

2013 EXHIBITOR PROSPECTUS

ANNUAL RURAL HEALTH CONFERENCE

HOTEL ELEGANTÈ
COLORADO SPRINGS, CO
OCTOBER 17-18

LAUNCH

NEW PRODUCTS

EXPAND

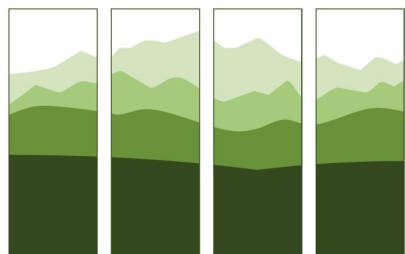
YOUR MARKET

CONNECT

*WITH RURAL
DECISION-MAKERS*

SUPPORT

RURAL HEALTH



2013 Annual Rural Health Conference

HOTEL ELEGANTÈ | COLORADO SPRINGS | OCTOBER 17-18

THE ANNUAL RURAL HEALTH CONFERENCE returns to Colorado Springs, CO in 2013 with a robust agenda and six hours of networking breaks. This year's conference will offer attendees the information they need as significant changes occur within the healthcare industry. Hot topics include telehealth, the health insurance marketplace, Health Information Technology and more.

TARGETED MARKET POTENTIAL When it comes to exhibiting, a big factor is ROI. You need to know the right potential customers will be there and impact your marketing or sales objectives. The Annual Rural Health Conference has a strong track record of bringing rural healthcare decision makers together in one place. This is a great opportunity to meet face-to-face with a targeted audience. In the scope of professional conferences, the Annual Rural Health Conference is a small, focused event, creating an intimate setting for exhibitors to interact with attendees.

SPONSORS FIND VALUE IN SUPPORTING

78% of 2012 sponsors felt their sponsorship impacted their organization

71% felt their sponsorship had a valuable impact for participants

100% indicated their desire to support rural health organizations was met

EXHIBITOR SATISFACTION REMAINS HIGH

83% of 2012 exhibitors said they established new business leads

80% derived information on markets and customer needs

85% felt their company benefitted from exhibiting

ATTENDEES AGREE IT'S A MUST-ATTEND EVENT

82% of 2012 attendees rated the conference as excellent

80% preferred the conference location remain in Colorado Springs

89% indicated they plan on attending in 2013

100% of booth space sold at the 2012 conference!



Exhibit Schedule

Set Up

Wednesday, Oct. 16 5:00pm-11:00pm
Thursday, Oct. 17 5:30am-7:00am

Exhibit Hours

Thursday, Oct. 17 7:00am-5:15pm
Friday, Oct. 18 7:00am-2:30pm

Tear Down

Friday, Oct. 18 2:30pm-4:00pm

CONFERENCE SPONSORSHIP

Conference sponsors are greatly appreciated because sponsorships help to provide an excellent conference while offering the lowest possible registration fees for attendees. Sponsors are acknowledged in multiple ways; in the conference program, promotional materials, at general sessions, through CRHC's newsletter and blogs.

Sponsorship Levels & Benefits

Platinum Sponsor | \$10,000

- 4 Event registrations*
- Exhibit table**
- Your name on CRHC's homepage (up to the date of the conference)
- Reserved table in the general session for your attendees and exhibit staff
- Option to introduce keynote speaker
- Verbal recognition from CRHC's CEO
- Advertisement:
 - Name & logo on conference signage & event slideshows
 - Full page color ad in program
 - Insert in conference registration packet
 - 2 ads in CRHC's e-newsletter
 - **Name & logo on every event blog**
 - 2 logos on event blog slideshow

Gold Sponsor | \$5,000

- 3 Event registrations*
- Exhibit table**
- Your name on CRHC event webpage
- Option to introduce general session speaker
- Verbal recognition from CRHC's CEO
- Advertisement:
 - Name & logo on conference signage & event slideshows
 - 1/2 page color ad in program
 - Insert in conference registration packet
 - 1 ad in CRHC's e-newsletter
 - 1 logo on event blog slideshow

Silver Sponsor | \$2,500

- 2 Event registrations*
- Exhibit table**
- Your name on CRHC event webpage
- Option to introduce breakout session speaker
- Verbal recognition from CRHC's CEO
- Advertisement:
 - Name & logo on conference signage & event slideshows
 - Insert in conference registration packet

* Event registrations do NOT include individuals attending as exhibit staff (i.e. do not attend conference sessions). Every sponsor is allowed two exhibit staff.

**All sponsor exhibit tables are located in the general session room as an additional benefit and for enhanced exposure (first come, first served and as available).

CONFERENCE EXHIBITING

Conference exhibitors are an essential component to the conference, as they connect our attendees with valuable resources and information that is applicable to their hospitals, clinics, staff and more.

