

CELEBRATING
HEALTHCARE
HEROES OHCA 2020
ANNUAL CONVENTION

**OREGON HEALTH CARE ASSOCIATION CONFERENCE
& TRADE SHOW | SEPTEMBER 15-16, 2020**

**TRADE SHOW
AND
SPONSORSHIP
GUIDE**

OHCA
OREGON HEALTH
CARE ASSOCIATION

JOIN OREGON PROVIDERS FOR A VIRTUAL LIVE EXPERIENCE

Every year, we look forward to connecting with our provider members and business partners at the OHCA Annual Convention and Trade Show at the Oregon Convention Center in Portland.

This year, due to COVID-19 and the special risk it brings to our sector, OHCA has made significant changes to our education calendar and our sponsorship offerings. We had to make some tough decisions, like canceling Spring Expo in March, rescheduling some events, and offering education and trainings online.

To protect the health of our members and their residents, and to respect the restrictions presented by social distancing, group size limitations, and accommodation and travel restrictions, OHCA will host our largest event of the year, the OHCA Annual Convention and Trade Show, as a live virtual experience on September 15 and 16, with pre and post event engagement activities and on-demand education available through October 16.

During this event, we'll celebrate all those working to provide quality care and services to long term care residents and staff during this difficult time with the theme "Celebrating Healthcare Heroes"!

While we know the event experience will be different than participants are used to, we are excited about the many opportunities for engagement and involvement that our virtual platform will enable.

As always, the entire team at the Oregon Health Care Association thanks you and your teams for your support of the Oregon Health Care Association and the long term care sector as we navigate through COVID-19 and the changes it entails. **Your participation in the OHCA Annual Convention and at other OHCA events in 2020 is invaluable for our organization and our members. Thank you!**

We can't wait to see you (online!) in September.

YOUR SPONSORSHIP CONTACT

Melodie King, OHCA Director of Events and Education
mking@ohca.com, (503) 726-5227

VIRTUAL TRADE SHOW

OHCA's virtual Trade Show is a great opportunity for vendors and service providers to get involved with this virtual live event! The Trade Show will feature up to 75 exhibitors and will be predominately displayed on the event online portal before, during, and after the event. Attendees will be encouraged to participate in the Trade Show and there will be multiple opportunities for vendors to engage with attendees within the Trade Show.

PREMIER EXHIBIT SPACE - \$1,300 MEMBERS, \$2,600 NON-MEMBERS

Organizations receive:

- Logo featured prominently on the Trade Show floor plan
- Logo featured prominently on dedicated event sponsors page
- A robust company profile including description, contact information, logo, informational brochure, and links to company website and social media handles
- Pre-event registrant list (2 weeks before event)
- Post-event registrant list (1 week following the event)

Organizations also have the ability to:

- Video chat with booth attendees
- Host a giveaway
- Request and participate in a 5-minute appointment with an OHCA VIP during or after the event
- Place an item, including a product flier, coupon, or anything else, in the event "Virtual Swag Bag"
- Post dedicated 1-minute video on booth profile

CLASSIC EXHIBIT SPACES - \$1,100 MEMBERS, \$2,200 NON-MEMBERS

Organizations receive:

- Logo featured prominently on the Trade Show floor plan
- A robust company profile including description, contact information, logo, informational brochure, and links to company website and social media handles
- Pre-event registrant list (2 weeks before event)
- Post-event registrant list (1 week following the event)

Organizations also have the ability to:

- Host a giveaway
- Place an item, including a product flier, coupon, or anything else, in the event "Virtual Swag Bag"
- Post dedicated 1-minute video on booth profile

ECONOMY EXHIBIT SPACES - \$900 MEMBERS, \$1,800 NON-MEMBERS

Organizations receive:

- Logo featured on the Trade Show floor plan
- A robust company profile including description, contact information, logo, informational brochure, and links to company website and social media handles
- Pre-event registrant list (2 weeks before event)
- Post-event registrant list (1 week following the event)

Organizations also have the ability to:

- Post dedicated 1-minute video on booth profile

HOW DOES A VIRTUAL TRADE SHOW WORK?

ATTENDEES ARE GREETED WITH A VISUAL FLOOR PLAN

Featuring the logos of trade show exhibitors, attendees click on the booth they would like to visit.

