



# GUIDE TO SPONSORSHIP & ADVERTISING

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# SPONSORSHIPS

Dear prospective sponsors and advertisers,

Thank you for your interest in partnering with CAHSAH. With more than 40 years of experience, CAHSAH has established itself as the premier voice of home care for California, and has the ability to reach a diverse membership base of more than 1800 administrators, managers, and staff representing all disciplines of the home care industry. Our sponsorship and advertising opportunities allow you to directly showcase your products and services to thousands of health care professionals, build brand awareness, fill jobs vacancies, and position your business as a leader in the home care industry. All of our publications are highly respected resources in the home care industry and our website invites constant traffic from those looking for the latest data on our industry. In this brochure, you will find detailed information about our offerings, publication schedules, insertion information, and other points of interest. We thank you for your interest and if you have any questions or would like to discuss customizable packages, please contact us today.

**Communications Department:**  
**Ranesh Maharaj, Communications Specialist**  
 | 916-641-5792 x 120 | [rmaharaj@cahsah.org](mailto:rmaharaj@cahsah.org)

**☐ WEB PAGE SPONSOR - CAHSAH.ORG | \$5,000/year**

Place your company's customized logo or banner ad with a link to your website on our [HOMEPAGE](#) or [CAHSAH JOB BOARD](#). [www.CAHSAH.org](#) averages roughly 7,006 hits per day and offers excellent visibility to professional and staff for home care providers. *Includes:*

- † (1) 195x175 pixel Banner ad and link to your web page of choice;
- † Recognition as CAHSAH sponsor on related materials.

**☐ WEEKLY NEWS UPDATE SPONSOR | \$7,500/year**

The WNU, a weekly e-publication, distributed every Monday afternoon to more than 1,800 home care professionals, delivers the latest news in home health in California and in the Nation. *Includes:*

- † (1) 170 x 250 pixel logo or Banner ad and link to your website from CAHSAH WNU's (52/year); Ability to change image on WNU each month if needed.

**☐ MONTHLY BULLETIN SPONSOR | \$5,000/year**

The Bulletin is a monthly newsletter highlighting home health trends with features, in-depth industry data, business news, and member updates. *Includes:*

- † Recognition as official sponsor on all 12 issues for one year;
- † Logo and link to your website off CAHSAH Bulletin's cover page;
- † Six ½ page ads in any bulletin (your choosing).

**☐ ANNUAL LOBBY DAY SPONSOR | \$3,000/year**

A user-friendly event to meet with California legislators and staff and enhance awareness of home health issues. Sponsors are exclusively recognized on all lobby day materials *Includes:*

- † Tabletop display at registration desk.
- † Recognition on all Lobby Day related materials

**☐ CAHSAH PAC EVENT SPONSOR | \$200 - \$5000**

The CAHSAH PAC Event is your opportunity to be recognized at our biggest political action fund-raiser of the year. *Includes:*

- † Official recognition at the event, on signage at registration desk and all PAC Event related materials.

**☐ ANNUAL CONFERENCE SPONSOR | varying**

CAHSAH's Annual Conference offers excellent visibility to hundreds of home care professionals and decision makers. There is a wide diversity of sponsorship options each year. *Includes:*

- † (1) 195 x 175 pixel Banner ad and link to your website off CAHSAH Conference web page;
- † Recognition as CAHSAH sponsor on related materials.

**☐ CAHSAH WORKSHOP SPONSOR | \$2,000/day; 10,000/year**

Workshop sponsors can directly target skilled home care and hospice staff and administration creating awareness among industry leaders. *Includes:*

- † Daily sponsors receive (1) complimentary registration;
- † Tabletop display at registration desk.
- † Acknowledgement on related marketing materials.
- † Yearly sponsors receive above benefits at ALL workshops (minimum of 9 per year) and a logo with link to your website from the education workshop page as well as the bi-weekly education update.

**☐ EDUCATION UPDATE SPONSOR | \$5,000/year**

A bi-weekly email update designed to inform members and non-members about CAHSAH's educational offerings. A circulation of over 2,800 individuals in home care, hospice as well as various US agencies. *Includes:*

- † Listing as official sponsor of Education update;
- † Logo and link to your website from the Education Update (26/year).

