

Exhibitor and Sponsor  
Prospectus **2020**



# 16th Annual Workshop for Transplant Financial Coordinators

October 5–7, 2020  
San Diego, California





## EXHIBITOR AND SPONSORSHIP INFORMATION

The mission of the *Transplant Financial Coordinators Association (TFCA)*, a non-profit professional organization, is to coordinate the dissemination of useful information related to transplant finance. Our goal is to ensure we provide accurate financial information to our patients and their families in a compassionate and tactful manner while maximizing reimbursement for our transplant centers.

*Our Annual Transplant Financial Coordinators Workshop is the only annual educational gathering for transplant financial coordinators in the nation.*

**The 2020 TFCA Workshop will take place  
Monday, October 5 – Wednesday, October 7, 2020**

**WORKSHOP LOCATION: San Diego Mission Bay Resort**  
1775 East Mission Bay Drive San Diego, CA 92109 USA  
<https://www.missionbayresort.com/>

As an exhibitor and/or a sponsor, you are guaranteed exposure to this diverse field of transplant professionals.

### ***You will be able to:***

- Introduce your products and services to people who work directly with transplant patients on behalf of their transplant center
- Use the low ratio of attendees to exhibitors to target your market
- Attend educational sessions to maintain your knowledge of the field you service
- Network with the largest gathering of transplant financial coordinators in the country

### ***Workshop Exhibitors receive:***

- One full-meeting registration for a representative and reduced registration fee (\$500 each) for two additional representatives unless otherwise noted
- Company name on the TFCA website
- 25-word description and logo of your company on meeting mobile app
- Advance copy of attendee mailing list

**TFCA Workshop Sponsors receive the above and more – please read on for sponsorship opportunities and information.**

## PREVIOUS TFCA WORKSHOPS

YEAR	MEETING HISTORY	ATTENDANCE
2019	Radisson Blu Minneapolis Downtown	245
2018	Hyatt Regency, Atlanta	238
2017	Sheraton Seattle Hotel, Seattle	238
2016	Disney Contemporary, Orlando	240
2015	Union Station, St Louis	217
2014	DoubleTree San Diego	207

To learn more about the Transplant Financial Coordinators Association (TFCA), visit us online at <http://www.tfcassociation.com>.

## IMPORTANT EXHIBITOR AND SPONSOR DATES

May 30, 2020	TFCA's contracted room rate (\$209) at San Diego Mission Bay Resort becomes available for hotel reservations. Check-in time is 4:00pm and check-out time is 11:00am. For reservations, please call (877) 313-6645.  <b><i>Be aware of calls from unauthorized, unaffiliated housing providers Please see information below under Hotel Reservations for additional information</i></b>
June 15, 2020	Online exhibitor TFCA Workshop registration opens.
July 10, 2020	Deadline for sponsorship and exhibitor contracts with payment
July 10, 2020	All sponsor and exhibitor descriptions and logo due for inclusion in the mobile app.
Sept. 9, 2020	Deadline to register on-site representatives. To ensure that the Workshop Planning team can prepare accordingly, all onsite representatives must be registered prior to workshop.
Sept. 11, 2020	Last day to make hotel reservation at contracted group rate. In previous years, room block sold out before this date.



# 2020 SPONSORSHIP OPPORTUNITIES

**Themed Welcome Reception** (Monday, October 5) ..... **\$10,000**

**HIGH VISIBILITY SPONSORSHIP** – “Crowd Favorite” very popular with Workshop Attendees

- Company name and logo prominently displayed on a sign during the reception
- Company name and logo on the TFCA website
- Workshop “At A Glance” agenda listing as sponsor of the reception
- Company name, 25 word description, and logo on meeting mobile app
- Company announced as the official reception sponsor during Monday morning announcements
- Welcome reception announcement on rotating slides in general session meeting room
- Complimentary registration for two (2) on-site representatives / 3 additional representatives at \$500.00 each
- One 15 minute workshop presentation time allotted to address attendees – Day 1 of Workshop

**Meeting Mobile Application** ..... **\$10,000**

**HIGH VISIBILITY SPONSORSHIP** – “Over 90% of Meeting Attendees will reference the desktop or mobile version of the app multiple times a day for meeting information”

