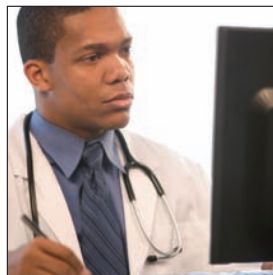
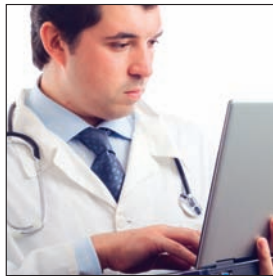


V E N D O R O P P O R T U N I T I E S

VISION VOICE VALUE



INSIGHT 2009 ANNUAL CONFERENCE

September 9-12, 2009
Gaylord Palms Resort, Orlando, FL

INSIGHT 2009 ANNUAL CONFERENCE

September 9-12, 2009

Gaylord Palms Resort, Orlando, FL

Conference: September 9 – 12, 2009

Trade Show: September 10 – 12, 2009

CIO Forum: September 9 – 10, 2009

CONTENTS

Conference Information

Exhibit Information

Exhibit Hall Schedule

Exhibit Space Application

Rules and Regulations

Sponsorship Opportunities

Sponsorship Application

Code of Ethics and Professional Conduct

As an independent users group, InSight provides Vision, Voice and Value to McKesson customers through education, knowledge-sharing, networking and participation in the enhancement process. Comprised of more than 3,500 individual and affiliate members, InSight is the only user organization representing customers of McKesson products. Members include programmers, analysts, system administrators, IT department managers and IT healthcare executives.



CONFERENCE INFORMATION

What is the InSight Annual Conference?

The premier McKesson users' conference that features hundreds of customer-driven educational sessions, networking events, keynote presentations and a dynamic **Product Solutions Center (PSC)**.

Why Exhibit at The InSight Annual Conference?

Your goals as an exhibitor are simple: find new leads, increase sales, build brand awareness and create new opportunities. The **InSight 2009 Annual Conference** gets you in front of the people who count providing the highest return on your marketing dollar. This unique event brings together thousands of McKesson product users and purchasers for three days of education, networking and exhibits through the **Product Solution Center**. As an exhibitor, the PSC is where you can reach your desired target audience. Featuring online demonstrations of the latest innovations in software, services, education offerings and hardware solutions, the PSC gives conference attendees a first look at cutting-edge technology in the industry. Make sure your company and its products are represented during this once-a-year opportunity.

InSight Attendee Snapshot

Data based on InSight 2008 Annual Conference Evaluations.



72%

recommend or influence purchases in their organizations



82%

see products or services that they would like to incorporate into their businesses



60%

state the Product Solution Center was important to their decision-making process



66%

visit the Product Solution Center at least four times during the conference



47%

spend between two and three hours in the Product Solution Center

Job Function

- Manager and Above (includes C-level) – 42%
- IT-Programmer, Analyst, System Administrator – 44%
- Clinician – 5%
- Other – 9%

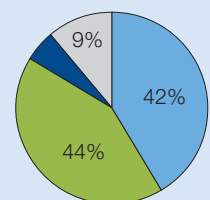


EXHIBIT INFORMATION

2008 Conference Exhibitors

3M Health Information Systems
Artronic
Biscom
Boston Software Systems
BÖWE BELL + HOWELL
Scanners
Cedaron Medical, Inc.
Cisco
Citrix Systems, Inc.
Computer Credit, Inc.
Cranel Imaging
DDR Technologies, Inc.
Elsevier: Clinical
Decision Support
EMC
Fair Warning, Inc.
First DataBank
FormFast, Inc.
Fujitsu
Honeywell
HP
IBM
Imprivata
INGENIX
Knowledge Based Systems, Inc.
Lane Telecommunications, Inc.
Levi, Ray & Shoup, Inc.
Lexmark International
Lumigent Technologies Inc.
MedAssets
MediMedia
Mortara Instrument Inc.
Motion Computing
Motorola Inc.
PACSHHealth, LLC.
Panasonic Computer
Solutions Company
Proximity Systems
Red Hat
RelayHealth
Summit Healthcare
Vital Images
Wolters Kluwer Health
Zebra Technologies
Zynx Health

**Make sure your company
joins these industry
leaders in 2009!**

Exhibit Package

Each 10' x 10' booth costs \$3,500 and includes the following:

- 8' back drape, 36" high side rail draped dividers
- 6' draped table
- Two (2) side chairs
- One (1) company name identification sign
- One (1) waste basket
- One (1) complimentary full conference badge
- Two (2) complimentary exhibit-only badges
- InSight post show attendee list

Multiple linear booths are available by indicating the number of booths requested on the attached **Exhibit Space Application**.

Island Booths

Should you need a larger booth space, island booths are also available. Island booths are defined as booths typically 20'x20' or larger and are exposed to aisles on all four sides. Islands are designed to give you greater display flexibility and visual impact. Due to space constraints, requests for island booths will be taken on a first-come, first-served basis. **Note: Islands do not contain furnishings.**

**The exhibit hall floor plan will be available soon.*

Instructions for Requesting Exhibit Space

To request exhibit space and membership for the InSight 2009 Annual Conference, please complete the **Exhibit Space and Affiliate Membership Application**. Full payment must accompany forms. Payment may be made by check or credit card (Visa, MasterCard or American Express). Checks should be made payable to InSight. Mail all check payments to: **InSight Exhibits, 6589 Paysphere Circle, Chicago, IL 60674** or fax credit card payments to **312.644.0575**.

Exhibitor Qualifications

In order to exhibit at the InSight 2009 Annual Conference, your company must be an approved **McKesson Business Partner and Affiliate InSight Member**. Once InSight has

confirmed your approval with McKesson, your application will be processed. Consultants are not eligible to exhibit. If you are unsure of membership status, please contact InSight at **insight@insight-net.org** or 312.321.6839. See membership benefits section in the Rules and Regulations for more information.

Product Information and Description

Products shown at the InSight 2009 Annual Conference are limited to those products that enhance and support the McKesson products used by our attendees. Your **product description of 30 words** or less **MUST** be supplied with your Exhibit Space Application or you will not be assigned a booth space and will not be listed in the Onsite Program. Product descriptions should be sent via email to **exhibits@insight-net.org**.

Housing

InSight has negotiated a special discounted rate at the Gaylord Palms Resort. Housing provided at the Gaylord Palms Resort is available on a first-come, first-served basis. Detailed housing information will be sent to you with confirmation of your exhibit status.