**☐ CERTIFICATE PROGRAMS SPONSOR | \$3,000/day**

CAHSAH Certificate Programs attract the highest levels of home care and hospice professionals and are an ideal place to reach purchasers and decision makers who are on the front lines of home care and hospice. *Includes:*

- † (1) complimentary registration for staff;
- † Tabletop display at registration desk.
- † Acknowledgement on site and related marketing materials

# ADVERTISING

## MONTHLY BULLETIN, ANNUAL CONFERENCE PROGRAM GUIDE, ADVANCE REGISTRATION PROGRAM

Keeping our members informed of the latest news in home care is paramount to CAHSAH. Our publications are designed to help professionals and administrators in the field stay one step ahead and thrive in today's challenging market. Advertising in our publications offers considerable exposure in the home care industry to a highly receptive audience of over 1,800 individuals who make purchasing decisions for their organization, contract for goods and services, and manage human resources.

| Approximate Size | Dimensions   | Available in:                                      |
|------------------|--|--|
|                  | <b>Full Page / Insert</b><br>7.75 w x<br>10.25 h         | Bulletin<br>Conference Program<br>Advanced Program |
|                  | <b>2/3 Page</b><br>7.5 w x 6.65 h<br>or<br>5 w x 10 h    | Bulletin   |
|                  | <b>Half Page</b><br>7.5 w x 5 h<br>or<br>3.75 w x 10 h   | Bulletin<br>Conference Program<br>Advanced Program |
|                  | <b>1/3 Page</b><br>7.5 w x 3.325 h<br>or<br>2.5 w x 10 h | Bulletin   |
|                  | <b>1/4 Page</b><br>3.75 w x 5 h                          | Bulletin<br>Conference Program<br>Advanced Program |
|                  | <b>Business Card</b><br>3.5 w x 2 h                      | Bulletin   |

| BULLETIN DEADLINE SCHEDULE |                  |
|----------------------------|------------------|
| EDITION                    | Copy/Ad deadline |
| January                    | January 23       |
| February                   | February 23      |
| March                      | March 23         |
| April                      | April 23         |
| May                        | May 23           |
| June                       | June 23          |
| July                       | July 23          |
| August                     | August 23        |
| September                  | September 23     |
| October                    | October 23       |
| November                   | November 23      |
| December                   | December 23      |

### ANNUAL CONFERENCE PROGRAM GUIDE DEADLINE

**March 16**

### CONFERENCE ADVANCED REGISTRATION PROGRAM DEADLINE

**November 1**

### MONTHLY BULLETIN

Over 1,800 electronic and 300 print copies are distributed to home care professionals each month. *Pricing:*

|                             | member / non-member |
|-----------------------------|---------------------|
| Full Page .....             | \$600 / \$700       |
| Insert .....                | \$900 / \$1000      |
| 2/3 Page .....              | \$450 / \$500       |
| 1/2 Page .....              | \$350 / 400         |
| 1/3 Page .....              | \$300 / \$400       |
| 1/4 Page .....              | \$200 / \$300       |
| Business Card .....         | \$100 / \$200       |
| Classified (75 words) ..... | \$100 / \$200       |

### ANNUAL CONFERENCE PROGRAM GUIDE

Distributed to all conference attendees on-site. Contains in depth information on speakers, programs, and expo details. *Pricing:*

|   |        |
|---|--------|
| Back Cover Full Page (full color) .....             | \$1000 |
| Inside Front or Inside Back Page (full color) ..... | \$800  |
| Full Page (black & white) .....                     | \$600  |
| 1/2 Page (black & white) .....                      | \$350  |
| 1/4 Page (black & white) .....                      | \$200  |
| Tote Bag Insert .....                               | \$500  |

*Provide CAHSAH with 600 copies of 1 page insert to be placed in Conference Tote Bags. Limited Space.*

### CONFERENCE ADVANCE REGISTRATION PROGRAM

This publication is the number one source for obtaining registrations by attendees as well as a useful tool highlighting conference details, accommodations, and education offerings. *Pricing:*

|                                   |       |
|-----------------------------------|-------|
| Back inside cover full page ..... | \$900 |
| Full page .....                   | \$700 |
| 1/2 Page .....                    | \$450 |
| 1/4 Page .....                    | \$300 |

For more information on CAHSAH's Monthly Bulletin please contact the Communications Department at

**916-641-5795 x 120 | [rmaharaj@cahsah.org](mailto:rmaharaj@cahsah.org)**

For more information on the Conference Program Guides please contact the Education Department at

**916-641-5795 x 122 | [svang@cahsah.org](mailto:svang@cahsah.org)**

# WEBSITE SPONSORSHIPS

The CAHSAH website, [www.cahsah.org](http://www.cahsah.org), is one of the most valuable tools for home care providers and suppliers featuring the latest news and resources on home health issues, legislative tracking, educational programs, membership news, and a comprehensive, online resource guide and directory documenting home care providers and their services in every county of California. In-depth information on each provider type is updated regularly, Hospice QAPI reports are delivered quarterly, and an extensive FAQs section is available outlining key topics of concern throughout the home care industry. For these reasons, [cahsah.org](http://cahsah.org) is squarely positioned as a “top of mind” resource for home care providers, suppliers, and recipients, and is an excellent tool for creating brand awareness and recognition among leaders in the industry. On average, [cahsah.org](http://cahsah.org) receives over 20,000 visits per month from California as well as New Mexico, Texas, Virginia, Florida, New York, and Washington D.C. Below are the pages CAHSAH currently offers for sponsorship.

