



## Civitas Networks for Health 2024 Annual Conference Sponsorship Packet

Thank you for sponsoring the Civitas Networks for Health 2024 Annual Conference, in partnership with the Midwest Region Members, taking place on Tuesday, October 15 - Thursday, October 17, 2024, located at Detroit Marriott at the Renaissance Center, Detroit, MI. We created the following document to highlight the benefits available to you and to provide necessary details for our conference sponsors:

- Guidelines and deadlines for logo inclusion on the Civitas website and in printed materials
- Hotel and registration information
- Hotel contact information for sponsored events
- Rules and regulations associated with the exhibit hall
- Instructions for registering complimentary attendee staff and registering additional staff
- Guidelines, shipping instructions, and deadlines for receiving conference-related exhibit hall materials

This year's theme, *Bridging Data and Doing*, builds off last year's theme, *Connecting the Role of Data Collaboratives and Information Exchange to Advance Health Equity*. We are pleased that Civitas' third annual conference will be co-hosted by our Midwest Region members and regional partners, including Blue Cross Blue Shield Association, C3HIE, Health Impact Ohio, Illinois Public Health Institute, Indiana Health Information Exchange, MetaStar, Michigan Health Information Network, Michigan Multipayer Initiatives, Michigan Public Health Institute, Ohio Health Information Partnership, PHOENIX at Wayne State University, The Health Collaborative, Velatura HIE Corporation, Wisconsin Collaborative for Healthcare Quality, and Wisconsin Statewide Health Information Network. The event promises three days of learning, networking, and collaborating with some of our industry's most innovative minds.

If you have any questions that are not answered in this document, please contact Civitas' Program Manager of Events, Lenora Ross at [lross@civitasforhealth.org](mailto:lross@civitasforhealth.org).

Thank you again for your support; our sponsors make this event possible. We look forward to your participation in the 2024 Civitas Annual Conference!

Sincerely,

Lisa Bari  
CEO  
Civitas Networks for Health



## **Sponsorship Benefits**

The information below is based on Silver Sponsorship. For more detailed information on any sponsor upgrade benefits, please see your specific sponsorship agreement.

### **Sponsorship Benefits – Silver Sponsor\* (Included with Civitas SB&T Membership)**

As a sponsor of this year's annual conference, your benefits include the following:

- Exhibit booth in the Exhibit Hall\*\*
- 6' Exhibit table and 2 chairs in Exhibit Hall
- Sponsorship recognition at the conference, in conference materials (in-person and virtual materials)
- 1 complimentary registration, logo and link to your website posted on the conference page of the Civitas website
- Networking at all receptions and breaks
- Pre-event attendee registration list with contact information sent once, three weeks prior to the event, and post-event registration list sent out once, within the week following the event.

*\* SB&T Members must be in good standing with Civitas to receive conference sponsorship benefits and upgrades.*

*\*\*65 booths available in the exhibit hall are on a first-come, first-served basis. We will try to consider your preferences for booth assignments relative to other exhibitors whenever possible. Please reach out to Kate Kroell ([kkroell@civitasforhealth.org](mailto:kkroell@civitasforhealth.org)) with requests – we will consider all requests, but we are unable to guarantee we will be able to accommodate your request.*

## **Sponsor Logo and Promotion Guidelines**

Your logo will be displayed on both the [Civitas Conference webpage](#) and a link to your organization's website, in conference materials, and other Civitas-related promotions based on your sponsorship level. If you are not already a Civitas member or would like to submit a new logo, please submit a 900 x 600 px logo to Kate Kroell at [kkroell@civitasforhealth.org](mailto:kkroell@civitasforhealth.org).

Additionally, Civitas has developed a [Digital Conference Marketing Toolkit](#) that contains content and graphics to promote the Annual Conference. This link also offers specific, customizable templates for sponsors. Sponsors can feel free to adapt the content and graphic templates or request support from Radhika Hira at [rhira@civitasforhealth.org](mailto:rhira@civitasforhealth.org) to provide packaged materials to disseminate.



