



BREAKTHROUGHS 23

JUNE 20-22, 2023 - NASHVILLE, TN

PROSPECTUS AND ATTENDEE PROFILE

WHY ATTEND BREAKTHROUGHS 23 AND EXHIBIT AT PREMIER'S SUPPLIER SHOWCASE?

CONNECTING THE DOTS TO TRANSFORM PATIENT CARE

Secure your spot in the community that is collectively transforming patient care. From artificial intelligence to supply chain innovations and labor optimization, Breakthroughs 23 is at the intersection of technology, efficiency and, most importantly, patient care. Join us as we fuse these different elements into a cohesive alliance.

Several market dynamics are contributing to a restructuring of the current system of care – policy changes, innovations in virtual care and the imperative to control healthcare costs. We know care will continue to be delivered outside of the four walls of the hospital. Premier has long bifurcated its Acute and Non-acute business into providers and suppliers to best serve each population's unique needs. Because of this, we have taken a new approach to Breakthroughs 23 and have expanded upon our conference offerings to better serve our attendees.

NEW THIS YEAR

Premier's Continuum of Care program will be merging with Breakthroughs 23. We are combining forces to create a two-in-one experience for our suppliers and members, helping you focus on the patient across the continuum of care.

Breakthroughs 23 will remain one of the nation's leading and most influential healthcare conferences; however, your company will have access to exclusive sessions and networking events for Continuum of Care members and suppliers. Take this opportunity to exhibit at Breakthroughs 23 and join in on the added benefits of:

- + Networking opportunities with Premier Continuum of Care leadership and staff.
- + Continuum of Care Reverse trade show offering 1:1 engagement opportunity with sponsors and members who have specific Continuum of Care and Business & Industry challenges that your offerings can address.
- + Educational sessions geared towards Continuum of Care sponsors, members and suppliers.

Take advantage of our early bird pricing and reserve your spot to exhibit at the Breakthroughs 23 Supplier Showcase today!

WHO CAN PARTICIPATE IN THE BREAKTHROUGHS 23 SUPPLIER SHOWCASE?

To exhibit at Premier's 2023 Breakthroughs Conference and Exhibition, a current Premier group purchasing contract must be in place. Only products on contract with Premier may be showcased.

WHEN AND WHERE IS BREAKTHROUGHS 23?

Breakthroughs 23 will take place in person June 20-22, 2023 at the Gaylord Opryland Resort & Convention Center in Nashville, TN. The Supplier Showcase will allow you to connect with our members, Premier employees and network with peers from around the country.

