



## Sponsor & Exhibitor Prospectus

**NEAHP 2017 Annual Educational Conference**  
March 5-7, 2017

***Westin Portland Harborview Hotel***  
*Portland, Maine*

**The New England Association for Healthcare Philanthropy (NEAHP) produces the largest and most respected healthcare philanthropy conference in New England.**

The NEAHP Annual Educational Conference, presented each March, features 10+ roundtables, 30+ resource providers, and more than 20 sessions and workshops geared to newcomers, mid-career professionals, and senior fundraising executives. Presenters include seasoned executives and consultants in the field who share advances in technology and business practices, generate new ideas, and point the way to new directions in healthcare philanthropy.

**We are pleased to offer our 2017 Sponsor & Exhibitor Prospectus.**

Each year, for the convenience of our regional membership, the NEAHP Annual Educational Conference travels to a different New England state. The 2017 conference will be held at the ***Westin Portland Harborview Hotel*** in the fun, oceanside city of Portland, Maine.

**We hope you will join us next year in Portland!**

Enclosed is detailed information about the benefits and features of sponsoring or exhibiting with NEAHP. Please direct inquiries to:

- **NEAHP Office**  
info@neahp.org  
(781) 205-9400
- **Kathleen Cogswell**, Conference Co-Chair  
[kcogswell@bidplymouth.org](mailto:kcogswell@bidplymouth.org)  
508-830-2252
- **Linda Werman**, Conference Co-Chair  
[lwerman@comcast.net](mailto:lwerman@comcast.net)

If you are a returning sponsor or exhibitor, thank you so much for your continuing support of NEAHP. We look forward to seeing you next March in Portland!

If you are joining us for the first time this year, thank you for your support. We look forward to meeting you!

## Sponsorship Benefits Overview

<b><i>*All Benefits are subject to date of commitment and print deadlines</i></b>	<b><u>SIGNATURE*</u> <u>\$5,000</u> <i>*Limited to 1</i></b>	<b><u>GOLD*</u> <u>\$2,500</u> <i>*Limited to 4</i></b>	<b><u>SILVER</u> <u>\$1,500</u></b>	<b><u>EXHIBITOR</u> <u>\$650</u></b>
Company Name/Logo on Conference Brochure	✓	✓	✓	✓
Company Name listed on confirmation sent to registered attendees	✓	✓	✓	✓
Company recognized as “SPONSOR LEVEL” for pre-conference emails and newsletters	✓	✓	✓	
Alphabetical Listing by “SPONSOR LEVEL” with a company description and link on NEAHP website conference page	✓ 250 word description	✓ 200 word description	✓ 100 word description	
Attendance listing for one pre-conference mailing	✓	✓	✓	
Complimentary 6ft x 2.5 ft. Exhibit Space	✓ – Premium Location	✓ – Premium Location	✓	✓
Complimentary all-inclusive conference registration	2	2	1	
Complimentary Conference Meals	[included above]	[included above]	1 additional	<sup>1</sup> [\$100 for each additional representative]
Welcome Letter on Company Letterhead included in attendee folders	✓			
Company Name/Logo on Premium Item given to attendees	✓	✓		
Opportunity to provide premium item or information in attendee registration package	✓	✓	✓	✓
Company Name/Logo included on all event signage	✓	✓	Registration Signage Only	Registration Signage Only
Company Name/Logo projected in main conference room and breakout session (when available)	✓	✓	✓	
Opportunity to conduct Roundtable Session	✓	✓	✓	✓
Right of first refusal to introduce Keynote, Plenary or Philanthropist of the Year Award	✓			
Introduce Keynote, Plenary or Philanthropist of the Year Award		✓ if Signature sponsor declines		
Recognition on badges by “SPONSOR LEVEL” of your company representatives	✓	✓	✓	✓
Company Name/Logo on NEAHP Website Home Page for 1 year [Jan-Dec]	✓			
Company Name/Logo/Link on NEAHP Conference Webpage for 1 year [Jan-Dec]	✓	✓	✓	✓
Acknowledgement by “SPONSOR LEVEL” for 1 year [Jan-Dec] in NEAHP e-newsletter	✓	✓	✓	✓
Electronic Copy of conference attendee list	4X Maximum Use	1X Maximum Use	1X Maximum Use	1x Maximum Use

# **Signature Sponsorship**

*(Limited to 1 sponsor)*

*For an investment of \$5,000, you will receive the following benefits:*

## ***Pre-Conference Benefits***

- Company name/logo on conference brochure (Deadline 10/14/2016)
- Company name listed on confirmation information sent to registered attendees
- Company name/logo listed as SIGNATURE SPONSOR for pre-conference e-mails and newsletters
- Premium listing with company name/logo, 250-word company description and link on NEAHP website conference page.
- Attendance listing for one pre-conference mailing

