

Sponsorship & Marketing Opportunities

Sponsorship – Exhibit Spaces – Advertising
Product & Service Donations



***WRC-NAPGCM Invites YOUR COMPANY to participate.
Take advantage of one or more options included in this packet.***

What is a Geriatric Care Manager?

A Geriatric Care Manager is a health and human services professional, such as a gerontologist, nurse, social worker, or counselor, with a specialized body of knowledge and experience related to aging and elder care issues. A Professional Geriatric Care Manager (PGCM) is a member of the National GCM Association and has committed to adhering to the GCM Pledge of Ethics and Standards of Practice. The PGCM assists older adults and persons with disabilities in attaining their maximum functional potential. The PGCM strives to respect the autonomy of the individual and delivers care coordination and support services with sensitivity to preserve the dignity and respect of each individual. In addition, the PGCM is an experienced guide and resource for families of older adults and others with chronic needs.

Who attends the WRC-NAPGCM Annual Conferences?

Approximately 125 to 150 professionals from 13 Western states (including Alaska & Hawaii), who provide a wide range of services such as assessment, counseling, home care, psychotherapy, placement and guardianship, to the rapidly growing senior population and their families. WRC-NAPGCM offers a dynamic educational conference and networking opportunity for professionals in the field of aging. These attendees determine the direction in which elder care is headed in this country.

Who sponsors and exhibits at the Conferences?

Companies and organizations whose products and services are geared toward assisting the elderly and the care managers who represent them are encouraged to exhibit. Exhibitors and sponsors will have access to the ultimate decision-makers in the forefront of aging concerns. Past exhibitors and sponsors have been delighted with the caliber of attendees and referrals received from exhibiting at WRC-NAPGCM Conferences.

Register by July 31, 2010 and receive a 10% discount!

This is an outstanding opportunity to share your product or service with this diverse group of professionals in a recession-proof market!





Sponsorship & Marketing Opportunities at a Glance

Contact MeetingWise at (310) 937-9473 or gcanelas@meetingwise.net if you need additional information.

	Program Ad/ Recognition	Brochure Insert	List of Atten- dees Provided	# of Conference Registrations Included	Signage	Exhibit Space	PodiumPresent- ation /Mktg Materials on Seats	Website	Other
Business Card Ad (\$100)	Business Card								
Half Page Ad (\$175)	Half Page								
Brochure Insert (\$250)		X							
Exhibit Space (\$700)	Business Card & Recognition		X	2		X			Listing in newsletter
Break Sponsorship (\$1,250)	Half Page & Recognition	X	X	1	Exclusive recognition and signage at a break	50% discount on space (includes 2 add'l reg)	Sponsor recognition in announcement from podium	Logo/website link on conf pg at www.westerngcm.org for 6 months	Listing in newsletter
Breakfast Sponsorship (\$2,500)	Full Page & Recognition	On chairs at hosted event	X	2	Exclusive recognition and signage at a breakfast	75% discount on space (includes 2 add'l reg)	3 minutes at podium and mktg materials at each seat	Logo/website link on conf pg at www.westerngcm.org for 6 months	Listing in newsletter
Lunch Sponsorship (\$3,500)	Full Page (center page) & Recognition; logo on program cover	On chairs at hosted event	X	2	Exclusive recognition and signage at a lunch	COMP space (includes 2 add'l reg)	5 minutes at podium and marketing materials at each seat	Logo/website link on conf pg at www.westerngcm.org and contact information for 6 months	Listing in newsletter
Event Sponsorship (\$5,000)	Full Page (inside front cover) & recognition logo on program cover, logo on front of registration brochure (if committed by 6/30/10) and handout notebook	X and on chairs at hosted event	X	3	Exclusive recognition and signage reception & opening session	COMP (includes 2 add'l reg)	10 minutes at podium and marketing materials at each seat	Logo/website link, contact information and brief company bio on conf pg at www.westerngcm.org for 6 months	Company logo (1-color) on conf tote bag opportunity to provide banner for hanging at conf Listing in newsletter

Notes:

Program ads are due to gcanelas@meetingwise.net by September 17, 2010.

Brochure inserts must be provided to WRC-NAPGCM by October 12, 2010. Shipping information will be provided at a later date.



EXHIBITOR PLANNING INFORMATION

Exhibit Dates: Friday, October 15th and Saturday, October 16th

Note: The information below is subject to change or update at any time.

