

RESERVATION FORM

If you have selected any of the opportunities from the previous pages, please copy and mail or fax your selections to WVHCA, along with the information below. Upon receipt of payment, your request will be confirmed. WVHCA staff will follow up with you upon receipt of your reservation form and payment. Some advertising or sponsorship opportunities may no longer be available due to publication deadlines or prior sale. If you are interested in additional information about any of the opportunities, please contact our office for more details.

Company: _____
(Please use proper name for recognition)

Your Name: _____

Address: _____

City: _____ State: _____

Zip: _____ Phone: _____

Email: _____

PAYMENT OPTIONS: Total Cost: \$ _____ Check Enclosed _____

Mastercard _____ Visa _____ American Express _____

Cardholder Name (printed): _____

Cardholder Address: _____

Credit Card Number: _____ Expiration Date: _____

X _____
Cardholder Signature

BECOME AN ASSOCIATE MEMBER

Become a WVHCA Associate Member and maximize your growth potential! Call WVHCA for membership information at (304)346-4575 or visit www.wvhca.org. If you would like to receive a new member packet, please complete your name, address, and phone number in the space provided above and place a checkmark in the space below.

_____ Please mail me a WVHCA Membership packet.

Fax or mail your request to:

West Virginia Health Care Association, Inc.
110 Association Drive, Charleston, WV 25311
304-346-4575 / Fax: 304-342-0519 www.wvhca.org

Why should you be involved?

Partner with WVHCA to reach an intensely loyal, well-informed audience with genuine buying power!

Being involved with WVHCA is a great way to get your company name and products in front of West Virginia's leading long term care decision makers to build brand awareness.

BUILD BRAND AWARENESS THE EASY WAY!

Support West Virginia's long term care association.



2012

WVHCA Advertising &
Sponsorship Opportunities

See details inside!

DO YOU WANT LONG TERM CARE PROFESSIONALS TO THINK OF YOUR COMPANY WHEN CONSIDERING A PRODUCT OR SERVICE THAT YOU SELL?

Build brand awareness by sponsoring Association events.

Sponsors receive:

- Signage at event and recognition in event brochure mailings and posted on the WVHCA website
- Speaker sponsors may share a few words at the beginning of the seminar and introduce the speaker

In order to receive maximum exposure for your sponsorship selections and to be included in materials printed in advance of events, please return your sponsorship commitments to WVHCA as soon as possible. Website and weekly email advertising opportunities are listed below.

PROMOTE YOUR BRAND AS A 2012 WVHCA CHAMPION ASSOCIATE

Your company has a chance to grow and increase visibility by becoming one of five WVHCA Champion Associates! WVHCA is looking for partners who want to strengthen their image and promote their company to the leaders in long term care by becoming a 2012 WVHCA Champion Associate.

The WVHCA Champion Associate investment is \$5,000. Your company name or logo will be listed as a Champion Associate on the following 2012 WVHCA communications:

- All 2012 Education Seminar Brochures
- Annual Convention & Trade Show Recognition
- WVHCA Fax Coversheets
- Opportunity to buy booth space in Partnership Row at Trade Show

- Ad on WVHCA website linking to your web page for one year
- Logo and website link in all electronic graphic communication (Magnet Mail)
- All Associate Membership Benefits for one year

If you are interested in becoming a 2012 WVHCA Champion Associate, please place a checkmark in the space below.

_____ Yes, I want to become a 2012 WVHCA Champion Associate.

In order to receive maximum exposure for your sponsorship selections and to be included in materials printed in advance of events, please return your sponsorship requests to WVHCA as soon as possible.

Thank you to our 2011 Champion Associates!



WVHCA WEBSITE AND ADVERTISING OPPORTUNITIES

The power of advertising will take your company to the next level. Promote your company's services, website, and contact information in front of all long term care professionals, WVHCA members, and the general public.