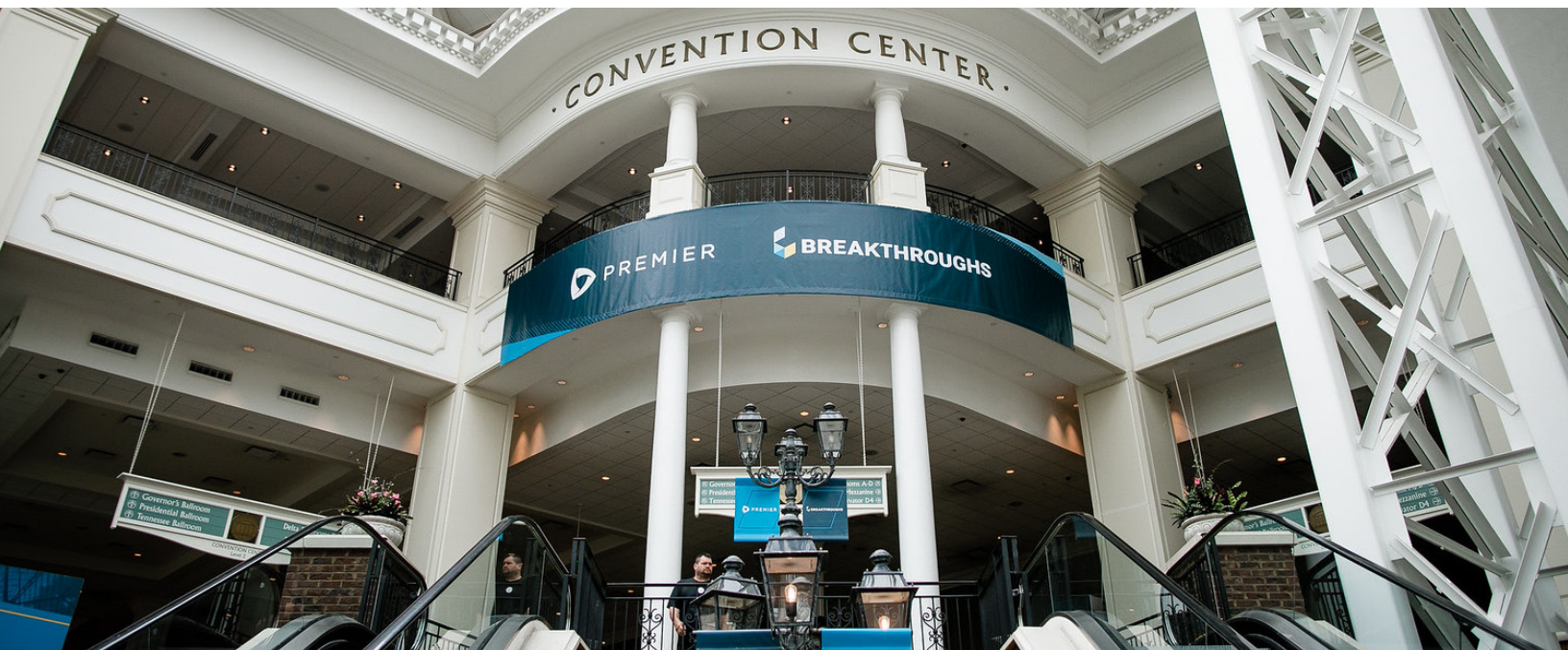
WHY BE A PART OF THE SUPPLIER SHOWCASE?

With so many key purchasers in attendance and a tremendous focus on networking, this annual showcase provides the opportunity to reach the nation's top healthcare decision makers. By being part of the Supplier Showcase, you'll experience an audience immersed in thoughts of innovation and transformation, making Breakthroughs 23 an ideal environment to display your products and services. With six hours total of dedicated booth hours, the Supplier Showcase is the ideal place to pursue deals, nurture relationships or simply start the conversation. We will be driving traffic to the trade show floor throughout the week and hope you'll take advantage of some of the advertising and awareness opportunities available to you.

MEMBER ATTENDEE PROFILE

Premier members from a variety of organizations (large integrated delivery networks [IDNs] to small, stand-alone hospitals) attend our annual Breakthroughs Conference. **Over 325 unique accounts representing health systems and hospitals attended Breakthroughs 22 last year.**

Premier's annual Breakthroughs Conference provides unique networking opportunities with C-suite executives, supply chain leaders, compliance officers, quality and performance improvement directors, physicians, clinicians, risk managers and care management professionals along with service line leaders from nursing, cardiology, orthopedics, surgical, pharmacy, laboratory, radiology, foodservice and human resources, to name a few. **Nearly 74 percent of Breakthroughs attendees are final decision makers or recommend products or services for purchase.** These purchasing powerhouses are ready to meet you and hear about your offerings.



RESERVE YOUR BOOTH TODAY!

Ready to secure your spot at the Breakthroughs 23 Supplier Showcase? First, register your company for a booth and secure your spot today! Exhibitor attendee badges will be available for purchase in March, along with hotel booking links. Be on the lookout for more information to come once you reserve your booth.

