



Sponsorship Opportunities
For the
The 14th Annual
DELAWARE HEALTHCARE
FORUM

Sponsored by the



Delaware Healthcare Association

and the



Healthcare Leadership Network of the Delaware Valley,
an independent chartered chapter of the
American College of Healthcare Executives

Thursday, October 14, 2010
at the
Sheraton Dover Hotel
Dover, Delaware



The Delaware Healthcare Association is extending an invitation to organizations and individuals interested in sponsoring the Delaware Healthcare Forum at the Sheraton Dover Hotel on October 14, 2010. Participating sponsors receive benefits designed to maximize their exposure to health care leaders during our annual educational and networking conference for hospital and health system executives. With your sponsorship, the Delaware Healthcare Association is able to provide education to our members on the issues of today at a reasonable cost.

The Delaware Healthcare Forum is expected to have over 100 health care leaders from throughout Delaware for our one day educational and networking conference.

This is your BEST opportunity to meet Delaware hospital and health system executives at one event. Your sponsorship also comes with opportunities to exhibit your products/services. These exhibits are limited and applications are accepted based on sponsorship level and date of receipt. Please review the packet and decide today which sponsorship level best fits your organization.

Registration materials must be returned no later than October 5, 2010.
Sponsorship opportunities are limited, so register today!

For more information, please contact Christine Pauley by phone at (302) 674-2853 or e-mail christinep@deha.org

WHY SPONSOR THE DELAWARE HEALTHCARE FORUM?

- The Delaware Healthcare Forum offers one-on-one networking opportunities with 100 Delaware health care leaders.
- With limited sponsorship opportunities, your exhibit tables will stand out and attendees will have ample time to visit with the exclusive group of exhibiting companies.
- Exhibitors may attend all educational sessions.
- Exhibitors will receive an attendee list for follow-up mailings.
- Continental Breakfast and refreshments are provided to all attendees and exhibitors.
- Exhibitors may attend the Network Luncheon.

Your sponsorship displays your commitment to Delaware's hospitals and health systems.

Tentative Exhibit Schedule:

Set-Up – Tuesday, October 14th
7:00 a.m. – 8:00 a.m.

Move-Out – Tuesday, October 14th
4:00 p.m. – 5:00 p.m.

Sponsorship Levels include:

- One 6-foot draped table with two chairs.
- Badge ribbon designation as "Sponsor."

Number of staff that can attend from sponsoring organization is based on sponsorship level. Policy will be strictly enforced.

SPONSORSHIP LEVELS



Networking Luncheon Exclusive Sponsor – immediately following ACHE Regent Awards - \$2,000

This level of support includes:

- Exclusive sponsorship of the Forum lunch provided to all attendees.
- Exhibit Space - Two staff from sponsoring organization may attend. Includes anyone attending that will staff your display table.
- DHA-member discount available for additional attendees.
- Acknowledgement of sponsorship on DHA Delaware Healthcare Forum Webpage with a link to your company's Website.
- Recognition of sponsorship during welcome address.
- Full page (7.5" wide x 10" long) black and white ad in program booklet – ***if ad is received in designated format by October 5, 2010.***

Company name displayed on sponsor signage and in program booklet.



Presentation Sponsor - \$1,000

- Exhibit Space - Two staff from sponsoring organization may attend. Includes anyone attending that will staff your display table.
- Acknowledgement of sponsorship on DHA Delaware Healthcare Forum Webpage with a link to your company's Website.
- Recognition of sponsorship during welcome address.
- One-half page (6" wide x 4" long) black and white ad in program booklet – ***if ad is received in designated format by October 5, 2010.***

Company name displayed on sponsor signage and in program booklet.



Friends of the Association - \$500

This level of support is being offered as an alternative to the above opportunities. This allows organizations to participate in the Leadership Summit as a supporter for general meeting assistance. It is an excellent way to introduce your company to DHA members. This sponsorship includes:

- Exhibit Space – One 6-foot table for appropriate table-top display.
- Two staff from sponsoring organization may attend. Includes anyone attending that will staff your display table. Additional attendees may *not* attend at this level of sponsorship.
- One-quarter page (3" wide x 4 " long) black and white ad in program booklet – ***if ad is received in designated format by October 5, 2010.***
- Acknowledgement of sponsorship in program booklet and on DHA Delaware Healthcare Forum webpage with a link to your company's Website.



