



# CHIA

## CHIA's 16<sup>th</sup> Annual Educational Conference *"New Horizons For Healthcare Interpreting"*

**March 11-12, 2016**  
**The Queen Mary**  
Long Beach, CA



## 2016 Sponsor & Exhibitor Prospectus

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



## California Healthcare Interpreting Association

*Presents:*

**CHIA's 16<sup>th</sup> Annual Educational Conference**  
***New Horizons For Healthcare Interpreting***

**March 11-12, 2016**

**The Queen Mary**  
**Long Beach, CA**

# 2016 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. The organization was founded as the California Healthcare Interpreters Association in 1996 by a group of interpreters and program managers. The name was changed in 2003 to the California Healthcare Interpreting Association to better reflect CHIA's mission of serving the public interest and interests of LEP patients, rather than serving as a strictly professional association of interpreters.

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 emphasizes 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?

The California Healthcare Interpreting Association is hosting its 16th Annual Educational Conference, *New Horizons For Healthcare Interpreting*, March 11-12, 2016 in Long Beach, California.

The CHIA Conference has grown into the largest annual conference in the Western US that offers skills development, policy discussions, and professional networking opportunities, all related to healthcare interpreting and culturally competent healthcare.

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.

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 300 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.

**This is our 16<sup>th</sup> annual conference, and we are celebrating CHIA's 20<sup>th</sup> Birthday! Celebrate with us.**

CHIA would not want you to miss out on this year's milestone 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 beautiful Long Beach, California, at the historical Queen Mary, 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.



## CHIA's 16<sup>th</sup> Annual Educational Conference New Horizons For Healthcare Interpreting

**March 11-12, 2016**  
**The Queen Mary**  
**Long Beach, CA**

### 2016 PROMOTIONAL OPPORTUNITIES

---

#### Event Partner

**\$20,000**

The **Event Partner** is the sponsor and host of the Friday night reception. This offers the highest level of visibility before, during, and after CHIA's 16<sup>th</sup> Annual Conference. Your sponsorship includes the following:

- Ten-minute address to attendees during the Friday March 11 evening reception (text approved by CHIA).
- A 30-second promotional video prior to the conference to promote your company/product and conference participation. Video will be distributed to CHIA members, conference attendees and the public via email and social media (a \$500 value!).
- A professionally filmed and edited 1-minute video for your own use, with footage from activities during the conference including excerpts from your address to attendees (a \$1,500 value!).
- Your company name and logo on posters and/or banners displayed during the Friday evening reception and throughout the conference.
- Joint press release before and after the conference.
- An Op-Ed article to be included in our Spring 2016 newsletter.
- A one-time e-blast promotional message to registered attendees.
- Exclusive attendance to the Saturday "Networking Breakfast" with CHIA leadership and presenters.
- 5-minute presentation to the attendees of the Saturday "Networking Breakfast."
- Professional photos at the Saturday "Networking Breakfast" with your organization members and the CHIA leadership for your own promotional purposes.
- Distribution of one promotional collateral 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.
- Full page, full color advertisement on the back cover of the program (a \$450 value!).
- Online registration promotional listing with logo and link to your website.
- Company logo and 120-word description in conference program.
- Six full conference registrations (a \$1,650 value!).
- One 10x5 foot exhibit space with table (a \$1,300 value!).
- Social media acknowledgement.

## Leadership Sponsor

**\$7,000**

**Leadership Sponsors** are those who want to have optimal presence and strong visibility at CHIA's 16<sup>th</sup> Annual Conference. This sponsorship also provides additional and unique pre and post conference visibility. Your Sponsorship includes the following:

- Five-minute address to attendees during Saturday March 12 lunch (text approved by CHIA).
- Joint press release before and after the conference.
- An Op-Ed article to be included in our Spring 2016 newsletter.
- A one-time e-blast promotional message to registered attendees.
- Exclusive attendance to the Saturday "Networking Breakfast" with CHIA leadership and presenters.
- 2-minute presentation to the attendees of the Saturday "Networking Breakfast."
- Professional photos at the Saturday "Networking Breakfast" with your organization members and the CHIA leadership for your own promotional purposes.
- Distribution of one promotional collateral 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.
- Full page, full color advertisement on the front inside cover of the program (a \$375 value!).
- Online registration promotional listing with logo and link to your website.
- Company logo and 120-word description in conference program.
- Four full conference registrations (a \$1,100 value!).
- One 10x5 foot exhibit space with table (a \$1,300 value!).
- Social media acknowledgement.

## Gold Sponsor

**\$5,000**

**Gold Sponsors** are those high level sponsors who desire to have high visibility and a strong presence at CHIA's 16<sup>th</sup> Annual Conference. Your Sponsorship includes the following:

- Exclusive attendance to the Saturday "Networking Breakfast" with CHIA leadership and presenters.
- 1-minute presentation to the attendees of the Saturday "Networking Breakfast."
- Professional photos at the Saturday "Networking Breakfast" with your organization members and the CHIA leadership for your own promotional purposes.
- Distribution of one promotional collateral 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.
- Full page, full color advertisement on the back inside cover of the program (a \$350 value!).
- Online registration promotional listing with logo and link to your website.
- Company logo and 100-word description in conference program.
- Three full conference registrations (a \$825 value!).
- One 10x5 foot exhibit space with table (a \$1,300 value!).
- Social media acknowledgement.

