



CBO Showcase: Exhibitor Guidelines

Event Logistics

Date: November 6, 2019

Time: Conference programming begins at 9:00 AM

Setup: 7:30–9:00 AM

CBOs are responsible for designing, setting up, and breaking down their own exhibits.

Cleanup: 3:00–5:00 PM

Note: There will also be a CBO Roundtable, sponsored by the CBO Consortium from 3:15–4:00 PM. This is optional but all CBOs are invited to attend.

Objectives

Aim of each CBO exhibit:

- ✦ Showcase your organization's unique service offerings, capabilities, and achievements in Western New York
- ✦ Communicate your organization's value proposition or outcome statement
- ✦ Engage clinical conference attendees and Managed Care Organizations around value-based payment arrangements

Attendees from Millennium's clinical partner organizations will:

- ✦ Visit tables to learn about the CBOs in the region
- ✦ Receive a sticker on their conference "passport" acknowledging they visited and engaged in discussion at your table

Exhibit Design Suggestions

- ✦ Brand your display using your organization's logo, banner, tagline, and/or mission
- ✦ Staff your exhibit with engaging and knowledgeable representatives
- ✦ Consider designing games, polls, contests, or other fun, interactive elements
- ✦ Post information on social media using the conference hashtag #VBPartnering



Exhibit Design Parameters

Each CBO will be provided the following basic options:

- ✦ An 8-foot table with a tablecloth/skirt
- ✦ Two chairs
- ✦ Free wifi connectivity:
 - Network name: AMConference, password: WNYLodge
- ✦ Electricity, if needed (please let Millennium know if you will need electricity)
 - If you request electricity, you will have one extension cord at your table. Please bring your own power strips or adapters if you'll need to plug in multiple items.

Exhibitors may NOT mount anything on the walls. All exhibit components must be set on tables, easels or be free-standing.

Showcase Passport

Millennium's clinical partner organizations are incentivized to attend the conference and engage in conversation with at least three CBOs at the showcase. These partners will be issued a passport/card, which they will need to get "stamped" at each CBO table they visit.

CBOs will be given small labels with your logo pre-printed. These serve as the "stamps" for the passports. When a partner engages you in conversation and asks you to stamp their passport, please give them one label or apply it to their card yourself.

Showcase Contact

If you have questions about the showcase, please contact Liz Thelen.

Phone: 716-898-1960

Email: ethelen@millenniumcc.org