



# California Healthcare Interpreting Association

## 22<sup>nd</sup> Annual Educational Conference *"Give Your Skills a Booster"*

May 13-14, 2022  
San Diego Marriot  
San Jose, CA

### 2022 Vendor Prospectus



[www.chiaonline.org](http://www.chiaonline.org)

[conference@chiaonline.org](mailto:conference@chiaonline.org)



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#### **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, our mission is to support: "Healthcare interpreters and providers working together to overcome linguistic and cultural barriers to high-quality care."

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 vendor?**

Our vendors call this their FAVORITE EVENT OF THE YEAR:

<https://www.youtube.com/watch?v=V3Pv676eRPA>

With our 2019 conference boasting over 500 attendees from more than 20 states, the CHIA Conference has grown into the largest healthcare interpreting event in the country! We offer skills development, policy discussions, and professional networking opportunities, all related to healthcare interpreting and language access in healthcare.

Interpreters, trainers, hospital administrators, program coordinators, industry leaders, and healthcare providers 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, Joint Commission standards, and other policy changes are affecting healthcare language services and the field of healthcare interpreting.

Your support helps to keep our conference affordable and accessible!

#### **Useful Links**

- [Conference Home Page](#)
- [Sponsor & Exhibitor Reservations](#)
- [Hotel Accommodations](#)
- [CHIA Merch](#)



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### What do we offer?

- **Full-day exhibit hours with exclusive opportunities dedicated** for attendees to focus solely on learning about your products/services.
- **Sponsor presentations to attendees and special signage** to increase brand awareness
- **Raffle** requiring vendor signatures to maximize traffic flow to your table.
- **Increased online visibility** with CHIA's website, Facebook page and mobile app.
- **Access to advocates, decision makers or influencers** for services and programs.
  - ✓ Attendees tell us that the CHIA exhibitors influence their purchasing decisions.
  - ✓ 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.
- **Networking events** to build relationships with prospects and customers.
  - ✓ The CHIA conference is an annual staple for many return attendees.
  - ✓ We are expecting 300-500 attendees.

Please contact Michelle with any questions you may have: [conference@chiaonline.org](mailto:conference@chiaonline.org).



*Michelle Scott*  
2022 Conference Committee Chair



*Matt Riley*  
2022 Vendor Liaison



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### 2022 VENDOR OPPORTUNITIES

**Platinum Sponsor (1 available)**

**\$7,000**

The **Platinum Sponsor** has optimal presence and visibility at CHIA's Annual Conference.

- Full-page "splash" ad on the mobile conference app. The ad displays whenever an attendee opens the app. It automatically resizes to fit each mobile device. This is prime exposure that is proven to get the highest level of engagement! Sponsor will receive a post-conference report of impressions and click throughs.
- Two dedicated "push notifications" to all attendees on mobile conference app.
- 5-minute address to attendees prior to the Saturday keynote presentation.
- A one-time e-blast promotional message to registered attendees prior to conference.
- One exhibit space with table with prominent placement (a \$1,400 value!).
- Five full conference registrations (a \$1,775 value!).
- Distribution of three promotional items in attendee welcome package (a \$1,500.00 value!).
- Online registration promotional listing with logo and website link.
- Prominent logo placement on poster boards at key locations during the conference.
- Dedicated social media post on Facebook with website link.
- Reserved table for the Saturday lunch (including keynote address).
- High attendee traffic to your table is guaranteed by our raffle entry form that must be signed by each exhibitor in order to be eligible to win prizes!
- Complimentary internet Wi-Fi in the exhibit hall.
- Dedicated sponsor liaison to assist with pre-conference planning and on-site activities.







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**Gold Sponsor (1 Available)**

**\$5,000**

The **Gold Sponsor** has high visibility and a strong presence at CHIA's Annual Conference.

- Banner ad on the mobile conference app with a post-conference report of impressions and click throughs.
- Dedicated "push notification" to all attendees on mobile conference app.
- 5-minute presentation to the attendees at the Opening Ceremony.
- One exhibit space with table (a \$1,400 value!) with prominent placement.
- Three full conference registrations (a \$1,065 value!).
- Distribution of two promotional items in attendee welcome package (a \$1,000.00 value!).
- Online registration promotional listing with logo and link to your website.
- Prominent logo placement on poster boards at key locations during the conference.
- Dedicated social media post on Facebook.
- Reserved seating for the Saturday lunch (including keynote address).
- High attendee traffic to your table is guaranteed by our raffle entry form that must be signed by each exhibitor in order to be eligible to win prizes!
- Complimentary internet Wi-Fi in the exhibit hall.
- Dedicated sponsor liaison to assist with pre-conference planning and on-site activities.





