

2009 Sponsorship and Exhibit Opportunities



Office of Rural Community Affairs – Critical Access Hospitals
Texas Hospital Association and its Rural Constituency Section
Texas Organization of Rural & Community Hospitals
Texas Rural Health Association

Nov. 9-10
Hyatt
Regency
Austin

The Rural Health Forum brings together hundreds of rural health care professionals from across the state, along with leaders from local communities, businesses, state agencies, academia and nonprofit organizations... **all focused on one mission: improving the lives of rural Texans.**

If you do business with rural health care entities, this is the must-attend event of the year for building business and developing relationships with the key decision-makers in the Texas market. The wide array of sponsorship opportunities ensures that, regardless of your budget, there is something to fit your needs.

SPONSORSHIPS (exhibits included)

Act now! These are available on a first come, first served basis to the first 75 companies that become Gold, Silver or Bronze sponsors! Benefits include:

Gold – \$3,500 (4 available)

- Three complimentary registrations to the forum.
- Three invitations to the Nov. 8 networking reception (*exclusive to Gold Sponsors*).
- 6-foot skirted display table located in a premiere position in exhibit hall with signage designating Gold Sponsor.
- Exclusive sponsorship of lunch or reception event, *offered on a first come, first served basis*.
- Company name and logo listed in on-site conference program. Distributed to all registrants, this listing includes table location and company contact information. *Completed contract and full payment must be received by **Monday, Sept. 7, 2009**, to guarantee placement in this important guide.*
- Recognition signage in the event foyer including company logo.
- List of registrants prior to the event, including name, title, company, address and phone. *Please note e-mail addresses will not be given.*
- List of attendees after the event, including name, title, company, address and phone. *Please note e-mail addresses will not be given.*

Silver – \$2,000 (12 available)

- Two complimentary registrations to the forum.
- 6-foot skirted display table located in exhibit hall with signage designating Silver Sponsor.
- Breakfast or break sponsorship, *offered on a first come, first served basis*. No more than two sponsors per event.
- Company name and logo listed in on-site conference program. Distributed to all registrants, this listing includes table location and company contact information. *Completed contract and full payment must be received by **Monday, Sept. 7, 2009**, to guarantee placement in this important guide.*
- Recognition signage in the event foyer.
- List of registrants prior to the event, including name, title, company, address and phone. *Please note e-mail addresses will not be given.*
- List of attendees after the event, including name, title, company, address and phone. *Please note e-mail addresses will not be given.*

Bronze – \$1,500

- Two complimentary registrations to the forum.
- 6-foot skirted table for display located in exhibit hall.
- Company name listed in on-site conference program. Distributed to all registrants, this listing includes table location and company contact information. *Completed contract and full payment must be received by **Monday, Sept. 7, 2009**, to guarantee placement in this important guide.*
- List of registrants prior to the event, including name, title, company, address and phone. *Please note e-mail addresses will not be given.*
- List of attendees after the event, including name, title, company, address and phone. *Please note e-mail addresses will not be given.*

Friend of Education – \$750 (does not include exhibit)

The Texas Rural Health Forum is an education conference presenting topics pertinent to the health care professionals of Texas' vast rural landscape. Friends of Education help achieve this goal by sponsoring an education event. Sponsorships are **\$750 each** and benefits include:

- One complimentary registration to the forum.
- Signage at one education event depicting sponsorship of that event.
- Company name listed in on-site conference program. Distributed to all registrants, this listing includes company contact information. *Completed contract and full payment must be received by **Monday, Sept. 7, 2009**, to guarantee placement in this important guide.*
- Company brochure made available on materials table in the registration area.
- List of registrants prior to the event, including name, title, company, address and phone. *Please note e-mail addresses will not be given.*
- List of attendees after the event, including name, title, company, address and phone. *Please note e-mail addresses will not be given.*

Add these sponsorships to any of the above levels!

Take your sponsorship to the next level by displaying your company's logo exclusively on one of these high-profile marketing initiatives:

Hotel room keys	\$3,000
Forum portfolio/briefcase	\$3,000
Forum pen	\$3,000
Registration area	\$3,000
Bottled water	\$3,000

Sponsor/Exhibitor Services

The Rural Health Forum is pleased to offer the services of Freeman Decorating Company, the official show decorator and services contractor. Freeman Decorating Company will send the official Texas Rural Health Forum *Exhibitor Services Manual* to all sponsors. This manual contains important information about the show, including rules and regulations, installation and dismantling of table displays, and order forms for exhibitor services such as shipping, signs, utility services, Internet access and cleaning.

Texas is a right-to-work state. Exhibiting personnel may install and dismantle their display in accordance with Texas Rural Health Forum policies. Table displays may be installed only after payment in full is received by the Texas Hospital Association.

