



BREAKTHROUGHS²⁴

JULY 23 - 25, 2024

NATIONAL HARBOR, MD

PROSPECTUS AND ATTENDEE PROFILE

Breakthroughs 24 will continue to remain one of the nation's leading and most influential healthcare conferences. Join us this year in National Harbor, MD at the Gaylord National Resort & Convention Center, July 23-25, 2024, where your company will have access to exclusive sessions and networking events for Premier members and suppliers.

The future of healthcare will not be created by one person. It won't be revolutionized by one system or institution. Our country's best tomorrow requires the commitment of a community. It will take healthcare professionals of every kind, working together, united.

This is why we gather every year at Breakthroughs. When we foster meaningful connections, promote collaboration and discover leading advancements in the healthcare community, we all win. A lineup of world-class speakers and change makers will inspire you. Some of the newest advancements, artificial intelligence and technologies will surprise you. The unity of our industry will encourage you. We will keep moving forward. We will continue raising the bar. We will stand united – creating the future of healthcare together – at Breakthroughs.

TAKE ADVANTAGE OF OUR EARLY BIRD BOOTH PRICING THROUGH JAN. 31 AND RESERVE YOUR SPOT TO EXHIBIT AT BREAKTHROUGHS 24 TODAY!

TAKE THIS OPPORTUNITY TO EXHIBIT OR BE A SPONSOR AT BREAKTHROUGHS 24 AND JOIN IN ON THE ADDED BENEFITS OF:

- + Premier's Continuum of Care program that has merged with Breakthroughs. We have combined forces to create a two-in-one experience for our suppliers and members, helping you focus on the patient across the continuum of care.
- + Networking opportunities each night with Premier members, leadership and staff.
- + Up to THREE hours of Reverse Trade Show time, offering 1:1 engagement opportunities with sponsors and members who have specific Acute Care, Continuum of Care and Business & Industry challenges that your offerings can address.
- + Educational and professional development sessions geared towards suppliers.
- + New this year! Your company can have a presence at Breakthroughs 24 utilizing our sponsorship only program. Check out the details on [page 4](#) for more info.

RESERVE YOUR BOOTH OR SPONSORSHIP TODAY!

Ready to snag your spot on the Breakthroughs 24 trade show floor?

Get started by first registering your company for a booth and/or sponsorship tier to secure your spot today!

To exhibit or sponsor at Premier's 2024 Breakthroughs Conference and Exhibition, a current Premier group purchasing contract must be in place. Only products on contract with Premier may be showcased.

Exhibitor attendee badges will be available for purchase in March 2024, along with hotel booking links. Please reference [page 9](#) for pricing details and information about what's included with your badge purchase. Be on the lookout for more information after you reserve your booth or sponsorship tier.

*Click the table headers below to jump to the area in our prospectus that you're interested in for more information!



BOOTH — INCLUDES ONE BADGE	
Early Bird (10x10) until Jan. 31	\$7,200
Regular (10x10) from Feb. 1-July 19	\$7,900
Onsite booth (10x10) week of July 22	\$8,500
ATTENDEE BADGES — AVAILABLE MARCH 2024	
	\$695
ONSITE BADGE PRICE	
	\$795
SPONSORSHIP ONLY — INCLUDES ONE BADGE	
Bronze	\$18,000
Silver	\$25,000
Gold	\$35,000
Platinum	\$80,000
SPONSORSHIP LEVELS FOR EXHIBITING SUPPLIERS	
Bronze	\$12,000
Silver	\$18,000
Gold	\$25,000
Platinum	\$65,000

EXHIBITOR/BOOTH RESERVATION INFORMATION INCLUDED IN YOUR BOOTH PURCHASE:

ONE ATTENDEE BADGE	See page 9 for additional attendee badge benefits. You will need to purchase additional badges for others from your company to attend.
REVERSE TRADE SHOW ACCESS	This is a great opportunity for your team to get in front of key decision makers from Premier member hospitals, continuum of care facilities and IDNs. <i>Sign up by Jan. 31 and your company attendees will get early access for ONE HOUR before the Reverse Trade Show officially opens to conference attendees. A total of THREE hours of Reverse Trade Show time.</i>
VIP GUEST INVITES PORTAL	Created for our exhibitors, use this portal to gain access to tools to promote your company at Breakthroughs 24. You'll be provided graphics that your team can use for social media posts to promote your attendance at the conference. You will also have access to branded assets to use to invite your Premier member customer base to come visit your booth.
THREE ATTENDEE LISTS	You will receive two attendee lists prior to the start of the conference and one after it's ended. 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	You'll have three hours on Wednesday and three hours on Thursday of dedicated booth hours with NO conflicting attendee sessions. Benefit from trade show floor activation areas that will drive attendees around the exhibit hall.
ONE SIX-FOOT TABLE + TWO CHAIRS + SMALL WASTE BASKET	*Can opt out if providing your own booth assets.

BOOTH PRICING — INCLUDES ONE BADGE

Early Bird (10x10)	\$7,200
Regular (10x10)	\$7,900
Onsite booth (10x10)	\$8,500

NEW!! EXHIBITOR SPONSORSHIP TIERS

As an exhibitor, you can expand your presence at Breakthroughs 24 by participating in our sponsorship and advertising program. Our team will work with you to create a sponsorship package that aligns with your company goals and allows you to connect with our members in new and exciting ways at Breakthroughs 24.

Exhibitors can buy into a sponsorship tier based on the spend of the sponsorship package you create. Please see [page 5](#) for discounted tier pricing and benefits to being a part of this program as an exhibitor!

NEW!! SPONSORSHIP-ONLY OPTION

Want to have a presence at Breakthroughs 24, but in a different capacity? This year, we are offering the option to be a sponsor and attend the conference without exhibiting on the Breakthroughs 24 trade show floor.

Our team will work with you to create a sponsorship package that aligns with your company goals, and allow you to connect with our members in new and exciting ways at Breakthroughs 24.

You can buy into a sponsorship tier based on the spend of the sponsorship package you create. Please see below for tier pricing and benefits to being a part of this program!

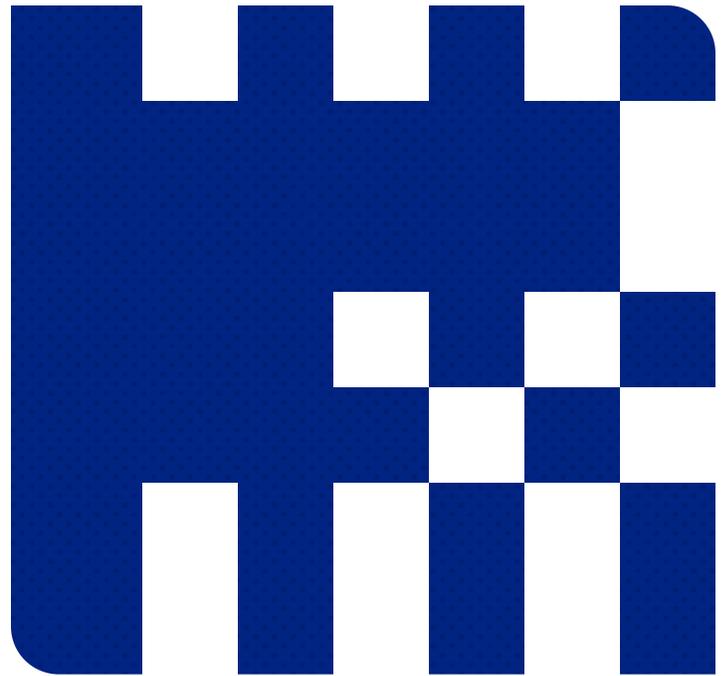


INCLUDED IN YOUR SPONSORSHIP PURCHASE:

