



Texas Business Group on Health and
Dallas-Fort Worth Business Group on Health
**6th Annual Value-Based Benefits
& Wellness Forum and Vendor Fair**

December 2-3, 2010

Westin Park Central, Dallas, Texas

EXHIBITOR PROSPECTUS

The Dallas-Fort Worth Business Group on Health with the Texas Business Group on Health will hold its **6th Annual Value-Based Benefits & Wellness Forum** on **December 2-3, 2010** to help Texas employers design value-based benefits and health management programs that are right for their company.

You are invited to participate as an Exhibitor in this premier educational and networking event. The Forum provides opportunities to build relationships with key decision-makers responsible for human resources, employee benefits and health promotion programs at Texas employers.

Our aim is to offer busy corporate executives an opportunity to learn about innovative benefits designs and health management programs that can help employees improve their overall health, reduce their risk for preventable chronic diseases, and learn to manage chronic conditions more effectively, while controlling corporate health care costs.

Based on the great success of our previous Forums, we have expanded our schedule to include more educational sessions and time for Exhibitors to network and showcase your resources and services. The number of Exhibits is limited and on a “first come” basis. Space will sell out quickly, so **ACT NOW!** Limiting the number of exhibits optimizes attendees’ opportunity to meet you and learn more about the innovative health management programs and services your company provides.

Additional sponsorship opportunities are also available. If you would like to gain increased exposure for your company during the Forum, please contact Marc Chappell at 214-382-3035 for more details.

We are expecting nearly 400 attendees at this year’s Forum, including corporate benefits managers, HR executives, corporate medical directors, health plan representatives, benefits consultants, providers, pharmaceutical manufacturers, PBMs, wellness and disease management organizations, and others. Participating as an Exhibitor is an ideal way to highlight your organization’s visibility and commitment to good health in the workplace.

Please complete and return the enclosed **Exhibitor Registration Form** along with your payment today. Payment can be made by check or credit card. You may fax your completed form with your credit card information to 214-382-3038, or call us at 214-382-3036 with your registration and payment information.

I’m confident that your participation as an Exhibitor in our **6th Annual Value-Based Benefits & Wellness Forum** will be immensely rewarding for you and your company. Thank you for being part of this event.

Sincerely,

Marianne Fazen, PhD
Executive Director

Enclosures:

- Exhibitor Registration Form
- List of DFVBGH Members
- Participating Companies



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EXHIBITOR REGISTRATION FORM

Location

Westin Park Central Dallas
12720 Merit Drive, Dallas, Texas 75251
Phone: (972) 385-3000
Discounted Room Rate for December 2nd: \$109.00

General Information

Number of exhibitors is limited and “first come, first serve” so ACT NOW!

Exhibit Fees: \$1,500 DFVBGH Members
\$2,500 Non-Members

The fee is payable to DFVBGH at the time of Exhibitor Registration. *DFVBGH is a non-profit 501(c)(3) organization. Tax ID #75-1924594*

Exhibit Space

The Vendor Fair will consist exclusively of tabletop exhibits:

- Exhibit space will consist of a standard 2.5' x 6' draped display table, or multiples thereof.
- Space is limited to optimize strategic networking opportunities.
- Exhibitor display tables will be set up in a Vendor Resource Center adjacent to the meeting room.
- **All display and handout materials used by Exhibitor must be placed on top of or behind the 6' display table and fit the dimensions of the table.**
- Electrical power will be supplied for each Exhibitor display table. Exhibitor is responsible for checking with the Hotel regarding availability of internet connections and for making arrangements directly with the Hotel, if needed.

Note: DFVBGH will not incur any additional expenses associated with Exhibitor except those required for the promotion and staging of the event.

Exhibit Times *(subject to change)*

| | |
|---|---------------------|
| Set up: Thursday, December 2, 2010 | 11:00 am – 12:00 pm |
| Exhibit visiting times: | |
| ▪ 12/2 Registration & Box Lunches | 12:00 pm – 12:30 pm |
| ▪ 12/2 Refreshment Break | 1:45 pm – 2:00 pm |
| ▪ 12/2 Refreshment Break | 3:15 pm – 3:30 pm |
| ▪ 12/2 Networking Reception | 5:00 pm – 6:30 pm |
| ▪ 12/3 Registration & Continental Breakfast | 7:30 am – 8:30 am |
| ▪ 12/3 Refreshment Break | 10:00 am – 10:30 am |
| ▪ 12/3 Dessert Break | 1:00 pm – 1:30 pm |
| ▪ 12/3 Refreshment Break | 3:00 pm – 3:30 pm |
| Tear down: Friday, December 3, 2010 | 4:30 pm |

Exhibit Package

- One complimentary registration for all Forum sessions and related events.
Note: Additional Exhibitor representatives who wish to attend the 6th Annual Value-Based Benefits & Wellness Forum must complete a Meeting Registration Form and pay the regular registration fee.
- 6' draped display table.
- Access to mailing list of registrants after the event for single use*.
- Recognition in program brochure and other promotional materials (if application is received prior to print deadline).
- Listing and corporate logo in Forum registration materials with a one-page company description*.
- Listing on DFWBGH website program page and promotional emails.

