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Colorado Hospital Association

92ND ANNUAL MEETING

EXHIBITOR AND SPONSOR INFORMATION

SEPTEMBER 13-15, 2017

VAIL MARRIOTT MOUNTAIN RESORT

VAIL, COLORADO

2017

92ND ANNUAL MEETING

92nd CHA Annual Meeting
Exhibitor and Sponsorship Information
September 13-15, 2017
Vail Marriott Mountain Resort
Vail, Colorado

We Invite You to be a Part of the CHA Annual Meeting

CHA invites you to participate as an exhibitor or sponsor at the 2017 CHA Annual Meeting, Sept. 13-15, 2017, in Vail, Colorado. As a tradition, CHA will hold its Exhibit Hall and Vendor Showcase lunch and reception on Thursday, Sept. 14, at the 2017 CHA Annual Meeting. The showcase provides CHA exhibitors with networking opportunities where they can market their products and services to a wide variety of health care professionals. In addition, CHA offers a variety of sponsorship opportunities throughout the event that offer even more marketing exposure. The Annual Meeting format encourages business-building discussions with current and/or potential clients in an informal, relaxed atmosphere. Exhibition and sponsorship opportunities are reserved solely for CHA Associate Members. If you're interested in Associate Membership, refer to the enclosed flyer.

Sponsorship Packages

CHA provides members with premier quality educational sessions at its Annual Meeting. The participation of our exhibitors and sponsors enables CHA to continue to offer high-caliber programming. Organizations may help support this endeavor by taking advantage of our sponsorship packages and/or sponsor a special event.

Mobile App

CHA utilizes a mobile app for the 2017 CHA Annual Meeting, which increases the value of the event for sponsors and exhibitors by providing your company with additional visibility and connecting you with attendees through the mobile app.

Exhibition

Put your company's name at the forefront of attendee's minds with CHA event exhibiting and sponsorship opportunities. Build name recognition and drive traffic to your exhibit space with high-profile promotional opportunities that target this lucrative market.

CHA invites you to participate as an exhibitor or sponsor at the 2017 CHA Annual Meeting, Sept. 13-15, 2017, in Vail, Colorado. To maximize traffic and exposure for all exhibitors, specific times are established for participants to visit the exhibit hall. No conflicting meetings are scheduled during these hours. Activities are held in the exhibit hall to encourage attendance. (See the In Conjunction With section.)

Exhibitors and sponsors are encouraged to attend the CHA educational sessions and networking events.

Location & Attendance

The Exhibit Hall is located in the Grand Ballroom and the Grand Ballroom Foyer at the Vail Marriott Mountain Resort. Registrants for the meeting include hospital chief executive officers, c-suite staff, administrators, assistant administrators, department head personnel, physicians and trustees. A number of allied professional organizations will also be in attendance.

Booth Dimensions & Rates

Booth fees are based on booth size and location. Exhibitors may select from the following booth options:

Description	Cost Per Booth/	
	Tabletop	
8 x 10 foot prime booth (16)	\$2,000	
8 x 10 foot booth (44)	\$1,750	
8 x 8 foot booth (4)	\$1,500	
5 x 10 foot booth (5)	\$1,250	
4 x 8 foot tabletop display (8)	\$1,250	

All booths include eight-foot back drapes and three-foot side drapes. Drape colors are burgundy, hunter green and gold. The Grand Ballroom where the exhibits are located is carpeted. Each booth contains one draped table, one waste paper basket, two chairs and one identification sign.

Equipment must not block the visibility of neighboring exhibits and must not exceed the dimensions of the booth. All exposed parts of displays must be finished to present an attractive appearance from the aisles or adjoining exhibits.

Booths 1-3, 10-15 and tabletop displays T2-T3 have a ceiling height restriction of 7 feet 9 inches. Any floor mounted booths can stand no higher than 7 feet 9 inches and tabletop displays can stand no higher than 5 feet in this area.

