



CHIA

CHIA's 16th Annual Educational Conference *"New Horizons For Healthcare Interpreting"*

March 11-12, 2016
The Queen Mary
Long Beach, CA



2016 Sponsor & Exhibitor Prospectus

**JOIN US AND RESERVE YOUR SPACE FOR
THIS PREMIER MILESTONE EVENT
TODAY!**



California Healthcare Interpreting Association

Presents:

CHIA's 16th Annual Educational Conference
New Horizons For Healthcare Interpreting

March 11-12, 2016

The Queen Mary

Long Beach, CA

2016 Sponsor, Exhibitor & Ad Prospectus

About CHIA

The California Healthcare Interpreting Association is a 501(c)(3) public charity dedicated to improving the quality and availability of language services in the delivery of healthcare. The organization was founded as the California Healthcare Interpreters Association in 1996 by a group of interpreters and program managers. The name was changed in 2003 to the California Healthcare Interpreting Association to better reflect CHIA's mission of serving the public interest and interests of LEP patients, rather than serving as a strictly professional association of interpreters.

CHIA's diverse membership includes interpreters, physicians and other healthcare providers, hospitals, interpreting agencies and language-service companies, educators, and government policymakers. Our mission is: "Healthcare interpreters and providers working together to overcome linguistic and cultural barriers to high-quality care."

Our conference emphasizes the importance of trained healthcare interpreters as facilitators of communication in a patient-centered communications health care system. CHIA supports the professional goals of interpreters, and embraces the opportunity to offer Continued Education Units (CEU) at our Annual Education Conference.

Why Participate?

The California Healthcare Interpreting Association is hosting its 16th Annual Educational Conference, *New Horizons For Healthcare Interpreting*, March 11-12, 2016 in Long Beach, California.

The CHIA Conference has grown into the largest annual conference in the Western US that offers skills development, policy discussions, and professional networking opportunities, all related to healthcare interpreting and culturally competent healthcare.

Interpreters, trainers, hospital administrators, program coordinators, industry leaders, and healthcare providers from California and other states around the country will gather for two days to share their knowledge and experience in skills development, hear about policy trends, and discuss how federal health care reform, The Joint Commission standards, and other policy changes are affecting healthcare language services and the field of healthcare interpreting.

The CHIA Conference serves as a rich and engaging gathering place for interpreters, interpreting students, patient advocates, and medical staff to support each other in their shared goal of improving healthcare communication, access, quality and fairness.

Your sponsorship helps to keep our conference affordable and accessible!

What do we offer?

- **Full-day exhibit hours with dedicated time** in the program for attendees to focus solely on learning about your product/services.
- **Specific activities** scheduled to maximize traffic flow and focus on brand awareness and product demonstrations.
- **Specific networking activities to drive traffic to your table.**
- **Increasing your online presence through listing your company on CHIA's website and social media.**
 - ✓ Attendees tell us that the CHIA exhibitors influence their purchasing decisions.
- **Access to advocates, decision makers or influencers** for services and programs.
 - ✓ Many CHIA members manage departmental budgets or manage vendor contracts for their hospitals.
 - ✓ Many attendees come from some of the largest healthcare systems and Integrated Delivery Networks in the state as well as the nation.
- **Sponsors and Exhibitors are welcome to all member networking events** to build relationships with hundreds of prospects and customers.
 - ✓ The CHIA conference is an annual staple for many return attendees.
 - ✓ We are expecting over 300 attendees.
 - ✓ Sponsors and exhibitors value CHIA for the high level networking and relationship building in an intimate environment – now a rare occurrence at most conferences.

This is our 16th annual conference, and we are celebrating CHIA's 20th Birthday! Celebrate with us.

CHIA would not want you to miss out on this year's milestone event to include your organization's products, programs and services to buyers and influencers, or talent recruitment for your organization!

For this special event taking place in beautiful Long Beach, California, at the historical Queen Mary, our Conference Committee is organizing several activities designed to ensure traffic throughout the exhibit area to ensure networking and introduction opportunities.

To reserve your spot and level of sponsorship, complete the enclosed registration form. Contact Don Schinske at dschinske@chiaonline.org for any questions.