**DFWBGH retains the right to approve all Exhibitor communications using Forum registrant list and company description.*

Payment Policy

Full payment must accompany the application for exhibit space. Payment may be made by check (payable to the Dallas-Fort Worth Business Group on Health) or by credit card (MasterCard, Visa or American Express) and mailed with completed application to DFWBGH, 11520 N. Central Expy., Ste. 201, Dallas, TX 75243 or faxed to 214-382-3038. DFWBGH's federal tax ID# 75-1924594.

Cancellation Policy

Exhibit space cancelled prior to **November 5, 2010** will be refunded, less a \$200 service charge. No refunds will be issued for cancellations made on or after November 5, 2010. All cancellation notifications must be made in writing to the Dallas-Fort Worth Business Group on Health.

Questions? Call DFWBGH at 214-382-3036, or email us at info@dfwbgh.org.



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EXHIBITOR AGREEMENT

(Return via fax to 214-382-3038)

The following describes the Exhibitor Agreement between the Dallas-Fort Worth Business Group on Health (DFWBGH) and Exhibitor for participation in DFWBGH's 6th Annual Value-Based Benefits & Wellness Forum December 2-3, 2010 at the Westin Park Central Dallas.

1. Company Name: _____
Mailing Address: _____
City: _____ State: _____ Zip: _____
2. Exhibitor Contact Name: _____
Title: _____
Phone: _____ Fax: _____
Email: _____
3. Your 1-page (8.5"x11"/PDF/Black and White/No bleeds) company product/service description must be submitted electronically to info@dfwbgh.org by **November 5, 2010** in order to be included in the conference materials.
4. Check the categories that best describe your products/services:

| | |
|---|--|
| <input type="checkbox"/> Wellness programs | <input type="checkbox"/> Disease Management (check diseases below) |
| <input type="checkbox"/> Health Risk Assessments | <input type="checkbox"/> Diabetes |
| <input type="checkbox"/> Training/Education Materials | <input type="checkbox"/> Heart Disease |
| <input type="checkbox"/> Decision Support Tools | <input type="checkbox"/> Depression |
| <input type="checkbox"/> Self-Care Tools | <input type="checkbox"/> Asthma |
| <input type="checkbox"/> Case Management | <input type="checkbox"/> Obesity |
| | <input type="checkbox"/> Other |
5. You are entitled to **one Complimentary Conference Registration**, which permits attendance at Forum sessions and meal functions, plus handout materials. Please provide the name of the person who will use the "Comp" below:
Name: _____
Title: _____
Phone: _____ Email: _____

6. Payment Method:

Full payment (check or credit card) must accompany your signed Exhibitor Agreement.

- | | |
|---|---|
| <input type="checkbox"/> Check enclosed, payable to DFWBGH | <input type="checkbox"/> Members: \$1,500 |
| | <input type="checkbox"/> Non-Members: \$2,500 |

- Credit card payment

Please fax this form to DFWBGH at 214-382-3038 if you wish to pay by credit card. Thank you.

Card Type: VISA MC AMEX

Card Number: _____ Exp. Date: _____

Cardholder's Name (please print): _____

Signature: _____

Sign the Exhibitor Agreement below and return along with payment to:

Dallas-Fort Worth Business Group on Health
11520 N. Central Expy., Suite 201
Dallas, TX 75243

Phone: 214-382-3036
Fax: 214-382-3038
Email: info@dfwbgh.org

Exhibitor Information and Agreement Form shall constitute the entire agreement, and Exhibitor agrees to abide and conform to these terms.

In the event of fire, strikes, labor disputes or any other uncontrollable circumstances, this agreement will not be binding.

Accepted by:



Marianne Fazen, Ph.D.
DFWBGH Executive Director

June 15, 2010

DATE

Exhibitor's Authorized Representative

DATE



2010 Corporate Members



7-Eleven, Inc.

Acme Brick Company

ACS

Alcon Laboratories, Inc.

American Airlines, Inc.

American Cancer Society

American Diabetes Association

Archon Group, L.P.

AT&T Health Plans

Atmos Energy

Austin/Travis County HHS

Bates Container

Bell Helicopter Textron, Inc.

BNSF Railway

Boy Scouts of America

Brinker International

Brundage Management Co.

Cameron International Corporation

CARES

Celanese

City of Arlington

City of Denton

City of McKinney

City of Mesquite

City of North Richland Hills

City of Odessa

City of Richardson

Dal-Tile

DART

Dean Foods

DFW International Airport

Diocese of Fort Worth

Energy Future Holdings

Essilor of America

Federal Reserve Bank of Dallas

FedEx Office

Fort Worth Transportation Authority

Greyhound Lines, Inc.

H-E-B

Idearc Media Corp.