- Company logo on the splash screen when the app opens
- Dedicated tile on the mobile version of the app and a dedicated page on the desktop version of the app
- Company name and logo on the TFCA website
- Workshop “At A Glance” agenda listing as sponsor of meeting mobile application
- Company name, 25 word description, and logo on meeting mobile app
- Complimentary registration for two (2) onsite representatives / 3 additional representatives at \$500.00 each
- One 15 minute workshop presentation time allotted to address attendees

**Workshop Lunch** ..... **\$9,000**

- Company name and logo prominently displayed on a sign during the lunch of your choice (*this sponsorship is for one of the two lunch functions*)
- Company name and logo on the TFCA website
- Workshop “At A Glance” agenda listing as sponsor of lunch
- Company name, 25 word description, and logo on meeting mobile app
- Complimentary registration for two (2) onsite representatives / 2 additional representatives at \$500.00 each

**Breakfast** ..... **\$8,500**

- Company name and logo prominently displayed on a sign near food serving areas during the breakfast that you select (*this sponsorship is for one of the three breakfast functions*)
- Company name and logo on the TFCA website
- Workshop “At A Glance” agenda listing as sponsor of breakfast





- Company name, 25 word description, and logo on meeting mobile app
- Complimentary registration for two (2) onsite representatives / 2 additional representatives at \$500.00 each

**Online Registration ..... \$4,250**

- Prominent display of company logo on the workshop online registration page
- Company name on the TFCA website
- Company name, 25 word description, and logo on meeting mobile app
- Complimentary registration for one (1) onsite representative / 2 additional representatives at \$500.00 each

**Photobooth ..... \$4,250**

- Company logo prominently displayed on each photo strip printed during the Welcome Reception
- Company name on the TFCA website
- Company name, 25 word description, and logo on meeting mobile app
- Complimentary registration for one (1) onsite representative / 2 additional representatives at \$500.00 each

**Key Note Speaker Session ..... \$4,000**

- Company name and logo prominently displayed on a sign during the session
- Company name on the TFCA website
- Company name, 25 word description, and logo on meeting mobile app
- Complimentary registration for one (1) onsite representative / 2 additional representatives at \$500.00 each

**General/Plenary Session ..... \$4,000**

- Company name and logo prominently displayed on a sign during the session
- Company name on the TFCA website
- Company name, 25 word description, and logo on meeting mobile app
- Complimentary registration for one (1) onsite representative / 2 additional representatives at \$500.00 each

**Name Badge ..... \$3,750**

- Company logo on professionally printed, double-sided name badge as the official sponsor of the name badge which will be given to each attendee
- Company name and logo on the TFCA website
- Company name, 25 word description, and logo on meeting mobile app
- Complimentary registration for one (1) onsite representatives / 2 additional representatives at \$500.00 each



**Journal/Padfolio ..... \$3,750**

- Company name/logo on the padfolio given to each attendee
- Company name on the TFCA website
- Company name, 25 word description, and logo on meeting mobile app
- Complimentary registration for one (1) onsite representative / 2 additional representatives at \$500.00 each

**Name Badge Lanyard ..... \$3,750**

- Company name/logo on name tag lanyard given to each workshop attendee
- Company name on the TFCA website
- Company name, 25 word description, and logo on meeting mobile app
- Complimentary registration for one (1) onsite representative / 2 additional representatives at \$500.00 each

**Conference Tote Bag ..... \$3,750**

- Company logo on the front of the workshop tote bag given to each attendee
- Company name on the TFCA website
- Company name, 25 word description, and logo on meeting mobile app
- Complimentary registration for one (1) onsite representative / 2 additional representatives at \$500.00 each

**Break Out Session ..... \$3,500**

- Company name and logo prominently displayed on a sign during the session
- Company name on the TFCA website
- Company name, 25 word description, and logo on meeting mobile app
- Complimentary registration for one (1) onsite representative / 2 additional representatives at \$500.00 each

**Refreshment Break in Exhibit Hall ..... \$3,500**

- Sign with your logo in the exhibit hall near food serving areas during the break that
- Company name on the TFCA website
- Company name, 25 word description, and logo on meeting mobile app
- Complimentary registration for one (1) on-site representative / 2 additional representatives at \$500.00 each

**TFCA Website Sponsor ..... \$3,500**

- Company name acknowledgement as 2020 sponsor on website home page
- Direct link to your company on the TFCA website home page
- Company name & logo on the TFCA website
- Company name, 25 word description, and logo on meeting mobile app
- Complimentary registration for one (1) on-site representative / 2 additional representatives at \$500.00 each



# EXHIBITOR - SPONSOR TABLE TOP SPACE AGREEMENT

*(Please complete below form in its entirety)*

The workshop exhibit space is priced per table top exhibit. A table, two chairs and a waste paper basket will be provided.