- Attendees will also be able to search alphabetically by company name and product type

NOTE: This graphic is NOT an exact replica of what attendees will experience. The actual graphic in the virtual trade show will be more clear and polished.

101 SCHETKY NORTHWEST SALES, INC.	102 CHARTER CONSTRUCTION	103 MCKESSON Empowering Healthcare	104 PINNACLE QUALITY CARE	105 Good things come from Sysco	106 INCITE	107 ALLIANCE INSURANCE GROUP Protecting Experiences	108 PROPACAYLESS A Pharmacia Company	109 COLUMBIA ROOFING & SHEET METAL	110 summit CLEANING & RESTORATION Clean • Safe • Efficient
111 INFINITY SERIES	112 SIGNATURE SERVICES	113 Advantage SERVICES & SUPPLY	114 kpd	115	116	117	118 CONSONUS HEALTHCARE	REGONCARE PARTNERS Creating a Culture of Quality Care	209
119 SmithNephew	120 HEARTLAND	121 ISLER NORTHWEST	122 graham field	123 Select	124 propel	125 ARVT	126 VIC PICC	210	
127 Independence Rehab	128	129 CONSULTING RESOURCES	130 iN2L	131 Bristol Hospice EMPOWERING & EXTENDING YOUR LIFE	132 Prevail	133	134	211	
135	136 WOODRUFF SAWYER	137	138	139	140	214	213		
141	142	143 YARDI	144	145	146	309 R&H CONSTRUCTION	310 PERFORMANCE	315 3M	316
301 INTEGRATED HEALTHCARE SOLUTIONS	306 SWICKERS	307	308						

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VIRTUAL TRADE SHOW

MAXIMIZE YOUR COMPANY BRAND IN YOUR VIRTUAL BOOTH!

Virtual Events Resources | View Resources | cadmiumCD
Bring Your Event Together

cadmiumCD
Bring Your Event Together

Company Details

Contact Info

Resources (6 items)

Product Showcase (14 products)

Video Chat (not yet available)

Event Technology

CadmiumCD

CadmiumCD is an event management software company with more than 15 years of experience providing solutions for Meeting Planners, Exhibition Organizers, Education Directors, and Attendees. The company's award-winning platform is trusted by more than 3,500 meeting professionals worldwide to collect, manage and share content to all event stakeholders.

Bring your event together with CadmiumCD's various modules: Call for Abstracts, Speaker & Exhibitor Data Management, Digital Content Publication, Audio Recordings, Digital Poster Galleries, Online Itinerary Planners, Interactive Floor Plans, Native Event Apps, and Post-Conference Evaluations.

For more information visit www.cadmiumcd.com or call 1-877-426-6323.

Booth 1 **GIVEAWAY!** | Brochure | Website | Request Information

- Include your booth banner
- 30 second video introduction
- Company description
- Link to company brochure and website
- Premier and Classic booths may host a giveaway for attendees to enter!
- Premier booths receive access to video chat room to engage with attendees

- List your main company contacts
- Include headshot, title and contact information
- Include social media connections

Virtual Events Resources | View Resources | cadmiumCD
Bring Your Event Together

cadmiumCD
Bring Your Event Together

Company Details

Contact Info (3 representatives)

Resources (6 items)

Product Showcase (14 products)

Scavenger Hunt (10 points)

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Traci King
Northeast Regional Sales Manager

Eva Montgomery
Sales

Sandy Brown
Western Sales Manager

Booth 1 **GIVEAWAY!** | Brochure | Website | Request Information

VIRTUAL TRADE SHOW

MAXIMIZE YOUR COMPANY BRAND IN YOUR VIRTUAL BOOTH!

Virtual Events Resources

Favorite Like Tweet Locate this booth Print

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PDF Files

- eventScribe Live Sponsor Opportunities
- CadmiumCD Guide for Virtual Events
- Why Go Virtual? White Paper

Web Links

- Virtual Event Resources
- CadmiumCD's eventScribe Live
- Capturing Your Virtual Event Content

Company Details

Contact Info

Resources (6 items)

Product Showcase (14 products)

Video Chat (not yet available)

Booth 1 **GIVEAWAY!** Brochure Website Request Information

- Showcase your company expertise in your field of business!
- Post up to 3 PDF resources
- Post up to 3 website links

- Highlight the products and services of most importance to you and your customers in the Product Showcase.
- Link to websites or PDF content about your specific company services.