ONE ATTENDEE BADGE	See page 9 for additional attendee badge benefits. You will need to purchase additional badges for others from your company to attend.
REVERSE TRADE SHOW ACCESS	This is a great opportunity for your team to get in front of key decision makers from Premier member hospitals and IDNs. <i>Sign up by Jan. 31 and your company attendees will get early access for ONE HOUR before the Reverse Trade Show officially opens to all conference attendees. A total of THREE hours of Reverse Trade Show time.</i>
THREE ATTENDEE LISTS	You will receive two attendee lists prior to the conference and one after it's ended. 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 of dedicated trade show time with NO conflicting attendee sessions. Trade show activation areas to drive attendees around the exhibit hall will be available for YOU to sponsor!

PLEASE SEE PAGES 5 - 8 FOR PRICING AND INFORMATION

SPONSORSHIP / ADVERTISING PRICING AND OPTIONS



- Please note that you do NOT have to buy into a tier to participate in this program. All items are a la carte.
- Each sponsorship tier is based on your level of spend on sponsorship and advertising options. We encourage you to work with our team to build out a package that suits the needs of your company, while unlocking maximum benefits.
- Have a creative idea that's not listed here? Email our team at breakthroughs_conference@premierinc.com and we can discuss different options.
- All sponsorship and advertising options are 20% off to diverse suppliers.

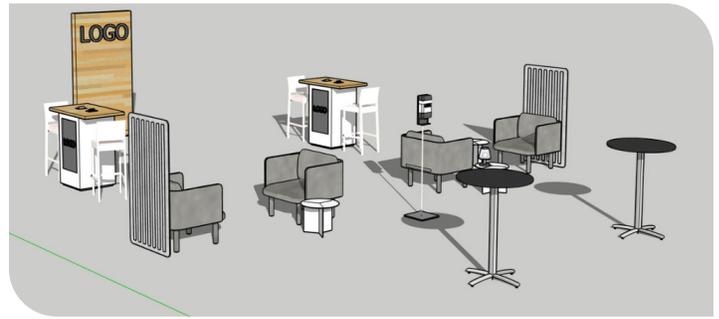
SPONSORSHIP TIER BENEFITS	EXHIBITOR SPEND	SPONSORSHIP-ONLY SPEND
PLATINUM	\$65,000+	\$80,000+
Free Lead Retrieval		
General Session Shout Outs and Advertising Time		
Full Page Ad in Conference Guide		
Logo on Breakthroughs 24 Home Page Banner and Sponsor Page		
Marketing Package and Video Promoting Your Company at the Conference – Created by Premier		
GOLD	\$25,000+	\$35,000+
Free Lead Retrieval		
1/2 Page Ad in Conference Guide		
Logo on Breakthroughs 24 Home Page Banner and Sponsor Page		
SILVER	\$18,000+	\$25,000+
Free Lead Retrieval		
1/4 Page Ad in Conference Guide		
Logo on Breakthroughs 24 Sponsor Page		
BRONZE	\$12,000+	\$18,000+
Free Lead Retrieval		
1/8 Page Ad in Conference Guide		
Logo on Breakthroughs 24 Sponsor Page		

CLOSING NETWORKING EVENT SPONSORSHIP — \$25,000

Sponsor a lounge area at our closing reception on Thursday, July 25 for all attendees. Your company will have an exclusive, designated area within the venue to invite Breakthroughs 24 attendees to connect and enjoy food and beverage and networking. With this sponsorship, you can provide the following:

- Signage throughout your designated lounge area (must be approved by Premier).
- Napkins to be placed at the bars.
- Any giveaways you may want attendees to receive. Must be no more than \$75 in value.

