



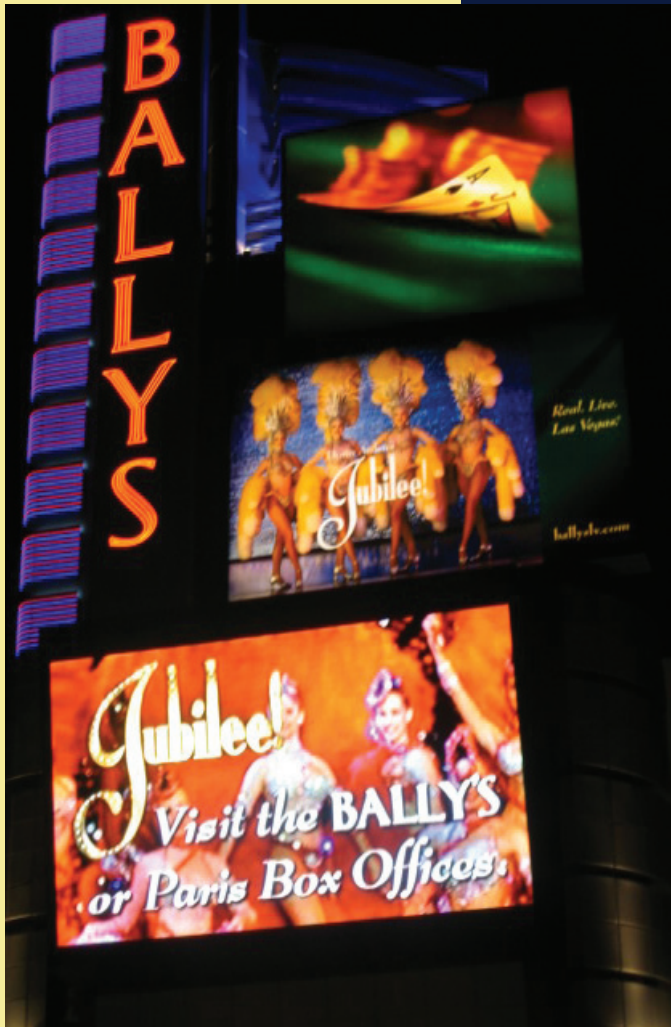
# 18th Annual WINTER MARKETPLACE



Photo Credit: Las Vegas News Bureau

December 9 - 11, 2011 | Bally's Las Vegas

**EXHIBIT AND SPONSORSHIP OPPORTUNITIES**




## ABOUT THE COLLEGE

Founded in 1962, the American College of Health Care Administrators (ACHCA) is the only professional association devoted solely to meeting the professional needs of today's long term care administrator and executive. ACHCA's mission focuses on advancing leadership excellence in long term care through the provision of leadership education, promotion of professional advancement programs such as Fellowship and Professional Certification, and facilitation of leadership development. ACHCA's diverse membership includes administrators from across the continuum of long-term care.

1321 Duke Street, Suite 400  
Alexandria, VA 22314  
(202) 526-5120  
[www.achca.org](http://www.achca.org)





# NETWORK WITH LONG TERM CARE LEADERS AT THIS UNIQUE EDUCATIONAL EVENT

With timely educational sessions and interactive discussions of current issues in long term care, ACHCA's Winter Marketplace provides an excellent opportunity to learn and network with long term care leaders who make and approve purchase decisions for their facilities and corporations:

*Administrator: 50%*  
*Administrator-in-Training/Student: 16%*  
*CEO/President, Owner: 14%*  
*VP/Director, Dept. Head/Manager: 8%*  
*Academic/Consultant: 7%*  
*Assistant Administrator/Director of Nursing: 3%*  
*Other: 2%*

ACHCA's 2,300 members represent a variety of care settings and services:

Adult Day Care	Hospice Care
AIDS Care	Intergenerational Care
Alzheimer's Services	Pediatric Services
Assisted Living Communities	Rehabilitation Care
Behavioral Health Services	Senior Centers
Geriatric Centers	Skilled Nursing Centers
Home Health Care	

## Exhibit Space Tabletop

**\$1,150**

Make sure your company gets noticed with a tabletop exhibit. Your exhibit includes:

- A 6-foot, skirted table with chairs
- Full conference registration for one company representative (includes all educational sessions and program functions)
- Winter Marketplace attendee list
- A 25-word company description on the exhibitor list

## Models of Excellence\*

**\$750**

Presenting a Models of Excellence session is an excellent way to position your company as an authority in your area of expertise. Presentations focus on key topics or challenges in long term care (including the tools and solutions for dealing with the challenges), in a small group setting. These 20-minute roundtable sessions allow presenters to share their expertise with attendees three times in one hour. CE credit is provided to attendees. Presenters receive:

- Three 20 minute round-table presentation sessions
- Listing in onsite printed materials
- Winter Marketplace attendee list

## Tabletop + Models of Excellence\*

**\$1,650**

- Includes Exhibit Space Tabletop and Models of Excellence

\* *Models of Excellence presenters **MUST** complete a brief Models of Excellence Outline for facilitation of CE approval. The outline is available at [www.achca.org](http://www.achca.org) or contact [ginger.walker@achca.org](mailto:ginger.walker@achca.org)*



**Reserve your space by November 4, 2011. Pricing and schedule subject to change. Visit [www.achca.org](http://www.achca.org) for conference information or contact Ginger Walker at (214) 724-3870 or [ginger.walker@achca.org](mailto:ginger.walker@achca.org)**



# LAS VEGAS MEANS BUSINESS

## SPONSORSHIP AND MARKETING OPPORTUNITIES

### WANT TO INCREASE YOUR EXPOSURE?

Consider either one of our sponsorship packages below or if you are looking for specific opportunities beyond what you see listed below, please contact Ginger Walker at [ginger.walker@achca.org](mailto:ginger.walker@achca.org) and we can customize a sponsorship just for your company! Maximize your marketing dollar by contacting us today!