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### Silver Sponsor (6 available)

**\$3,000**

**Silver Sponsors** are those sponsors who desire to have a participating presence and visibility at CHIA's Annual Conference.

- Banner ad on the mobile conference app with a post-conference report of impressions and click throughs.
- One exhibit space with table (a \$1,400 value!).
- Two full conference registrations (a \$710 value!).
- Distribution of one promotional item in attendee welcome package (a \$500 value!).
- Online registration promotional listing with logo and link to your website.
- Prominent logo placement on poster boards at key locations during the conference.
- Dedicated social media post on Facebook.
- Reserved seating for Saturday lunch (including keynote address)
- High attendee traffic to your table is guaranteed by our raffle entry form that must be signed by each exhibitor in order to be eligible to win prizes!
- Complimentary internet Wi-Fi in the exhibit hall.
- Dedicated sponsor liaison to assist with pre-conference planning and on-site activities.

### Amethyst Sponsor

**Amethyst Sponsors** will each receive one dedicated push notification on the mobile conference app, name recognition in the conference program, Facebook acknowledgement and logo placement on poster boards during the conference. Sponsorships are allocated on a first-come basis.

- |  |         |
|--|---------|
| ➤ Conference Bags (CHIA and sponsor logo)  | \$2,000 |
| ➤ Lanyards (CHIA and sponsor logo)   | \$2,000 |
| ➤ Language Access Interpreter (ASL or indigenous language)                             | \$2,000 |
| ➤ Check-in Kiosk Wrap (4 stations)   | \$1,000 |
| ➤ Photographer (will wear your organization's shirt with logo throughout event)        | \$1,000 |
| ➤ Videographer (name recognition on final video publication with YouTube distribution) | \$1,000 |
| ➤ Dance Party  | \$1,000 |
| ➤ Audio/Visual (Sponsor logo on each breakout session posters)                         | \$1,000 |



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### Exhibitor

**\$1,400**

- 1 full conference registration (a \$355 value!).
- One exhibit table.
- Listing on the CHIA conference mobile app.
- High attendee traffic to your table is guaranteed by our raffle entry form that must be signed by each exhibitor in order to be eligible to win prizes!
- Complimentary internet Wi-Fi in the exhibit hall.
- Name listed on the CHIA conference webpage.
- Dedicated exhibitor liaison to assist with pre-conference planning and on-site activities.

### Promo Table

**\$400**

**Promo tables** allow your organization to participate with our conference without the cost of sending a representative. Send us your print handouts and promotional items, we will place them on a high-boy table for you and refresh them throughout the event. Promo tables will be located in the exhibit hall, where attendees will have access to your information during the entire conference. Your organization will be listed on the CHIA conference website and on the mobile app.



### Mobile App Push Notification

**\$50**

Send your branded message to all conference attendees through the CHIA conference mobile app. Vendor may choose the day and time for the notification.



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Promotional Items/Handouts in Attendee Bags \$500/each

Student Scholarship \$355/each

Sponsor a full-time interpreting student to attend the CHIA conference. Students and their sponsors will be acknowledged during the opening 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 badge scanner). Scholarships will be designated on a first-come registration basis.

### In-Kind Donation

Organizations, whether able to attend or not, 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.







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### TOP TIER PROMOTIONAL PACKAGES AT-A-GLANCE

Benefit	Platinum Sponsor	Gold Sponsor	Silver Sponsor
Address to all attendees	5-minutes prior to keynote address	5-minutes at opening ceremony	
E-blast promotional message	✓		
Full-page "splash" ad on the mobile conference app with a post-conference report of impressions and click throughs	✓		
Banner ad on mobile conference app with a post-conference report of impressions and click throughs		✓	✓
Dedicated "push notification" to all attendees on mobile conference app	2	1	
Reserved table for Saturday lunch (including keynote address)	✓		
Reserved seating for Saturday lunch (including keynote address)		✓	✓
Promotional items (handouts, gifts) in attendee bag	3 items	2 items	1 item
Logo placement – conference poster boards	✓	✓	✓
Logo placement – print publications and program	✓	✓	✓
Listed on all conference publicity	✓	✓	✓
Online registration logo & link	✓	✓	✓
Facebook post	✓	✓	✓
Conference registrations	5	3	2
Exhibit table	Included	Included	Included
Complimentary Wi-Fi	✓	✓	✓