Exhibitor Meals

Lunch will be provided for exhibitors on Thursday and Friday, September 10-11, in the Exhibitor Lounge located in the back corner of the exhibit hall.

General Conference Information

Visit the **InSight Web site** for up-to-date conference information leading up to the event.

PRODUCT SOLUTION CENTER

PSC Opening Reception

Thursday, September 10

4:30 pm – 6:30 pm

Increase your company's visibility and network with all conference attendees while hosting beverages and hors d'oeuvres at the PSC Opening Reception in the exhibit hall!

NEW THIS YEAR!

PSC Networking Reception

Friday, September 11

4:15 pm – 6:00 pm

Drive traffic to your booth by treating attendees to giveaways during the closing reception provided by InSight. Sponsor this reception for ultimate visibility!

PSC Passport to Prizes Program

Saturday, September 12

9:30 am – 10:00 am

Participating vendors will receive premium exposure and a guarantee that attendees will visit your booth by participating in this giveaway program. Make sure your company is one of the exhibitors listed on the "passport" that all attendees will receive in their registration bag. Draw hundreds of attendees to your booth to get their passport stamped and gain additional exposure when the prize you provide is raffled off by a representative from your company in front of all attendees in the exhibit hall. See the sponsorship program and application for details on how to get involved.

2009 Exhibit Hall Schedule *(Tentative and subject to change)*

Wednesday, September 9

8:00 am – 5:00 pm Exhibits Set Up

All booths must be completely set up no later than 5:00 pm on Wednesday, September 9.

Thursday, September 10

10:30 am – 2:00 pm Exhibits Open

12:00 pm – 2:00 pm Lunch/ Dedicated Exhibits Time

2:00 pm – 3:00 pm Closed for Exhibitor Lunch (provided)

3:00 pm – 6:30 pm Exhibits Open

4:30 pm – 6:30 pm PSC (Exhibits) Opening Reception

Friday, September 11

10:30 am – 2:00 pm Exhibits Open

12:00 pm – 2:00 pm Lunch/Dedicated Exhibits Time

2:00 pm – 4:15 pm Closed for Exhibitor Lunch (provided)

4:15 pm – 6:00 pm PSC Networking Reception

Saturday, September 12

8:00 am – 10:00 am..... Exhibits Open

9:30 am – 10:00 am..... PSC Passport to Prizes Drawings

10:00 am – 6:00 pm Exhibits Tear Down

All booths must be completely dismantled no later than 6:00 pm on September 12.

EXHIBIT SPACE AND AFFILIATE MEMBERSHIP

To request both exhibit space for the InSight 2009 Annual Conference and InSight Membership, please complete this form **along with full payment**. Payment may be made by check or credit card (Visa, MasterCard or American Express). Checks should be made payable to InSight. **Mail all check payments to: InSight Exhibits, 6589 Paysphere Circle, Chicago, IL 60674 or fax credit card payments to 312.644.0575.**

EXHIBITOR QUALIFICATIONS

In order to exhibit at the InSight 2009 Annual Conference, your company must be an approved McKesson Business Partner and Affiliate InSight Member. Once InSight has confirmed your approval with McKesson, your application will be processed. Consultants are not eligible to exhibit. If you are unsure of membership status, please contact InSight at insight@insight-net.org or 312.321.6839. **See membership benefits section in Rules and Regulations for more information.**

COMPANY INFORMATION

Please print or type – the information provided in this section will be partially included in the printed Onsite Program.

Company Name

Company Address

City

State

ZIP

Primary Contact Name

Title

Primary Phone

Fax

Email Address

Web Address

BOOTH SELECTION & MEMBERSHIP

Booth assignments will be made at a later date and are based on your top booth space choices, the date we receive your completed exhibit space application, as well as the McKesson solution station(s) that your product(s) best supports. Being close to the corresponding McKesson station will help direct the traffic flow of interested customers near your booth and reinforce the integration of your company's solutions. To qualify for the early bird membership rate, payment is due by **February 28, 2009**. Booth assignment will not be confirmed until both membership and booth payment are received.

Number of Booths: _____ 10' x 10' (\$3,500 each) + Early Bird Membership: _____ (\$1,000 before February 28) or _____ (\$1,500 after February 28) = Total Due: \$ _____

PRODUCT INFORMATION AND DESCRIPTION

What category would you classify your product as? (you may select more than one)

☐ (a) Hospital ☐ (b) Physician ☐ (c) Pharmacy ☐ (d) Consumer

What McKesson solutions/services does your product support? (please be as specific as possible)

Products shown at the InSight 2009 Annual Conference are limited to those products that enhance and support the McKesson products used by our attendees. **Your product description of 30 words or less MUST be supplied with your Exhibit Space Application or you will not be assigned a booth space and will not be listed in the Conference Guide.** Product descriptions should be sent via email to exhibits@insight-net.org.

PAYMENT INFORMATION

Total Due: \$ _____ (full payment is due with contract)

☐ Visa ☐ MasterCard ☐ American Express ☐ Check Enclosed

Card Number

Expiration Date

Name On Card (please print)

Authorized Signature

InSight Processing – Do Not Write in This Space

Approval

Date Received

Booth Number

ACCEPTANCE

Please sign below if you have read and accept the rules and regulations as stated in the InSight 2009 Annual Conference Rules and Regulations:

Signature (Exhibitor Authorized Agent)

Date

Please Print Name (Exhibitor Authorized Agent)

Return this application with payment to: InSight Exhibits, 6589 Paysphere Circle, Chicago, IL 60674; Fax: 312.644.0575

Questions?

Contact: Sara Kolovitz, InSight Sales Manager, Phone: 312.673.4779;
Fax: 312.644.0575; skolovitz@insight-net.org

RULES AND REGULATIONS/MEMBERSHIP INFORMATION

Statement of Policy

All events relevant to the InSight 2009 Annual Conference are closed events. The conference is intended as an educational assembly for the membership; therefore, no direct selling shall be allowed at any time during the conference. To protect the interest of the membership and other firms, only individuals and corporations registered with the conference and in good standing shall be allowed admission to the conference, including sessions, exhibit hall, functions or to any privileges of the conference. Good standing shall be defined as current InSight business affiliates that are not involved in a dispute or litigation with InSight or McKesson, and whose products enhance or support McKesson products and do not compete with McKesson products or McKesson Authorized Business Partner products. Business affiliates that no longer have a current agreement with McKesson may apply for membership and exhibitor status. These instances will be decided on a case-by-case basis. Representatives of exhibiting firms and divisions will be issued badges for conference admission. Any individual without a badge shall not be entitled admission to any conference event. This agreement is made as of the day and date identified on the contract between InSight and the Exhibitor Firm named above (hereinafter called "Exhibitor"). This date shall be the acceptance date by InSight. The parties hereto agree as follows:

A. Membership Guidelines

1 – Membership is Corporate. **2** – Membership is not transferable. **3** – One key contact is assigned to the Corporation. **4** – Membership dues are established annually by the Board of Directors and are not prorated or refundable. **5** – Members must certify eligibility annually for this category of membership on the membership application.

