

CAHSAH Annual Conference Sponsorship and Advertising



Sponsorship and advertisements are an extremely effective way to maximize your company's exposure.

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 the following benefits:

- Acknowledgement in pre-registration brochure (if signed up by 11/01/08)
 - 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*

Please check the level of sponsorship/advertising which you would like to participate.

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.

Advertising Opportunities

CAHSAH offers a number of advertising opportunities to enhance your presence at the 2009 Annual Conference

Tote Bag Inserts: Provide CAHSAH with 600 copies of one page marketing material to be inserted in conference tote bag. (\$500)
Space is limited. **DEADLINE: MARCH 16, 2009** (Inserts must be provided one month prior to the conference)

Conference Advance Registration Program:

- Back inside cover full page \$900 (1)
- Full page \$700
- ½ page \$450
- ¼ page \$300

The advance registration program contains information about speakers, educational programs, exhibit show, hotel accommodations, and official airlines. The advance program is the number one source for obtaining registrations by attendees. It is referenced more than any other promotion.

DEADLINE: November 1, 2008

Conference Onsite Program:

- Back cover \$1000 (1) - Full page in color
- Inside front and back cover \$800 (2) – Full page in color
- Full page in black & white \$600 (unlimited)
- ½ page in black & white \$350 (unlimited)
- ¼ page in black & white \$200 (unlimited)

The program guide is passed out to conference Attendees onsite. The program guide contains in depth information about speakers, educational programs, and exhibit show. It is the number one source for reaching decision makers attending the conference.

DEADLINE: MARCH 16, 2009

Please check the level of sponsorship/advertising which you would like to participate. If paying by credit card, complete and fax payment section below to (916) 641-5881. If paying by check, please mail payment section to the CAHSAH office.

For questions regarding sponsorships or advertising opportunities, please contact Soua Vang at (916) 641-5795, ext. 122 or svang@cahsah.org

Company Name (As You Would Like It To Appear On Signage or Announcement):

Contact Person Name:

Address:

City: State: Zip:

Phone: Fax: Email:
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Payment form (Sponsorship or Advertisement)

__ Check# _____ (make check payable to CAHSAH)

__ Charge (circle type) Visa MasterCard American Express

Card Number _____ Exp. Date _____

Name as it appears on card _____

Signature _____

Send form along with payment to:

**CAHSAH Sponsorship/Advertising
3780 Rosin Court, Suite 190
Sacramento, CA 95834**