



***WHEA***  
***SPONSORSHIP***  
***PACKET***

# ***PLATINUM SPONSOR***

Sponsorship level is calendar year driven. Sponsorships can be sold at anytime during the calendar year, but will not be prorated. i.e. sponsor signs on in March – fee is still the annual fee and past participation dates may not be honored. i.e. directory publication ad deadline submittal January 31<sup>st</sup>.

Limited to 3 sponsors annually.

\$5,000.00 Annual Fee.

Sponsorship focus is the Annual Conference normally held in the fall of each calendar year.

## **Annual Conference Activities**

1. Signage and Sponsor Recognition at Annual Conference:
  - Logo/ID (camera-ready art supplied by sponsor by February 28<sup>th</sup>) on Conference Attendee Binder/Tote Bags.
  - Banner (size subject to approval, supplied by sponsor to the Conference Committee, one week prior to the Conference start date) placed in Common Area of registration for conference and Vendor show area.
  - Poster Signage of sponsorship placed at appropriate events–Lunch, meeting, & break areas (printed by WHEA – appx. 22”x28”).
  - Verbal recognition of Platinum Sponsorship when appropriate – opening remarks, before attendee release to Technical Show, annual meeting, annual banquet, and closing comments of conference.
2. Special sponsorship recognition plaque presented at the Annual Conference Awards Banquet
3. One WHEA Annual Conference Exhibit Booth (Cost of booth space only).
4. Sponsor product literature (subject to approval – limited to brochures, etc. – not books, etc.) placed with Annual Conference Materials Registration packet. Vendor must have items to Conference Committee by August 15<sup>th</sup>.
5. Sponsor level ribbon for all organization representatives attending the Annual Conference.
6. Provided the opportunity at the Annual Conference to introduce the speaker for one of the educational sessions.

7. Invitations to Annual Conference functions:
  - WHEA Annual Conference Open House (Limit of 4)
  - WHEA Annual Conference Exhibit Hall Only Passes (Limit of 4)
  - WHEA Annual Conference Awards Banquet Tickets (Limit of 2)
  - One table (appx. 6 – 8 seats) reserved at Annual Conference Awards Banquet for sponsors control of invited guest seating

### **Additional Benefits**

1. Sponsor may submit for printing, distribution, and recognition of one technical or industry-specific document to be distributed with a WHEA quarterly newsletter for the calendar year. (Topics to be beneficial to WHEA facilities and screened/determined by WHEA for content—non-promotional copy. Subject to newsletter article deadline dates.)
2. Use of WHEA Mailing lists during the calendar year: (one-time use of each, only, with prior approval)
  - WHEA Membership List
  - WHEA Conference Attendees List
3. One complimentary advertisement equal to a full-page color ad in WHEA’s Directory, which is distributed to members and annual conference technical exhibitors. (Sponsor to supply camera ready art/ad by February 28<sup>th</sup>.)
4. Two complimentary ads (one size only) in one of WHEA’s newsletters for the calendar year. (Sponsor to supply camera ready art/ad by appropriate newsletter article deadline dates.)
5. Logo (camera-ready art supplied by sponsor) placed on WHEA Publications and Materials for recognition.
  - Sponsor recognition – logo with thanks with appropriate sponsor language
    - WHEA Newsletter
    - WHEA Annual Conference Brochure
    - WHEA Final Conference Program and Exhibitor Listings
6. Logo and Hot Link on WHEAnet Home Page and throughout the website for the calendar year
7. An opportunity to be the “Sponsor Liaison” and attend and participate in discussion at the WHEA Sponsorship Committee and State Board meetings. (Limited to only 1 of the potential 3 Platinum Sponsors.)

(Items 3 and 4 of the additional benefits require a specific address to send a complimentary copy of the Newsletter and Directory of which the ads appear in.)

## ***GOLD SPONSOR***

Sponsorship level is calendar year driven. Sponsorships can be sold at anytime during the calendar year, but will not be prorated. i.e. sponsor signs on in March – fee is still the annual fee and past participation dates may not be honored. i.e. directory publication ad deadline submittal January 31<sup>st</sup>.

Unlimited amount of sponsors annually.

\$2,500.00 Annual Fee.

Sponsorship focus is Education.

