



**National PACE Association  
2010 Annual Conference  
Exhibitor and Sponsor Prospectus**



**October 3-6, 2010**

**Hyatt Regency- Embarcadero, San Francisco, CA**

## **National PACE Association's 2010 Annual Conference**

### ***A place for connections...***

Founded in 1994, the National PACE Association exists to advance the efforts of Programs of All-inclusive Care for the Elderly (PACE). PACE programs support, maintain, safeguard and promote the provision of quality, comprehensive and cost-effective health care services for frail older adults. NPA's 100 + members are operational PACE programs, organizations developing PACE programs or exploring the feasibility of starting a PACE program, and other organizations supportive of the PACE model of care.

Since 1994, NPA has created an expanding program of education and training directed towards our members and the health care community at large. NPA's Annual Conference provides multiple opportunities for education, networking and information sharing, geared to executive and clinical staff at operational and prospective PACE programs.

NPA's conference faculty is drawn from existing PACE programs, long term care and community-based eldercare providers as well as managed care and health system experts. Speakers have expertise in PACE and other health services for seniors.

### ***Reach your target market...***

PACE programs are innovative, creative and committed to delivering high quality care and services to their participants. As managed care organizations, PACE programs pay for hospital and nursing home care their participants use. PACE programs are motivated to find improved ways to deliver care and services across settings including the PACE center and the home. If these are the kind of customers you seek, you may be interested in partnering with the National PACE Association (NPA) as an exhibitor or sponsor at its Annual Conference, which will be held **October 3-6, 2010** at the *Hyatt Regency Embarcadero, San Francisco, CA*

**More than 590 individuals** attended NPA's 2009 Annual Conference—administrators, primary care and clinical staff from PACE programs and those organizations considering PACE development, as well as state and federal legislative and regulatory staff. **Most conference attendees represent organizations with budgets between \$10-30 million** looking for ways to invest today in order to save tomorrow. And in light of many new federal and state data collection and submission requirements PACE programs are beginning to look closely at health plan and health provider IT/IS products and services to enhance efficiency and effectiveness in managing their data.

## **Exhibitor Benefits and Fees**

**Benefits...**At this year's Annual Conference, vendors will have the opportunity to network with staff from operational and prospective PACE providers, and to share information about their products and services in a tabletop exhibit format. NPA is committed to promoting exhibit hours to attendees, and has allotted **6 ½ hours** of scheduled exhibit time into the conference schedule. Tabletop exhibits will be located in the *Pacific Room* of the Hyatt Regency, the actual room where all continental breakfasts and refreshment breaks will be held, in order to maximize opportunities for connection with conference attendees. We also invite the exhibitors to be part of the Opening Night Reception on Monday, October, 4. \*This year all exhibitors will be located in the Pacific Room, the designated room for the duration of the conference. All refreshment breaks and continental breakfasts will be held in this room as well the opening night reception.

In addition to the opportunity to maximize awareness of your company's products and services among conference attendees and the PACE provider community, all exhibitors will receive the following benefits:

- One individual FREE registration to the entire Annual Conference (excluding pre/post-conference workshops and/or symposiums)
- A copy of the advance registration list two weeks prior to the conference and the final registration list following the conference, for valuable promotion and follow-up
- Recognition in onsite materials and NPA's web site as a conference sponsor and/or exhibitor
- A link to your organization's web site from NPA's web site ([www.npaonline.org](http://www.npaonline.org)) prior to and for two months following the conference
- Numerous opportunities to network with decision-makers from operational and prospective PACE programs

**Fees...** Each exhibitor will receive one fully draped 6' table, up to two chairs, a wastebasket and access to an electrical hookup. Neither NPA nor the Hyatt Regency will accept responsibility for exhibitor loss or damage of materials, displays or belongings during the conference. Exhibitors should carry their own risk insurance to cover losses.

Tabletop Exhibit Prices:

- **Member Rate: \$1400** for one table
- **Nonmember Rate: \$1650** for one table

A limited number of tabletop exhibit opportunities are available. Completed exhibitor application forms must be received with payment by **Friday, September 17, 2010**.

**Cancellation...**Only written cancellations will be accepted. Exhibitors who cancel before September 17, 2010 will receive a refund minus a \$100 processing fee. **No refunds will be made for cancellations after September 17, 2010.**

**Maximize your exposure...**To gain further recognition, take advantage of one of the many sponsorship opportunities NPA offers during the conference. Sponsored events provide additional opportunities for access, networking and recognition, while sponsored conference giveaways provide continued exposure, recognition and visibility long after the conference has ended.

