

# CAHSAH<sup>®</sup>

CALIFORNIA ASSOCIATION FOR HEALTH SERVICES AT HOME

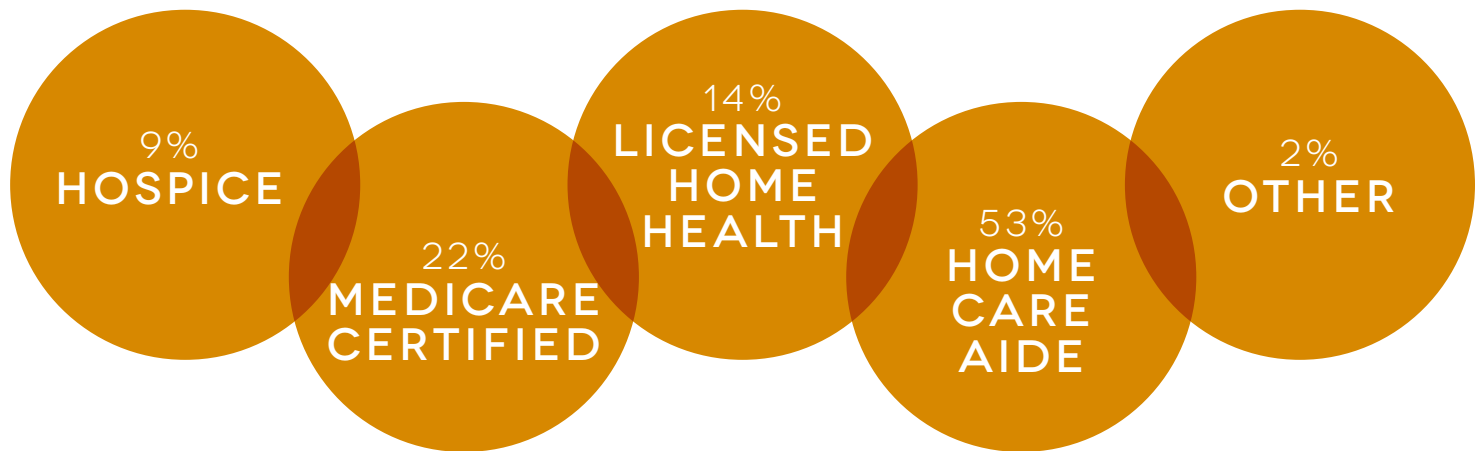


**MEDIA KIT**  
ADVERTISING & SPONSORSHIPS

SHAPING THE FUTURE OF HOME CARE<sup>®</sup>

# MEMBERSHIP DEMOGRAPHICS

CAHSAH represents all sectors of the home care industry including home health, private duty, hospice, and all other health related services that can be provided efficiently in the safety, familiarity, security and comfort of home.



## HOME CARE AIDE ORGANIZATIONS (PRIVATE DUTY)

These companies are licensed by the state and provide a wide variety of supportive services, such as assistance with home management and non-medical personal care.

## MEDICARE-CERTIFIED HOME HEALTH AGENCY

Medicare-certified home health agencies are licensed by the State of California and are certified to participate in Medicare.

## LICENSED HOME HEALTH

These agencies are also licensed by the state and provide skilled nursing and, frequently, other services in the home, including continuous care and home care aide services.