Exhibit Representatives

The booth fees include two complimentary conference registrations and two complimentary drink tickets per participant for the Thursday reception. Additional representatives may register for the event for a discounted rate of \$175 (maximum of two additional reps). A form to register representatives will be provided prior to the event.

All representatives are welcome to attend any/all educational and networking events that are scheduled.

Exhibit Schedule

Booth Setup:

Wednesday, Sept. 13, 2017	12 - 7 p.m.
Thursday, Sept. 14, 2017	7 - 10 a.m.

Exhibit Hours:

Thursday, Sept. 14, 2017	
Lunch in the Exhibit Hall	11:45 a.m. - 1:45 p.m.
Reception in the Exhibit Hall	4:30 - 6:30 p.m.

Booth Dismantling:

Thursday, Sept. 14, 2017	6:30 - 7:30 p.m.
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Booth Setup

Booths must be set up by 10 a.m. on Thursday, Sept. 14. Any setup not finished by the opening exhibit session must wait to be completed during non-exhibit hours.



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Booth Dismantling Policy

Booths must remain intact until the close of the exhibition at 6:30 p.m., Thursday, Sept. 14, 2017. They cannot be dismantled or removed earlier. Dismantling must be completed by 7:30 p.m. on Sept. 14. CHA, Brede Exposition Services and Vail Marriott Mountain Resort are not responsible for displays left in the exhibit hall past 7:30 p.m. The hotel charges a \$1,000 cleaning fee for all equipment and material left in the exhibit hall past 7:30 p.m. Please make arrangements with your drayage service and/or shipping carrier so that tear down runs smoothly and efficiently. If using your own drayage company, be sure that you and/or your home office completes your arrangements and schedules for pick-up. Vail Marriott Mountain Resort does not have storage facilities. If you need help shipping material and you are not contracted with Brede Exposition Services, you will need to contact the Vail Marriott Mountain Resort Loss Prevention Department for assistance.

Special Exhibit Hall Activities

In an effort to drive participation and traffic through the exhibit hall, CHA will host several attendee engagement activities throughout the Annual Meeting. Join us on Thursday, Sept. 14 for the following events:

- Lunch in the Exhibit Hall: 11:45 a.m. - 1:45 p.m.
- Reception in the Exhibit Hall: 4:30 - 6:30 p.m.
- CHA Passport Drawing
- Exhibit Hall Prizes

If you want to award exhibit hall prizes, we ask that you bring non-perishable items. It is the exhibitor's responsibility to let attendees know that you will contact the winner directly via email, text or phone call (either during the Exhibit Hall Reception or after the conference).

Electrical

Ample electricity can be made available in all booth locations. One 500-watt electrical outlet, which will accommodate two plugs will be provided at no additional charge but you must request it on the Vail Marriott Mountain Resort electrical specifications form. If you require more than one 500-watt electrical outlet, indicate those needs on the Vail Marriott Mountain Resort electrical

specifications form. Additional electrical will be at your cost. If you require electrical cords or an electrical strip, they can be rented at the Brede Service Desk in the exhibit hall. This form must be returned to the Vail Marriott Mountain Resort, attention convention services, by Aug. 25, 2017. No electrical requests can be guaranteed unless the correct information is received by Aug. 25, 2017. If the Vail Marriott Mountain Resort finds it necessary to increase electrical requirements beyond its current capacity in order to meet the needs of exhibitors, those exhibitors will be billed separately for that surcharge. Please note that all electrical power is turned on one-half hour before the show opens and is turned off one-half hour after the show closes.

Booth Sharing

Companies wishing to share a booth must have a formal contractual arrangement with one another. CHA must be notified in writing of the request to share a booth at the time a contract is submitted. The contract must include both companies' information, including name and relationship, and the reason for sharing space. You will be notified by CHA if your request is approved.

