



# 2010 Package Sponsorship Benefits

## Early Registration = More Value & Exposure

If your business is planning to sign up for one of the three package sponsorship levels (Platinum, Gold, or Silver) for 2010 you are encouraged to do so **before January 15th**. By registering before this date you are still guaranteed an inside page directory ad space (*included in Platinum & Gold packages only*), unfortunately after this date directory ad space will no longer be offered as a benefit of the package.

There is no better way to connect with your key customers in the long-term care community than by partnering in OHCA events! The Oregon Health Care Association makes up the largest statewide professional trade association. To help you make more business connections & maximize your marketing budget, we have assembled THREE powerful levels of sponsorship!

Packaged exhibit space and advertising can be registered for with one transaction, saving you time and money. Purchasing a sponsorship package will enable you to budget for the entire year all at once rather than trying to fit in another exhibit opportunity after your advertising and exhibit budget has been exhausted. You can also choose to add to your package with extra event sponsorships explained in the [2010 Sponsorship Guide](#).

## Benefits of Being a Package Sponsor with OHCA

All of the following benefits are included with each package level of sponsorship (Platinum, Gold, and Silver) offering you tremendous value for your marketing investment. All of the following benefits a la carte would cost you nearly **\$1,500 in sponsorship value** - save money and receive more exposure by registering for a package.

### Annual Convention Benefits & Exposure

- Exhibit Space (standard space is 8'x10') (*value varies between packages*)
- Recognition in Convention marketing materials & signage at the event (*added benefit*)
- Receive pre & post event attendee mailing lists to use for event marketing/follow-up (*added benefit*)
- Inclusion in trade show activity to facilitate attendee traffic (*\$500 value*)
- Two complimentary tickets for your company employees into the Fun Night activity (*just under \$100 in value*)
- Discounted opportunity to submit a flyer for event registration packets (*\$150 value*)
- First right of refusal for scheduled prize announcements during trade show (*added benefit*)

### Spring Expo Benefits & Exposure

- Exhibit Space (standard space is 8'x10') (*value varies between packages*)
- Recognition in Spring Expo marketing materials & signage at the event (*added benefit*)
- Receive pre & post event attendee mailing lists to use for event marketing/follow-up (*added benefit*)
- Inclusion in trade show activity to facilitate attendee traffic (*\$500 value*)
- Two complimentary tickets for your company employees into the Fun Night activity (*just under \$100 in value*)
- Discounted opportunity to submit a flyer for event registration packets (*\$150 value*)
- First right of refusal for scheduled prize announcements during trade show (*added benefit*)

### Additional Exposure Benefits (*added benefits*)

- Company listings in OHCA's online virtual conference
- Sponsorship of one edition of the monthly OHCA "Heartbeat" newsletter

## PLATINUM Package *Limited To The First Non-Competing OHCA Members*

In addition to the general package benefits listed above, the PLATINUM level also includes:

### A. Annual Convention Benefits (*up to \$1,300 value*)

- First Right of Refusal to register for any of the Premium Booth Spaces available at this event
- Option for purchasing a 2<sup>nd</sup> Convention booth at a discounted rate of \$1,000

### B. Spring Expo Benefits (*up to \$1,200 value*)

- First Right of Refusal to register for any of the Premium Booth Spaces available at this event

**C. Advertisement in the 2010 OHCA Directory** (up to \$1,550 value) (current sponsors can choose to hold last year's ad space)

- Black & White Tab ad placement for first 20 Platinum sponsors registered by November 2, 2009 (inside page guaranteed through January 15, 2010)
  - Upgrade your Tab ad to 4-color for \$750
- Opportunity to upgrade to a premium cover ad space in the directory
  - Inside Front Cover - upgrade to this 4-color cover ad for \$950
  - Inside Back Cover - upgrade to this 4-color cover ad for \$950
  - Back Cover - upgrade to this 4-color cover ad for \$1,050

**D. OHCA Board of Directors Planning Retreat Sponsorship** - July 14 - 16, 2010 (\$1,000 value)

The Annual Board of Directors Planning Retreat is an EXCLUSIVE event limited to Platinum Package sponsors. The Oregon Health Care Association Board of Directors includes 16 multi-national corporation owners, CEOs, CFOs, managers, administrators, nurses; both not-for-profit and proprietary provider members. In sponsoring this event up to 2 representatives from each Platinum Sponsor company will be invited to attend the 2 ½ day event which includes:

- Dinner, evening social events with the Board, and 2-3 minute exclusive self-introduction during sponsor luncheon!

**E. Additional Benefits**

- Be included in scrolling banner on OHCA's home page with a web link (60,000+ views a year) (\$1,500 value)
- Opportunity to register for 2010 sponsorship selections before any other package registrations become available.

**Platinum Package Price: \$4,500 (Available to Members Only)** (Total Savings of \$3,550)

Platinum Packages are available on a first-come-first-serve basis and will not be reserved without at least 1/2 of total payment processed online. If registration is completed by one of your direct competitors first, you WILL NOT be able to register for this package.

## GOLD Package

In addition to the general package benefits listed on page 4, the GOLD level also includes:

**A. Annual Convention Benefits** (up to \$1,300 value)

- Choice of any Premium Booth Space available
- Option for purchasing a 2<sup>nd</sup> premium Convention booth at a discounted rate of \$1,000

**B. Spring Expo Benefits** (up to \$1,200 value)

- Choice of any Premium Booth Space available

**C. Advertisement in the 2010 OHCA Directory** (\$1,450 value)

- Black & White Inside Page Advertisement in the 2010 OHCA Directory (guaranteed through January 15, 2010)

**Member Price:** \$2,900 (Total Member Savings of \$2,550)      **Non-Member Price:** \$5,800

## SILVER Package

Take advantage of all the general package benefits listed on page 4 by registering at the SILVER level as well as:

**A. Annual Convention** (up to \$950 value)

- Choice of any Three Star or Two Star Booth available

**B. Spring Expo** (up to \$950 value)

- Choice of any Three Star or Two Star Booth available

**Member Price:** \$1,900 (Total Member Savings of \$1,500)      **Non-Member Price:** \$3,800

**At least 1/2 payment for all packages must be submitted online at time of registration.**

View the 2010 Sponsorship Guide for full details on the opportunities available

[www.ohca.com/sponsorship\\_packages.htm](http://www.ohca.com/sponsorship_packages.htm)