

Sponsorship

Prospectus

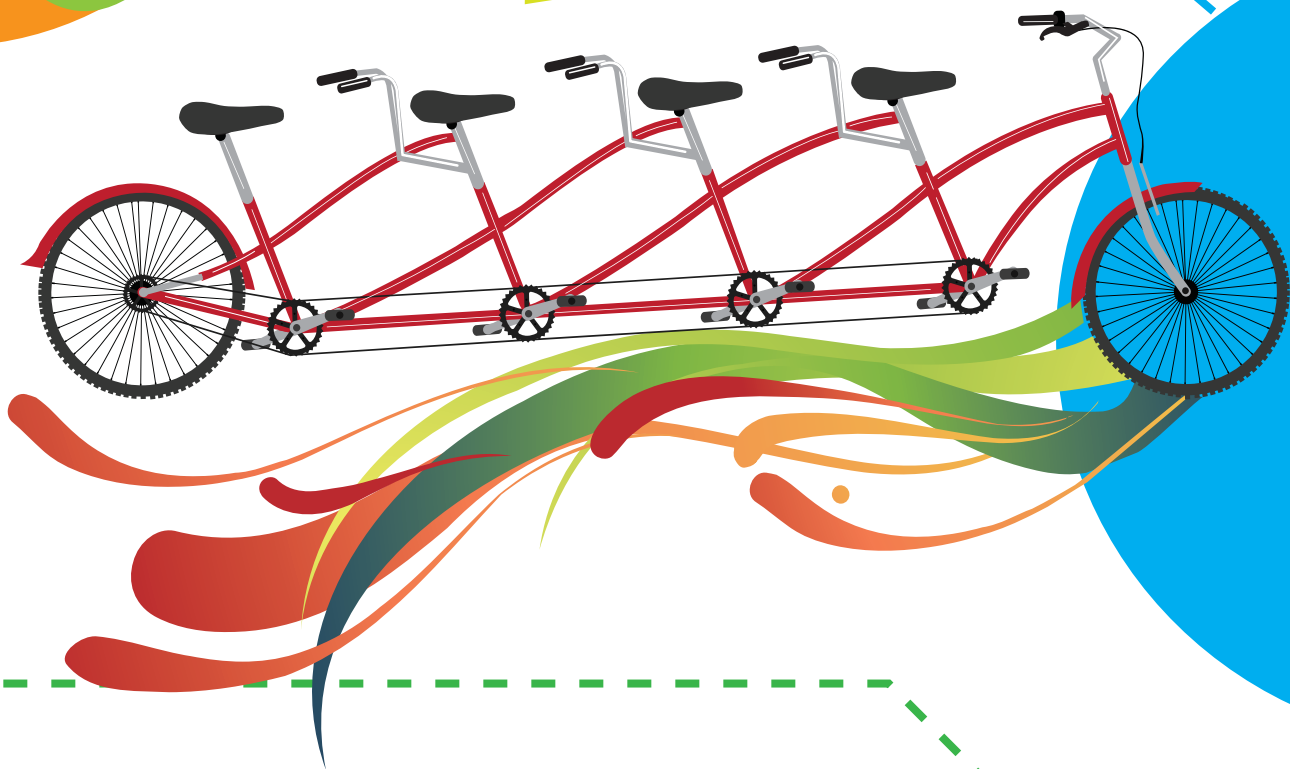
2017 ASCHA Convention & Tradeshow

March 22-24, 2017

Edmonton Marriott at River Cree Resort

300 East Lapotac Blvd., Enoch AB T7X 3Y3

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Partnering to propel essential seniors housing solutions

FORWARD!

About ASCHA

The Alberta Seniors Communities & Housing Association (ASCHA) currently serves approximately 70% of the seniors housing sector in Alberta. Our members serve over 30,000 seniors across the province in independent, supportive and designated supportive living spaces. We proudly champion all sectors of seniors housing, including public, private and voluntary providers. Not only is ASCHA comprised of regular members, we also engage corporate and stakeholder members that contribute to the enhancement of seniors housing.