## **Exhibit Hall Rules and Regulations**

**Allocation of Space: Allocation of space will be first come, first served.** Civitas reserves the right to alter the exhibit hall floor plan or change space assignments in the event of emergency or changes in hotel facilities. Each sponsor will be notified by the event planner if any changes are made.

**Deadline for Occupancy of Space:** It is essential that all exhibits be complete and in place by **12:00 AM on Tuesday, October 15, 2024**. Civitas, therefore, reserves the right to re-allocate any unoccupied space after **1:00 PM on Tuesday, October 15, 2024**.

Vendors will be able to access the Ontario Hall on Monday, October 14 3:00 - 6:00 pm ET. Indigenous Peoples' Day will be observed on Monday, October 14 this year. This said, we are allowing vendors to access Ontario Hall on the holiday should they need the additional time to set up their space. On Tuesday, October 15, vendors will have access to Ontario Hall starting at 7:00 am ET. Civitas staff and conference volunteers will be available onsite to help with any inquiries or issues. This early access ensures that vendors have ample time to set up and prepare for the event, contributing to a smooth and successful conference experience for all participants.

On **Wednesday, October 16, 2024**, the exhibits must be completely dismantled and removed by **10:00 PM**. **NO DISMANTLING OR PACKING MAY BE STARTED PRIOR TO 7:30 PM on Wednesday, October 16, 2024.**

On **Wednesday, October 16 at 7:30 PM** upgrade sponsors will relocate to Level 5, Renaissance Foyer (please see attached diagram) for set-up. Vendors will have access to the freight elevator located in the Ontario Exhibit Hall. The elevator will be convenient for transporting items for set-up without traversing through the conference traffic. A 6' Exhibit table and 2 chairs will be preset in the Renaissance Foyer. On **Thursday, October 17**, upgrade sponsors booths must be completely dismantled by **10:00 PM**. All Silver sponsors will need to dismantle their booth and pack up and to be moved out by no later than 10 pm ET on Wednesday, October 16.

**Character of Exhibits: Civitas reserves the right to judge the appropriateness of any exhibit and to decline to permit an exhibitor to conduct or maintain an exhibit if the proposed exhibit shall be deemed unsuitable.** This reservation relates to persons, conduct, articles of merchandise, printed matter, souvenirs, catalogs, and other materials that affect the character of the exhibits.

**Solicitation in the Exhibits:** The aisles and other spaces in the exhibits not leased to exhibitors shall be under the control of Civitas. All displays, interviews, conferences, distribution of literature, lectures or any other type of activity shall be conducted inside the contracted space. Standing in the aisles or in front of exhibit table of other exhibitors, or the intercepting of those in attendance for advertising purposes is prohibited.

**Liability and Insurance:** Although Civitas Networks and the Detroit Renaissance Marriott Hotel and Convention Center will exercise reasonable care for the protection of exhibitor's



materials, equipment, and table display, neither Civitas, (including officers, staff members, agents, representatives and any individuals or firms retained by them to assist in exhibit work) nor Detroit Renaissance Marriott Hotel and Convention Center (including its owners, employees or representatives) shall be responsible or liable for any bodily injury or property damage, loss or destruction that may occur to the exhibitor or to any of the exhibitor's employees, personnel, or property, prior to, during, or subsequent to exhibitor's use and occupancy of the exhibit space during the period of time contracted for hereunder.

**Exhibit Hall Security:** There is not on-site, or after-hours security maintained in the exhibit hall areas. The Detroit Renaissance Marriott Hotel and Convention Center will lock the exterior exhibit hall doors once the conference concludes each day. Do not leave any electronic devices or any other items of value behind once the exhibit hall closes.

**Fireproofing:** No combustible decoration, such as crepe paper, tissue paper, cardboard, or corrugated paper, shall be used at any time. Muslin, velvet, silken or any cloth decorations must stand a flameproof test as prescribed by the city ordinance.

**Space Restrictions:** Exhibits must be confined to the exact space allocated. Circulars, publications, advertising matter and all kinds of promotional giveaways may be distributed only within table spaces. Nothing can be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Signs, rails, etc. will not be permitted to intrude into or over aisles.