Website Visibility (www.wvhca.org) (Available to all WVHCA Members)

- _____ **Rotating Banner Ad: Top of Home Page** \$250 per month
Ad size: 657 x 296 pixels / jpeg format
- _____ **Block Ad: Left Column on Home Page (Random)** \$350 for six months / \$500 year (please circle one)
Ad size: 255 x 150 pixels / jpeg format
- _____ **Other website page ads (Random)** \$200 for six months / \$350 year (please circle one)
(Membership, Education, Consumers, WVLTCS or Foundation Page)
Ad size: 255 x 150 pixels / jpeg format

Ad must be provided to WVHCA in the appropriate size and format.

Sponsor Spotlight: Weekly Information Update Emails

_____ \$200 for 2 messages (Available to all WVHCA Members)
Advertise your company and services by sponsoring the WVHCA Information Update emails to members. Call WVHCA to reserve your space and for more details. (100 word message)

CLAIM YOUR SPACE IN PARTNERSHIP ROW AT THE WVHCA ANNUAL TRADE SHOW

All WVHCA Members who invest \$2,500 or more in advertising, sponsorships and/or revenue sharing agreements for events occurring during the 2012 calendar year will be eligible to purchase a prime booth location at the 2012 WVHCA Trade Show. Your booth space will be located on Partnership Row as a special designation that your company is a partnering sponsor of WVHCA and the long term care profession. Refer to the 2012 WVHCA Trade Show brochure for more details about this opportunity. Your investment total will include WVHCA sponsorships and advertising opportunities provided in this flyer and any 2012 WV Health Care Foundation sponsorships, such as the golf tournament.

SEMINARS AND EVENTS

The West Virginia Health Care Association educational events throughout the year attract nursing home and assisted living professionals who are actively seeking the best solutions and strategies for solving facility-specific challenges. Build brand awareness by becoming a seminar sponsor as part of your marketing plan.

Education sponsors receive recognition on promotional brochures (shared via email and on the WVHCA website) and at the event. In addition, keynote speaker sponsors are invited to briefly speak at the event and introduce the speaker.

Support Our Seniors Day

January 25, 2012 Culture Center – WV Capitol Complex
Charleston, West Virginia

_____ *Remember Me*
Photography Exhibit \$1,000

WVHCA Annual Convention & Trade Show

May 7-9, 2012
Marriott Hotel Charleston, WV

- _____ Keynote Speakers \$2,500
- _____ President's Reception \$1,500
- _____ Awards Banquet \$5,000
- _____ Chocolate Party \$4,000
- _____ Entertainment \$1,500
- _____ Food & Beverage Break \$750
- _____ Nurse Luncheon \$1,000
- _____ Assisted Living Luncheon \$1,000
- _____ Name on Promotional Item \$2,500
- _____ Trade Show Dinner \$1,000

Administrator & Director of Nursing Orientation Program (2-day event)

_____ Lunch Sponsor (per day) \$250

Long Term Care Social Work Conference

- _____ General Sponsor \$1,000
- _____ Lunch \$750
- _____ Marketing Table Space at Event \$300

Nurse Seminar Package

The Nurse Seminar package includes a minimum of three separate conferences that will be geared toward nurses.

- Nurse Leadership Conference
- Quality Improvement Seminar
- Nurse Management Training (offered regionally)

Sponsor will receive recognition at the event and in the brochure (also posted on the WVHCA website). A marketing table will be made available at the Nurse Leadership Conference and Quality Improvement Seminar if reserved with WVHCA in advance of the event.

_____ Nurse Seminar Package \$1,500
(Unlimited number of sponsors)

Financial Seminar

- _____ General Sponsor \$1,000
- _____ Food & Beverage Break \$500
- _____ Marketing Table Space at Event \$300

Webinar Package

Webinar sponsors receive recognition in the webinar announcement sent to members via email and posted on the WVHCA website. Up to 10 webinars will be offered during 2012. Sponsor will receive recognition at the beginning of each webinar.

_____ Webinar Sponsor Package \$500

Organizations or companies that are not part of the WVHCA membership whose organization and activities are consistent with the objectives of the Association will be considered for sponsorship or advertising opportunities.