



CHIA

**CHIA's 17<sup>th</sup> Annual Educational Conference**  
***"Negotiating Change: People, Paradigms and Policies"***

**March 17-18, 2017**  
**DoubleTree by Hilton**  
**San Jose, CA**



**2017 Sponsor &**  
**Exhibitor Prospectus**

**JOIN US AND RESERVE YOUR SPACE FOR**  
**THIS PREMIER MILESTONE EVENT**  
**TODAY!**



## California Healthcare Interpreting Association

Presents:

CHIA's 17<sup>th</sup> Annual Educational Conference  
"Negotiating Change: People, Paradigms and Policies"

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# 2017 Sponsor, Exhibitor & Ad Prospectus

## About CHIA

The California Healthcare Interpreting Association is a 501(c)(3) public charity dedicated to improving the quality and availability of language services in the delivery of healthcare. Founded in 1996, CHIA's diverse membership includes interpreters, physicians and other healthcare providers, hospitals, interpreting agencies and language-service companies, educators, and government policymakers. Our mission is: "Healthcare interpreters and providers working together to overcome linguistic and cultural barriers to high-quality care."

Our conference is recognized nationwide as the premier educational and networking event on the west coast! Interpreters, trainers, hospital administrators, program coordinators, industry leaders, and healthcare providers from California and other states around the country will gather for two days to share their knowledge and experience in skills development, hear about policy trends, and discuss how federal health care reform, The Joint Commission standards, and other policy changes are affecting healthcare language services and the field of healthcare interpreting.

We emphasize the importance of trained healthcare interpreters as facilitators of communication in a patient-centered communications health care system. CHIA supports the professional goals of interpreters, and embraces the opportunity to offer Continued Education Units (CEU) at our Annual Education Conference.

## Why Participate as a Sponsor/Exhibitor?

The CHIA Conference has grown into the largest annual conference on the west coast of the United States that offers skills development, policy discussions, and professional networking opportunities, all related to healthcare interpreting and culturally competent healthcare.

The CHIA Conference serves as a rich and engaging gathering place for interpreters, interpreting students, patient advocates, and medical staff to support each other in their shared goal of improving healthcare communication, access, quality and fairness.

Your sponsorship helps to keep our conference affordable and accessible!

## What do we offer?

- **Full-day exhibit hours with dedicated time** in the program for attendees to focus solely on learning about your product/services.
- **Specific activities** scheduled to maximize traffic flow and focus on brand awareness and product demonstrations.

- **Specific networking activities to drive traffic to your table.**
- **Increasing your online presence through listing your company on CHIA's website and social media.**
  - ✓ Attendees tell us that the CHIA exhibitors influence their purchasing decisions.
- **Access to advocates, decision makers or influencers** for services and programs.
  - ✓ Many CHIA members manage departmental budgets or manage vendor contracts for their hospitals.
  - ✓ Many attendees come from some of the largest healthcare systems and Integrated Delivery Networks in the state as well as the nation.
- **Sponsors and Exhibitors are welcome to all member networking events** to build relationships with hundreds of prospects and customers.
  - ✓ The CHIA conference is an annual staple for many return attendees.
  - ✓ We are expecting over 350 attendees.
  - ✓ Sponsors and exhibitors value CHIA for the high level networking and relationship building in an intimate environment – now a rare occurrence at most conferences.

CHIA would not want you to miss out on this year's event to include your organization's products, programs and services to buyers and influencers, or talent recruitment for your organization!

For this special event taking place in San Jose, California, our Conference Committee is organizing several activities designed to ensure traffic throughout the exhibit area to ensure networking and introduction opportunities.

To reserve your spot and level of sponsorship, complete the enclosed registration form. Contact Don Schinske at [dschinske@chiaonline.org](mailto:dschinske@chiaonline.org) for any questions.