B. Business Affiliate

Documented agreement with McKesson Information Solutions AND/OR provides a Board-approved product or service to the individual membership. A \$1,000 fee if join/renew by February 28; \$1,500 fee if join/renew after February 28 per calendar year.

C. Benefits of Membership

1 – Eligible to attend annual conference. **2** – Eligible for speaking opportunity as invited by the Educational Committee. **3** – Eligible for attendance at all open sessions at the annual conference. **4** – Eligible for attendance at all social events at the annual conference. **5** – Eligible to participate in Product Solution Center. **6** – Sponsorship opportunities. **7** – Recognition by InSight's Web site to Business Web site. **8** – InSight "Member Only" Web site access for designated key contact. **9** – Product specific discussions/bulletin boards. **10** – Ability to access and print member information from the Web site (Unauthorized use of the member data is strictly prohibited.)

1. Nature of Exhibition

The objective of the InSight Product Solution Center is to showcase products and services that support its members' business information technology strategies. Exhibitor displays are limited to products and services that are complementary to McKesson products and services and do not compete with McKesson products or McKesson Authorized Business Partner products. InSight reserves the right to refuse rental of display space to any Exhibitor. InSight reserves the right to remove, at Exhibitor cost, any merchandise, signage, etc. deemed by InSight as unsuitable for display at the InSight Product Solution Center. InSight does not represent that any space will be available to any applicant.

2. Eligibility

Eligible Exhibitors are those with an endorsement from McKesson. Exhibitors that do not have an endorsement from McKesson may petition to exhibit by submitting the appropriate InSight eligibility information to InSight Headquarters. All Exhibitors must be in good standing with InSight. InSight reserves the right to revoke an Exhibitor's privileges and terminate the exhibit agreement. If InSight terminates this agreement for reasons other than those set forth in section 3 below, then InSight will return to the Exhibitor all deposits or fees paid by such Exhibitor.

3. Payment Terms

To confirm exhibit space and sponsorships, full payment must accompany the signed contract. Booth assignment will be made upon receipt of signed contract and full payment. All checks must be payable to InSight. If any Exhibitor fails to perform any other term or condition of the contract or fails to observe and abide by these Contract Conditions/Rules & Regulations, InSight reserves the right to terminate the contract immediately without refund of any monies previously paid.

4. Cancellation

If space and/or sponsorships are cancelled by the Exhibitor prior to May 8, 2009, an administrative fee of 50% of the total booth cost will be incurred by the Exhibitor. If the space is reduced by the Exhibitor prior to May 8, 2009, an administrative fee of 50% of the reduced space will be incurred by the Exhibitor. If cancellation is made after May 8, 2009, there will be no refund and all space and/or sponsorships contracted for must be paid for in full. Cancellations must be directed in writing to InSight. InSight assumes no responsibility for including the name of the canceled Exhibitor or a description of their products in the show catalog, brochures, news releases, or any other materials concerning the show. Any space not claimed and occupied prior to 3 hours before the show starts, may be resold or assigned by InSight without obligation on the part of InSight for any refund whatsoever unless special arrangements have previously been made with InSight in writing. If any circumstances or event beyond the control of InSight causes cancellation of all or any portion of the event, InSight agrees to refund any portion of the registration fee for which InSight is reimbursed by insurance or other third party and shall not be liable for any other refund or payment arising from the cancellation or for other liability or damages arising from the event. **Membership dues are not prorated or refundable for any reason.**

5. Assignment of Space

Booth assignment will be made upon receipt of full payment and exhibitor product description. InSight reserves the right to exercise its sole discretion in the acceptance or refusal of applications. The preferences requested for booth space location are for guidance and are not guaranteed. InSight does not represent that any space will be available to any applicant. If space is not available, a waiting list will be developed in the order of the date of receipt by InSight of each completed Contract and receipt of full payment for Exhibit Space. InSight will refund all payments received with Contract for Exhibit Space to any applicant for whom space is not available or to whom exhibit privileges are not extended. InSight reserves the right to modify the floor plan to accommodate space or change as necessary to avoid conflicts. Any space not reserved prior to the start of the conference may be deleted by InSight without any obligation on the part of InSight. InSight reserves the right to assign booths as necessary to meet the requirements of all participants.

6. Set-Up and Dismantle

Set-up period:

Wednesday, September 9 8:00 am – 5:00 pm

Dismantling period:

Saturday, September 12 10:00 am – 6:00 pm

Note: This schedule is tentative and subject to change.

Set-up and dismantle hours specified here are subject to change, in which case all Exhibitors will be notified in writing. If an exhibit is not set up by 3 hours prior to the show opening, InSight reserves the right to re-assign such space to another Exhibitor or to make other use of the space as deemed necessary or appropriate at the expense of the Exhibitor. **Exhibits are to be kept intact until the closing of the Product Solution Center. No part of an exhibit shall be removed during the Product Solution Center without special permission from InSight. Any Exhibitor that begins dismantling its display before the close of the show will lose priority status in future InSight Conferences and may altogether lose the privilege of exhibiting.** The Exhibitor agrees to have the equipment or materials removed from the Product Solution Center by the prescribed time. Failure to remove equipment or materials may incur the billing of late charges. If Exhibitor fails to remove its equipment or materials, the Exhibitor shall appoint InSight as its agent to arrange such removal. Exhibitor agrees to pay all charges for the breakdown, removal, and shipment of its equipment and materials as arranged by InSight. All freight must be removed from the Gaylord Palms Resort by 6:00 pm, Saturday, September 12, 2009. If exhibits are not removed by this time, management has the right to remove exhibits and charge the expense to the Exhibitor.

7. Sublease or Shared Space

InSight agrees to sublease to the Exhibitor, and the Exhibitor agrees to occupy space in Product Solution Center at the InSight Annual Conference. The Exhibitor agrees to pay for booth space as requested on the Exhibitor Application and will not assign or sublet assigned space or any part thereof without prior knowledge and consent of InSight. All exhibitors and displays shall be subject to the approval of InSight.

