

Premier Sponsors (\$5,000+) will receive

- Sponsor recognition on all convention materials and IHCA-ICAL website
- Full page advertisement in convention program & guide
- Professional signage at the event your organization sponsors
- Opportunity to address audience for the event being sponsored
- 2 free tickets to Convention Kickoff Party OR IHCA-ICAL Awards Lunch
- Marketing Materials distributed to all attendees of the event

Trade Show Luncheon (\$5,000 each) - We are seeking **3 co-sponsors** for this event.

Convention Kickoff Party (\$5,000) - At the request of Associate Members/Exhibitors who attended the 2009 business meeting, we are going to hold a Convention Kickoff Party the first night of convention. During this reception, we would like to be able to provide food, drinks, fun entertainment, and opportunities for networking. The sponsor of this event will need to be available to play a key role in planning and carrying out this event. If several organizations would like to co-sponsor this event, IHCA-ICAL will help coordinate efforts to ensure we have a great event!

IHCA-ICAL Awards Luncheon & Board Installation (\$7,500) - This is one of the most highly anticipated convention events! During this special luncheon, IHCA-ICAL Award Winners, CNA/Caregivers of the Year, and Schoonover Award winners are honored; the new board of IHCA-ICAL is also installed during this luncheon.

Principal Sponsors (\$1,500-\$3,000) will receive

- Sponsor recognition on all convention materials and IHCA-ICAL website
- ½ page advertisement in convention program & guide
- Professional signage at the event your organization sponsors
- 1 free ticket to VIP Convention Kickoff OR IHCA-ICAL Awards Lunch
- Marketing Materials distributed to all attendees of the event

Registration Area/Coffee (\$1,500) - We are seeking 3 sponsors to cover the cost of purchasing coffee through the convention center, each morning of convention. This is an opportunity to make convention attendees very happy! Beyond Level II benefits, this sponsor will be allowed to hang a large banner on the wall behind the registration/check-in area (the banner will remain hung through the entire convention). AND your organization will have the opportunity to set up a display near the concession stand where coffee will be offered to attendees free of charge each morning of convention (approximate time for coffee service – 7:30am-10:30am).

Opening Keynote Speaker (\$2,500) - The sponsor of the opening keynote will have the opportunity to get up in front of the largest crowd that gathers at the annual convention! The sponsor will work with IHCA-ICAL to come up with fun and creative ideas to draw folks to your trade show booth and will also have the opportunity to introduce the keynote speaker.

CNA/Caregiver Day (\$2,500) - This is a very special track at convention designed specifically for CNAs & Caregivers. This sponsorship helps pay speaker fees, and off-set the cost of lunch for CNA/Caregiver of the Year honorees. This sponsor will also help award CNA/Caregiver of the Year honorees.

Convention Bags (\$3,000) - Because of a sponsorship in 2009, IHCA-ICAL was able to give all convention attendees bags to keep all their convention goodies in. The logo of the sponsors was imprinted on the bag; the sponsors were also responsible for selecting the bag style & color through a vendor chosen by IHCA-ICAL.

Please see reverse side for additional sponsorship opportunities!



Contributing Sponsors (\$500-\$1,000) will receive

- Sponsor recognition on all convention materials and IHCA-ICAL website
- Professional signage at the event your organization sponsors
- Opportunity to address audience for the event being sponsored
- Marketing Materials distributed to all attendees of the event

Trade Show Cash Giveaway (\$500) – We are seeking **3 cash donations in the amount of \$500 each**. As a sponsor of the cash giveaway, individual winners will be directed to your trade show booth to collect their winnings. Winners will be determined at random through the convention guide. Winners will be recognized in the following categories (per \$500 sponsor): 1 - \$100 winner, 2 - \$50 winners, and 15 - \$20 winners.

Medical Directors Luncheon (\$1000) - This is a great chance for a representative from your organization to get in front of Skilled Nursing and Hospice Medical Directors during a working lunch.

Administrator Breakfast (\$1,000) - This is a great opportunity for any company wishing to get their name in front of administrators from nursing homes, assisted livings, intermediate care facilities, home health agencies, and hospice organizations.

If your organization is not in the position of offer a full sponsorship, we will work with you to co-sponsor an event. Please contact IHCA-ICAL to learn what opportunities are still available.

**Convention Program & Convention Guide Advertising
(Pricing Varies, please see information below)**

Each year, individuals working in Assisted Living (ALF), Skilled Nursing (SNF), Intermediate Care Facilities (ICF/MR), Home Health (HH) & Hospice (H) look forward to receiving their invitation to register and participate in the annual IHCA-ICAL Convention & Trade Show. As we have for the past 2 years, IHCA-ICAL will be partnering with the Idaho Association for Home Care and the Idaho End-of-Life Coalition to host the health care event of the year! At our 2009 convention, we had over 2,000 convention registrants! By purchasing ad space in the convention program, information about your organization will be sent to every ALF, SNF, ICF/MR, HH, & H in the State of Idaho. What GREAT exposure!!

Convention Program Advertisement Rates	
Full Page Color Ad (only 2 available – inside front & back covers)	\$800
Full Page Black & White Ad (limited to 6 advertisements!)	\$500
¾ Page Color Ad (only 1 available – outside back cover)	\$800
½ Page Black & White Ad (limited to 6 advertisements!)	\$150

Attendees rely on their convention guide to help them determine which classes they will attend and where they will find them. Your company could be highlighted in the Convention Guide this year!!

Convention Guide Advertisement Rates	
Full Page Color Ad (only 2 available – inside front cover & outside back cover)	\$800
Full Page Black & White Ad (limited to 6 advertisements!)	\$500
½ Page Black & White Ad (limited to 6 advertisements!)	\$150



**IHCA-ICAL 2010
Convention**

Sponsorship/Advertising Opportunities
July 19-21, 2010 at the Boise Centre

Name of Company/Vendor/Facility/Individual Sponsor

Address

City

State

Zip

Contact Name

Contact Telephone

Contact Email Address

Contact Fax

Sponsorship Opportunity:	Amount Needed	Total:
Trade Show Luncheon	\$5,000	
Convention Kickoff Party	\$5,000	
IHCA-ICAL Awards Luncheon	\$7,500	
Registration Area/Coffee	\$1,500	
Opening Keynote	\$2,500	
CNA/Caregiver Day	\$2,500	
Convention Bags	\$3,000	
Trade Show Cash Giveaway	\$500	
Medical Directors Luncheon	\$1,000	
Administrator Breakfast	\$1,000	
Convention Program – please circle your choice and write total in the next column.		
<div style="display: flex; justify-content: space-around;"> Full Page Color \$800 Full Page B&W \$500 ¾ Page Color \$800 ½ Page B&W \$150 </div>		
Convention Guide - please circle your choice and write total in the next column.		
<div style="display: flex; justify-content: space-around;"> Full Page Color \$800 Full Page B&W \$500 ½ Page B&W \$150 </div>		
GRAND TOTAL:		

Please check one: Check Enclosed Visa MasterCard

Account Number:

Expires: _____ / _____ (mm/yy)

Authorized Signature: _____

RETURN SPONSOR REGISTRATION AND PAYMENT:

IHCA-ICAL
1524 West Cayuse Creek Drive
Meridian, ID 83646

FAX TO: 208-342-6891