



REGISTER NOW — MAXIMIZE ON THIS EXCEPTIONAL OPPORTUNITY!!!

The Hospital Council of Northern and Central California is a non-profit hospital and health system trade association established in 1961, representing 190 hospitals in 50 of California's 58 counties—from Kern County to the Oregon border. The Hospital Council's membership includes hospitals and health systems ranging from small, rural hospitals to large, urban medical centers, representing more than 38,000 licensed beds.

2010 DIAMOND SPONSOR - \$24,000 [One per field]

Be the only Diamond Sponsor in your specific field, with year-long opportunities to develop new relationships with key hospital and health system decision-makers throughout northern and central California

I. HOSPITAL COUNCIL ASSOCIATE MEMBERSHIP

- a. Invitation and registration at the associate member rate for three company representatives to attend Hospital Council educational programs and events, increasing the opportunity to network and build relationships with hospital executives year-round.
- b. Four e-mail subscriptions to Council Connect, the Hospital Council's monthly newsletter.
- c. Four complimentary copies of the California Hospital Association Statewide Membership Directory, and providing key contact information for 450 hospital and health system members.
- d. Your corporate listing in the California Hospital Association Statewide Membership Directory as a Hospital Council associate member, giving your company statewide visibility.
- e. Link to your company's website, providing a virtual tradeshow year-round, under the associate members tab on the Hospital Council's website
- f. Access to the Association's expertise on a wide range of subjects, including federal and state legislation and issue management.

II. DIAMOND LEVEL SPONSORSHIP OF THE ANNUAL LEADERSHIP SUMMIT

- a. Eight complimentary full Summit registrations with an option to purchase up to six additional registrations at 50 percent of the associate member rate.
- b. One hotel accommodation available for two nights.
- c. One showcase display space (8' deep x 10' wide) at the Sponsor Showcase Strolling Luncheon, offering direct contact with Summit attendees.
- d. Four color pages of your corporate marketing piece in the meeting binder. [sponsor provided]
- e. Four PowerPoint slides of your logo display during general sessions. [exclusive]
- f. Diamond level sponsorship acknowledgement on signage and all collateral materials. [non-exclusive]
- g. Registration list provided during the month prior to the Summit.
- h. Exclusive time scheduled for sponsors to privately host hospital executives. [sponsor responsible for all arrangements and expenses]

III. SPONSOR TWO EDUCATION PROGRAMS OR WEBINARS ANNUALLY [non-exclusive]

2010 PLATINUM SPONSOR - \$19,000 [One per field]

Be the only Platinum Sponsor in your specific field, with year-long opportunities to develop new relationships with key hospital and health system decision-makers throughout northern and central California

I. HOSPITAL COUNCIL ASSOCIATE MEMBERSHIP

- a. Invitation and registration at the associate member rate for three company representatives to attend Hospital Council educational

programs and events, increasing the opportunity to network and build relationships with hospital executives year-round.

- b. Three e-mail subscriptions to Council Connect, the Hospital Council's monthly newsletter.
- c. Three complimentary copies of the California Hospital Association Statewide Membership Directory, and providing key contact information for 450 hospital and health system members.
- d. Your corporate listing in the California Hospital Association Membership Directory as a Hospital Council associate member, giving your company statewide visibility.
- e. Link to your company's website, providing a virtual tradeshow year round, under the associate members tab on the Hospital Council's website.
- f. Access to the Association's expertise on a wide range of subjects, including federal and state legislation and issue management

II. PLATINUM LEVEL SPONSORSHIP OF THE ANNUAL LEADERSHIP SUMMIT

- a. Six complimentary full Summit registrations with an option to purchase up to four additional registrations at 50 percent of the associate member rate.
- b. One hotel accommodation available for two nights.
- c. One showcase display space (8' deep x 10' wide) at the Sponsor Showcase Strolling Luncheon, offering direct contact with Summit attendees
- d. Four color pages of your corporate marketing piece in the meeting binder. [sponsor provided]
- e. Three PowerPoint slides of your logo display during general sessions. [non-exclusive]
- f. Platinum level sponsorship acknowledgement on signage and all collateral materials. [non-exclusive]
- g. Registration list provided during the month prior to the Summit.
- h. Exclusive time scheduled for sponsors to privately host hospital executives. [sponsor responsible for all arrangements and expenses]

III. SPONSOR TWO EDUCATION PROGRAMS OR WEBINARS ANNUALLY [non-exclusive]

2010 GOLD SPONSOR - \$12,000

Year-long opportunities to develop new relationships with key hospital and health system decision-makers throughout northern and central California

I. HOSPITAL COUNCIL ASSOCIATE MEMBERSHIP

- a. Invitation and registration at the associate member rate for two company representatives to attend Hospital Council educational programs and events, increasing the opportunity to network and build relationships with hospital executives year round.
- b. Two e-mail subscriptions to Council Connect, the Hospital Council's monthly newsletter.
- c. Two complimentary copies of the California Hospital Association Statewide Membership Directory, and providing key contact information for 450 hospital and health system members.

