

# 2018 CAHSAH® ANNUAL CONFERENCE & EXPO

May 22-24, 2018  
Monterey, CA

## Sponsorship and Advertising Order Form

Choose from a wide range of opportunities to complement your company's marketing plan and increase your visibility with hundreds of home care professionals. The following opportunities are provided to help your company increase visibility with CAHSAH members and conference attendees before, during, and after the Conference & Exposition.

### ALL SPONSORSHIPS INCLUDE

- Acknowledgement in the On-Site Program Guide
- Sponsor logo and link on CAHSAH's® Annual Conference welcome page
- Acknowledgement on sponsor "Thank You" banner on site
- One-page insert in conference tote bags
- Sponsors will be featured on our exclusive conference mobile app which will be the hub of all conference information for 2018

### OTHER SPONSORSHIP BENEFITS

- Reach an expected target audience of 300-400 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

*Many sponsorships include more benefits than those listed above.  
All sponsorships can be customized for maximum exposure.*



CALIFORNIA ASSOCIATION FOR HEALTH SERVICES AT HOME  
3780 Rosin Court, Ste 190, Sacramento, CA 95834  
PH: 916-641-5795 | F: 916-641-5881 | info@cahsah.org

# SPONSORSHIP OPTIONS

FOR CURRENT ITEM AVAILABILITY,  
PLEASE VISIT CAHSAH.ORG

## **Conference Mobile APP** **\$3,000**

The official free App for CAHSAH's 2018 Conference is your chance to be an intimate part of the attendee experience at this year's show. This newly developed Mobile App provides attendees easy access to education sessions, exhibitor listings, floor maps, attendee networking, headline news, speaker information, personalized agenda building and much more.

## **Keynote Session** **\$1,000 to \$2,000**

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.

- ~~Tuesday - \$2,000~~ **SOLD**
- Wednesday - \$1,500
- Thursday - \$1,000

## **Industry Forum Breakfast** **\$1,000 to \$2,000**

Each industry-sponsored breakfast forum will be product oriented with the ability to provide product demos, a Q&A session and more! (20-minute demonstration time). This is a great opportunity for you to showcase your product and services as attendees enjoy breakfast before the conference starts. This can be a great way to get one on one time with attendees before they hit the expo floor.

- Tuesday - \$2,000
- Wednesday - \$1,500
- Thursday - \$1,000

## **Expo Grand Opening Reception** **\$2,500**

Sponsor the exhibit hall on opening night. Have your company name/logo displayed on the buffet tables and serving napkins as well as on signage outside the hall.

## **Bottled Water (2 spots)** **\$1,200**

Sponsor bottled water and have your company name and logo printed on the label. To be distributed to attendees throughout Conference.

## **Refreshment Break (3 spots)** **\$750**

Get an early jump on building your conference connections with this energizing coffee sponsorship. Your company's logo will appear on the coffee cups being distributed during both the morning and afternoon breaks. There is no better way to promote your company than to put yourself right in the hands of attendees. Is your company going to be a part of the conference expo? Place your booth number on the coffee cups for added exposure, and drive attendees to your booth.

## **Wireless Zone** **(\$)** **Contact CAHSAH**

Attendees appreciate having WiFi access to check email, access the mobile app and much more. As Wireless Zone sponsor, your company logo will be displayed on a custom splash page and signage for providing WiFi inside and outside of the lecture halls. You are also able to create a custom password for all attendees up to 6 characters long. \*This sponsorship is not applicable to the expo area\*

## **Welcome Amenity** **\$1,500**

When attendees go back to their hotel rooms during breaks or at the end of the day, you could have a relevant and enticing invitation waiting for them in the form of a Welcome Amenity. These high visibility pieces ensure that each attendee sees your message and provides a creative way to invite people to visit your booth or special event. (Sponsor is responsible for providing welcome amenity & paying hotel delivery fee for each attendee hotel room)

## **Morning in Motion** **\$1,000**

What better way to get in touch with the attendees than to take a stroll with them. The Morning In Motion sponsor will lead attendees on a morning walk to nearby attractions. This gives attendees the chance to get in some early morning exercise and fresh air before heading off to their sessions. You will be the leader of this event, from starting the walk to wrapping it up. The entire morning is yours to spend with our early risers!

## **Pen/Highlighter** **\$2,000**

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

CONSIDER PARTNER SPONSORSHIPS...  
CONTACT A COLLEAGUE & SHARE THE SPOTLIGHT & THE COST

# SPONSORSHIP OPTIONS

## Business Meeting & Awards Ceremony

**\$3,000**

Take center stage by sponsoring the Business Meeting & Awards Ceremony during Tuesday's lunch. Your organization will gain recognition and exposure as your logo is featured during this luncheon, both on the walls of the room as well as the Business Meeting agenda placed at each seat.

## Drink Tumblers

**\$2,500**

Fill up and take off with this unique way to showcase your logo on a tumbler, with lid and straw. All attendees will receive a tumbler to use throughout the Conference and beyond. Place your company's name and/or logo alongside the conference graphic for long-lasting company visibility.