Virtual Events Resources

Favorite Like Tweet Locate this booth Print

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Products

- Abstract Scorecard
- Champions Add-On
- Digital Signs
- Education Harvester
- ePoster Gallery
- eventScribe App
- eventScribe Live LiveStream
- eventScribe Live Video Chat
- eventScribe Website
- Expo Harvester
- Hermes
- Logistics
- Survey Magnet
- Virtual Booth Upgrades

Company Details

Contact Info

Resources (6 items)

Product Showcase (14 products)

Video Chat (not yet available)

Booth 1 **GIVEAWAY!** Brochure Website Request Information

SPONSORSHIPS

The virtual event offers a wide variety of sponsorship opportunities for vendors and professional services providers to engage with attendees and provide brand visibility to Oregon long term care professionals.

All sponsors receive the following benefits:

- Logo on the event's dedicated sponsor page
- Logo on the event's program, available digitally on the virtual event platform, the OHCA.com event promotions page, and shared with attendees prior to the event
- Pre-event registrant list (2 weeks before event)
- Post-event registrant list (1 week following the event)
- 3 registrations for your team members to attend the Annual Convention

In addition, organizations investing in sponsorships at the \$3,000 level or higher have the ability to:

- Host a giveaway
- Request and participate in a 5-minute appointment with an OHCA VIP during or after the event
- Place up to 2 items, including links to coupons, vouchers, free trials, online education courses, deals, gift cards, etc., in the event "Virtual Swag Bag"
- Create a robust company profile including description, contact information, logo, informational brochure, and links to company website and social media handles
- 2 additional registrations for your team members to attend the Annual Convention

~~VIRTUAL CONVENTION PRESENTING CO-SPONSOR - SOLD~~

- Logo prominently displayed on the header of every page of the OHCA Annual Convention virtual platform
- Event branded website header includes company logo
- Recognition and logo on event welcome video

EVENT PROGRAM ADVERTISEMENTS

- ~~Back page program advertisement: SOLD~~
- Inside program ½ page advertisement: \$1,200
- Inside program ¼ page advertisement: \$800

VENDOR SWAG BAGS PARTICIPATION - \$500

- Place up to 2 items, including links to coupons, vouchers, free trials, online education courses, deals, gift cards, etc. in the event "Virtual Swag Bag"

~~AWARDS PROGRAM SPONSOR - SOLD~~

OHCA will be hosting our annual "OHCA Awards" ceremony live during the Annual Convention. Each award recipient will receive an "Award Winner Swag Bag" including their award and additional goodie items. This sponsorship includes:

- Logo included on the "Congratulations" card provided in "Award Winner Swag Bag"
- Logo included on the yard sign given to each facility with an award recipient announcing their award winner
- Logo included on digital awards program
- Recognition on award program/ceremony webpage

ROTATING RIGHT SIDE BANNERS/ ADVISEMENT - \$900

- Logo showcased on the right side of every page of the OHCA Annual Convention virtual platform
- The advertisement will rotate between all right side banner advertisers

PRESENTATION/SPEAKER SPONSORSHIPS

~~LIVE STREAM KEYNOTE PRESENTATION SPONSOR—SOLD~~

~~LIVE STREAM GENERAL SESSION SPONSOR—SOLD~~

~~LIVE STREAM MEMBERSHIP MEETING AND HAPPY HOUR—SOLD~~

LIVE STREAM SESSION SPONSORS - \$2,000 EACH

The event will consist of live stream, interactive presentations on the most timely topics for attendees. Each session will be recorded and available as on-demand education for attendees to access following the event.

Live stream session sponsors are able to:

- Introduce the speaker
- Speak for 1-2 minutes about your company/ product/service during the live stream session you sponsor
- Have your logo and company description included on the session description

~~VIRTUAL EVENT ON-DEMAND SESSION SPONSOR—SOLD~~

- Sponsor an on-demand recorded education session. OHCA would work with you to select which session you'd like to sponsor.
- Ability to record video introduction of speaker to be included with recording
- Logo and company description included on session description

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