**Sound Volume:** No amplified audio will be allowed in the exhibit hall to avoid disturbing other exhibitors.

**Sharing of Space:** Sharing of table space by two or more companies is not permitted unless advance approval is obtained from Civitas.

**Responsibility:** It is the responsibility of the exhibiting firm to be fully familiar with these exhibit rules and regulations and to see that each member of the firm attending either as exhibit personnel or delegate, or both, is also familiar with the Regulations. Distribution to all those who will be present at the exhibit is recommended.

**Food or Beverages:** No food or beverages may be distributed from the exhibitor table without advance approval from the venue. All food and beverage must be ordered through the Marriott Detroit at the Renaissance Center and no outside food and beverage will be permitted.

**Miscellaneous Regulations & Prize Drawings:** Civitas reserves sole control over admission policies. Drawings for prizes may be conducted by exhibitors within their exhibit area if done dignifiedly.

**Cancellation Policy:** All levels of sponsorship are non-refundable. In the case of extreme circumstances, please contact Kate Kroell at [kkroell@civitasforhealth.org](mailto:kkroell@civitasforhealth.org). In case of emergency, call or text 303-859-7028 – if you are leaving a voicemail, please include your name and organization in the message.



**Hold Harmless Agreement:** The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitors' displays, equipment, and other property brought upon the premises of the Detroit Renaissance Marriott Hotel and Convention Center and shall indemnify and hold harmless the Detroit Renaissance Marriott Hotel and Convention Center, foregoing of all losses, damages and claims.

**Data sharing:** Civitas reserves the right to share analytics and point of contact information with authorized conference vendors, including the onsite drayage company.

**Exhibitor Appointed Contractors:** Exhibitors who wish to use contractors not affiliated with the Display Group must provide a minimum of 10 days (about 1 and a half weeks)' written notice before the event. The notice should include the name and scope of work for the alternate vendor and a certificate of insurance for evidence.

## Exhibit Hall General Information

*Please note these times are ET and subject to small adjustments. Notice will be given to exhibitors through a high importance email.*

<b>Early Exhibitor Move In:</b>	Monday, October 14, 2024	3:00 PM – 6:00 PM
<b>Exhibitor Move-In:</b>	Tuesday, October 15, 2024	7:00 AM – 11:00 AM
<b>Exhibit Hall Opens:</b>	Tuesday, October 15, 2024	12:30 PM – 5:00 PM
<b>Exhibitors Move-Out</b>	Wednesday, October 16, 2024	7:00 PM – 10:00 PM
<b>Exhibit Hall Closes:</b>	Wednesday, October 16, 2024	10:00 PM
<b>Upgrade Sponsor Exhibit Foyer Opens</b>	Thursday, October 17, 2024	8:00 AM – 11:30 PM
<b>Upgrade Sponsor Move-Out:</b>	Thursday, October 17, 2024	12:00 PM – 10:00 PM

\* Note the following schedule for the upcoming event: All booths should be set up by 12:00 PM on Tuesday, October 15, and dismantled by 10:00 PM on Wednesday, October 16. On October 16, all upgraded sponsors will relocate to the Renaissance Foyers on Level 5 with assistance from Civitas staff and conference volunteers. Sponsors will be notified of any changes to the dates or times mentioned above.

The [Allegra Marketing, Print and Mail](#) is at 400 Renaissance Center Level Once, Detroit, MI 48243. Hours of operation Monday – Friday: 9:00 AM – 5:00 PM ET. Robin Fadden is the point of contact and can be reached at: 313-963-3600.



[Fed-Ex Office Print & Ship Center](#) 3670 Woodard Avenue, Suite 102 Detroit, MI 48201. Hours of operation Monday – Friday: 8:00 AM – 8:00 PM ET and Saturday: 9:00 AM – 6:00 PM.

