



## CALL FOR SPONSORS AND EXHIBITORS



# THE **GEORGIA** HOSPICE AND PALLIATIVE CARE ORGANIZATION

Proudly Presents

## The 2017 Annual Leadership and Clinical Conference

**“Three R’s of Hospice and Palliative Care...Regulations, Reality and Reputation.**

**Are We Making the Grade?”**

Hospice and Palliative Care providers are among the fastest growing business segments in the health care industry. State and federal governments have repeatedly acknowledged the vital importance of these providers and their contributions to the quality of health care in America. Georgia has one of the largest provider bases in the country, and many locations are managed by experts in the field. In Georgia, there is a significant commitment to the continued improvement of service delivery through innovative approaches from pharmacy, equipment, documentation and supportive solution, providers.

GHPCO invites you to participate in our 2017 Annual Conference to be held **Monday, Tuesday and Wednesday, January 30 – February 1, 2017** in Athens, GA at the UGA Hotel and Conference Center at The Georgia Center, 1197 S. Lumpkin St, Athens, GA 30602. This event has been designed with an eye toward maximizing your exposure and access to the attendees, which will include hospice administrators, CEO’s, nursing managers and other executive leadership team members. Exhibitors and sponsors will be located **at the hub of the conference** with all-day activity on **Tuesday**, January 31st including a reception, and half-day on **Wednesday**, February 1st. **All movement between education areas, dining areas and hotel accommodations are through the exhibit area!**

# AVAILABLE SPONSOR PACKAGES

**All breaks are scheduled in the exhibitor area and we will have a wine and cheese reception for the evening of January 31<sup>st</sup>, immediately following the final break-out sessions of the day. Based on last year's success, we are continuing our extended breaks and special access opportunities to keep you connected to our attendees!**

The attached exhibitor and sponsor highlights form is meant to provide you with a guideline for planning your participation. We welcome your input, suggestions and feedback as we plan to make this event a truly spectacular one for our members *and* supporters.

## **\$5,000.00 Hospitality Reception SPONSOR Package (only 1 available)**

- 🍑 **EXCLUSIVE** Host of the Hospitality Reception for all attendees (Tuesday, January 31st from 5pm to 7pm) with co-hosting by GHPCO's board members
- 🍑 **Sponsorship logo on rolling slide show for both pre-plenary speakers**
- 🍑 Link to your website on the GHPCO website for the full year following the conference
- 🍑 Full-page, 4-color display ad in the Conference Brochure, provided to all attendees with special acknowledgement via large display sign at Reception
- 🍑 **Peach Exhibitor package included at no additional charge! Premium location for this sponsor level!**

## **\$2,000.00 Pre-Conference SPONSOR Package (1 available)**

- 🍑 **EXCLUSIVE** access to pre-conference attendees via sponsorship participation in breaks/meals
- 🍑 **Sponsorship logo on rolling slide show for both pre-plenary speakers**
- 🍑 Your logo displayed prominently in the program next to the program you are EXCLUSIVELY sponsoring
- 🍑 Half-page, 4-color display ad in the Conference Brochure, provided to all attendees
- 🍑 Link to your website on the GHPCO website for the full year following the conference

## **\$1000.00 Badge Lanyards Sponsor /Add on (only 1 available)**

- 🍑 Sponsor provides conference badge lanyards with logo
- 🍑 Quarter page, 4 color display ad in the Conference Brochure, provided to all attendees!

## **\$1000.00 Pad and Pens Sponsor/ Add on (only 1 available)**

- 🍑 Sponsor provides conference badge lanyards with logo
- 🍑 Quarter page, 4 color display ad in the Conference Brochure, provided to all attendees!

***Gold and Silver Exhibitors Receive Premium Booth Location!***

***Space in the main exhibitor area is limited to 26 booths – act NOW to reserve your spot!***

***\*GHPCO retains the right to make booth assignments for optimum conference experience for everyone \****

## **GHPCO 2017 Annual Conference**

***“The Three R’s of Hospice and Palliative Care...Regulations, Reality and Reputation. Are We Making the Grade?”***

*January 30 – February 1, 2017*

***UGA Hotel and Conference Center – Athens, GA***

### **ALL Exhibitor packages include:**

Exhibitor Space for **BOTH** conference days for up to 2 people with complimentary parking\* and internet access, breaks and conference meals are also included. Also included: Conference Meals, Breaks and Internet Access!