## HOSPICE

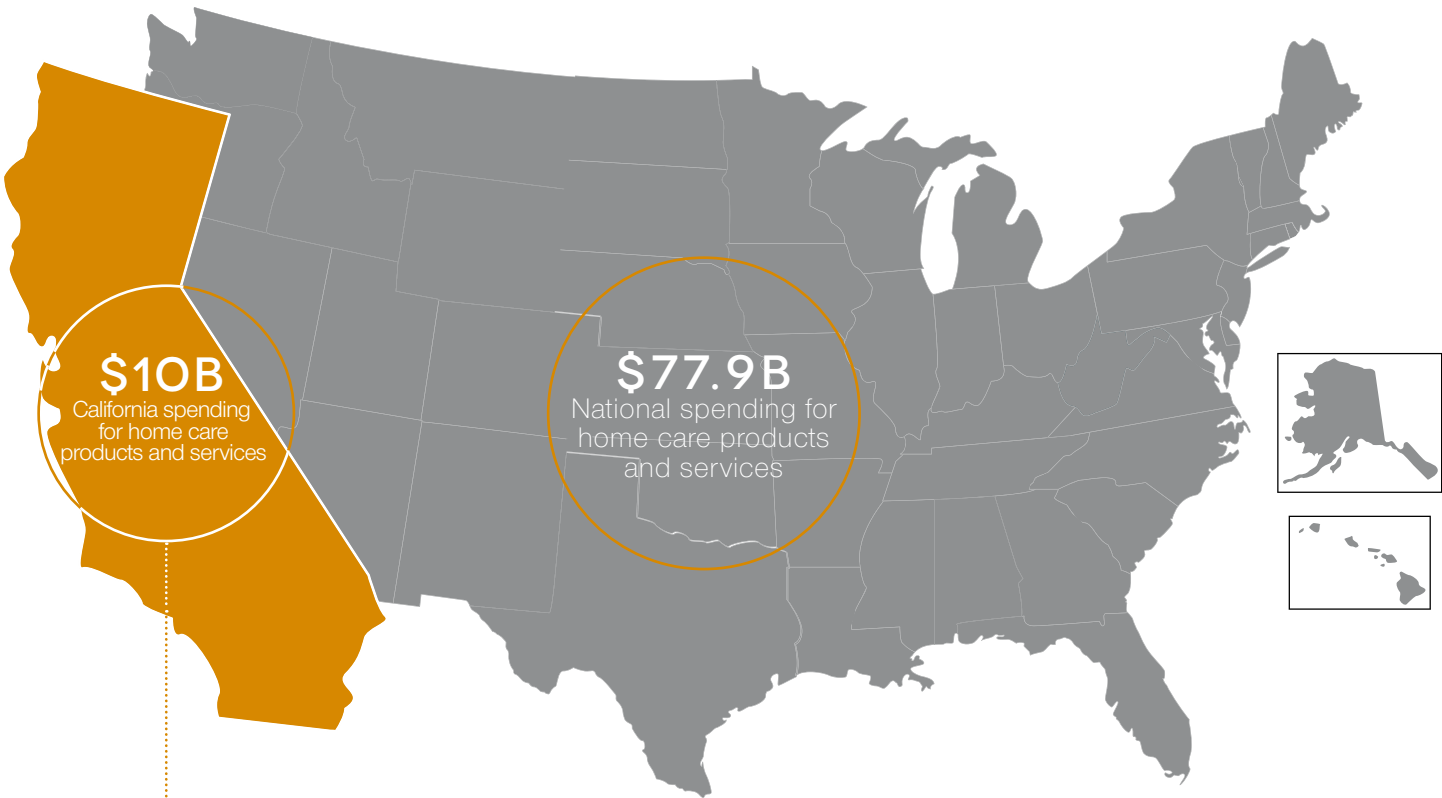
Hospices are state licensed and provide palliative care to the terminally ill, and supportive care for the primary caregiver and family members.

## OTHER

Includes: Home Infusion Pharmacies, Home Medical Equipment Companies, and Interdisciplinary Professional Services.

# MARKET REACH

## THE HOME CARE INDUSTRY



**\$5B**

Annual Spending by CAHSAH Members

**4M**

Patient Visits by CAHSAH Members

**300K+**

Patients Served by CAHSAH Members

**1,100+**

CAHSAH Members Locations

# PUBLICATION SPONSORSHIPS



## MONTHLY BULLETIN SPONSOR

The CAHSAH Bulletin is a monthly e-newsletter distributed to 3,200+ home care professionals highlighting home health trends that features indepth industry data, business news, and member updates.

### Sponsorship Includes:

- Recognition as official sponsor on all sponsored issues.
- Logo and link to your website in each sponsored issue.
- ½ page ads in each sponsored issue.
- Must subscribe for consecutive months.