SPONSOR DEADLINES - OCTOBER 5, 2010

- All registrations due with signed agreement and payment.
- Sponsors must provide an electronic copy of ad or descriptive paragraph by this date to ensure inclusion in conference program materials. Company name/logo used for signage at the Forum must also be received in JPG format by this deadline.

Website address/link must be provided by sponsor for link to be included on Delaware Healthcare Forum section of DHA Website.

Ad Requirements:

Ads will only be accepted as part of a sponsorship package and *cannot contain quantitative descriptions of products or services*. All ads must be submitted to DHA via electronic submission and are subject to DHA approval. Print-ready high resolution (300 dpi) PDF files are required. **PDF Requirements:**

- Be sure fonts are embedded when distilling.
- Use the print optimized setting to ensure highest quality.

If your PDF is not saved properly or if color is not assigned properly, your ad may not print as expected.

SPONSORSHIP TERMS AND CONDITIONS:

Sponsorship opportunities are accepted on a first-come first-served basis. Requests must be in written form with sponsor application form and payment in full. Requests and payment must be received by the Delaware Healthcare Association no later than **October 5, 2010**.

Exhibit table assignments are based on sponsorship level and sponsorship application receipt date. Only one company name is permitted per exhibit table.

In order to receive all of the entitlements listed, supporting organizations must provide the appropriate materials (electronic copy of their corporate logo, PDF file of ad, and Website address if applicable). If this information is not received by the deadlines indicated, supporting organizations waive their rights to those missed benefits. **The Delaware Healthcare Association is under no obligation to issue reminders.**

Cancellations must be received in writing. Cancellations are subject to a \$250.00 administration fee. **No refund of payment will be made after the October 5, 2010 deadline date.**

The Delaware Healthcare Association reserves the right to determine the appropriateness of supporting organizations. All sponsorship contributions are voluntary. Acceptance of a sponsor organization does not imply endorsement of the organizations' products or services in any way.

Sponsor organizations will honor the educational focus of the conference. Any business activity of an exhibiting organization is restricted to the display table area. Solicitation of business in educational sessions is strictly prohibited.

Signature of the attached sponsor application form indicates acceptance of these guidelines.

Sponsor Application Form
Delaware Healthcare Forum — October 14, 2010

Organization Name (as it should appear on all material)

Contact Name (for logistical purposes only)

Address/City/State/Zip Code

Office Phone

Cell Phone (for emergency contact only)

E-Mail Address

Company Website Address

Please select your sponsorship level:

_____ Presentation Speaker Sponsor - \$1,000

_____ Friend of the Association - \$500

We have read the Sponsorship Terms and Conditions and hereby agrees to the guidelines.

Sponsor Signature

Date

Staff Attending: Each sponsor may have two staff members attend and staff exhibit tables.

1. Name: _____

Title: _____

E-Mail: _____

2. Name: _____

Title: _____

E-Mail: _____

Networking Luncheon Exclusive Sponsor only may have additional attendees at DHA member rate.
Please see separate registration form enclosed for these additional attendees.

**Send the completed the Sponsorship Application
Form with a check made payable to:**

Delaware Healthcare Association
1280 S. Governors Avenue, Dover, DE 19904-4802

Sponsorship Application Forms must be received no later than Tuesday, October 5, 2010.

For more information, please contact the
Delaware Healthcare Association at (302) 674-2853.

**The 12th Annual
Delaware Healthcare Forum**

Tuesday, October 14, 2010 at the
Sheraton Dover Hotel

**VENDOR REGISTRATION FORM
FOR ADDITIONAL ATTENDEES OF**

Contact Name (for logistical purposes only)

Address/City/State/Zip Code

Office Phone

Cell Phone (for emergency contact only)

E-Mail Address

Contact information will be made available to all Forum attendees.

Copies of this form may be made for additional attendees.

Registration:

Registration fee per person:

DHA/ACHE member - \$ 65.00

(member price given to additional attendees of Networking Luncheon Sponsor ONLY)

**To register, complete the registration form
and mail with a check made payable to:**

Delaware Healthcare Association
1280 S. Governors Avenue, Dover, DE 19904-4802

Registration forms must be received no later than Tuesday, October 5, 2010.

For more information, please contact the Delaware Healthcare Association at (302) 674-2853.

Staff of member and associate member facilities is considered Delaware Healthcare Association members. A list of DHA members can be found at www.deha.org under "DHA" on the menu.