Sponsorship and Exhibitor Prospectus

NOV 5 – 8 | Mandalay Bay, Las Vegas
NextGen ONE User Group Meeting 2017

During our annual NextGen™ ONE User Group Meeting (ONE UGM), our clients gather to learn, exchange ideas, network, and strategize. And year after year, clients rave about their access to NextGen Healthcare partners in the Expo Hall. The Expo Hall is the venue for attendees to discover industry developments, product enhancements, and emerging trends – all with the goal of developing healthy patients, communities, and a better bottom line.

As healthcare reimbursement transitions to fee-for-value payment models, take advantage of this opportunity to demonstrate how your products help achieve value-based care success. Promote your company to our diverse group of attendees! Along with longtime sponsor favorites, you’ll find engaging new opportunities for every goal and budget.

NextGen ONE UGM takes place November 5-8, 2017, at Mandalay Bay in Las Vegas, NV. After five years in Las Vegas, this is our final year at Mandalay Bay—we’re going out with a BANG!

See you there!

The ONE UGM Team
ugmexhibitor@nextgen.com
In 2016, the twenty-first annual ONE UGM brought together more than 3,500 attendees from all 50 states and the District of Columbia, representing nearly 800 practices. Don’t miss this opportunity to network and engage with new leads and familiar faces!

Exhibit at ONE UGM and interact with C-level decision makers, office managers, physicians, and IT staff from all over NextGen Nation™!
Who Attends UGM?

ATTENDEE TITLE/ROLE

- IT
- C-Suite/Executive Mgmt
- Manager/Office Manager
- President/VP/Director
- Medical Billing
- Project Manager/Trainer
- Clinical Staff
- Administrator
- Physician
Who Attends UGM?

TOP 15 SPECIALTIES BY NUMBER OF ATTENDEES

- Community Health Center/FQHC: 540
- Multi-Specialty: 488
- Family Practice/Primary Care: 46
- Ophthalmology: 36
- Other: 25
- OB/GYN/Women’s Health: 55
- Behavioral/Mental Health: 56
- Cardiology: 60
- Orthopedics: 61
- Orthopedic Surgery: 93
- Gastroenterology: 129
- Pediatrics: 328
- Tribal Health: 373
- Neurology/Neurosurgery: 49
- Urology: 49
- Other: 36
2017 Sponsorship Opportunities

We have a range of sponsorships available to our partners, all designed to help you connect to our audience. We’ve highlighted some of the new experiences that can develop your organization’s objectives and make a lasting impression on our attendees.

If your organization is new to sponsoring ONE UGM, we’re delighted to offer a first-time sponsor discount of 15%!

Diamond Sponsors: $40,000 and above

All Diamond sponsorships include the following benefits:
- Large-scale signage throughout the Convention Center
- Thank you blast to all users on the mobile app four times during the conference
- Company description and logo on the ONE UGM 2017 website
- Five complimentary Expo Hall badges
- 20’ x 20’ booth space included

Mobile App – $50,000
- Banner with logo on each screen of the mobile app
- Splash page with logo to mobile app users at initial login

Hotel Key Card – $50,000
- Display your company name and logo on hotel key card holder
- Education Session – Opportunity to present a compelling story with a client. What’s yours?
- Sponsored Client Event drink station
- Branded napkins at drink station
- Branded cocktail item at drink station

NEW! Interactive Playground – $50,000
In this relaxed recreation area, ONE UGM attendees can relax in comfortable seating and interact with large-format games including Connect 4, Jenga, Operation, bean bag toss, foosball, and table tennis.
- Signage at play area and in high-traffic areas of the Convention Center
- Branded “play” giveaway item
- Opportunity to a staff member to engage attendees and scan participants

NEW! Interactive/Twitter Wall – $45,000
- Logo recognition on the Twitter wall
- One “thank you” tweet per day (four total “thank you” tweets)
- Opportunity to provide a staff member at the Interactive Wall to engage attendees and scan participants

Registration – $40,000
- Logo featured on online registration page for all attendees
- Signage at on-site Registration