8. Show Hours

At the time of this writing, it is anticipated that the show hours will be as follows:

Thursday, September 10 10:30 am – 2:00 pm

3:00 pm – 6:30 pm

Friday, September 11 10:30 am – 2:00 pm

4:15 pm – 6:00 pm

Saturday, September 12 8:00 am – 10:00 am

Exhibitors will be notified in writing of any changes prior to the Product Solution Center open.

9. Prohibition of Selling Products and Taking Orders for Show Delivery

InSight provides exhibit space for Exhibitors to display and demonstrate products and services on the basis of their potential informational and commercial value, and not for the purpose of direct or onsite commerce. Orders may be taken but transactions involving the exchange of product for payment are prohibited.

10. Food & Alcoholic Beverages

The serving of alcoholic beverages by Exhibitors in any part of the exhibit area is strictly prohibited. All food and/or beverage service must be approved in writing by InSight and the convention center's exclusive catering vendor. All associated fees are the responsibility of the Exhibitor.

11. Use of Space – General

All marketing activities of each Exhibitor must be confined to the Exhibitor's allotted booth space. Demonstrations in booths must be designed to take place and keep the audience within the existing booth space to allow the free flow of traffic in the aisles. Exhibitors expressly agree not to hold any activity that, in the sole opinion of InSight, creates a material adverse effect on attendance during InSight Conference hours. If clarification is needed on a specific activity, please submit it to InSight for approval.

12. Special Visual and Audio Effects

Audio-visual and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as, in the opinion of InSight, do not interfere with the activities of neighboring Exhibitors. Operational equipment demonstrated may not create noise levels objectionable to neighboring Exhibitors.

13. Hotel Suites and Meeting Rooms

No entertainment, meetings, tours, special events, hospitality suite functions, or other private functions will be permitted during any scheduled InSight Conference activity unless approved in writing by InSight. Exhibitors that are not in accordance with the stated rules may lose their privilege of exhibiting at this and future Conferences.

14. Exhibit Construction and Layout

InSight reserves the right to control the layout of the exhibit hall. Detailed regulations governing the construction, height and layout of exhibits will be included in the Exhibitor Services Manual. These Rules & Regulations are to be considered an addendum to this document, and are subject to the full power and enforcement as set forth herein. If you require immediate access to these Rules & Regulations, please reference your service manual under the Rules & Regulations tab or contact InSight Headquarters for a copy. Each Exhibitor will be held accountable for abiding by these rules and regulations governing stand construction and height limitations.

15. Booth Equipment

Standard booth equipment will consist of the following:

- Eight foot (8') back wall of drape with aluminum uprights, color to be determined by InSight
- Three foot (3') division side rails of drape, color to be determined by InSight
- Six foot (6') covered and skirted display table, color to be determined by InSight
- Two (2) side chairs
- One (1) wastebasket
- One (1) two-line identification sign
- One (1) full conference registration
- Two (2) exhibit-only registrations

RULES AND REGULATIONS/MEMBERSHIP INFORMATION

All Exhibitors are required to provide some form of floor covering in their booth, which must reach aisle to aisle. Bare concrete is not allowed. The Exhibitor will also be responsible for any cost necessary to finish off the back wall and open area behind their pop-up, and/or hard wall structure. No cartons may be stored behind the booths.

16. Shipping and Storage

All arrangements will be made to receive and store equipment prior to the opening of the conference. All related shipping expenses are the responsibility of the Exhibitor. Exhibitors are urged to make certain that all materials are properly labeled for delivery to contracted booth.

17. Insurance & Security/Force Majeure

InSight will employ security guards and take reasonable precautions to safeguard Exhibitor's property. However, InSight assumes no liability whatsoever for loss or damage, through any cause, of goods, hand carried items, exhibits or other materials owned, rented or leased by the Exhibitor. InSight requires that each exhibitor maintain general public liability insurance against claims for personal injury, death, or property damage incident to, arising out of or in any way connected with the exhibitor's participation in the exhibition, in the amount of not less than one million (\$1,000,000) dollars for personal injury, death, or property damage in any one occurrence. Such insurance maintained by the exhibitor must be issued by an insurance company reasonably acceptable to InSight, include coverage of the indemnification obligations of the exhibitor under these Rules & Regulations, and shall name InSight as additional insured. Each exhibitor acknowledges that it is responsible for obtaining for its protection and entirely at its expense, such property insurance for its exhibit and display materials as the exhibitor deems appropriate. Any policy providing such property insurance must contain an express waiver by the exhibitor's insurance company of any right of subrogation as to any claims against InSight. Certificate of Insurance must name InSight as co-insured. InSight shall be named, as an additional insured on Exhibitor's insurance policies and Exhibitor shall provide to InSight Certificates of Insurance indicating this status. Force Majeure: InSight will not be responsible for cancellation, postponement or other circumstances cause by, based on or relating to situations beyond its control, including but not limited to: acts of God, (e.g. rainstorm, flood, wind, damage by the elements, earthquake, tornado, other natural disasters, etc.), terrorism, infectious disease, war, fire, strikes, acts or orders of governmental authorities, or third-party responsibility.

18. Fire Department Regulations

Each exhibit must comply with the basic rules set by the Fire Department prior to the opening of the Product Solution Center. All decorative materials (i.e. pipe, drape, carpeting, signs and display table) will be provided by InSight, or its designated vendor, and will be flame proofed in accordance with the standards established by the National Board of Underwriters. Electrical equipment must be installed, operated and maintained in a manner that does not create a hazard to life or property. For complete Fire Marshal rules and regulations, reference the rules and regulations tab of your Exhibitor Services Manual.

19. Code of Ethics

Exhibitors will adhere to a code of ethics. No organized customer event will be scheduled by an Exhibitor in the conference facility for three (3) days prior to, during or following the InSight Annual Conference.

20. Assignment of Sponsorships

Sponsorship opportunities will not be limited to events/items/advertisements listed in the Sponsorship Application. Additional or customized sponsorships can be discussed and will be taken into consideration for approval by the conference committee. Sponsorship participation is available only to InSight Exhibitors.

