

**Prospectus for  
Exhibitors,  
Advertisers &  
Sponsors**

# 2009 HEALTH CARE EDUCATION CONFERENCE



**Moving Mountains:  
Overcoming Challenges  
in Health Care Education**



**The Premier Meeting  
for Patient, Staff and  
Community Educators**

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**October 7 - 9, 2009  
ASHEVILLE RENAISSANCE HOTEL  
Asheville, North Carolina**



Dear Prospective Vendor,

The Health Care Education Association is celebrating its 12<sup>th</sup> Anniversary in 2009! We invite and encourage you to join us for our annual conference. It will be held from October 7 through October 9, 2009, at the Renaissance Hotel in Asheville, North Carolina. The theme for the 2009 conference is "Moving Mountains: Overcoming Challenges in Health Care Education." We had record-setting registration and vendor participation in 2008 and anticipate continued growth in 2009. We encourage you to join us!

Our attendees are patient, staff, and community educators from premier health care organizations across the country and the globe. HCEA currently has two Special Interest Groups: Partners in Pediatric Education (PIPE) and Family Health Education Resource Network (FHERN). The formation of a third group for Family Learning Centers is underway. These groups bring new members and fresh ideas to our organization. They are a valuable source of information for you. You will want to connect with them.

Please take a moment to review the available sponsorship opportunities for 2009. You may choose to reserve exhibit space, sponsor an event, and advertise in our conference syllabus. Exhibit space is limited. We had a record number of vendors at our 2008 event, so please act now. Vendors who register and pay early will have an opportunity to promote their products and services as part of a vendor panel. This panel received rave reviews from our 2008 conference vendors and attendees. You won't want to miss it!

Please contact me if you have any questions or concerns. I'm looking forward to seeing you in Asheville in October.

Sincerely,

Linda S. Kocent, RN, MSN  
Corporate Sponsor Liaison  
HCEA  
kocent@email.chop.edu

## Tentative Exhibit Schedule:

### Wednesday, October 7, 2009 (2:45 p.m. - 6:00 p.m.)

Installation: 11:00 a.m. - 2:00 p.m.  
Break: 2:45 p.m. - 3:00 p.m.  
Vendor Panel: 3:00 p.m. - 3:45 p.m.  
Reception: 5:00 p.m. - 6:00 p.m.

### Thursday, October 8, 2009 (7:30 a.m. - 4:00 p.m.)

Breakfast: 7:30 a.m. - 8:30 a.m.  
Break: 9:40 a.m. - 10:00 a.m.  
Lunch with Exhibitors: 11:15 a.m. - 12:00 p.m.  
Break: 1:30 p.m. - 1:45 p.m.  
Dismantling: 3:15 p.m. - 4:15 p.m.

## When:

October 7 - 9, 2009

## Where:

**Asheville Renaissance Hotel**  
31 Woodfin Street  
Asheville, North Carolina 28801  
1-800-468-3571

## What:

### The 12th Annual Health Care Education Conference

The premier meeting in  
Health Care Education

## Who:

Health Care Education  
Professionals, who are involved  
in staff development, practice  
competencies, patient and  
community education, regulatory  
issues, training modalities,  
business issues, cultural  
diversity, personal skills and  
professional resources. Sessions  
will be offered at novice,  
intermediate and advanced levels.

## How:

### Sponsor, Exhibit, Advertise

Please see the opportunities  
listed on the next page to see how  
your company can be involved and  
maximize your exposure to this  
important group of decision makers.

## Health Care Education Association

2810 Crossroads Drive  
Suite 3800  
Madison, WI 53718-7961  
Phone: 608-441-1054, Ext. 145  
Fax: 608-443-2474  
[HCEAdmin@hcea-info.org](mailto:HCEAdmin@hcea-info.org)



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## Sponsor a High Impact Opportunity

**Sponsors receive substantial publicity:**

- Listing on the cover of the conference brochure for sponsorships of \$4,000 or more (if confirmed by June 15, 2009).
- Signs at sponsored event.
- Acknowledgment in conference program, HCEA newsletter and HCEA website.
- Complimentary Exhibit Space.

