

SPONSORSHIP OPPORTUNITIES



Fall Education Forum October 22 & 23, 2009 Sheraton Baltimore City Center Hotel

Preconference October 19-21, 2009
MDS 3.0, QIS, Medicare University,
MDS Certification, Leadership Certification

"Setting the Standard for Long-Term Care Nursing Education"



Quality Improvement:
Putting the Pieces Together!

aanac.org

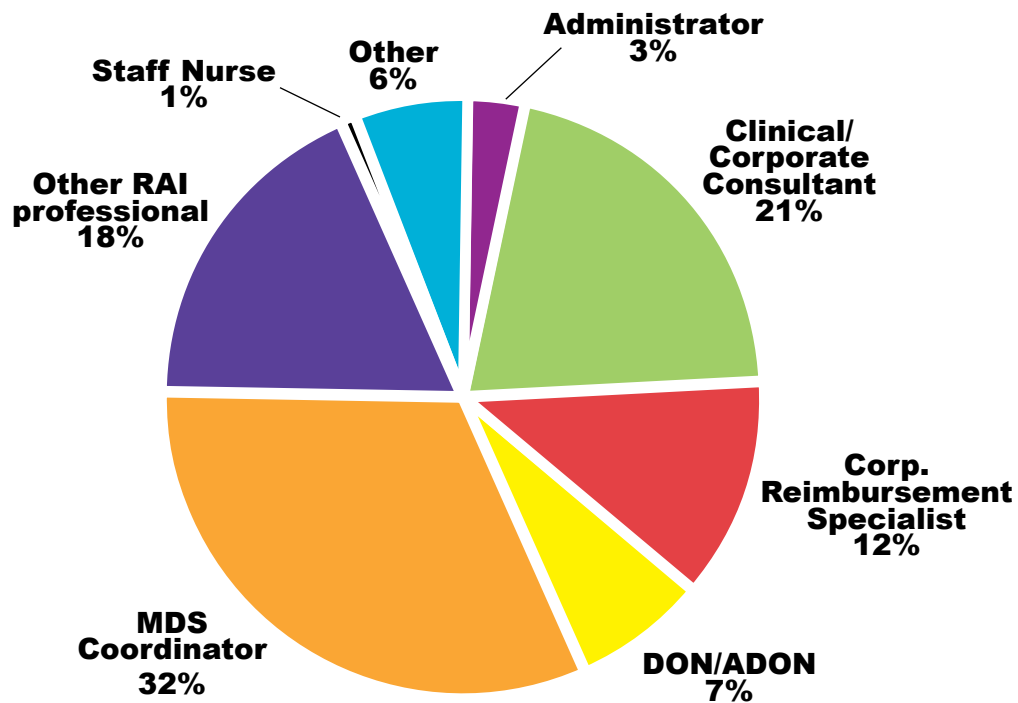
Baltimore Sponsorship Opportunities Sheraton Baltimore City Center October 19-23, 2009

Who Attends the Fall Education Forum?

Our audience includes decision-makers and those who have a direct influence on decision-makers! Get your name and information in front of this dynamic audience with a Sponsorship!

The AANAC National Conferences attract approximately 500 attendees. Our audience spans a wide demographic which makes our conferences popular for sponsors.

Over 60% of AANAC conference attendees have decision making power!
40% influence decision making!



Why Sponsor?

- Create brand awareness and enhance your company's image
- Increase show visibility
- Make a lasting impression on AANAC attendees
- A proven way to stand out from the crowd and have your message reach attendees beyond the conference
- All sponsorships include signage and recognition in the conference program and 'hotlink' with logo on Conference Homepage

AANAC

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Advertising Opportunities

Conference Program Ads (full color, .PDF format preferred)

Place an Ad, full color in our conference program

\$275 ¼ Page	3.5" W x 4.5" H
\$500 ½ Page	8.0" W x 5.0" H
\$750 Full Page	8.0" W x 10.5" H

Sponsorship Opportunities

✦ Wednesday, Thursday or Friday Lunch Sponsor

\$7,500 (Include your own speaker for a one hour presentation, add \$2,500)

This sponsorship includes:

- Welcome and 5 minutes to speak about your company/product/services
- Distribution of company literature or provide small giveaways to an attentive audience
- Four Conference registrations (Value of \$1,760)
- Full-page, 4-color Advertisement in Conference Program (Value of \$750)
- Signage at Entrance of Lunch Session Area
- VIP Event Seating
- Company name listed next to the event in the Conference Program

✦ Pre-Conference Sessions

\$4,000 (2 Available)

The pre-conference sessions provide extreme in-depth learning on a single subject matter. The full-day sessions (QIS will take place on Tuesday and Wednesday, October 20 & 21; MDS will take place on Wednesday, October 21; Medicare University will take place Monday-Wednesday, October 19-21).