21. Use of InSight Name and Logo

Participation by an Exhibitor in the InSight Product Solution Center does not entitle the Exhibitor to use the InSight name or logo,

other than with reference to the Exhibitor's participation as an Exhibitor in the InSight Annual Conference. Participation in the InSight Conference does not imply endorsement or approval by InSight of any product, service, or participant, and none shall be claimed by any participant. InSight reserves the right to promote Exhibitors in any conference materials related to the InSight Annual Conference. If in the event an Exhibitor objects to the usage of its company name, it may request so, in writing, to InSight Headquarters.

22. Intellectual Property Matters

The Exhibitor represents and warrants to InSight that no materials used in or in connection with its exhibit infringe upon the trademarks, copyrights (including, without limitation, copyrights in music and other materials used or broadcast by Exhibitor), or other intellectual property rights of any third party. The Exhibitor agrees to immediately notify InSight of any information of which Exhibitor becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights, or other intellectual property rights. The Exhibitor agrees to indemnify, defend, and hold InSight, and its agents, and successors, harmless from and against all losses, damages and costs (including reasonable attorneys' fees) arising out of or related to claims of infringement by the Exhibitor of the trademarks, copyrights, and other intellectual property rights of any third party. Notwithstanding the foregoing, InSight shall not be liable and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights, or other intellectual property of any third party arising out of the actions of an Exhibitor.

23. Personnel Recruitment

Recruiting of personnel for the purposes of employment (such as posting recruitment notices, general announcements, etc.) is specifically prohibited during the conference.

24. Exhibit and Social Function Access

Each Exhibitor will be allowed two (2) complimentary exhibit-only registrations per 10' x 10' booth, providing access to the exhibit hall, food functions, and social events only, with the option to purchase additional exhibit booth personnel badgers at \$240 each.

25. Conference Registrations

Each Exhibitor will be allowed one (1) complimentary full conference registrations per 10' x 10' booth. Exhibitors have the right to purchase additional full conference registrations, which allow access to educational sessions, in accordance with Each Exhibitor will be allowed to purchase additional Exhibitor registrations at \$605 each. Exhibitor Guest registrations only receive access to the Product Solution Center during show hours and are subject for approval by InSight, in accordance with InSight's registration policies. All Exhibitors are to register their personnel in advance of the conference. Changes in Exhibitor registration at the conference site must be approved by InSight. All registered Exhibitors must be employees of the exhibiting firm. Consultants of a contracted firm are not allowed to attend. False certification of individuals as Exhibitor representatives, misuse of badges or any method used to assist unauthorized individuals to enter the conference area or sessions may be sufficient cause for expelling the violators from the conference, barring them from further attendance of any activities or sessions associated with the conference without obligation by InSight for refund of any fees.

26. Music Licensing

Exhibitors are responsible for individual ASCAP/BMI music licensing fees or similar statutes as may apply outside the United States if applicable to the function. Music played and/or performed, whether recorded or live, will not be covered under InSight's ASCAP/BMI music licensing agreement.

27. Americans with Disabilities Act/Similar Non-U.S. Statutes

Exhibitors shall be responsible for making their exhibits accessible to persons with disabilities, as required by the Americans with Disabilities Act or similar statutes as may apply outside of the United States and shall hold InSight harmless from any consequences of failing to do so.

28. Distribution of Marketing Material

InSight reserves the right to cease distribution of any materials at the InSight Annual Conference which InSight in its sole discretion determines are contrary to the best interests of InSight, its members, or the InSight Annual Conference. All marketing activities of each Exhibitor must be confined to the Exhibitor's allotted space. The Exhibitor agrees that, if InSight determines that an Exhibitor is marketing outside of its allotted space, the Exhibitor will lose the privilege of exhibiting at this and future InSight Product Solution Centers. In addition, InSight reserves the right to immediately remove all exhibit materials if a violation occurs during the conference without issuing a refund. For further explanation, please see rule number 30. Distribution of promotional material to InSight conference attendees' hotel sleeping rooms, public areas, or in educational sessions is prohibited without prior written approval of InSight. Use of InSight hotel and conference-related facilities communication systems to promote Exhibitors, their products/services, or any other of their activities is prohibited during official InSight Annual Conference dates.

29. Authority of Management/Enforcement of Rules & Regulations

InSight shall have the power to adopt and enforce all show attendance rules, and regulations with respect to the kind, nature, and eligibility of exhibitors adopted by it or set forth herein. InSight has the power to enforce all rules and regulations. Exhibition Management's decision on such matters shall be final. The Exhibitor acknowledges that its failure to comply with the Rules & Regulations set forth herein will cause harm to InSight. The Exhibitor agrees that, if InSight determines that a material violation has occurred, the Exhibitor will lose the privilege of exhibiting at this and future InSight Product Solution Centers. In addition, InSight reserves the right to immediately remove all exhibit materials if a violation occurs during the conference without issuing a refund. All final decisions regarding the enforcement of InSight Product Solution Center Policy are the responsibility of the InSight Board of Directors President and Vice President of Education.

30. General

All matters and questions not covered by the Rules & Regulations are subject to the decision of InSight. These Rules & Regulations may be amended at any time by InSight, and all amendments that may be so made shall be equally binding on all parties affected by them, as are the original regulations. In the event of any amendment or additions to these regulations, written notice will be given by InSight to such Exhibitors as may be affected by them.

31. Exhibitor's Liability and Hold Harmless

Exhibitor releases InSight, its contractors and their respective directors, officers, employees, agents, and members, and each of them, from any claims, liabilities, losses, damages, costs, or expenses relating to or arising out of any injury to any personnel of Exhibitor or to any other person or any loss of or damage to any property of Exhibitor or any other property where such injury, loss, or damage is incident to, arises out of, or is in any way related to Exhibitor's participation in the event, and the Exhibitor shall be responsible for any such injury, loss, or damage, and any expenses relating thereto. Exhibitor shall indemnify, defend and hold harmless InSight and its contractors, and their respective directors, officers, employees, agents and members, and each of them, from and against all claims, liabilities, losses, damages, costs or expenses, including reasonable attorney's fees and costs of litigation, relating to or arising out of Exhibitor's participation in the event, provided that the foregoing shall not apply to injury, loss, or damage caused by or resulting directly from the sole negligence of either InSight or its contractors. The terms of this provision shall survive the termination or expiration of this Agreement. Limitation of Remedies: In no event will InSight be liable for any lost profits, lost savings, incidental damages or other economic consequential damages, even if InSight has been advised of the possibility of such damages. InSight will not be liable for any damages claimed by the Exhibitor based on any third party claim. Damages: In no event will InSight be liable for any damages caused by failure of an Exhibitor to perform their responsibilities.