Exhibit Schedule**Sunday, Nov. 8, 2009**

5:30 - 7:30 p.m. Welcome Reception (Gold sponsor only)

Monday, Nov. 9, 2009

9:00 - 10:00 a.m. Exhibit move-in
 10:00 - 10:30 Refreshment break in the exhibit hall
 12:30 - 1:30 p.m. Buffet lunch served in the exhibit hall
 3:30 - 4:00 Refreshment break in the exhibit hall
 5:00 - 7:00 Reception in the exhibit hall

Tuesday, Nov. 10, 2009

7:30 - 8:30 a.m. Breakfast in the exhibit hall
 10:30 - 11:00 Refreshment break in the exhibit hall
 12:00 - 1:45 p.m. Awards Lunch
 2:45 - 3:15 Refreshment break in the exhibit hall
 3:15 - 4:00 Exhibit move-out

Hotel Accommodations

The Hyatt Regency Austin Hotel is the headquarters for the 2009 **Texas Rural Health Forum**. Hotel reservations may be made by calling the hotel directly. Call before **Friday, Oct. 23, 2009, at 5:00 p.m.** to ensure special rates. Identify yourself with the Texas Rural Health Association.

Hyatt Regency Austin Hotel

208 Barton Springs Road
 Austin, TX 78704
 512/477-1234 or 1-800/233-1234
www.austin.hyatt.com

Room Rates: \$180 single/double; \$240 triple; \$300 quad

2009 Sponsorship/Exhibit Policies**Sponsorship/Table Reservations**

To reserve sponsorship and table space, visit: www.tha.org/BusinessCommunity/ Complete the application and mail with required payment to:

Texas Hospital Association

P.O. Box 970121
 Dallas, TX 75397

Overnight mail only may be sent to:

Texas Hospital Association
 1108 Lavaca, Suite 700
 Austin, TX 78701

Space assignment is determined by exhibition management using sponsorship level and date of receipt of application/ payment among other criteria. The Texas Hospital Association reserves the right to relocate a sponsor or modify the floor plan as necessary. Although not guaranteed, Texas Hospital Association will make every effort not to place competitors in adjacent tables.

Payment Policies

Payment in full of the total sponsorship cost is required upon submission of the application. Checks should be payable to Texas Hospital Association. Payment by credit card is available. In the event the sponsor miscalculates the sponsorship fees, THA reserves the right to charge the credit card the correct amount due. *No tables may be installed in the exhibit hall until payment in full has been received by THA.*

Cancellation

All sponsor cancellations must be submitted to THA exhibits management in writing. Cancellations received by THA on or before **Monday, Sept. 7, 2009**, will be assessed a fee of 25 percent of the total sponsorship cost. Cancellations received by THA after **Monday, Sept. 7, 2009**, will be assessed a fee of 50 percent of the total sponsorship cost. No refunds will be given on cancellations received after **Friday, Sept. 18, 2009**.

Subletting of Space

Exhibitors may not assign, sublet or apportion to other persons or firms the whole or any part of the space allocated, and may not advertise or display goods or services other than those manufactured or sold by them in the regular course of their business. However, a sponsor may use equipment or the product of another exhibitor on the table for the purpose of better product presentation of his own product, but may not give credit to the manufacturer.

