



HEALTHTRUST
Performance Group®

2026 EXHIBITOR PROSPECTUS



COLORADO CONVENTION CENTER

DENVER, CO | JULY 20-22, 2026



HTU26 EXHIBITOR PROSPECTUS

Don't Miss Out on Healthcare's Most Exciting Conference!

Why You Should Exhibit and Sponsor at HTU26

You'll have direct access to our members, buyers, executives, account managers, sourcing team and decision-makers who want to know more about you and your contracted solutions.

The HealthTrust University Conference is a premier event where these groups come together to learn and network at HealthTrust's largest gathering of the year. Every year, attendees rate the HTU Conference as one of the most worthwhile events they attend.

From July 20-22, healthcare and supply chain professionals will gather in Denver to discover more about what suppliers like you have to offer. Last year's conference sold out, so move quickly to secure your spot as an exhibitor and sponsor for this three-day event.



Reserve your sponsorship today! Online registration for exhibit booth space opens mid-November 2025. Contact us at htuexhibitors@bcdme.com.

Engage Stakeholders From Across the HealthTrust Ecosystem

As an HTU Exhibitor, you will:

- Position your company as a leading supplier
- Meet with HealthTrust Sourcing team and Executives
- Take face-to-face meetings with HealthTrust members
- Exhibit your products and services during Exhibit Hall hours over two days
- Engage with Members in the Supplier Engagement Reverse Expo
- Expand your knowledge by attending Professional Development Sessions and select Member Education Sessions (some with CE credit eligibility)
- Network at the Monday Night Kickoff Party

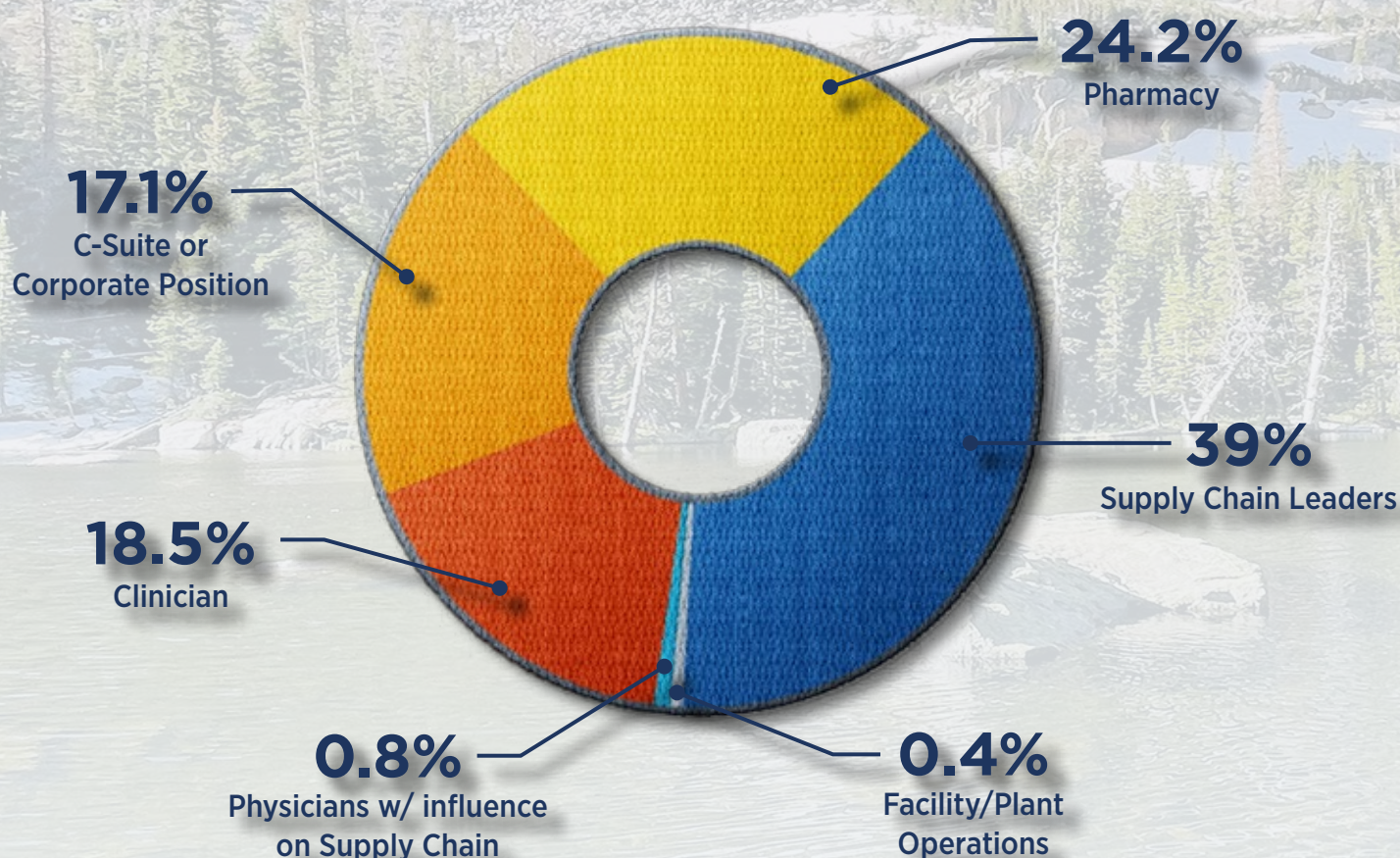
Get maximum visual promotion by becoming a sponsor. See all the sponsorship opportunities starting on page 7.