Exhibit Levels & Benefits

Premium Exhibitor | \$1,000

- 1 Event registration*
- Exhibit table in the general session room
- Conference materials, such as name badge and program
- Breakfast and lunch for two exhibit staff
- Up to 2 registrations can be added for \$100/each**

Exhibitor | \$650

- Exhibit table
- Conference materials, such as name badge and program
- Breakfast and lunch for two exhibit staff
- Up to 2 registrations can be added for \$100/each**

* Event registrations do NOT include individuals attending as exhibit staff (i.e. do not attend conference sessions). Every exhibitor is allowed two exhibit staff.

** \$100/person covers registration fees for entire conference. Includes conference program, name badge and meals.



Sponsor and Exhibitor Registration



Registration Deadline: Tuesday, October 1st.
 Please complete the following form and fax to 303.832.7496. *The State Office of Rural Health*

Organization Info:

Organization Name (as you wish it to appear in print)

Address

City, State, Zip Code

Primary Contact Info: (person in charge of registration and payment)

Communications Contact Info: (supplying logo & other marketing)

Contact Name

Title

Contact Name

Title

Email

Phone Number

Email

Phone Number

Conference Attendee & Exhibitor Staff Registration

Please refer to the sponsor/exhibitor benefit page to confirm the number of attendees your registration includes. Note that each exhibitor and sponsor is allowed two exhibit staff to manage their exhibit booth.

Attendee Names:

Attendee Titles:

Attendee Emails:

Dietary/Other Needs:

Exhibit Staff:

Attendee Titles:

Attendee Emails:

Dietary/Other Needs:

Please include a short summary for the conference program regarding your company:

Exhibitor Fee:

- Exhibitor** 2 exhibit staff only \$650
- Exhibitor** 2 exhibit staff + 1 attendee \$750
- Exhibitor** 2 exhibit staff + 2 attendees \$850
- Prem. Exhibitor** 2 exhibit staff + 1 attendee \$1,000
- Prem. Exhibitor** 2 exhibit staff + 2 attendees \$1,100
- Prem. Exhibitor** 2 exhibit staff + 2 attendees \$1,200

Sponsor Fee:

- Silver Sponsor** \$2,500
- Gold Sponsor** \$5,000
- Platinum Sponsor** \$10,000
- Will you be exhibiting?** Yes No

Continue ➔

Sponsor and Exhibitor Payment

Optional Amenities & Marketing Packages

Item	Price	Total	Declined
Booth Amenities:			
Electrical outlet at exhibit booth for duration of conference.	\$45.00		<input type="checkbox"/>
Information regarding other booth amenities (i.e. banner hanging, package delivery options, etc.) are arranged between Hotel Elegante and vendor. Request an Exhibitor Form by emailing bo@coruralhealth.org .			
Marketing Packages			
Display brochure material on our general info table*	\$85.00		<input type="checkbox"/>
Flyer or brochure included in conference packet*	\$200.00		<input type="checkbox"/>
1/4 page ad in conference program**	\$250.00		<input type="checkbox"/>
Attendee Incentive Game Contribute any dollar amount (towards purchasing of prizes) or indicate a prize your organization is willing to donate:	Any amount		<input type="checkbox"/>
* This marketing package is open to any vendor and does not require registration as an exhibitor or sponsor. Mail 200 copies of materials to be placed in packet or to be displayed in exhibit hall to the address listed below by October 1 st .		Total:	<input type="checkbox"/>

**Further information on ad specs will be emailed upon receipt of registration form/payment.

Payment via credit card

Credit Card Number	Expiration Date	3-Digit V-Code
Cardholder Signature	Billing Address (if different)	
	City, State, Zip Code (if different)	

Payment Due

(Optional Amenities/Marketing)	Total:	
(Exhibitor/Sponsor Fees)	Total:	
CRHC Organizational Classic Sponsor		- \$100
Total Due:		

Event Information



2886 S Circle Drive
Colorado Springs, CO 80906

Hotel Elegante offers complimentary shuttle from the Colorado Springs Airport as well as complimentary local area shuttle within a 3 mile radius, including Downtown Colorado Springs.

Reservations: www.hotelelegante.com or call 888-233-9527
Room Rates: Single/Double: \$98
 *poolside additional \$10
Group Code: 656798
 Group rates expire September 15th

For direct shipping instructions, email bo@coruralhealth.org

- My check is enclosed (payable to CRHC)
- I will pay by Credit Card (VISA/MasterCard)
- My check has been requested

Cancellation Policy: Exhibitor may cancel this contract by email (bo@coruralhealth.org) or written notice (CRHC at 3033 S. Parker Rd., Ste. 606, Aurora, CO 80014). If notice is received 4 weeks prior to the event, Exhibitor shall receive a refund of all monies paid, minus a 20% admin fee. If Exhibitor cancels less than 4 weeks before the event, Exhibitor shall not receive any refunds. CRHC reserves the right to resell space cancelled by Exhibitor.

Office Use Only
<input type="checkbox"/> Paid
<input type="checkbox"/> Entered
<input type="checkbox"/> Confirmed

Questions? Contact Bridgette at bo@coruralhealth.org or 303.832.7493
Mail to: 3033 S. Parker Rd., Ste. 606, Aurora, CO 80014 • Fax to: 303.832.7496