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**2017 PROMOTIONAL OPPORTUNITIES**

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**Leadership Sponsor (1 available)**

**\$7,000**

The **Leadership Sponsor** has optimal presence and visibility at CHIA's Annual Conference. This sponsorship unique pre- and post-conference visibility. Your Sponsorship includes the following:

- Five-minute address to attendees prior to keynote address on Saturday March 18 (text approved by CHIA).
- Five full conference registrations (a \$1,375 value!).
- One exhibit space with table (a \$1,300 value!) with prominent placement.
- Full page, full color advertisement on the back cover of the program (a \$450 value!).
- A one-time e-blast promotional message to registered attendees.
- Reserved seating for the Friday evening Reception & Poster Presentations.
- Reserved seating for the Saturday "Networking Breakfast" with CHIA leadership and presenters.
- Distribution of three promotional items in attendee welcome package.
- Sponsor listed on all conference publicity.
- Organization mention at all CHIA on-site events and monthly webinars (prior to conference).
- Prominent logo placement with acknowledgement in print publications including conference program and poster boards at key locations during the conference.
- Online registration promotional listing with logo and link to your website.
- Company logo and 120-word description in conference program.
- Social media acknowledgement.

**Gold Sponsor – Friday Reception & Poster Presentations (1 available)**

**\$5,000**

**Gold Sponsors** are those high-level sponsors who desire to have high visibility and a strong presence at CHIA's Annual Conference. Your Sponsorship includes the following:

- 3-minute presentation to the attendees of the Friday evening Reception & Poster Presentations.
- Three full conference registrations (a \$825 value!).
- One exhibit space with table (a \$1,300 value!) with prominent placement.
- Full page, full color advertisement in the program (a \$300 value!).
- Reserved seating for the Friday evening Reception & Poster Presentations.
- Reserved seating for the Saturday "Networking Breakfast" with CHIA leadership and presenters.
- Distribution of two promotional items in attendee welcome package.
- Sponsor listed on all conference publicity.
- Organization mention at all CHIA on-site events and monthly webinars (prior to conference).
- Prominent logo placement with acknowledgement in print publications including conference program and poster boards at key locations during the conference.
- Online registration promotional listing with logo and link to your website.

- Company logo and 100-word description in conference program.
- Social media acknowledgement.

### Silver Sponsor

**\$3,000**

**Silver Sponsors** are those sponsors who desire to have a participating presence and visibility at CHIA's Annual Conference. This year's event allows you to sponsor a specific activity: Friday coffee breaks (2), Saturday breakfast, Saturday coffee breaks (2) or Saturday lunch. Your Sponsorship includes the following:

- Two full conference registrations (a \$550 value!).
- One exhibit space with table (a \$1,300 value!).
- Half-page, full-color advertisement in the program (a \$200 value!).
- Prominent signage with logo at the corresponding event (coffee breaks, breakfast or lunch).
- Sponsor listed on all conference publicity.
- Organization mention at all CHIA on-site events and monthly webinars (prior to conference).
- Prominent logo placement with acknowledgement in print publications including conference program.
- Online registration promotional listing with logo and link to your website.
- Company logo and 75-word description in conference program.
- Social media acknowledgement.

### Ambassador Sponsor

**Ambassador Sponsors** will each receive name recognition in the CHIA's Annual Conference program and as indicated below. Sponsorships are allocated on a first-come basis.

- |  |         |
|--|---------|
| ➤ Conference Bags (CHIA and sponsor logo)  | \$2,000 |
| ➤ Lanyards (CHIA and sponsor logo)   | \$2,000 |
| ➤ Program printing (includes 1 full-page, full-color ad – a \$300 value!)  | \$1,000 |
| ➤ Keynote presenter (Sponsor logo on speaker podium during presentation and photo with keynote presenter)                                    | \$1,000 |
| ➤ Audio/Visual (Sponsor logo on each breakout session poster schedule) – Friday  | \$1,000 |
| ➤ Audio/Visual (Sponsor logo on each breakout session poster schedule) - Saturday  | \$1,000 |
| ➤ Wi-fi for CHIA hotel guests (includes name and logo with each CHIA guest key card)   | \$1,000 |
| ➤ Photographer (will wear your organization's shirt with logo throughout event)  | \$750   |
| ➤ Equal Access Interpreter (Indigenous language or ASL interpreter will wear your organization's shirt with logo for one day)                | \$500   |
| ➤ Promotional items (1 additional item in attendee welcome package)  | \$500   |
| ➤ T-Shirts (CHIA and sponsor logo on shirts worn by board members and volunteers throughout the conference while interpreting for attendees) | \$500   |

### Exhibitor

**Exhibitors** will each receive name recognition in CHIA's 16<sup>th</sup> Annual Conference program and will be listed on the CHIA conference webpage. Exhibitors receive one conference registration (a \$275 value!). Each exhibit comes with a 6-foot skirted table and one chair. Internet wi-fi is available in the exhibit hall at the daily rate charged by the Queen Mary.