Our Event

The ASCHA Convention & Tradeshow has been described as the “must attend” event within Alberta’s seniors housing industry. With a 95% satisfaction rate and 90% of exhibitors returning each year, we create new opportunities to network and grow your organization.

The event offers a wide range of educational opportunities, focused discussion and leadership training for our delegates – it plays a major role in the professional development of our industry.

Who Attends?

Our event attracts over 300 actual delegates who are the movers and shakers within their organizations. They include:

- Senior level leaders (operational and governing)
- Site managers, operational managers (ie. maintenance directors)
- Stakeholders and Association representatives from across Canada
- Government representatives and elected officials

Why Should I Sponsor?

At the 2017 ASCHA Convention & Tradeshow, you have an exclusive audience of top leaders within the seniors housing industry to network with you and your company. And when we say we have over 300 delegates, we mean over 300 major decision makers within Alberta’s seniors housing organizations. We also have an additional number of representatives from companies that offer products and services to the industry – potential partners that may have shared goals and a collaborative spirit. This audience exists because of our sponsors’ contributions.

With sponsorship, you will increase your visibility and highlight your role as a collaborative industry leader and supporter. Build strong relationships more easily and rapidly by attending as a convention sponsor. We will be sure to showcase your brand and recognize your involvement before, during and even after the event.

What Does My Sponsorship Mean to Delegates?

Not only will you be increasing your visibility with delegates and shortening your sales cycle, sponsorship sets your business apart and places you among the ranks of ASCHA’s most trusted go-to resources. You are positioning yourself as a business that is committed to partnering with the industry to move it forward and grow its leaders.

Our delegates also understand that your support directly offsets their costs to attend the event, and that matters significantly to them. You are not just sponsoring an association, you are providing direct benefit to individual ASCHA members, which aids in relationship growth and development.

Our goal is to connect you with your current and potential customers in a way that best fits with your business.

SPONSORSHIP LEVELS & DELIVERABLES

Our commitment is to provide you with the best value for your sponsorship dollars.

	GOLD \$8,000	SILVER \$6,000	BRONZE \$4,000
Tradeshow Booth	1 Booth of Company's Choice	1 Regular Booth	1/2 Price Regular Booth
Full Delegate Registration	2	1	1
Tickets to Banquet Dinner with Reserved Seating (\$100 each)	4	2	2
Opportunity to Address Audience in Main Plenary Session (if desired)	✓	✓	✓
Full Feature in ASCHA Weekly Rollout	✓	✓	✓
Full ASCHA Website Exposure	12 Months	12 Months	12 Months
Additional Tradeshow Representatives	2 Reps	1 Rep	

A La Carte Sponsorship Options

- Banquet Dinner & Entertainment (Wednesday) \$7,000 - includes 1 regular booth and 2 banquet tickets
- Keynote Speaker/Facilitator \$5,000 - includes 1 full delegate registration
- Tradeshow Reception (Wednesday) \$4,000 - includes 1 full delegate registration
- Meet Your Board Lunch (Wednesday) \$4,000 - includes 1 full delegate registration
- Breakfast (2 available) \$3,000 - includes 2 banquet tickets and ability to address delegates during breakfast
- Delegate Bags \$3,000 - your brand included on conference-themed bags
- Lanyards \$2,500 - your brand exclusively on lanyards
- Networking Activity and Prize (Pre-paid Credit Card) \$2,500 - address delegates during main plenary on Friday
- Grand Prize Draw Travel Certificate \$2,000 - address delegates during main plenary on Friday
- Refreshment Break (3 available) \$2,000 - includes sponsorship signage
- All sponsorship amounts will be accepted and appreciated (minimum of \$2,000). There are many other program opportunities available, and maybe you have some of your own ideas! Let us know what you'd like to lend your brand to, and we will work with you to make it happen!

NOTE: All sponsorship amounts are subject to 5% GST

What is Included in My Sponsorship?




