



CAHSA 2010 Conference & Exhibition

Keystone, CO

May 13-14, 2010

Connect Directly to Decision Makers

The Colorado Association of Homes and Services for the Aging is the state's premier association for mission-driven providers of high quality health care, housing and services for older adults. CAHSA has a strong membership base consisting of nursing homes, senior housing, adult day facilities, assisted living residences, continuing care retirement communities and community service providers in Colorado. We can connect you with your ideal audience—the senior management and decision makers who purchase your products and services.

Let us partner with you to create a marketing plan that is designed just for you. In print, online or in person, we position you and your expertise directly in front of providers of choice in Colorado. We will work with you to create an integrated plan that fits perfectly with your company's goals and budgets.

What is the CAHSA Difference?

Our membership is your dynamic market with the spending power you need. Our readership, conference attendees and members have the authority to purchase, specify and recommend the range of products and services you provide. As the population continues to age, the needs of those products and services continue to grow. Our field's top leaders trust CAHSA and our commitment to shape and protect a future in which elderly Coloradoans and their caregivers enjoy the highest possible quality of life. That is why so many CEOs, CFOs, COOs, executive directors, administrators, marketing directors, human resources professionals and directors of nursing from the spectrum of aging services rely on CAHSA to deliver what they need.

When you partner with CHASA you gain respected access to the key decision makers you want to reach most—those with the power to buy, not just *look* at your products and services. Because we represent the entire continuum of aging services and the job titles you need to reach, there is no wasted direct mail, tradeshow giveaways or black hole emails going nowhere. Aging services trust us and when you partner with us, you gain respect and access to those buyers.

We highlight your expertise and the intellectual capital of your organization as a vehicle to help you open doors and build trust with Colorado providers. Our experience transforms the simple sales opportunity to a new level. We help you create partnership and relationships and reap the rewards that come with a higher level of integration.

Plan to be in Keystone on May 13, 2010.

Exhibitor Information

CAHSA 2010 Annual Conference and Exhibition May 13 - 14, 2010 Keystone, CO

The Colorado Association of Homes & Services for the Aging proudly announces our 2009 Annual Conference and Exhibition in Vail, Colorado. We hope that you will join us as an exhibitor.

Dates of Conference: May 13-14, 2010

Location: Keystone Resort & Conference Center, Keystone, Colorado

Exhibit Schedule: Thursday, May 13, 2010

8:00 – 11:00 AM Exhibit Hall Set-Up

11:00 AM – 2:00 PM Lunch in Exhibit Hall

5:00 PM – 6:00 PM Reception in Exhibit Hall

6:00 – 11:00 PM Exhibit Hall Teardown

Expected Attendees: 200+ attendees representing Colorado's senior care and housing spectrum. Includes providers of adult day services, independent/ retirement living, housing, assisted living, and skilled nursing care. Conference attendees are primarily administrators, department directors and other decision makers.

Accommodations: Keystone is offering a room rate of \$115 per night for single or double occupancy rooms at The Keystone Lodge & Spa or Keystone Village Studio Condos (plus tax & surcharge, combined 12.2%). Keystone Village 1 bedroom condos will be offered at a room rate of \$130.00 per night (plus tax & surcharge, combined 12.2%). All reservation requests will require a one night's deposit in form of a credit card when the reservation is made. If the reservation is made within 30 days of arrival, full payment is due at such time. Individual cancellations within 30 days of arrival are subject to forfeiture of full deposit amount. Individual cancellations outside 30 days of arrival will result in return deposit less a \$30.00 processing fee. Full, non-refundable, amount of the anticipated revenue (room and tax) for the entire stay will be billed to the individual credit card at the cut-off date, April 12, 2010. Personal checks, money orders or a valid major credit card can be used for this payment.

Hotel Reservations: **Please call the hotel directly at 1-800-258-0437. Please refer to the Group Code- CK2CAHS when making a reservation. The hotel reservation cut-off date is April 12, 2010.** To receive the CAHSA group rate, please inform the reservationist that you will be attending the Colorado Association of Homes & Services for the Aging (CAHSA) Conference- CK2CAHS. Reservations made beyond the cut-off date are subject to availability and may not be open at the special group rate.