- Exhibitor (includes 1 conference registration – a \$275 value!)

\$1,300

### Promo Table

**Promo tables** allow your organization to participate with our conference without sending a representative. Send us your print handouts and promotional items, we'll place them on a table for you. Promo tables will be located in the exhibit hall, where attendees will have access to your information during the entire conference. **NOTE:** Representatives from your organization may not actively network at Promo Tables.

### Program Ad

**Full-color print advertisements** in the conference program are a great way to drive traffic to your exhibit table or to promote your business/service if you cannot attend the conference.

### Student Scholarship

**NEW this year!** Sponsor a full-time interpreting student to attend the CHIA conference. Students and their sponsors will be acknowledged during the closing ceremony. Students who meet the following eligibility will receive reimbursement of the registration fee: 1) must pre-register for the conference 3) must provide proof of current full-time college/university enrollment in an interpreting program, 4) must attend both days of the conference, 5) must attend a minimum of 4 breakout presentations (as verified by presenter signatures). Scholarships will be designated on a first-come registration basis.

### In-Kind Donation

Organizations that are unable to attend the conference are welcome to support this event through in-kind, tax deductible donations. Organization name will be included in the conference program.

### Raffle Prize Donation

CHIA holds a raffle during the closing ceremony of the conference. Your donated gift adds value to promoting your company. Raffle items are an incentive to attending the conference, increasing the potential number of contacts for you. Organization name and raffle prize will be included in the conference program and publicized via email and social media.

## TOP TIER PROMOTIONAL PACKAGES AT-A-GLANCE

Benefit	Leadership Sponsor	Gold Sponsor	Silver Sponsor
Address to all attendees	5-minutes prior to keynote address (Sat 3/18/17)	3-minutes during corresponding activity	x
E-blast promotional message	✓	x	x
“Networking Breakfast” – Reserved Seating	✓	✓	✓
Promotional items (handouts, gifts) in attendee bag	3 items	2 items	1 items
Logo placement – conference poster boards	✓	✓	x
Logo placement – print publications and program	✓	✓	✓
Listed on all conference publicity	✓	✓	✓
Event & webinar mention	✓	✓	✓
Online registration logo & link	✓	✓	✓
Social media posts	✓	✓	✓
Program Ad	Full page, back cover	Full page, color	Half-page, color
Logo & description in conference program	120 words	100 words	75 words
Conference registrations	5	3	2
Exhibit space & table	Included	Included	Included

## Sponsor/Exhibitor/Ad Selection and Contact Information

Please complete this application and return via mail: **California Healthcare Interpreting Association (CHIA)** CHIA Convention/ Exhibit Registration 921 11th St., Ste. 1100, Sacramento, CA 95814 or electronically to [dschinske@chiaonline.org](mailto:dschinske@chiaonline.org) **Questions?** Contact Don Schinske, Executive Director, at (916) 444-1506. The deadline to appear in online and print publicity is Friday, February 24, 2017.

### 1. Contact Information

PLEASE PRINT CLEARLY

Organization: \_\_\_\_\_

(Exactly as it is to be printed in all acknowledgments)

Primary Contact Name: \_\_\_\_\_

Contact Title: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

Phone/Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Description of your services/products: \_\_\_\_\_

### 2. Billing Information

Same as Contact Information

Primary Contact Name: \_\_\_\_\_

Contact Title: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

Phone/Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

### 3. Sponsorship Packages:

Price:

- |   |                                    |
|---|------------------------------------|
| <input type="checkbox"/> Leadership Sponsor (1 available) | \$7,000 (includes 5 registrations) |
| <input type="checkbox"/> Gold Sponsor (1 available)       | \$5,000 (include 3 registrations)  |
| <input type="checkbox"/> Silver Sponsor                   | \$3,000 (includes 2 registrations) |

