

Associate Membership Benefits

- Your company name, address, phone number and product/service will be furnished to all member facilities of IHCA-ICAL.
- Your company name, address, phone number and product/service will be included in future membership materials developed for facility members.
- You will receive quarterly updates (name, addresses, phone/fax numbers, administrator and DNS names) of all IHCA-ICAL members.
- You are welcome to attend all regional and state membership meetings of the Association.
- You are invited to participate on a number of appropriate Association committees.
- *At your request*, you will have access to our online newsletter, Idaho Update (please visit www.ihca-ical.org to sign up today). You will also receive all education announcements via email.
- You will be granted access to the "Members Only" section of the IHCA-ICAL website.
- You will have access to the Association staff and its resources in Idaho and other states affiliated with the long term care industry.
- You are invited to attend all educational programs at the member rate.
- You may register as an exhibitor at the annual IHCA-ICAL Convention and Tradeshow at special registration rates.
- You may register as an exhibitor at the IHCA-ICAL Winter, Spring, and/or Fall Workshop(s) at special registration rates.
- You will have the opportunity to sponsor programs for an exclusive audience of long term care providers and to be recognized for your contribution to the industry.
- Associate Members are encouraged to share in the creation of resources, articles, publications and education programs.
- The Association's logo will be available for your use.

LEVELS OF MEMBERSHIP:



Platinum Partner (\$3,000)

Includes: NEW PERK!! Exhibit space at all 3 workshops!* Convention tradeshow booth, Exclusive recognition of your company on the home page of our website, Newsletter advertising, IHCA Foundation Golf Tournament hole sponsor, Scrolling logo on IHCA-ICAL website, Partner Recognition on ALL workshop & convention marketing materials, and a listing of your company in our online membership directory. **Winter Workshop: February/Boise; Spring Workshop: April/E. Idaho; Fall Workshop: October/N. Idaho*

Gold Member (\$1,500)

Includes: Convention tradeshow booth, Reduced exhibit rates at IHCA-ICAL workshops, Newsletter advertising, Scrolling logo on IHCA-ICAL website, IHCA Foundation Golf Tournament hole sponsor, and a listing of your company in our online membership directory.

Associate Member (\$400)

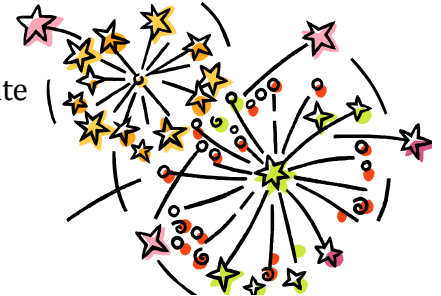
Includes: Reduced rates for convention tradeshow booth, Reduced rates to exhibit at IHCA-ICAL workshops, & a listing of your company in our online membership directory.

IHCA-ICAL 46th Annual Convention & Tradeshow
Igniting a Passion for Caring

Sponsorship Opportunities
July 31-August 2, 2012 at the Boise State University
Student Union Building & Stueckle Sky Center

Premier Sponsors (\$6,000+) 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
- Announced recognition at the event
- 2 free tickets to the Fun Night event and Awards Luncheon
- Marketing Materials distributed to all attendees of the event



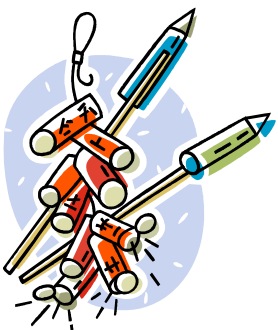
Convention Fun Night (\$6,000) –The Stueckle Sky Center has already been reserved for this magnificent event—the Fun Night is sure to be a hit again in 2012! Underwriting this event allows IHCA-ICAL to charge a minimal fee to attendees and allows everyone to enjoy an evening of great laughs, networking, and of course, great food, drinks and entertainment.

Principal Sponsors (\$3,000 - \$6,000) 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
- 2 free tickets to Fun Night event and Awards Luncheon
- Marketing Materials distributed to all attendees of the event

Closing Keynote Speaker & Awards Luncheon Underwriter (\$5,000) – The IHCA-ICAL Awards Luncheon is one of the most highly anticipated convention events! IHCA-ICAL Award Winners and Schoonover Award winners are honored, IHCA Foundation scholarships are presented, and the new board of IHCA-ICAL is also installed. New in 2012, our closing keynote speaker will also be connected to this event. We have selected Lon Kieffer as the Closing Keynote for convention. Mr. Kieffer's sponsoring organization will introduce him for each session he is presenting. This is great opportunity for some extra "face-time" with convention attendees and will be the very last event of the 3-day convention! When attendees leave, will your organization be on their mind because you were the last person they saw?

