

SPONSOR AND EXHIBITOR INVITATION

CALIFORNIA STATE RURAL HEALTH ASSOCIATION PRESENTS

# COLLABORATION IN CHALLENGING TIMES: the rural advantage

CSRHA



10TH ANNUAL  
CONFERENCE  
& TRADE SHOW

NOVEMBER 10-12, 2010

## Dear Friends and Colleagues,

The California State Rural Health Association (CSRHA) invites you to participate in our 10th Annual Rural Health Conference & Trade Show, scheduled on November 10-11, 2010 at the Hilton Arden West in Sacramento, CA. As a supporter, your participation provides attendees with important information about your products and services to support the rural health care industry.

Are you interested in expanding your network with the leaders of California's rural health network statewide? If so, we hope you will join us as a sponsor and exhibitor to share your products and services with our rural health leaders. Sponsors will receive complimentary premier exhibit space at the conference and many promotional opportunities. And, for each booth space, exhibiting organizations will receive 2-4 complimentary conference registration badges based on sponsorship level (\$730-\$1460 value!). See attached information for details.

If you participated in last year's event, you already know the program is designed to provide a venue for participants to interact with sponsors and exhibitors on many levels.

Below are just a few reasons to participate in this year's Trade Show at our 10th Annual Rural Health Conference:

- More than 200 professionals and leaders will be there
- Your competitors will be exhibiting at the conference
- Your prospects will be there, and because of our extensive pre-conference advertisement, they'll be excited to talk to you
- Over 60% of our attendees represent rural hospitals and clinics
- A majority of attendees are in the position to make buying-decisions for their organization
- Exhibitor interaction with participants throughout the event is highlighted – all of the meals, breaks, and special events will be provided in the exhibit hall for optimal viewing time among participants. The Trade Show will be located in the entrance to all Breakout Sessions and our Plenary Sessions.

This year we have done extensive research to ensure that our attendees and your needs are both met. According to a recent survey, our members and conference attendees are especially interested in:

- Telemedicine
- Medical Equipment
- Electronic Health Records
- Financing
- Health Insurance Plans
- Group Purchasing Plans
- Research/ Education
- Other Not-for-profits
- And much more!

Enclosed is a sponsor and exhibitor application for your review. Please complete and mail or fax the attached application(s) by Thursday, October 1, 2010, to secure preliminary advertisement. Please contact the Shannon Means at (916) 453-0780 for more information. We look forward to your participation.

Sincerely,



Desirée Rose  
Executive Director

# CALIFORNIA STATE RURAL HEALTH ASSOCIATION

## COLLABORATION IN CHALLENGING TIMES: the rural advantage

November 10-12, 2010, Hilton Arden West, Sacramento CA



**10TH ANNUAL  
CONFERENCE  
& TRADE SHOW**

### WEDNESDAY, NOVEMBER 10

6:30a	Trade Show Opens for setup
7:30a	Registration Open
8a-9a	Buffet Breakfast with the Exhibitors
9a-9:15a	Welcome and Opening remarks
9:15a-10:15a	Keynote Speaker
10:15a-10:45a	Break in Trade Show
10:45a-12noon	Legislative Town Hall Meeting
12noon-1p	Buffet Lunch with the Exhibitors
1p-1:45p	State Update
1:45p-2p	Break in Trade Show
2p-3:30p	Rural Health Policy Council Meeting
3:30p-6:30p	President's Reception and Trade Show

### THURSDAY, NOVEMBER 11

7:30a	Registration Open
8a-9a	Buffet Breakfast with the Exhibitors
9a-9:45a	Federal Update
10:00a-11:15a	Concurrent Sessions
11:15a-11:45a	Break in Trade Show
11:45a	Exhibitor Tear Down
11:45a-1p	Awards Luncheon
1p-2:15p	Concurrent Sessions
2:30p-5:30p	Rural Workforce Summit

### FRIDAY, NOVEMBER 12

9a-12p	CSRHA Board of Directors Meeting (open to the public)
1-3p	CSRHA Advocacy Committee Meeting