## **Sponsorship Opportunities**

### **Sponsored Events**

<b>Event</b>	<b>Date/Time</b>	<b>Description/Attendance</b>	<b>Sponsor Benefits</b>	<b>Sponsorship</b>
<b>Welcome Refreshments</b>	Monday, 10/4 1:30 - 2:30 pm	Refreshments will be served in the <i>Pacific</i> Room (exhibit area) prior to the Opening General Session. We will be recognizing "first timers" to the NPA Annual Conference. Approximately 475 to 500 individuals are expected to attend.	<b>Sponsor benefits include:</b> <ul style="list-style-type: none"> <li>➤ One complimentary conference registration</li> <li>➤ Recognition during the conference</li> <li>➤ Signage with corporate name/logo at sponsored event</li> <li>➤ Corporate logo on napkins</li> </ul>	<b>\$2,500</b>
<b>Opening General Session</b>	Monday, 10/4 2:45 - 4:15 pm	All conference participants will attend NPA's Opening General Session. Approximately 475 to 500 individuals are expected to attend.	<b>Sponsor benefits include:</b> <ul style="list-style-type: none"> <li>➤ One complimentary conference registration</li> <li>➤ Explicit recognition during session</li> <li>➤ Opportunity to briefly address attendees</li> <li>➤ Slide with corporate name/logo projected on-screen during attendees' arrival</li> <li>➤ Signage with corporate name/logo at entrance to session</li> </ul>	<b>\$6,000</b>
<b>Refreshment Break (4 opportunities available)</b>	Monday, 10/4 10:00 - 11:30 am  Tuesday, 10/5 10:00 - 10:30 am  Tuesday, 10/5 3:30 - 4:00 pm  Wednesday, 10/6 10:00-10:30 am	Refreshments will be served in the Pacific Room (exhibit area) to conference attendees during breaks and between educational sessions. Between 425 and 475 individuals are expected to attend each break.	<b>Sponsor benefits include:</b> <ul style="list-style-type: none"> <li>➤ One complimentary conference registration</li> <li>➤ Recognition during conference</li> <li>➤ Signage with corporate name/logo at sponsored break</li> <li>➤ Corporate logo on napkins</li> </ul>	<b>\$2,500 each</b>
<b>Continental Breakfast (2 opportunities available)</b>	Tuesday, 10/5 7:30 - 8:30 am  Wednesday, 10/6 7:30 - 8:30 am	A light breakfast will be served in the Pacific Room (the exhibit area) to conference attendees. Approximately 450 individuals are expected to attend.	<b>Sponsor benefits include:</b> <ul style="list-style-type: none"> <li>➤ One complimentary conference registration</li> <li>➤ Recognition during conference</li> <li>➤ Signage with corporate name/logo at sponsored breakfast</li> <li>➤ Corporate logo on napkins</li> </ul>	<b>\$3,000 each</b>

<b>Event</b>	<b>Date/Time</b>	<b>Description/Attendance</b>	<b>Sponsor Benefits</b>	<b>Sponsorship</b>
<b>Leadership and Awards Luncheon</b>	Tuesday, 10/5 12:00 - 1:45 pm	Approximately 475 conference participants will attend this luncheon that celebrates NPA's award recipients and outgoing Board members.	<b>Sponsor benefits include:</b> <ul style="list-style-type: none"> <li>➤ One complimentary conference registration</li> <li>➤ Recognition during luncheon</li> <li>➤ Opportunity to briefly address attendees</li> <li>➤ Slide with corporate name/logo projected on-screen during attendees' arrival</li> <li>➤ Signage with corporate name/logo at entrance to luncheon</li> </ul>	<b>\$6,000</b>
<b>Intake/Marketing Workshop*</b>	Sunday, 10/3 8:00 am - 5:00 pm	This full day workshop is geared toward PACE program intake, marketing and leadership staff. Approximately 50 individuals are expected to attend the workshop.	<b>Sponsor benefits include:</b> <ul style="list-style-type: none"> <li>➤ One complimentary conference registration</li> <li>➤ Recognition during Workshop/conference</li> <li>➤ Signage with corporate name/logo at entrance to the Workshop</li> </ul>	<b>\$2,000</b>
<b>Primary Care Symposium*</b>	Sunday, 10/3 12:00 - 5:00 pm	This half-day educational program is geared toward PACE medical directors and other primary care staff. Approximately 70 individuals are expected to attend the symposium.	<b>Sponsor benefits include:</b> <ul style="list-style-type: none"> <li>➤ One complimentary conference registration</li> <li>➤ Recognition during Symposium/conference</li> <li>➤ Signage with corporate name/logo at entrance to the Symposium</li> </ul>	<b>\$2,000</b>