Subletting of Space

Exhibitors may not assign, sublet or apportion to others 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. An exhibitor may use equipment or the product of another exhibitor for the purpose of better product presentation of their own product, but may not give credit to the manufacturer.

Exhibitor Services

Brede Exposition Services maintains a full-time exhibitor service desk from setup through the removal of exhibits. The Brede Exhibitor Service Kit will be sent, along with booth confirmation, to each exhibitor prior to the meeting. Arrangements for additional furniture, special decorations, storage of exhibit equipment, transportation, etc. may be made directly with Brede Exposition Services. All such services are at the exhibitor's expense. Should you need information immediately, contact:

Brede Exposition Services
5140 Colorado Boulevard
Denver, CO 80216
303.321.8784
Brede-Colorado@Brede.com
www.brede.com

Drayage & Storage

For advanced shipment of exhibit materials, storage and delivery to your booth, please refer to the "Drayage Services" portion of your Brede Exhibitor Service Kit. Do not direct ship to the Vail Marriott Service Kit. Do not direct ship to the Vail Marriott for an arrival prior to the move-in dates. The Vail Marriott will refuse shipments.

Security

Security guards will be on duty during non-exhibit hours, beginning at 7 p.m., Wednesday, Sept. 13, through 4:30 p.m., Thursday, Sept. 14. During non-exhibit hours, only exhibitor representatives with an official CHA Annual Meeting badge are allowed access to the exhibit hall. Please safeguard all show goods, materials, equipment and display.

Liability

CHA is liable for materials in the exhibit hall only during the non-exhibit hours. CHA is not liable for materials during setup, exhibit hours or dismantling.

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend and hold harmless the Hotel, its owners, and its management company, as well as their representative agents, servants, and employees from any and all such losses, damages and claims.

The exhibit hall is defined as the area to the west of the doors, which open into the Grand Ballroom.

Cancellation Policy

If booth space is canceled prior to June 30, 2017, and the booth space can be resold, a full refund will be issued. If it is not resold, a \$375 processing fee will be charged. If cancellation is made after June 30, the full booth fee will be charged. All notices of cancellation must be received in writing.

Sponsorship Packages

The following sponsorship packages and opportunities are available at the 2017 CHA Annual Meeting, exclusively to CHA Associate Members:

Gold Sponsor - \$5,000 (maximum 5)

- Prominent logo recognition on all promotional materials
- Logo recognition on conference signage
- Logo recognition on the conference mobile app
- Recognition on CHA social media outlets
- Recognition on CHA website
- Three complimentary conference registrations, including all meals, breaks, educational sessions and networking events

Silver Sponsor - \$2,500 (maximum 8)

- Logo recognition on all promotional materials
- Logo recognition on conference signage
- Logo recognition on the conference mobile app
- Recognition on CHA social media outlets
- Recognition on CHA website
- Two complimentary conference registrations, including all meals, breaks, educational sessions and networking events

Special Event Sponsorships

Chairman's Reception - \$5,500 (maximum 1)

This special event will be held on Wednesday evening following the opening keynote speaker.

- Logo recognition on all promotional materials
- Logo recognition on Chairman's Reception invitation sent to all attendees
- Logo recognition on the conference mobile app
- Recognition on the Chairman's Reception Invitation
- One sign posted in the reception area
- Three complimentary conference registrations, including all meals, breaks, educational sessions and networking events

Golf Awards Reception - \$2,500 (maximum 1)

The CHA Annual Golf Tournament will be held at the Eagle Vail Golf Club. The tournament will feature a shotgun start with an Awards Reception immediately after.

- One sign posted at the reception
- Logo recognition on the conference mobile app
- Two complimentary conference registrations, including all meals, breaks, educational sessions and networking events



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Golf Holes - \$575 per hole (maximum 8)

Golf hole sponsorships are available to the following: Gold Sponsors, Silver Sponsors and registered exhibitors. The sponsor presents a sponsor-provided prize to the winner of the sponsored hole.