# SPONSORSHIP LEVELS 2010 CONFERENCE

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## **\$3,000 GOLD SPONSOR**

### Reception Sponsor

### Awards Luncheon Sponsor

*This level of sponsorship includes:*

- Full Page advertisement in the final conference program materials
- 4 Sponsor registration badges with full access to the Rural Health Conference
- 1 Premier exhibit space with electricity (10'X10' Floor Display)
- Opportunity for one 5-7 minute demonstration/presentation in exhibit hall during a break; on stage with audiovisual
- Sponsorship announcement and signage at the corresponding event
- Company listing in preliminary conference registration materials and conference program
- Company logo and website link on CSRHA Conference web page
- A listing of registered attendees, sponsors and exhibitors
- Your company highlighted in CSRHA's electronic news publication, *The Rural Health Advocate* and all conference-related electronic outreach

## **\$2,500 SILVER SPONSOR**

### Breakfast Sponsor

### Workshop Sponsor

*This level of sponsorship includes:*

- ½ page advertisement in the final conference program materials
- 3 Sponsor registration badges with full access to the Rural Health Conference
- 1 Premier exhibit space with electricity (10'X10' Floor Display)
- Sponsorship announcement and signage at the corresponding event
- Company listing in preliminary conference registration materials and conference program
- Company logo and website link on CSRHA Conference web page
- A listing of registered attendees, sponsors and exhibitors
- Your company highlighted in CSRHA's electronic news publication, *The Rural Health Advocate* and all conference-related electronic outreach

 TO SECURE SPONSORSHIP, PLEASE FILL OUT AND RETURN PAGES 8, 9 & 10.

# 2010 CONFERENCE SPONSORSHIP LEVELS

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## **\$1,800 BRONZE SPONSOR**

*This level of sponsorship includes:*

- Company logo in the final conference program materials
- 2 Sponsor registration badges with full access to the Rural Health Conference
- 1 Premier exhibit space with electricity (10'X10' Floor Display)
- Company listing in preliminary conference registration materials and conference program
- Company logo and website link on CSRHA Conference web page
- A listing of registered attendees, sponsors and exhibitors
- Your company highlighted in CSRHA's electronic news publication, *The Rural Health Advocate* and all conference-related electronic outreach

## **\$2,500 SUPPORT ITEM SPONSOR**

**Sports Water Bottle Sponsor**

**Name Badge Lanyards Sponsor**

**USB Conference Materials Sponsor**

**Tote Bag Sponsor**

*This level of sponsorship includes:*

- Company logo in the final conference program materials
- 2 Sponsor registration badges to the Rural Health Conference and all meals
- 1 Premier exhibit space with electricity (10'X10' Floor Display)
- Company listing in preliminary conference registration materials and conference program
- Company logo and website link on CSRHA Conference web page
- A listing of registered attendees, sponsors and exhibitors
- Your company highlighted in CSRHA's electronic news publication, *The Rural Health Advocate* and all conference-related electronic outreach
- Your company logo on selected support item

TO SECURE SPONSORSHIP, PLEASE FILL OUT AND RETURN PAGES 8, 9 & 10.



# EXHIBITOR TRADE SHOW 2010 CONFERENCE

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## GENERAL CONFERENCE EXHIBITOR PACKAGE: \$900

*Exhibit booth includes:*

- 6' ft table for tabletop exhibit and two chairs
- 2 exhibitor registration badges to the Rural Health Conference and all meals
- A listing of registered attendees, sponsors and exhibitors
- Company listing in the final rural health conference program
- An opportunity to present your company/organization to 200 plus rural health professionals, community leaders, legislators and individuals

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### EXHIBITOR REGISTRATION & SETUP

Wednesday, November 10, 2010, 6:30a-8a

### TRADE SHOW HOURS & EVENTS

Wednesday, November 10, 2010 (5 hours 30 minutes)

Buffet Breakfast in Exhibitor's Hall, 8:00a-9:00a

Morning Break in Exhibitor's Hall, 11:15a-11:45a

Buffet Lunch in Exhibitor's Hall, 12noon-1:00p

President's Reception, 3:45p-6:30p

Thursday, November 11, 2010 (1 Hour 30 minutes)

Buffet Breakfast in Exhibitor's Hall, 8:00a-9:00a

Morning Break in Exhibitor's Hall, 10:15a-10:30a

### EXHIBITOR TEAR DOWN

Thursday, November 11, 2010, 11:45a-2p

## TRADE SHOW SCHEDULE

IF YOU ARE INTERESTED IN ADVERTISING IN OUR CONFERENCE PROGRAM OR HAVING YOUR COMPANY'S MATERIALS PROVIDED IN OUR CONFERENCE PACKETS please contact Shannon Means at **916-453-0780**. Upon request CSRHA will work to accommodate these needs. Limited space is available.