3 MO. AFFILIATE	6 MO. AFFILIATE	12 MO. AFFILIATE
\$1,800	\$3,250 <i>\$350 Savings!</i>	\$6,000 <i>\$1,200 Savings!</i>



## WEEKLY NEWS UPDATE SPONSOR

The WNU, a weekly e-publication, is distributed at the beginning of each week to 3,200+ home care professionals with the latest statewide and national home care industry news.

### Sponsorship Includes:

- 170x250 pixel logo or banner ad with link to your website in each sponsored issue.
- Must subscribe for consecutive months.

3 MO. AFFILIATE	6 MO. AFFILIATE	12 MO. AFFILIATE
\$2,250	\$4,125 <i>\$375 Savings!</i>	\$7,500 <i>\$1,500 Savings!</i>



## EDUCATION UPDATE SPONSOR

The Education Update, a bi-weekly e-publication, is distributed to 4,600+ home care professionals with the latest listing of upcoming educational events.

### Sponsorship Includes:

- 240x640 pixel logo or banner ad with link to your website in each sponsored issue.
- Must subscribe for consecutive months.

3 MO. AFFILIATE	6 MO. AFFILIATE	12 MO. AFFILIATE
\$1,500	\$2,750 <i>\$250 Savings!</i>	\$5,000 <i>\$1,000 Savings!</i>

# WEB SPONSORSHIPS

## HOME PAGE SPONSOR

Place your company's customized logo with a link to your website on the CAHSAH Home Page, [www.CAHSAH.org](http://www.CAHSAH.org), that averages roughly 7,000 hits per day and offers excellent visibility to home care administrators and staff.

### Sponsorship Includes:

- Company logo and/or name - 60 x 218 pixels on a white background with link to website.

### Sponsorship Details:

- Four (4) sponsors will appear at any given time. The display will be on a random basis and will change as the home page refreshes.
- Must subscribe for consecutive months.



## SPONSOR LOGOS

3 MO.  
AFFILIATE  
\$600

6 MO.  
AFFILIATE  
\$1,100  
*\$100 Savings!*

12 MO.  
AFFILIATE  
\$2,000  
*\$400 Savings!*

# BULLETIN ADVERTISING

## MONTHLY BULLETIN ADVERTISING

The CAHSAH Bulletin is a monthly e-newsletter distributed to 3,200+ home care professionals highlighting home health issues and trends, indepth industry data, business news, and member updates.



ISSUE	MATERIALS DUE
January	12/15
February	01/15
March	02/15
April	03/15
May	04/15
June	05/15
July	06/15
August	07/15
September	08/15
October	09/15
November	10/15
December	11/15

## DISPLAY ADVERTISING PRICING

All Ads Full Color

	1 MO.	6 MO.	12 MO.
	AFFILIATE/NON-AFFILIATE	AFFILIATE/NON-AFFILIATE	AFFILIATE/NON-AFFILIATE
Full Page	\$600/\$700	\$3,250/\$3,800	\$5,800/\$6,700
2/3 Page	\$450/\$500	\$2,400/\$2,700	\$4,300/\$4,800
1/2 Page	\$350/\$400	\$1,900/\$2,200	\$3,400/\$3,900
1/3 Page	\$300/\$400	\$1,600/\$2,200	\$2,900/\$3,900
1/4 Page	\$200/\$300	\$1,100/\$1,600	\$2,000/\$2,900
Business Card	\$100/\$200	\$550/\$1,100	\$1,000/\$2,000
Classified* (75 Words)	\$100/\$200	\$550/\$1,100	\$1,000/\$2,000