Exhibit Rules

You will not be assigned an exhibit space until CAHSA has received full payment for your space. There will be no exceptions to this rule.

The hotel will have on-site staff to arrange for your special needs or to provide services such as storing exhibit equipment, shipping, etc. All such services are at the exhibitor's expense.

Loading/Unloading into Exhibit Hall: The Keystone Conference Center has a loading dock in back of the Conference Center, which has direct access to Shavano Peak Ballroom (site of exhibit hall). It will be available beginning Thursday, May 13, at 8:00 AM.

Electrical, Audiovisual and Internet Needs: Exhibitors must indicate requests for electricity, audiovisual, and/or internet accessibility on the exhibitor contract submitted to CAHSA. Once that is fulfilled, you will receive an electrical, audiovisual, and/or internet contract from the hotel. This/these contracts must be returned to the hotel with payment prior to the show to ensure electricity and audiovisual access at your table-top.

Exhibitor Drawings: We encourage exhibitors to donate door prizes to be auctioned off on Thursday evening, May 13 at 7:00 PM. Please let us know if you will be bringing a prize to be auctioned.

Education and Meals: Exhibitors are invited to attend any of the educational programs offered during the conference. Meals for two booth representatives include the Opening General Session and the Thursday Quality First Awards Luncheon. Extra tickets to these events and/or tickets to the Friday breakfast may be purchased separately.

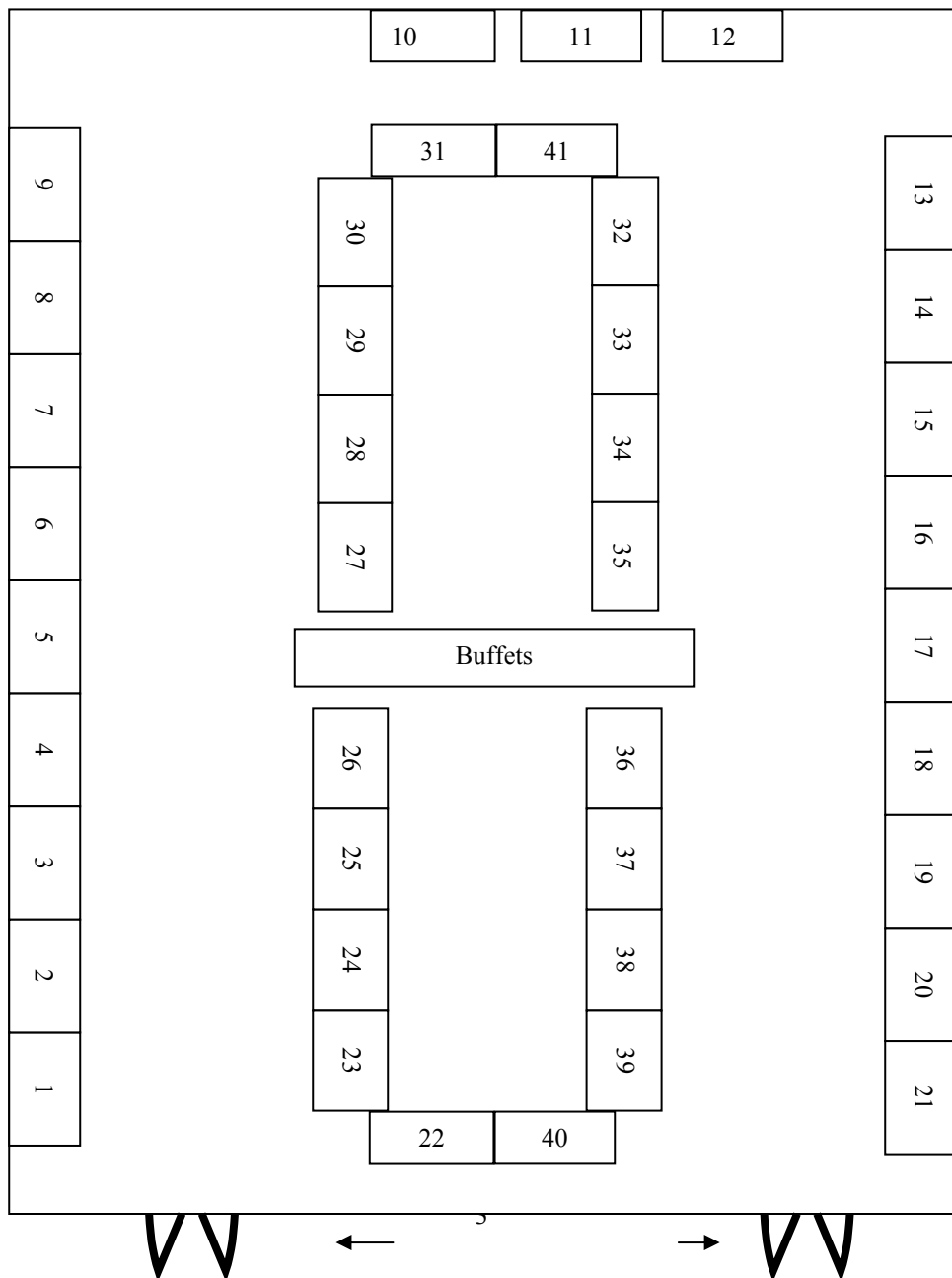
Special Needs: CAHSA will assist in meeting special needs for physically challenged persons attending the conference. Please contact us by May 5 so that we may better serve you.