***Four (4) Opportunities OR buyout for \$85,000**



TRADE SHOW ACTIVATION LOUNGE SPONSORSHIP — \$25,000

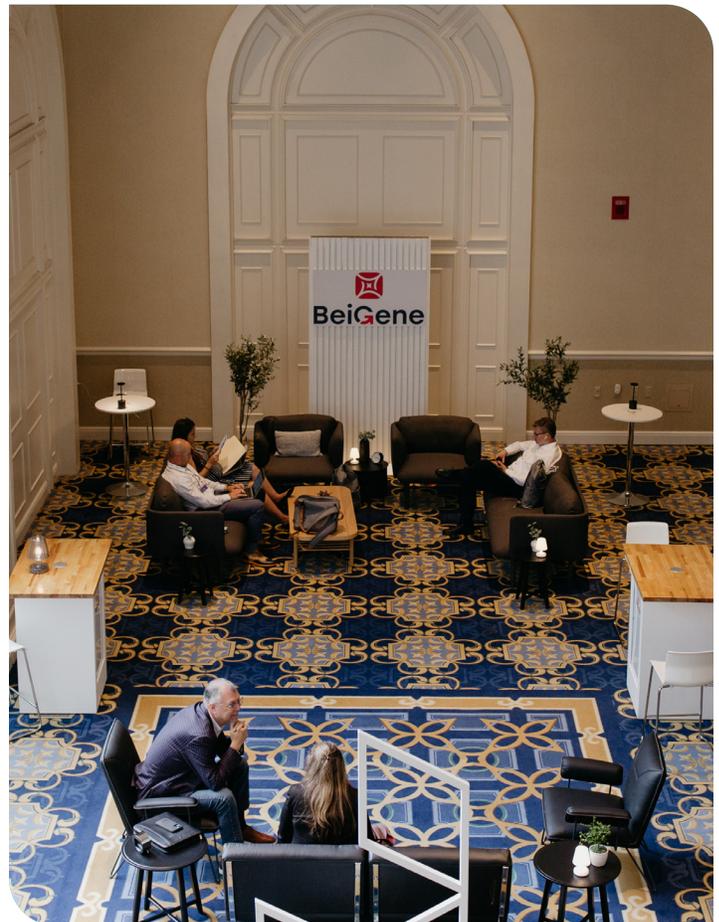
Sponsor one of our Trade Show Connection Charging Lounges to create a touch point with your customers in a different way on the trade show floor. Our designers will work with your team to design a space that is buzz worthy and showcases your brand. Think of this as a booth or an extension of your booth in the exhibit hall throughout trade show hours on Wednesday and Thursday. Your team can staff this area and provide handouts, giveaways, etc. in this space during trade show hours.

***Three (3) Opportunities**

MAIN CONFERENCE 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. *Three (3) Opportunities



SUPPLIER HOT TOPIC INTERVIEW — \$10,500

- **NEW!** We are transforming the former Hot Topic theatre on the trade show floor into a laid-back coffee lounge where attendees can drop in, grab a coffee, take a seat or stand to hear about the latest thought leadership and innovations your company has to offer to help our members solve their greatest issues in healthcare.
- A Premier executive or industry leader will interview a SME from your company for 8-10 minutes to help our attendees learn about what you're doing in the marketplace. Take this opportunity to be heard, gain brand exposure and connect with our attendees roaming the trade show floor!
- These interviews will be filmed and broadcasted in lounge areas throughout designated trade show hours, including the lunch area in the exhibit hall. Interview content will also be played as pre-show content for our main stage thought leadership and keynote sessions.
- A Premier staff member will review interview questions with your team to ensure appropriateness of content prior to the event.
- Information about these interviews will be listed in the printed conference guide available on-site as well as on the Breakthroughs 24 website and mobile app.
 - Premier employees will promote your segment 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**

CONFERENCE WIFI — \$12,000

Premier names SSID; company names password. Digital/physical signs throughout conference space with your company logo, promoting the WIFI login information.

***One (1) Opportunity**

HOTEL KEY BRANDING — \$12,000

Company pays for the cost of the keys on top of opportunity cost. Our team will work with you to get an estimate.

