

AHEC's Role in Healthcare Workforce Development



National AHEC
Organization



Sponsorship/Exhibitor/Advertising Opportunities to Showcase Your Organization!

SCHEDULE AT A GLANCE

Sunday, June 20

NAO Board Meeting

Monday, June 21

Pre-Conference Workshops
8:00 am – 5:00 pm

Exhibit Hall Move In
12:00 pm – 5:00 pm

Exhibit Hall Welcome Reception
6:00 pm – 8:00 pm

Tuesday, June 22

Exhibit Hall 7:00 am – 5:00 pm

Conference Sessions
8:00 am – 6:00 pm

Poolside Networking Reception
6:30 pm – 9:00 pm

Wednesday, June 23

Exhibit Hall 7:00 am – 5:00 pm

Conference Sessions
8:15 am – 4:00 pm

Thursday, June 24

Exhibit Hall 7:00 am – 11:00 am

Conference Sessions
8:00 am – 12:00 pm

For the most up-to-date information,
visit
www.conference.nationalAHEC.org

The National AHEC Organization 2010 Conference will convene in Las Vegas, Nevada June 20-24, for "**AHEC's Role in Healthcare Workforce Development: Pipeline to Retention.**" This conference will attract 600-700 NAO members and affiliates from around the country with nationally recognized speakers, topical workshops and educational seminars.

The **NAO 2010 Conference** will build upon AHEC's strong foundation of leadership as we move forward to address the increased demands placed on the nation's primary care workforce. It will draw an inclusive blend of attendees as the result of our position as advocates of diversity among the health professions. It will allow you to contribute to discussions regarding developments in healthcare, legislative policies and health education.

We invite you to participate in the **NAO 2010 Conference** through a variety of sponsorship, exhibitor and advertising opportunities. This program details the options available for showcasing emerging technologies, promoting innovative programs or sharing best practices with a broad audience of primary care clinicians, academic faculty, youth educators and providers of continuing education.

Your involvement in the **NAO 2010 Conference** benefits your agency as well as the professionals in attendance. All opportunities are on a first-come, first-served basis. Your timely action will secure the appropriate exposure and benefits for your organization. **The sooner you respond, the more likely the option you want will be available!**



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NAO 2010 Conference SPONSORSHIP Opportunities

Sponsoring one or more conference activities places your name in front of the attendees in the Conference Program, NAO Conference Website and sponsor signage displayed during the chosen event. Secure your Sponsorship by **April 14, 2010!**

Keynote Speaker Sponsorship (\$15,000)

Tuesday, June 22, Wednesday, June 23 and Thursday, June 24

Your organization's name and logo will be displayed on large screens for all to see in the ballroom. Your organization will be thanked from the podium. Your promotional materials will be displayed at the entrance of the room.

Welcome Reception (\$15,000)

Monday, June 21, 6:00 pm – 8:00 pm

Sponsor the official kick-off event of the conference on Monday and your name and brand will be the first that conference attendees see! Your organization's name and logo will be displayed at the entrance of the room and in front of the food table.

Networking Reception (2 sponsorships @\$6,500)

Tuesday, June 22, 6:30 pm – 9:00 pm

This is a great opportunity to promote your organization. You can count on this reception to be fun. This reception features complimentary food and beverages for all conference attendees. Your organization's name and logo will welcome the NAO attendees to this private event.

Cyber Café (\$5,000)

Your organization's name and logo will remain on the screens throughout the conference. Every time a participant checks or sends Email, they will be reminded of your generous sponsorship! Your promotional materials will be prominently displayed on a table in this area.

Continental Breakfast in Exhibit Hall (2 sponsorships @\$3,000 each on each day)

Tuesday, June 22 and Wednesday June 23, 7:00 am – 8:00 am

Help attendees start the day right by sponsoring breakfast. Your name and logo will be prominently displayed at the entrance and food stations! Select one or both mornings!

"Morning Stretch" in Exhibit Hall (2 sponsorships @\$3,000)

Thursday, June 24, 7:00 am – 8:00 am

Your organization's name and logo will be on t-shirts or reusable water bottles which participants will display long after they return home! Your organization's name and logo will be displayed at the entrance of the room.