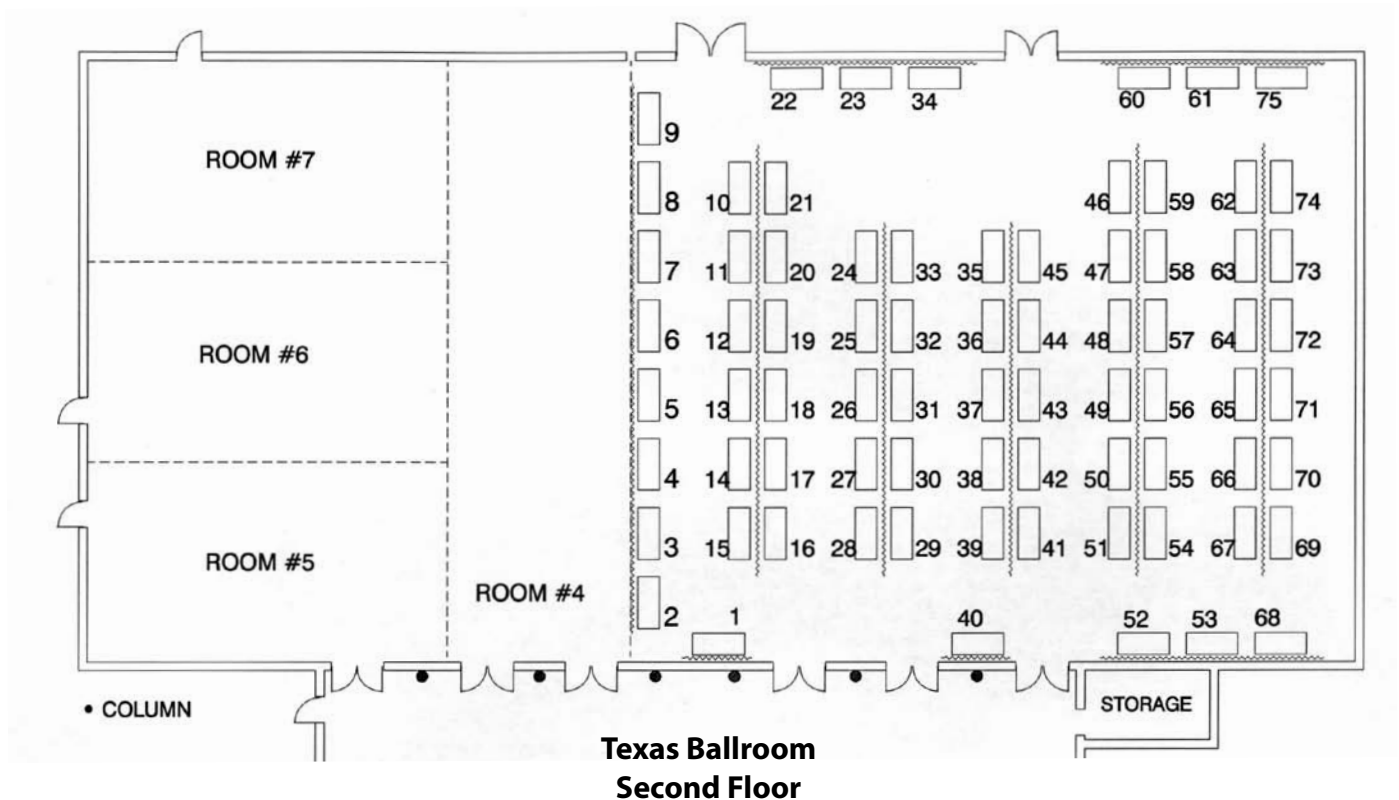
Over-the-Counter Sales Prohibited

Sponsors are encouraged to offer information that is educational, professional and instructional. Over-the-counter sales of goods for delivery on-site and the acceptance of any payment for orders are prohibited in the exhibit area. The prohibition includes the acceptance of credit cards by sponsors.

Non-Sponsoring Firms

Non-sponsoring suppliers attending the conference are strictly prohibited from any type of solicitation at the conference. This policy will be enforced!

Exhibit Floor Plan



Sponsorship Application

November 9-10, 2009 • Hyatt Regency Austin



Office of Rural Community Affairs – Critical Access Hospitals
Texas Hospital Association and its Rural Constituency Section
Texas Organization of Rural & Community Hospitals
Texas Rural Health Association

Mail: Texas Hospital Association
P.O. Box 970121
Dallas, TX 75397

Fax: Susan Van Slyke, THA
512/857-6331

Sponsorship Level: Gold \$3,500 Silver \$2,000 Bronze \$1,500 Friend of Education \$750 (does not include exhibit)

Contact Information:

Company Name (as you wish it to appear) _____

Contact Person _____ Title _____

Mailing Address _____

City _____ State _____ ZIP _____

Telephone (area code) _____ Fax (area code) _____

E-mail _____

Registration: For your level of sponsorship, please print the name, title and e-mail address of your company representative(s) for the allowable number of complimentary registrations: **3 - Gold 2 - Silver 2 - Bronze 1 - Friend of Education**

	Name	Title	E-mail
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____

Exclusive Sponsorship(s) added to any sponsorship level above. Please submit your logo in EPS vector format to artwork@tha.org.

<input type="checkbox"/> Hotel room keys	\$3,000	<input type="checkbox"/> Forum portfolio/briefcase	\$3,000
<input type="checkbox"/> Forum pen	\$3,000	<input type="checkbox"/> Registration area	\$3,000
<input type="checkbox"/> Bottled water	\$3,000		

Payment: Enclosed is my check payable to THA in the amount of \$ _____ .

OR, I authorize THA to charge my: Visa MasterCard American Express in the amount of \$ _____ .

Card Number _____ Expiration Date _____

Print Name as shown on card _____

Cardholder's Signature _____

Billing Address of Cardholder (if different from above) _____

City _____ State _____ ZIP _____

Sponsorship Guidelines: Texas Rural Health Forum Committee reserves the right to determine the appropriateness of sponsorships and to limit the number of sponsors. Acceptance of sponsorship does not imply endorsement of sponsor's products or services.

Signature _____ Date _____

Hotel Accommodations

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208 Barton Springs Road, Austin, TX 78704
512/477-1234 or 800/233-1234

www.austin.hyatt.com

Room Rates:

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