## Attendee Learning Journal

**\$2,000**

Be a part of conference attendees learning and inspiration! As a new item, attendees will receive a writing journal in their onsite conference bag. The learning journal will be handy to take notes in while attendees are in sessions and at the event.

## Hospitality Suite (3 spots) (\$) Contact CAHSAH

Get a head start on the competition! Grab a spot for a private meet and greet the day before the exhibit hall opens. Get two hours of face time with California's top leaders & decision makers. (Sponsor is responsible for providing food & beverage directly through hotel).

## Conference T-Shirt

**\$2,500**

Expand your brand visibility and continue to showcase your company logo long after conference. As the official conference t-shirt sponsor, your logo will be printed on the back of the t-shirt given to each of the conference attendees! (Sponsorship artwork will be printed in one color)

## Expo Networking Lunch (4 spots) \$500

The Expo luncheon is the perfect way to get recognition with all of the attendees. Sponsor a food station for the luncheon taking place Wednesday! Have a booth in the expo hall? Add your booth number to the signage to your booth!

## Lanyards

**\$2,500**

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?

## Tote Bags

**\$4,000**

Let the attendees do the marketing for you! Your company name and logo will be prominently displayed on each high-quality tote bag that attendees will be carrying around during conference.

## Hotel Key Card Souvenir

**\$2,500**

Grab guest attention from the moment they check into the hotel. The key cards give you a unique opportunity to capture the attendees' attention and provide maximum exposure. Hotel guests look at their key cards an average of 10 times each day, so customize the key cards to meet your branding needs and unlock the door to success. Have a booth in the expo hall? Add your booth number to the cards to drive traffic to your booth!

## Conference Connection Lounge

**\$1,500**

Our attendees are often busy from sun up to sun down and this lounge provides a comfortable place to relax, rejuvenate and connect with colleagues. This area will also allow attendees to re-charge phone, laptops and tablets at one of our many charging stations. Want to enhance the experience? Bring your twist, brand giveaways, and be part of it all.

## Targeted Tracks

**\$700**

By sponsoring a track you'll be able to focus your message to a targeted audience that is most relevant to your company. Take advantage of this extremely targeted marketing opportunity! Your sponsorship includes signage, a sponsor slide, and full page ad in session handouts.

- Hospice A or B - \$700
- Private Duty A or B - \$700
- Medicare Certified A or B - \$700
- Leadership - \$700

**BUNDLE ANY TWO TRACKS  
AND SAVE A TOTAL OF \$200**

**HAVE ANOTHER SPONSORSHIP IDEA THAT YOU DON'T SEE HERE?**

**CONTACT JESSICA ROENSPIE AT 916-641-5795, EXT. 117 OR JROENSPIE@CAHSAH.ORG**

# CONFERENCE ADVERTISEMENTS

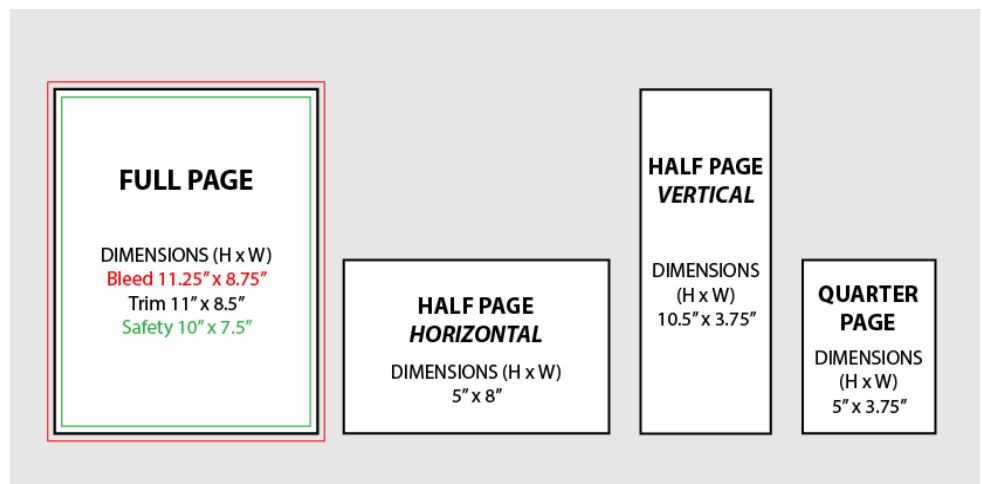
## PRELIMINARY PROGRAM GUIDE ADVERTISING SPACE

The Preliminary Program Guide is mailed out to over 1,800 potential conference attendees. It contains in-depth information about speakers, educational sessions, and the exhibit show. It is the prime source for reaching a vast group of Home Health, Hospice, and Private Duty professionals.