## ***Day-of-Conference Benefits***

- Complimentary premium location exhibit space (6 ft. x 2.5 ft.)
- Two Complimentary all-inclusive conference registrations
- Welcome letter on company letterhead included in attendee welcome folders
- Company name/logo on conference tote bags
- Tote bag inserts - company promotional materials
- Name/logo included on all signage; registration, resource hall, special event and breakout sessions
- Name/logo projected on screen between all sessions in main hall and breakout session (when available)
- Opportunity to sponsor an entire conference track and be recognized at each session within that track (i.e. "Great Expectations Track Sponsored by Your Company Name") on first-come, first-served basis. One track per sponsor.
- Opportunity to conduct Roundtable Session
- Right of first refusal to introduce Keynote, Plenary Speakers or Philanthropist of the Year Award
- Sponsorship recognition on badges of all company attendees

## ***Post-Conference Benefits***

- Company name/logo on NEAHP website home page (Jan-Dec)
- Company name/logo/link on NEAHP website Conference page for 1 year (Jan-Dec)
- Acknowledgement as SIGNATURE SPONSOR for 1 year (Jan-Dec) in NEAHP electronic Focus Newsletter
- Electronic copy of conference attendee list with FOUR-TIME maximum use

# **GOLD Level Sponsorship**

*(Limited to 4 sponsors)*

*For an investment of **\$2,500**, you will receive the following benefits:*

## ***Pre-Conference Benefits***

- Company name/logo on conference brochure (Deadline 10/14/2016)
- Company name listing on confirmation information sent to registered attendees
- Company name/logo listed as GOLD SPONSOR for pre-conference e-mails and newsletters
- GOLD SPONSOR listing (alphabetically) with company name/logo, 200-word company description and link on NEAHP website conference page.
- Attendance listing for one pre-conference mailing

## ***Day-of-Conference Benefits***

- Complimentary (premium location) exhibit space (6 ft. x 2.5 ft.)
- TWO Complimentary all-inclusive conference registrations
- Company name/logo on conference tote bags
- Tote bag inserts - company promotional materials
- Name/logo included on all signage; registration, resource hall, special event and breakout sessions
- Name/logo projected on screen between all sessions in main hall and breakout session (when available)
- Opportunity to sponsor an entire conference track and be recognized at each session within that track (i.e. "Great Expectations Track Sponsored by Your Company Name") on first-come, first-served basis. One track per sponsor.
- Opportunity to conduct Roundtable Session
- Opportunity (after Conference Sponsor has made its selection) to introduce Keynote, Plenary Speakers or Philanthropist of the Year Award
- Sponsorship recognition on badges of all company attendees

## ***Post-Conference Benefits***

- Company name/logo/link on NEAHP website Conference page for 1 year (Jan-Dec)
- Acknowledgement as GOLD SPONSOR for 1 year (Jan-Dec) in NEAHP electronic Focus Newsletter
- Electronic copy of conference attendee list with ONE-TIME maximum use

## **SILVER Level Sponsorship**

*For an investment of \$1,500, you will receive the following benefits:*

### ***Pre-Conference Benefits***

- Company name/logo on conference brochure (Deadline 10/14/2016)
- Company name listing on confirmation information sent to registered attendees
- Company name/logo listed as SILVER SPONSOR for pre-conference e-mails and newsletters
- SILVER SPONSOR listing (alphabetically) with company name/logo, 100-word company description and link on NEAHP website conference page
- Attendance listing for one pre-conference mailing

### ***Day-of-Conference Benefits***

- Complimentary exhibit space (6 ft. x 2.5 ft.)
- ONE Complimentary all-inclusive conference registration and ONE additional guest for regular conference meals
- Tote bag inserts - company promotional materials
- Name/logo included on registration signage
- Name/logo projected on screen between all sessions in main hall and breakout session (when available)
- Opportunity to conduct Roundtable Session
- Sponsorship recognition on badges of all company attendees

### ***Post-Conference Benefits***

- Company name/logo/link on NEAHP website conference page for 1 year (Jan-Dec)
- Acknowledgement as SILVER SPONSOR for 1 year (Jan-Dec) in NEAHP electronic Focus Newsletter
- Electronic copy of conference attendee list with ONE-TIME maximum use

# **CONFERENCE EXHIBITOR**

*For an investment of **\$650**, you will receive the following benefits:*

## ***Pre-Conference Benefits***

- Company name/logo on conference brochure (Deadline 10/14/2016)
- Company name listing on confirmation information sent to registered attendees