TO BE AN EXHIBITOR, PLEASE FILL OUT AND RETURN PAGES 8, 9 & 10.

# 2010 CONFERENCE SPONSOR ADVERTISEMENTS

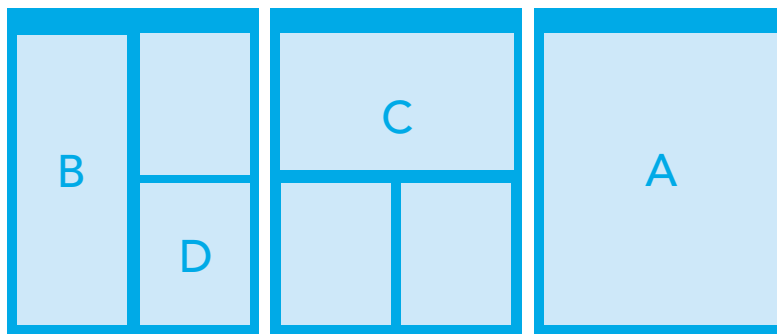
## Layout & File Preparation

Conference sponsors are entitled to advertise in the final conference program. Ad size corresponds to the level of sponsorship indicated on the Sponsorship Levels page. Below are the format and size specifications for sponsor advertisements.

**Artwork should be submitted via email no later than October 1, 2010.**

**Artwork must be less than 1 MB in size and can be emailed to [smeans@csrha.org](mailto:smeans@csrha.org)**

**Acceptable formats include .EPS, Adobe Illustrator, PDF, Photoshop or TIFF format.**



- SIZE**
- A:** FULL PAGE: 9.8" H x 7.9" W
  - B:** VERTICAL HALF PAGE: 9.8" H x 3.8" W
  - C:** HORIZONTAL HALF PAGE: 4.75" H x 7.9" W
  - D:** QUARTER PAGE: 4.75" H x 3.8" W

### NOTES ON ARTWORK PREPARATION

**PDF** The "Press" optimization setting should be used when Distilling your ad. This ensures that all the fonts and graphics used are embedded in the PDF file, and that the ad will print with the highest quality possible.

**EPS/Illustrator** To avoid font issues entirely, convert your fonts to outlined graphics when using Adobe Illustrator to create the ad.

**Photoshop/TIFF** Save embedded Photoshop files at 300 dpi, in EPS or TIFF formats.

## CONTRACT FOR SPONSOR/EXHIBITOR

\*PLEASE FEEL FREE TO COPY THESE FORMS AND DISTRIBUTE.

PLEASE PRINT COMPANY NAME AS YOU WISH IT TO APPEAR IN THE CONFERENCE PROGRAM.

COMPANY/ORGANIZATION NAME \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Web address \_\_\_\_\_

CONFERENCE CONTACT PERSON\* \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-Mail \_\_\_\_\_

\*All sponsor correspondence will be sent to the conference contact person.

### SPONSORSHIP LEVELS

Please check sponsorship level.

- Gold Level Reception Sponsor  
\$3,000
- Gold Level Awards Luncheon Sponsor  
\$3,000
- Support Item Sports Water  
Bottle Sponsor  
\$2,500
- Support Item Name Badge  
Lanyards Sponsor  
\$2,500
- Support Item USB Conference  
Material's Sponsor  
\$2,500
- Support Item Tote Bag Sponsor  
\$2,500
- Silver Level Breakfast Sponsor  
\$2,500
- Silver Level Workshop Sponsor  
\$2,500
- Bronze Level Sponsor  
\$1,800
- General Exhibitor  
\$900

You are hereby authorized to reserve space for our use in the Trade Show of the rural health conference, to be held at the Hilton Arden West in, Sacramento, CA Wednesday, November 10-11, 2010.

Important: We are enclosing with this application full payment for each booth space requested. We agree to pay the full balance for the space assignment on or before Thursday, October 1, 2010. Submissions after October 1, 2010 will be subject to a \$250 late fee.

In keeping with the education purpose of the Rural Health Conference, we agree that sales and order taking (entering into a contract of a sale) are limited to the exhibit floor and are not allowed in other related convention areas.

We agree to abide by the booth cancellation terms and all requirements, restrictions, and obligations mentioned on the Contract for Exhibit Space and the Exhibition Rules and Regulations.

We agree to dismantle our booth at 11:45am on Thursday, November 11, 2010.

