

MOVING FORWARD FOR A SOLID RELATIONSHIP WITH NEBRASKA'S LONG TERM CARE MARKET

NHCA—A Solid Future



2010 SPONSORSHIP GUIDE

Nebraska Health Care Association
Nebraska Assisted Living Association
Nebraska Health Care—Learning Center



www.nehca.org





Introduction to NHCA

Welcome to the 2010 Sponsorship Year

The Nebraska Health Care Association has put together this guide to help you plan your 2010 involvement with the Association. We understand that budgets can be tight and that knowing in advance the type of opportunities that are available can help you organize your time and resources. In choosing your sponsorships, remember: **The more visible you are to our membership, the more relationships you will build, which will create growth for your business.** We think you will find that sponsorships with the Nebraska Health Care Association will allow you to move forward with a solid relationship in Nebraska’s long term care market.

Founded in 1948, the Nebraska Health Care Association is the largest state-wide association representing Nebraska’s long term care facilities. NHCA proudly serves all types of nursing facility and assisted living providers. NHCA represents 14,851 licensed nursing home beds, and 7,329 licensed assisted living beds. We provide over 600 hours of continuing education each year for members and non-members alike.

The mission of the Nebraska Health Care Association is **Serving Those Who Serve.** We represent a diverse membership working together to ensure quality long term care services in Nebraska. Your involvement and support of NHCA and our mission makes an important contribution in maintaining our leadership role in the long term care profession in Nebraska. NHCA values your partnership and we look forward to the opportunity of having you and your company be a part of Nebraska’s long term care profession.

If you have questions, please contact Vicki Hancock, Marketing & Trade Show Coordinator at 402-435-3551 or vickih@nehca.org for more information. **If you do not see a sponsorship in this guide that meets the needs of your company, please contact us—we are more than willing to work with you to develop a sponsorship that meets your needs.**

Thank you! We look forward to working with you in 2010.

Sincerely,

The Staff of the Nebraska Health Care Association

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Program Sponsorship Opportunities



The following sponsorship packages give sponsors more exposure for their money and an opportunity to make a one-time financial commitment to NHCA/NALA. Packages will be sold on a first come basis, and the monies need to be received at the NHCA office before the sponsor will be promoted.

All Program Sponsors will receive, a value of \$1,475:

- Business Membership for 2010, \$350 value
- Listing on the NHCA/NALA Web site with a direct link to the sponsoring Company's Web site, \$300 value
- Special listing in the *NHCA/NALA Keeping You Connected* monthly Newsletter, \$525 value
- Listing on sponsor sign at Mid-Year and Annual Convention, \$300 value
- Opportunity to speak to attendees at education sessions/workshops they are sponsoring, and
- Company name, address, phone number, and Web site listed on handouts of education sessions/workshops they are sponsoring.

Platinum Level—\$7,500

The Platinum Level Sponsorship is valued at \$9,275 with an investment to the sponsor of **\$7,500** per year. In addition to the benefits listed above the following benefits are included in this level:

Mid-Year Convention—Sponsorship dollars allocated: \$2,575

- One Premiere Booth Fee: \$925, **or** two standard booths
- Divider page ad in Convention Book: \$150
- Sponsor of Exhibitor Mixer, **or** Banquet and Entertainment, **or** ~~Solid Speaker and Thursday Lunch-to-Go~~ **or** ~~Solid Speaker and Thursday Lunch-to-Go~~: \$1,500

Annual Convention—Sponsorship dollars allocated: \$2,975

- Junior Premiere Booth Fee: \$775, upgrade is possible, sponsor will pay the difference
- Divider page ad in Convention Book: \$200
- Sponsor ~~Solid Speaker and one education session~~ **or** Convention Package Give-away **or** Banquet and Entertainment **or** Exhibitor Mixer: \$2,000

A La Carte Education—Sponsorship dollars allocated: \$2,250

- Sponsor of one round of NHCA/NALA District Education: \$1,500
- Sponsor of free-standing NHCA **or** NALA multi-day **or** single day workshop: \$750-\$500