- Allows one representative to play in the tournament
- One sign posted at the sponsored hole
- Logo recognition on the conference mobile app

Coffee Breaks - \$2,500 (maximum 6)

- One sign posted at the function
- One table top outside the general session room to be able to promote services
- Logo recognition on all promotional materials
- Logo recognition on the conference mobile app
- Two complimentary conference registration, including all meals, breaks, educational sessions and networking events

Charging Station - \$2,500 (maximum 1)

- One sign posted at the sponsored charging station area (located by the exhibit hall)
- Logo recognition on all promotional materials
- Logo recognition on conference signage
- Logo recognition on the conference mobile app
- Two complimentary conference registrations, including all meals, breaks, educational sessions and networking events

Shoe Shine - \$2,500 (maximum 1)

- One sign posted at the sponsored shoe shine area (located by the exhibit hall)
- Logo recognition on all promotional materials
- Logo recognition on conference signage
- Logo recognition on the conference mobile app
- Two complimentary conference registrations, including all meals, breaks, educational sessions and networking events

Friday Morning Breakfast - \$1,500 (maximum 1)

- One sign posted at the function
- One table top outside the general session room to be able to promote services
- Logo recognition on all promotional materials
- Onsite CHA-created signage with company logo
- One complimentary conference registrations, including all meals, breaks, educational sessions and networking events

All sponsorship opportunities are reserved solely for active CHA Associate Members. To secure any sponsorship, enclose full payment with your signed contract. Sponsorships are assigned on a first-come, first-serve basis only after receipt of the signed contract and full payment.

In Conjunction With

All meetings, events and/or activities held in conjunction with the 2017 CHA Annual Meeting by exhibition and sponsor companies and related organizations, whether at Vail Marriott Mountain Resort or at outside venues, must be approved by CHA and must not be scheduled during official conference and exhibit hours. To receive approval, please contact Valerie Siebert-Thomas at valerie.siebertthomas@cha.com. "In Conjunction With" events are functions that include the CHA participants but are not planned or sponsored by CHA.

CHA Associate Membership

Full payment and active associate membership status is required with booth application and signed contract. No booth can be reserved without the signed contract and full payment.