2017 Sponsorship Opportunities

SOLD

SOLD

SOLD
2017 Sponsorship Opportunities

Platinum Sponsors: $30,000 – $39,999

All Platinum sponsorships include the following benefits:
- Large-scale signage throughout the Convention Center
- Thank you blast to all users on the mobile app twice during the conference
- Company description and logo on the ONE UGM 2017 website
- Four complimentary Expo Hall badges
- 20% discount on booth space

Welcome Reception – $35,000
- Branded drink stations at the event
- Branded cocktail napkins
- Logo on map of welcome reception food and drink locations
- Opportunity to raffle a sponsor-provided gift during the reception and recognition during announcement of prize winner
- Recognition on agenda At-a-Glance

Conference Bag – $35,000
- Logo on conference bag for all attendees
- Opportunity to provide one marketing asset for bag insert (ex: white paper, show special, post card)

Opening General Session Keynote Speaker – $30,000
- Recognition by the speaker during the keynote
- Change this to Opportunity to provide one marketing asset for distribution at general session (ex: white paper, show special, post card)
- Recognition on agenda At-a-Glance

Gold Sponsors: $20,000 – $29,999

All Gold sponsorships include the following benefits:
- Large-scale signage throughout the Convention Center
- Company description and logo on the ONE UGM 2017 website
- Three complimentary Expo Hall badges
- 15% discount on booth space

Client Event Drink Station – $25,000
- Branded napkins
- Branded cocktail item
- Logo on signage near the drink station

PENDING
2 SOLD
1 OPEN

Welcome Reception – $35,000
- Branded drink stations at the event
- Branded cocktail napkins
- Logo on map of welcome reception food and drink locations
- Opportunity to raffle a sponsor-provided gift during the reception and recognition during announcement of prize winner
- Recognition on agenda At-a-Glance

Conference Bag – $35,000
- Logo on conference bag for all attendees
- Opportunity to provide one marketing asset for bag insert (ex: white paper, show special, post card)
# 2017 Sponsorship Opportunities

## Silver Sponsors: $10,000 – $19,999

<table>
<thead>
<tr>
<th>All Silver sponsorships include the following benefits:</th>
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<tbody>
<tr>
<td>- Large-scale signage throughout the Convention Center</td>
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<tr>
<td>- Company description and logo on the ONE UGM 2017 website</td>
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<tr>
<td>- Two complimentary Expo Hall badges</td>
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<tr>
<td>- 10% discount on booth space</td>
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## Hydration Stations – $20,000

Add a branded reusable water bottle for all attendees for $15,000 and receive ALL Platinum benefits!

- Logo recognition at MORE THAN 30 water stations in conference hallways and common areas
- Logo recognition on floor clings at four water stations in the Expo Hall

## NEW! Glam Station – $20,000

- Signage at Glam Station during the Client Event
- Branded Glam Giveaway
- Recognition in all sponsor signage

## NEW! Be Fit – $25,000

- Sponsor of the inaugural ONE UGM Step Challenge
- Opportunity to staff contest registration area
- Recognition as sponsor on live leaderboard displayed in your booth
- Recognition in preconference marketing to attendees via email and on social platforms
- Recognition as sponsor for Step Challenge winner prize

*Note: This opportunity will close on August 15, 2017*

## Client Event Photo Kiosk – $15,000

- Logo on photo strip for attendees
- Logo recognition at the event

## Conference Bag Insert, Branded Item – $12,000

- Branded item to be placed in conference bag. Choose from a lip balm, pen with stylus, Tide stick, or pen-highlighter combo

## Conference Bag Insert, Marketing Material – $7,500

- One-page marketing piece provided by sponsor to be placed in conference bag

## Hand Sanitizer Stations – $7,500

- Logo signage at stations throughout Convention Center

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**NEW!** Hydration Stations – $20,000

**NEW!** Glam Station – $20,000

**NEW!** Be Fit – $25,000

**Note:** This opportunity will close on August 15, 2017
2017 Sponsorship Opportunities

Bronze Sponsors: $2,500 – $9,999

* All bronze sponsorships include the following benefits:
  - Large-scale signage throughout the Convention Center
  - Company description and logo on the ONE UGM 2017 website
  - One complimentary Expo Hall badge
  - 5% discount on booth space