Program Sponsorship Opportunities

Gold Level—\$5,000

The Gold Level Sponsorship is valued at \$6,475 with an investment to the sponsor of **\$5,000** per year. Included in this level:

Mid-Year Convention—*Sponsorship dollars allocated: \$1,625*

- One Standard Booth Fee: \$550, upgrade is possible, sponsor will pay the difference
- Full page ad in Convention Book: \$75
- Sponsor one lunch, **or** breakfast, **or** brunch (choice of one); and one education session: \$1,000

Annual Convention—*Sponsorship dollars allocated: \$1,875*

- Junior Premiere Booth Fee: \$775, upgrade is possible, sponsor will pay the difference
- Full page ad in Convention Book: \$100
- Sponsor of a lunch **or** an education session (choice of two): \$1,000

A La Carte Education—*Sponsorship dollars allocated: \$1,500*

- Sponsor of one day of NHCA DON Training **or** one session of NALA Assisted Living Administrator Training: \$250-\$500
- Sponsor of free-standing NHCA **or** NALA multi-day **or** single day workshop: \$750-\$500
- Sponsor of one NHCA/NALA Webinar: \$250

Bronze Level—\$2,500

The Bronze Level Sponsorship is valued at \$3,687.50 with an investment to the sponsor of **\$2,500** per year. Included in this level:

Mid-Year Convention—*Sponsorship dollars allocated: \$825*

- Half-price Standard Booth Fee: \$275, upgrade is possible, sponsor will pay the difference
- Half page ad in Convention Book: \$50
- Sponsor of two breaks **or** one education session: \$500

Annual Convention—*Sponsorship dollars allocated: \$887.50*

- Half-price Standard Booth Fee: \$312.50, upgrade is possible, sponsor will pay the difference
- Half page ad in Convention Book: \$75.00
- Sponsor of two breaks **or** one education session: \$500

A La Carte Education—*Sponsorship dollars allocated: \$500*

- Sponsor of two days NHCA **or** NALA multi-day workshops: \$250 per day for a total of \$500



A La Carte Event Sponsorship Opportunities



In addition to the program sponsorships, NHCA offers sponsorship opportunities at its two conventions. Make the most of your marketing dollars by registering early for these special opportunities. The earlier you register the more exposure your company will receive.

NHCA/NALA Mid-Year Convention—April 27-29, 2010

Approximately 750 long term care professionals attend this three-day event held in Kearney, Nebraska. All event sponsors will receive:

- Company name in the Convention Flyer,
- Company name on the Mid-Year Convention Sponsor Sign, and
- Company name on the Event Sign.

Education Sessions: Multiple Sponsors, \$500 per session

A variety of education sessions are available for sponsorship during this three-day Convention. We will do our best to match you with a speaker/topic that will best target your product/service. In addition to the benefits listed above, sponsors will receive:

- Company name, address, telephone number, and Web site address on handout given to each participant;
- Opportunity to include pre-printed marketing brochure with handouts;
- Opportunity to have a table-top display in the education session room; and
- Verbal recognition at the beginning of the session.

Food and Beverage Breaks: Multiple Sponsors (4), \$300 per break or \$250 if sponsoring multiple breaks. In addition to the benefits listed above, sponsors will receive:

- Opportunity to provide pre-printed marketing brochures at break tables.

Refreshment Breaks: Multiple Sponsors (6), \$250 per break or \$200 if sponsoring multiple breaks. In addition to the benefits listed above, sponsors will receive:

- Opportunity to provide pre-printed marketing brochures at break tables.

Breakfast/Brunch/Lunch: Multiple Sponsors (5), \$600 per meal or \$500 if sponsoring multiple meals. In addition to the benefits listed above, sponsors will receive:

- Opportunity to provide pre-printed marketing brochures at tables.

Exhibitor Mixer: Single Sponsor, \$1,500

The Exhibitor Mixer is the social gathering of old and new friends within the long term care profession. The positive atmosphere of the Trade Show during these casual two hours gives your company a golden opportunity to have your company's name spotlighted on this first night gathering. In addition to the benefits listed above, sponsors will receive:

- Opportunity to provide pre-printed marketing brochures at tables, and
- Opportunity to meet and greet guests.