### \$5,000 — High Roller Sponsor

High Roller Sponsors support the educational programs, breakfasts and breaks at Winter Marketplace and receive the following benefits:

- Half page ad placement in conference program
- Listed as High Roller Sponsor on event signage, conference program and ACHCA website
- Opportunity to present a Models of Excellence Session
- Feature in emailed conference communications
- Invitation and recognition at ACHCA's Business Advisory Group Breakfast
- Standout signage at your tabletop booth (*tabletop is at additional cost*)
- Post conference attendee contact list



### \$2,500 — Jackpot Sponsor

Jackpot Sponsors support the educational programs, breakfasts and breaks at Winter Marketplace and receive the following benefits:

- Quarter page ad placement in conference program
- Listed as Jackpot Sponsor on event signage, conference program and ACHCA Website
- Listing in emailed conference communications
- Invitation and recognition at ACHCA's Business Advisory Group Breakfast
- Standout signage at your tabletop space (*tabletop fee is at additional cost*)
- Post conference attendee contact list



### Onsite Program Advertising

Your ad will make a lasting impression on attendees.

Please submit hi-res pdf, jpg/tif of at least 300 dpi by November 4, 2011.

- Full page (8x10) - \$750
- Half page (8x5) - \$500
- Quarter Page (3.75x5) - \$250

**Reserve your sponsorship by November 4, 2011. Pricing and schedule subject to change. All exhibitors and sponsors will receive an attendee list. Completion of a list use agreement is required.**

**Contact Ginger Walker at (214) 724-3879 or [ginger.walker@achca.org](mailto:ginger.walker@achca.org)**

# 2011 ACHCA Winter Marketplace

December 9-11, 2011 | Bally's Las Vegas

## EXHIBIT/SPONSOR CONTRACT *Submit by November 4, 2011*



\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Authorized Representative

\_\_\_\_\_  
Title

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
City/State/Zip

\_\_\_\_\_  
Product/Service Type

\_\_\_\_\_  
Phone Fax

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Website Address

### Program Listing

Please provide a brief product description (25 words or less) to be listed in the Onsite Program. Please include the website you wish to have published as part of your exhibitor listing.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Exhibitor Name Badges

Included with your exhibit fee are two conference registrations. Exhibit staff are welcome to attend educational sessions, receptions and the awards banquet. Please provide the names of your exhibit staff exactly as they should appear on the name badges. *Additional exhibitor badges may be purchased for \$75 each.*

\_\_\_\_\_  
Company Representative 1

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Company Representative 2

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Additional Company Representative @ \$75

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Additional Company Representative @ \$75

\_\_\_\_\_  
Email Address

### Exhibit Space (Please check choice)

Reserve your space before August 15, 2011 and receive a 10% discount and your tabletop space.

- 6-foot Tabletop \$1,150
- Models of Excellence (MOE) \$750
- Tabletop + MOE Package \$1,650

*Models of Excellence presenters MUST complete a brief Models of Excellence Outline for facilitation of CE approval. The form is available at [www.achca.org](http://www.achca.org) or contact [ginger.walker@achca.org](mailto:ginger.walker@achca.org).*

Competing companies you do NOT wish to be near.

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

### Sponsorship (Please check choice/s)

- High Roller Sponsor \$5,000
- Jackpot Sponsor \$2,500
- Other: \_\_\_\_\_

### Program Advertising

- Full page (8x10) \$750
- Half page (8x5) \$500
- Quarter Page (3.75x5) \$250

### Payment Information

Contract for exhibit space must be accompanied by full payment.

Exhibit Space (*checked above*) \$ \_\_\_\_\_

Sponsorship (*checked above*) \$ \_\_\_\_\_

Program Advertising (*checked above*) \$ \_\_\_\_\_

Additional Exhibitor Badges \$75 x \_\_\_\_\_ (*qty*) \$ \_\_\_\_\_

**Total Amount Due:** \$ \_\_\_\_\_

- Check Enclosed (*Payable in U.S. Dollars to ACHCA*)

Please charge my:  Visa  MasterCard  American Express

Card Number \_\_\_\_\_

Expiration \_\_\_\_\_

Name as it appears on card \_\_\_\_\_

Signature of Cardholder \_\_\_\_\_

**FAX** your completed form and credit card payment to (866) 874-1585

**MAIL** check payments to:

ACHCA Exhibits Dept.

PO BOX 75060 | Baltimore, MD 21275-5060

**Full payment for Exhibit Space and Sponsorships must be received by November 4, 2011.**

**Cancellation Policy:** Cancellations must be submitted in writing to ACHCA. After September 1, 2011, 50% of the booth cost will be refunded. After November 4, 2011 there are NO refunds

### Hotel Accommodations

Bally's Las Vegas

3645 Las Vegas Blvd South | Las Vegas, NV 89109

*Once registered, please secure your hotel reservations. Your commitment DOES NOT guarantee your hotel accommodations. Make your hotel reservations by November 17, 2011 to receive the special \$89 rate. Be sure to request the ACHCA group rate when you reserve online at [www.achca.org](http://www.achca.org) or call the hotel directly at (800) 634-3434.*