Engage with Members From Across Healthcare



2025 HTU MEMBER ATTENDEE DEMOGRAPHICS



Secure your spot at this industry-best educational and networking event. Exhibit space and sponsorship opportunities for the 2026 Conference will be filled quickly.

2026 Exhibitor Registration

There's no better opportunity to network with current and potential customers than at HealthTrust University Conference. Starting in November, you can register for an exhibit booth to secure the best opportunity to market your contracted products and services. Booth assignments are made on a first-come, first-serve basis.

Exhibitor Registration

Online registration opens exclusively for contracted suppliers in mid-November. You will receive an email invitation from HealthTrust with a link to the registration site with simple steps for registering your company. Booth locations will be assigned on a first-come, first-served basis, with priority given to last year's Platinum Sponsors.

After registering, you will receive a confirmation email stating that your registration was completed. You will receive another confirmation email once your registration has been approved, and an additional email with an invoice (see payment options below).

Exhibitors will be able to order booth services at an additional cost through the Freeman Exhibitor Kit. The primary contact listed during registration will receive an email in April when it opens. **Carpet or other floor covering material is mandatory and must be ordered through Freeman before you arrive on-site.** Exhibitors that do not have carpet 24 hours before the Exhibit Hall opens will have it dropped at their booth. Exhibiting companies are responsible for floor covering costs in addition to any other services ordered.

Conference Payment

HealthTrust will invoice you for your exhibit booth and any other purchases (ex. sponsorships, additional booth staff representatives, etc.). Payment can be made by credit card, check, wire transfer or ACH transfer. Please be advised that there is a nonrefundable convenience fee of 5% for payments made by credit card. **Full payment is due no later than 30 days after receipt of the invoice or before exhibitor move-in, whichever occurs first.** Email HPG.HealthTrustAR@HealthTrustPG.com with any questions or for additional information.

HTU25 was sold out with a waitlist, so don't wait to secure your spot at HTU26!

2026 Exhibit Hall Agenda

Exhibit Hall Hours and Location

Colorado Convention Center, Denver, CO

Monday, July 20: 4:30 PM to 6:30 PM

Exhibit Hall and Reception

Tuesday, July 21: 10:30 AM to 2:15 PM

Exhibit Hall and Lunch

Exhibit Hall hours are subject to change.

Tuesday Evening Free Night

Tuesday evening will be a **FREE NIGHT** in the agenda to provide more availability for member-supplier interaction. Interested in hosting a private dinner or event? The booth registration website will have more information on available opportunities.

Contact htuexhibitors@bcdme.com to learn about available opportunities.