This sponsorship includes:

- Introduction of speaker and 5 minutes to speak about your company/product/services.
- Distribution of company literature or provide small giveaways to an attentive audience
- Four Pre-Conference registrations (Value of \$1,200)
- Full-page, 4-color Advertisement in Conference Program (Value of \$750)
- Signage at Entrance of Pre-Conference Session Area
- VIP Event Seating
- Company name listed next to the event in the Conference Program

✦ Keynote Speaker

\$4,000 (4 Available)

Sponsor a keynote speaker.

This sponsorship includes:

- Introduction of keynote speaker and 5 minutes to speak about your company/product/services
- Distribution of company literature or provide small giveaways to an attentive audience
- Two Conference registrations (Value of \$880)
- One-page, 4-color Advertisement in Conference Program (Value of \$750)
- Signage at Entrance of General Session Area
- VIP Event Seating
- Company name listed next to Keynote description in the Conference Program

◆ Conference Tote Bag

SOLD! \$3,500

Your name and message will travel in style on this attractive and functional tote. Conference attendees truly appreciate these totes, making them a smart and stylish choice to market your product or service. As a bonus to sponsoring the Conference Tote Bag, you will receive one free insert in each tote AND recognition in the Conference Program.

Please note: Sponsor to supply AANAC with insert for distribution.

◆ Badge Holders

\$3,000

These badge holders are also convenient pouches. This is a highly visible promotional opportunity for your company. Each attendee will wear the badge holders with your logo placed on the front. You will also receive recognition in the Conference Program.

◆ Membership Matters – Open to all Members, especially first time attendees

\$3,000

Help us make AANAC Members and First-Time Attendees feel welcome and introduce yourself to potential new customers! This informative session reviews AANAC membership benefits and explains how to navigate the website.

- Introduction by AANAC Membership Director and 5 minutes to speak about your company/product/services
- Distribution of company literature or provide small giveaways to an attentive audience
- Two Conference registrations (Value of \$880)
- One Quarter-page, 4-color Advertisement in Conference Program (Value of \$275)
- Signage at Entrance of Session Area
- VIP Event Seating
- Company name listed next to the event in the Conference Program

◆ Continental Breakfast

\$3,000 (2 Available)

This sponsorship starts the morning with a high-energy, continental breakfast and continues through the stimulating keynote speaker. Capture their attention first thing in the morning when energy levels are high and they are preparing to take on a full day. Signage will be placed at the breakfast location and a table provided for your company information. In addition, you will receive a One Quarter page ad (Value of \$275) in the Conference Program, and your company name listed next to event in the Conference Program.

◆ AM/PM Beverage Break

\$1,500 (4 Available)

Bring a smile to conference attendees. Fresh brewed coffee, international teas or soft drinks would be offered by your company mid-morning or mid-afternoon. Signage will be placed at the break and a table will be provided for your company information. In addition, you will receive recognition in the Conference Program, and your company name listed next to event in the Conference Program.

◆ Tote Stuffer

\$500 (Multiple Available)

Have your materials placed directly into the conference tote bag! This is an excellent and economical way to distribute your materials.

Please note: Sponsor to supply AANAC with the items for distribution.

Sponsorship Application
Sheraton Baltimore City Center - October 19-23, 2009
(Deadline for Sponsorships to appear in the program is September 4, 2009.)

Company Name: (as it should appear in conference materials)

Contact Name: _____ E-mail: _____
Title: _____
Mailing Address: _____
City: _____ State: _____ Zip Code: _____
Phone: _____ Fax: _____
Website: _____

Company Logo – Please send company logo and advertisements to Amy Cavanagh at acavanagh@aanac.org by **September 4, 2009**.

Image/Company Logo: 100% High Resolution JPEG, TIFF or EPS

**logo and advertisements must be sent as a separate graphic, not within a word document.*

Conference If you are interested in attending the conference, please visit our website at www.aanac.org to register. Online registration opens June 1, 2009.

Sponsorships/Advertising To secure sponsorship and be recognized in conference materials, sponsorship application, payment and art must be received by **September 4, 2009** unless otherwise noted.

1. Sponsorship/Advertisement: _____ Amount: \$ _____
2. Sponsorship/Advertisement: _____ Amount: \$ _____
3. Sponsorship/Advertisement: _____ Amount: \$ _____

Sponsorship Total: \$ _____

Payment is due in full with sponsorship application. Make checks payable to AANAC. Please mail application and payment to:

AANAC

Attn: Debbie Gradishar
400 S. Colorado Blvd., Suite 600
Denver, CO. 80246
Or fax to (303) 758 – 3588 Attn: Debbie Gradishar



For Sponsorship and Business Partnership opportunities please contact Debbie Gradishar at 800-768-1880 or dgradishar@aanac.org

Payment Information

Check Credit Card: Visa MC Amex

Name on the Card _____ Exp. Date _____

Card Number _____ Amount: _____

Security Code on the back _____

I authorize AANAC to use the above credit card to charge applicable sponsorships/advertisement fees.

Authorized Signature _____

All sponsorships are final upon receipt of payment!

NOTE: Sponsorships are not confirmed until both application form and payment are received. Please keep a copy of your completed form for your records.