SPONSORSHIP OPPORTUNITIES

You've made the decision to exhibit at the InSight 2009 Annual Conference, now it's time to decide how you will make your company stand out among the competition. Whether you are a new company hoping to increase awareness or an industry veteran looking to re-energize sales or build awareness, we can customize a sponsorship package to help you achieve your company's marketing goals.

Identify your Primary Goals and Select the Sponsorships for You

InSight sponsorship opportunities fulfill a variety of marketing objectives: launching a new product, building your brand, differentiating your company, driving booth traffic or a combination. Simply identify your company's goals and InSight will assist you in selecting the sponsorships that fulfill those goals.

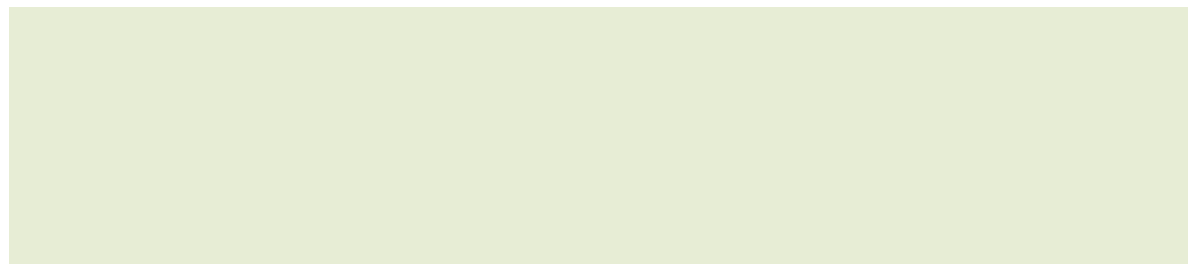
Conference Sponsor Levels and Benefits

There are a variety of benefits that your company will receive just for being a Conference Sponsor – all providing maximum return on your investment. In addition to your company's sponsorship chosen from the following sponsorship opportunities, you will receive added benefits based on level and increased exposure prior to and during the InSight 2009 Annual Conference.

Act Now!

All sponsorship opportunities are available on a first-come, first-served basis. Decide early to receive maximum ROI and to ensure that your company's name is included in the appropriate materials. Due to order and print deadlines, some items will no longer be available as the conference nears, so act now to reserve your sponsorship opportunity.

InSight Headquarters is happy to work with you to customize a package that is right for your company. To take advantage of one of our sponsorship opportunities, please contact Sara Kolovitz, InSight Sales Manager, at 312.673.4779 or skolovitz@insight-net.org.



SPONSORSHIP OPPORTUNITIES

Year-round A La Carte Add-ons:

Take your sponsorship participation one step further and reach thousands of InSight members year-round with the following sponsorship add-ons.

Package A: \$6,000 includes choice of two of the following:

- Webinar
- Email Blast
- Web Banner
- New Product Announcement or Press Release Posting
- Online Member Poll

Package B: \$3,000 Includes choice of one of the following:

- Email Blast
- Web Banner
- New Product Announcement or Press Release Posting
- Online Member Poll

Webinar

Your company has the opportunity to sponsor and host an educational Webinar for the InSight membership. What better way to reach potential customers than to be part of a learning experience for them where they will want to learn even more about what your company has to offer. Note: Content must be educational in nature (i.e. co-presentation with a customer, case study or white paper presentation) and approved by InSight's Program Committee.

Email Blast

Sponsor an email and get your message in front of the InSight membership. Send us the content for your message and InSight will send on your behalf. Note: InSight will work with your company on timing for your message and will do its best to accommodate your request. Content subject to InSight approval.

Web Banner

The InSight Web site is the best resource for exposure to the membership. As an online advertiser, your web banner will give you exposure on heavily visited pages, including the InSight home page and additional conference pages. Your banner will be posted for year-round exposure!

New Product Announcement/Press Release Posting

Place new product announcements and/or press releases on InSight's Web site for year-round visibility to all InSight members. InSight will also include your announcement/release in an email message sent to all InSight members. Note: Content subject to InSight approval.

Online Member Poll

Your company will have the opportunity to host a Web site member poll that will be posted during the month of your choice on the InSight home page. Responses gathered from the poll will be sent to your company following the polling. Note: Content subject to InSight approval.

SPONSORSHIP OPPORTUNITIES

Platinum Sponsorship – \$18,000

Includes your choice of sponsorships on the following pages, as well as the following additional Platinum Sponsor Benefits:

- Logo inclusion and recognition as a Platinum Sponsor in:
 - Advance Program
 - Onsite Program
 - Each issue of the Onsite Daily
 - General Session video loop and acknowledgement
 - Entrance Unit to Exhibit Hall
- Exposure on Conference Sponsor page to include logo and Platinum Sponsor recognition on InSight's Web site
- ½ page advertisement in the Onsite Program
- Opportunity for Registration Bag Insert (insert provided by sponsor)
- Platinum Sponsor booth signage
- Platinum Sponsor floor decal sticker
- Booth location call out on Onsite Program floor plan
- Ribbons with Platinum Sponsor recognition for exhibitor personnel badges
- 4 complimentary conference badges
- Post conference attendee list

Gold Sponsorship – \$10,000

Includes your choice of sponsorships on the following pages, as well as the following additional Gold Sponsor Benefits:

- Logo inclusion and recognition as a Gold Sponsor in:
 - Advance Program
 - Onsite Program
 - Each issue of the Onsite Daily
 - General Session video loop and acknowledgement
 - Entrance Unit to Exhibit Hall
- Exposure on Conference Sponsor page to include logo and Gold Sponsor recognition on InSight's Web site
- ¼ page advertisement in the Onsite Program
- Gold Sponsor Booth signage
- Booth location call out on Onsite Program floor plan
- Ribbons with Gold Sponsor recognition for exhibitor personnel badges
- 3 complimentary conference badges
- Post conference attendee list

Silver Sponsorship – \$8,000

Includes your choice of sponsorships on the following pages, as well as the following additional Silver Sponsor Benefits:

- Logo inclusion and recognition as a Silver Sponsor in:
 - Advance Program
 - Onsite Program
 - Each issue of the Onsite Daily
 - General Session video loop and acknowledgement
 - Entrance Unit to Exhibit Hall
- Exposure on Conference Sponsor page to include logo and Silver Sponsor recognition on InSight's Web site
- Silver Sponsor booth signage
- Ribbons with Silver Sponsor recognition for exhibitor personnel badges
- 2 complimentary conference badges
- Post conference attendee list

Bronze Sponsorship – \$5,000

Includes your choice of sponsorships on the following pages, as well as the following additional Bronze Sponsor Benefits:

- Logo inclusion and recognition as a Bronze Sponsor in:
 - Advance Program
 - Onsite Program
 - Each issue of the Onsite Daily
 - General Session video loop and acknowledgement
 - Entrance Unit to Exhibit Hall
- Exposure on Conference Sponsor page to include logo and Bronze Sponsor recognition on InSight's Web site
- Bronze Sponsor booth signage
- Ribbons with Bronze Sponsor recognition for exhibitor personnel badges
- 1 complimentary conference badge
- Post conference attendee list

Booth efficiency increases by 104% when sponsorship is included in your exhibit plan.
Center for Exhibition Industry Research (Report PE 2.1).

