



Fiesta Time

2009 Spring Expo

March 9 & 10, 2009

Hilton - Eugene, OR

A La Carte Options

OHCA offers opportunities "A La Carte" for those companies who wish to take things one conference or one sponsorship at a time. This option allows opportunities for business with marketing budgets both big & small to participate and get exposure through OHCA's Spring Expo event.

Spring Expo Exhibit Opportunities

*booth prices are ranked according to their location on the tradeshow floor (closer to entrances, higher traffic areas are ranked higher)

<i>Booth Type</i>	<i>Member</i>	<i>Non Member</i>
Five Star	\$1200	\$2400
Four Star	\$1000	\$2000
Three Star	\$800	\$1600
Two Star	\$500	\$1000

Extra Event Sponsorships *(Available for current OHCA members only)*

In addition to exhibiting, our conferences have many other opportunities to get your company name and logo in front of our membership! Build your conference experience by including extra sponsorships to gain further exposure. If you are registering for a package to take advantage of the savings, you can simply add on any of the following extra event sponsorships and register for them at the same time as your package - they are also available through "a la carte" registration.

"Green" Conference Sponsor: Every registered attendee at OHCA's Conferences receive registration materials which include event information, schedule, education handouts, etc. In an effort to conserve resources OHCA is encouraging attendees to receive their materials in an electronic format rather than a hard copy binder. As the sponsor of the event materials your business' logo will be featured on the jump drive for all attendees who choose to receive their materials electronically. For those that prefer hard copy, your business will be recognized on the back cover of the event binder and you will also have the opportunity to submit a flyer to be included in the materials. Your support through this sponsorship helps us do our part to be more environmentally conscious.

\$3600 *One Sponsorship*

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.

\$1000 *Two Sponsorships*

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 will be recognized in marketing materials, on OHCA's website, through signage at the event, as well as in registrant packets. At the event, sponsors have a chance to give a 30 second introduction of the keynote speaker OR be given verbal recognition.

\$900 *Three Sponsorships*

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 will be recognized in marketing materials, on OHCA's website, through signage at the event, as well as in registrant packets. Sponsoring company's logo will also be displayed on tables during the Fun Night event.

\$800 *Four Sponsorships*

AV/Technology Sponsor: In order to provide the highest quality of educational presentations at OHCA's conferences there are specific AV/technology needs that are coordinated. As the sponsor for the AV at the event your company will be recognized in marketing materials, through signage in the breakout session rooms, as well as in registrant packets for sponsoring these technology resources.

\$1000 *Five Sponsorships*

Snack Break Sponsorship: There are 15 minute intermissions between breakout sessions at the Convention. During sponsored breaks, coffee, cookies, and other refreshments are offered to the attendees. Snack break sponsors receive signage during the snack breaks as well as being recognized in marketing materials and in registrant packets.

\$600 *Four Sponsorships*

Lunch Buffet Sponsorship: Sponsors of this lunch which will be served during the Tradeshow, 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.

\$500 *Four Sponsorships*

Board Meeting Sponsorship: Sponsor the board meeting at one of OHCA's 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 that go directly to board members as well as receive signage at the meeting. Submit an 8.5" x 11" flyer to be included in Board Packets!

\$500 *Two Sponsorships*

Traffic Builder Sponsorship: **Exhibitors Only** During the Tradeshow 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 and fun way to ensure that conference attendees visit your booth!

\$250 *Ten Sponsorships*

Education Sponsorship: One of the main focuses of OHCA conferences is education and professional development for long-term care staff. Once the specific breakout session details are published, sponsors are able to choose the specific session they'd like to sponsor (based on topic or audience). Sponsoring company will be recognized in event marketing materials that address their respective breakout session.

\$250 *Multiple*

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.

In Kind *One Sponsorship*

Have Another Idea?

We are happy to offer the above sponsorship opportunities as ways to help you get further exposure at OHCA events. However, we're also open to suggestions. If you have ideas of ways you'd like to get involved that we do not have listed in our sponsorship guide, we'd love to hear about them!

For more information, contact Jill Bilka, Director of Marketing & Communications
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