



2012 HASC 2ND ANNUAL

HEALTH CARE PROVIDER
WELLNESS CONFERENCE

June 14-15, 2012

Hilton Los Angeles/Universal City
Universal City, CA



Sponsors/Exhibitors



**HOSPITAL
ASSOCIATION**
OF SOUTHERN CALIFORNIA®



SPONSOR/EXHIBITOR BROCHURE AND REGISTRATION

HASC has built a reputation as the organization for hospital leaders in Southern California. With a growing membership of 175 major metropolitan hospitals, community hospitals and health systems, HASC continues to be the voice of health care organizations in the region. Your Healthcare Provider Wellness Conference sponsorship provides the perfect venue for your products, services and company name to be front and center before the decision makers you need to reach. Last year's event drew more than 130 hospital and wellness providers. We limit the number of sponsorships to make your time with our members even more worthwhile.

SPONSOR BENEFITS	DIAMOND \$6,000 Limit 4	PLATINUM \$3,000 Limit 3	GOLD \$2,000 Limit 2	EXHIBITOR \$1,000 Limit 6
Recognition as sponsor on opening day of conference	X			
Selection of premium booth location at conference site	X	<i>Position chosen by lottery per category</i>		
One complimentary accommodation for Wednesday night	X			
One 8X10 booth space at the conference site	X	X	X	
Tabletop display				X
List of attendees available two weeks prior to event	X			
List of attendees available onsite	X	X	X	X
Color slides of logo displayed at general sessions	4	3	2	1
Corporate signage at the event	X	X	X	
Business description in meeting handout	X	X	X	
Special recognition in HASC's newsletter and website	X	X	X	X



MEETING AGENDA

THURSDAY, JUNE 14

7 – 8:00 a.m.	Registration/Continental Breakfast/Visit with Exhibitors
8:00 – 8:15 a.m.	Welcome Paul Celuch, 2012 HASC Wellness Committee Chair & Vice President, Human Resources and Support Services, Verdugo Hills Hospital
8:15 – 9:00 a.m.	Toni Yancey, MD, MPH – <i>What's Good for the Waistline is Good for the Bottom Line</i> Professor, Department of Health Services, and Co-Director, UCLA Kaiser Permanente Center for Health Equity in the School of Public Health
9:15 – 10:15 a.m.	Diana Bontá, DrPH – <i>A Healthy Future: Why Wellness Matters</i> President & CEO, The California Wellness Foundation
10:30 – 11:30 a.m.	Dee Edington, PhD – <i>Zero Trends: Health as a Serious Economic Strategy</i> Professor, University of Michigan Division of Kinesiology
11:45 a.m. – 1:00 p.m.	Lunch/Visit with Exhibitor
1:00 – 1:30 p.m.	Wellness Activity
1:35 – 3:05 p.m.	Rajiv Kumar, MD – <i>8 Innovations That Are Transforming Employee Wellness</i> Founder, Chief Medical Officer, ShapeUp
3:20 – 4:20 p.m.	Concurrent Breakouts <ul style="list-style-type: none">• Curtis Chow – <i>Hospital-Based Health and Wellness Program (Non-Incentivized)</i>• Melanie Cumbee – <i>Living the Good Life: A Snapshot of MemorialCare Health System's Employee Wellness Program</i>• Silva Ohannessian and Joyce Solis – <i>Call Off the Food Police!! Aramark Health Care Wellness Program at Saint John's Medical Center</i>
6 – 9 p.m.	Dinner

FRIDAY, JUNE 15

6:30 a.m.	5k Run/Walk
7:30 – 8:45 a.m.	Breakfast
9 – 10:00 a.m.	Concurrent Breakouts <ul style="list-style-type: none">• Curtis Chow – <i>Hospital-Based Health and Wellness Program (Non-Incentivized)</i>• Melanie Cumbee – <i>Living the Good Life: A Snapshot of MemorialCare Health System's Employee Wellness Program</i>• Kelly Eckhardt and Mansi Shah, RD, CNSC – <i>Influencing Mindful Eating, Aramark Health Care Wellness Program at St. Francis Medical Center</i>
10:15 – 11:45 a.m.	Christopher T. Scanlan – <i>Waiting for Wellness: How Unclear Laws are Affecting Key Wellness Program Choices</i> Partner, Arnold & Porter LLP
11:45 a.m. – 12:15 p.m.	Meeting Wrap-Up with Chair, Paul Celuch

CONTRIBUTOR SPONSORSHIPS

Contributor Sponsorships are available for \$800

- Bottled Water (Multiple available)
- Wellness Activity
- Conference Tote Bags (multiple available)

HASC will consider other sponsorship ideas you may have, especially if the opportunity relates to attendee education and development, improving performance as wellness leaders or improving performance of their organizations.