**\*Sponsor not eligible to attend**

## Sponsored Products

Sponsored Items	Description	Sponsor Benefits	Sponsorship
<b>Conference CDs</b>	Conference CDs, which include handouts from all education sessions will be distributed to all conference attendees at registration. Your company's name and logo can be featured on each conference CD that will be given to all attendees upon arrival. The NPA Conference logo must also accompany your logo. This sponsorship opportunity will provide unlimited visibility <b>during and after the conference.</b>	<b>Sponsor benefits include:</b> <ul style="list-style-type: none"> <li>➤ One complimentary conference registration</li> <li>➤ Recognition during conference</li> <li>➤ Corporate name/logo on the front of all conference CDs</li> </ul>	<b>\$5,000</b>
<b>Name Badges</b>	Each attendee will receive a zippered name badge pouch, which can display your company's name/logo. This sponsorship opportunity will give your company unlimited visibility, as attendees wear their name badges <b>throughout the entire conference.</b>	<b>Sponsor benefits include:</b> <ul style="list-style-type: none"> <li>➤ One complimentary conference registration</li> <li>➤ Recognition during conference</li> <li>➤ Corporate name/logo on all name badges</li> </ul>	<b>\$3,700</b>
<b>Conference Portfolio Folders</b>	Attendees take copious notes during the concurrent educational sessions. Your company's name and logo can be featured on a portfolio folder that will be given to all attendees at registration. NPA Conference logo must also accompany your logo. This sponsorship opportunity will provide unlimited visibility <b>during and after the conference.</b>	<b>Sponsor benefits include:</b> <ul style="list-style-type: none"> <li>➤ One complimentary conference registration</li> <li>➤ Recognition during conference</li> <li>➤ Corporate brochures/pamphlets inside portfolio folders</li> <li>➤ Corporate name/logo on all portfolio folders</li> </ul>	<b>\$5,000</b>

## **NPA 2010 Annual Conference Schedule of Events\***

### **Sunday, October 3**

8:30 am - 3:00 pm	Registration Open
8:00 am - 5:00 pm	Intake/Marketing Workshop ( <i>Members Only</i> )
9:00 am - 5:00 pm	PACE Basics
12:00 - 5:00 pm	Primary Care Symposium ( <i>Members Only</i> )

### **Monday, October 4**

7:30 am – 12:00 pm	PACE Site Tours-On Lok Lifeways
7:30 am - 3:00 pm	Registration Open
8:30 -10:00 am	Concurrent Education Sessions
<b>10:00 - 11:30 am</b>	<b>Refreshment Break with Exhibitors**</b>
11:30 am – 1:30 pm	Networking Luncheon
<b>1:30 - 2:30 pm</b>	<b>Welcome Refreshments with Exhibitors**</b>
2:45 - 4:15 pm	Opening General Session
<b>6:00 - 8:00 pm</b>	<b>Opening Night Reception with Exhibitors**</b>

### **Tuesday, October 5**

7:30 am - 3:00 pm	Registration Open
<b>7:00 - 8:00 am</b>	<b>Continental Breakfast with Exhibitors**</b>
7:30 11:00 am	PACE Site Tours- On Lok Lifeways
8:00 - 9:30 am	Concurrent Education Sessions
<b>9:30-10:00 am</b>	<b>Refreshment Break with Exhibitors**</b>
10:30 - 11:30 am	Concurrent Education Sessions
11:30 am - 1:00 pm	Leadership and Awards Luncheon
1:00 – 2:30 pm	Concurrent Education Sessions
<b>2:30- 3:00 pm</b>	<b>Refreshment Break with Exhibitors**</b>
3:00 - 4:30 pm	Concurrent Education Sessions
5:30 - 9:00 pm	Offsite Social Event- TBD

### **Wednesday, October 6**

7:30 -10:30 am	Registration Open
<b>7:30 - 8:30 am</b>	<b>Continental Breakfast with Exhibitors**</b>
8:30 -10:00 am	Concurrent Education Sessions
<b>10:00 - 10:30 am</b>	<b>Refreshment Break with Exhibitors**</b>
10:30 am - 12:00 pm	Concurrent Education Sessions

**Please Note: Conference schedule is subject to change    \*\*Exhibitor Event**

## **Exhibitor Agreement**

### **Agreement for Exhibitor Space**

Payment in full must accompany this Agreement. All space reservations are made on a first-paid, first-served basis. Cancellations must be made in writing and will be honored with a refund until September 17, 2010 minus a \$100 processing fee. No cancellations will be honored with refunds after September 17, 2010.