Supplier Engagement Reverse Expo

Included with your exhibit booth purchase, attendees have access to the Supplier Engagement Reverse Expo, a chance to meet one-on-one with members and HealthTrust personnel on Wednesday, July 22 from 9:30 AM to 11:30 AM. Attendance at Closing General Session is required for access to the Reverse Expo.

Wednesday, July 22nd: 9:30 AM to 11:30 AM

2026 Exhibit Booth Rates

10'X10' In-Line Booth – \$12,600*

Includes: (4) representatives, pre- and post-event mailing list**, 8' high backwall, 3' high side drape, (1) 6'x30' skirted table, (2) side chairs, (1) wastebasket, 7"x44" one-line ID sign

10'X20' In-Line Booth – \$24,500*

Includes: (6) representatives, pre- and post-event mailing list**, 8' high backwall, 3' high side drape, (2) 6'x30' skirted tables, (4) side chairs, (2) wastebaskets, 7"x44" one-line ID sign

10'X30' In-Line Booth – \$26,600*

Includes: (7) representatives, pre- and post-event mailing list**, 8' high backwall, 3' high side drape, (3) 6'x30' skirted tables, (6) side chairs, (3) wastebaskets, 7"x44" one-line ID sign

20'X20' Island Booth – \$28,000*

Premium access and visibility. Includes:

(8) representatives, pre- and post-event mailing list**, (2) wastebaskets

Custom Booth – Custom Cost

Contact us ASAP to reserve your custom-sized booth.

Deadline to register for a custom booth is Friday, January 9.

To reserve, please email Events@healthtrustpg.com.

In addition to having access to the Exhibit Hall, you will also be invited to join us for the following:

- General Sessions
- Conference Meals
- Monday Night Kickoff Party
- Select Member Education Sessions
- Professional Development Sessions
- Access to the Supplier Engagement Reverse Expo

Booth Staff Representatives

Booth staff and hotel registration will open in late April 2026 via the Exhibitor Management Portal. The primary contact provided in the exhibit booth registration will be notified by email when the Exhibitor Management Portal opens.

If you would like to register more representatives than are included with your booth (see the number of complimentary representatives under "Exhibit Booth Rates" to the left), additional representatives can be purchased for \$450 each, or \$550 after May 29, 2026.

IATSE Service Labor

Exhibitors may handle their own hand-carried materials in and out of the Colorado Convention Center. Any material requiring the use of equipment for delivery, i.e. dollies, forklifts, hand trucks, etc., will be handled by IATSE labor. Equipment and labor may be arranged through the General Service Contractor, Freeman. Dock space is limited at the Colorado Convention Center, and it is under the control and authority of the General Service Contractor.

“The energy was the best I have experienced in any GPO annual meeting in a very long time. The excitement created was a testament to the great planning of every aspect of this meeting.”

SUSAN PERSECHINO

Healthcare Corporate Accounts, GPO Segment
Thermo Fisher Scientific, Inc



* Carpet or other floor covering material is not included in the booth pricing and is MANDATORY to exhibit. See page 5 for details.

** A complimentary list of registered attendee names and mailing addresses will be sent one month before and immediately following the Conference. By becoming a Platinum Sponsor, you can receive this list with email addresses as well. Learn more about our conference sponsorship and additional opportunities on pages 7-11.

HTU26 Sponsorship Opportunities

Increase your exposure by promoting your brand and contracted solutions throughout this highly visible three-day event. Conference sponsorships sell out quickly, so contact us before they're gone.

**DEADLINE TO RESERVE
IS JUNE 3, 2026**



\$12,000 (25 Opportunities)

Benefits Include:

- Incentivize extra booth traffic by being a part of the Sponsor Challenge, a mobile app game that members play during the conference
- Sponsor acknowledgment on exhibitor name badges
- Sponsor recognition in the Conference mobile app
- Prominent signage throughout the convention center
- Premium brand exposure on the large digital wall, located centrally in the event space
- Sponsor kickstand sign to display in your exhibit space
- Logo on the sponsor page of *The Source's* Conference edition (if reserved by April 17, 2026)
- Sponsor recognition on the Member Conference registration website
- Exclusive pre-conference and post-conference listing of all Member attendees with names and email addresses (one-time usage with each list)
- Early registration access for preferred booth space for the 2027 Conference
- First right of refusal for your 2026 sponsorship for next year's conference
- Reserved table during meals

Notice: HealthTrust reserves the right to approve any sponsorship-related material before it is produced or distributed (including collateral, presentation material, promotional items, etc.).