*CHOOSE PREFERENCE (Allocated on a first-come basis)*

- Friday, March 17<sup>th</sup> Coffee Break sponsorship (1 available)
- Saturday, March 18<sup>th</sup> Breakfast sponsorship (1 available)
- Saturday, March 18<sup>th</sup> Lunch sponsorship (1 available)
- Saturday, March 18<sup>th</sup> Coffee Break sponsorship (1 available)

<b>4. Ambassador Sponsorships: (Allocated on a first-come basis)</b>	<b>Price:</b>
<input type="checkbox"/> Conference Bag (1 available)	\$2,000
<input type="checkbox"/> Lanyard (1 available)	\$2,000
<input type="checkbox"/> Program printing (1 available)	\$1,000
<input type="checkbox"/> Audio/Visual – Friday (1 available)	\$1,000
<input type="checkbox"/> Audio/Visual – Saturday (1 available)	\$1,000
<input type="checkbox"/> Wi-fi for CHIA hotel guests (1 available)	\$1,000
<input type="checkbox"/> Photographer (1 available)	\$750
<input type="checkbox"/> Videographer (1 available)	\$750
<input type="checkbox"/> Equal Access Interpreter	\$500
<input type="checkbox"/> Promotional item in welcome package	\$500
<input type="checkbox"/> T-shirts	\$500

<b>5. Exhibitor:</b>	<b>Price:</b>
<input type="checkbox"/> Exhibit table ( <i>includes 1 registration</i> )	\$1,300
<input type="checkbox"/> Additional registration	\$275

<b>6. Promo Table:</b>	<b>Price:</b>
<input type="checkbox"/> Promo table	\$400

<b>7. Program Ads (Full-Color):</b>	<b>Price:</b>
<input type="checkbox"/> Back cover ( <i>*available only in the absence of an Event Partner</i> )	\$450
<input type="checkbox"/> Inside front cover ( <i>*available only in the absence of a Leadership Sponsor</i> )	\$375
<input type="checkbox"/> Inside back cover ( <i>*available only in the absence of a Gold Sponsor</i> )	\$350
<input type="checkbox"/> Full page	\$300
<input type="checkbox"/> Half-page horizontal	\$200
<input type="checkbox"/> Quarter-page vertical	\$150

<b>8. In-Kind Donation</b>
<input type="checkbox"/> \$100
<input type="checkbox"/> \$250
<input type="checkbox"/> Other: _____

<b>9. Student Scholarship</b>	
<input type="checkbox"/> One student	\$275

<b>Total sponsorship price:</b>	\$ _____
<b>Total exhibit price:</b>	\$ _____
<b>Additional registrations:</b>	Number of registrations _____ x \$275
<b>Total promo table price:</b>	\$ _____
<b>Total program ad price:</b>	\$ _____
<b>In-kind donation:</b>	\$ _____

**GRAND TOTAL**  
**10. Raffle Prize**

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

YES! We will donate a raffle prize for the closing ceremony.

Item Description (for program) : \_\_\_\_\_

Value: \_\_\_\_\_

**Attendee Badge Information (print clearly)**

*See "Sponsorship Packages" and "Exhibitors" for number of Registrations*

- 1. Name: \_\_\_\_\_
- 2. Name: \_\_\_\_\_
- 3. Name: \_\_\_\_\_
- 4. Name: \_\_\_\_\_
- 5. Name: \_\_\_\_\_
- 6. Name: \_\_\_\_\_

**Payment Information**

American Express \_\_\_\_\_ MasterCard \_\_\_\_\_ VISA \_\_\_\_\_ Amount Authorized: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

CSV \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Cardholder Name (print): \_\_\_\_\_

Billing Address (if different from address on exhibitor information): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Check# \_\_\_\_\_ (Please make checks payable to CHIA)

Invoice me  Invoice Instructions \_\_\_\_\_

**AGREEMENT SIGNATURE PAGE**

**Payment:** Under the terms of this agreement, the exhibitor/sponsor agrees to pay 100% of the total fee with this application. Full payment must be received no later than February 20, 2017.