CHIA's 16th Annual Educational Conference New Horizons For Healthcare Interpreting

March 11-12, 2016
The Queen Mary
Long Beach, CA

2016 PROMOTIONAL OPPORTUNITIES

Event Partner

\$20,000

The **Event Partner** is the sponsor and host of the Friday night reception. This offers the highest level of visibility before, during, and after CHIA's 16th Annual Conference. Your sponsorship includes the following:

- Ten-minute address to attendees during the Friday March 11 evening reception (text approved by CHIA).
- A 30-second promotional video prior to the conference to promote your company/product and conference participation. Video will be distributed to CHIA members, conference attendees and the public via email and social media (a \$500 value!).
- A professionally filmed and edited 1-minute video for your own use, with footage from activities during the conference including excerpts from your address to attendees (a \$1,500 value!).
- Your company name and logo on posters and/or banners displayed during the Friday evening reception and throughout the conference.
- Joint press release before and after the conference.
- An Op-Ed article to be included in our Spring 2016 newsletter.
- A one-time e-blast promotional message to registered attendees.
- Exclusive attendance to the Saturday "Networking Breakfast" with CHIA leadership and presenters.
- 5-minute presentation to the attendees of the Saturday "Networking Breakfast."
- Professional photos at the Saturday "Networking Breakfast" with your organization members and the CHIA leadership for your own promotional purposes.
- Distribution of one promotional collateral in attendee welcome package.
- Sponsor listed on all conference publicity.
- Organization mention at all CHIA on-site events and monthly webinars (prior to conference).
- Prominent logo placement with acknowledgement in print publications including conference program and poster boards at key locations during the conference.
- Full page, full color advertisement on the back cover of the program (a \$450 value!).
- Online registration promotional listing with logo and link to your website.
- Company logo and 120-word description in conference program.
- Six full conference registrations (a \$1,650 value!).
- One 10x5 foot exhibit space with table (a \$1,300 value!).
- Social media acknowledgement.

Leadership Sponsor

\$7,000

Leadership Sponsors are those who want to have optimal presence and strong visibility at CHIA's 16th Annual Conference. This sponsorship also provides additional and unique pre and post conference visibility. Your Sponsorship includes the following:

- Five-minute address to attendees during Saturday March 12 lunch (text approved by CHIA).
- Joint press release before and after the conference.
- An Op-Ed article to be included in our Spring 2016 newsletter.
- A one-time e-blast promotional message to registered attendees.
- Exclusive attendance to the Saturday "Networking Breakfast" with CHIA leadership and presenters.
- 2-minute presentation to the attendees of the Saturday "Networking Breakfast."
- Professional photos at the Saturday "Networking Breakfast" with your organization members and the CHIA leadership for your own promotional purposes.
- Distribution of one promotional collateral in attendee welcome package.
- Sponsor listed on all conference publicity.
- Organization mention at all CHIA on-site events and monthly webinars (prior to conference).
- Prominent logo placement with acknowledgement in print publications including conference program and poster boards at key locations during the conference.
- Full page, full color advertisement on the front inside cover of the program (a \$375 value!).
- Online registration promotional listing with logo and link to your website.
- Company logo and 120-word description in conference program.
- Four full conference registrations (a \$1,100 value!).
- One 10x5 foot exhibit space with table (a \$1,300 value!).
- Social media acknowledgement.

Gold Sponsor

\$5,000

Gold Sponsors are those high level sponsors who desire to have high visibility and a strong presence at CHIA's 16th Annual Conference. Your Sponsorship includes the following:

- Exclusive attendance to the Saturday "Networking Breakfast" with CHIA leadership and presenters.
- 1-minute presentation to the attendees of the Saturday "Networking Breakfast."
- Professional photos at the Saturday "Networking Breakfast" with your organization members and the CHIA leadership for your own promotional purposes.
- Distribution of one promotional collateral in attendee welcome package.
- Sponsor listed on all conference publicity.
- Organization mention at all CHIA on-site events and monthly webinars (prior to conference).
- Prominent logo placement with acknowledgement in print publications including conference program and poster boards at key locations during the conference.
- Full page, full color advertisement on the back inside cover of the program (a \$350 value!).
- Online registration promotional listing with logo and link to your website.
- Company logo and 100-word description in conference program.
- Three full conference registrations (a \$825 value!).
- One 10x5 foot exhibit space with table (a \$1,300 value!).
- Social media acknowledgement.

