About the National Critical Issues Forum

In keeping with the spirit of the National Organ Donation and Transplantation Breakthrough Collaboratives, The Organ Donation and Transplantation Alliance (The Alliance) will be hosting a 1 ½ day national critical issues Forum October 21-22, 2016, bringing hospital system, transplant, and OPO leaders together, to identify effective and successful strategies for the purpose of increasing organ utilization and to foster a culture of mutual accountability leading to change within their respective organizations or systems. Unlike the larger national collaborative meetings, this Forum will be smaller in scale, allowing for deliberate communication among the invited industry leaders, more engaged discussion and clearer follow-through.

Expert leaders will present the science of decision-making and its consequences, accurate analysis and interpretation of data and successful strategies relating to organ utilization, thereby challenging us to evaluate our own practice patterns. This Forum will allow for an interactive environment so crucial conversations can occur and normative behaviors can be disrupted. The primary goal is to build consensus by problem solving and identifying mutual and transferrable solutions that can be implemented at all OPOs and transplant programs across the nation.

This Forum is limited to senior level transplant center, hospital and OPO leaders who can affect change within their organization. This includes transplant and hospital administrators, OPO executives and medical and surgical directors. Seating is limited to encourage productive group discussion and the identification of strategic outcomes. **NOTE: External vendors and organizations are not able to attend this event except by becoming a corporate supporter.**
About The Alliance

The Alliance is the only organization with a focus on the entire spectrum of the donation and transplantation continuum. We work with donor hospitals, OPOs and transplant centers, as well as other community partners impacting the donation and transplantation process to communicate and collaborate with each other to increase donation and transplantation and to foster innovation and advancements in the field. Currently, we reach more than 4,800 donation and transplantation professionals with our messaging and programs.

The Alliance is a non-profit, independent organization incorporated in 2006, to ensure a continued national commitment to increasing organ donation and ending deaths on the transplant waiting list. The Alliance is the recognized leader within the organ donation and transplantation community dedicated to providing engaged learning, innovation and collaborative leadership for future advancements in organ donation and transplantation. This recognition is accomplished through webinars, critical issues conferences, leadership councils, and the development of a broad range of resources to support evidence-based practice.

The Alliance Board of Directors is comprised of expert leaders from key national organizations, including the American Hospital Association, The Joint Commission, several OPOs, the Society of Critical Care Medicine, American Society of Transplant Surgeons, American Society of Transplantation, Scientific Registry of Transplant Recipients, United Network for Organ Sharing and the American College of Healthcare Executives.

Corporate Support:

Corporate support for the National Critical Issues Forum is requested from like-minded organizations that support the mission, intent and expected outcomes from this event. General meeting support will contribute to the goals of the meeting while still providing your organization with visibility and alignment to your corporate needs and budget. Supporting this Forum is an enduring way to promote your organization and its services to the organ donation and transplantation community. Your support will increase your company’s exposure to key decision makers in the donation and transplantation industry while demonstrating your company’s commitment to helping save and heal more lives by addressing one of the most critical issues facing the industry – increasing organ utilization.

Maximize your organization’s profile and demonstrate yourself as a leader in the field of organ donation and transplantation. Through your corporate support, your organization will:

- gain exposure to high level decision makers and leaders from organ procurement organizations, donor hospitals and transplant centers from across the nation,
- be one of the limited number of corporate supporters at the table with industry leaders during this important Forum discussion,
- achieve visibility through The Alliance’s publications and website,
- benefit from relaxed networking opportunities and access to donation and transplantation leaders
Corporate Support Pricing:

The comprehensive corporate package is designed to give your organization the most visibility at the Forum, allowing for multiple points of visibility including branding opportunities, print advertising and a physical presence to an exclusive gathering of donation and transplantation leaders.