Refreshment Breaks in Exhibit Hall (3 sponsorships @\$2,500 each on each day)

Tuesday, June 22, 9:45 am – 10:15 am and 3:00 pm – 3:30 pm; Wednesday, June 23, 10:30 am – 11:00 am and 3:15 pm – 3:45 pm

A refreshing way to advance your organization! Breaks are served in the exhibit hall, allowing attendees to "power up" and visit with exhibitors. Your name and logo will be prominently displayed at the entrance and food stations! Select one or more breaks!

Lunch in Exhibit Hall (\$5,000)

Tuesday, June 22, 12:30 pm – 2:00 pm

Your organization's name and logo will be prominently displayed at the entrance and food stations as attendees refuel for the afternoon.

Special Contributor

Cash Sponsorship – Unlimited number available

We invite you to contribute to the conference and support of NAO. Recognition will be given in promotional materials.

Pre-Conference Workshop Sponsorship (\$500 each)

This is an effective way to target your audience. Your organization's name and logo will greet all participants and be displayed on the podium during the workshop. Your support will be acknowledged in promotional materials.

Conference Education Session Sponsorship (\$300 each)

Sponsoring one or more sessions at the conference means recognition as an NAO supporter and gets your name in front of the attendees in the conference program. Your support will be acknowledged in promotional materials.

Sponsorship Benefits At-A-Glance

Sponsorship Level	Booth Space	Verbal Recognition At Opening Session	Conf. Program Ad	Listing On Conf. Site w/Link To Sponsor Website	Includes Conference Registration	Listing In Conf. Program	Listing On Signage	Pre-Conf. Attendee List	Post-Conf. Attendee List
Keynote Speaker Sponsorship \$15,000	One	X	Full Page B/W	X	2	X	X	X	X
Welcome Reception \$15,000	One	X	Full Page B/W	X	2	X	X	X	X
Networking Reception \$6,500	One	X	¼ Page B/W	X		X	X	X	X
Cyber café \$5,000		X	¼ Page B/W	X		X	X		X
Lunch Sponsorship \$5,000		X	¼ Page B/W	X		X	X		X
Continental Breakfast \$3,000		X	¼ Page B/W	X		X	X		X
Refreshment Break \$2,500		X		X		X	X		X
Pre-Conference Workshop Sponsorship \$500						X		X	X
Conference Education Session Sponsorship \$300						X			
Cash Sponsorship						X			

Sample of Past Sponsors/Exhibitors

3RNet - National Rural Recruitment & Retention Network
 American Academy of Orthotists and Prosthetists
 American Association of Colleges of Osteopathic Medicine
 Applied Technologies
 Association of Nurses in AIDS Care
 Breathe E-Z Systems, Inc.
 Colorado Rural Health Center
 Community Health Association of Mountain/Plains States
 Community Health Partnership
 ComQuip, Inc.
 COPD Foundation
 Council Connections
 DNTLworks Equipment Corporation
 Excelsior College

Explore Health Careers.org
 FDA Office of Women's Health
 Infant Adoption Training Initiative
 Laerdal Medical
 LifeLine Pilots
 Mutual of America
 National Association of Community Health Centers
 National Health Service Corps
 National Library of Medicine
 National Organization of State Offices of Rural Health
 OCP-UMass Medical School
 Oklahoma State University Center for Rural Health
 Overeaters Anonymous
 RXAssist Plus
 Social Security Administration

The AHEC Manager
 The Colorado Trust
 The Florida AHEC Network Tobacco Training & Cessation Program
 ToucanEd, Inc.
 United States Public Health Service
 University Health System Consortium
 University of Colorado Denver School of Medicine
 Wake Forest University School of Medicine
 WICHE - Western Interstate Commission for Higher Education
 WorldPoint
 Worldways Social Marketing
 Youth Health Service Corps

Product Branding

"Product Branding" puts your name in front of all conference attendees, producing the maximum exposure for your organization. Choose from a variety of items used by attendees for the duration of the conference and others are taken home to continue your advertising exposure. Costs are based on the exposure you can expect from each opportunity and with additional benefits provided at the higher support levels.

All opportunities are on a first-come, first-served basis. Your timely action will secure the appropriate exposure and benefits for you. The sooner you respond, the stronger the likelihood that the option you prefer will be available.

Attendee Padfolio (\$10,000)

Your organization will be remembered again and again as participants re-use this handsome notebook imprinted with your organization's logo alongside the conference logo.