***One (1) Opportunity**

PATH™ REFILLABLE WATER BOTTLES — \$14,000

Your company logo will be incorporated into our Breakthroughs 24 designed water bottles, distributed to all conference attendees at registration. Made in the USA, PATH™ refillable water bottles come filled with Alkaline, purified water with electrolytes for taste, forging the path to end single-use plastic water bottles. Partner with PATH™ and Premier Inc. to offer a sustainable, reusable choice for attendees during Breakthroughs 24!

***One (1) Opportunity**

ATTENDEE MEAL AND BREAK SPONSORSHIPS

Sponsor a beverage and snack break during the conference or lunch on the trade show floor for all attendees. Premier will provide signs at the food stations, letting our attendees know that you sponsored the break or meal.

***Six (6) Opportunities**

Wednesday:

- A.M. Coffee break- outside of main stage thought leadership session for all attendees - **\$8,500**
- P.M. Beverage break- outside of main stage general session for all attendees - **\$8,500**
- Trade Show Floor lunch- in the exhibit hall for all attendees - **\$10,000**

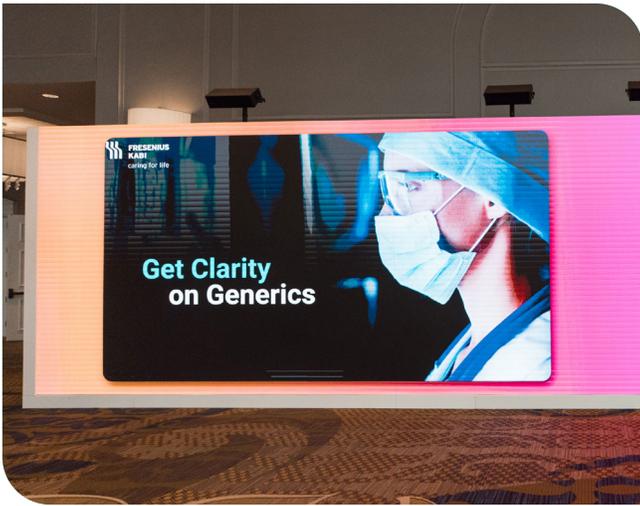
Thursday:

- A.M. Coffee break- outside of main stage thought leadership session for all attendees - **\$8,500**
- P.M. Beverage break- outside of main stage general session for all attendees - **\$8,500**
- Trade Show Floor lunch – in the exhibit hall for all attendees - **\$10,000**

TRADE SHOW HEADSHOT BOOTH — \$16,000

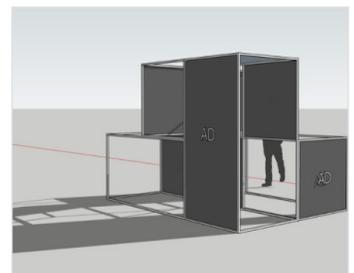
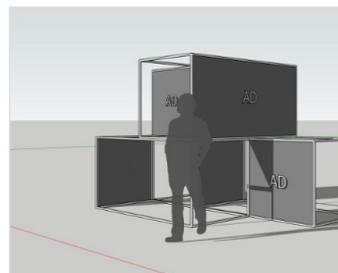
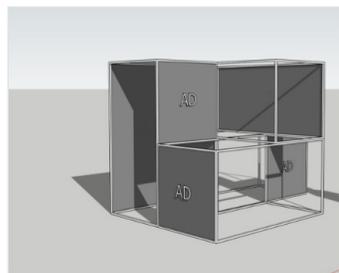
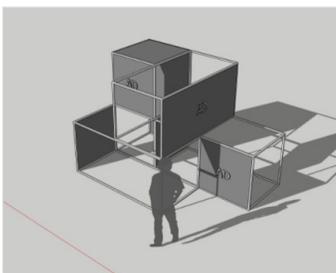
Make your booth the busiest spot on the trade show floor! Two Dudes Photo headshot packages include custom lead capture, integrated branding and instant digital delivery of their world-class headshot images. Incorporate this into your booth, or as a standalone space next to your booth during trade show hours to drive traffic. The Breakthroughs planning team will work with you to bring this to life! Visit twodudesphoto.com for more information.

