

The Tenth Annual

# NORTHEAST HOME HEALTH LEADERSHIP SUMMIT

## INVITATION TO SPONSOR

MOVING BEYOND WORDS



JANUARY 17 – 19, 2012  
BOSTON PARK PLAZA  
BOSTON, MA

# Sponsorship Opportunities

## Become a Sponsor Today and Extend Your Reach to the Home Care Leaders of Today and Tomorrow!

The Northeast Home Health Leadership Collaborative is pleased to offer an exciting opportunity for home care industry vendors and affiliates to be front and center at the premier gathering of home health and hospice executives – the 2012 Northeast Home Health Leadership Summit in Boston.

Sponsorship opportunities are now available. Don't miss out on this exciting invitation to build brand recognition among top home health industry leaders, highlight your valued products and services, and stake out a leading role in assuring the success of this prestigious annual Summit.

Your sponsorship commitment strengthens program offerings and helps provide for a blockbuster lineup of speakers, continuing to make the Northeast Home Health Leadership Summit a major draw for over 250 of the country's leading health care professionals year after year. Several sponsorship levels are available – find just the right package that meets your unique needs.

**Presented by Northeast Home Health Leadership Collaborative:** Connecticut Association for Home Care & Hospice – Home Care & Hospice Alliance of Maine – Home Care Alliance of Massachusetts – Home Care Association of New Hampshire – Home Care Association of New York State – New York State Association of Health Care Providers – Rhode Island Partnership for Home Care – Vermont Assembly of Home Health Agencies



## Hotel Reservations

Contact The Boston Park Plaza  
for hotel reservations at:

**(800) 225-2008**

Ask for Northeast Home Health Leadership Summit. The conference room rate before December 16 is \$149. For further information about the hotel go to:

[www.bostonparkplaza.com](http://www.bostonparkplaza.com)

## For All Sponsors

Even excellent benefits come standard...

Sponsorship at any level entitles you to:

- An advance list of Summit attendees two weeks prior to the event, as well as a final listing of attendees two weeks after.
- A listing in the Sponsor Directory – distributed to all attendees – which will include your contact information and a brief description of your product or service.
- Placement of your organization's name and logo on signs, posters, and other conference materials, as well as verbal recognition for your organization during events throughout the two-day Summit.
- Featured on Summit Website (\$2,000 level and up).
- Registration for the conference at the early-bird member rate, unless complimentary as noted.

For more information, contact Lynda Schoonbeek, CMP, Director of Education, HCA Education and Research, the education arm of the Home Care Association of New York State at [lschoonbeek@hcany.org](mailto:lschoonbeek@hcany.org), or (518) 810-0656, the Coordinator for the 2012 Northeast Home Health Leadership Summit. **Thanks for your support!**

# Sponsorship Levels and Benefits

## 1 Lead Summit Sponsor\* \$10,000

**Exclusive lead sponsorship status is available to only ONE sponsor (January 17 - 19)**

- Exhibit table throughout the conference\* (One 6ft table);
- Your logo on the Summit welcome bag given to each attendee;
- Your corporate logo displayed on the screen at the opening of the session each day;
- Opportunity to provide welcome remarks and say a few words about your company's product or service during opening remarks and introduce opening keynote speaker on January 18;
- Your literature on each attendee's chair during the opening general session on Wednesday, January 18, along with your corporate give-away item, that you provide, if you desire;
- Your logo featured on all conference promotions leading up to the Summit; and
- Three complimentary registrations to the full Summit.

## 2 Pre-Conference Sponsor \$5,000

**Limited to only ONE sponsor (January 17)**

- Exhibit table throughout Summit (January 17-19).
- Opportunity to provide welcome remarks and say a few words about your company's product or service during the opening of the Pre-Conference.
- Two complimentary registrations to the full Summit.



## 3 Lunch Forum Sponsor\* (Day 1) \$4,500

**Available to only TWO sponsors**

- Opportunity to provide opening OR closing lunch remarks, including time to say a few words about your company's product or service;
- Exhibit table on January 18 and 19 in the meeting room (One 6ft table);
- Your logo displayed on the screen throughout lunch;
- Your company's literature at each place-setting during lunch on Day 1; and
- Two complimentary Summit registrations.

## 4 Lunch Forum Sponsor \* (Day 2) \$4,500

**Available to only ONE sponsor**

- Opportunity to provide opening lunch remarks, including time to say a few words about your company's product or service;
- Exhibit table on January 18 and 19 in the meeting room (One 6ft table);
- Your logo displayed on the screen throughout lunch on Day 2;
- Your company's literature at each place-setting during lunch;
- Two complimentary Summit registrations.

