

# Northeast Home Health Leadership Summit

## Invitation to Sponsor



January 19 & 20, 2011- The Colonnade Hotel - Boston, Massachusetts

# 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 2011 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 200 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

## *About The Art of Leadership*

Like painting a great masterpiece or playing a delicate instrument, leadership is also an art form. *The Art of Leadership* – which includes practice, patience, adjustment and fine-tuning – is the focus of the 2011 Summit. Take advantage of this opportunity to enhance your leadership skills with the superb lineup of speakers waiting to perform January 19 and 20.



### **About This Artwork**

**Joseph Mallord William Turner**  
***Rockets and Blue Lights (1840)***

In *Rockets and Blue Lights* Turner captured the fury of a storm on the coast and the drama of human attempts to avoid disaster. Sea spray, mist, smoke, and clouds merge and swirl around the focus of the painting: the crash of surf on a pier where rockets are fired to warn the ships of shallow water.

## *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 (\$3,000 level and up).
- Registration for the conference at the early-bird member rate, unless complimentary as noted.

## *Hotel Reservations*

Contact The Colonnade Hotel for hotel reservations at

(617) 424-7000.

Ask for Northeast Home Health Leadership Summit. The conference room rate before (December 28) is \$149.

For further information about the hotel go to:

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

*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 Jersey, 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

*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@hcanys.org](mailto:lschoonbeek@hcanys.org), or (518) 810-0656, the Coordinator for the 2011 Northeast Home Health Leadership Summit. **Thanks for your support!***

## The following is a description of each sponsorship level and its accompanying benefits.

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

*Exclusive lead sponsorship status is available to only one sponsor.*

- Exhibit table throughout the conference\* (One 6ft table);
- Your logo on the Summit 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;
- Your literature on each attendee's chair during the opening general session on Wednesday, January 19, 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

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

*Available to only ONE sponsor.*

- Opportunity to provide opening luncheon remarks, including time to say a few words about your company's product or service;
- Exhibit table on January 19 (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.

**SOLD!**

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

*Available to only ONE sponsor.*

- Opportunity to provide opening luncheon remarks, including time to say a few words about your company's product or service;
- Exhibit table on January 20 (One 6ft table);
- Your logo displayed on the screen throughout lunch Day 2;
- Your company's literature at each place-setting during lunch; and
- Two complimentary Summit registrations.

### Top of the Hub Cocktail Reception \$3,500

*Open to unlimited sponsors.*

- Your logo displayed on food tables and signage during the cocktail reception, recognizing you as one of the event sponsors;
- Your company literature displayed at Reception on Sponsor table; and
- Two complimentary Summit registrations.

### Breakfast Sponsorship (Jan 20) \$3,000

*Available to only ONE sponsor.*

- Deliver welcome message to breakfast attendees – (3 minutes max);
- Your literature distributed at each breakfast place setting on Thursday, Jan 20;
- Your logo featured on the breakfast buffet as the breakfast sponsor; and
- Two complimentary Summit registrations.

### Session Sponsorships \$2,500

*Available to THREE sponsors, each choosing one event.*

- Opportunity to introduce the opening speaker at either the Wednesday morning session, Wednesday afternoon session, or Thursday morning session (choose one);
- Your company literature distributed in attendee welcome bag; and
- One complimentary Summit registration.

### 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.

### 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. Additional registrations at the member rate.

**\*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 three exhibits will be allowed for this event. Maximum attendance at exhibit table limited to four people.

# SPONSORSHIP CONTRACT

Sponsorship recognition will begin as soon as we receive your commitment and payment. Due to printing deadlines, December 17, is the cutoff date to be included in the Sponsorship Directory/Conference brochure provided to each attendee.

## Company Information

Company Name: _____	
Sponsorship Coordinator: _____	Title: _____
Address: _____	City: _____
State: _____	Zip Code: _____
Phone: _____	Fax: _____
Email: _____	Website: _____
Brief Description of Product or Service: _____ _____ _____	<small>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.)</small> Name: _____ Title: _____ Name: _____ Title: _____
<input type="checkbox"/> Use 2010 Description and Logo.	

## Sponsorship Type

### Open to One Sponsor\*

Lead Summit Sponsor	\$10,000	<input type="checkbox"/>
Lunch Forum Sponsor Jan 19	\$ 4,500	<input type="checkbox"/>
Lunch Forum Sponsor Jan 19	\$ 4,500	<input type="checkbox"/>
Breakfast Sponsorship Jan 20	\$ 3,000	<input type="checkbox"/>

\* Please indicate your second choice if your first choice is not available:  
\_\_\_\_\_

### Open to Unlimited Sponsors

Top of the Hub		
Cocktail Reception Sponsor	\$ 3,500	<input type="checkbox"/>
Session Sponsorship	\$ 2,500	<input type="checkbox"/>
<i>Choose a session:</i>		
Wednesday am	Wednesday pm	Thursday am
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Memento Sponsor	\$ 2,000	<input type="checkbox"/>
Gift Item: _____		<input type="checkbox"/>
Conference Supporter	\$ 1,500	<input type="checkbox"/>

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

## Payment Information

### Check Payments

\_\_\_\_\_ Check enclosed made payable to:  
**HCA Education and Research**

#### Mail check and completed form to:

Lynda Schoonbeek  
 Director of Education  
 HCA Education and Research  
 194 Washington Avenue, Suite 400  
 Albany, NY 12210

*(Full payment must be received by December 17.)*

### Credit Card Payments

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

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

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

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

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

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