### **Location**

Exhibits will be located in the *Pacific Room* the of the **Hyatt Regency 5 Embarcadero Center San Francisco, CA 941111** for the duration of the exhibit period.

### **Exhibit Space**

Each space will consist of a 6' table with a drape, two chairs, a wastebasket and access to an electrical hookup. If you have your own booth, please contact Venise Lewis for additional set up needs.

### **Set Up and Dismantle**

Exhibitors may set up their displays on *Monday, October 4, between 7:00 – 9:30 am* in the Pacific Room. Exhibits will remain in this location throughout the duration of the exhibit period. Exhibitors must dismantle their displays after the last refreshment break on Wednesday, October 6, at 10:30 am.

### **Exhibitor Agrees That:**

1. All provisions listed above shall be part of this Agreement.
2. Exhibitor space is allotted on a first-come, first-paid basis.
3. The National PACE Association (NPA) reserves the right to reject Exhibitor Applications with or without cause, if in the best interest of the conference and its participants.
4. Shipping instructions will be sent to exhibitors with confirmation of the acceptance of their Exhibitor Application. Exhibitors are responsible for their own shipping expenses.
5. Exhibit Hours will be 10:00 -11:30 am, 1:30 - 2:30 pm and 6:00 - 8:00 pm on Monday, October 4; 7:30 - 8:30 am, 10:00 -10:30 am and 3:30 - 4:00 pm on Tuesday, October 5; and 7:30 - 8:30 am and 10:00 - 10:30 am on Wednesday, October 6.
6. Exhibits must be staffed during exhibit hours.
7. No printed materials are to be posted outside the exhibitor's space.
8. The subletting, assignment, or appointment of the whole or any part of the exhibitor's space by an exhibitor is prohibited.
9. The cost of any insurance for an individual exhibit space will be borne by the exhibitor. The exhibitor agrees that the National PACE Association, its agents and employees, and the Hyatt Regency shall not be responsible in any way for damage, loss or destruction of any property of the exhibitor, or injury to the exhibitor or the exhibitor's representatives.
10. The cost of electrical hook-up and internet access will be borne by the exhibitor.
11. There will be no overnight security provided.
12. Your signature on the Exhibitor's Application binds you, your company, and its agents to this agreement.



**NPA Annual Conference Exhibitor Application  
October 4-6, 2010 ■ Hyatt Regency  
San Francisco, CA**

**Select an Exhibiting Opportunity:**

- One 6-foot tabletop exhibit    **Member Rate**    **\$1400**
- One 6-foot tabletop exhibit    **Nonmember Rate**    **\$1650**

**Exhibitor Information:**

**Company Name:** (as it should appear in conference materials)

\_\_\_\_\_

**Contact Person:** (will be listed with contact information in conference materials)

\* Please indicate if this person will be an exhibit table representative \_\_\_\_Yes, \_\_\_\_No

\_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_

**Email** \_\_\_\_\_ **Cell Phone** \_\_\_\_\_

**Company Web Site** \_\_\_\_\_

\*\*Please attach a paragraph in Microsoft Word of 50 words or less describing your organization, products or services for inclusion in the annual conference materials. Please send electronically to Venise Lewis at [VeniseL@npaonline.org](mailto:VeniseL@npaonline.org)

**Name and contact information of complimentary registrant:** (may attend entire conference excluding pre/post-conference workshops and/or symposiums)

\_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_

**Email** \_\_\_\_\_ **Cell Phone** \_\_\_\_\_

**Company Web Site** \_\_\_\_\_

**Exhibit Table Representative:** (if different from the complimentary registrant and contact person; if so only the person listed as the complimentary registrant may attend the conference as described above)

\_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_ **Fax** \_\_\_\_\_

**Email** \_\_\_\_\_ **Cell Phone** \_\_\_\_\_

**Company Web Site** \_\_\_\_\_

**NOTE** – Additional attendees may register for the conference using the conference registration form available at [www.npaonline.org](http://www.npaonline.org) available in late *August 2010*. Exhibitors who wish to attend optional conference activities such as luncheons, site tours, etc., must complete a conference registration form in addition to the exhibitor application.

**Exhibitor Payment**

Payment must accompany this application.