**NOTE: You must coordinate your electrical, linen, phone, and internet connection requests through the hotel. Shipping and handling charges for materials sent prior to the workshop are the responsibility of the sponsor/exhibitor.**

## TABLE TOP EXHIBITOR FEES

- Exhibit only booth fee (*On or before August 7, 2020*) \$2,000
- Exhibit only booth fee (*On or after August 8, 2020*) \$2,250

**IMPORTANT: Please list your company as you would like it listed on all meeting materials.**

Company \_\_\_\_\_

Contact Name \_\_\_\_\_ Contact Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_

Amount enclosed: \$ \_\_\_\_\_

If exhibiting, which companies and/or products **do you NOT want** near you?

\_\_\_\_\_

If exhibiting, which companies and/or products **DO you want** nearby?

\_\_\_\_\_

**All onsite sponsor and exhibitor representatives must register for the workshop.** Beginning **June 15, 2020**, you may register through the TFCA registration website.

**EXHIBITOR & SPONSORS:** Upload a **25-word description of your company's services/products** and **logo** when registering through Aventri, the workshop's registration tool. If we receive your application after **July 10, 2020**, you may not be listed on the meeting mobile app.



Exhibit fee includes workshop registration for one (1) onsite representative. You may register two additional representatives the reduced rate of \$500 each unless otherwise noted.

Each on-site representative **MUST** be registered for the workshop. **Expected number of onsite representatives:** \_\_\_\_\_

**Names of anticipated onsite representatives:** \_\_\_\_\_  
\_\_\_\_\_

### **HOTEL RESERVATIONS**

***BE AWARE of calls from unauthorized, unaffiliated housing providers that approach exhibitors and attendees and offer reduced rates and fraudulent offerings of hotel rooms. You should not provide any information to these individuals booking reservations through an unofficial housing company.***

Reservations will begin **May 30, 2020**. Workshop attendees, exhibitors and sponsors can make reservations directly through the San Diego Mission Bay Resort.

Our contracted group rate is **\$209 single/double (standard guestroom)**.

The San Diego Mission Bay Resort requires a deposit of one (1) night's room and tax in advance to confirm reservations. This deposit is refundable up to seven (7) days in advance of the workshop date.

You must reserve your hotel room by **September 11, 2020** to guarantee our contracted rate. We expect the **room block to fill up quickly**. Please call the San Diego Mission Bay Resort directly to make your hotel reservations at **877-313-6645** and reference TFCA discount code of "**TFC20**".



# SPONSORSHIP OPPORTUNITY AND EXHIBIT FEE INFORMATION FORM

**Sponsorships allow you to support this important workshop and increase your company's exposure.**

*This page must be completed if you are exhibiting or sponsoring.*

We, \_\_\_\_\_ (Company Name), will sponsor the TFCA 2020 Workshop as follows (mark your selection below).

## **Sponsor/Exhibitor Opportunities:**

<input type="checkbox"/> Reception	\$10,000
<input type="checkbox"/> Meeting Mobile Application	\$10,000
<input type="checkbox"/> Lunch (2 available - Monday or Tuesday)	\$ 9,000
<input type="checkbox"/> Breakfast (2 available – Monday or Tuesday)	\$ 8,500
<input type="checkbox"/> Online Registration (with your logo)	\$ 4,250
<input type="checkbox"/> Photobooth (with your logo)	\$ 4,250
<input type="checkbox"/> Keynote Speaker Session	\$ 4,000
<input type="checkbox"/> General/Plenary Session	\$ 4,000
<input type="checkbox"/> Name Badge (with your logo)	\$ 3,750
<input type="checkbox"/> Journal/Padfolio (with your logo)	\$ 3,750
<input type="checkbox"/> Name Badge Lanyard (with your logo)	\$ 3,750
<input type="checkbox"/> Conference Tote Bag (with your logo)	\$ 3,750
<input type="checkbox"/> Breakout Session	\$ 3,500
<input type="checkbox"/> Refreshment Break in the Exhibit Hall (2) each	\$ 3,500
<input type="checkbox"/> TFCA Website Sponsor (Also includes link to your company and your company logo)	\$ 3,500

**Note: All sponsorship levels will include exhibiting at no additional charge.**

<input type="checkbox"/> Exhibit (On or before August 7, 2020)	\$ 2,000 (included with all Sponsorship opportunities)
<input type="checkbox"/> Exhibit (On or after August 8, 2020)	\$ 2,250 (included with all Sponsorship opportunities)

**In addition to being a sponsor, does your company plan to have an Exhibit Table at the Workshop?**  Yes  No

## **Sponsorship levels of \$5000 or more include:**

- Company logo displayed on the TFCA website
- Complimentary registrations for two (2) onsite representatives
- Opportunity to register up to two additional representatives at a reduced rate of \$500 each.