Opening Keynote Speaker (\$3,000) – Our opening keynote speaker will be Leigh Anne Jasheway, MPH, expert in stress management, and has been a stand-up comic for fifteen years! Ms. Jasheway's sponsor will have the opportunity to get up in front of the largest crowd that gathers at the annual convention—over 500 attendees in one room! The sponsor will work with IHCA-ICAL to come up with fun and creative ideas to draw folks to your tradeshow booth and will also have the opportunity to introduce the speaker.



Please see next page for additional sponsorship opportunities!

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July 31-August 2, 2012 at the Boise State University
Student Union Building & Stueckle Sky Center

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

- Sponsor recognition on all convention materials and IHCA-ICAL website
- ¼ page advertisement in convention program & guide
- Professional signage at the event your organization sponsors
- 2 free tickets to Fun Night event

VIP Tradeshow Reception (\$2,000) – The VIP Tradeshow Reception is only open to decision-makers in the facility/organization. As the sponsor of the reception, all of the appetizers and drinks served will be at your booth, increasing the traffic flow as well as your opportunities to network and make new contacts. This is an opportunity you can't afford to miss!

Fun Night Drink Tickets (\$1,500) – We would like to offer every Fun Night attendee 2 free drink tickets, but without a sponsor, this will not be possible. The sponsor of the drink tickets for the Fun Night will also be given tickets to handout during the VIP tradeshow and at the Fun Night. If you're looking to make some new friends, this sponsorship has got you covered!

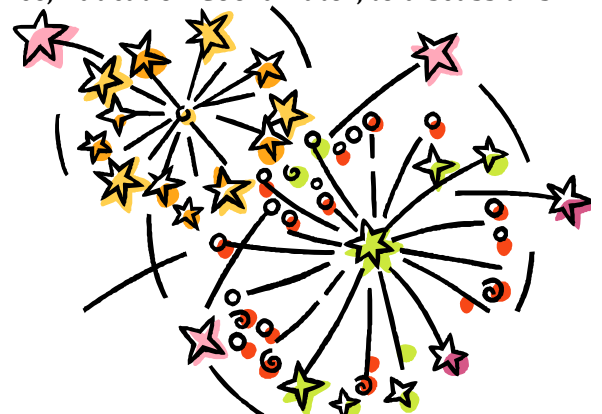
Friends of IHCA-ICAL (<\$1,500) will receive

- Sponsor recognition on all convention materials and IHCA-ICAL website
- Professional signage at the event your organization sponsors

IHCA-ICAL Awards Luncheon Table Sponsor (\$500) – Separate from underwriting the Awards Luncheon, we are seeking Table Sponsors. Sponsorship includes center piece signage for your organization and 1 reserved seat at your sponsored table. Don't hesitate on this sponsorship opportunity...if it's anything like 2011, this will sell out quickly!

IHCA-ICAL Awards Luncheon Table Reservation (\$1,000) – If you would like to reserve a table for 8 guests and also be recognized as the table sponsor, please sign up for this sponsorship opportunity.

Session Sponsor (\$500-\$1,500) – We are working on the convention agenda now. There are still several presentation slots that must be filled and will have some expense associated with them. We are seeking sponsors interested in participating in sessions for specific professions such as: ICF/ID, Licensed Nurses, and Activity Directors. Or, if you have access to a great speaker who can address tomorrow's hot topics, we would love to learn more about them. Please contact Jill Rice, Education Coordinator, to discuss this opportunity. Email: jill@ihca-ical.org; Phone: 208.343.9735.