Interstate Batteries

Irving ISD

Jason's Deli

JC Penney Company, Inc.

Lennox International Inc

Lockheed Martin Missiles

LQ Management LLC

Mary Kay, Inc.

Metropolitan Transit Authority

NCH Corporation

Pier 1 Imports

Sabre Holdings

Safety-Kleen Systems, Inc.

Southern Methodist University

Southwest Airlines

Stevens Transport, Inc.

Texas Association of Counties

Texas Instruments, Inc.

The Neiman Marcus Group

The North American Coal Corporation

The Turner Corporation

TSP, Inc.

UT Southwestern Medical Center

Vought Aircraft Industries, Inc

Westlake Chemical Corporation

XTO Energy

Companies that Participated in our 2009 Value Based Benefits & Wellness Forum

7-Eleven, Inc.
Accredo, A Medco Company
Acme Brick Company
ACS
Aetna
Airosti Rehab Centers
Alcon Laboratories, Inc.
Alliance Data
Alternative Futures Institute
American Airlines, Inc.
American Cancer Society
American Diabetes Association
Archon Group, L.P.
Argo Group US
Army & Air Force Exchange Service
AstraZeneca
AT&T
Austin/Travis County HHS
Avivia Health
Bates Container
Baylor Health Care System
Bell Helicopter Textron, Inc.
Benefit Informatics, Inc.
Best Doctors, Inc.
Blue Cross & Blue Shield of Texas
BNSF Railway
Boehringer-Ingelheim Pharmaceuticals
Boy Scouts of America
BP
Brinker International
Bristol-Myers Squibb
Buck Consultants
Cancer Treatment Centers of America
CARES
CarewiseHealth
CEC Entertainment
Celanese
Children's Medical Center Dallas
CIGNA Healthcare
City of Arlington
City of Austin
City of Bryan
City of Denton
City of McKinney
City of Mesquite
City of Richardson
ClubCorp
Concentra
Conway Communications
Covenant Health System
CPS Energy
Crosstex Energy
Daiichi Sankyo, Inc.
Dal-Tile
Dallas Business Journal
Dallas-Fort Worth Hospital Council
DART
Dean Foods
DFW International Airport
Diocese of Fort Worth
Employee Benefit Strategies
Essilor of America
Executive Medicine of Texas
ExxonMobil Corporation
Federal Reserve Bank of Dallas
Fidelity Investments
Fluor Corporation
Fort Bend County
Fort Worth Trans. Authority
Frost Insurance Agency
GameStop, Inc.
GlaxoSmithKline
Golden living
Greyhound Lines, Inc.
Group & Pension Administrators
H-E-B
Health Care Service Corp
Healthcare Associates of Irving
HealthFitness
HealthMedia Inc.
Healthways
Hewitt Associates
Higginbotham & Associates
Holmes Murphy & Associates, Inc.
Horizon Health
Humana, Inc.
Ingenix Consulting
Insurance Association
InterFit Health & Fitness
Management Company
Interstate Batteries
Irving ISD
Jason's Deli
JC Penney Company, Inc.
JKJ Benefits, LLC
Johnson & Johnson
Kaiser Permanente
KS Associates
Lennox International Inc
Lhoist North America
Lockton Dunning Benefits
LQ Management LLC
Lufkin Industries, Inc.
Madison Benefits Group
Mary Kay, Inc.
Mayo Clinic Health Solutions
Medical Center of Plano
Mercer
Merck & Co., Inc.
Methodist Health System
Michaels
Morningside Research
Nokia, Inc
Novartis Pharmaceuticals
Novo Nordisk, Inc.
Nurtur
Onlife Health
Online-Rewards
Onsite Health Diagnostics
OptumHealth
Organizational Wellness & Learning
Parkland Health & Hospital System
Pension & Benefits Live
Perot Systems
Pfizer, Inc.
Pier 1 Imports
Principal Wellness Company
Professional Nutrition Therapists, LLC
Quest Diagnostics
RESTAT
RKM Enterprises, Inc.
Sabre Holdings
Safety-Kleen
Safeway
sanofi-aventis U.S.
SimplyWell
Southern Methodist University
Southwest Airlines
Steps to a Healthier San Antonio
Summit Consolidated Group
Take Care Health Systems/Walgreens
Tenet Health System
Texas Association of Counties
Texas Association of Health Officials
Texas Health Resources
Texas Instruments, Inc.
Texas Mutual Insurance Company
The Beck Group
The Neiman Marcus Group
The North American Coal Corporation
The Vitality Group, Inc.
Towers Watson
TSP, Inc.
U.S. Preventive Medicine
Ultimate Health Matters
UMR
United Supermarkets
UnitedHealthcare
USI Southwest
UT Southwestern Medical Center
ValueOptions, Inc.
Vital Data Technologies
Viverae
Vought Aircraft Industries, Inc
VSP
WageWorks
Walgreens Health Services
Waypoint Communications
Your Heart Score, LLC