## □ HOME PAGE

CAHSAH's home page is the single most accessed and viewed page of our website and contains the most up-to-date and vital information available. Only 1 sponsorship is available offering exclusive visibility to providers, home health professionals, and those looking for information and health and supportive services. Sponsor CAHSAH's home page and place your business at the forefront of home care in California. *Includes:*

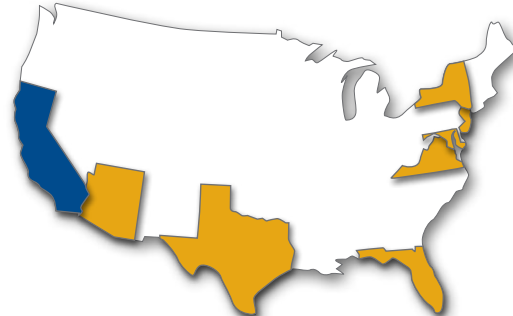
- † (1) 195 x 175 pixel Banner ad and link to your website;
- † Recognition as CAHSAH sponsor on related materials.

## □ JOBS BOARD

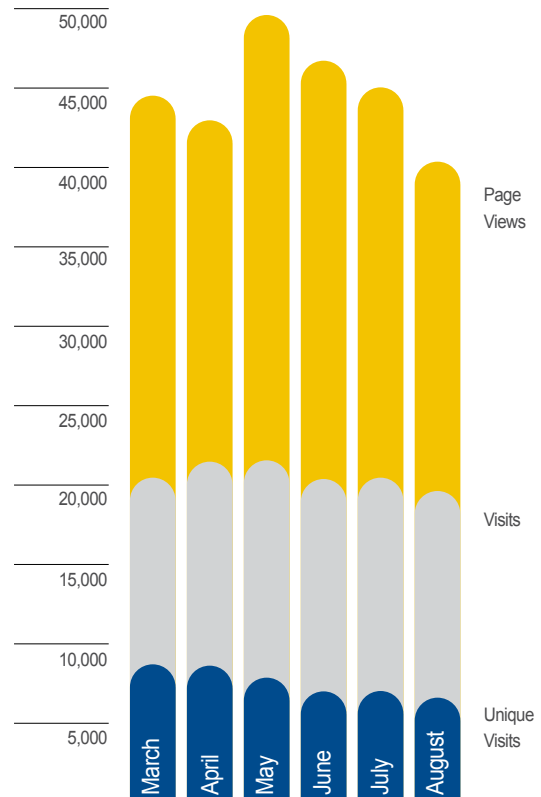
CAHSAH's Jobs Board and career center is a highly visible tool for staffing professionals, human resource managers, and those looking to advance their career in the home care field. Specifically targeting health care jobs in California, users have access to employee profiles, a resume database, and configurable job alerts. Those seeking employment can post their anonymous resume free of charge and employers, human resources personnel, and advertisers can post jobs openings for a minimal fee as well as contact job seekers by accessing the resume database. *Includes:*

- † (1) 195 x 175 pixel Banner ad and link to your website;
- † Recognition as CAHSAH sponsor on related materials.

### NATIONAL AUDIENCE



### CAHSAH WEBSITE TRAFFIC (by month)



### CAHSAH WEBSITE TRAFFIC (by month)

| Month (2008)        | Page Views | Visits | Unique Visits | Hits    |
|---------------------|------------|--------|---------------|---------|
| March               | 44,006     | 20,369 | 7,652         | 271,964 |
| April               | 43,742     | 21,731 | 7,570         | 275,813 |
| May                 | 49,322     | 21,907 | 7,298         | 264,044 |
| June                | 47,082     | 20,365 | 6,948         | 267,898 |
| July                | 45,311     | 20,271 | 6,935         | 260,948 |
| August              | 41,216     | 19,152 | 6,725         | 235,390 |
| Average (per/month) | 45,113     | 20,632 | 7,188         | 262,676 |

# ANNUAL CONFERENCE

## SPONSORSHIPS

### AS A SPONSOR YOU WILL:

- † Reach an expected target audience of 400-500 attendees
- † Increase awareness of your company's products and services
- † Gain access to home care provider decision-makers
- † Be recognized as key sponsors of the premier home care conference in California
- † Demonstrate your company's commitment to best practices in home care industry

