



2010 IHCA Annual Convention & Trade Show Advertisement and Sponsorship Opportunities

IHCA offers exhibitors a myriad of opportunities to expand their exposure during its Annual Convention and Trade Show. These high-visibility sponsorships and advertising options will increase exposure and enhance attention to exhibitor booth space.

Advertisements

Advertisements for the program book are a great way to get your information in Decision Makers' hands throughout the year. Many facilities retain copies of their convention program, for the exhibitor information it contains.

The 2010 IHCA 60th Annual Convention and Trade Show Program Book prices are as follows:

Ad Type	Member Rate	Non-member Rate
Cover (3 available)	\$1,000	\$2,000
Full Page Ad	\$600	\$1,000
½ Page Ad	\$500	\$700
Stuffer	\$600	\$1,000

Sponsorship Opportunities

All IHCA Convention and Trade Show sponsorships allow visibility in association print media and highly visible signage and/or verbal recognition at the event, depending on the sponsorship.

Keynote Sponsorships

The most visible sponsorships at the IHCA 60th Annual Convention and Trade Show are the Keynote Sponsors. These events draw very large audiences and publicity of the sponsors is a top priority. Signage outside of the event as well as your name and logo in the IHCA's/HCCI's publications, ensure high visibility for the sponsors.

Opening Session Keynote 2 sponsors @ \$8,500 each



Meal/Event Sponsorships

Tribute Awards Dinner

Every year, IHCA honors its member facilities' employees, volunteers and an associate member of the year at an awards banquet. This event, with 450 attendees in 2009, ensures high visibility to Decision Makers. Facility owners and administrators attend to honor their nominated staff and winners. All Tribute Dinner Sponsors are recognized in the awards ceremony program with their logo, as well as in the IHCA's/HCCI's publications. Signage will be placed for the Emcee and Dinner Sponsors. The program sponsor will receive their logo and contact information on the Tribute Program.

Tribute Dinner Emcee	\$5,000
Tribute Dinner Meal	1 sponsor @ \$14,000, or multiple sponsors @ \$2,500 or greater each
Tribute Awards	\$2,000
Tribute Program	\$500
Tribute Decorations	\$2,500

Ovations Nursing Breakfast

The Ovations Breakfast is the venue for the Annual Nursing Awards ceremony. With 350 people attending, most of which are nurses, this is a great opportunity to reach a targeted audience. The keynote sponsor can introduce the speaker during the breakfast and, if possible, have the speaker in their booth during the Wednesday Trade Show. All Ovations sponsors can place literature and/or giveaways at the place settings for attendees and will receive recognition in the IHCA's/HCCI's publications, and on-site signage.

Ovations Keynote Speaker	1 sponsor @ \$8,000
Ovations Meal	1 sponsor @ \$3,500
Ovations Awards	\$500
Ovations Decorations	\$1,000

Hospitality Hop

This event, which debuted in 2008, has been a great success. This is the premier social event for the week of convention and is a great business and social opportunity. A limited number of sponsored Hospitality Hop stops at

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each hotel are allowed. Sponsors will get a room to decorate and host their themed food or beverage event. Signage outside of the rooms and in the hotels will get your company noticed. IHCA will work with all sponsors on their themes to ensure there is no duplication and ensure a balance of offerings at both hotels when we assign your room.

Hospitality Hop \$600 each

Grand Prize Drawing

In 2009, IHCA launched another event that attendees raved about. This event randomly awarded prizes to all facility registrants through a drawing that included a significant number of winners of entries into the grand prize drawing. The key is that everyone has a chance to win and everyone won something. The grand prize was a \$1,500 travel voucher. Prize sponsors can sponsor the grand prize, a prize with a value of \$100 or more, or the band for the event. Sponsors will receive table tent recognition as well as their information on/with the donated prize and recognition in IHCA publications.

Grand Prize Drawing GRAND PRIZE \$1,500
Grand Prize Drawing Prizes Any amount over \$100/prize
Band \$2,500

Refreshment Breaks

Breaks and lunches are high-visibility sponsorship opportunities to get your name in front of all attendees. Signage at the break stations with your logo and information will be provided.

Morning Refreshment Break – Tuesday \$1,500
Morning Refreshment Break – Wednesday \$1,500
Morning Refreshment Break – Thursday \$1,500
Afternoon Refreshment Break – Tuesday \$1,500
Afternoon Refreshment Break – Wednesday \$1,500
Afternoon Refreshment Break – Thursday \$1,500

Lunches in Trade Show

Lunches in the trade show feed around 1,700 people both days. Signage in the show floor hospitality areas with the meals, as well as recognition in the Convention Program Book and in IHCA's/HCCI's publications will honor the company(ies) that sponsor the lunches.

Lunch Tuesday 1 sponsor @ \$25,000, or multiple \$5,000 sponsors
Lunch Wednesday 1 sponsor @ \$25,000, or multiple \$5,000 sponsors

General Sponsorships

Tote Bags

Every attendee receives a tote bag with their registration kit. These bags are regularly seen being used by attendees at other IHCA events and are carried throughout the year. If a company commits by mid-December, their logo can appear on the bag as well as recognition in the registration kit, Convention Program Book and IHCA's/HCCI's publications.

2,300 Tote Bags \$7,500

Lanyards

Lanyards for the name badges can include the sponsor's name. The sponsor will receive recognition in the Convention Program Book and IHCA publications.

2,300 Lanyards \$2,000 (estimated)

Hotel Key Cards

Everyone that stays at the Hotel Peré Marquette and Holiday Inn City Centre can have a room key card with your logo/corporate information on it. The key card sponsorship is a \$500 sponsorship plus the cost of printing the cards.

Printing Sponsorships

Preliminary Program Brochure Printing

Every facility in Illinois receives our Preliminary Program Brochure highlighting registration and special events. This is an exclusive sponsorship and your company will receive recognition in the brochure mailer and the online Preliminary Program.

Preliminary Program Brochure printing \$2,500

Pocket Program Book

A third major hit at the 2008 IHCA Convention and Trade Show was the introduction of a pocket schedule. Instead of carrying the entire program to every session, attendees enjoyed carrying this handy pocket schedule. One sponsor can have their information on the back cover. IHCA will also make certain you get recognition in the Convention Program Book and IHCA's/HCCI's publications.

Pocket Program printing \$1,200