2012 Tradeshow Layout

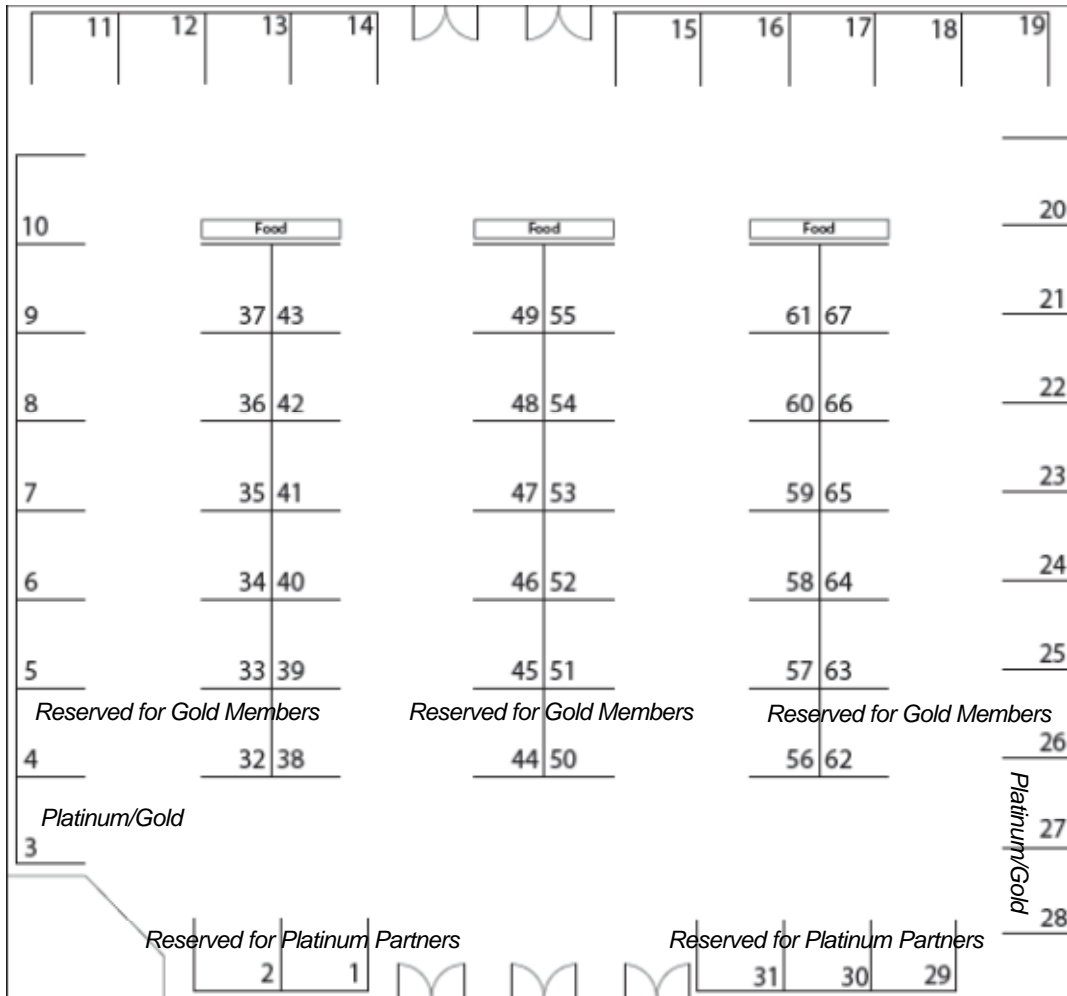
Tuesday, July 31st – VIP Tradeshow Reception, 3:00pm-4:45pm

Wednesday, August 1st – Associate Member/Exhibitor Business Meeting, 11:00am-11:30am;

Tradeshow Luncheon for attendees & exhibitors, 11:45am-1:30pm

IHCA-ICAL is pleased to announce that the 2012 Convention and Tradeshow will be held at the Boise State University Student Union Building

***Vehicles in Tradeshow:** We are unable to accommodate vehicles due to location on 2nd floor and space constraints.



ENTRANCE

Floor Plan & Booth Space:

All booths are 8' X 10' in dimension. Your booth space fees include: booth, skirting, 2 chairs, and a booth sign. Other perks of exhibiting include: access to convention educational sessions, electronic pre-registrant list sent at least 2 weeks before convention, a hardcopy attendee list at convention, and electronic final registrant list sent after convention. Our decorator this year is Design West Decorators. They will be responsible for setting up all of the pipe and drape and accommodating special requests such as additional power, floor pad, etc. We will send our exhibitor list with contact information to the decorator in advance. Design West Decorators will send you a letter at least 1 month in advance of the trade show with information for the cost of any additional needs you may have for your booth, and the exhibitor hall layout and booth #'s.

NOTE: Booths 1-2 & 29-31 are reserved for Platinum Partners (PP). Once PPs have made their booth selection, remaining booths will be released to Gold Members. Booths 3, 4, 32, 38, 44, 50, 56, 62, 26, 27, 28 are reserved for Gold Members (GM). Once GMs have made their booth selection, remaining booths will be released to Associate Members. Booth assignments are determined by order of receipt of completed registration form AND payment. First choice booth placement is given to Platinum Partners, followed by Gold Members.

CANCELATIONS & NO-SHOWS: Cancellations received in writing more than seven (7) business days prior to the event are subject to a \$50.00 processing fee. There will be no refund or credit granted for "no-shows" and canceled registrations within seven business days of the event.