



# 2019 Marketing & Sponsorship Reservation Form

Reserve your trade show booth, sponsorship, and advertising opportunities NOW and continue to strengthen your relationships with Iowa long-term care leaders. Check the boxes below to select your organization's choices.

<b>Organization Name</b>		<b>Phone</b>	
<b>Street Address</b>	<b>City</b>	<b>State</b>	<b>Zip</b>
<b>Contact Name</b>	<b>Title</b>	<b>Email Address</b>	

Details can be found in the **IHCA 2019 Sponsorship, Trade Show, & Advertising Guide** (available on our website: [www.iowahealthcare.org](http://www.iowahealthcare.org).) Sponsorships marked with an asterisk (\*) require IHCA Associate Membership. If you are not an Associate Member and would like to join, please fill out the Associate Membership Application.

## 2019 IHCA Annual Convention & Trade Show

### **Trade Show Booths**

For the Annual Convention & Trade Show booth reservation, indicate below, and Megan Stoullil will contact you for booth location assignments and with additional information.

- Prime Booth (Associate Members Only) - \$1,700
  - Standard Booth - IHCA Associate Member - \$1,500
  - Standard Booth - Non-Member - \$2,350
- Preferred Booth Number: \_\_\_\_\_

### **Additional Convention & Trade Show Sponsorships**

- Mobile App Splash Page \$3,500 (1 available)
- Mobile App Banner Ads \$1,500 (5 available)
- Tote Bags w/ Company Logo \$3,000 (1 available)
- Name Badge Lanyards \$2,500 (1 available)
- Convention WiFi Sponsor \$1,500 (1 available)
- Registration Room Table Display \$1,000 (1 available)
- Monday Keynote Speaker \$2,000 (1 available)
- Trade Show Cocktail Reception \$2,500 (1 available)
- Monday Evening Entertainment \$2,000 (1 available)
- Tuesday Keynote Speaker \$2,000 (1 available)
- Tuesday Home Health Track Sponsor \$2,500 (1 available)
- Tuesday Annual Business Meeting \$1,500 (2 available)
- Tuesday Evening Entertainment \$2,000 (1 available)
- Wednesday HOT Breakfast \$1,500 (1 available)
- Wednesday Keynote Speaker \$1,500 (1 available)
- Continental Breakfast \$1,250 (2 available)
- Refreshment Breaks \$1,000 (3 available)
- Guest Room Keys \$2,000 (1 available)

## Board Events

- IHCA/ICAL/ICHC Board of Director Meetings\* - \$2,000 (4 available)
  - January
  - March
  - June
  - December
- IHCA/ICAL/ICHC Annual Board Retreat\* - \$3,000 (3 available)

## Advertising Opportunities

### Convention Program Guide\*

#### Standard Rate/Exhibitor Rate

- Back Cover \$3,000/\$2,500
- Inside Front Cover \$2,000/\$1,500
- Inside Back Cover \$2,000/\$1,500
- Full Page \$1,200/\$800
- Half Page \$800/\$500

### Member Message (YouTube)\*

- Event Sponsor \$250 per quarter
- Exclusive Sponsor \$1,000

### IHCA Website/Newsletter Ad\*

- \$1,250 per quarter or
- \$4,500 per year

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## Education Event Sponsorships

### Quarterly Education Conference Sponsorships

- Spring Education Conference**
  - Program Sponsor - \$1,200
  - Table Display - \$750 (8 available)
- Summer Legal Education Conference** - \$1,000
- Winter Education Conference**
  - Program Sponsor - \$1,000
  - Table Display - \$500 (8 available)
- Activity Professional Qualification Course** - \$500
- AL Regulatory Nurse/Manager Class** - \$500
- Assisted Living Management Certification Program\***
  - Exclusive Program Sponsor - \$1,500
  - Program Sponsor - \$1,000
    - April OR  November
- ~~**Dietary Professional Conference** - \$2,500 **SOLD**~~

- IHCA District Meetings & Education\*** - \$1,250 ea.
  - May AND/OR  November
- Home Health OASIS Training Workshop** - \$1,000
- ~~**Leadership Academy** - \$2,500 **SOLD**~~
- Life & Fire Safety Conference\*** - \$2,500
- LTC Nurse & Administrator Leadership Program** - \$500
- Managed Care & Reimbursement Conference** - \$1,000
- Medicare PDPM Academy\*** - \$1,000
- Non-Profit Board Member Training\*** - \$500
- Teepa Snow Presenting on Dementia**
  - Presenting Sponsor - \$1,000
  - Exclusive Lunch Sponsor - \$500
- Workforce Symposium** - \$2,500
- 2019 Webinars** - \$250

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## IHCA Foundation

### Giving Opportunities

You can contribute to the Foundation by committing to an annual giving pledge or through a one-time donation. Join an elite group of benefactors who believe in the mission of the IHCA Foundation. Donors are acknowledged annually in the Foundation's annual report and are recognized on our Foundation webpage.