- Exhibit Installation:** Friday, October 15th from 7:00 to 8:00 a.m. (tentative)
- Exhibit Tear Down:** Saturday, October 16th at 4:00 p.m. (tentative)
- Display Times:** Friday, October 15th from 8:00 a.m. to 3:45 p.m. and Saturday, October 16th from 9:30 a.m. to 3:00 p.m.
- Hotel Information:** The Westin Costa Mesa Hotel
686 Anton Boulevard
Costa Mesa, CA 92626
Phone: (714) 540-2500
- For reservations, call (888) 627-7213. Be sure to ask for the special "WRC-NAPGCM" rate of \$179.00 + tax (single or double occupancy), when making your reservation. The cut-off date for accepting reservations into this room block (based on availability) is September 22, 2010. Make your reservations early to ensure space.
- We suggest you fly in and out of John Wayne/Orange County International Airport. The hotel has complimentary shuttle service to and from the airport every 30 minutes.
- Payment:** **Register by July 31, 2010 and receive a 10% discount.** A completed application and 50% payment is due to secure your commitment. The balance of payment is due by September 17, 2010.
- Make your check **payable to WRC-NAPGCM** and send to:
MeetingWise, LLC
Attn: WRC-NAPGCM 2010 Conference
806 Manhattan Beach Blvd., Ste. 205
Manhattan Beach, CA 90266
- Cancellation Policy:** Cancellation by September 17, 2010 will result in a full refund less a \$75 processing fee; if by October 1st 50% of the fee will be refunded; no refunds will be given after October 1st.
- Applications for exhibit space are subject to approval by the exhibit committee and must include a description of the products/services to be exhibited. If the application is not approved, the deposit check will be returned in full.
- Register Early:** Exhibit space is limited and assigned on a first-come, first-served basis. Be sure to submit your application early! **Register by July 31, 2010 and receive a 10% discount.**
- Exhibit Package:** Includes one 6' x 30" draped table with two chairs. Space is up to 10' wide x 8' deep to accommodate standing displays as needed. Water stations and trash cans will be located in room/area along with refreshment breaks and silent auction.
- Ad Specifications:** Ads should be black & white and should be submitted to gcanelas@meetingwise.net in jpg, eps or high resolution pdf formats **ONLY by September 17, 2010**. Finished ad sizes should be: *Full Page = 4-1/2" wide x 7-1/2" high, Half Page = 4-1/2" wide x 3-1/2" high, Business Card Size = 3-1/2" wide x 2" high.*
- Confirmations:** Confirmations will be sent within two weeks of receiving your reservation form and payment. Final details will be mailed approximately six weeks prior to the conference.
- Questions:** Contact MeetingWise LLC at (310) 937-9473 or gcanelas@meetingwise.net.

WRC-NAPGCM COMMITMENT FORM



Early Bird Registration – Take 10% off if registered (postmarked or faxed) by July 31st. Commitments must be made by September 17th in order for listing to be included in program.

Please complete all information below.

Commitment: (please check all that apply; note that all sponsorships include a program ad; ads due to gcanelas@meetingwise.net no later than August 17th)

Sponsorship

- Event Sponsor @ \$5,000 (1 opportunity)
- Lunch Sponsor @ \$3,500 (2 opportunities)
- Breakfast Sponsor @ \$2,500 (2 opportunities)
- Break Sponsor @ \$1,250 (5 opportunities)

Other

- Exhibit Space @ \$700
- Brochure Insert @ \$250
- Half Page Ad @ \$175
- Business Card Ad @ 100

Contact Information/Commitment:

PLEASE TYPE OR PRINT

Contact: _____ Email (required): _____ Phone: () _____

Note: This should be the person you want us to correspond with prior to the event.

The information you provide below should be exactly what you want listed in the printed program.

Contact Name: _____ Title: _____

Organization/Company Name: _____

Mailing Address: _____ Website: _____

City: _____ State: _____ Zip: _____

Phone: () _____ Fax: () _____ E-mail: _____

Describe your company mission and/or product & services (15 word max; for program AND approval):

My signature on this form constitutes a commitment on behalf of our organization/company. We understand that WRC-NAPGCM is counting on our participation at this point. Additionally, we agree to abide by all established guidelines and to submit payment in a timely manner.

Signature: _____ Date: _____

Payment:

Total: \$ _____ minus 10% discount (IF registered by July 31st) = \$ _____.

Check One:

- Please process 50% deposit only at this pointw/balance due by 9/17
- Please process full payment

Our check is enclosed (make payable to "WRC-NAPGCM")

Please invoice us. We understand that payment is due within 15 business days of invoice date and that we are not officially registered until the check is received.

Mail, email or fax forms and payment to MeetingWise LLC, Attn: WRC-NAPGCM 2010 Conference, 806 Manhattan Beach Blvd., Suite 205, Manhattan Beach, CA 90266 OR gcanelas@meetingwise.net OR (310) 937-9470 fax

Office Use Only:

Date Rec'd _____ Amount \$ _____ Check#/Date (if applicable) _____ Balance Due by 9/1 \$ _____

Date Bal. Rec'd _____ Amount \$ _____ Check#/Date (if applicable) _____ Acct Bal After 9/1 \$ _____