Silver Sponsor

\$2,500

Silver Sponsors are those sponsors who desire to have a participating presence and visibility at CHIA's 16th Annual Conference. Your Sponsorship includes the following:

- Sponsor listed on all conference publicity.
- Organization mention at all CHIA on-site events and monthly webinars (prior to conference).
- Prominent logo placement with acknowledgement in print publications including conference program.
- Half-page, full-color advertisement on the first page of the program (a \$200 value!).
- Online registration promotional listing with logo and link to your website.
- Company logo and 75-word description in conference program.
- Two full conference registrations (a \$550 value!).
- One 6x6 foot exhibit space with table (a \$1,300 value!).
- Social media acknowledgement.

Ambassador Sponsor

Ambassador Sponsors will each receive name recognition in the CHIA's 16th Annual Conference program and acknowledgement signage at the corresponding event. Neck wallet and Conference Bags will also have the sponsor's logo and CHIA's logo. Sponsorships are allocated on a first-come basis.

- | | |
|--|---------|
| ➤ Saturday, March 12 th Breakfast sponsorship | \$2,000 |
| ➤ Saturday, March 12 th Lunch sponsorship | \$2,000 |
| ➤ Conference Bag sponsorship (CHIA and sponsor logo) | \$2,000 |
| ➤ Neck Wallet Sponsorship (CHIA and sponsor logo) | \$2,000 |
| ➤ Program sponsorship (includes 1 full-page, full-color ad – a \$300 value!) | \$1,000 |
| ➤ Friday, March 11 th Coffee Break sponsorship | \$500 |
| ➤ Saturday, March 12 th Coffee Break sponsorship | \$500 |

Exhibitor

Exhibitors will each receive name recognition in CHIA's 16th Annual Conference program and will be listed on the CHIA conference webpage. Exhibitors receive one conference registration (a \$275 value!). Each exhibit comes with a 6-foot skirted table and one chair. Internet wi-fi is available in the exhibit hall at the daily rate charged by the Queen Mary.

- | | |
|---|---------|
| ➤ Exhibitor (includes 1 conference registration – a \$275 value!) | \$1,300 |
|---|---------|

Promo Table

Promo tables are **NEW** at the 2016 CHIA Conference! Want to participate, but can't send a representative from your organization? Send us your print handouts and promotional items, we'll place them on a table for you. Promo tables will be located in the exhibit hall, where attendees will have access to your information during the entire conference.

Program Ad

Full-color print advertisements in the conference program are a great way to drive traffic to your exhibit table or to promote your business/service if you cannot attend the conference.

Raffle Prize Donation

CHIA holds a raffle at the end of the conference. Your donated gift adds value to promoting your company. Raffle items are an incentive to attending the conference, increasing the potential number of contacts for you. Organization name and raffle prize will be included in the conference program and publicized via email and social media.

In-Kind Donation

Organizations that are unable to attend the conference are welcome to support this event through in-kind, tax deductible donations. Organization name will be included in the conference program.

TOP TIER PROMOTIONAL PACKAGES AT-A-GLANCE

| Benefit | Event Partner | Leadership Sponsor | Gold Sponsor | Silver Sponsor |
|---|--------------------------------|-------------------------------|------------------------------|----------------------------------|
| A 30-second promotional video | ✓ | x | x | x |
| Professionally filmed and edited 1-minute video | ✓ | x | x | x |
| Company name and logo on posters and/or banners | ✓ | x | x | x |
| Address to all attendees | 10-minutes at Friday reception | 5-minutes at Saturday lunch | x | x |
| Joint press release | ✓ | ✓ | x | x |
| Op-Ed article | ✓ | ✓ | x | x |
| E-blast promotional message | ✓ | ✓ | x | x |
| “Networking Breakfast” – exclusive attendance | ✓ | ✓ | ✓ | x |
| “Networking Breakfast” – presentation | 5 minutes | 2 minutes | 1 minute | x |
| “Networking Breakfast” – professional photos | ✓ | ✓ | ✓ | x |
| Promotional collateral in attendee package | ✓ | ✓ | ✓ | x |
| Logo placement – conference poster boards | ✓ | ✓ | ✓ | x |
| Logo placement – print publications and program | ✓ | ✓ | ✓ | ✓ |
| Listed on all conference publicity | ✓ | ✓ | ✓ | ✓ |
| Event & webinar mention | ✓ | ✓ | ✓ | ✓ |
| Online registration logo & link | ✓ | ✓ | ✓ | ✓ |
| Social media posts | ✓ | ✓ | ✓ | ✓ |
| Program Ad | Full page, back cover | Full page, front inside cover | Full page, back inside cover | Half-page, first page of program |
| Logo & description in conference program | 120 words | 120 words | 100 words | 75 words |
| Conference registrations | 6 | 4 | 3 | 2 |
| Exhibit space & table | 10x5 feet | 10x5 feet | 10x5 feet | 6x6 feet |