***One (1) Opportunity**



ON-SITE ADVERTISING OPPORTUNITIES:

LED MEDIA WALL VIDEO *PICTURED	Video advertisement looped during the conference in Main Registration Lounge. *Limited to eight (8) opportunities. ** Video should be 90 seconds max.	\$7,000
AD WALL STRUCTURES *PICTURED	Single-sided full ad *Limited to five (5) opportunities.	\$10,000
	Half-size ad *Limited to ten (10) opportunities.	\$6,000
DIGITAL STANDING 70" SCREENS	Still image	\$995
	Still image cost if bundled with Conference Guide ad	\$750
PRINTED AND DIGITAL CONFERENCE GUIDE ADS	Full page conference guide ad	\$4,200
	1/2 page conference guide ad	\$2,400
	1/4 page conference guide ad	\$1,400
	1/8 page conference guide ad	\$850



AFTER YOUR BOOTH OR SPONSORSHIP TIER HAS BEEN RESERVED...

Exhibitor/supplier attendee badges will be available for purchase in March 2024, along with hotel booking links. Be on the lookout for more information to come once you reserve your booth or sponsorship tier.

** Exhibitors and tiered sponsorship-only program participants receive ONE free badge per 10x10 or sponsorship level.*

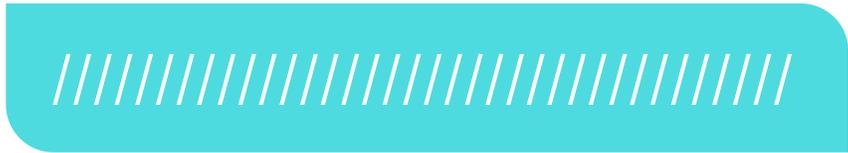
INCLUDED IN YOUR EXHIBITOR/SUPPLIER ATTENDEE BADGE PURCHASE — AVAILABLE MARCH 2024

- Access to the Premier trade show floor to exhibit at your booth and connect with Premier members and employees.
- **NEW!** Supplier professional development sessions hosted by industry experts.
- THREE evening networking events scheduled throughout the conference, including our closing event Thursday night!
- Reverse Trade Show access. You will not want to miss it!
- Lunch provided on the trade show floor Wednesday and Thursday.
- Access to the Breakthroughs 24 hotel room block, first come first serve upon availability.
- Member-led continuing education sessions. Suppliers can attend as well!

ATTENDEE BADGES — AVAILABLE MARCH 2024	\$695
ONSITE BADGE PRICE	\$795



FREQUENTLY ASKED QUESTIONS



WHO CAN PARTICIPATE ON THE BREAKTHROUGHS 24 TRADE SHOW FLOOR?

To exhibit at Premier's 2024 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 24?

Breakthroughs 24 will take place in person July 23-25, 2024, at the Gaylord National Resort & Convention Center in National Harbor, MD. The Breakthroughs 24 conference experience will allow you to connect with our members, Premier employees, and network with peers from around the country.

WHY BE A PART OF THE TRADE SHOW FLOOR?

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. As an exhibitor, you'll experience an audience immersed in thoughts of innovation and transformation, making Breakthroughs 24 an ideal environment to display your products and services. With six hours total of dedicated booth hours, the Breakthroughs 24 trade show floor 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 sponsorship opportunities available to you.

WHAT IS THE MEMBER ATTENDEE PROFILE AT BREAKTHROUGHS?

Premier members from a variety of organizations (large integrated delivery networks (IDNs) to small, stand-alone hospitals) attend our annual Breakthroughs Conference. Over 343 unique accounts representing health systems and hospitals attended Breakthroughs 23 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.

WHO DO I REACH OUT TO FOR QUESTIONS?

Please contact breakthroughs_conference@premierinc.com for any questions regarding Breakthroughs 24.