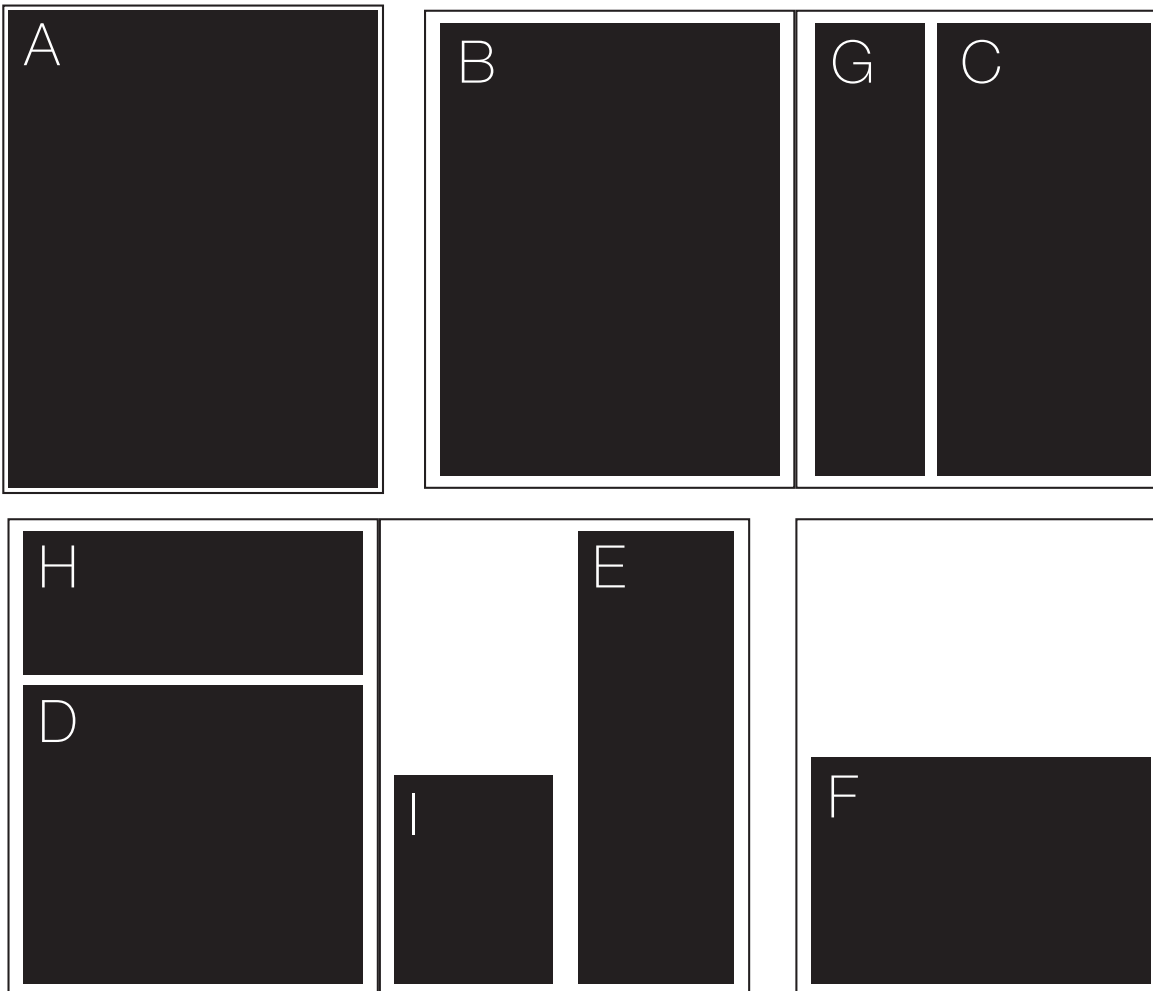
Prices are subject to change at anytime without notice.

\*Please specify a headline, otherwise one will be chosen for you. Classified ads are limited to 75 words or less.

# BULLETIN ADVERTISING SPECIFICATIONS

DISPLAY AD DIMENSIONS	WIDTH	HEIGHT
A. Full Page with Bleeds *	8.75"	11.25"
B. Full Page	7.5"	10"
C. 2/3 Page Vertical	4.75"	10"
D. 2/3 Page Horizontal	7.5"	6.4"
E. 1/2 Page Vertical	3.5"	10"
F. 1/2 Page Horizontal	7.5"	4.75"
G. 1/3 Page Vertical	2.25"	10"
H. 1/3 Page Horizontal	7.5"	3.125"
I. 1/4 Page	3.5"	4.75"
J. Business Card	3.5"	2"
Classified* (75 Words)		

\*Ad size with bleed: 8.75\*w x 11.25\*h (this includes 1/8 inch bleed on all sides)



**Submissions:** Color artwork must be 300 dpi JPEG, TIFF, or EPS, or a press resolution PDF. Artwork must be submitted on the 15th of the month prior to the month the advertisement runs. All advertisements must be paid in full prior to submission.