Saddle Bag (\$9,000)

Your organization's name and logo will be showcased throughout the conference by all participants – and hundreds of people will continue to advertise for you when they take their high quality bags home!

USB Lanyards (\$8,000)

Your organization will be noticed thousands of times each day by all participants as everyone displays your organization's name and logo!

Hotel Guest Room Key Cards

(\$3,000 + direct cost)

Every attendee staying at the hotel will be reminded of you every time they go to their rooms. Along with your organization's name and logo, the key card will also contain important information about the conference that attendees will refer to often. This is a very big "bang for the buck" as you are assured of multiple "hits."

Conference Giveaway (\$3,000 and up)

We will help you select from a choice of "keeper" items with your organization's logo that attendees will take home and use after the conference. Select from items for the office, fun gadgets, or personal use items. This is a terrific way to keep your name in front of your customers and potential customers!

Marketing Special (\$600 each)

Reach all attendees by having your marketing piece included in the registration packet. Marketing materials cannot exceed 8 pages (4 double-sided) with maximum size 8 ½" x 11". All marketing materials must be received by May 15, 2010. Consider the marketing insert along with advertising or sponsorship to further enhance your impact. Combine the benefits of two or more avenues of support to multiply your exposure.

"Morning Stretch" (\$3,000 and up)

For maximum impact, we'll help you select one high profile item to be given by random drawing to a registered, eligible conference attendee. This drawing will be promoted throughout the conference with the stipulation that attendees must be present to win.



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NAO 2010 Conference EXHIBITION Opportunities

The NAO 2010 Conference Exhibition offers 9 hours of designated exhibit time with several food functions taking place within the exhibit hall in three days.

Booth Space (Includes AHECs and other Not For Profits with products/services to sell)

\$950 per booth

Each 8' x 10' Booth Exhibitor will receive:

- Carpeted booth space
- Draped back wall (8' Ht) and side rail (3' Ht)
- 6' skirted table (white) and 2 chairs
- ID sign (44" W x 7" H)
- Name badges for up to 2 booth attendants (additional badges at \$75.00 each)
- Recognition in the Conference Program and on the Conference Website
- Opportunity for product or service exposure through participation in exhibitor drawings

Table Display (Not for Profit, Informational Only)

\$450 per table

Each Table Display will receive:

- 6' skirted table (white) and 2 chairs
- ID sign (11" W x 8.5" H)
- Name badges for one booth attendant (additional badges at \$75.00 each)
- Recognition in the Conference Program and on the Conference Website
- Opportunity for product or service exposure through participation in exhibitor drawings

Exhibit Hall Tentative Schedule of Events

Monday, June 21

12:00 noon – 5:00 pm Exhibitor Check-in/Set-up
6:00 pm – 8:00 pm Exhibit Hall Welcome Reception

Tuesday, June 22

7:00 am – 5:00 pm Exhibit Hall Open
7:00 am – 8:00 am Exhibit Hall Continental Breakfast
9:45 am – 10:15 am Break in Exhibit Hall
12:30 pm – 2:00 pm Lunch in Exhibit Hall
3:00 pm – 3:30 pm Break in Exhibit Hall
6:30 pm – 9:00 pm Poolside Networking Reception

Wednesday, June 23

7:00 am – 5:00 pm Exhibit Hall Open
7:00 am – 8:00 am Breakfast in Exhibit Hall
10:30 am – 11:00 am Break in Exhibit Hall
3:15 pm – 3:45 pm Break in Exhibit Hall

Thursday, June 24

7:00 am – 8:00 am "Morning Stretch" in Exhibit Hall
7:00 am – 11:00 am Exhibit Hall Open
11:00 am – 2:00 pm Exhibit Tear Down
Note: Exhibitors are required to staff their respective booth or table during scheduled hours. Exhibit tear down may not begin until 11:00 am on Thursday.