- I would like to donate  \$500  \$1,000  \$1,500  \$2,000  Other \_\_\_\_\_ in support of IHCA Foundation's commitment to developing quality long-term care professionals.

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## Payment

- Option 1: Invoice my organization
- Option 2: Enclosed is my check payable to IHCA and/or IHCA Foundation
- Option 3: Charge my credit card (contact Megan Stoullil at 515-978-2204 for processing)
  
- I have read and agree to the Terms and Conditions of this agreement.

Submit completed forms by email to Megan Stoullil at [megan@iowahealthcare.org](mailto:megan@iowahealthcare.org), mail to Iowa Health Care Association, 1775 90<sup>th</sup> Street, West Des Moines, IA 50266, or fax to 515-978-2209.



## 2019 Agreement Terms and Conditions

This Marketing/Sponsorship Agreement (“Agreement”) is made by and between Iowa Health Care Association (“The Association”) and the Advertiser/Sponsor/Exhibitor (“Vendor”), as listed on the front of this Agreement. The parties hereto agree to the following terms and conditions listed below and the terms listed in the Sponsorship, Trade Show & Advertising Guide (“The Guide”):

1. The Association shall sell, and Vendor shall purchase marketing opportunities pursuant to the terms and conditions contained herein.
2. Vendor shall purchase marketing opportunities as selected on the Marketing & Sponsorship Reservation Form.
3. Vendor shall purchase selected marketing opportunities at the rates, level of participation, ad sizes specified in The Guide currently in effect for the relevant opportunities.
4. The Association will only accept marketing materials as specified in The Guide currently in effect for the relevant marketing opportunity. All marketing materials must be submitted to The Association by the date(s) specified for the relevant activity. The Association shall have the right to refuse to market/publish any materials not received by it prior to this time, and no refund shall be made to Vendor. Vendor must make full payment at this time. If payment in full is not received, this Agreement will be cancelable, at the Association’s option.
5. The Association shall have the right to place any advertisements anywhere in publications. The Association shall also have the right to announce sponsorships, in any manner it deems appropriate in relation to marketing opportunities.
6. Vendor may not use The Association’s name or logo without prior written permission.
7. The Association shall have the sole right to cancel this Agreement and refuse to use marketing materials, if The Association determines that the marketing material is in bad taste; in conflict with programs or services offered by The Association; in conflict with the general principles of The Association; not in the best interest of The Association’s members; illegal, or in any way not suitable for the marketing opportunity. If the Association cancels this Agreement for any of these reasons, The Association shall refund the amount paid by Vendor. To the extent practicable, The Association shall give advance notice to Vendor of said cancellation, however, The Association shall have the right to refuse to use marketing materials without prior notice to Vendor.
8. The Association reserves the right, for any reason, to cancel Events sponsored by Vendors, and, if it does so, The Association reserves the right to either transfer purchased marketing opportunities to an equivalent opportunity or refund the amount paid by the Vendor, at The Association’s option.
9. The Association reserves the right to cancel this Agreement for any reason, and, if it does so without canceling the event, The Association shall refund the amount paid by Vendor. To the extent practicable, The Association shall give advance notice to Vendor of said cancellation.
10. The Association shall not be responsible for any errors or omissions made by the printer in preparing, modifying or printing Vendors marketing materials. If an error is made The Association shall, upon prompt notice by Vendor of the error, republish Vendor’s materials free of charge to the Vendor. The Association shall in no way be responsible for any other damages claimed by Vendor due to such error or omissions. This shall also apply to errors or omissions made in announcing Vendor’s participation in sponsorship of an event.
11. In consideration of The Association permitting Vendor to participate in The Association’s marketing opportunities, Vendor, for himself, his heirs, legal representatives, successors, and assigns, does hereby release, acquit, and forever discharge and hold harmless The Association, its heirs, legal representatives and assigns, of and from all claims and demands of every kinds and character whatsoever accrued or that might hereafter accrue as a result of Vendor’s marketing materials from any consequences resulting directly or indirectly therefrom.
12. This Agreement, including any marketing opportunities announced in accordance with the terms of this Agreement, does not constitute a recommendation or endorsement by the Association of the Vendor or its products, goods or services. The Association does not warrant, guarantee, or otherwise represent the merchantability or fitness of any Vendor products or the capability or services of any Vendor.
13. This Agreement represents the entire agreement between The Association and Vendor, unless otherwise noted, and may not be modified or terminated without the written consent of both parties. Vendor agrees to comply with any terms or conditions imposed by a third party that owns or controls a space where marketing of Vendors occurs.
14. This Agreement shall be binding upon the parties, their successors and permitted assigns. Vendor may not assign or delegate its rights or duties under this Agreement without the prior written permission of The Association.
15. This Agreement shall be construed according to the laws of the State of Iowa.