

EXHIBITOR AND SPONSORSHIP PROSPECTUS



2017 ACHNE Annual Institute Developing and Supporting Leadership



June 8–10, 2017 • Lord Baltimore Hotel, Baltimore, MD

Opportunities



Exhibit Space Details

Fees

Nonprofit/Academic Inst./Gov't

\$450 Single Table
\$700 Double Table

For-Profit Organization

\$700 Single Table
\$950 Double Table

Local 501(c)(3) Organization

\$200 Single Table
\$300 Double Table

The exhibit fee includes:

- Table-top space including one 6'x30" draped table, two chairs, and wastebasket. The exhibit space is carpeted.
- Listing in the onsite program guide.
- Direct Web link to your organization's homepage. Please provide URL on the application form.
- One "Exhibitor Only" pass is included in the cost of an exhibit space. Additional passes are available for \$160 each. If an exhibitor chooses to attend any conference sessions, they are required to register for the conference separately. The "Exhibitor Only" pass does not include admission to conference sessions.

Full fees are to be remitted with the application. Payments are to be made by check or credit card. Make checks payable to ACHNE and forward to ACHNE, 10200 West 44th Avenue, Suite 304, Wheat Ridge, Colorado 80033, 720-881-6044

2017 Exhibit Space Schedule (subject to change as program is finalized)

Friday, June 9, 2017

Exhibitor Set-up 8:00am - 10:00am
Exhibits Open 10:00am - 5:30pm
Exhibitor Teardown 5:30pm - 6:30pm

Saturday, June 10, 2017 (Optional)

Exhibits Open 7:30am - 11:00am
Exhibitor Teardown 11:00am

Entertainment or Social Functions

No entertainment or social functions may be scheduled to conflict with the official ACHNE Annual Institute program or exhibit hours. Requests for use of function space at the facility must be made in writing. Upon receipt of request for function space, the applicant will be notified if space is available. It is the responsibility of the exhibitor to finalize arrangements with the hotel.

The purpose of the ACHNE Meeting is to enhance the professional development of our members. Accordingly, ACHNE reserves the exclusive and total rights to control all aspects of the conduct of the meeting and exhibits. ACHNE specifically reserve the right to determine acceptability of applications for exhibit space. Applications must meet all of the following criteria:

- The products or services to be exhibited are to be of professional or educational interest or benefit to the registrants.
- The applicant is determined by ACHNE to be ethical and reputable, and the goods and services to be exhibited are reasonably believed by ACHNE not to be harmful, ineffective or illegal.
- The applicant agrees to comply with ACHNE's Rules and Regulations governing exhibits.
- The application, fees and any required documents are received prior to the established deadline.

Important Dates/ Deadlines:

Hotel Reservation Cut-Off:
May 17, 2017

Exhibit Application:
May 12, 2017

Sponsorship/Promotional Opportunities



Sponsorships

Each sponsor will have their logo and a link to their home page listed on the ACHNE website as well as recognition in the Onsite Program Guide. You will also receive a sponsor ribbon for your name badge. If you would like to co-sponsor an event by contributing to the total cost of the event, please contact Ann Mehan Crosse at 720-881-6114 or amcrosse@kellencompany.com for more information.

General Sponsorship funds will apply to supporting receptions, continental breakfasts, networking breaks, or the awards luncheon. Branded item sponsorships have also been added this year. Please choose from one of the levels of sponsorships below:

General Sponsorship Levels

Gold \$1000 and up

Silver \$501 - \$999

Bronze \$250 - \$500

Branded Item Sponsorships

Tote Bag \$2,000

Lanyards \$1,500

Water Bottles \$1,000

Speaker Sponsor \$1,000

Media Distribution

As an additional opportunity, your brochure, pamphlet, etc., can be placed in each attendee's registration packet. A fee of \$150.00 is charged for participation in this distribution program. Please send a sample for approval, via email to amcrosse@kellencompany.com. It is the vendor's responsibility to provide the needed number of copies. The vendor must ship the inserts directly to the hotel. Inserts must arrive at the hotel no later than Tuesday, June 6, 2017. Exhibitors are responsible for any shipping and handling charges associated with these pieces. Unused materials will not be returned.

Onsite Program Advertising

Advertise your institution or organization in the onsite program. To place an ad, please complete the ad order section on the application form. We can accept your ad copy as an electronic file in TIFF or PDF format, minimum 300 DPI resolution. Please call if your ad is in a different format. The deadline to receive your ad copy for the onsite program is May 5, 2017.