INCLUDED IN YOUR BOOTH PURCHASE:

- + **REVERSE TRADE SHOW ACCESS**
 - Great opportunity for your team to get in front of key decision makers from Premier member hospitals and IDNs.
 - Sign up by Jan. 31 and your company attendees will get early access for ONE HOUR before the Reverse Trade Show officially opens.*
- + **CONTINUUM OF CARE REVERSE TRADE SHOW ACCESS**
 - New this year! Take this opportunity for your team to meet face-to-face with Continuum of Care sponsors and members.
- + **VIP GUEST INVITES PORTAL**
 - New this year! Use this portal created for our exhibitors to have access to tools to promote your company at Breakthroughs 23. You'll be provided graphics your team can use for social media posts, promoting your attendance at the conference. You will also have branded assets you can use to invite your Premier member customer base to come visit your booth.
- + **THREE ATTENDEE LISTS**
 - You will receive two lists prior to the conference and one after. These lists will not contain email addresses but will list physical addresses of those members who opt in. Mailers must be approved by Premier prior to sending.
- + **SIX DEDICATED TRADE SHOW HOURS**
 - Three hours on Wednesday and three hours on Thursday with NO conflicting attendee sessions.
 - Supplier showcase activities to drive attendees around the exhibit hall.
- + **ONE SIX-FOOT TABLE WITH TWO CHAIRS AND SMALL WASTE BASKET**
[CAN OPT OUT IF PROVIDING YOUR OWN BOOTH ASSETS]

INCLUDED IN YOUR EXHIBITOR/SUPPLIER ATTENDEE BADGE PURCHASE [OPENING IN MARCH]

- + Access to the Premier Supplier Showcase to exhibit at your booth and connect with Premier members and employees.
- + Networking events throughout the conference.
- + Reverse Tradeshow and Continuum of Care Reverse Trade Show access.
- + Lunch provided on the trade show floor.
- + Access to Breakthroughs 23 room block, first come first serve upon availability.

BOOTH AND ATTENDEE BADGE PRICING

Early Bird:

Register by Jan. 31, 2023 (booth only - no badges included).
\$6,500 per 10x10

Standard:

Register between Feb. 1 - June 17, 2023 (booth only - no badges included).
\$7,500 per 10x10

Exhibitor/ Supplier badges:

Registration opens in March 2023.
\$675 per person

On-Site:

Register between June 18 - 22, 2023 (booth only - no badges included).
Booth fee - \$8,200 per 10x10
Attendee badge - \$775 per person

ADVERTISING AND AWARENESS OPTIONS

Gain exposure during Breakthroughs 23 by utilizing various touch points throughout the conference through our Advertising and Awareness program. Please refer to the options below to guide you during the registration process. We will also work with you to bundle packages together if that is of interest as well.

LIVE KEYNOTE SPONSORSHIP

Sponsor one of our mainstream live keynotes and we will work with you to highlight your company before, during and after the session. Your company logo will also be displayed in the session lobby and player while streamed to our online audience on our virtual platform. Number of impressions will be provided.

****Diverse suppliers receive 30 percent off this sponsorship option.***

Also included in this sponsorship:

- + Company highlighted on the Breakthroughs website and our main entry digital sign as a keynote sponsor.
- + Advertising time on our LED media wall located on-site at Breakthroughs 23 in the registration lounge throughout the week.
- + Full page advertisement in our conference guide.

THREE (3) OPPORTUNITES	
Tuesday P.M. Opening Keynote Session Michael J. Alkire President and CEO, Premier Inc.	\$35,000
Wednesday P.M. General Session	\$35,000
Thursday P.M. General Session	\$35,000

BREAKTHROUGHS PROMOTIONAL VIDEO SPONSORSHIP - \$10,000

Sponsor our Breakthroughs 23 promotional video which will run from January through June! This video will be the main promotional spotlight for the conference leading up to the event, playing for thousands of viewers. Your company will be highlighted at the end of the video alongside Premier as the video sponsor.

****Must secure this spot by Dec. 31.***

****One (1) Opportunity***

LOUNGE SPONSORSHIP - \$20,000

Sponsor one of our Connection Charging Lounges to create a touch point with your customers outside of the trade show floor. Our designers will work with your team to create a space that showcases your brand. Think of this as a booth outside of the trade show floor throughout the entire conference! Your team can staff this area and provide handouts, giveaways, etc. in this space during transition times. Both opportunities are located near member attendee continuing education unit (CEU) sessions and committee meetings.

Examples shown to the right.