## 5 Breakfast Sponsorship\* (Jan 19) \$4,500

**Available to only ONE sponsor**

- Deliver welcome message to breakfast attendees.
- Your literature distributed at each breakfast place setting on Thursday, January 19;
- Exhibit table on January 18 and 19 (One 6ft table);
- Your logo featured on the breakfast buffet as the breakfast sponsor;
- Two complimentary Summit registrations.

## 6 Networking Dinner Sponsor \$3,500

**Open to THREE sponsors**

- Choose to sponsor the wine, appetizer or dessert at the group dinner with your logo featured appropriately recognizing you as the sponsor.
- Your company literature or specialty item included in the attendee welcome bag; and
- One complimentary Summit registration and networking dinner at Smith and Wollensky on January 18.

## 7

### Session Sponsorships - \$2,500

**Available to FIVE sponsors**

- Opportunity to introduce a Wednesday afternoon session, or Thursday morning session that will be assigned;
- Your company literature distributed in attendee welcome bag; and
- One complimentary Summit registration.

## 8

### Memento Sponsorships - \$2,000

**Open to unlimited sponsors**

- Opportunity for you to provide your own corporate giveaway item in the Summit registration bag for each attendee; and
- One complimentary Summit registration.

## 9

### Conference Supporter - \$1,500

**Open to unlimited sponsors**

- Listing in conference program as Conference Supporter, along with your contact information; and
- One complimentary Summit registration.

**\*ABOUT EXHIBITING:** These will be the only exhibit opportunities offered. At the request of the leaders who attend this event, and due to space limitations, only five exhibits will be allowed for this event. Additional members on your team may come at the "Earlybird" member rate. Maximum attendance at exhibit table limited to four people.

# 2012 NELS SPONSORSHIP CONTRACT

Sponsorship recognition will begin as soon as we receive your commitment and payment. Due to printing deadlines, December 16, is the cutoff date to be included in the Sponsorship Directory/Conference brochure provided to each attendee.

## Select Sponsorship Level

<input type="checkbox"/>	<b>1.</b> Lead Summit Sponsor	\$10,000
<input type="checkbox"/>	<b>2.</b> Pre-Conference Sponsor Jan 17	\$ 5,000
<b>SOLD OUT</b>	<b>3.</b> Lunch Forum Sponsor Jan 18	\$ 4,500
<input type="checkbox"/>	<b>4.</b> Lunch Forum Sponsor Jan 19	\$ 4,500
<input type="checkbox"/>	<b>5.</b> Breakfast Sponsorship Jan 19	\$ 4,500
<input type="checkbox"/>	<b>6.</b> Networking Dinner Sponsor Jan 18	\$ 3,500*
	<input type="checkbox"/> Wine	<i>*Includes Networking Dinner fee on 1/18 for one person.</i>
	<input type="checkbox"/> Appetizer	
	<input type="checkbox"/> Dessert	
<input type="checkbox"/>	<b>7.</b> Session Sponsorship	\$ 2,500
	<input type="checkbox"/> Wednesday AM	
	<input type="checkbox"/> Wednesday PM	
	<input type="checkbox"/> Thursday AM	
<input type="checkbox"/>	<b>8.</b> Memento Sponsor	\$ 2,000
<input type="checkbox"/>	<b>9.</b> Conference Supporter	\$ 1,500

## Company Information

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

Sponsorship Coordinator: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Brief Description of Product or Service:  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

\_\_\_\_\_ Use 2011 Description and Logo.

Give-away item: \_\_\_\_\_ N/A \_\_\_\_\_

## Additional Participants

List who will attend the conference from your organization . It is not necessary to register for the conference separately. (Additional registration fees may be applicable.)

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

## Attending Networking Dinner?

As a Sponsor, you are invited to attend the group dinner at Smith & Wollensky on Wednesday, January 18. The fee is \$85 per person. This is another great opportunity to network with the decision-makers attending The Summit.

Attending Group Dinner \$85 pp X \_\_\_\_\_ = \$ \_\_\_\_\_

For further information, contact Lynda Schoonbeek, Director of Education, HCA Education and Research at (518) 810-0656, or at lschoonbeek@hcanys.org.

## Payment Information

Total should include sponsorship and group dinner fee, if applicable.

**Total: \$ \_\_\_\_\_**

Check Payments

\_\_\_\_\_ Check enclosed made payable to:  
**HCA Education and Research**  
 (Full payment must be received by December 16.)

**Mail check and completed form to:**  
 Lynda Schoonbeek  
 Director of Education  
 HCA Education and Research  
 194 Washington Avenue, Suite 400  
 Albany, NY 12210

Credit Card Payments

\_\_\_\_\_ MasterCard \_\_\_\_\_ Visa \_\_\_\_\_ AmExp

Card No: \_\_\_\_\_

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

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

**Fax completed form with credit card information to: (518) 810-0656**