# EVENT SPONSORSHIPS



## WORKSHOP SPONSOR

CAHSAH provides over 20 workshops per year. Workshop topics vary from ICD-10 and billing to ADRs, surveys, and start-up programs for every auspice. Workshops range from one to two day programs in Northern and Southern, California. CAHSAH is California's premier source for education. These workshops provide face-to-face opportunities for sponsors.

### Each Sponsorship Includes:

- Five (5) minute demonstration to workshop attendees.
- One (1) six foot sponsor table.
- One (1) complimentary workshop registration.
- Pre and post attendee lists.
- One (1) marketing flyer dispersed to attendees.
- Logo and link to sponsor's website on CAHSAH's workshop registration page.
- Acknowledgement on related marketing materials.

PER LOCATION/  
PER DAY  
AFFILIATE  

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\$1,000

## WEBINAR SPONSOR

CAHSAH provides various webinar topics throughout the year. CAHSAH is California's premier source for education. These webinars provide targeted exposure for sponsors.

### Each Sponsorship Includes:

- Webinar kick-off and company introduction.
- One (1) complimentary webinar registration.
- Pre and post attendee lists.
- One (1) marketing flyer dispersed to attendees.
- Logo and link to sponsor's website on CAHSAH's workshop registration page.
- Acknowledgement on related marketing materials.

PER WEBINAR  
AFFILIATE  

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\$500



# EVENT SPONSORSHIPS

## CERTIFICATE PROGRAM SPONSOR

CAHSAH provides educational opportunities for manager, administrator, and executive level professionals through its National Board of Home Care and Hospice Certification (NBHHC). These three-day programs cater to leaders in home health, hospice, and private duty and provide face-to-face opportunities for sponsors.

### Each Sponsorship Includes:

- Five (5) minute demonstration to program attendees.
- One (1) six foot sponsor table.
- One (1) complimentary expo booth.
- Two (2) complimentary program registrations.
- Pre and post attendee lists.
- One (1) marketing flyer dispersed to attendees.
- Logo and link to sponsor's website on CAHSAH's program registration page.
- Acknowledgement on related marketing materials.

PER PROGRAM  
AFFILIATE  
\$3,000



# CONFERENCE SPONSORSHIPS

## OVERALL EVENT SPONSORSHIPS

The CAHSAH Annual Conference & Home Care Expo is an opportunity for great education options, a multitude of networking opportunities, and the host to California's largest Home Care Expo. CAHSAH is California's premier source for education. This annual event provides sponsors with targeted exposure to the home care industry.

### All Sponsorship Includes:

- One (1) full page insert in totebags
- Acknowledgement in onsite program guide
- Sponsor logo and link on CAHSAH's conference welcome page
- Sponsor logo and link on CAHSAH's conference sponsorship page
- Acknowledgement on Sponsor "Thank You" banner onsite
- Featured in our exclusive conference mobile app which will be the hub of all conference information

SPONSORSHIP:	PRICE: AFFILIATE	SPONSORSHIP:	PRICE: AFFILIATE
Conference Mobile APP	\$3500	Morning in Motion	\$500
Industry Forum Breakfast (3 spots available)	\$2,500	Drink Tumbler	\$2,500
Business Meeting & Awards Ceremony	\$3,500	Expo Lunch Sponsor (4 spots available)	\$750
Targeted Tracks (7 spots available)	\$700	Bottled Water (2 spots available)	\$1,200
Conference Charging Station	\$1,500	Hotel Key Card	\$2,500
Lanyards	\$2,800	Expo Grand Opening Reception	\$2,000
Refreshment Break (3 spots available)	\$800	Pen and Paper Sponsor	\$2,000
Wireless Zone	(\$) Contact CAHSAH	Tote Bags	\$4,000
Hospitality Suite (3 spots available)	\$750	Tote Bag Inserts	\$500
SWAG Sponsor	\$750		
Keynote Session	\$2,000		

## PAC EVENT SPONSOR

The CAHSAH PAC Event is hosted during the CAHSAH Annual Conference & Home Care Expo. It is a fantastic opportunity to be recognized at our biggest political action fundraiser of the year.