### High-impact Opportunities

- 12th Annual Awards Luncheon \$5,000
- Conference Materials \$4,000
- Reception/Breakfast \$2,500

## Exhibit Your Products and Services

**Booth price is \$795. With each booth you'll receive:**

- Opportunity to participate on the vendor panel.
- Two days of networking opportunities with conference attendees.
- Company identification sign, one 6-foot draped table, two chairs and a waste basket.
- Listing in conference brochure (if confirmed by July 1, 2009).
- A complimentary 50-word listing in the official conference program if received prior to print date (please forward with payment via e-mail to [HCEAadmin@hcea-info.org](mailto:HCEAadmin@hcea-info.org)).
- **Registration for up to 2 company representatives per booth.** (Additional staff from your organization will be charged \$250 each).
- Onetime use of the attendee list.
- Attend educational sessions, space permitting.
- Opportunity to join attendees for dine-a-round.

## Advertising Opportunities

**Increase your Visibility and Connect with Every Conference Attendee!**

Promote your participation at this year's event with advertising in the event program. Each attendee will receive a copy which contains the schedule of events, speaker information, event details and a listing of vendors and event partners. Deadline for materials is July 1, 2009.

Business card (inside)	2" x 3 1/2"	\$75
Quarter page (inside)	3 3/8" x 4 7/8"	\$175
Half page - horizontal (inside)	7" x 4 7/8"	\$300
Half page - vertical (inside)	3 3/8" x 10"	\$300
Full page (inside)	7" x 10"	\$400
Back cover (outside)	8 1/2" x 11"	\$1,000
Inserts* (bag)	Call for availability	\$500

**\*Please mail 150-200 inserts to the HCEA office: 2810 Crossroads Drive, Suite 3800, Madison, WI 53718-7961 by September 10, 2009.**

**All art must be black and white (grayscale) in pdf, or Word format in the specified size.**



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# Moving Mountains: Overcoming Challenges in Health Care Education

## Reserve Your Space Now!

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

Exhibit Contact Name: \_\_\_\_\_

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

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

E-mail: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Exhibit Staff Representatives (2 Per Booth):

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

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

### Sponsorship:

- 12th Annual Awards Luncheon \$5,000
- Conference Materials/Giveaway \$4,000
- Reception/Breakfast \$2,500
- Sponsorship Subtotal: \$\_\_\_\_\_

### To Exhibit:

Exhibit space will be assigned on a first-come basis, so send your application today!

- \_\_\_ Number of Booths (\$795/each) \$\_\_\_\_\_
- \_\_\_ Number of Discounted Booths\* (\$397.50/each) \$\_\_\_\_\_
- \_\_\_ Number of Complimentary Booths \$\_\_\_\_\_
- Exhibit Fees Subtotal: \$\_\_\_\_\_

\*Platinum, Gold, and Silver Level HCEA Corporate Members as of December 2008 receive a 50% discount on exhibit space. For information on membership visit [www.hcea-info.org](http://www.hcea-info.org), click on "Membership," select "Corp. Membership" from the dropdown menu, and then choose the link for "Membership Options and Application Form."

### To Advertise:

- Outside Back Cover Full Page Advertisement \$1,000
- Bag Inserts \$500
- Full-Page Advertisement \$400
- Half-Page Advertisement (Circle one: Horiz/Vert) \$300
- Quarter-Page Advertisement \$175
- Business Cards \$75
- Advertising Subtotal: \$\_\_\_\_\_

**Total (Sponsorship, Exhibit, and Advertising): \$\_\_\_\_\_**



### Payment Information:

HCEA's Federal Tax ID #: 23-2956629

- Check Enclosed  
(Made payable to HCEA)
- Charge my credit card
  - Visa
  - Mastercard

Card Number: \_\_\_\_\_

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

Name on Card: \_\_\_\_\_

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

Please return completed form to:

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Madison, WI 53718-7961

Phone: 608-441-1054

Ext. 145

Fax: 608-443-2474

[HCEAadmin@hcea-info.org](mailto:HCEAadmin@hcea-info.org)

50% deposit is required for all options chosen. Balance must be paid in full by July 1, 2009. Cancellation fee for exhibit space is \$400 if received prior to August 1, 2009. No refund will be provided after that date. Sponsorship may not be cancelled.