Ad in What’s Next Newsletter eBlast – $5,000

- One banner ad in digital newsletter emailed to NextGen Healthcare client base
- Send dates available – first come, first served
  - October 11
  - October 25
* Content and art must be approved by ONE UGM team

NEW! Ad on the ONE UGM website – $5,000

- One 3x3 ad on oneugm.com
* Content and art must be approved by ONE UGM team

Social Media – $3,000

- Joint marketing opportunity to reach our followers on all social platforms
- One featured blog post to be published on date of sponsor’s choosing
  - Sponsor provides 500 words, including two hyperlinks to sponsor content
- One LinkedIn post promoting content of sponsor’s choice
- Four tweets scheduled for date and time of sponsor’s choosing to promote blog or sponsor’s booth
- Two Facebook posts scheduled for date and time of sponsor’s choosing to promote blog of sponsor’s booth
* Content and art must be approved by ONE UGM team
A la Carte Sponsorships - $2,499 and below

Aisle Signs – $2,000  2 OPEN  5 SOLD
Purchase 2-4 to receive ALL Bronze level benefits; purchase five or more to receive ALL Silver level benefits.

- Logo on one aisle sign in Expo Hall

NEW! Partner Resource Center – $1,500  10 OPEN
Download your collateral onto a large touch screen digital kiosk. Attendees can select participating sponsors by touching screen and simply providing their e-mail address to instantly receive your collateral. (limit 2 downloads per sponsor. Submission deadlines apply)

- Sponsor provides 3,500 copies of a marketing piece to be displayed in high-traffic area of Convention Center
- Your logo displayed at the Resource Center

Floor Clings – $1,500  3 OPEN  2 PENDING

- Logo and booth number displayed on a 2' x 2' floor cling in main conference area

Love visiting the Expo Hall at ONE UGM! So much fun and great way to meet vendors!
2017 Exhibit Opportunities

The Expo at ONE UGM continues to be a popular stop for attendees. We will once again have the same central location as 2016 in Shoreline, across from the attendee meals and on the same floor as sessions.

Our Exhibitor Map and Mobile App are also invaluable attendee tools. To be included on the Exhibitor Map and Mobile App, we must receive your application and payment in full by August 22, 2017. After the deadline, Exhibitors can still participate but will not be included in the ONE UGM on-site materials.

Exhibit Setup
- Friday, November 3 (Island Booths Only) 1:00 PM - 8:00 PM
- Saturday, November 4 (All Booths)* 8:00 AM - 5:00 PM
- Sunday, November 5 (All Booths)* 8:00 AM - 2:00 PM

*Crates will be removed on November 4 at 5 PM – no crates allowed on the floor during setup November 5

Exhibit Hall Hours
- Sunday, November 5 (Welcome Reception) 6:00 PM - 8:00 PM
- Monday, November 6 10:30 AM - 6:00 PM
- Tuesday, November 7 8:30 AM - 6:00 PM
- Wednesday, November 8 8:30 AM - 11:00 AM

Exhibit Dismantle
- Wednesday, November 8, 2017 11:00 AM - 6:00 PM*

*All exhibits must be cleared by 6:00 PM. Additional information will be included in the exhibit service kit.

“Really like the Welcome Reception being held in the expo hall; gave me the time to mingle with vendors; really informative.”
2017 Exhibit Opportunities

Exhibit Space Pricing

10’ x 10’ Exhibit Booth Space – $3,750
• One (1) 6’ draped table – Two (2) chairs – One (1) wastebasket
• Booth identification sign – Pipe and drape between booths
• Location of your booth to be included on the final Exhibitor’s map provided to all attendees – Deadline August 22, 2017
• One (1) complimentary Exhibitor badge which includes the following:
  ◦ Continental Breakfast Monday, Tuesday, and Wednesday
  ◦ Lunch Monday and Tuesday
  ◦ All breaks Monday, Tuesday, and Wednesday morning
  ◦ Opening Reception Sunday
  ◦ Client Event Tuesday
• Additional Exhibitor badges available at a rate of $895 per person
• Exhibitor ribbon for name badges
• Recognition of Exhibitor in the on-site ONE UGM mobile app with a 50-word company description – Deadline August 22, 2017