HTU26 Conference Sponsorships (continued)



DEADLINE TO RESERVE IS JUNE 3, 2026

Tote Bag Sponsorship

\$12,000 (One Opportunity)

- Your company logo will be on every attendee and staff tote bag at the conference
- Tote bags are distributed at registration, so your company will be one of the first brands they'll see at the conference. Tote bags will be co-branded alongside HealthTrust

First-Time Attendee Luncheon Sponsorships

\$7,500 (Three Opportunities)

- Be the only suppliers allowed to attend this member lunch
- Get premium brand exposure in front of new HealthTrust members before the Exhibit Hall opens
- First-time HTU attendees will attend to hear an overview on HealthTrust and receive updates from senior leadership
- You will have a three-minute speaking opportunity with a maximum of three PowerPoint slides
- Luncheon will be held Monday, July 20, from 11:30 AM to 12:30 PM in the Colorado Convention Center (subject to change)
- Distribute your company-branded items for luncheon attendees at each place setting (ex. journals, pens, water bottles, collateral piece etc.)

Wi-Fi Sponsorship

\$7,500 (One Opportunity)

- Your company name can be the custom password for Wi-Fi access for all attendees at the conference
- Receive logo and company name recognition on all signage promoting the Wi-Fi
- Wi-Fi network name and password will be printed on all attendee name badges for high visibility throughout the conference (printing deadlines apply)

Coffee Cup Sponsorship

\$7,500 (One Opportunity)

- Join our sustainability efforts by branding the reusable coffee cups provided at the coffee breaks throughout the conference
- Coffee cups will be co-branded alongside HealthTrust

Smoothie and Juice Sponsorship

\$7,500 (One Opportunity)

- Fuel attendee engagement with a refreshing, healthy energy boost
- A variety of smoothies and fresh juices will be served in the Exhibit Hall Tuesday morning from 10:30 AM to 11:30 AM (or until supplies last)
- Opportunity to provide branded cocktail napkins and/or table coverings to complement the station
- Mobile app push notification thanking your company and directing attendees to the station
- Station will be strategically placed in the Exhibit Hall near your booth (where space and traffic allow)
- Prominent signage at the station recognizing your sponsorship



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HTU26 Conference Sponsorships (continued)



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Lunch Sponsorships

\$5,000 (Two Opportunities)

- Sponsor lunch in the Exhibit Hall for all attendees
- Signage placed by the buffets
- Logo on table stanchions in the seating area
- You also have the option to place a promotional item or collateral on the tables in the seating area
- Mobile app push notification thanking your company as the sponsor

Digital Media Sponsorship

\$5,000 (One Opportunity)

- Be the face behind the conference mobile app that attendees download before they head to Denver
- Your company brand and logo will be visible to attendees when they log into the mobile app to see what's next during HTU
- Receive social media recognition with a designated post on HealthTrust's LinkedIn page during the conference, which will reach over 36K HealthTrust followers

Specialty Coffee Bar Sponsorship

\$5,000 (One Opportunity)

- Receive sole brand exposure during the Specialty Coffee Bar break in the Exhibit Hall, held on Tuesday afternoon from 12:30 PM to 1:30 PM (subject to change)
- Specialty Coffee Bar to include espresso options, flavored syrups and toppings
- You may provide your own branded cocktail napkins and/or tablecloth(s) to accompany the coffee break
- Signage placed by the coffee break
- Coffee Break will be placed in the Exhibit Hall near your booth where space and attendee traffic allows
- Mobile app push notification thanking your company as the sponsor and directing attendees to the coffee break

Notice: HealthTrust reserves the right to approve sponsorship-related material before it is produced or distributed, including collateral, presentation material, promotional items, etc.



