

NCHICA 16TH ANNUAL CONFERENCE & EXHIBITION

TRANSFORMING HEALTHCARE THROUGH MEANINGFUL USE

EHR + HIE + Quality Measures = Improved Outcomes

SEPTEMBER 12-15, 2010 ♦ GRANDOVER RESORT, GREENSBORO, NC



CONFERENCE SPONSORSHIP OPPORTUNITIES

North Carolina Healthcare Information and Communications Alliance, Inc.

3200 Chapel Hill/Nelson Blvd. ♦ Suite 200 Cape Fear Building ♦ P.O. Box 13048 ♦ Research Triangle Park, NC 27709-3048
919-558-9258 (phone) ♦ 919-558-2198 (fax) ♦ www.nchica.org

Dear Colleague:

You are cordially invited to sponsor NCHICA's 16th Annual Conference & Exhibition entitled ***Transforming Healthcare Through Meaningful Use: EHR + HIE + Quality Measures = Improved Outcomes***. The conference, scheduled for September 12-15, 2010 at the Grandover Resort in Greensboro, NC will draw attendees from NCHICA's diverse membership of nearly 1,500 individuals from over 200 organizations in 27 states.

In addition to other level-based benefits, **all sponsors** receive the following benefits:

- Your company's logo and hyperlink on NCHICA's conference web pages
- A listing in the 2010 conference program and signage
- A listing in the August 2010 issue of the *NCHICA Update*, NCHICA's monthly membership newsletter

For information on additional benefits associated with each Sponsorship Level, please see Page 3.

This packet contains the following:

- Sponsorship Levels
- 2009 Conference Attendee Profile
- 2009 Conference Sponsors
- Sponsorship Application Form

We hope you will take advantage of this opportunity by completing the sponsorship application form on Page 5. If you'd like more information about sponsorship or exhibitor opportunities, please contact Tara Waechter at 919-558-9258 ext. 24 or tara@nchica.org.

Sincerely,



Deborah Zanes (Durham Regional Hospital)
Co-chair
2010 Conference Planning Committee



Greg Killian (Siemens)
Co-chair
2010 Conference Planning Committee

Sponsorship Levels

- All sponsors will be listed in the conference program and signage, and on the conference web pages.
- All sponsors will receive the attendee mailing list in electronic format three weeks prior to the conference, and the final list one week after the conference, for marketing purposes. Please note that we do NOT include email addresses.

Gold Level: \$5,000

Benefits:

- 2 full conference registrations (a value of \$900 members/\$1,300 non-members)
- 2 golf tournament entries (worth \$150)
- Opportunity to introduce one of the conference speakers

Sponsorship Options:

- Sponsor logo on conference CDs or flash drives with speaker presentations
- Sponsor logo on conference tote bags, padfolios or lanyards
- Sunday Opening Reception/Cookout
- Monday Lunch, Tuesday Breakfast or Tuesday Lunch

Silver Level: \$2,500

Benefits:

- 1 full conference registration (a value of \$450 members/\$650 non-members)
- 1 golf tournament entry (worth \$75)

Sponsorship Options:

- Partial scholarships to help either four students or six government employees to attend the conference
- Afternoon snack breaks on Monday or Tuesday
- Cyber Café for conference attendees
- Survey kiosk for conference attendees

Bronze Level: \$1,000

Benefit:

- 1 golf tournament entry (worth \$75)

Sponsorship Options:

- Hospitality Suite
- Partial scholarships to help either one student or two government employees to attend the conference
- HIE Acronym Guide for attendees
- Bus for Barn Dinner Theatre on Sunday afternoon
- Winery Tour & Dinner on Monday
- Bus for Winery Tour & Dinner on Monday evening

Golf Tournament

Benefits:

- 1 golf tournament entry (worth \$75)