## **All other sponsorship levels, as well as exhibit only, include:**

- Complimentary registration for one (1) onsite representative
- Opportunity to register two additional representatives at a reduced rate of \$500 each.

# TFCA EXHIBIT TERMS AND CONDITIONS AGREEMENT

## **ASSIGNING SPACE**

Table top assignments will be made on a first-come, first-served basis, based on the date of receipt of completed and signed Exhibit Space Contract and payment in full. You will receive confirmation of your participation upon receipt of your completed information form. Table assignments will be made onsite and distributed during the Sunday night setup time. TFCA bears no responsibility for changes made by the San Diego Mission Bay Resort.

## **EXHIBITOR SET UP**

<b>Date</b>	<b>Time</b>	<b>Activity</b>
Sunday, October 4, 2020	3:00 pm – 7:00 pm	Exhibitor Set Up
Monday, October 5, 2020	6:30 am – 7:30 am	Exhibitor Set Up

## **TENTATIVE EXHIBIT HOURS AND ACTIVITIES**

<b>Date</b>	<b>Time</b>	<b>Activity</b>
Monday, October 5, 2020	7:30 am – 7:30 pm	Exhibit Area Open
Tuesday, October 6, 2020	7:30 am – 3:00 pm	Exhibit Area Open
	3:00 pm – 5:00 pm	Exhibitor Tear Down

## **STANDARD EXHIBIT EQUIPMENT**

Standard exhibit space equipment consists of a six-foot table, two chairs, and a waste paper basket.

**NOTE:** The exhibit area will be in the **San Diego Mission Bay Resort - PAVILLION**. You must coordinate electrical, linen, phone, and internet connection through the hotel and computers/monitors through the hotel's AV Company or an outside vendor. Payment arrangements must be made with the hotel prior to arrival for all package shipping and handling.

TFCA reserves the right to prohibit any exhibit, which in its judgment, may detract from the TFCA Workshop display and/or the exhibits as a whole. Exhibits should not impinge upon other exhibitors' spaces.

## **ONSITE REPRESENTATIVES**

Exhibit fee includes registration for one (1) onsite workshop representative. Two (2) additional representatives may register at a reduced rate of \$500 each.

## **REGISTRATION FOR ON-SITE REPRESENTATIVES**

All onsite representatives must physically register for the workshop using the online registration form available **JUNE 8, 2020**.

- Sponsors of \$5,000 or more will receive complimentary registration for two (2) onsite representatives and the opportunity to register up to two (2) additional representatives at a reduced rate of \$500 each unless otherwise noted.
- All other sponsorship levels and exhibitors include a complimentary registration for one (1) onsite representative and the opportunity to register two additional representatives at a reduced rate of \$500.

**INDEPENDENT INDUSTRY-SPONSORED EVENTS SHALL NOT CONFLICT WITH SCHEDULED TFCA MEETINGS AND ACTIVITIES.**

### **WORKSHOP EVENTS**

No entertainment functions, meetings, courses, or social functions intended to attract attendees may be scheduled to conflict with the Workshop's educational sessions, social events, or exhibit hours. You must be a participating exhibitor or sponsor to hold an independent industry sponsored event or function.

Entertainment and social functions must be in good taste and conform to the purpose of the Transplant Financial Coordinators Association. Contact Candace Wilborn, in writing, at [Candace.wilborn@unos.org](mailto:Candace.wilborn@unos.org), by **August 3, 2020** to request approval of any special activities (whether entertainment, educational, or promotional in nature) for the period beginning with pre-conference meetings on **Monday, October 5, 2020** and ending on **Wednesday, October 7, 2020**. Announcements and invitations addressed to attendees concerning such industry-sponsored events should clearly indicate the name(s) of the sponsor(s). In addition, they must not imply, directly or indirectly, that the event is an official activity of the TFCA Workshop.