Sponsor/Exhibitor/Ad Selection and Contact Information

Please complete this application and return via mail: **California Healthcare Interpreting Association (CHIA)** CHIA Convention/ Exhibit Registration 1400 K Street, Suite 212, Sacramento, CA 95814 or electronically to dschinske@chiaonline.org **Questions?** Contact Don Schinske, Executive Director, at (916) 444-1506. The deadline to appear in online and print publicity is Friday, February 12, 2016.

1. Contact Information

PLEASE PRINT CLEARLY

Organization: _____

(Exactly as it is to be printed in all acknowledgments)

Primary Contact Name: _____

Contact Title: _____

Address: _____

City/State/Zip: _____

Phone/Fax: _____ E-mail: _____

Website: _____

Description of your services/products: _____

2. Billing Information

Same as Contact Information

Primary Contact Name: _____

Contact Title: _____

Address: _____

City/State/Zip: _____

Phone/Fax: _____ E-mail: _____

3. Sponsorship Packages:

Price:

- | | |
|---|-------------------------------------|
| <input type="checkbox"/> Event Partner (1 available) | \$20,000 (includes 6 registrations) |
| <input type="checkbox"/> Leadership Sponsor (1 available) | \$7,000 (includes 4 registrations) |
| <input type="checkbox"/> Gold Sponsor | \$5,000 (include 3 registrations) |
| <input type="checkbox"/> Silver Sponsor | \$2,500 (includes 2 registrations) |

4. Ambassador Sponsorships:

Price:

- | | |
|--|---------|
| <input type="checkbox"/> Saturday, March 12 th Breakfast sponsorship (1 available) | \$2,000 |
| <input type="checkbox"/> Saturday, March 12 th Lunch sponsorship (1 available) | \$2,000 |
| <input type="checkbox"/> Conference Bag sponsorship (CHIA and sponsor logo) (1 available) | \$2,000 |
| <input type="checkbox"/> Neck Wallet Sponsorship (CHIA and sponsor logo) (1 available) | \$2,000 |
| <input type="checkbox"/> Program sponsorship (1 available) | \$1,000 |
| <input type="checkbox"/> Friday, March 11 th Coffee Break sponsorship (1 available) | \$ 500 |
| <input type="checkbox"/> Saturday, March 12 th Coffee Break sponsorship (1 available) | \$ 500 |

5. Exhibitor: **Price:**
 Exhibit table (*includes 1 registration*) \$1,300

6. Promo Table: **Price:**
 Promo table \$400

7. Program Ads (Full-Color): **Price:**
 Back cover (**available only in the absence of an Event Partner*) \$450
 Inside front cover (**available only in the absence of a Leadership Sponsor*) \$375
 Inside back cover (**available only in the absence of a Gold Sponsor*) \$350
 Full page \$300
 Half-page horizontal \$200
 Quarter-page vertical \$150

8. In-Kind Donation
 \$100
 \$250
 Other: _____

Total sponsorship price: \$ _____
Total exhibit price: \$ _____
Total promo table price: \$ _____
Total program ad price: \$ _____
In-kind donation: \$ _____
GRAND TOTAL \$ _____

9. Raffle Prize
 YES! We will donate a raffle prize.
Item: _____ Value: _____

Attendee Badge Information (print clearly)
See "Sponsorship Packages" and "Exhibitors" for number of Registrations
1. Name: _____
2. Name: _____
3. Name: _____
4. Name: _____
5. Name: _____
6. Name: _____

Payment Information

American Express _____ MasterCard _____ VISA _____ Amount Authorized: _____

Credit Card Number: _____ CSV _____ Expiration Date: _____

Cardholder Name (print): _____

Billing Address (if different from address on exhibitor information): _____

Signature: _____ Date: _____

Check# _____ (Please make checks payable to CHIA)

Invoice me ___ Invoice Instructions _____

AGREEMENT SIGNATURE PAGE

Payment: Under the terms of this agreement, the exhibitor/sponsor agrees to pay 100% of the total fee with this application. Full payment must be received no later than February 15, 2016.