## Silver Sponsor

**\$2,500**

**Silver Sponsors** are those sponsors who desire to have a participating presence and visibility at CHIA's 16<sup>th</sup> Annual Conference. Your Sponsorship includes the following:

- 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.
- Half-page, full-color advertisement on the first page of the program (a \$200 value!).
- Online registration promotional listing with logo and link to your website.
- Company logo and 75-word description in conference program.
- Two full conference registrations (a \$550 value!).
- One 6x6 foot exhibit space with table (a \$1,300 value!).
- Social media acknowledgement.

## Ambassador Sponsor

**Ambassador Sponsors** will each receive name recognition in the CHIA's 16<sup>th</sup> Annual Conference program and acknowledgement signage at the corresponding event. Neck wallet and Conference Bags will also have the sponsor's logo and CHIA's logo. Sponsorships are allocated on a first-come basis.

- |  |         |
|--|---------|
| ➤ Saturday, March 12 <sup>th</sup> Breakfast sponsorship                     | \$2,000 |
| ➤ Saturday, March 12 <sup>th</sup> Lunch sponsorship                         | \$2,000 |
| ➤ Conference Bag sponsorship (CHIA and sponsor logo)                         | \$2,000 |
| ➤ Neck Wallet Sponsorship (CHIA and sponsor logo)                            | \$2,000 |
| ➤ Program sponsorship (includes 1 full-page, full-color ad – a \$300 value!) | \$1,000 |
| ➤ Friday, March 11 <sup>th</sup> Coffee Break sponsorship                    | \$500   |
| ➤ Saturday, March 12 <sup>th</sup> Coffee Break sponsorship                  | \$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** are *\*NEW\** at the 2016 CHIA Conference! Want to participate, but can't send a representative from your organization? 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.

## 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.

### **Raffle Prize Donation**

*CHIA holds a raffle at the end 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.*

### **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.*

## TOP TIER PROMOTIONAL PACKAGES AT-A-GLANCE

Benefit	Event Partner	Leadership Sponsor	Gold Sponsor	Silver Sponsor
A 30-second promotional video	✓	x	x	x
Professionally filmed and edited 1-minute video	✓	x	x	x
Company name and logo on posters and/or banners	✓	x	x	x
Address to all attendees	10-minutes at Friday reception	5-minutes at Saturday lunch	x	x
Joint press release	✓	✓	x	x
Op-Ed article	✓	✓	x	x
E-blast promotional message	✓	✓	x	x
“Networking Breakfast” – exclusive attendance	✓	✓	✓	x
“Networking Breakfast” – presentation	5 minutes	2 minutes	1 minute	x
“Networking Breakfast” – professional photos	✓	✓	✓	x
Promotional collateral in attendee package	✓	✓	✓	x
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, front inside cover	Full page, back inside cover	Half-page, first page of program
Logo & description in conference program	120 words	120 words	100 words	75 words
Conference registrations	6	4	3	2
Exhibit space & table	10x5 feet	10x5 feet	10x5 feet	6x6 feet

# Sponsor/Exhibitor/Ad Selection and Contact Information

Please complete this application and return via mail: **California Healthcare Interpreting Association (CHIA)** CHIA Convention/ Exhibit Registration 1400 K Street, Suite 212, 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 12, 2016.

## 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"/> Event Partner (1 available)      | \$20,000 (includes 6 registrations) |
| <input type="checkbox"/> Leadership Sponsor (1 available) | \$7,000 (includes 4 registrations)  |
| <input type="checkbox"/> Gold Sponsor                     | \$5,000 (include 3 registrations)   |
| <input type="checkbox"/> Silver Sponsor                   | \$2,500 (includes 2 registrations)  |

## 4. Ambassador Sponsorships:

Price:

- |  |         |
|--|---------|
| <input type="checkbox"/> Saturday, March 12 <sup>th</sup> Breakfast sponsorship (1 available)    | \$2,000 |
| <input type="checkbox"/> Saturday, March 12 <sup>th</sup> Lunch sponsorship (1 available)        | \$2,000 |
| <input type="checkbox"/> Conference Bag sponsorship (CHIA and sponsor logo) (1 available)        | \$2,000 |
| <input type="checkbox"/> Neck Wallet Sponsorship (CHIA and sponsor logo) (1 available)           | \$2,000 |
| <input type="checkbox"/> Program sponsorship (1 available)                                       | \$1,000 |
| <input type="checkbox"/> Friday, March 11 <sup>th</sup> Coffee Break sponsorship (1 available)   | \$ 500  |
| <input type="checkbox"/> Saturday, March 12 <sup>th</sup> Coffee Break sponsorship (1 available) | \$ 500  |

**5. Exhibitor:** **Price:**  
 Exhibit table (*includes 1 registration*) \$1,300

**6. Promo Table:** **Price:**  
 Promo table \$400

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

**8. In-Kind Donation**  
 \$100  
 \$250  
 Other: \_\_\_\_\_

**Total sponsorship price:** \$ \_\_\_\_\_  
**Total exhibit price:** \$ \_\_\_\_\_  
**Total promo table price:** \$ \_\_\_\_\_  
**Total program ad price:** \$ \_\_\_\_\_  
**In-kind donation:** \$ \_\_\_\_\_  
**GRAND TOTAL** \$ \_\_\_\_\_

**9. Raffle Prize**  
 YES! We will donate a raffle prize.  
Item: \_\_\_\_\_ 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 15, 2016.

**Cancellation Policy:** Any exhibitor, sponsor or other participant who cancels exhibit space or sponsorship prior to December 30th, 2015 shall receive a full refund, less a \$250 administrative fee.

Any exhibitor/sponsor who cancels exhibit space or sponsorship between January 1 and January 31, 2016 will receive a 25% refund on any payments made. If cancellation in whole or part is made after January 31, 2016 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 15, 2016, 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).