REGISTRATION INFORMATION

Please complete the Sponsor Registration Form and mail or fax to:

Lu-Shonda Johnson-Wilson, HASC Health Care Provider Wellness Conference
515 South Figueroa Street, Suite 1300
Los Angeles, CA 90071-3300
Fax: (213) 482-8537

Early registration is advised. To register for this event, you must participate as a sponsor.

CONFERENCE REGISTRATION PACKAGE

The registration fee for each attendee includes education sessions and listed meals. We gratefully acknowledge our sponsors and their contributions, which subsidize the cost of the meeting.



HOTEL RESERVATIONS

The Hilton Los Angeles/Universal City is located at 555 Universal Hollywood Drive, Universal City, CA 91608-100. A special rate of \$169 (plus applicable fees and taxes) per single or double occupancy per night has been arranged for this conference. Reservations may be made by calling toll free 1-800-HILTONS and referring to the HASC room block. **Your credit card will be charged for one night at the time of your reservation.** We appreciate the overwhelming response to this event and encourage you to reserve early.

CHECK-IN AND CHECK-OUT

Check-in time is 3:00 p.m. Check-out 12:00 p.m. All guest arriving before will be accommodated as rooms become available. In the event that you check out prior to the reserved check-out date, the hotel will charge an early check-out fee of \$75.00.

DISCLOSURES

HASC will be utilizing the Hotel's Group Reservation Identification Program for the sole purpose of insuring that all individuals registered for the conference are booked within the reserved room block. HASC will provide an electronic list containing the first and last name of attendees registered for this event to the hotel to cross reference with the hotel registration list. If you have concerns about the disclosure of this information, please contact Karen Ochoa at kochoa@hasc.org or (213) 538-0765.

CONFERENCE CANCELLATIONS

Conference cancellations received in writing prior to May 17 will be subject to a 50% processing fee. Conference refunds cannot be issued after this date. Failure to make payment does not cancel the sponsor/exhibitor liability and will be invoiced for the total amount. All hotel cancellations must be made directly with the hotel and are subject to the hotel's cancellation policy as stated above.

PAYMENT

Payment for all sponsorship fees is due May 1, 2012, or your sponsorship and exhibit booth may be canceled and resold.

Please send check payable to HASC with your completed registration form to:

HASC Health Care Provider Wellness Conference
Attn: Lu-Shonda Johnson-Wilson
515 South Figueroa Street, Suite 1300
Los Angeles, CA 90071-3300

For more information, contact:

Lu-Shonda Johnson-Wilson, (213) 538-0705, lsjohnson-wilson@hasc.org

ATTIRE

Dress comfortably in resort casual wear for all meetings and activities as some sessions may require physical activity. Select meals may be outdoors, weather permitting.

AMERICANS WITH DISABILITIES ACT

If you require any of the auxiliary aids or services identified in the Americans with Disabilities Act, please call Lu-Shonda Johnson-Wilson, (213) 538-0705.

EXHIBIT AREA

Sierra Foyer

SPECIFICATIONS

Due to space limitations, displays will be restricted based on the following specifications: booths will be restricted to one, 8' x 10' booth display; tabletop displays will be limited to 6" x 30".

EXHIBIT ASSIGNMENT

Reservations and space location will be confirmed in writing by late May. Payment must be received before booth is assigned.

EXHIBIT HOURS

Set-up: Thursday, June 14, 2012, 6 a.m. – 7 a.m.
Show hours: 7 a.m. – 4 p.m.
Breakdown: 4 p.m.

REGULATIONS

- HASC reserves the right to deny space to any company whose exhibit is deemed inappropriate to the interests of HASC members or whose presentation is objectionable to the association.
- HASC requires that all sponsors and members refrain from planning hospitality events or activities at any time during the Health Care Wellness Conference without the permission of HASC. Planning independent events at any time during the Health Care Provider Wellness Conference without the permission of HASC will result in cancellation of that event and forfeiture of any deposits or food and beverage orders.

MANY THANKS TO OUR 2011 SPONSORS