Cancellation Policy: Cancellations must be in writing. Exhibit cancellations received on or before April 16, 2010 will be refunded minus a \$100 handling charge. **Cancellations received after April 16 will NOT be refunded.**

Additional Important Information: Distribution of literature, samples, or other information or materials by firms that are not exhibiting is expressly prohibited. Evidence of violation of this rule should be reported immediately to CAHSA representatives. Unethical conduct or infraction of rules on the part of the exhibitor or his/her representatives, or both, will subject the exhibitor to dismissal from the exhibit hall, in which event it is agreed that no refund will be made by CAHSA.

Your exhibit must be torn down, packed, and removed from the exhibit hall by no later than 11:00 PM on Thursday, May 13. Failure to comply with this 11:00 PM deadline will result in a \$200 clean-up fee. No early tear-down of exhibits is allowed.

Exhibit Hall Floor Plan





Exhibitor Contract

CAHSA 2010 Annual Conference and Exhibition May 13-14, 2010 Keystone, Colorado

Please Type or Print

A. Company Information

Company Name _____ Contact Name _____

Booth Representative(s) _____

Mailing Address _____ City _____ State _____ Zip _____

Office Phone _____ Fax _____ Email _____

Please provide a brief description of the product(s) or services your company offers or is displaying (as you want it to appear in the program)

B. Exhibit Location Preferences

Space Selection (from the Exhibit Hall Floor Plan) Space: 1st choice _____ 2nd choice _____ 3rd choice _____ 4th choice _____

List any companies that you **do not want to be stationed near** in the exhibit hall: _____

List any companies that you **would like to be stationed near** in the exhibit hall: _____

C. Electrical, Audiovisual, and Internet Access

NOTE: **It is imperative** that you state any electrical, audiovisual, and/or internet needs prior to show. You will receive additional information from the hotel.

Will you need electrical outlets? ___ YES ___ NO

Will you have audiovisual needs (i.e., video, computer monitor, etc.)? ___ YES ___ NO

Will you need internet access? ___ YES ___ NO

X	Check appropriate category below:	Member Space reserved by 4/31/10	Non-Member Space reserved by 4/31/10	Member Space reserved after 4/31/10	Non-Member Space reserved after 4/31/10	TOTAL DUE
	Exhibit Table	\$850	\$1050	\$950	\$1150	
	TOTAL EXHIBIT FEE					

List the names of the exhibitors who will be representing your company (includes two exhibitors per booth).