NAO 2010 Conference ADVERTISING Opportunities

All attendees will receive and use the Conference Program. Advertising in the conference program will reinforce your organization's presence and help you secure long-term business. Advertisements are to be prepaid. **Advertisement Sales Close on Thursday, March 25, 2010. Artwork Submission Deadline is Thursday, April 1, 2010.**

Size	Price
Full page (B&W) 7.5" wide by 10" high *	\$ 600
Half page (B&W) 7.5" wide by 5" high *	\$ 450
Quarter page (B&W) 3.5" wide by 5" high *	\$ 300
Inside Front or Inside Back Cover (Color) 8.5" wide by 11" high **	\$ 700
Outside Back Cover (Color) 8.5" wide by 11" high **	\$ 800

* ad does not bleed

** Maximum printed area of ad not including bleed. Please submit file with 0.25" bleed on all edges.

File type and save options

TIFF (.tif) -- Size:100%; Resolution: 300 dpi (high quality compression setting); Include bleeds (1/4" minimum) with crop marks/ registration

EPS (.eps) -- Adobe Illustrator files: CS4 or lower; Embed all images @100%, 300 dpi; Outline all fonts; Include bleeds (1/4" minimum) with crop marks/ registration

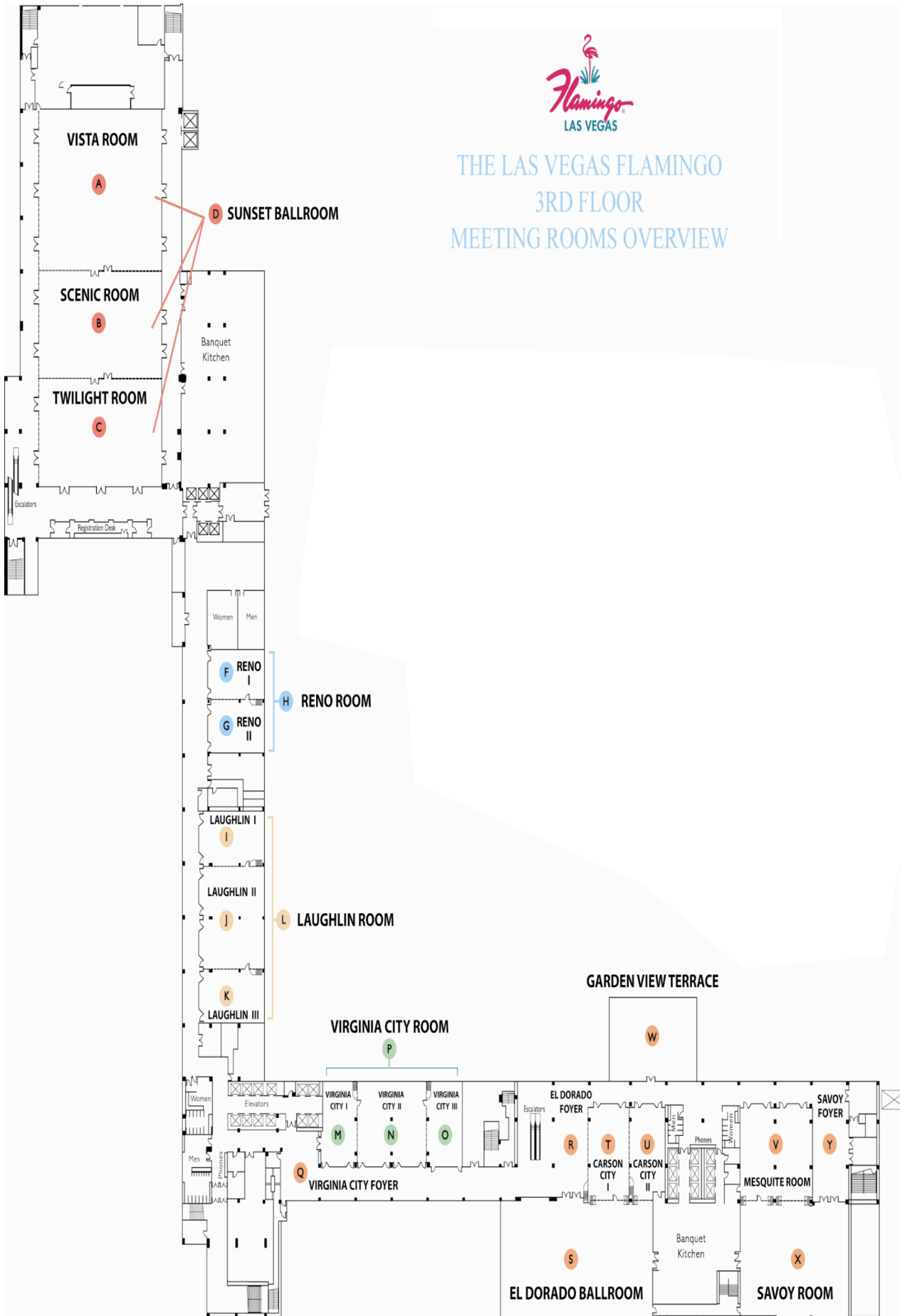
PDF (.pdf) -- Print resolution images with no less than medium/ high quality compression; Outline all fonts; Include bleeds (1/4" minimum) with crop marks/ registration