## ***Day-of-Conference Benefits***

- Exhibit space (6 ft. x 2.5 ft.)
- All regular meals included for **ONE** company representative; \$100 charge for each additional company representative
- Tote bag inserts - company promotional materials
- Name/logo included on registration signage
- Opportunity to conduct Roundtable Session
- Exhibitor recognition on badges of all company attendees

## ***Post-Conference Benefits***

- Company name/logo/link on NEAHP website Conference page for 1 year (Jan-Dec)
- Acknowledgement as EXHIBITOR for 1 year (Jan-Dec) in NEAHP electronic Focus Newsletter
- Electronic copy of conference attendee list with ONE-TIME maximum use

**Companies that wish to exhibit must complete an exhibitor agreement and return it to NEAHP.**

# NOTES ABOUT SPONSORING & EXHIBITING

## ***Making it official***

Your participation in the NEAHP 2017 Annual Educational Conference, as a sponsor or exhibitor, cannot be acknowledged without receipt of your signed application form. *Please send your application form to the NEAHP office:*

**NEAHP**  
465 Waverley Oaks Road  
Suite 421  
Waltham, MA 02452

## ***Getting the credit you deserve***

Your logo and advertising materials must be received by **October 14, 2016**, for inclusion in the Conference registration brochure, on event signage/placards and on the NEAHP website. It is the sponsor's responsibility to submit a logo in a jpg or gif file format. *Please send your electronic logo to NEAHP at:*

**info@neahp.org**

## ***Tote bags***

In-kind promotional items to be donated for inclusion in the Conference tote bags must be received by **February 28, 2017**. Sample items include:

- **Attendee Lanyards**
- **Raffle Prizes**
- **Conference Gifts**
- **Signage/Welcome Banners**
- **Pads of Paper & Pens**
- **Volunteer Recognition Gifts**

Organizations donating these products should contact the NEAHP Sponsorship Committee and ship the items according to the SHIPPING AND RECEIVING instructions below.

Resource providers who donate goods and/or services will be listed as *In-Kind Donors* on conference signage and on the NEAHP web site.

## ***Shipping & Receiving***

Packages being sent to the conference must be addressed as follows:

**Westin Portland Harborview Hotel**  
NEAHP – March 5-7, 2017  
Morgan Lucier, CMP  
Senior Convention Services Manager  
157 High Street  
Portland, ME 04101

If you have questions, please contact the NEAHP office at **info@neahp.org** or **(781) 205-9400** or Conference Co-Chairs Linda Werman at [lwerman@comcast.net](mailto:lwerman@comcast.net) or Kathleen Cogswell at [kcogswell@bidplymouth.org](mailto:kcogswell@bidplymouth.org).



## NEAHP POLICIES

1. **Bartering:** The NEAHP Annual Educational Conference depends on the generous support of sponsors and volunteers. With their support, NEAHP is able to provide a world-class professional development opportunity for health care development professionals for an affordable registration fee. Our sponsors and exhibitors provide the essential support that makes it possible for us to make the conference accessible to NEAHP members representing organizations of all sizes and often with significant budgetary constraints. Our volunteers, who give their time, talent and treasure to the conference, are vital to our success.

NEAHP does not enter into “bartering” agreements with conference sponsors. While conference sponsors are encouraged to submit proposals for services that NEAHP requires, and the Association gives preference to providers that are NEAHP members, goods and services are not accepted in exchange for conference sponsorships.

2. **Resource Provider Guidelines:** Resource providers who are sponsoring or exhibiting must have paid the fee associated with their selected levels of sponsorship. If a resource provider is asked to speak, he/she will not be compensated or reimbursed for his/her presentation.

Resource providers may host private receptions during the conference at their discretion, provided that such events do not conflict with education sessions or planned conference events. If a reception is held on the conference site, the room reservation will be made between the resource provider and hotel. The hotel is to notify and seek approval from the Conference Chair for such a reception. The resource provider pays the hotel directly for expenses associated with the event.

3. **Conference Sponsors & Exhibitors Cancellation Policy:** Sponsors and exhibitors who cancel on or before December 16, 2016 will receive a full refund for any amounts paid. Cancellations received after December 16, 2016 and up to January 30, 2017 will receive up to a 75% refund of the amount paid and will be responsible to pay 25% of the sponsorship amount originally due. No refunds will be made, and the full amount will be due and payable, for any cancellations after January 30, 2017. Cancellations must be received in writing, and should be sent to the NEAHP office at: [info@neahp.org](mailto:info@neahp.org).