### **EXHIBITOR ACTIVITIES**

Distribution of advertising and souvenirs must be confined to the exhibitor's assigned space. Canvassing and distribution of advertising materials or souvenirs in the exhibit hall is strictly forbidden. Exhibitors are also forbidden to:

- Distribute (or ask the San Diego Mission Bay Resort employees to distribute) any materials to attendee rooms
- Display exhibitor signs outside the exhibit area
- Use undignified methods of attracting attention to an exhibitor's space

Exhibitors must submit written plans for any contests, demonstrations, giveaways, etc., to [candace.wilborn@unos.org](mailto:candace.wilborn@unos.org) by **August 3, 2020**. TFCA reserves the right to prohibit any exhibit, which in its judgment, may detract from the conference and/or the exhibits as a whole.

### **FILM, SOUND DEVICES AND LIGHTING**

Sound movies, slide shows or other audio devices must be kept at conversational level and must not be objectionable to neighboring exhibitors. Any equipment that emits excessive noise must be run intermittently for specific demonstrations only. TFCA reserves the right to restrict or prohibit the use of glaring or objectionable lighting.

### **SUBLETTING OF SPACE**

Subletting of space is prohibited.

### **FIRE, SAFETY & HEALTH**

The exhibitor assumes all responsibility for compliance with local, city and state ordinances covering fire, safety, and health. Exhibitors must provide the necessary safety items to protect others from exhibited equipment and materials. All parts of displays must be made of flame proof materials and must meet the specifications of local fire authorities. Additionally, all electric signs and wiring must meet the specifications of local fire authorities.

### **LIABILITIES**

The exhibitor agrees that TFCA shall not be liable for any damage, theft, or injury to equipment or persons during the duration of this agreement, from any cause whatsoever by reason of use, occupation, and enjoyment of exhibit space by the exhibitor, or any other person present with the consent of the exhibitor. The exhibitor will indemnify and withhold from TFCA all liability whatsoever, caused by breach of obligation by the exhibitor or its representatives.

### **UNOCCUPIED SPACE**

TFCA reserves the right, should any rented exhibit space remain unoccupied, or should the space be forfeited due to failure to make payment, to rent such space to another exhibitor or use said space in any other manner. Other exhibitors shall in no way infringe upon or take over such unoccupied space.

### **INABILITY TO PERFORM**

If TFCA should be prevented from holding the exhibit program by any cause beyond its control (such as acts of God, war, government regulations, disaster, strikes, civil disorder, epidemic, material curtailment of transportation, elevation to terrorist threat condition RED as designated by the Department of Homeland Security, at any time in the seven (7) days preceding the first date of the event or any time during the event, or other emergencies making it commercially impracticable, illegal, or impossible for the hotel to provide the facilities or the group to hold the meeting, TFCA will



refund to the exhibitor the amount of the rental paid, less a proportional share of the exposition expenses, and TFCA shall have no further obligation or liability to the exhibitor.

**CANCELLATION**

Cancellations received at the TFCA office on organizational letterhead, postmarked prior to **August 10, 2020** will be accepted for a **full refund less a \$500 release fee**. No refunds will be granted for cancellations after August 10, 2020.

**AMENDMENTS**

These Terms and Conditions have been formulated in the best interests of the exhibitors as well as TFCA. All matters and questions not covered may be amended at any time by TFCA, and all amendments so made shall be equally binding on all parties affected by them.

*Please return this portion with your contract (pages 9 through 12) with check payable to TFCA  
I/We understand and agree to abide by the terms and conditions set forth in this agreement.*

\_\_\_\_\_  
Signature of Exhibiting Company Representative

\_\_\_\_\_  
Date

**STEP #1 - Please mail completed contract and this page  
with check payable to TFCA to:**

**Transplant Financial Coordinators Association - TFCA  
P.O. Box 674  
New Castle, DE 19720**

**STEP #2 - Also email a copy of the completed contract to Candace Wilborn at UNOS Meeting Partners –  
[candace.wilborn@unos.org](mailto:candace.wilborn@unos.org) .**

**FOR ADDITIONAL SPONSORS AND EXHIBITOR QUESTIONS -**



**CANDACE WILBORN, UNOS  
700 North 4th Street  
Richmond, VA 23219**

**Phone: (804) 782-4698 E-mail: [Candace.wilborn@unos.org](mailto:Candace.wilborn@unos.org)**