Signature Cocktail Sponsorship

\$5,000 (One Opportunity)

- The Exhibit Hall will hold a reception for all HTU attendees on Monday, July 20
- Your company name and logo will be front and center at the reception, with a specialty cocktail named after your company accompanied by bar signage
- You also have the option to provide koozies or cocktail napkins to place at the bars with your company logo

Sustainability Sponsorship

\$5,000 (One Opportunity)

- Water stations throughout the convention center public spaces will be branded with your company logo
- You have the option to provide branded reusable water bottles that can be given to attendees at registration, or you can provide sustainable cups to be placed at each water station
- You can provide collateral advertising your company's sustainability initiatives to set out next to water stations throughout the convention center
- Share other ideas with Events@HealthTrustPG.com on how you want to showcase your efforts on going green

HTU26 Conference Sponsorships (continued)



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Lip Balm Sponsorship

\$3,000 (One Opportunity)

- Help attendees combat the Denver altitude by sponsoring the branded lip balm available at Check-In

Headshot Sponsorship

\$2,500 (One Opportunity)

- Be the name behind complimentary headshots available to all conference attendees
- Your company name and logo will be printed on signage related to the headshots; the printed cards attendees are given with instructions on obtaining their headshot and posted on the online gallery
- Our selected headshot photographer will have a booth and will be photographing during all exhibit hall hours

Popcorn Sponsorship

\$2,500 (One Opportunity)

- Help draw attendees to registration on Sunday with the enticing aroma of freshly popped popcorn
- Your company logo will be printed on custom popcorn bags available to all attendees

Mirror Cling Sponsorships

\$2,000 (Two Opportunities)

- Your company name, logo, or custom artwork can be printed on mirror clings in the conference space restrooms for high visibility



Welcome Bag Item Sponsorships

\$1,500 (Five Opportunities)

- Provide an item to go inside tote bags given to all members at registration
- Join our sustainability efforts by avoiding printed collateral and provide something useful for attendees to use on-site: a reusable water bottle, notebook, handheld fan, etc.
- Tote bags will include HealthTrust materials as well

Daily Email Sponsorships

\$1,500 (Three Opportunities)

- Attendees will see your company name, logo and booth number as the sponsor behind the daily email they receive while at the conference
- Daily emails contain all the helpful information they need to know while on-site
- Choose from sponsoring the Sunday, Monday or Tuesday email (available on a first-come, first-served basis)

Stay tuned for more exciting Monday Night Kickoff Party Sponsorship Opportunities coming in early 2026!





Additional HealthTrust Member Engagement Opportunities

Unable to sponsor but still want to maximize your time and exposure with HTU attendees?
Check out the additional opportunities listed below!

Private Meeting Room

Reserve a private meeting room at the Colorado Convention Center. Ability to customize meeting room and order AV and Food & Beverage services is available through the Colorado Convention Center at your own expense.

DEADLINE TO RESERVE IS JUNE 3, 2026

\$2,500 (Limited Availability)

- Half day (8:00 AM to 12:00 PM or 1:00 PM to 5:00 PM)

\$5,000 (Limited Availability)

- Full day (8:00 AM to 5:00 PM)

Attendee Email List

Purchase the pre-event and/or post-event attendee list with email addresses. Email addresses are included with the purchase of a Platinum Sponsorship. All other sponsors and exhibitors will receive these lists with mailing addresses only unless purchased.

\$2,500

- Pre-event attendee list will be sent approximately one month prior to conference
- Post-event attendee list will be sent the day after the conference concludes
- Allowed one-time usage for email communication per list purchased*

**All emails MUST be reviewed and approved by your HealthTrust Portfolio Manager before sending out.*

“ We always love coming to the HTU conference each year! This year marks 20 years of being on contract with HealthTrust. Each time we discover new leads, hear great feedback from the members and visit with existing customers. It feels like coming home! **”**

DAWN WARREN
President and Sales Director
Durfold Corporation



Reserve your sponsorship today! Online registration for exhibit booth space opens mid-November 2025. Contact us at htuexhibitors@bcdme.com.



HEALTHTRUST[®]
UNIVERSITY CONFERENCE



**WE HOPE TO SEE
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