***Two (2) Opportunities**

NASHVILLE NIGHT OUT RECEPTION SPONSORSHIP - \$15,000

Sponsor a lounge area at our Nashville Night Out closing reception on Thursday, June 22. Your company will have an exclusive, designated area within the venue to invite Breakthroughs 23 attendees in for food and beverage, to network and connect.

With this sponsorship you have the opportunity to provide the following:

- Signage in four different locations within your designated lounge area (must be approved by Premier).
- Napkins to be placed at the bars.

Four (4) Opportunity

SUPPLIER HOT TOPIC SESSION - \$10,500

Host your own company-led session (20 minutes). Promoted before and during the conference, you may invite members to hear about the latest thought leadership and innovations your company has to offer. Sessions will take place on the trade show floor in our Hot Topic Theatre during designated trade show hours, making it easy to invite attendees on the floor over to check out your session!

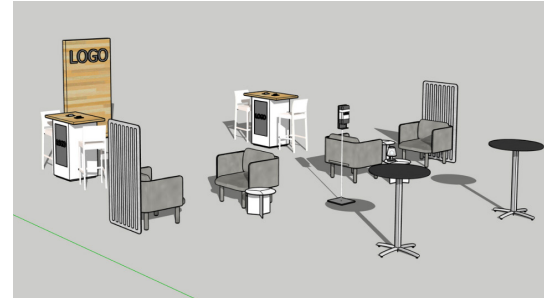
A Premier staff member will provide presentation guidelines and review each presentation outline to ensure appropriateness of content prior to the event.

Information about these 20-minute sessions will be listed in the printed conference guide as well as on the Breakthroughs 23 website and mobile app.

Premier staff will promote sessions to our members and encourage them to attend on-site during the conference.

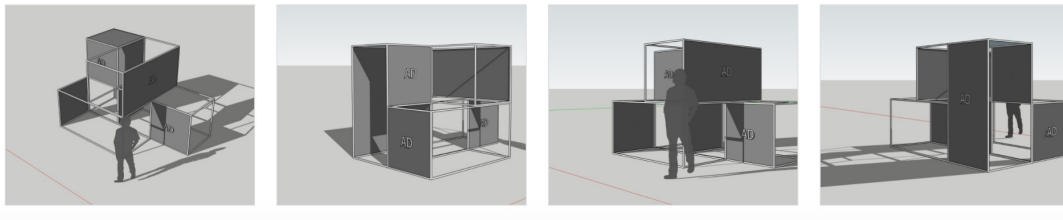
Tools will be provided to your team to invite attendees and promote yourselves as well.

Eight (8) opportunities



ON-SITE ADVERTISING OPPORTUNITIES

Ad Wall Structure (4 locations) <i>*Pictured below</i>	LED Media Wall Ad in Main Registration Lounge	Digital 70" Standing Screens	Print Conference Guide	Bundled Digital and Print
<p>Single sided full ad - \$10k (limited to 5 opportunities)</p> <p>Half size ad - \$6k (limited to 10 opportunities)</p>	<p>Video Advertisement looped during the conference \$6,000 (Limited to 8 opportunities)</p>	<p>\$995 – still image</p>	<p>\$850 – 1/8 page ad \$1,400 – 1/4 page ad \$2,400 – half page ad \$4,200 – full page ad (limited to 4 opportunities per size)</p>	<p>Get still image digital ad for \$750 with purchase of print ad</p>
DUE BY MAY 19, 2023	DUE BY JUNE 2, 2023	DUE BY JUNE 2, 2023	DUE BY APRIL 29, 2023	DUE BY JUNE 2, 2023



Additional Advertising Opportunities	Number of Opportunities	Cost
<p>Conference Wi-Fi Access Premier names SSID; company names password.</p>	1	\$10,000
<p>Hotel Key Branding Company pays for cost of keys on top of opportunity cost. Our team will work with you to get an estimate.</p>	1	\$8,500
<p>Backpacks Your company logo alongside our Premier logo on backpacks for members distributed at registration. <i>*Must secure by Dec. 6, as there is a tight deadline for production.</i></p>	1	\$12,000



BREAKTHROUGHS **23**

JUNE 20 - 22, 2023

A PREMIER CONFERENCE EXPERIENCE