10’ x 20’ Exhibit Booth Space – $7,500
• Two (2) 6’ draped tables – Two (2) chairs – One (1) wastebasket
• Booth identification sign – Pipe and drape between booths
• Location of your booth to be included on the final Exhibitor’s map provided to all attendees – Deadline August 22, 2017
• Two (2) complimentary Exhibitor badges which include the following:
  ◦ Continental Breakfast Monday, Tuesday, and Wednesday
  ◦ Lunch Monday and Tuesday
  ◦ All breaks Monday, Tuesday, and Wednesday morning
  ◦ Opening Reception Sunday
  ◦ Client Event Tuesday
• Additional Exhibitor badges available at a rate of $895 per person
• Exhibitor ribbon for name badges
• Recognition of Exhibitor in the on-site ONE UGM mobile app with a 50-word company description – Deadline August 22, 2017
2017 Exhibit Opportunities

Exhibit Space Pricing

20’ x 20’ Exhibit Booth Space – $16,000
• Location of your booth to be included on the final Exhibitor’s map provided to all attendees – **Deadline August 22, 2017**
• Two (2) complimentary Exhibitor badges which include the following:
  ◦ Continental Breakfast Monday, Tuesday, and Wednesday
  ◦ Lunch Monday and Tuesday
  ◦ All breaks Monday, Tuesday, and Wednesday morning
  ◦ Opening Reception Sunday
  ◦ Client Event Tuesday
• Additional Exhibitor badges available at a rate of $895 per person
• Exhibitor ribbon for name badges
• Recognition of Exhibitor in the on-site ONE UGM mobile app with a 50-word company description – **Deadline August 22, 2017**

PLEASE NOTE:
If you are sponsoring and exhibiting, you may take your complimentary badges for whichever comp is greater. However, you cannot take the comps for both. We offer both because many Exhibitors do not sponsor.**

Exhibit Services

The link to our official exhibit service providers will be provided to confirmed exhibitors in early August. You can view and order the following online:
• Shipping and receiving forms and guidelines
• Audio Visual (A/V) equipment and Internet request forms. If you require A/V, or would like Internet provided in your booth, please complete the forms and return to the appropriate party
• Additional item request/order forms (e.g. floral, carpeting, power, furniture)
• Lead retrieval

PLEASE NOTE:
• Every Exhibitor is required to have a floor covering. Carpet can be purchased through the exhibit service kit or Exhibitors can provide their own
• We will lock the Exhibit Hall in the evening, but security guards will not monitor it. Please remove all valuable items at the end of the day
• Exhibitor and Sponsor badges do NOT allow access to education sessions
We look forward to seeing you at

USER GROUP MEETING

Please contact ugmexhibitor@nextgen.com with questions.
In order to attend the annual ONE User Group Meeting ("UGM") you must be a licensed client or affiliated practice of such client, in good standing ("Client"), who has directly purchased from Quality Systems, Inc. or one of its affiliates, including without limitation NextGen Healthcare Information Systems, LLC (collectively the "Company") or through a certified Reseller of the Company; provided, however, that Clients of Mirth LLC may only attend if they are not competitors of Company. Consultants, vendors and other Partners of the Company are eligible to exhibit or attend by exclusive invitation only. Without the prior written approval of a member of Company’s executive team, only direct employees of Clients, consultants, vendors, and Partners of Company may attend UGM. The Company reserves the right to deny registration for any reason or no reason to any Client or any other entity and/ or individual. Instructional sessions are designed to inform and educate our Clients and participation is limited to Clients only. Clients understand and agree that certain information furnished to you by Company in connection with UGM, regardless of the form in which such information is presented, is confidential, non-public and/or proprietary information ("Confidential Information") and is the sole property of Company. You agree not to disclose the Confidential Information to any third party for any reason whatsoever, and to protect the Confidential Information using the same degree of care you use to protect your confidential information (but in no event less than a reasonable amount of care), for a period of two (2) years from the date hereof.