Logos

Please send two EPS only (fonts outlined-contact your graphic designer for assistance) logo files: one black and white and one CMYK (product branding sponsors will need to also submit a one color logo file). Please **DO NOT** send GIF or JPEG files as they will not print properly.



THE LAS VEGAS FLAMINGO
3RD FLOOR
MEETING ROOMS OVERVIEW



Exhibitor Rules & Regulations

These contract Conditions, Rules and Regulations are a part of the National AHEC Organization (NAO) 2010 Sponsors and Exhibitor's Application and Contract for exhibit. Please provide a copy of these Rules and Regulations to the person(s) responsible for the set up of your booth(s).

ASSIGNMENT OF SPACE: Assignment of space will be on a first paid, first-served basis. Every effort will be made to accommodate requests for booth assignments. All sponsorship and promotional opportunities are on a first come, first served basis. For more information, contact Don McMurray at NAO Headquarters at 414-908-4953 x111 or dmcmurray@nationalahec.org.

SPONSORSHIP AND EXHIBIT FEES AND PAYMENT: Applications will NOT be processed or space assigned without the required payments and signature. All applications must be accompanied by full payment. Receipt of payment does not obligate NAO to accept a contract as binding. NAO retains the option of returning funds.

CANCELLATION: Cancellations of sponsorship or exhibit space must be directed in writing to Don McMurray at dmcmurray@nationalahec.org

Refunds, less an administrative fee of \$500 per sponsorship and \$50 per booth, will be made at the discretion of NAO, but no refund will be given for a cancellation made within 90 days of set up day. In case of fire or any other causes beyond the control of NAO that prevent holding the conference, this contract will not be binding.

EXHIBIT BOOTHS: Each exhibitor will receive one 6-foot draped table, two chairs and a one-line identification sign (44" x 7") bearing the exhibitor's name.

INSTALLATION AND DISMANTLING:

Exhibitor Move-In Monday, June 21, 2010 - 12:00 noon to 5:00 pm

Exhibitor Move-Out Thursday, June 24, 2010 - 11:00 am to 2:00 pm

SHIPPING: NAO will mail to each exhibitor an information and service kit that provides exhibitors with complete shipping instructions, production information, and other forms for all services needed during the installation, show period, and removal of exhibits.

*Note: Do not ship Exhibits directly to the hotel. Shipments will not be accepted. Shipping instructions and drayage fees will be included in the exhibitor service kits.

EXHIBITOR REGISTRATION: Name badges for up to two (2) personnel is included with each booth and one (1) person for each tabletop display. Additional personnel may be registered at \$75.00 each. Each name badge admits one person to the exhibit hall only.

USE OF SPACE: Exhibitors shall not assign, share, or sublet any space without written consent of NAO. Care must be taken that no display extends more than 8' above the floor or more than 8' in depth from the back wall of the booth, or interferes with the view of other exhibitors. Noticeable noise produced from operation of any equipment or apparatus is not permitted.

LIABILITY: NAO and the Flamingo Hotel will not be held responsible for the safety of the property of the exhibitors from theft, fire, damages, accident or other causes. Exhibitor agrees to protect, save and hold NAO and the Flamingo Hotel and all agents and employees thereof (hereafter collectively called indemnities") forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitor.

Further, exhibitor shall at all times protect, indemnify, save and hold harmless the indemnities against and from any and all losses, costs (including attorney's fees), damages, liability or expense arising from or out of or by reason of any accident or bodily injury or other occurrence to any person or persons, including the exhibitors, its agents, employees and business invitees which arises from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or a part thereof.