### Sponsorship Includes:

- Free event tickets and drink tickets based on sponsorship level.
- Official recognition at event
- Recognition on signage at registration desk and all PAC Event related materials.



LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
\$300+	\$500+	\$1000+	\$1500+

+ May donate more than the base amount.

# CONFERENCE ADVERTISEMENTS

## PRELIMINARY PROGRAM GUIDE (FULL COLOR PRINT - 8.5" X 11" PORTRAIT)

Back Inside Cover (Full page)	\$900 (1 available)
Full Page	\$700 (unlimited)
Half Page	\$450 (unlimited)
Quarter Page	\$300 (unlimited)

## ON-SITE PROGRAM GUIDE (BLACK & WHITE 5.5" X 8.5" PORTRAIT)

Inside Front Cover (Full page in color)	\$450 (1 available)
Inside Back Cover (Full page in color)	\$450 (1 available)
Full Page (Black and White)	\$350 (unlimited)
Half Page (Black and White)	\$225 (unlimited)
Quarter Page (Black and White)	\$150 (unlimited)

**Submissions:** Color artwork must be 300 dpi JPEG, TIFF, or EPS, or a press resolution PDF. All advertisements must be paid in full prior to submission. For artwork dimensions, please contact CAHSAH at (916) 641-5795 ext. 117 or [communications@cahsah.org](mailto:communications@cahsah.org).

**Preliminary Program Guide Submission Deadline:** Both artwork and payment must be submitted on or before February 26, 2020.

**On-Site Program Guide Submission Deadline:** Both artwork and payment must be submitted on or before April 15, 2020.

# CONFERENCE EXPO

## BOOTH PRICES

### EARLY BOOTH REGISTRATION AFFILIATE/NON-AFFILIATE

\$1,250/\$1,750

### LATE BOOTH REGISTRATION AFFILIATE/NON-AFFILIATE

\$1,400/\$1,900

### As An Exhibitor, You Will Receive:

- Listing on the interactive online floor plan located on the conference website, which includes your logo and website link.
- Company website/description listed in the official conference program.
- Pre-conference and post-conference attendee list.
- One sign (7" x 44") with your name and booth number.
- 8' high back wall drape and 3' side rail drape.
- Two complimentary expo hall badges for booth personnel. Up to 3 additional badges may be purchased separately - \$55.00 each.
- Exhibitor service kit from Steele Tradeshow Services with details on shipping and handling of materials, furniture, labor, drayage, electrical and other booth furnishings details.

# CONTACTING CAHSAH

## KRISTINE FITZPATRICK

kfitzpatrick@cahsah.org

(916) 641-5795 ext. 115

**CONTACT FOR:** Custom Packages, Bulletin Sponsorship, Bulletin Advertising, Weekly News Update Sponsorship, Web Page Sponsorship, or Conference Expo.

## REBEKAH PATTERSON

rpatterson@cahsah.org

(916) 641-5795 ext. 117

**CONTACT FOR:** Education Update Sponsorship, Workshop Sponsorship, Certificate Program Sponsorship, Webinar Sponsorship, Conference Sponsorship Items, or Conference Advertising.

## MARY ADORNO

madorno@cahsah.org

(916) 641-5795 ext. 124

**CONTACT FOR:** PAC Event Sponsorship or donating to the PAC.



CALIFORNIA ASSOCIATION FOR HEALTH SERVICES AT HOME

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(916) 641-5795 | [info@cahsah.org](mailto:info@cahsah.org)

ALTH SERVICES AT HOME | **MEDIA KIT** **13**

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