Additional Mid-Year Convention Sponsorships can be found on the following page.





A La Carte Event Sponsorship Opportunities

Banquet and Entertainment: Single or Multiple Sponsors, \$1,500 to sponsor the Banquet and Entertainment (**six complimentary tickets**), \$1,000 to sponsor the Banquet (**two complimentary tickets**), or \$750 to sponsor the Entertainment (**two complimentary tickets**). The premiere social event of the convention will occur Wednesday evening, April 28. Attendees will be treated to a spectacular evening of fine dining and entertainment. In addition to the benefits listed above, sponsors will receive:

- Verbal recognition for your company at the beginning of the banquet;
- Opportunity to provide pre-printed marketing brochures on each table; and
- Complimentary tickets to attend the banquet and greet guests.

Name Badges: Single Sponsor, \$750

Your company's name and logo will be printed on the front of all name badges during this three-day Convention. Sponsor will also have the opportunity to provide lanyards for the attendees.

Transportation: Multiple Sponsors, \$500 to co-sponsor the shuttle buses. In addition to the benefits listed above, sponsors will receive:

- Signage prominently displayed on the shuttle buses

NHCA/NALA Annual Convention—September 20-23, 2010

Approximately 900 long term care professionals attend this four-day event held in Lincoln, Nebraska. All event sponsors will receive:

- Company name in the Convention Flyer
- Company name on the Annual Convention Sponsor Sign
- Company name on the Event Sign

~~Solo Speaker—Single Sponsor, \$1,500~~

The opening of the 2010 Annual Convention. With approximately 500 attendees, sponsoring this session will put your company name in front of the attendees before the trade show officially opens in the afternoon. In addition to the benefits listed above you will also receive:

- Company name, address, telephone number, and Web site address on handout given to each participant;
- Opportunity to include pre-printed marketing brochure with handouts;
- Opportunity to have a table-top display in the education session room; and
- Verbal recognition at the beginning of the session.

Convention Registration Package Give-a-Way: Single Sponsor, \$2,000

Your company's logo will boldly be displayed on the give-a-way that is given to all attendees who register for the three-day convention package.

Additional Annual Convention Sponsorships can be found on the following page.



A La Carte Event Sponsorship Opportunities



Education Sessions: Multiple Sponsors, \$500 per session

A variety of education sessions are available for sponsorship during this four-day Convention. We will do our best to match you with a speaker/topic that will best target your product/service. In addition to the benefits listed above, sponsors will receive:

- Company name, address, telephone number, and Web site address on handout given to each participant;
- Opportunity to include pre-printed marketing brochures with handouts;
- Opportunity to have a table-top display in the education session room; and
- Verbal recognition at the beginning of the session.

Morning Coffee and Roll Breaks: Multiple Sponsors (5), \$300 per break or \$250 if sponsoring multiple breaks. In addition to the benefits listed above, sponsors will receive:

- Opportunity to provide pre-printed marketing brochures at break tables.

Refreshment Breaks: Multiple Sponsors (6), \$250 per break or \$200 if sponsoring multiple breaks. In addition to the benefits listed above, sponsors will receive:

- Opportunity to provide pre-printed marketing brochures at break tables.

Lunches: Multiple Sponsors (5), \$600 per meal or \$500 if sponsoring multiple meals. In addition to the benefits listed above, sponsors will receive:

- Opportunity to provide pre-printed marketing brochures at each tables.

Exhibitor Mixer: Multiple Sponsors, \$2,000

The Exhibitor Mixer will be the opening of the 2010 Annual Trade Show. The positive atmosphere of the Trade Show during these casual two hours gives your company a golden opportunity to have your company's name spotlighted on this first night gathering. In addition to the benefits listed above, sponsors will receive:

- Opportunity to provide pre-printed marketing brochures at each tables;
- Opportunity to meet and greet guests.