ALL SPONSORS WILL RECEIVE:

- exclusive pre-event planning documents
- a personalized daily agenda
- access to reserved seating at our banquet dinner (please note banquet tickets must be purchased if not included at your sponsorship level)
- recognition in both online and direct email pre-event communications
- recognition in the Event Program, and in our Annual Report
- on-screen and verbal recognition during main plenaries, and incorporation of logo in sponsorship signage

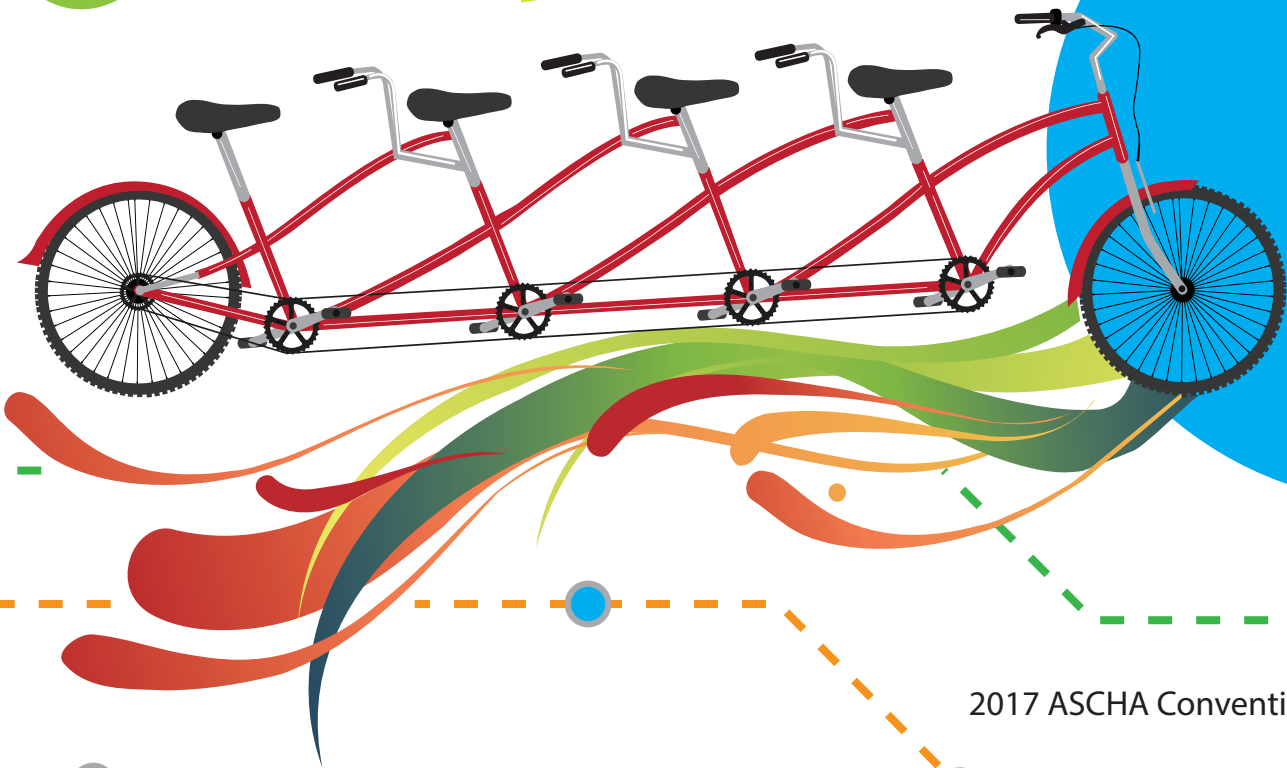
For more information please contact:

Alberta Seniors Communities & Housing Association (ASCHA)
9711 – 47 Avenue
Edmonton, AB T6E 5M7
Phone: 780.439.6473
Email: events@ascha.com
Website: <http://www.ascha.com>



-  <http://twitter.com/ABSeniorsLiving/>
-  <http://www.facebook.com/ascha.team>
-  <https://www.instagram.com/abseniorsliving/>

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2017 ASCHA Convention & Tradeshow



2017 ASCHA Convention & Tradeshow

Sponsorship Contract

2017 ASCHA Convention & Tradeshow
March 22 – 24, 2017

Contact Information:

Company Name: _____

Address: _____ City: _____ Province: _____ PC: _____

Website: _____

Main Contact: _____

Title: _____

Email: _____

Phone: _____

Alternate Contact: _____

Title: _____

Email: _____

Phone: _____

SPONSORSHIP LEVEL	Amount	Total
GOLD	\$8,000	\$
SILVER	\$6,000	\$
BRONZE	\$4,000	\$

A LA CARTE OPTIONS	Amount	Total
Banquet Dinner & Entertainment	\$7,000	\$
Keynote Speaker/Facilitator	\$5,000	\$
Tradeshow Reception	\$4,000	\$
Meet Your Board Lunch	\$4,000	\$
Breakfast	\$3,000	\$
Delegate Bags	\$3,000	\$
Lanyards	\$2,500	\$
Networking Activity & Prize (Pre-paid Credit Card)	\$2,500	\$
Grand Prize Draw Travel Certificate	\$2,000	\$
Refreshment Break	\$2,000	\$
Other:	Minimum \$2,000	\$

Subtotal \$ _____

All sponsorship subject to 5% GST \$ _____

TOTAL AMOUNT DUE \$ _____

Terms and Conditions:

In consideration of your Company's participation in the 2017 ASCHA Convention and Tradeshow hosted by the Alberta Seniors Communities & Housing Association (ASCHA), the Company acknowledges and agrees to abide by the following provisions:

1. With respect to the Partnership Levels and Event Program Sponsorship Opportunities outlined in the 2017 Sponsorship Prospectus, ASCHA reserves the right to:
 - a. Restrict companies of the same type, nature or category from sponsoring at the top level or for the same opportunity (e.g., two pharmacy companies would not be eligible to simultaneously sponsor as Gold Sponsors). In the case of similar companies requesting to partner or sponsor the same level or item, the company who first submits their contract **with deposit** shall be accepted as sponsor at that level.
 - b. Determine the partnership levels and sponsorship opportunities as described in the 2017 Sponsorship Prospectus, and modify if necessary.
 - c. Make the final determination regarding design of any corporate branded items contracted by ASCHA (e.g., signage, lanyards, delegate bags, logo placement, advertising, etc.).
 - d. Make modifications or request changes to any marketing materials supplied to ASCHA, at ASCHA's discretion.
 - e. Decide when and how corporate items will be distributed during the Convention & Tradeshow.
2. Company acknowledges that it cannot co-sponsor an opportunity with another company or impose more than one logo on any corporate item without prior written approval of ASCHA.
3. Company logo is required in a *vector graphic* format. If vector graphic logos are not available and substantial reformatting is required, ASCHA may need to charge a formatting fee or omit the graphic.
4. Company acknowledges that any inventory of supplied corporate items to ASCHA shall, at all times, remain the property of ASCHA.
5. ASCHA disclaims any and all warranties and representations, whether expressed or implied, with respect to a sponsorship level or option. At no time will ASCHA be liable for any damages whatsoever, regardless of the form of action arising out of, or in connection with, the sponsorship level or opportunity.

Payment Terms:

By signing the contract you are assured the sponsorship opportunity of your choice and agree to the terms and conditions listed. Please provide a **50% deposit** within 14 days of signing the contract; the remainder is due by **February 22, 2017**. Sponsorships are non-refundable and are payable to ASCHA. ASCHA reserves the right to cancel a sponsorship opportunity if the terms and conditions are not met, or by failure to comply with specified timelines.

I hereby agree to the Terms and Conditions of this contract: (See Below)

_____	_____	_____
Company Representative	Printed Name	Date
Signature		
Method of Payment:	<input type="checkbox"/> Cheque (payable to ASCHA)	<input type="checkbox"/> MasterCard
	<input type="checkbox"/> VISA	
Card Number :	_____	Expiry Date: _____
Credit Card Security Code:	_____	
Cardholder Name:	_____	Cardholder Signature: _____

Fax/Email or Mail this Contract to:

Alberta Seniors Communities & Housing Association (ASCHA)

9711 - 47 Ave. Edmonton, AB T6E 5M7

Phone: 780.439.6473 Fax: 780.433.3717

Email: events@ascha.com

