



The 2020 International MUSE Conference
Washington, DC May 26 - 29

MUSE Inspire Conference **exhibitor prospectus**

WHAT IS THE MUSE INSPIRE CONFERENCE?



The MUSE Inspire Conference is the premier annual event for MEDITECH users to gather for enthusiastic networking, dynamic educational presentations & demonstrations, engaging speakers, and robust discussions with exhibitors. This is your opportunity to make valuable contacts, develop relationships, and learn more about MEDITECH systems.

The 2020 MUSE Inspire Conference will be staged at the Gaylord National Resort in Washington, DC on May 26-29.



Why Exhibit?

This is your opportunity to present your products and services to top decision-makers from hundreds of users from hospitals and facilities throughout the United States, Canada, and the United Kingdom!

- Discover new clients and untapped business opportunities. MUSE serves more than 600 MEDITECH facilities. Show them how important your products and services are to their business!
- Network on and off the show floor. Secure new contacts and renew relationships with MEDITECH users all throughout the meeting.
- Succeed! Ask our returning exhibitors about their success in the past years. You are the reason our participants emerge with innovative ideas and solutions to improve their organization's productivity. In turn, you will leave with new customers, fresh leads, and a newfound respect for what MUSE's annual conference can enable your company to accomplish.

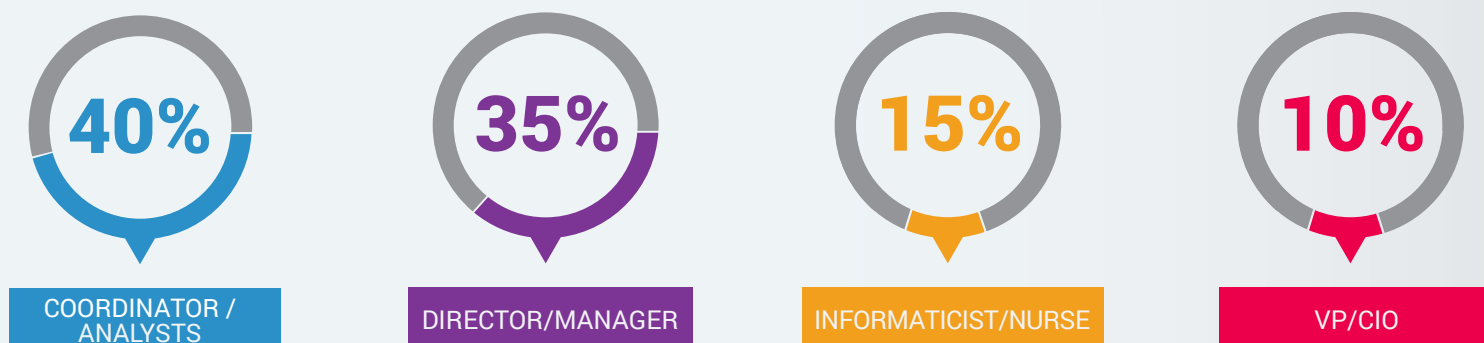
"MUSE offers a welcome combination of **networking, educational opportunities** and vendor availability."

Shawn Burroughs, Chief Information Officer, Northeastern Vermont Regional Hospital

WHO IS WALKING AROUND THE EXHIBIT HALL?

More than 500 users from more than 140 MEDITECH facilities attended the 2019 MUSE Inspire Conference.

Job titles:

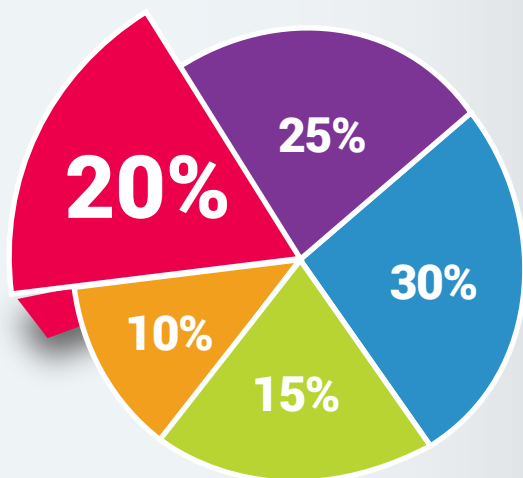


"The MUSE Conference is the single best opportunity/forum for every MEDITECH client to be able to become informed about OUR market and all that the MEDITECH-at-large vendors and services have to offer to ensure the maximum value of your investments. **There is no other single forum more focused on the MEDITECH/Partners and so affordable** that one can learn, share and network, and can bring immediate value and benefits to one's organization."