Banquet and Entertainment: Single or Multiple Sponsors, \$2,000 to sponsor the Banquet and Entertainment (**six complimentary tickets**), \$1,500 to sponsor the Banquet (**two complimentary tickets**), or \$1,000 to sponsor the Entertainment (**two complimentary tickets**). The premiere social event of the convention will occur Wednesday evening, September 22. Attendees will be treated to a spectacular evening of fine dining and entertainment. In addition to the benefits listed above, sponsors will receive:

- Verbal recognition for your company at the beginning of the banquet;
- Opportunity to provide pre-printed marketing brochure on each table; and
- Complimentary tickets to attend the banquet and greet guests.

Additional Annual Convention Sponsorships can be found on the following page.





A La Carte Event Sponsorship Opportunities

Awards Luncheon: Single Sponsor, \$1,000 to sponsor Luncheon and the awards program. Help us publicly commend those who serve our state's elderly and disabled every day. The NHCA/NALA Awards Luncheon on September 23 will honor staff and volunteers who have shown their commitment and dedication to the long term care profession. In addition to the benefits listed above, sponsors will receive:

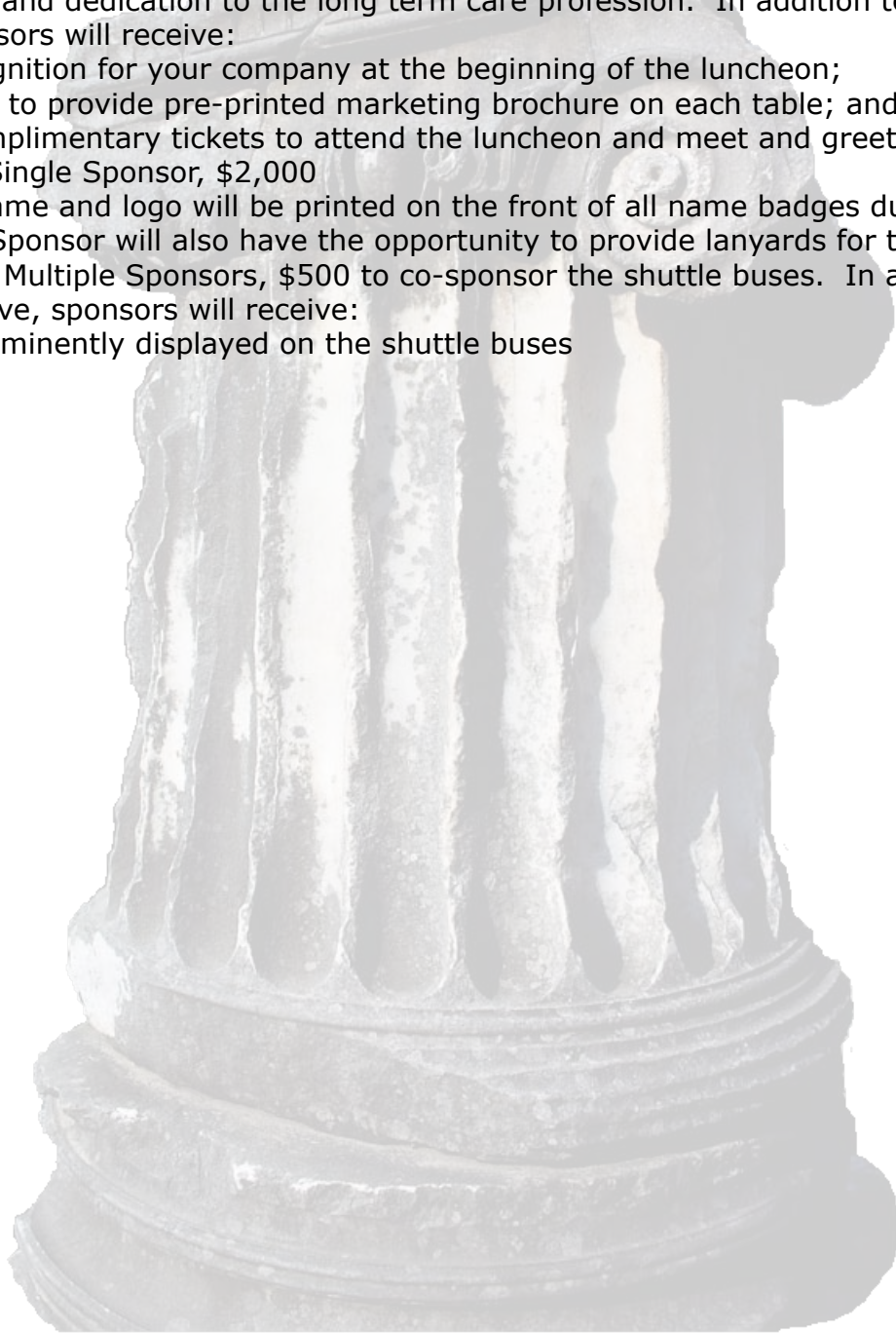
- Verbal recognition for your company at the beginning of the luncheon;
- Opportunity to provide pre-printed marketing brochure on each table; and
- Receive complimentary tickets to attend the luncheon and meet and greet guests.