	Print names below so nametags can be prepared ahead of time	Thursday General Session & Breakfast	Attending (Y/N)	Friday Breakfast w/Speaker	Attending (Y/N)	Total Due
1		N/C		\$25		
2		N/C		\$25		
3		\$35		\$25		
4		\$35		\$25		
	TOTAL MEAL					

TOTAL DUE	
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Exhibitor Contract

LIABILITY: CAHSA, host organizations, hotel and show management, and employees or representatives of these bodies, will not be held liable for injuries to any person or for any loss or damage to property owned and controlled by the exhibitor, which claims for damages or injuries may be incident to, arise from, or be in any way connected with the exhibitor's display. 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 Colorado Association of Homes and Services for the Aging, the Hotel, its owner, its agents, management company, as well as their respective agents, servants and employees from any and all such losses, damages and claims. If any legal action is necessary to enforce the terms of this contract, the prevailing party shall be entitled to reasonable attorney's fees in addition to any other relief to which it may be entitled. Exhibitors desiring to insure their exhibit merchandise and display material against loss of any kind must do so at their own expense. CAHSA suggests that such exhibitors contact their own insurance brokers who will secure them exhibit rider policies which will provide all their home premises for the exhibition purposes. Exhibitors will be responsible for any damage done to the building by them or their employees. Nails, tacks or screws must not be driven into walls, floors, or woodwork.

Reservations will be taken on a first-come first-served basis and are subject to CAHSA approval. Due to CAHSA's nonprofit status, no sales or order-taking will occur during the course of the conference. **NO ASSIGNMENT OR SUBLETTING.** Exhibitor agrees not to assign, sub-lease, subcontract, apportion or share the whole or any part of the assigned space. Such arrangements are absolutely prohibited and shall be deemed null and void. **Full payment must accompany your application to choose your exhibit space selection. CAHSA will not assign you an exhibit space until we receive full payment. Your exhibit must be torn down, packed, and removed from the exhibit hall by no later than 11:00 PM on Thursday, May 13, 2010. Failure to comply with this 11:00 PM deadline will result in a \$200 clean-up fee.**

CANCELLATION POLICY: Cancellations must be in writing. Exhibit cancellations received on or before April 17, 2010 will be refunded minus a \$100 handling charge. Cancellations received after April 17, 2010 will not be refunded.

Accepted by: _____ Title _____ Date _____
(I have read all of the exhibit rules and cancellation policies and understand that they are part of this contract.)

Enclose your check or credit card number along with this form to secure your choice.

Company Name _____ Contact Name _____

Complete Address _____

Phone _____ Fax _____ Email _____

Amount of payment \$ _____ Visa _____ MC _____ AMEX _____

Credit Card Number _____

Authorized Signature _____ Expiration Date _____

Please sign and mail this contract with payment to CAHSA, 1888 Sherman Street, Suite 610, Denver, CO 80203. For questions regarding the exhibit hall and related services, please call CAHSA at 303/837-8834, email to Karen@cahsa.org, or fax to 303/837-8836.

Fax your exhibit hall reservation today to 303/837-8836.



**Sponsorship Opportunities for
CAHSA 2010 Annual Conference & Exhibition
May 13-14, 2010
Keystone Resort and Conference Center, Keystone, Colorado**

To maximize your exposure at our Annual Conference and Exhibition, we encourage you to take advantage of these sponsorship opportunities. We greatly appreciate your support of our annual meeting.