SPONSORSHIP OPPORTUNITIES



Do your part to protect the environment by purchasing one of InSight's new "green" sponsorship opportunities.

Wednesday Welcome Reception

\$12,500

The welcome reception will kick-off the InSight 2009 Annual Conference on Wednesday! This relaxed evening event offers all attendees their first chance to mingle, network and learn about the conference structure while enjoying pizza and refreshments. Your company's logo will be displayed on signage inside the event, and napkins with your company logo will be placed at each bar and food station. Your company will receive a gobo (projected image of your company's logo) that will be projected in a highly visible area at the reception. You will also receive banner signage recognition, as well as promotions in the Onsite Program and Onsite Dailies, as the exclusive sponsor of this event.

Thursday Product Solution Center Reception

\$15,000

This opening reception will be held in the Product Solution Center (PSC) on Thursday evening. This will be the night that attendees will be walking around visiting booths, networking and having fun. This reception will include bar and food stations throughout the PSC, making this event a "can't miss" opportunity for InSight attendees. As the premier sponsor of this event, your company's logo will be displayed on signage inside the event and napkins with your company logo will be placed at each bar and food station. Your company will also receive a gobo (projected image of your company's logo) in a highly visible area in the PSC. Your company will be promoted in the Onsite Program and Onsite Dailies as the exclusive sponsor for this event.

Friday PSC Networking Reception **NEW!**

\$12,500

New last year and back by popular demand, sponsor this networking reception held in the Product Solution Center (PSC) on Friday evening. Drive traffic to your booth by treating attendees to giveaways for the closing reception provided by InSight making this event a "can't miss" opportunity for InSight attendees. As the exclusive sponsor of this event, your company's logo will be displayed on signage inside the event, as well as on a gobo (projected image of your company's logo) in a highly visible area in the PSC. Your company will be promoted in the Onsite Program and Onsite Dailies as the exclusive sponsor for this event.



Internet Pavilion

\$15,000

The Internet Pavilion is an area that allows attendees to have access to the latest world news along with email (through Web site only) and vendor Web sites. The Internet Pavilion will be located in a high-traffic area of the conference to give your company access to all conference attendees. Your company will receive a banner above the pavilion, along with signage throughout the lobby areas. You will also receive exposure on the custom splash page, the InSight Web site, in the Onsite Program and in the Onsite Dailies as the exclusive sponsor.

SPONSORSHIP OPPORTUNITIES

Keynote Speaker Sponsor **NEW!**

Pricing Available Upon Request

Your company will be the exclusive sponsor of a motivational keynote for all InSight attendees. Get the most visible exposure opportunity at the conference and your chance to share your message with all conference attendees. This sponsorship opportunity includes logo recognition at the podium and on the screens, the opportunity to provide collateral to be placed on attendee's chairs, an opportunity for a representative of your company to introduce the speaker and a meet and greet with the speaker and your valued customers. The speaker is to be determined, but would be a well-known speaker providing an inspirational talk to the attendees.



Conference Registration Bags

\$15,000

Include your company logo on one of the most prominent sponsorship opportunities at the conference. All InSight attendees will receive a "green" registration bag upon check-in at the conference. Retain exposure even after the conference ends with this memorable gift.



Water Bottles

\$15,000

Be environmentally friendly and receive exposure during the conference by sponsoring the InSight water bottles. Place your company logo on these attractive bottles to make a lasting impression with InSight attendees.

Badge Holders

\$15,000

Hang your company name and logo on all InSight attendees. Badge holders are distributed at registration and are an extremely visible sponsorship opportunity. Badge holders must be worn at all times to be admitted into conference sessions and the PSC.

Mini-Maps

\$15,000

Maximize your company's visibility to all attendees for the duration of the conference. This pocket-sized mini-map features a map of the Gaylord Palms, an Orlando area map and a destination guide. As the sponsor of the mini-map, you will be entitled to an advertisement of your choice, as well as your company logo on the map, naming YOU as the exclusive sponsor.

Onsite Program Sponsor & Session Grids **New!**

\$10,000

Put your message in front of InSight attendees each day as the sponsor of the Onsite Program and Session Grids. The Onsite Program contains all conference information, and attendees will reference this important piece each day as their guide to the entire event. Along with your company logo and message on the front page, your company will also be able to include a large advertisement in the program. **As an added bonus, receive logo recognition on the InSight session grid, which is frequently used by conference attendees.**

SPONSORSHIP OPPORTUNITIES

Guest Room Key Cards

\$8,000

Put your company's message right in attendee's hands. Have your company's message included on guest room key cards at the Gaylord Palms. This opportunity allows your company to be top of mind throughout the conference.

Advance Program Sponsorship **New!**

\$7,500

Reach the InSight membership and conference attendees before the conference even starts by sponsoring the InSight Advance Program. One of the most important resources of the conference that gets sent to the entire InSight membership, this brochure contains the first look at all information and educational content attendees need for the event. Your company will appear front and center as the exclusive sponsor to include front page logo recognition, as well as a full page ad.

Onsite Dailies

\$5,000 (includes all 3 days)

Put your message in front of all InSight attendees each day as the sponsor of the Onsite Daily. This newsletter contains the most up-to-date conference information and schedule updates so attendees will look to this important piece each day as their guide to the conference. Along with your company logo and message on the front page, your company will also be able to include an advertisement in the newsletter.

Banners

\$5,000 each (3 available; 1 per company)

Maximize your brand exposure by sponsoring a banner with your company's logo and message. Your banner will be prominently displayed for all attendees to see multiple times a day in the concourse from the Gaylord sleeping rooms to attendee registration and the PSC for the duration of the conference.