# Please fill out and return pages 8, 9 & 10.

PLEASE INDICATE THE FOLLOWING FOR YOUR BOOTH:

- Tabletop
- Floor Display
- Electricity Needed
- Additional Registration Badge (\$100/badge)

PLEASE CHECK THE AREA(S) THAT BEST DESCRIBES YOUR ORGANIZATION:

- Healthcare Agency
- Association/Society
- Information/Education
- Government Agency
- Non-Profit Agency
- Electronic Health Records
- Provider
- Telemedicine
- Other:

What service(s) and/or merchandise will be displayed and/or distributed?  
Please provide a detailed explanation, attach a separate sheet if necessary.

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**PLEASE ENCLOSE ALL FORMS (Pages 8, 9 & 10) WITH YOUR PAYMENT**

Amount Enclosed: \$ \_\_\_\_\_

CSRHA accepts the following:  Check  Mastercard  Visa

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

Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Name on Card \_\_\_\_\_

Please make all checks payable to CSRHA and send with completed application to:

CSRHA: Rural Health Conference  
3720 Folsom Blvd., Suite B  
Sacramento, CA 95816

# **SPONSOR/EXHIBITOR REPRESENTATIVES FORM**

PLEASE WRITE INFORMATION EXACTLY AS YOU WOULD LIKE IT ON YOUR NAMETAG. Please note, not all levels come with 4 registration badges. Refer to your level of sponsorship to determine how many are included. Each additional badge is \$100. Please contact CSRHA at any time if any changes are made as to who will be representing your organization at our Conference.

<b>Exhibit Representative # 1</b> Name:	
Title:	
Company/ Organization:	
Address:	
Phone:	
Fax:	
E-Mail:	

<b>Exhibit Representative # 2</b> Name:	
Title:	
Company/ Organization:	
Address:	
Phone:	
Fax:	
E-Mail:	

<b>Exhibit Representative # 3</b> Name:	
Title:	
Company/ Organization:	
Address:	
Phone:	
Fax:	
E-Mail:	

<b>Exhibit Representative # 4</b> Name:	
Title:	
Company/ Organization:	
Address:	
Phone:	
Fax:	
E-Mail:	

**Please fax or mail this information to:**  
**Shannon Means, Conference Coordinator at 916-453-0783 (fax) or**  
**3720 Folsom Blvd., Suite B**  
**Sacramento, CA 95816**

# TERMS FOR EXHIBIT SPACE

**SPACE ASSIGNMENT:** The full payment for booth space requested during California State Rural Health Association (CSRHA) 10th Annual Conference must be received at the CSRHA office by Friday, October 1, 2010. CSRHA reserves the right to alter an Exhibitor's assigned space if it is deemed necessary in the best interest of the exhibitor. Application for exhibit space is subject to the approval of the CSRHA.

**TERMS OF PAYMENT:** Each exhibit space application/contract submitted must be accompanied by \$900 U.S. dollars to be considered. If the full payment does not accompany application the booth space will not be held. The full payment is due and payable on or before Thursday, October 1, 2010 to fulfill the contract obligation. All payments must be made in U.S. currency; company check, money order or credit card. Submissions made after October 1, 2010 are subject to a \$250 late fee.

**BOOTH SPACE CANCELLATION TERMS:** It is agreed that (a) if a company cancels its space between September 1, 2010 and October 15, 2010 the company will be responsible for paying \$250; (b) if cancellation occurs on or after October 15, 2010, the company will be responsible for paying the full cost of the booth space. No refunds will be made for space canceled after October 15, 2010. In the event of booth space cancellation, the Exhibitor must notify CSRHA in writing or refunds will not be considered. CSRHA reserves the right to cancel this contract in any event, on written notice to applicant, if the organization considers it inadvisable to hold the Exhibition.