### **Educational Seminar Activities**

1. Signage and Sponsor Recognition at Education Seminars:
  - Poster Signage of sponsorship placed at registration area and meeting room (printed by WHEA – appx. 11”x17”)
  - Verbal recognition of Gold Sponsorship when appropriate – opening remarks and closing comments
2. Sponsor ribbons for all organization representatives attending the Educational Seminar.
3. Sponsor product literature (subject to approval – limited to brochures, etc. – not books, etc.) placed with meeting handouts

### **Annual Conference Activities:**

1. Recognition at the Annual Meeting of the Annual Conference as a WHEA Gold Sponsor.
2. One WHEA Annual Conference Exhibit Booth (Cost of booth space only).
3. Invitations to Annual Conference functions:
  - WHEA Annual Conference Open House (Limit of 2)
  - WHEA Annual Conference Exhibit Hall Only Passes (Limit of 2)
  - WHEA Annual Conference Awards Banquet Tickets (Limit of 1)

### **Additional Benefits:**

1. Use of WHEA Mailing lists during the calendar year: (one-time use only, with prior approval)
  - WHEA Membership List
2. One complimentary advertisement equal to a quarter-page color ad in WHEA’s Directory, which is distributed to members and annual conference technical exhibitors. (Sponsor to supply camera ready art/ad by February 28<sup>th</sup>.)
3. One complimentary ad (one size only) in one of WHEA’s newsletters for the calendar year. (Sponsor to supply camera ready art/ad by appropriate newsletter article deadline dates.)

4. Organizations name placed on WHEA Publications and Materials for recognition.
  - Sponsor recognition – logo with thanks with appropriate sponsor language
  - WHEA Newsletter
  - WHEA Education Seminar Brochure
5. Logo and Hot Link on WHEAnet website for the calendar year.

(Items 2 and 3 of the additional benefits require a specific address to send a complimentary copy of the Newsletter and Directory of which the ads appear in.)

## ***SILVER SPONSOR***

Sponsorship level is calendar year driven. Sponsorships can be sold at anytime during the calendar year, but will not be prorated. i.e. sponsor signs on in March – fee is still the annual fee and past participation dates may not be honored. i.e. directory publication ad deadline submittal January 31<sup>st</sup>.

Unlimited amount of sponsors annually.

\$1,000.00 Annual Fee.

Sponsorship focus is Education Seminars.

### **Educational Seminar Activities:**

1. Signage and Sponsor Recognition at Educational Seminars:
  - Poster Signage of sponsorship placed at registration area and meeting room (printed by WHEA – appx. 11”x17”).
  - Verbal recognition of Silver Sponsorship when appropriate – opening remarks and closing comments.
2. Sponsor ribbons for all organization representatives attending the Educational Seminar.
3. Sponsor product literature (subject to approval – limited to brochures, etc. – not books, etc.) placed with meeting handouts.

### **Annual Conference Activities:**

1. Recognition at the Annual Meeting of the Annual Conference as a WHEA Silver Sponsor.
2. Invitations to Annual Conference functions:
  - WHEA Annual Conference Open House (Limit of 2)

### **Additional Benefits:**

1. Use of WHEA Mailing lists during the calendar year (one-time use only, with prior approval).
  - WHEA Membership List
2. One complimentary advertisement equal to an eighth-page color ad in WHEA’s Directory, which is distributed to members and annual conference technical exhibitors. (Sponsor to supply camera ready art/ad by February 28<sup>th</sup>.)
3. One complimentary ad (one size only) in one of WHEA’s newsletters for the calendar year. (Sponsor to supply camera ready art/ad by appropriate newsletter article deadline dates.)

4. Organizations name placed on WHEA Publications and Materials for recognition.
  - Sponsor recognition – logo with thanks with appropriate sponsor language
  - WHEA Newsletter
  - WHEA Education Seminar Brochure
5. Logo and Hot Link on WHEAnet website for the calendar year.

(Items 2 and 3 of the additional benefits require a specific address to send a complimentary copy of the Newsletter and Directory of which the ads appear in.)



# Wisconsin Healthcare Engineering Association

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## *REQUEST TO SPONSOR CALENDAR YEAR 2010*

*(Please respond by 12-11-09 for 2010 planning.)*

We would like to extend our support to WHEA by requesting to participate at the sponsorship level indicated below. Sponsorship level is calendar year driven.

LEVEL	FEE (To be invoiced)	SELECTION
PLATINUM SPONSORSHIP	\$5,000.00	
GOLD SPONSORSHIP	\$2,500.00	
SILVER SPONSORSHIP	\$1,000.00	

(Sponsorship level acceptance will be confirmed through WHEA to requestor by 12/30/09. The Sponsor will then be invoiced for the fee and will also be sent information outlining timelines for activity within the sponsorship level.)

Company Name	
Contact	
Address	
City	
State	
Zip Code	
Phone	
Fax	
e-mail	
Date Request Submitted	

**Return Request to Sponsor form to:**

Dennis Havlik  
WHEA Sponsorship Committee Chair  
700 West Ave South  
La Crosse, WI 54601  
(608) 392-4869  
**fax (608) 392-7579**

*(Date Sponsorship Committee  
received request: \_\_\_\_\_)*