- d. Your corporate listing in the California Hospital Association Membership Directory as a Hospital Council associate member giving your company statewide visibility
- e. Link to your company's website, providing a virtual tradeshow year-round, under the associate members tab on the Hospital Council's website.
- f. Access to the Association's expertise on a wide range of subjects, including federal and state legislation and issue management.

II. GOLD LEVEL SPONSORSHIP OF THE ANNUAL LEADERSHIP SUMMIT

- a. Four complimentary full Summit registrations with an option to purchase up to two additional registrations at 50 percent of the associate member rate.
- b. One showcase display space (8' deep x 10' wide) at the Sponsor Showcase Strolling Luncheon, offering extended unopposed time with Summit attendees
- c. Two black/white pages of your corporate marketing piece in the meeting binder. [sponsor provided]
- d. Two PowerPoint slides of your logo display during general sessions. [non-exclusive]
- e. Gold level sponsorship acknowledgement on signage and all collateral materials. [non-exclusive]
- f. Registration list provided during the month prior to the Summit.
- g. Exclusive time scheduled for sponsors to privately host hospital executives. [sponsor responsible for all arrangements and expenses]

III. SPONSOR ONE EDUCATION PROGRAM OR WEBINAR ANNUALLY [non exclusive]

2010 SILVER SPONSOR - \$6,000

I. HOSPITAL COUNCIL ASSOCIATE MEMBERSHIP

- a. Invitation and registration at the associate member rate for two company representatives to attend Hospital Council educational programs and events, increasing the opportunity to network and build relationships with hospital executives year-round.
- b. Two e-mail subscriptions to Council Connect, the Hospital Council's monthly newsletter.
- c. Two complimentary copies of the California Hospital Association Statewide Membership Directory, and providing key contact information for 450 hospital and health system members.
- d. Your corporate listing in the California Hospital Association Membership Directory as a Hospital Council associate member giving your company statewide visibility.
- e. Link to your company's website, providing a virtual tradeshow year-round, under the associate members tab on the Hospital Council's website.
- f. Access to the Association's expertise on a wide range of subjects, including federal and state legislation and issue management.

II. SILVER LEVEL SPONSORSHIP OF THE ANNUAL LEADERSHIP SUMMIT

- a. Two complimentary full Summit registrations with an option to purchase one additional registration at 50 percent of the associate member rate.
- b. One showcase display space (8' deep x 10' wide) at the Sponsor Showcase Strolling Luncheon, offering extended unopposed time with Summit attendees.
- c. Two black/white pages of your corporate marketing piece in the meeting binder. [sponsor provided]
- d. Two PowerPoint slides of your logo display during general sessions. [non-exclusive]
- e. Silver level sponsorship acknowledgement on signage and all collateral materials. [non-exclusive]

- f. Registration list provided during the month prior to the Summit.
- g. Exclusive time scheduled for sponsors to privately host hospital executives. [sponsor responsible for all arrangements and expenses]

2010 BRONZE SPONSOR - \$4,000

This level does not include booth space at the Leadership Summit.

I. HOSPITAL COUNCIL ASSOCIATE MEMBERSHIP

- a. Invitation and registration at the associate member rate for two company representatives to attend Hospital Council educational programs and events, increasing the opportunity to network and build relationships with hospital executives year-round.
- b. Two e-mail subscriptions to Council Connect, the Hospital Council's monthly newsletter.
- c. Two complimentary copies of the California Hospital Association Statewide Membership Directory, and providing key contact information for 450 hospital and health system members.
- d. Your corporate listing in the California Hospital Association Membership Directory as a Hospital Council associate member, giving your company statewide visibility.
- e. Link to your company's website providing a virtual tradeshow year-round, under the associate members tab on the Hospital Council's website.
- f. Access to the Association's expertise on a wide range of subjects, including federal and state legislation and issue management.

II. BRONZE LEVEL SPONSORSHIP OF THE ANNUAL LEADERSHIP SUMMIT

This level does not include booth space at the Leadership Summit.