CATEGORY	AMOUNT	INCLUDES
___ Supporting Sponsor	\$ 250	Signage at registration, recognition in program
___ Speaker Honorarium	\$ 500	Signage at registration, recognition in program
___ Exhibit Hall Door Prizes	\$ 250	Signage at Exhibit Hall entrance, recognition in program
___ Tote bags SOLD	\$ 2,000	Logo on tote bags, signage at registration, recognition in program
___ Full size Notepads SOLD	\$ 1,000	Logo on pads, signage at registration, recognition in program
___ Pens	\$ 900	Logo on pens, signage at registration, recognition in program
___ Sunglasses	\$ 350	Logo on sunglasses, signage at registration, recognition in program
___ Nametag Cords	\$ 650	Name on cords, signage at registration, recognition in program
___ Highlighters SOLD	\$ 900	Logo on highlighters, signage at registration, recognition in program
___ Wednesday Evening Welcome Reception	\$2,500	Signage at event, recognition in program
___ Thursday Breakfast & General Session SOLD	\$ 2,000	Signage at event, recognition in program
___ Thursday AM Coffee Break	\$ 800	Signage at event, recognition in program
___ Thursday Quality First Awards SOLD	\$ 1,500	Signage at entrance, recognition in program
___ Thursday Luncheon	\$ 3,000	Signage at entrance, recognition in program
___ Thursday PM Coffee Break	\$ 800	Signage at event, recognition in program
___ Friday General Session SOLD	\$ 2,000	Signage at event, recognition in program
___ Friday AM Coffee Break	\$ 800	Signage at event, recognition in program

Enclose your check or credit card along with this form to secure your choice.

Company Name _____ Contact Name _____

Complete Address _____

Phone _____ Fax _____ Email _____

Sponsoring: _____ Amount of payment \$ _____ Visa ___ MC ___ AMEX

Credit Card Number _____

Authorized Signature _____ Expiration Date _____

Please make check payable to CAHSA and mail to CAHSA, 1888 Sherman Street, Suite 610, Denver, CO 80203.
Questions? Call 303/837-8834 or email karen@cahsa.org.

Fax your sponsorship reservation today to 303/837-8836



**Program Advertising for
CAHSA 2010 Annual Conference & Exhibition
May 13-14, 2010
Keystone Resort and Conference Center, Keystone, Colorado**

Advertising in CAHSA's program book is an excellent way to reinforce your presence at CAHSA's Annual Conference and Exhibition. It's also a great way to have a presence at the conference if you're unable to participate in other ways. All conference participants receive a copy of the program book which contains the schedule of events, session descriptions, exhibit listings and locations, special events, and speaker biographies.

	AMOUNT	SIZE
Front Inside Cover SOLD	\$400	7.5" Wide X 10" Tall
Back Inside Cover SOLD	\$400	7.5" Wide X 10" Tall
Back Cover SOLD	\$500	7.5" Wide X 10" Tall
Full page	\$225	7.5" Wide X 10" Tall
Half Page	\$175	7.5" Wide X 4.5" Tall
Quarter Page	\$125	3.5" Wide X 4.75" Tall

Ad Specifications (Use this as a checklist while preparing your files.)

Ads must be black and white, camera-ready, with no bleeds. Artwork accepted on PC-formatted Zip 100 disks or CD or via email to karen@cahsa.org. You may also send camera-ready hard copy to CAHSA, 1888 Sherman St., #610, Denver, CO 80203. Supply all files separately if possible. Files may be *jpg*, *tif*, or *gif*. No web graphics (*swf*, *png*). Make sure your artwork is **at least** 300 dpi. **Please note:** If your advertising requires converting, manipulating, correcting, designing artwork, or any other graphic services, you will be charged at the rate of \$60 per hour.

Deadlines: **Space reservation & payment:** April 2, 2010
Artwork: April 16, 2010

Please enclose your check or credit card information along with this form to secure your choice.

Company Name _____ Contact Name _____

Complete Address _____

Phone _____ Fax _____ Email _____

_____ Front inside cover: \$400 _____ Back inside cover: \$400 _____ Back cover: \$500

_____ Full page: \$225 _____ Half page: \$175 _____ Quarter page: \$125

Amount of payment \$ _____ _____ Visa _____ MC _____ AMEX

Credit Card Number _____

Authorized Signature _____ Expiration Date _____

Please make all checks payable to CAHSA and mail to CAHSA, 1888 Sherman Street, Suite 610, Denver, CO 80203. Questions? Call 303/837-8834 or email karen@cahsa.org.

Fax your program ad space reservation today to 303/837-8836.