Charge \$ \_\_\_\_\_ to my: \_\_\_ Visa \_\_\_ MasterCard

\*NOTE: We do not accept American Express or Discover Card

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Cardholder's Name (print exactly as it appears on the card)

\_\_\_\_\_

Cardholder's Signature

\_\_\_\_\_

\_\_\_\_\_ Check enclosed (payable to National PACE Association Annual Conference)

**Refund Policy**

Written cancellations must be received no later than **September 17, 2010** to receive a refund minus \$100 processing fee. Refunds will not be honored for cancellations received after **September 17, 2010**.

**Exhibitor Agreement**

The terms of the Exhibitor Agreement are hereby incorporated by reference.

**Signature of Authorized Contact**

\_\_\_\_\_

**Date** \_\_\_\_\_

*Completed applications and payment must be received by **September 17, 2010***

***Return application and full payment to:***

*NPA 2010 Annual Conference  
801 N. Fairfax Street, Suite 309  
Alexandria, VA 22314*

**OR Fax: (703) 535-1566 (for credit card payments only)**

If you have questions, please contact Venise Lewis at (703)535-1517  
or [Venisel@npaonline.org](mailto:Venisel@npaonline.org).



**NPA Annual Conference Sponsor Application  
October 3-6, 2010 ■Hyatt Regency-Embarcadero**

Select the session(s), social event(s) or identity item(s) you wish to sponsor

	<b><u>Social Events</u></b>	<b>Dates</b>	<b>Sponsorship</b>
<input type="checkbox"/>	Welcome Refreshments (PM)	10/4	\$2,500
<input type="checkbox"/>	Refreshment Break (AM)	10/5	\$2,500
<input type="checkbox"/>	Refreshment Break (PM)	10/5	\$2,500
<input type="checkbox"/>	Continental Breakfast	10/5	\$3,000
<input type="checkbox"/>	Leadership & Awards Luncheon	10/5	\$6,000
<input type="checkbox"/>	Refreshment Break (AM)	10/6	\$2,500
<input type="checkbox"/>	Continental Breakfast	10/6	\$2,500
	<b><u>Educational Sessions</u></b>		
<input type="checkbox"/>	Intake/Marketing Workshop	10/3	\$2,000
<input type="checkbox"/>	Primary Care Symposium	10/3	\$2,000
<input type="checkbox"/>	Opening General Session	10/4	\$6,000
	<b><u>Identity Items</u></b>		
<input type="checkbox"/>	Conference CDs		\$5,000
<input type="checkbox"/>	Name Badges		\$3,500
<input type="checkbox"/>	Conference Portfolio Folders		\$5,000

**Contact Person:** (will be listed with contact information in conference materials)  
Please indicate if this person will be an exhibit table representative \_\_\_\_ Yes, \_\_\_\_ No

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Cell Phone \_\_\_\_\_

Company Web Site \_\_\_\_\_

**Name of complimentary registrant:** (if applicable, please see sponsorship opportunities description; may attend entire conference excluding pre/post-conference workshops and/or symposiums)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Cell Phone \_\_\_\_\_

**NOTE** – Additional attendees may register for the conference using the conference registration form which will be available at [www.npaonline.org](http://www.npaonline.org) in late August 2010. Sponsors who wish to attend optional conference activities such as luncheons, site tours, etc., must complete a conference registration form in addition to the sponsor application.

**Sponsor Payment**

Payment must accompany this application.

Charge \$ \_\_\_\_\_ to my: \_\_\_\_\_ Visa \_\_\_\_\_ MasterCard

\*NOTE: We **do not** accept American Express or Discover Card.

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Cardholder's Name (print exactly as it appears on the card)

\_\_\_\_\_  
**Cardholder's Signature**

\_\_\_\_\_ **Check enclosed** (payable to National PACE Association Annual Conference)

**Refund Policy**

Written cancellations for sponsorship of an event must be received no later than **September 17, 2010** to receive a refund minus \$100 processing fee. Refunds cannot be honored for cancellations received for sponsorship of an event after **September 17, 2010**. Refunds cannot be honored for cancellations of sponsored items.

**Signature of Authorized Contact**

\_\_\_\_\_ **Date** \_\_\_\_\_

*Completed applications and payment must be received **by September 17, 2010***

***Return application and full payment to:***

*NPA 2010 Annual Conference  
801 N. Fairfax Street, Suite 309  
Alexandria, VA 22314*

**OR Fax: (703) 535-1566 (for credit card payments only)**

If you have questions, please contact Venise Lewis at (703) 535-1517 or  
[VeniseL@npaonline.org](mailto:VeniseL@npaonline.org)