Name Badges: Single Sponsor, \$2,000

Your company's name and logo will be printed on the front of all name badges during this four-day Convention. Sponsor will also have the opportunity to provide lanyards for the attendees.

Transportation: Multiple Sponsors, \$500 to co-sponsor the shuttle buses. In addition to the benefits listed above, sponsors will receive:

- Signage prominently displayed on the shuttle buses



A La Carte Sponsorship Opportunities



NHCA provides education training throughout the year. By sponsoring one of the following sessions you will be promoting your company to a targeted group of attendees. The following sessions will be held at various sites across the state. Some sessions are more than one day and each day may have a different sponsor. At this time not all of the details have been finalized for some of the sessions so only the topics are listed. This list will be updated as information becomes available.

All sponsors for these sessions will receive:

- Company name listed as sponsor of the workshop on flyer mailed to over 1,200 members and non-members,
- Company name, address, telephone number, and Web site address on handout given to each participant;
- Company name on workshop signage;
- Opportunity to include pre-printed marketing brochure with handouts;
- Opportunity to have a table-top display in the workshop room; and
- Verbal recognition at the beginning of the workshop with the opportunity to speak (three minutes).

Dates and location are subject to change

NHCA Preceptor Certification Training, with speakers Sue Schlichtemeier-Nutzman and Connie Wagner, R.N., January 19-20, Vetter Learning Center, Lincoln, \$750

NHCA/NALA Annual Day at the Legislature, January 27, 2010, Lincoln, \$1,500—
SPONSORED BY GOLDEN LIVING CENTERS

NHCA/NALA District Education and District Meetings, held at various sites across the state, \$250 per day or \$1,500 for all six days

- Winter, Communication: "Men vs. Women" and "Generations", February 2-4, 16-18
- Spring, Delegation Techniques, May 25-27, June 8-10
- Summer, Problem Solving and Conflict Resolution, August 3-5, 17-19
- Fall, Power Learning Skills, October 26-28, November 9-11

NALA Webinar: Advancing Care Excellence, February 25, \$250

NHC-LC DON Training, Vetter Learning Center, Lincoln, \$250 per day

- February 23-26, Part I, **DAY 2 SPONSORED BY EZ WAY, INC.**
- March 24-26, Part II

NHCA/NALA Diversification of Services, March 9-10, 2010, Vetter Learning Center, Lincoln, \$750

NHCA/NALA Dementia Certification Training, with speaker Rita Spak, March 30-31, Lincoln, \$750

Additional A La Carte Sponsorships can be found on the following page.





A La Carte Sponsorship Opportunities

NHC-LC Assisted Living Administrator Training, Vetter Learning Center, Lincoln, \$500 per session

- May 11-12, Part I
- August 12-13, Part II
- November 16-17, Part III

NHCA MDS 3.0 Training, with speaker Dan Taylor, \$750 per three-day session or \$2,000 for all three sessions

- June 15-17, Norfolk
- June 22-24, North Platte
- June 28-30, Lincoln

NHCF Medicare Training, with speaker Mary Marshall, July 19-21, Kearney, \$750

NHC-LC Social Service Designee Training, July 27-30, Vetter Learning Center, Lincoln, \$250 per day.