SAFETY REGULATION: Exhibitors must adhere to all municipal and state laws, rules and regulations. No combustible decorations may be used at any time; all drapes, table coverings and other materials must comply with fire department regulations.

SECURITY (INSIDE AND OUTSIDE): The exhibit area is being held in a hotel. Neither NAO nor the hotel can be held responsible for any exhibit materials. Please take the necessary precautions each day for safeguarding your exhibit materials.

FAILURE TO OCCUPY SPACE: Space not occupied by the close of the exhibit installation period as specified in these rules and regulations will be forfeited by the exhibitors. This space may be resold, reassigned or used by the exhibit manager.

SHOW CANCELLATION: If the conference or exhibit is canceled due to circumstances beyond the control of NAO, NAO will not be held liable for any expenses incurred by the exhibitor beyond the rental cost of the booth space.

SELECTION OF EXHIBITORS: Only firms and organizations whose services and products are appropriately related to the purpose of NAO shall be permitted to exhibit. NAO reserves the right to decline or prohibit any exhibit which, in its sole judgment, is inappropriate, this reservation being all inclusive as to person, things, printed matter, products and conduct.



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SPONSORSHIP/EXHIBITOR/ADVERTISING APPLICATION

Contact Name: _____ E-mail: _____

Exact name of organization as it should appear in all listings: _____

Address 1: _____

Address 2: _____

City/State/Zip: _____

Phone #: _____ Fax: _____ Web: _____

Brief Description of service/products offered by your organization (50 words max): _____

SPONSORSHIP

Keynote Speaker \$15,000 (includes full pg b/w ad and one booth space) Amount \$ _____

Names of Personnel: (two included) _____

Welcome Reception \$15,000 (includes full pg b/w ad and one booth space) Amount \$ _____

Names of Personnel: (two included) _____

Networking Reception \$6,500 (includes quarter pg b/w ad and one booth space) Amount \$ _____

Names of Personnel: (two included) _____

Cyber Café \$5,000 (includes quarter pg b/w ad)..... Amount \$ _____

Lunch Sponsorship \$5,000 (includes quarter pg b/w ad)..... Amount \$ _____

Continental Breakfast \$3,000 (includes quarter pg b/w ad)..... Amount \$ _____

Refreshment Breaks \$2,500 Amount \$ _____

Morning Stretch \$3,000 Amount \$ _____

Special Contributor or Product Branding Activity: _____ Amount \$ _____

Product Branding Activity: _____ Amount \$ _____

ADVERTISE (if not included in sponsorship above)

Full Page B&W Ad \$600 Amount \$ _____ Half Page B&W Ad \$450 Amount \$ _____

Quarter Page B&W Ad \$300 Amount \$ _____ Outside Back Cover (Color) \$800 Amount \$ _____

Inside Front or Inside Back Cover (Color) \$700 Amount \$ _____

EXHIBIT (if not included in sponsorship above)

\$950 ea booth No. of booths: _____ Amount \$ _____

\$450 ea table display No. of tables: _____ Amount \$ _____

Name of Personnel needing badges (two per booth included, one per table display): _____

Additional Booth Personnel @ \$75 ea: #: _____ Amount \$ _____

Name(s): _____

Organization(s) you wish to be away from near: _____

Submission of this application to exhibit implies consent to the items, conditions, and regulations governing exhibits of the Conference published in the Prospectus. The Exhibitor agrees to abide by all rules, requirements, restrictions, and regulations as set forth in the Prospectus and as may be specially designated by Conference Management. Failure to abide by such rules and regulations results in forfeiture of all monies paid by or due from Exhibitor.

PAYMENT INFORMATION

My check (payable to NAO) is enclosed. (There is a \$25 charge for returned checks.)

Send me an invoice.

Charge my credit card: Visa Mastercard (Card can not be processed without legible, complete, and correct information)

Card Number: _____ Exp. Date: _____ Total Amt. \$ _____

Name on Card: _____

Billing Address: _____ City/State/Zip: _____

Contact Name and Phone # for questions about card: _____

Signature of Card Holder: X _____

RETURN FORM WITH PAYMENT TO: Don McMurray, c/o NAO, 7044 S. 13th St., Oak Creek, WI 53154

Fax: 414.768.8001 **Questions?** Contact Don McMurray at 414.908.4953 x-111 or DMcMurray@nationalAHEC.org