David Rizk, Executive Vice President, Navin Haffy & Associates

What attendees think ...

Primary objectives for hospital users attending the conference:



Attend educational presentations	30%
Networking	25%
Meet with exhibitors	20%
Learn new skills	10%
Other	15%

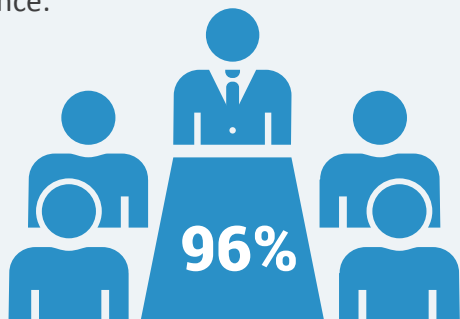
"The MUSE Conference met or exceeded all of our expectations. We have invested in the MUSE conferences for 20 years and **they remain the cornerstone for our business development and client retention efforts.**"

Jim McKinnon, President, Summit Healthcare

WHO IS WALKING AROUND THE EXHIBIT HALL?

What attendees think ...

Satisfaction scores for the quality of the overall conference:



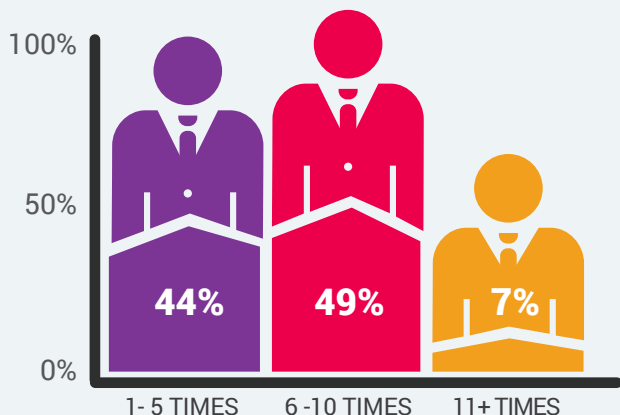
"This year's conference was **even better than last year!**
Can't wait to see what's in store for next year!"

Lina Sherrill, Manager Clinical Informatics, LifePoint Health



Does attendance wane? No!

Number of times the Exhibit Hall was visited:



Days that attendees visited the Exhibit Hall:

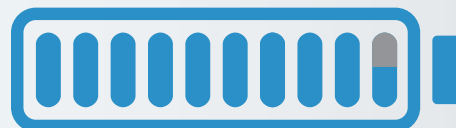
WEDNESDAY

99%



THURSDAY

95%



FRIDAY

69%



"There are many reasons I attend MUSE, but **the best are the 'ah-ha!' moments in educational sessions** - or even in conversations with other attendees - that can **inspire significant change in our processes.**"

Holly Hoskinson, RN, Clinical Informatics Coordinator, Island Hospital

BECOME AN EXHIBITOR

Join us in Washington for three days that are guaranteed to propel your company into forward motion. This is your chance to take your business to the next level through the growth of current relationships and the creation of new prospects. The bottom line? Business is happening at the MUSE Inspire Conference!

You must be a MUSE Commercial Member to attend the conference.

Not a member? Visit the MUSE website for details: <http://info.museweb.org/Join-MUSE/Commercial-Membership-Information>

Check out the International Conference Exhibit Hall on the MUSE website to purchase your booth online.

Optimize your exhibiting experience ...



MUSEO

MUSEO is a bingo-like game. Conference attendees visit the booths of participating exhibitors to collect stickers to complete their MUSEO cards. As an exhibitor, you can have your name and logo on one of the MUSEO cards squares simply by donating a prize. Prizes are awarded to the winners at the Closing session.



TWITTER

Tweet your company promotions via the official MUSE conference account:

Twitter handle: [@MUSEweborg](https://twitter.com/MUSEweborg) Hashtag: [#2020MUSE](https://twitter.com/hashtag/2020MUSE)

PRODUCT SHOWCASE

Highlight your products and/or services specifically during a scheduled Product Showcase session. Visit the MUSE website to submit your presentation online (fee applies)!

"MUSE continues to be a **great resource of information on healthcare IT**. It **brings together a wide variety of people from all over** - clinical staff, IT, and MEDITECHers - and facilitates collaboration.

Justin Armstrong, Security Architect, MEDITECH



"The MUSE Inspire Conference was one of the **best I've attended**. It was **well rounded with networking events, inspiring educational sessions**, and a large number of vendors providing relevant solutions for our facility."

Carl Smith, CIO, King's Daughters Medical Center