### ALL SPONSORSHIPS INCLUDE THESE BENEFITS:

- † Acknowledgement in pre-registration brochure (if signed up before November 1)
- † Acknowledgement in onsite program guide
- † Sponsor logo and link on CAHSAH conference welcome page
- † Acknowledgement on Sponsor "Thank You" banner onsite
- † One page insert in tote bags

For more information on Conference sponsorships please contact the Education Department at **916-641-5795 x 122** | [svang@cahsah.org](mailto:svang@cahsah.org)

#### **FLASH DRIVE – Handout Sponsor | \$10,000 (1)**

Get ahead of the technology curve and offer a 512 MB flash drive containing all handout materials. Your logo will be printed on the case of the flash drive. You will also be the exclusive handout webpage (customized site with all downloads of handouts) sponsor. Your company name and logo will be prominently displayed with a link to your website from the conference handout webpage. Give attendees something they can use long after the conference is over.

#### **CYBER CAFÉ | \$5000 (1)**

Many times, attendees change their minds onsite on what sessions they are attending. Be there to give them the tools to download their last minute handouts and print them before the session begins. Sponsor the Cyber Café and give your company prominent recognition. You will receive signage acknowledging your sponsorship and space for you to display your company handouts.

#### **TOTE BAGS | \$4,000 (1)**

Let the attendees do the marketing for you! That's right! Your company name and logo will be prominently displayed on each high-quality tote bag that attendees will be carrying around during conference. (Name/Logo on tote bags)

#### **NOTEPAD | \$3,500 (1)**

How much note taking does a person do when they are attending a three day conference? Find out by putting your company name and logo on the cover of the executive notepad each attendee will receive with their registration. (Name/Logo on cover of Notepad)

#### **KEYNOTE SESSION | \$3,000 (3)**

What better way to promote your company than to have your logo spotlighted on the walls of the room where the keynote sessions will be held. The keynote sessions are the most well attended sessions at the conference. Give your company the leading edge with the opportunity to make opening remarks or have a representative introduce the speaker.

#### **BREAKFAST AND LUNCH | \$3,000 (2)**

Sponsor a Breakfast and Lunch for the day and have your company name/logo displayed buffet tables.

#### **HOTEL KEY CARDS | \$3,000 (1)**

On average, how many times does a person go to their room? Approximately 3-4 times – multiply that by how many people are staying at the hotel and you'll get the amount of exposure you'll receive by having your company name/logo on the hotel key cards. (Name/logo on key card)

#### **GUEST ROOM TRUFFLES IN A BOX | \$3,000 (1)**

Delectable truffles in a box with a bow will be delivered to over 250 guest rooms Wednesday evening. Attendees will be surprised when they walk in their room and find a beautiful box filled with truffles. Your company name and logo will be displayed on the outside of this gold chocolate filled box with a bow.

#### **PIN | \$2,500 (1)**

The conference pin (conference logo design) will be handed out to all conference attendees. Your company name will be displayed on the card in which the pin is attached to. Let everyone know you support CAHSAH in starting new traditions!

#### **"SAVE THE DATE" Sponsor | \$2500 (1)**

Sponsor a "SAVE THE DATE" gift to promote next year's annual conference location. Specifically selected to be used all year! Company name and logo will be on this collectible gift – handed out during registration check in.

#### **EXHIBIT RECEPTION | \$2,500 (2)**

Sponsor the opening and/or closing exhibit hall reception. Have your company name/logo displayed on the buffet tables inside and signage outside the exhibit hall.

#### **WELCOME RECEPTION | \$2,500 (1)**

To kick off CAHSAH's Annual Conference, sponsor the welcome reception on Tuesday, May 5 from 4:00 p.m.-6:00 p.m. Have your company name/logo displayed on the buffet tables.

#### **BOTTLED WATER | \$2,500 (1)**

Sponsor bottled water and have your company name and logo printed on the label. To be distributed Tuesday evening, May 5 and Wednesday, May 6, during registration hours.

#### **LANYARDS | \$2,500 (1)**

Make your company visible to everyone by having your company name on each lanyard. What better way to have your company name stand out than to have the lanyards worn everywhere by the attendees at the conference?

#### **PENS | \$2,000 (1)**

Have your company name be long remembered during and after the conference. Attendees will be sure to keep this pen. (Name/Logo on pen)

#### **DESSERT | \$1,500 (1)**

Sponsor the dessert in the Exhibit Hall Thursday afternoon and have your company name/logo displayed on buffet tables.