- a. One complimentary full Summit registration with an option to purchase one additional registration at 50 percent of the associate member rate.
- b. One black/white page of your corporate marketing piece in the meeting syllabus. [single sided, sponsor provided]
- c. Two PowerPoint slides of your logo display during general sessions. [non exclusive]
- d. Bronze level sponsorship acknowledgement on all Summit signage and all collateral materials. [non exclusive]
- e. Sponsorship of one event listed below, with signage and logo branding.
 - ▶ Meeting Syllabus [two available, non exclusive]
 - ▶ General Session – [multiple available, non exclusive]
 - ▶ Educational Breakout Session [multiple available, non exclusive]
 - ▶ Networking Breakfast [multiple available, non exclusive]
 - ▶ Networking Break [multiple available, non exclusive]
 - ▶ Networking Reception [multiple available, non exclusive]

Questions?
 Petrina Aiello, Manager, Member Services
 925-746-5106, paiello@hospitalcouncil.net

Please Print All Information Clearly

Year-Round Sponsors/Associate Members are not eligible for voting membership as defined in the Hospital Council Bylaws.

Mail, fax or e-mail completed form to: Petrina Aiello, 877 Ygnacio Valley Road, Suite 210, Walnut Creek, CA 94596, (925) 746-5106, paiello@hospitalcouncil.net

Sponsorship Levels with Display/Exhibit Booth Space	
<input type="checkbox"/> Diamond \$24,000	<input type="checkbox"/> Gold \$12,000
<input type="checkbox"/> Platinum \$19,000	<input type="checkbox"/> Silver \$6,000

<input type="checkbox"/> Bronze \$4,000 (Display/Exhibit Booth Space <u>Not Included</u>) Bronze Level Only - Select one item from the list below		
<input type="radio"/> Meeting Syllabus Two available, non exclusive	<input type="radio"/> Educational Session Multiple available, non exclusive	<input type="radio"/> Networking Breakfast Multiple available, non exclusive
<input type="radio"/> General Session Multiple available, non exclusive	<input type="radio"/> Networking Reception Multiple available, non exclusive	<input type="radio"/> Networking Break Multiple available, non exclusive

1. Company/Organization Information

Company/Organization Name _____

Street Address _____

City/State/Zip _____

Phone _____ Fax _____ Website _____

Primary Contract First Name _____ Last Name _____

(Required Field – Will receive all follow-up communications)

Title _____ Phone _____ E-mail _____

2. Chief Executive Officer – Company/Organization Type

First Name _____ Last Name _____

Company Type Sole Proprietor Partnership Public Agency Professional Corporation

For-Profit Corporation Not-For-Profit Corporation

3. Company/Organization Description (products/services; client mix; etc.) _____

4. Company/Organization Agreement

Year-Round Sponsorship includes associate membership and is subject to approval by the Hospital Council Board of Directors. Company/organization agrees to abide by the bylaws and all rules and regulations the Hospital Council and understands associate members are non-voting members of the Hospital Council and that the granting of associate membership does not in any way constitute an endorsement of services and/or products by the Hospital Council.

Authorized Company/Organization Representative

Signature _____ Date _____

Print Name _____ Title: _____

5. Payment Method (payments due within 30 days)

By Check - Make checks payable to the Hospital Council Year-Round Sponsorship, 877 Ygnacio Valley Rd., Suite 210, Walnut Creek, CA 94596

MasterCard Visa Total Amount Authorized _____

Card Number _____ "CID" Code _____ Expiration Date _____
(Three digit identification number on back of card)

Name on Card _____

Billing Address _____ City _____ State _____ Zip _____

Card Holder Signature _____



Company/Organization Name _____ Sponsor Level _____

6. Council Connect Subscription (Hospital Council Newsletter)– Email to the following:

Number of Subscriptions:				Diamond – 4	Platinum - 3	Gold - 2	Silver – 2	Bronze - 2
Name				Name				
Title				Title				
E-mail Address				E-mail Address				
Name				Name				
Title				Title				
E-mail Address				E-mail Address				

7. Statewide Membership Directory – Mail to the following:

Number of Directories:				Diamond – 4	Platinum - 3	Gold - 2	Silver – 2	Bronze - 2
Name				Name				
Title				Title				
Address				Address				
City/State /Zip				City/State /Zip				
Name				Name				
Title				Title				
Address				Address				
City/State /Zip				City/State /Zip				

8. Please indicate how you would like your company listing to appear in the next issue of the Statewide Membership Directory

Company Name		Name Title	
Company Address		Name Title	
Telephone		Name Title	
Fax		Name Title	
Website Address		Name Title	

PLEASE NOTE

A link to your company’s website, providing a virtual tradeshow year-round, will be posted under the associate members tab on the Hospital Council’s website. Within 30 days, please provide the Hospital Council with an electronic file of your company logo in EPS/Vector format. Sorry, we cannot accept your logo file in any other format. Please e-mail your logo file to Petrina Aiello, Manager, Member Services, paiello@hospitalcouncil.net.