**GENERAL CONDUCT OF EXHIBITS:** The following practices are prohibited by the CSRHA: (1) noisy electrical or mechanical apparatus interfering with other exhibitors; (2) operation of X-ray equipment; (3) canvassing or distribution any material outside the Exhibitor's own space without CSRHA approval; (4) subleasing of exhibit space (one company name per booth); (5) the use of billboard advertisements and/or display of signs outside the exhibit area; (6) soliciting participation in surveys or otherwise harassing registrants; (7) publicizing and/or maintaining any extracurricular activities, inducements, demonstrations, or displays away from the exhibit area during the meeting and exhibit hours; (8) contests or games of chance conducted on-site that violate local gambling laws; (9) entry into another Exhibitor's booth without permission; (10) photographing or examining another Exhibitor's equipment without permission; (11) exhibiting or selling products/services to prospects before the opening of the show; (12) the smoking of cigarettes and cigars in the exhibit hall; (13) the distribution of food except for beverages and candy with prior CSRHA approval; (14) the playing of copyrighted music without proper licensing; and (15) the displaying of live animals and/or animals in distress in videotapes or photos as part of a display or sales literature. The use of open audio systems is discouraged. Requests to use an open audio system must be approved by the CSRHA, and the Exhibitor must agree to discontinue its use if the sound level is deemed to be objectionable to the registrants or adjacent Exhibitor's. Exhibitors are requested to staff their exhibits during show hours with personnel attired in a manner consistent with the decorum and the meeting, as well as knowledgeable in the products and policies of the company. The Exhibitor agrees to promptly remove from its exhibit space any person or thing that Show Management determines not to be suitable or in keeping with the character of the exhibition. Relevant portions of the foregoing prohibited practices are applicable to non-exhibitors at all times.

**DISTRIBUTION OF SAMPLES AND GIVEAWAYS:** All distributions either on the exhibit floor or at hotel(s) of business-like samples are permitted only at the discretion and written permission of the CSRHA, and provided that (1) they are priced at \$5.00 a piece or less; (2) there is no interference with adjoining Exhibitors; (3) the items must be in good taste; and (4) it is conducted in dignified manner.

**INSURANCE:** All Exhibitors, their contractors and suppliers working in the exhibit hall are required to carry liability insurance. Exhibitors must operate and maintain their exhibit so that no injury will result to any person or property. Every reasonable precaution is taken by the exhibition location and the CSRHA to safeguard and protect the Exhibitors' property while at the exhibition. All Exhibitors are strongly urged to obtain full-coverage temporary insurance for their merchandise and displays while in transit and while at the exhibition.

**INSTALLATION OF EXHIBITS:** Wednesday, November 10, 2010 from 6:30am-8:00am. Every effort will be made by the CSRHA to have all exhibit materials in the booth and ready for setup at the initial time of installation of exhibits. Exhibits must be set by 8:00am on Wednesday, November 10, 2010. Labor is not available for setup or dismantling. Exhibitors are responsible for delivery and return arrangements of their booth.

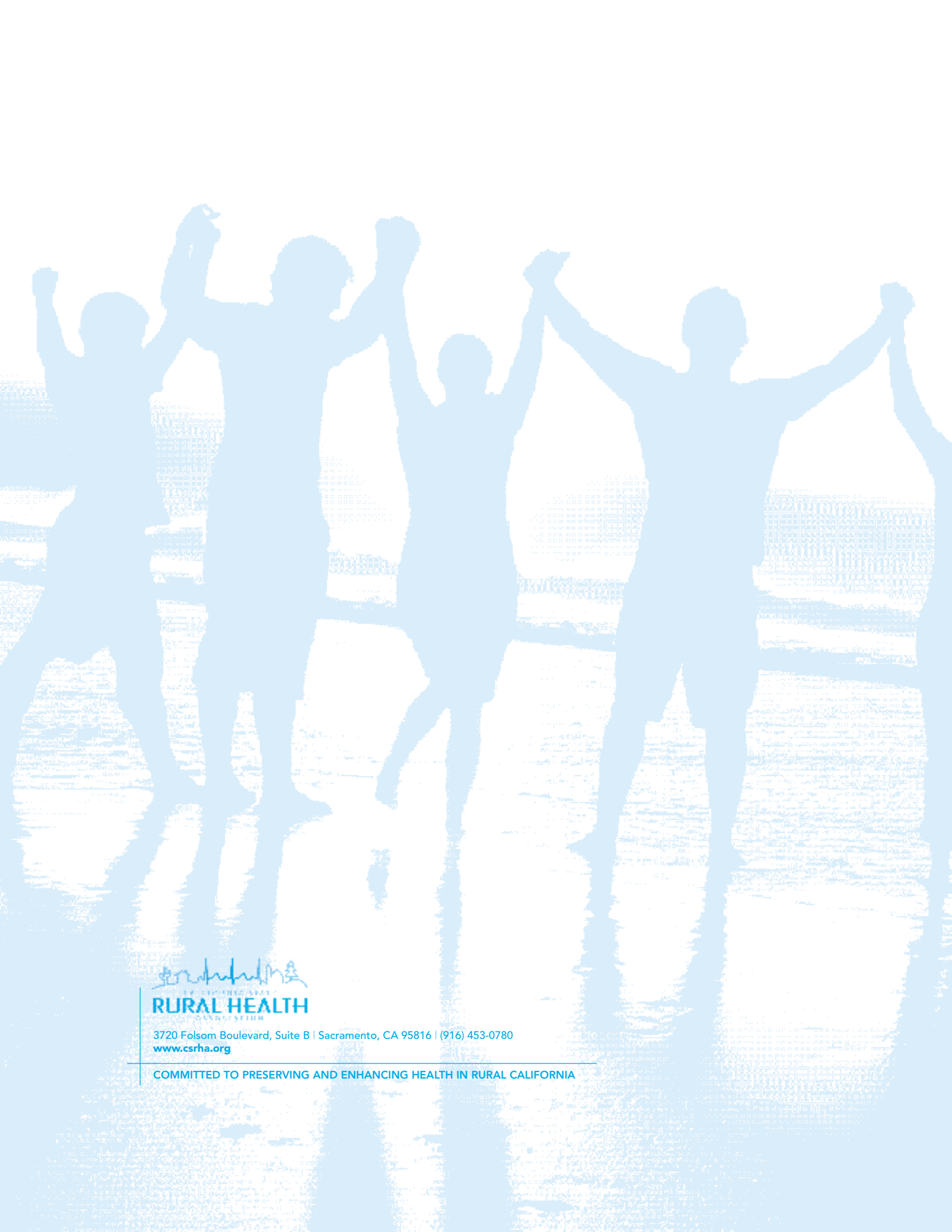
**PLEASE NOTE:** No refuse such as empty cartons may be placed in the aisles after the final sweeping in the exhibit area. Exhibitors are urged not to litter the floor in the booths or aisles after the cleaning of the exhibit area, since time will not permit a sweeping of the booths or aisles on opening morning.