General Session Chair Drop

\$5,000 each (2 available)

Reach every attendee by placing your product information on each seat at the start of the day during the main presentation. *All flyers must be approved by InSight and arrive pre-assembled.*

Light Box

\$3,000 each (limit 1 per company)

Have your logo or advertisement illuminated on an approximate 4' x 3' panel to catch attendee's eyes on a prominently located light box at the hotel.

Registration Bag Insert

\$3,000

Be sure to reach every attendee by including your company's marketing collateral in the registration bag. Inform attendees of your product or service offerings and drive them to your booth to learn more. Sponsor provides marketing collateral. All inserts must be approved by InSight and arrive pre-assembled.

SPONSORSHIP OPPORTUNITIES

Video Wall Advertisement (AstroVision)

\$2,500

Communicate and broadcast your company message on the giant AstroVision screen in the atrium of the Gaylord Palms Resort & Convention Center. Reach guests multiple times per day as they walk through the atrium to the conference with this sponsorship opportunity.

Video Advertisements (Janus Boards)

\$2,000

Janus boards are LCD screens located throughout the Gaylord Palms Resort & Convention Center. This is a great way to get your company message out to the InSight Annual Conference attendees while they walk through the conference areas.

Atrium Light Pole Banners

\$1,500 per banner

Maximize your brand exposure and have your company logo or message displayed on a banner at the InSight Annual Conference. Your banner will be prominently displayed on a light pole in the Gaylord Palms Resort & Convention Center atrium for all attendees to see multiple times a day for the duration of the conference.

Literature Bins

\$1,500 each

Reach attendees with your information before they enter the exhibit hall. As a literature bin sponsor, you can fill a 9" x 12", centrally located, highly visible literature bin with your logo displayed full of publications or promotional materials.

Floor Decals

\$1,000 each (limit 4 per company)

Sponsor a floor decal to include your company message, graphics and logo in the Product Solutions Showcase and drive attendees to your booth while receiving great exposure multiple times per day.

Window Decals New!

\$1,000 each (limit 4 per company)

Sponsor a window decal to include company logo in the walkway of the hotel to the InSight 2009 Annual Conference and receive company visibility multiple times per day.

Promotional Items – Custom Sponsorships

InSight would like to customize promotional items for your company. Choose from the items below or suggest your own. Please let us know what you are interested in and we will work with you to match your company needs.



– Notepads: \$7,500

– Mouse Pads: \$7,500

– Pens: \$3,500

– Highlighters: \$3,000



– Post-It Notes®: \$2,500

SPONSORSHIP APPLICATION

COMPANY INFORMATION

Please print or type

Company Name

Company Address

City

State

ZIP

Primary Contact Name

Title

Primary Phone

Fax

Email Address

Web Address

SPONSORSHIP INFORMATION

Please check sponsorship level and item(s) you would like to sponsor and return this application with full payment to the address listed below:

1. Select Level (check one):

☐ Platinum Sponsorship (\$18,000)

☐ Gold Sponsorship (\$10,000)

☐ Silver Sponsorship (\$8,000)

☐ Bronze Sponsorship (\$5,000)

2. Select Sponsorship Opportunities:

3. A La Carte Year-round Add-ons (Optional); See Sponsorship Opportunities and Additional Opportunities:

☐ Package A (\$6,000): Sponsorship 1 _____ Sponsorship 2 _____

☐ Package B (\$3,000): Sponsorship 1 _____

☐ Passport to Prizes (separate confirmation with prize/raffle details to follow): Prize _____

PAYMENT INFORMATION

Total Due: \$ _____ (full payment is due with contract)

☐ Visa ☐ MasterCard ☐ American Express

☐ Check Enclosed (Checks payable to InSight)

Card Number

Expiration Date

Name On Card (please print)

Authorized Signature

InSight Processing – Do Not Write in This Space

Approval

Date Received

Booth Number

ACCEPTANCE

Please sign below if you have read and accept the rules and regulations as stated in the InSight 2009 Annual Conference Rules and Regulations:

Signature (Exhibitor Authorized Agent)

Date

Please Print Name (Exhibitor Authorized Agent)

Return this application with payment to: InSight Exhibits, 6589 Paysphere Circle, Chicago, IL 60674; Fax: 312.644.0575

Questions?

Contact: Sara Kolovitz, InSight Sales Manager, Phone: 312.673.4779;
Fax: 312.644.0575; skolovitz@insight-org.net

CODE OF ETHICS & PROFESSIONAL OPPORTUNITIES

Policy:

It is the policy of InSight to establish a code of ethics and professional conduct.

Purpose:

To ensure highest standard of professional conduct and honorable behavior of members.

Procedure:

As a member of InSight, the Association for Educating in Healthcare Information Technology, I pledge myself to the highest standard of professional conduct and honorable behavior in my relationships with other members, my employer, fellow employees, vendors, community and other stakeholders of InSight.

Furthermore, I join with InSight to commit to:

- Demonstrate respect for all persons.
- Professional conduct, in all my activities, which is not only legal but ethical.
- The long-term success of all stakeholders in terms broader than simply financial measures.

Ethical Principles:

Our ethical principles represent the shared values that are the foundation for all that we do. These ethical principles are:

- Treat all individuals with DIGNITY and RESPECT.
- Act with the highest level of HONESTY and INTEGRITY.
- Create and foster an environment of FAIRNESS.
- Promote positive LEADERSHIP and lead by example.
- Maintain LOYALTY to the institution that employs me, and pursue its objectives in ways that are consistent with the public interest.

Guidelines:

In working to maintain the highest standards of ethical and professional conduct, I pledge to:

- Serve all members of InSight impartially and provide no inappropriate privilege to any individual member.
- Act in the best joint interests of InSight, McKesson and the customers of McKesson, and refuse to engage in activities that detract from these joint interests.
- Maintain the confidentiality of information of a privileged or private nature entrusted or known to me by virtue of my office or position.
- Refuse to engage in activities for personal gain that may conflict with the interests of InSight or my employer.
- Communicate internal and external statements in a truthful and accurate manner.
- Refuse to engage in, or tolerate discrimination on the basis of race, gender, age, sexual preference, ethnicity or religious affiliation.
- Cooperate in a spirit of collegiality with other members and work with them in the advancement of the profession of information technology.

Obligations of Members:

It is the obligation of all InSight members to actively participate in the user group. Active participation, in addition to paying dues, shall include one or more activities such as:

- Participation in committees and special interest groups.
- Attendance at user conferences.
- Attendance at Business Meetings and other key meetings of the organization
- Contribution of experience, information and advice when requested.



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