FULL COLOR PRINT  
8.5" x 11" PORTRAIT

|                               |                          |
|-------------------------------|--------------------------|
| Back Inside Cover (Full Page) | \$900 (1 spot available) |
| Full Page                     | \$700                    |
| Half Page                     | \$450                    |
| Quarter Page                  | \$300                    |



Preliminary Program Guide Ad Space Dimensions

### **Payment and artwork submission deadline**

Both artwork and payment must be submitted on or before **January 15, 2018**.

### **Artwork submissions**

Color artwork must be 300 dpi JPEG, TIFF, or EPS, or a press resolution PDF. All advertisements must be paid in full prior to submission. For artwork dimensions, please see graphic above. Questions about artwork or dimensions? Contact CAHSAH at (916) 641-5795 ext. 127 or [communications@cahsah.org](mailto:communications@cahsah.org).

# CONFERENCE ADVERTISEMENTS

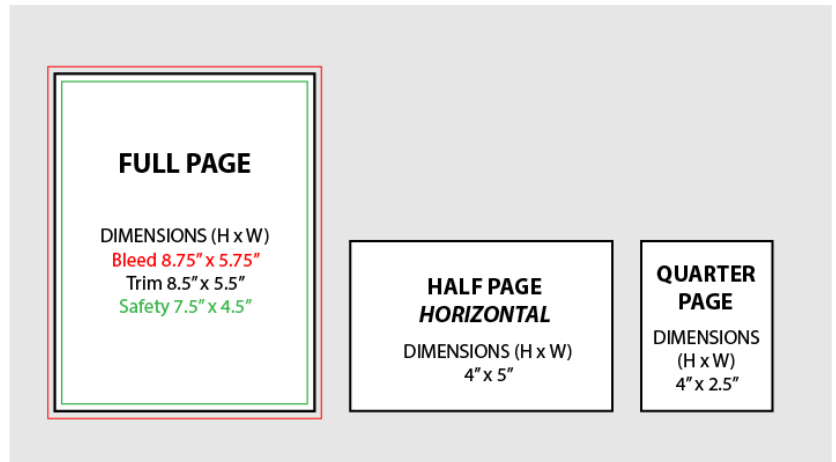
## ON-SITE PROGRAM GUIDE ADVERTISING SPACE

The On-Site Program Guide is handed out to all conference attendees on-site, and contains in-depth information about speakers, educational programs, and the exhibit show. It is the number one source for reaching decision makers attending the conference.

|             |   |                                |
|-------------|---|--------------------------------|
| <b>SOLD</b> | Inside Front Cover (Full page in color)           | \$450 (1 available)            |
|             | <del>Inside Back Cover (Full page in color)</del> | <del>\$450 (1 available)</del> |
|             | Full Page (Black and white)                       | \$350                          |
|             | Half Page (Black and white)                       | \$225                          |
|             | Quarter Page (Black and white)                    | \$150                          |



B & W PRINT WITH  
COLOR COVERS  
5.5" x 8.5" PORTRAIT



On-Site Program Guide Ad Space Dimensions

### Payment and artwork submission deadline

Both artwork and payment must be submitted on or before **April 15, 2018**.

### Artwork submissions

Color artwork must be 300 dpi JPEG, TIFF, or EPS, or a press resolution PDF. All advertisements must be paid in full prior to submission. For artwork dimensions, please see graphic above. Questions about artwork or dimensions? Contact CAHSAH at (916) 641-5795 ext. 127 or [communications@cahsah.org](mailto:communications@cahsah.org).



# SPONSORSHIP & ADVERTISING ORDER FORM

## 2018 ANNUAL CONFERENCE & EXPO

| Sponsorship Item     | \$ Price |          |
|----------------------|----------|----------|
| 1.                   |          |          |
| 2.                   |          |          |
| 3.                   |          |          |
| 4.                   |          |          |
| Sponsorship subtotal |          | \$ _____ |

| Advertising Item     | \$ Price |          |
|----------------------|----------|----------|
| 1.                   |          |          |
| 2.                   |          |          |
| Advertising subtotal |          | \$ _____ |

**Grand total**      \$ \_\_\_\_\_


**CANCELLATION POLICY:** Should a sponsor/advertiser need to cancel their purchase, written notice of the cancellation is required. A cancellation causes substantial disruption in the planning and execution of the conference. A 50% administrative fee will be withheld from those who cancel on or before February 27, 2018. Those who cancel after February 27, 2018, will forfeit all fees and the right to the item/ad that was selected.

### PAYMENT INFORMATION

\_\_\_\_\_  
Company Name

\_\_ Check # \_\_\_\_\_ (Make check payable to CAHSAH)

\_\_\_\_\_  
Address

\_\_ Charge               

\_\_\_\_\_  
Company Phone                      Fax

\_\_\_\_\_  
Credit Card Number

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
CC Exp. Date                                      CC Billing Zip

\_\_\_\_\_  
Email

\_\_\_\_\_  
Direct Phone Number

Return completed form to Jessica Roenspie, Meeting & Event Planner  
Email: [jroenspie@cahsah.org](mailto:jroenspie@cahsah.org) | Fax: 916-641-5881  
Questions? 916-641-5795, ext. 117