### **Location**

Detroit Marriott at the Renaissance Center  
400 Renaissance Drive  
Detroit, MI, 48243

Exhibit Hall — Ontario Level 4

### **Sponsor Booths**

Each Silver sponsor booth includes:

8'x8' pipe and drape booth  
(1) 6' skirted table and 2 chairs  
Pipe & Drape around the booth

Each Upgrade sponsor booth includes:

10'x10' pipe and drape booth **or** 8'x8' pipe and drape booth  
(1) 6' skirted table and 2 chairs  
Pipe & Drape around the booth

### **Electricity and Internet**

Civitas will cover the cost of electricity for all upgraded sponsors. All other sponsors, including Silver Sponsors, will need to indicate they want power in the Silver Sponsor Agreement Form and pay the \$65.00 fee. **If power is not purchased at the time of completing the Silver Sponsor Agreement, you will be charged \$388.59 by our AV vendor, Pinnacle, and must arrange your own power.**

To request additional A/V materials for your exhibit booth, please contact Carl Zahn, Pinnacle Sales Manager at the Detroit Marriott at 734-748-0060. Each exhibitor is responsible for ordering and paying for any goods and services needed outside of what is provided. Complimentary Wi-Fi will be available throughout the conference area. If you require a hardline connection, please work directly with Pinnacle.

### **Shipping and Receiving**

All sponsors will need to work directly with the Allegra Marketing, Print and Mail in the Renaissance Center and FedEx Office Print & Ship Center for shipping and receiving of any conference related items. Sponsors are responsible for all storage and package handling fees.

Please carefully review [Detroit Marriott's Event Information Packet Shipping and Receiving document](#) and the [Marriott Safety and-Security Information](#) document. If you have any



questions about shipping and receiving, please contact Michelle Rosen, Detroit Marriott Director of Event Planning at 313-568-8731.

We will not be providing welcome bags at this event. Please do not send any materials or promotional items to be included in bags, as they will not be used. Any materials received will be disposed of or dropped off at the booth of the sponsor. Civitas is not responsible for mislabeled boxes or shipments that do not arrive on time. **Organizations sending materials will be responsible for the cost of shipping these items, as Civitas will decline any shipping charges with the Detroit Marriott at the Renaissance Center.**

We may provide some sponsored items such as water bottles and conference survival kits, depending on availability and sponsor participation. If you are interested in learning more about sponsoring these items, please reach out to Kate Kroell at [kkroell@civitasforhealth.org](mailto:kkroell@civitasforhealth.org).

### **Exhibit Hall Material Shipping Instructions**

**All shipment(s) must arrive between October 12 – 14, 2024**

#### **Outbound shipment(s):**

Any outbound shipment(s) may have prepaid shipping labels prepared in advance on the packages/boxes needing to be shipped outbound following the conference. Outbound shipments will need to be coordinated through the hotel. Again, please review the [Detroit Marriot's Event Information packet](#). If you have any questions about shipping and receiving, please contact Michelle Rosen, Detroit Marriott Director of Event Planning [michelle.rosen@marriott.com](mailto:michelle.rosen@marriott.com) or call 313-568-8731.

#### **Registration of Complimentary Staff/Booth Personnel**

Each Sponsor is provided complimentary registration(s) based on sponsorship levels which includes breakfast, lunch, breaks, and receptions. **Early Bird registration expired on July 15, 2024, at 11:59 PM Hawaii–Aleutian Standard Time (HST).**

Please use the [following link](#) and guidelines below to register additional attendees. The link [book hotel reservation](#).

#### **Annual Conference Registration Pricing**

- Complimentary registration(s) included in your sponsorship level will be coordinated directly by Kate Kroell ([kkroell@civitasforhealth.org](mailto:kkroell@civitasforhealth.org)). A discount code will be provided following your signature/attestation to the [Silver Sponsorship Agreement](#).
- Your organization will receive 1 complimentary registration for the Silver Sponsorship.
- **Civitas Strategic Business & Technology (SB&T) Member**



- Early Bird Rate - SB&T Members: \$950 (*expired July 15*)
- Regular SB&T Member Rate: \$1050
- There is no limit on purchasing additional registrations
  
- **Non-Civitas Member - (Non-SB&T Member or General Civitas Sponsor)**
  - Early Bird Non-Member Rate: \$1,350 (*expired July 15*)
  - Regular Non-Member/General Conference Rate: \$1,450
  - There is no limit on purchasing additional registrations
  
- Corporate Registration packages are available upon request for 10 or more people. We offer a 15% discount off conference registrations tickets, preferably as part of your sponsorship package. Please reach out to Kate Kroell ([kkroell@civitasforhealth.org](mailto:kkroell@civitasforhealth.org)) for more information.