Hotel Information

The meeting will be held at the **Lord Baltimore Hotel, Baltimore, Maryland**. A special rate of \$175 single/double (plus applicable taxes) has been arranged. For reservations, call the hotel directly at 855-539-1928. Please identify yourself as an ACHNE attendee to receive the special rate. The reservation cutoff date is May 17, 2017; thereafter the hotel will accept reservations on a space available basis only at the current market rate.

Contact Information

All exhibit inquiries and applications for the ACHNE Annual Institute should be addressed to:

ACHNE, Attn: Ann Mehan Crosse

10200 West 44th Avenue, Suite 304, Wheat Ridge, CO 80033

Tel: (720) 881-6114 FAX: (720) 881-6101

E-mail: amcrosse@kellencompany.com.

Sponsorship Levels



General Sponsorships

Gold Sponsor – \$1,000 and up

- Complimentary standard exhibit space with two “Exhibitor Only” passes.
- Opportunity to place one marketing piece in the conference tote bags.
- Recognized as a “Gold Sponsor” in the following pieces of collateral:
 - Onsite program
 - ACHNE website, with a link to your webpage
 - Sponsor recognition board at the meeting
 - Any other promotional pieces, depending on when the sponsorship is secured (i.e., preliminary program, sponsor recognition slideshow, etc.)

Silver Sponsor – \$500–\$999

- Opportunity to place one marketing piece in the conference tote bags.
- Recognized as a “Silver Sponsor” in the following pieces of collateral:
 - Onsite program
 - ACHNE website, with a link to your webpage
 - Sponsor recognition board at the meeting
 - Any other promotional pieces, depending on when the sponsorship is secured (i.e., preliminary program, sponsor recognition slideshow, etc.)

Bronze Sponsor – \$250–\$499

- Recognized as a “Bronze Sponsor” in the following pieces of collateral:
 - Onsite program
 - ACHNE website, with a link to your webpage
 - Sponsor recognition board at the meeting
 - Any other promotional pieces, depending on when the sponsorship is secured (i.e., preliminary program, sponsor recognition slideshow, etc.)

Branded Item Sponsorships

As a branded item sponsor, you will also receive recognition on any sponsor recognition pieces. Please provide print-ready artwork.

Tote Bag Sponsor – \$2,000

Sponsoring the Official ACHNE 2015 Annual Institute tote bag will make your company a center point of every attendee’s attention.

Lanyard Sponsor – \$1,500

The lanyards will have your logo imprinted and will be worn by every attendee at the institute.

Water Bottle Sponsor – \$1,000

With your logo on a water bottle, you will be an integral part in helping to keep attendees hydrated.

Speaker Sponsor – \$1,000

Help bring outstanding speakers to the joint meeting and receive recognition as the sponsor for a specific session.

Exhibitor and Sponsor Application

2017 ACHNE Annual Institute – June 8-10, 2017

Lord Baltimore Hotel. Baltimore, MD



Application Deadline: May 12, 2017

Main Contact: _____

Institution/Company: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Website/URL: _____

Exhibit Representative : _____

Company contact email address to be posted on ACHNE website: _____

Additional “Exhibitor Only Passes” Names: (\$160 each) _____

Web site/URL: _____

Agreement - In making this application, we agree to conform to the Exhibit Regulations for the 2017 ACHNE Institute.

Signature: _____

Onsite Program Information for Exhibitors

Describe in 50 words or less (exactly as you want it to appear in the onsite program) the products or services to be demonstrated. Please send your description for the Program to amcrosse@kellencompany.com by **May 5, 2017**.

Sponsorship Opportunity

- Gold \$1000 and up
- Silver \$501 – \$999
- Bronze \$250 – \$500
- Tote Bags \$2,000
- Lanyards \$1,500
- Water Bottles \$1,000
- Speaker Sponsor \$1,000

Media Distribution Opportunity

Your brochure will be placed in each registrant’s tote bag. Please distribute _____ item(s) in the Registrant’s tote bag at \$150 per brochure, pamphlet, etc.

Exhibitor and Sponsor Application

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Fee Summary

Full Meeting Registration

ACHNE Members: \$350 \$ _____

Non Members: \$485 \$ _____

Exhibit Space: (single table) \$ _____

Exhibit Space: (double table) \$ _____

Additional Exhibitor Pass: \$160 ea \$ _____

Sponsorship: \$ _____

Media Distribution: \$150 ea \$ _____

Total Enclosed: \$ _____

Payment Method

Check Visa Master Card American Express Discover

Credit Card #: _____

Exp. Date: _____ / _____ CVV Code: _____

Name of Cardholder: _____

Signature: _____

Please return this application with payment to:

ACHNE, Ann Mehan Crosse
10200 W 44th Ave, Suite 304
Wheat Ridge, CO 80033

Phone: 720-881-6114

Fax: 720-881-6101

Email: amcrosse@kellencompany.com