*\*(only 1 parking pass per exhibitor will be issued per day)*

### **\$2,000.00 Gold EXHIBITOR Package (4 Available)**

- 🍎 Dining Room breakfast or lunch sponsor – opportunity to address conference attendees for five minutes during assigned meal break.
- 🍎 Link to your website on the GHPCO website for the full year following the conference
- 🍎 Full-page, 4-color display ad in the Conference Brochure, provided to all attendees with special acknowledgement for support
- 🍎 Sponsorship logo on rolling slide show for both pre-plenary speakers
- 🍎 Preferred Exhibitor Location

### **\$1,500.00 Silver EXHIBITOR Package (5 Available)**

- 🍎 Break sponsors signage posted at break station with a thank you to your organization for sponsoring this break.
- 🍎 Sponsorship logo on rolling slide show for both pre-plenary speakers
- 🍎 Link to your website on the GHPCO website for 1 year from date of conference
- 🍎 Half-page, 4-color display ad in the Conference Brochure, provided to all attendees

### **\$1,000.00 Bronze EXHIBITOR Package**

- 🍎 Quarter-page, 4-color display ad in the Conference Brochure, provided to all attendees
- 🍎 Sponsorship logo on rolling slide show for both pre-plenary speakers

### **\$800.00 Peach EXHIBITOR Package**

- 🍎 Your business logo in the Conference Brochure, provided to all attendees

***Gold and Silver Exhibitors Receive Premium Booth Location!***

***Space in the main exhibitor area is limited to 26 booths – act NOW to reserve your spot!\****

***\* GHPCO retains the right to make booth assignments for optimum conference experience for everyone \****

**Sponsor and Exhibitor Application Form**

**GHPCO 2017 Annual Conference**

***“The Three R’s of Hospice and Palliative Care...Regulations, Reality and Reputation. Are We Making the Grade?”***

**January 30 – February 1, 2017 UGA Conference Center - Athens, GA**

**Each application must include the following items for consideration:**

1. Completed application form
2. Electronic business logo, submitted **via email in .jpg format – MUST BE SUBMITTED BY DECEMBER 1, 2016 for inclusion in the brochure!**
3. Advertisement notes:
  - a. **Please provide ads in the format and orientation you want them displayed. Ad submission is the responsibility of the vendor**
  - b. Full page = 8.5”x11”, Half page = 8.5”x5.5”, Quarter page = 4.5”x5.5”  
**Please call if you have any questions! Please complete the form as legibly as possible!!**

Business Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Attendee(s): \_\_\_\_\_ Electricity Needed? \_\_\_\_\_

Business Address: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email contact: \_\_\_\_\_ Website Address: \_\_\_\_\_

- |                                |                          |                            |           |
|--------------------------------|--------------------------|----------------------------|-----------|
| Choose level of participation: | <input type="checkbox"/> | HOSPITALITY Sponsor (1)    | \$5000.00 |
|                                | <input type="checkbox"/> | PRE-CONFERENCE Sponsor (1) | \$1500.00 |
|                                | <input type="checkbox"/> | GOLD Exhibitor             | \$2000.00 |
|                                | <input type="checkbox"/> | SILVER Exhibitor           | \$1500.00 |
|                                | <input type="checkbox"/> | BRONZE Exhibitor           | \$1000.00 |
|                                | <input type="checkbox"/> | PEACH Exhibitor            | \$800.00  |

Additional Attendees \_\_\_\_\_ @ \$50/ea \_\_\_\_\_

Total Exhibitor and Sponsor Contribution

\$ \_\_\_\_\_

**Sponsor and Exhibitor Application Form**

***GHPCO 2017 Annual Conference***

***“The Three R’s of Hospice and Palliative Care...Regulations, Reality and Reputation. Are We Making the Grade?”***

***January 30 – February 1, 2017 UGA Conference Center - Athens, GA***

Payment Information:

Make checks payable to “GHPCO” and **mail no later than January 5<sup>th</sup>, 2017**

Credit Card: \_\_\_\_\_ VISA \_\_\_\_\_ MasterCard \_\_\_\_\_ American Express

Name on card: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Card Number: \_\_\_\_\_ Security Code: \_\_\_\_\_ (look on back of card or front for AMEX)

Billing Address: \_\_\_\_\_

Mail, Fax or Email your completed application form and payment to:

950 Eagle’s Landing Pkwy #622  
Stockbridge, GA 30281

FAX: 678-623-0175

Email: paula@ghpco.org

## ***GHPCO 2017 Annual Conference***

### ***“The Three R’s of Hospice and Palliative Care...Regulations, Reality and Reputation. Are We Making the Grade?”***

***January 30 – February 1, 2017 UGA Conference Center - Athens, GA***

Exhibitors can set up their displays MONDAY evening, January 30th after 6pm. Exhibits should be ready for attendees beginning TUESDAY morning at 8:00 am and available all day, including the reception scheduled from 5:30pm to 7:00pm. WEDNESDAY, exhibitors should be prepared to greet attendees from 8:00am until 12:00pm. The conference is to be concluded by 12:00pm and exhibitors should have all materials and exhibits dismantled by that time. **A preconference attendee list will be provided 2 weeks prior to the conference via email.**

#### **Exhibit Space:**

- 5' x 8' space (see Vizio image below for layout. Subject to change and overflow needs). GHPCO will make booth assignments to maximize space and exhibitor access. Gold and Silver Exhibitors have highest priority for placement. GHPCO retains the right to make booth assignments to optimize the conference experience for everyone.
- One 3'x6' draped and skirted table
- 2 chairs
- Complimentary Wi-Fi and parking is included (ONLY ONE parking pass will be issued per vendor per day)
- One nametag per representative (notify GHPCO of all representatives to be in attendance on the registration form)

#### **Guidelines**

All exhibits and displays must be directly related to and supportive of the conference and appropriate to the overall mission of the Georgia Center. The Georgia Center reserves the right to refuse space to any organization or activity deemed inappropriate for the conference or The Georgia Center.

#### **Any activity involving an open flame or heat is prohibited.**

Organizations may advertise and sell products or services in the exhibit/display area to participants attending the host event.

#### **Unloading your exhibit:**

Please unload your exhibit at the Georgia Center's Lumpkin Street entrance which faces the South Campus Parking Deck. Use of the Hotel Guest Services entrance circle for exhibit loading/unloading is not allowed.

#### **Refunds:**

Cancellations given by January 1, 2017 will be refunded at 75%. No refunds after January 5<sup>th</sup>, 2017 will be provided.

#### **Receiving, Storage & Shipping:**

The Georgia Center does not have permanent reserved, secure space for storing exhibits and displays. Representatives should plan to bring all items with them. If it is necessary to ship items to the Georgia Center, please ship at such a date that items arrive no earlier than one business day prior to the event. If Return Shipping is necessary, representatives must sufficiently arrange these details so that items can be picked up from the Georgia Center as soon as feasible upon conclusion of the event. The Georgia Center assumes no liability for items and materials that are lost or damaged while at the Georgia Center.

**Directions:** Directions for UGA Hotel and Conference Center at the Georgia Center are online at <http://www.georgiacenter.uga.edu/uga-hotel/contact>

## **GHPCO 2017 Annual Conference**

***“The Three R’s of Hospice and Palliative Care...Regulations, Reality and Reputation. Are We Making the Grade?”***

***January 30 – February 1, 2017 UGA Conference Center - Athens, GA***

### **Parking:**

The University of Georgia Parking Services coordinates all parking on campus. You may be ticketed or towed if you park illegally. The Georgia Center is not responsible for any ticketing or towing charges assessed. For more information, contact UGA Parking Services at 706.542.7275 or the Georgia Center Hotel Desk at 706.548.1311.

### **Lodging:**

If you require housing, call 706.542.2134 or 1.800.884.1381 to make a reservation at the Georgia Center Hotel. If rooms are not available at the Georgia Center, see below for alternate hotel information:

#### **Holiday Inn Express**

513 West Broad Street  
Athens, Georgia 30601  
706-546-8122  
706-546-1722 (FAX)

#### **Holiday Inn**

197 E. Broad Street  
Athens, Georgia 30603  
706-549-4433  
706-548-3031(FAX)

#### **Hilton Garden Inn**

390 East Washington Street  
Athens, Georgia, 30601  
706-354-6431  
706-354-6438 (FAX)

#### **Courtyard Marriott**

166 North Finley Street  
Athens, Georgia 30601  
706-369-7000  
706-548-4224 (FAX)

#### **Hotel Indigo Athens**

500 College Avenue  
Athens, GA 30601  
Tel: 706.546.0430  
Special RATE!

**Pecan Tree Galleria Booths: Size 5' Deep by 8' Wide  
Max: 26 Booths (#'s 1-26)**