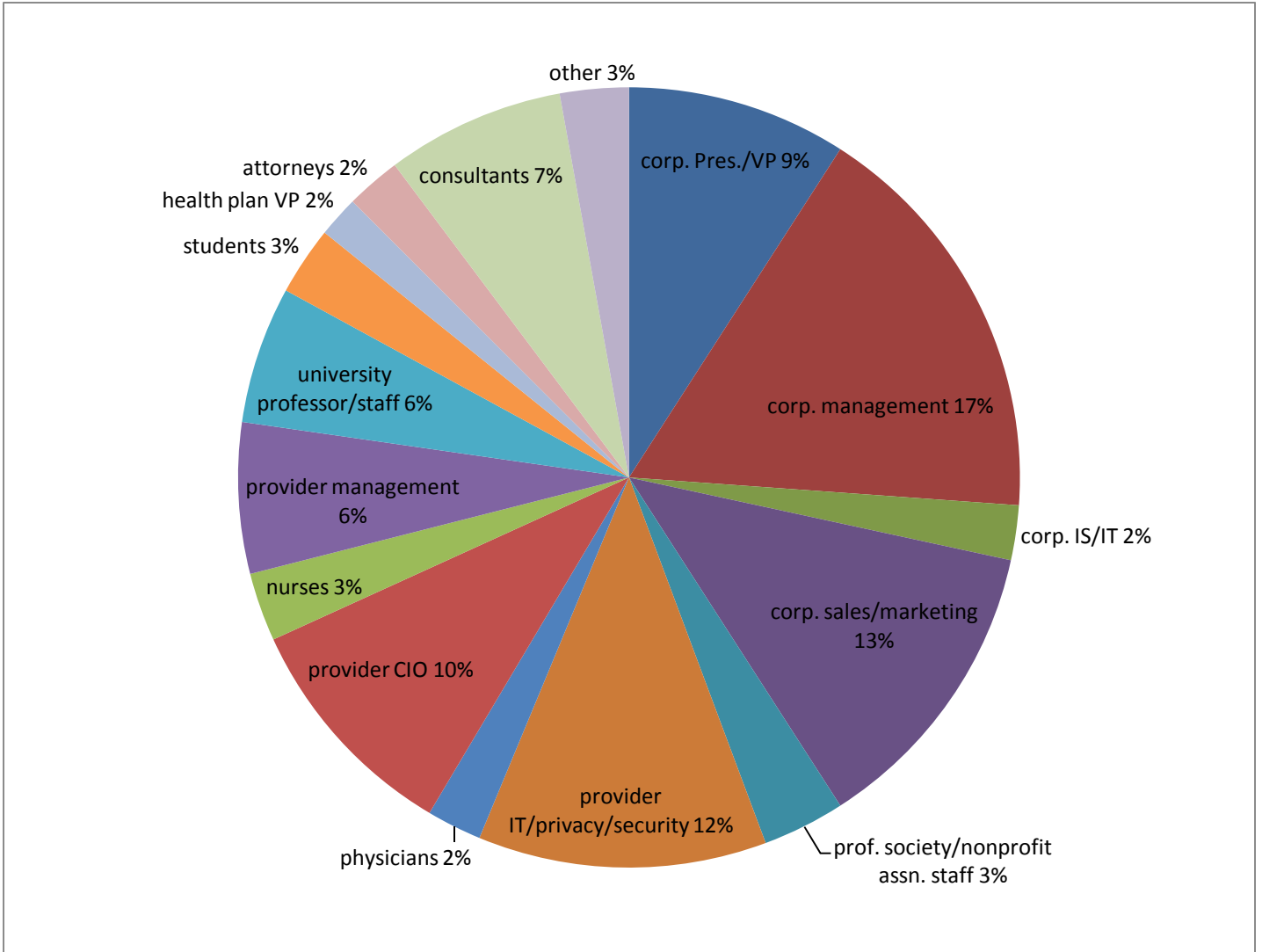
Sponsorship Options:

- Golf Hole: \$500

NOTE: You are not limited to the sponsorship options listed above. If you have another sponsorship idea, please contact Tara Waechter at 919-558-9258 ext. 24 or tara@nchica.org.

-
- *Each sponsor's logo and hyperlink will be placed on the NCHICA website once payment is received.*
 - *If completed application and full payment are received by August 13, 2010, sponsors will be listed in the conference program and signage.*

2009 Conference Attendee Profile



2009 Conference Sponsors

— GOLD LEVEL —

AT&T

— SILVER LEVEL —

Parker Poe Adams & Bernstein LLP

RTI International

Sun Microsystems & Agilysys

— BRONZE LEVEL —

American College of Physicians

BlueCross BlueShield of North Carolina

IBM

iINTERFACEWARE

Mission Health System

RelayHealth

SAS

Siemens

— GOLF TOURNAMENT —

American Power Conversion Corp.

Initiate Systems, Inc.

NextGen Healthcare Information Systems

Parker Poe Adams & Bernstein LLP

SunGard Availability Services



TRANSFORMING HEALTHCARE THROUGH MEANINGFUL USE

EHR + HIE + Quality Measures = Improved Outcomes

SEPTEMBER 12-15, 2010 • GRANDOVER RESORT, GREENSBORO, NC



Sponsorship Application Form

Company: _____

Contact: _____

Title: _____

Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

E-mail: _____

Web site: _____

Please check the sponsorship opportunity you are interested in below (check only **one** box per level):

- **Gold Level (\$5,000):** CDs flash drives tote bags padfolios lanyards
 Monday Lunch Tuesday Breakfast Tuesday Lunch
- **Silver Level (\$2,500):** 4 Student Scholarships 6 Government Scholarships
 Monday Snack Break Tuesday Snack Break Cyber Café Survey Kiosk
- **Bronze Level (\$1,000):** 1 Student Scholarship 2 Government Scholarships Bus for off-site event
 HIE Acronym Guide Hospitality Suite
- **Golf Tournament:** Beverage Cart (\$750) Golf Hole (\$500) Please indicate which hole: _____

Payment

A check for \$_____ payable to NCHICA is enclosed.

Charge \$_____ to: _____ MasterCard _____ VISA _____ American Express

Name/Company on credit card: _____

Acct. # _____ Exp. Date: _____

Signature: _____

Credit Card Billing Address (if different from above): _____

The contact person listed above will be notified of the conference, golf, or meal registration process for any complimentary items. Each person using a complimentary item must register to use it.

Please complete this form and return with your payment by August 13, 2010 to:
NCHICA, P.O. Box 13048, Research Triangle Park, NC 27709-3048, FAX: 919-558-2198
If you have any questions, please contact Tara Waechter at 919-558-9258 ext. 24, tara@nchica.org.