NHCA Charge Nurse Training, with speaker Jan Vrtiska, August 10-11, Vetter Learning Center, Lincoln, \$750

NHC-LC Activity Director Training, August 24-25, Vetter Learning Center, Lincoln, \$250 per day

NALA Webinar: TBA, October 16, \$250

NHCA ICD-9 Coding with speaker Nancy Thygesen, October 19, Vetter Learning Center, \$500

NHCA/NALA Webinar: Medicaid Admission to Facility Process, TBA, \$250

NHCA/NALA Webinar: Resident Qualifying for Medicaid, TBA, \$250

NALA Webinar: Licensure, Certification for Assisted Living Waiver, and Alzheimer's Care Unit Requirements, TBA, \$250

NHCA Webinar: Licensure, Certification, and Alzheimer's Care Unit Requirements, TBA, \$250

NALA Webinar: Abuse and Neglect Requirements in Assisted Living, TBA, \$250

NHCA Webinar: Medicaid Integrity Program, TBA, \$250



Registration Information



To get the most from your marketing dollars and strengthen your relationship in Nebraska's long term care market, you have the option of signing up as a 2010 Program Sponsor or an A La Carte Sponsor. Sponsorships are available on a first come basis, Program Sponsorships include a Business Associate Membership. The Program Sponsorships allow the sponsors to enjoy advertising and sponsorship benefits throughout the year with a one-time sponsorship fee. *Companies have the option to sign up as a Program Sponsor until January 1, 2010, and then all sponsorships will be available through the A La Carte option.*

Companies interested in signing up as Program Sponsors may do so by completing the form on the following page and faxing or mailing it to the NHCA office. Companies interested in becoming an A La Carte Sponsor should also complete the form on the following page and fax or mail it to the NHCA office. A La Carte Sponsors will be notified by January 5, 2010 if their choice of sponsorship has been accepted. *A La Carte Sponsorships will be available through out the year.*

Information regarding exhibiting at the 2010 NHCA/NALA Mid-Year Convention will be available in December. Program sponsors will have the first rights on exhibit space. Information regarding exhibiting at the 2010 NHCA/NALA Annual Convention will be available in May.

If you have questions regarding the sponsorship opportunities for 2010, please contact Vicki Hancock, Marketing & Trade Show Coordinator, at 402-435-3551 or vickih@nehca.org.

We look forward to helping your company be a success in the Nebraska long term care market.

**Registering Early is
your Key to Success
in Nebraska's Long
Term Care Market**



**NEBRASKA HEALTH CARE ASSOCIATION
NEBRASKA ASSISTED LIVING ASSOCIATION**

2010 Sponsorship Agreement

YES!! I want to show my support for Nebraska's long term care profession by choosing the following sponsorship:

- Platinum Sponsor \$7,500
- Gold Sponsor \$5,000
- Bronze Sponsor \$2,500
- A La Carte Sponsor \$ _____

A La Carte Event to be sponsored: _____

Sponsoring Company: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Web Address: _____

Company Contact: _____

E-mail: _____

SPONSOR: Please sign below:

Please accept this official contract and agreement for our company to be named as a sponsor at the level listed above for the 2010 year. In return for sponsoring at the cost listed above, it is my understanding that my company will receive the sponsorship recognition according to the entitlements of the sponsorship selected. I also understand and agree that full payment is due in the NHCA office before our company will receive any sponsorship recognition.

Signed: _____

Title: _____ Date: _____

Return completed & signed contract to:

NHCA, 3900 NW 12th Street, Suite 100, Lincoln, Nebraska 68521 Attention: Vicki Hancock
Phone: (402)435-3551 Fax: (402)475-6289 E-mail: vickih@nehca.org

NHCA Use Only:

Sponsorship Amount Due: _____ \$ _____

Amount Due Deadline: _____

NHCA Approval: _____ **Date:** _____