

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

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 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

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 *(current sponsors can choose to hold last year's space)*
- Option for purchasing a 2nd 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 *(current sponsors can choose to hold last year's space)*

C. Advertisement in the 2009 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 1, 2008 *(inside page guaranteed through January 16, 2009)*
 - 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 15 - 17, 2009 *(\$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 2009 sponsorship selections before any other package registrations become available and first right of refusal opportunity for the following year's registration.

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

Platinum Plans are 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 2nd 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 2009 OHCA Directory *(\$1,450 value)*

- Black & White Inside Page Advertisement in the 2009 OHCA Directory *(guaranteed through January 16, 2009)*

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**

Get The Most Value Out Of A Package By REGISTERING EARLY!

View the 2009 Sponsorship Guide for full details on the opportunities available

http://www.ohca.com/sponsorship_packages.htm