the industry.
10. Throughout the years, our sponsors and exhibitors have been essential to the success of McDermott's annual Healthcare Services Private Equity Symposium.

Past Healthcare Services Private Equity Symposium Sponsors

PAST SPONSORS OF MCDERMOTT'S ANNUAL HEALTHCARE SERVICES PRIVATE EQUITY SYMPOSIUM HAVE INCLUDED:



Deadlines and Mechanical Specifications

DEADLINES

- **Friday, November 13, 2009:** Logos for brochure and website (TIF or EPS and JPG files ONLY)
- **Friday, February 19, 2010:** Advertisement for handout materials (please email PDF to Teresa DeRienzo – tderienzo@mwe.com)
- **Friday, February 19, 2010:** Approved marketing collateral pieces due

Logos and advertisements must be electronically transmitted to: tderienzo@mwe.com

MECHANICAL SPECIFICATIONS

- **Please send two versions of your logo.** Logo files should be received as EPS, TIF and JPG files (compression Zip or Stuffit files are acceptable). Resolution must be at least 300 dpi at 100%. **Please send JPG files that are 230 pixels wide.**
- Unacceptable: Logo files that are cut and pasted from your website, in Microsoft Word, PowerPoint, PDF, GIF, BMP or PICT are not graphically usable and **CANNOT** be accepted

ADVERTISEMENT SPECIFICATIONS:

- Full page ad: 8.5" x 11"; half page ad: 7.5" x 5"
- Left Margin: .75 inch
- Top, Right and Bottom Margins: .5 inch
- Please submit in PDF format

SPONSOR/EXHIBIT GUIDELINES

1. Exhibit date and time: Friday, March 19, 2010, from 7:30 a.m. to 5:00 p.m.
2. Tables must be manned by your company's representatives during exhibit hours. Company representatives do not need to be Symposium participants.
3. Each exhibit table measures 6 feet by 30 inches.
4. Your exhibit table must be limited to the table(s) provided. Pre-made exhibit booths, hanging banners and loudspeaker systems are not allowed.
5. You may provide your own table covers with your company name.
6. Exhibitors will have access to the exhibit area from 2:00 p.m. to 8:00 p.m. on Thursday, March 18, to set up tables. Tables must be completely set up and ready for exhibition by 8:00 p.m. Tear-down will commence no earlier than 5:00 p.m. on Friday, March 19, and must be completed before 7:00 p.m.
7. Exhibitors are responsible for all shipping and delivery charges, packaging, and packing of their products and equipment. Neither McDermott Will & Emery LLP nor the Mandarin Oriental accepts any responsibility for damages that may occur to your products and equipment.
8. All exhibit spaces include 24-hour security the evening of Thursday, March 18, 2010.

Sponsorship & Exhibitor Application

CONTACT INFORMATION

Company Name (as it should appear on promotional materials)

Contact Name

Title

Address

City State ZIP

Phone

Fax

Email

Company Website URL

SPONSORSHIP LEVEL

DIAMOND \$25,000

PLATINUM \$15,000

Circle One:
Networking Reception
Networking Luncheon

GOLD \$10,000

Circle One:
Faculty/VIP Dinner Sponsor (\$12,500)
Keynote Speaker Sponsor
Electronic Audience Response Sponsor

SILVER \$5,000

Circle One:
Breakfast Sponsor
Morning Networking Break Sponsor
Afternoon Networking Break Sponsor
Sponsor of Conference Material Printing Station
Registration Desk Sponsor

BRONZE \$4,000

SYMPOSIUM ASSOCIATE SPONSOR \$3,000

Return completed form with payment to:

Teresa DeRienzo
McDermott Will & Emery LLP
340 Madison Avenue
New York, NY 10173-1922
Phone: + 1 212 547 5670
Fax: + 1 212 547 5444
E-mail: tderienzo@mwe.com

COMPLIMENTARY REGISTRATIONS (PLEASE INCLUDE ATTENDEES TITLES)

Representative 1 (name as it is to appear on name badge)

Representative 2 (name as it is to appear on name badge)

Representative 3 (name as it is to appear on name badge)

Representative 4 (name as it is to appear on name badge)

Representative 5 (name as it is to appear on name badge)

Representative 6 (name as it is to appear on name badge)

Representative 7 (name as it is to appear on name badge)

Representative 8 (name as it is to appear on name badge)

Representative 9 (name as it is to appear on name badge)

Representative 10 (name as it is to appear on name badge)

PAYMENT INFORMATION

Visa MasterCard AMEX

Check Enclosed (payable to
McDermott Will & Emery LLP)

Credit Card Number

Name on Card

Billing Address

City State/ZIP

Expiration Date

Signature

Hotel Information



MANDARIN ORIENTAL, MIAMI

Phone: +1 305 913 8288

500 Brickell Key Drive

Miami, FL 33131

www.mandarinoriental.com/miami

Group Name: McDermott's Healthcare Services Private Equity Symposium

Group Rate: \$259.00 (plus tax)

To make reservations, please call the Mandarin Oriental Reservations Department directly at +1 866 888 6780 or visit www.mandarinoriental.com and enter the group code **1G66EW**.

