



# EXHIBITOR GUIDELINES FOR COMMUNITY PEER GROUPS

## MUSE EVENTS - EXHIBITOR GUIDELINES

MUSE stages some events at hospitals. Often, meeting space at a hospital is limited. This in turn reduces the opportunities for Commercial members to exhibit at such events.

However, even with limited space, there may be room for some exhibits. The challenge is how best to fairly and consistently offer those opportunities to the Commercial member community. These guidelines for assigning exhibitor space have been established for such occasions:

- The host hospital can suggest one Commercial member to invite. MUSE will offer one exhibit space to this Commercial member.
- The remaining exhibitor spaces will be awarded as follows:
  - o 50% based on the Priority Points system
  - o 50% based on a lottery system

## PROCEDURE

- MUSE will announce a Call for Participation outlining the event (location; date; agenda; etc.) including the number exhibitor spaces available.
- Those Commercial members wishing to participate will indicate their interest (via an online form on the MUSE website) by a designated deadline date.
- Following the deadline, MUSE will review all requests and award exhibitor space according to the formula noted above.

## FINE PRINT

- If the host hospital chooses not to suggest a hospital, that one exhibitor space will be included in the total number of available exhibitor spaces.
- When considering the 50%-50% formula, if there are an odd number of exhibitor spaces, one additional exhibitor will be selected based on the Priority Points system.
- Exhibitor and/or registration fees may be collected by MUSE.
- MUSE will offer sponsorship opportunities to all participating exhibitors.
- The MUSE Commercial Member Rules and Regulations offers additional information related to Commercial member and exhibitor conduct.

## EXAMPLE

The General Hospital is hosting an event. There are seven exhibitor spaces available. Nine Commercial members expressed interest in exhibiting. These nine companies are ranked according to their Priority Points:

Rank	Commercial Member	Priority Points
1	ABC Company	60
2	Global Computers	55
3	XYZ Consulting	52
4	Elite Machines	40
5	Express Systems	38
6	Integration LLC	33
7	HIT Solutions	30
8	Apex Advisors	26
9	Right Software	11

**SCENARIO A:** The host hospital chooses not to suggest any specific Commercial member. The first four exhibitor spaces are awarded based on the Priority Points system. So, these Commercial members may exhibit:

1	ABC Company	60
2	Global Computers	55
3	XYZ Consulting	52
4	Elite Machines	40

The remaining three exhibitor spaces are awarded via lottery to three of these five Commercial members:

5	Express Systems	38
6	Integration LLC	33
7	HIT Solutions	30
8	Apex Advisors	26
9	Right Software	11

**SCENARIO B:** The host hospital wishes to have XYZ Consulting offered an exhibitor space. The next three exhibitor spaces are awarded based on the Priority Points system. So, these Commercial members may exhibit:

1	ABC Company	60
2	Global Computers	55
4	Elite Machines	40

The remaining three exhibitor spaces are awarded via lottery to three of these five Commercial members:

5	Express Systems	38
6	Integration LLC	33
7	HIT Solutions	30
8	Apex Advisors	26
9	Right Software	11

**SCENARIO C:** The host hospital wishes to have Apex Advisors offered an exhibitor space. The next three exhibitor spaces are awarded based on the Priority Points system. So, these Commercial members may exhibit:

1	ABC Company	60
2	Global Computers	55
3	XYZ Consulting	52

The remaining three exhibitor spaces are awarded via lottery to three of these five Commercial members:

4	Elite Machines	40
5	Express Systems	38
6	Integration LLC	33
7	HIT Solutions	30
9	Right Software	11

