



Help Your Business Grow by Adding Extra Event Sponsorships to Your 2008 Marketing Year

Hotel Key Card Sponsorship: **CONVENTION ONLY** - Sponsoring a guest room key card is a unique opportunity to have overnight guests carry around the message you are trying to send. Each time a guest uses their key, your logo will be the one they see. You may also submit an 8.5" x11" marketing flyer to be included in the registration packets. *(Commitment needed at least 8 weeks prior to event)*

Canvas Bag Sponsorship: Attendees at each conference receive a quality tote bag with the event logo on it to carry all materials they receive during the Convention experience. Sponsors of the canvas bag will have their company logo prominently displayed on the side of the canvas bag.

Awards Lunch Sponsorship: **CONVENTION ONLY** - The Awards Lunch is a time when OHCA recognizes specific individuals working in the long term care profession for their efforts in providing quality care. Sponsors of this lunch event will have their logos featured in marketing materials addressing this event and will also receive signage at the event. Awards Lunch sponsors will have a chance to give a 30 second introduction of the award presenter OR be given verbal recognition.

Keynote Speaker Sponsorship: The Keynote presentation is given during the mornings of the first and second day of the conference. The Keynote speaker addresses the entire attendee audience. Sponsoring company's logo will be included in marketing materials and at the event, sponsors have a chance to give a 30 second introduction of the keynote speaker OR be given verbal recognition.

Fun Night Event Sponsorship: Fun Night is the most well attended special activity at our events! The Fun Night events feature dinner, dancing, casino, and a taste of the theme for the event. Sponsoring company's logo will be displayed on marketing materials referencing Fun Night, including the conference brochure. Sponsoring company's logo will also be displayed on tables during the Fun Night event.

Trip Sponsor: **CONVENTION ONLY** - For the third year, OHCA is trying to coordinate a trip to give-away to a lucky member at our Convention. Sponsor is recognized in marketing materials, on a dedicated "win a trip" page on the Convention section of the website, as well as verbal recognition at the event

Snack Break Sponsorship: There are 15 minute intermissions between breakout sessions at the conferences. During sponsored breaks, coffee, cookies and other refreshments are offered to the attendees. Snack break sponsors receive signage during the break they sponsor, as well as verbal recognition.



Extra Event Sponsorships Continued...

Lunch Buffet Sponsorship: Sponsors of this lunch which will be served during the trade show, will have their company featured in marketing materials and will also receive signage at the event. Lunch sponsors will have a chance to give a 30 second introduction or be given verbal recognition during the lunch.

Board Pass Sponsorship: Sponsor the board meeting at either of our conferences in order to get exposure in front of important decision-makers in long term care! Sponsoring company's logo will be included in marketing materials going out to the board as well as receive signage at the meeting. Submit an 8.5" x 11" flyer to be included in the Board Packets!

Education Train Sponsorship: One of the main focuses of OHCA conferences is education and professional development for long-term care staff. All conferences feature concurrent breakout sessions on topics for the entire long-term care continuum. Sponsoring company's logo will be included in marketing materials that address their respective breakout session and on signage at the breakout session.

Traffic Builder Sponsorship: **Exhibitors Only** During the trade show at each conference, attendees will be given "game cards" and they must visit every participating sponsor's booth to receive clues in order to win prizes. This is an easy way to ensure that conference attendees visit your booth!

Convention T-shirts: **CONVENTION ONLY** - The Convention committee as well as some of the OHCA staff wear event shirts at Convention in order to help be more visible to attendees who have questions. Sponsors will have their logo prominently displayed on the event shirts along with the event logo.

Lanyard/Neck Cord Sponsorship: Sponsor will provide the lanyards that each attendee will receive as they check-in at the event. Attendees have been known to use these lanyards well after the event to display their work name badges.



Appreciates Your Support & Involvement
Which Help Make Our Events
A BIG Success!

THANK YOU!