**Base Package: $4,500**

*(NOTE: As a minimum level of support, the base package must be selected by all corporate supporters)*

All supporters receive the following benefits (as part of the base package):

- Company listing and hyperlink on the education page of The Alliance’s website
- Company listing, logo and brief company description in the Critical Issues Forum program
- Company listing on the Forum registration website
- Visual recognition at the Forum
- Contact list (name and email only) for all Forum participants. *(NOTE: The Alliance will adhere to electronic communication standards by providing an opt-out feature)*
- Recognition in *The Alliance in Action*, a bi-monthly e-newsletter distributed to approximately 4,900 donation and transplantation professionals
- A complimentary registration for one organizational representative to attend the Forum*
- Special name badge/corporate supporter ribbon recognition

*Due to the limited seating and focused target audience for this event, corporate support representatives are limited to one attendee.

For those organizations wanting to provide additional support and receive added benefits and value, you may also select from the following list of Add-on Features.

**Add-on Features**

*Prices listed below are in addition to the base package price*

*(NOTE: Some add-on features are limited in number and are based on a first-come, first-served basis)*

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<thead>
<tr>
<th>Additional benefits for each of the add-on features listed below include:</th>
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<tbody>
<tr>
<td>Company name and logo on session and/or Forum offering signage</td>
<td>Keynote Session $5,000</td>
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<tr>
<td>Company materials inserted into the Forum packet (materials must be pre-approved by The Alliance)</td>
<td>Breakfast – Friday, October 21 $2,000</td>
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<tr>
<td>Verbal recognition at the Forum</td>
<td>Breakfast – Saturday, October 22 $2,000</td>
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<p>| Networking Breaks (3 total) | $1,000 each |</p>
<table>
<thead>
<tr>
<th>Event</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Lunch Session</td>
<td>$2,500</td>
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<tr>
<td>Networking Reception</td>
<td>$3,500</td>
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<tr>
<td>Wireless Internet for attendees in Meeting Room</td>
<td>$2,000</td>
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**Corporate Support Commitment:**

- Promotional information to endorse the Forum must be submitted to The Alliance at least 3 months in advance of the event
- The corporate supporter will refrain from overt statements, harsh language, or pointed humor that disparages the rightful dignity and social equity of any individual or group
- The corporate supporter is responsible for adhering to the guidelines outlined in this document

**Other Opportunities:**

The Alliance is willing and open to discuss custom support opportunities for your organization. If you are interested in discussing alternative levels of support please contact LeAnn Swanson at 786-409-6923 or email lswanson@odt-alliance.org.

**Corporate Support Enrollment:**

To submit your interest to become a corporate supporter, please complete the attached form or visit [http://organdonationalliance.org/corporate-supporters/](http://organdonationalliance.org/corporate-supporters/) for an electronic version to download.

*We look forward to partnering with you.*
Yes, my organization is interested in sponsoring The National Critical Issues Forum. Please sign us up for the following benefits:

- **Base Package**: $4,500 *(The base package is the minimum requirement. Your organization must select the base package in order to select any add-on features listed below)*

**Add-on Features:**

- **Keynote Session**: $5,000
- **Lunch Session**: $2,500
- **Breakfast, Friday, October 21**: $2,000
- **Networking Reception**: $3,500
- **Breakfast, Friday, October 22**: $2,000
- **Wireless Internet in meeting rooms**: $2,000
- **Networking Breaks**: $1,000 each (Friday am, Friday pm, Saturday am)

**TOTAL Amount:** ________________

Please complete the information below (please print):

- **Organization name**: ________________________________
- **Name**: ________________________________ **Title**: ________________________________
- **Address**: ________________________________
- **City**: ________________ **State**: ________ **Zip**: __________ **Phone**: __________
- **Email**: ________________________________

Please make checks payable to: The Organ Donation and Transplantation Alliance

Mail this form, along with your payment to:
The Organ Donation and Transplantation Alliance
PO Box 140027
Coral Gables, FL 33114

Questions: call LeAnn Swanson at 786-409-6923 or email lswanson@odt-alliance.org