**EXHIBIT HOURS:** Wednesday, November 10, 2010 from 8:00am-6:30pm and Thursday, November 11 from 8:00am-11:25am. (Exhibit hours are subject to change). As a courtesy to the registrants and your fellow exhibitors, the CSRHA requests that your booth be opened on time and fully staffed the morning of the exhibit hours. Exhibits must be staffed and remain intact throughout the show hours. Any Exhibitors who violates this rule will be ineligible to participate in future shows.

**DISMANTLING OF EXHIBITS:** Thursday, November 11, 2010 at 11:45am. All material must be packed, ready and removed from the exhibit area by 2:00pm. The exhibitor shall be liable for all storage and handling charges for failure to remove exhibit by the specified time and date. **IMPORTANT:** To avoid any damage to your equipment, please remain with the exhibit until crates are delivered and your labor, if requested, is available. Labor is not available for setup or dismantling. Exhibitors are responsible for delivery and return arrangements of their booth.

**FLAMMABLE MATERIAL:** No volatile or flammable fluids, substances, or materials of any nature prohibited by local ordinances, the Fire Prevention Bureau, or insurance carriers may be used in any booth. The use of crepe or corrugated paper is strictly prohibited.

**SHIPPING OF EXHIBITS:** Booths may be shipped to the Hilton Arden West starting no earlier than November 7, 2010. Only pre-paid packages will be accepted. The first five packages received by the Hotel will be held complimentary. All other packages will be charged as follows: Envelopes, \$3.00; 1-25 lbs., \$7.00; 26-50 lbs., \$15.00; 51 and over, \$25.00; Pallets 1/2 and under 36", \$100.00 and Full Pallets, \$150.00. Please mail all packages to the following address: Hilton Sacramento Arden West, CSRHA November 10-12, 2010, c/o Robert Bondanza, 2200 Harvard Street, Sacramento, CA 95815. The Hilton Arden West shall not be liable for the safe or timely arrival of any packages sent to the Hotel by or for the Group. It is the Group's responsibility to check on the arrival of any packages and to check to insure that the content are intact. The Hotel accepts no liability for lost, stolen or damaged goods.



3720 Folsom Boulevard, Suite B | Sacramento, CA 95816 | (916) 453-0780  
[www.csrha.org](http://www.csrha.org)

COMMITTED TO PRESERVING AND ENHANCING HEALTH IN RURAL CALIFORNIA