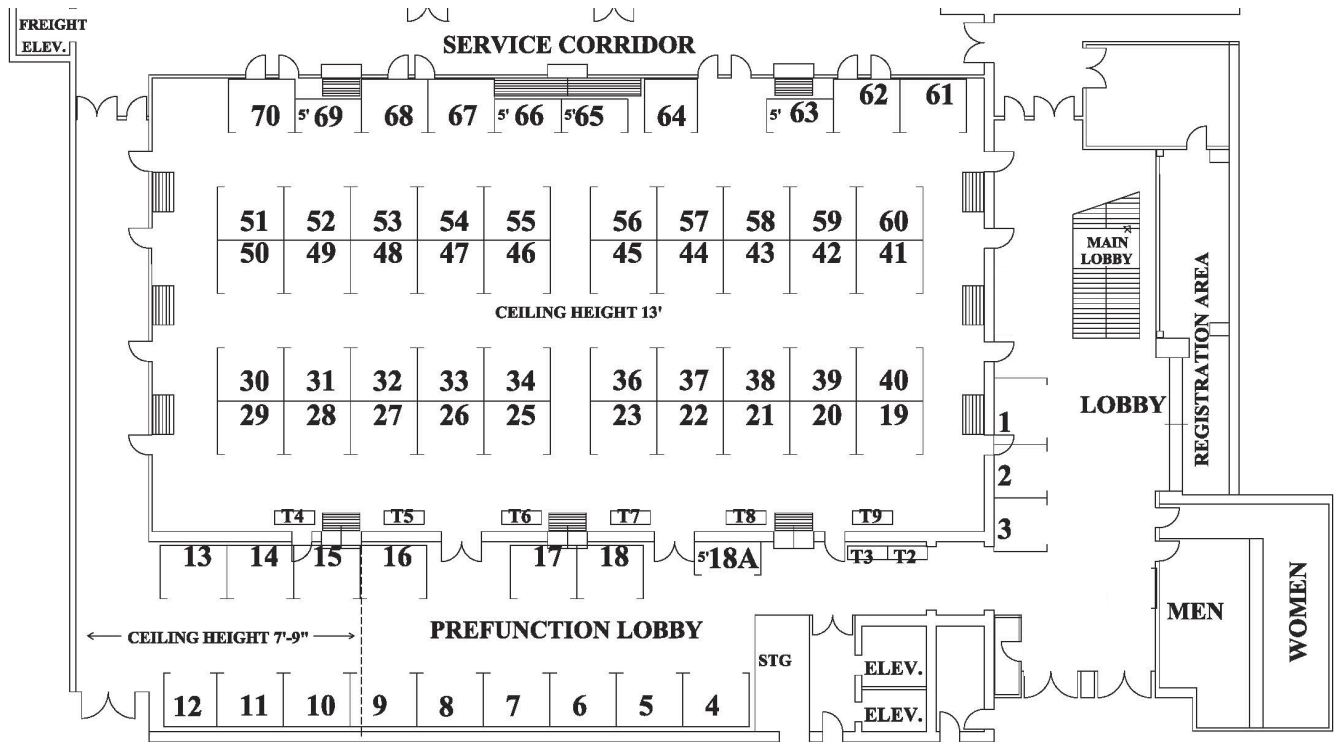
Inquiries

Valerie Siebert-Thomas
Education Manager
valerie.siebertthomas@cha.com
720.330.6024

Peggy McCreary
Meeting and Events Coordinator
peggy.mccreary@cha.com
720.330.6034

Vail Marriott Mountain Resort Grand Ballroom

September 13-15, 2017



Please Note

- The ceiling height on booths 1-3, 10-15 and tabletop displays T2-T3 is 7 feet 9 inches high. Any floor mounted booths can stand no higher than 7 feet 9 inches and tabletop displays can stand no higher than 5 feet in this area.
- Booths 18A, 63, 65-66 and 69 are 5 x 10 foot booths @ \$1,250 each
- Booths 2-3, 12 and 64 are 8 x 8 foot booths @ \$1,500 each
- Booths 1, 4-11, 13-18, 30-33, 37-44, 47-54, 57-62, 67-68 and 70 are 8 x 10 foot booths @ \$1,750 each
- Booths 19-29, 34, 36, 45, 46, 55 and 56 are 8 x 10 foot booths @ \$2,000 each (prime location booths)
- Tabletop displays T2-T9 are 4 x 8 foot tables @ \$1,000 each
- The only entrances to the exhibit hall are the double doors between Booth 16 and 17 and between Booth 18 and 18A.

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Exhibitor/Sponsor Contract

September 13-15, 2017 - Vail, Colorado

Company Information

Company Name _____
(Type or print the name exactly as it should appear in all conference materials)

Address _____

City, State, Zip _____

Phone _____

Website _____ Twitter Handle _____

Primary Business Product/Service _____

Primary Contact Information

Name _____

Title _____

Phone _____

Email _____

Before submitting the Exhibitor/Sponsor contract, check with your onsite representative to ensure that the booth size you are selecting will accommodate the backdrop and display of your organization's booth.

Annual Meeting Exhibits (Full payment is due with signed contract)

Booths 18A, 63, 65-66 and 69 are 5 x 10 foot booths @ \$1,250 each

Booths 2-3, 12 and 64 are 8 x 8 foot booths @ \$1,500 each

Booths 1, 4-11, 13-18, 30-33, 37-44, 47-54, 57-62, 67-68 and 70 are 8 x 10 foot booths @ \$1,750 each

Booths 19-29, 34, 36, 45, 46, 55 and 56 are 8 x 10 foot booths @ \$2,000 (prime location booths)

Tabletop Displays T2-T9 are 4 x 8 foot tables @ \$1,250 each

The ceiling height on booths 1-3, 10-15 and tabletop displays T2-T3 is 7 feet 9 inches high. Any floor mounted booths can stand no higher than 7 feet 9 inches and tabletop displays can stand no higher than 5 feet in this area.