**Cancellation Policy:** Any exhibitor, sponsor or other participant who cancels exhibit space or sponsorship prior to Jan 31th, 2017 shall receive a full refund, less a \$250 administrative fee.

Any exhibitor/sponsor who cancels exhibit space or sponsorship between Feb 1 and Feb 20, 2017 will receive a 25% refund on any payments made. If cancellation in whole or part is made after Feb, 20, 2017 the exhibitor / sponsor shall be liable to CHIA, as liquidated damages, for the entire unpaid balance of the total value of the exhibit or sponsorship cancelled.

Cancellation requests must be submitted to [dschinske@chiaonline.org](mailto:dschinske@chiaonline.org).

If this application and agreement has not been received, properly signed, and accompanied by payment in full by February 20, 2017, it may be declared null and void so that exhibit space or sponsor benefits may be reassigned.

Acceptance of this agreement by CHIA constitutes a contract. We understand this application becomes a binding contract when signed by us and accepted by CHIA. We have read and agree to abide by all rules and regulations, as outlined in the application form and the exhibitor/sponsor terms of agreement.

\_\_\_\_\_  
*(Please print name of individual)*

\_\_\_\_\_  
*(Please print title of individual)*

\_\_\_\_\_  
*(Authorized Signature)*

*(Date)*

\_\_\_\_\_  
*(Organization Name)*

## **SPONSOR/EXHIBITOR TERMS OF AGREEMENT**

The following rules and regulations have been designed for the benefit of all exhibitors and sponsors and, in conjunction with the application, constitute a formal agreement. CHIA requests full cooperation in the observance of these terms. CHIA reserves the right to terminate exhibitor or sponsor privileges at any time for breach of these rules and regulations. Expulsion of an exhibitor under these rules shall not give rise to a claim for a refund of the fees paid by such exhibitor.

### **1. EXHIBIT SCHEDULE (tentative)**

Set up and tear down schedule will be provided

### **2. FAILURE TO OCCUPY SPACE**

Space not occupied by 9:30 a.m. on March 11, 2016 will be forfeited by exhibitors and their space may be reassigned or used by the conference management without refund.

### **3. RATES, DEPOSITS AND REFUNDS**

Exhibit space will be rented and sponsorships sold at the rates in accordance with the application form. No application will be processed or space assigned without payment. Exhibits must be fully paid for by February 15th, 2016.

If assigned space is not paid for by this date, it may be reassigned at the discretion of conference management.

### **4. ARRANGEMENTS OF EXHIBITS**

Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, must be modified or removed by the exhibitor. The conference management reserves the right to inspect each booth prior to show opening.

### **5. EXHIBIT DESIGN**

All exhibit space must be arranged and constructed in accordance with the provisions and limitations in the exhibitor application. If an exhibit fails to conform to the exhibitor application, it must be modified to comply or be removed.

### **6. SUBLEASING OF SPACE**

Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allocated, and may not display goods or services other than those produced or regularly distributed by them.

### **7. CONDUCT**

All exhibits will be to serve the interest of the CHIA conference attendees and will be operated in a way that will not detract from other exhibits or the meeting as a whole.

### **8. SWEEPSTAKES, CONTEST OR ANY PROMOTION**

Information will be provided

### **9. FIRE, SAFETY AND HEALTH**

The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. All exhibit equipment and materials must be located within the assigned space. NO combustible material will be stored in or around exhibit.

### **10. LIABILITY AND SECURITY**

CHIA makes no warranty, expressed or implied, that security measures will avert or prevent occurrences which may result in loss or damage. Each exhibitor must make provisions for the safeguarding of his or her goods, materials, equipment and display at all times. CHIA will not be liable for loss or damage to the property of exhibitors or their representatives from theft, fire, accident or other causes.

### **11. USE OF NAME & LOGO**

You may not use the CHIA logo in the advertising or administration of any promotion which you provide without the express written permission of the CHIA.

### **12. CONTACT**

For questions or more information, please contact: Don Schinske, CHIA's Executive Director at [dschinske@chiaonline.org](mailto:dschinske@chiaonline.org).