

# NRHA Sponsorship Opportunities

National Rural Health Association

## Rural Health Clinic (RHC) and Critical Access Hospital (CAH) Meeting

Portland, Oregon October 6-9, 2009

### EVENT SPONSORSHIPS

#### Tuesday, October 6

RHC Afternoon Power Break \$1,500.00

#### Wednesday, October 7

RHC Continental Breakfast \$1,500.00

RHC AND CAH Afternoon Power Break \$2,500.00

~~Welcome Reception (RHC and CAH)  
in the Exhibit Hall~~ ~~\$7,500.00~~

#### Thursday, October 8

Continental Breakfast \$2,000.00

~~Lunch in the Exhibit Hall~~ ~~\$7,000.00~~

#### Friday, October 9

Continental Breakfast \$2,000.00

#### General Sponsorships

Diamond Sponsor \$25,000.00

Platinum Sponsor \$15,000.00

President's Circle \$10,000.00

#### Integrated Marketing Opportunities

Conference Bag Inserts \$500.00 (one page in every bag)

~~Conference Pens~~ ~~\$1,000.00 (plus product cost)~~

Conference Bags \$5,000.00 (plus cost of 500 bags)

NRHA E-News Banner Advertisement \$1,000.00 (per issue)

Internet Café \$12,000.00 (or 2 @ \$6k each)

~~Hotel Room Key Cards~~ ~~\$3,500.00 (plus production costs)~~

Notebooks/Pads \$2,500.00 (plus product cost)

This sponsorship and exhibit summary is unique to this event. The higher the level of sponsorship, the greater the exposure for your company during the NRHA RHC/CAH Conference pre-event marketing period and the actual event itself. The NRHA accepts multiple sponsors for some of the items listed above. Exhibit space and sponsorship commitments are NOT considered final until payment is received. Deadline for purchasing one of the above listed opportunities is September 4, 2009 in order for it to be published in the printed Conference Program.

## NRHA Corporate Partners Program

**Making connections: It's all about who you know.** To a rural customer, business is personal. We are interested in building relationships between National Rural Health Association members and businesses with a proven track record in quality and reliability of products and services meeting the needs of rural health care providers.

To ensure successful relationships, our Advisory Panel reviews and recommends candidates for the Corporate Partners program to ensure all of our Corporate Partners understand the unique challenges facing rural hospitals, clinics and health care providers. We also survey our members to ensure our Corporate Partners maintain their established standards of excellence while participating in the program.

### Gold Level Benefits

- Organizational membership in NRHA, valued at up to \$1,980
- Exhibit booth space with first priority placement at your choice of either the Annual Conference or the Critical Access Hospital Conference
- Permission to use NRHA gold seal on promotional materials
- First priority placement and 15 percent discount on additional exhibit booth space at other NRHA events
- Two full-page ads in Rural Roads, a quarterly human-interest magazine published by NRHA for its members
- A 15 percent discount on additional advertising in Rural Roads
- Assistance in developing a comprehensive strategic plan to connect with NRHA members most likely to have an interest in your company's products and/or services
- Inclusion in Corporate Partners promotions in Rural Roads, NRHA publications and e-newsletters
- Ability to send targeted mailings to NRHA members

### Silver Level Benefits

- Organizational membership in NRHA, valued at up to \$1,980
- Exhibit booth space with second priority placement at your choice of either the Annual Conference or the Critical Access Hospital Conference
- Permission to use NRHA silver seal on promotional materials
- Second priority placement and 10 percent discount on additional exhibit booth space at other NRHA events
- One full-page ad in Rural Roads
- A 10 percent discount on additional advertising in Rural Roads
- Assistance in developing a comprehensive strategic plan to connect with NRHA members most likely to have an interest in your company's products and/or services
- Inclusion in Corporate Partners promotions in Rural Roads, NRHA publications and e-newsletters
- Ability to send targeted mailings to NRHA members