Preferred exhibit booths: Indicate six booth location preferences according to the enclosed floor plan. Booths are assigned on a first come, first-serve basis.

We would prefer not to be located next to the following companies: _____

A 15 word description of the product or service your organization will feature: _____

Annual Meeting Exhibit Booth

Fees for exhibit booths are noted below

___ Exhibit Booth (5 x 10 foot booths): \$1,250

___ Exhibit booth (8 x 8 foot booths): \$1,500 each

___ Exhibit booth (8 x 10 foot booths): \$1,750 each

___ Exhibit booth (8 x 10 foot booths): \$2,000 (prime location booths)

___ Tabletops (4 x 8 foot tables): \$1,250 each

Preferred Exhibit Booths: _____
(1) (2) (3) (4) (5) (6)

Annual Meeting Sponsorships

Fees for sponsorship packages and special events are noted below. Please check the sponsor package and/or special event you wish to sponsor.

- Gold Sponsor: \$5,000
- Silver Sponsor: \$2,500
- Chairman's Reception, Wednesday, Sept. 13: \$5,500
- Golf Awards Reception, Wednesday, Sept. 13: \$2,500
- Pre Conference Coffee Break, Wednesday, Sept. 13: \$2,500
- Opening General Session Coffee Break, Thursday, Sept. 14: \$2,500
- Morning General Session Coffee Break, Thursday, Sept. 14: \$2,500
- Afternoon General Session Coffee Break, Thursday, Sept. 14: \$2,500
- Charging Station, Thursday, Sept. 14: \$2,500
- Shoe Shine, Thursday, Sept. 14: \$2,500
- Breakfast, Friday, Sept. 15: \$2,500
- Morning General Session Coffee Break, Friday, Sept. 15: \$2,500
- Closing Session Coffee Break, Friday, Sept. 15: \$2,500
- Golf tournament, Wednesday, Sept. 14: \$575 per hole
 - Closest To Pin: Holes 4 ___ 8 ___ 10 ___ 13 ___ 17 ___
 - Longest Drive: Holes 1 ___ 14 ___
 - Longest Putt: Hole 18 ___

Associate Membership

- 2017 Associate Membership, Jan-Dec.: \$1,000 (Payment required for all exhibitors and sponsors that have not already paid)

Cancellation Policy

If booth space is canceled prior to June 30, 2017, and the booth space can be resold, a full refund will be made. If it is not resold, a \$375 processing fee will be charged. If cancellation is made after June 30, the full booth fee will be charged. **ALL NOTICES OF CANCELLATION MUST BE RECEIVED IN WRITING ON OR BEFORE THE DATE SPECIFIED.**

We hereby agree to exhibit and/or sponsor as indicated above at the 2017 CHA Annual Meeting of the Colorado Hospital Association.

SIGNATURE DATE

PAYMENT

NOTE: Selection does not guarantee availability. Booths and Sponsorship levels are limited and are offered on a first-come, first-served basis based on date both contract and payment are received.

- Full exhibit fee enclosed (Payment in full due with signed contract)
- Full sponsorship fee enclosed (Payment in full due with signed contract)
- Full payment made by credit card - Visa, MasterCard, American Express ONLY

Card Number _____
 Expiration Date _____ CVV Code _____
 Full Name on Card _____
 Billing Address _____
 Signature _____

Make checks payable to: Colorado Hospital Association, 7335 E. Orchard Road, Greenwood Village, CO 80111.

FOR CHA USE ONLY	Amount Paid	Date Paid
Booth _____	_____	_____
Sponsorship _____	_____	_____
Associate Membership _____	_____	_____