Cancellation Policy: Any exhibitor, sponsor or other participant who cancels exhibit space or sponsorship prior to December 30th, 2015 shall receive a full refund, less a \$250 administrative fee.

Any exhibitor/sponsor who cancels exhibit space or sponsorship between January 1 and January 31, 2016 will receive a 25% refund on any payments made. If cancellation in whole or part is made after January 31, 2016 the exhibitor / sponsor shall be liable to CHIA, as liquidated damages, for the entire unpaid balance of the total value of the exhibit or sponsorship cancelled.

Cancellation requests must be submitted to dschinske@chiaonline.org.

If this application and agreement has not been received, properly signed, and accompanied by payment in full by February 15, 2016, it may be declared null and void so that exhibit space or sponsor benefits may be reassigned.

Acceptance of this agreement by CHIA constitutes a contract. We understand this application becomes a binding contract when signed by us and accepted by CHIA. We have read and agree to abide by all rules and regulations, as outlined in the application form and the exhibitor/sponsor terms of agreement.

(Please print name of individual)

(Please print title of individual)

(Authorized Signature)

(Date)

(Organization Name)

SPONSOR/EXHIBITOR TERMS OF AGREEMENT

The following rules and regulations have been designed for the benefit of all exhibitors and sponsors and, in conjunction with the application, constitute a formal agreement. CHIA requests full cooperation in the observance of these terms. CHIA reserves the right to terminate exhibitor or sponsor privileges at any time for breach of these rules and regulations. Expulsion of an exhibitor under these rules shall not give rise to a claim for a refund of the fees paid by such exhibitor.

1. EXHIBIT SCHEDULE (tentative)

Set up and tear down schedule will be provided

2. FAILURE TO OCCUPY SPACE

Space not occupied by 9:30 a.m. on March 11, 2016 will be forfeited by exhibitors and their space may be reassigned or used by the conference management without refund.

3. RATES, DEPOSITS AND REFUNDS

Exhibit space will be rented and sponsorships sold at the rates in accordance with the application form. No application will be processed or space assigned without payment. Exhibits must be fully paid for by February 15th, 2016.

If assigned space is not paid for by this date, it may be reassigned at the discretion of conference management.

4. ARRANGEMENTS OF EXHIBITS

Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, must be modified or removed by the exhibitor. The conference management reserves the right to inspect each booth prior to show opening.

5. EXHIBIT DESIGN

All exhibit space must be arranged and constructed in accordance with the provisions and limitations in the exhibitor application. If an exhibit fails to conform to the exhibitor application, it must be modified to comply or be removed.

6. SUBLEASING OF SPACE

Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allocated, and may not display goods or services other than those produced or regularly distributed by them.

7. CONDUCT

All exhibits will be to serve the interest of the CHIA conference attendees and will be operated in a way that will not detract from other exhibits or the meeting as a whole.

8. SWEEPSTAKES, CONTEST OR ANY PROMOTION

Information will be provided

9. FIRE, SAFETY AND HEALTH

The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. All exhibit equipment and materials must be located within the assigned space. NO combustible material will be stored in or around exhibit.

10. LIABILITY AND SECURITY

CHIA makes no warranty, expressed or implied, that security measures will avert or prevent occurrences which may result in loss or damage. Each exhibitor must make provisions for the safeguarding of his or her goods, materials, equipment and display at all times. CHIA will not be liable for loss or damage to the property of exhibitors or their representatives from theft, fire, accident or other causes.

11. USE OF NAME & LOGO

You may not use the CHIA logo in the advertising or administration of any promotion which you provide without the express written permission of the CHIA.

12. CONTACT

For questions or more information, please contact: Don Schinske, CHIA's Executive Director at dschinske@chiaonline.org.