## **Hotel Contacts and External Events**

If you plan to host an event outside of the conference, we ask that you inform our team so we can help notify attendees and support the contracting process. For further details, please reach out to Lenora Ross at [lross@civitasforhealth.org](mailto:lross@civitasforhealth.org).

Hotel Contact for Sponsored Events:  
Michelle Rosen  
Director of Event Planning  
[Michelle.Rosen@marriott.com](mailto:Michelle.Rosen@marriott.com)  
T 313.568.8731  
C 313.450.2953

## **Hotel Accommodations**

The Civitas Conference rate is \$209/night plus taxes. The resort fee is included in the room rate.

The room block expires **September 19, 2024, at 5:00 pm ET.**

Cancellation Policy: **Cancel at least 7 days prior to arrival** to avoid a one-night charge to your credit card.

Check-In: 4:00 PM, and check-out time is 11:00 AM. For contactless arrivals, it is suggested Mobile Check-In and Mobile Key through the Marriott Bonvoy app if you are a Bonvoy member.

## **Hotel Parking**

The Detroit Marriott at the Renaissance Center advises parking in the Beaubien Garage which offers in-and-out privileges to hotel guests:

### **Self-Parking:**





- Daily: \$25.00 and be charged to guestrooms

**Valet-Parking:**

- Daily: \$30.00
- Overnight: \$40.00

**Nearby Airports:**

The one closest major airport: Detroit Metropolitan Wayne County Airport which is a 30-minute drive.

Transportation to and from the airport: [How to get from Detroit International Airport to Detroit City Centre.](#)

**City transportation:**

[Detroit People Mover](#)

Hours of Operation: Weekdays- 7:00 AM to midnight

Cost: Free

[QLine](#)

Hours of Operation: Weekdays 6:00 AM to 11:00 PM

Cost: Enjoy the ride for just \$1.50 for a one-way fare

**Additional Hotel Information**

**Concierge Lounge:** The Concierge Lounge is not currently open. Our Bonvoy Elite guests who would normally qualify for lounge access will instead receive a breakfast voucher valid at Fuell and the Motor City Pantry.

**Housekeeping:** The hotel has resumed providing daily stayover housekeeping service. If you need extra towels or any additional amenities, they are available at the front desk for pick-up, or you may dial "0" from any house phone to request these items be delivered to your hotel room.

**Food & Beverage:** The hotel restaurant and bar, Fuell, is currently open daily from 7:00 AM - midnight. We are also operating our Motor City Pantry as Grab & Go from 6:00 AM – midnight daily. You can place an order in the Pantry or via the phone in the guest room and the operator will let you know the time for pick-up. This is on Level 3, near the front desk. Our Starbucks is open daily from 6:00 AM – 1:00 PM and is located on Level 1.



**Escalators:** Currently undergoing a long-term modernization project on meeting space escalators. One or more escalators may not be in operation during the conference as the hotel staff continue to work on this project.

### **Miscellaneous Information**

#### **Attire**

The Civitas Annual Conference is business casual. Conference rooms can be cool. A light jacket or sweater is recommended.

#### **Agenda**

The [Civitas Conference agenda](#) is available for conference attendees [here](#). Be sure to check out the excellent lineup of presentations. All sponsors are invited to attend the Welcome and Evening Receptions and all other open sessions.

#### **Activities**

To learn more about entertainment and things to do near the hotel, please visit the [Start Your Detroit Trip Here | Official Travel & Tourism Website for Detroit, Michigan | Visit Detroit](#) or reach out directly to Moe Moua, Convention Services Manager at Visit Detroit, her email is, [mmoua@visitdetroit.com](mailto:mmoua@visitdetroit.com) or office number is 313-202-1959.