

National Private Duty Association

6TH ANNUAL LEADERSHIP CONFERENCE

San Diego is the place to be for the most important private duty conference in 2008!



MARCH 26 – 28, 2008 | WESTIN SAN DIEGO



NPDA

NATIONAL PRIVATE DUTY ASSOCIATION

The Voice of Private Duty Home Care

941 East 86th Street - Suite 270
Indianapolis, IN 46240
317-663-3637 - phone
317-663-3640 - fax
www.privatedutyhomecare.org

The Westin San Diego is located at 400 West Broadway, just a few short blocks from the waterfront. Located in the heart of beautiful downtown San Diego, the 25 floors of guest rooms feature panoramic views of the San Diego Bay, Coronado Island, and the downtown cityscape. Convenient to business and shopping, we are within walking distance of the San Diego Convention Center, Seaport Village, Little Italy, the San Diego Gaslamp Quarter, and a variety of shopping options. Only minutes away are major attractions, such as the world-renowned San Diego Zoo, Sea World, Old Town, Balboa Park and Museums, the USS Midway, and the breathtaking scenery of San Diego's stunning sandy beaches.

Who Attends the NPDA Leadership Conference?

The NPDA Leadership Conference is unlike any other national home care meeting, because our participants are company leaders who are intent on expanding private duty services within their markets and across the country. There will be regular breaks and meal functions in and around the exhibit hall to ensure many opportunities to meet with attendees.

What is Private Duty?

Private duty describes a wide variety of home care services that includes non-medical services such as home care aides, companion care, and homemaker services, as well as some traditional skilled nursing and therapy services. Often, the key difference between private duty and traditional home care companies is the source of payment: Private duty home care is NOT paid by Medicare. Private duty home care is paid either by the individual receiving care, the family or guardian, LTC insurance or other insurance. In some cases, it may include home care agencies providing services under a Medicaid Waiver program or a similar state program.

Be the FIRST to Exhibit!

Stake out your territory in the private duty home care industry. The National Private Duty Association **membership has exceeded 850 agencies**, and we continue to grow!

Who Should Exhibit?

If you are a vendor that serves the private duty market, you won't want to miss this opportunity to interact directly with your buying audience! If you are unable to attend this conference, you can still make attendees aware of your product(s) by either sponsoring an event during the conference or by advertising in the conference program.

**Exhibitor Information:**

Each exhibitor receives an 8 x 10 foot booth, 6 foot draped table, two chairs, a wastebasket, conference registration and lunch both days for TWO representatives. Exhibitors will also receive a roster of all registrants at least 15 days prior to the conference.

Set-up and tear-down of exhibits:

Shipment, set-up and tear-down of exhibits will take place on the dates and times specified by NPDA. Set-up and tear-down will not begin until the times indicated on page three. Early break down of booths will not be allowed. Please plan to staff your booth through Thursday afternoon (3/27/08) until 5:00 p.m.

Exhibitor Fee

PRIOR TO 1/15/08	AFTER 1/15/08
Members: \$1500	\$1700
Non-members \$1700	\$1900

PAYMENT:

No reservations are taken without payment. No reservations will be taken via the phone, you must mail or fax your form to the NPDA office. Booths are assigned on or after 3/14/08 - Reservations to exhibit may not be honored after this date.

Associate Member Status:

If you are not currently an NPDA member, and would like to become one, apply for membership now and be eligible for the member exhibitor rate. Contact NPDA for more details on Associate Membership.

Conference location:

The conference location will be at the Westin San Diego. Discounted room rates are available for \$179.00, if you book by 2/8/08. The booking code to receive the NPDA rate is "NPD". Please contact the hotel for specific information regarding airport transportation.

Cancellation:

If you are unable to attend there will be a cancellation fee of \$250, so long as you cancel prior to 2/15/08. If you cancel after 2/15/08 there will be no refund of your registration fees. Sponsorships are non-refundable.

Booth Assignments:

Booth assignments will not be made until AFTER 3/1/07. You may not choose or switch your booth. If you require electricity/internet you MUST notify NPDA and Raphael's Exposition Services upon registration or we may not be able to honor your request.

Confirmation:

Your confirmation will be "emailed" upon receipt of payment and will include exact set up time, hotel reservation information, display shipping information and a conference brochure.

Shipping of Booth/Materials:

All shipping arrangements MUST be made through our convention services company, and should arrive at their warehouse NO EARLIER than 2/28/08 and NO LATER than 3/18/08. Any shipments arriving after March 18th need to have special arrangements made with Raphael's Exposition Services, at 858-689-7368. Complete details and shipping information will be sent in your confirmation packet AND will also be available online at www.privatedutyhomecare.org after 12/12/07.

Liability:

The exhibitor assumes the entire responsibility and liability for losses, damages, equipment and other property brought upon the premises of the hotel and shall indemnify and hold harmless the Westin, Raphael's and the National Private Duty Association and any representative, agency, or employee of the foregoing of any and all losses, damages and claims.

Conference Sponsorship Opportunities:

Sponsorships offer opportunities to gain valuable visibility in the private duty home care industry. Our sponsors receive exceptional promotional benefits, including:

- ▶ Recognition of sponsorship signage placed in a prominent location.
- ▶ Sponsorship identification on name badges.
- ▶ Special mention and advertising in program materials and on the NPDA website.
- ▶ Opportunity to place pre-printed materials in participant registration kits/tote bags.
- ▶ Copy of post - conference attendee list to promote your company.

Wednesday Meet & Greet Luncheon - Reserved

Thursday Luncheon - Warm plated lunch complete with salad and dessert will be provided compliments of your company. \$3000

Participant Tote Bag Sponsor - \$5000

Welcome Cocktail Reception - Reserved

Day One and Two Breakfasts - Fresh coffee, danish, fruit, juices and breads will be provided compliments of your company. \$2000 each day

Attendee Neck Wallets - This is a new sponsorship category for our 6th Anniversary. The neck wallet will have a 3 x 2.5 inch area for your company logo. \$4000

Key Note Speaker - \$2500

General Session Speaker - \$1500

Concurrent Sessions - \$1000 - Your company will receive special recognition during speaker introductions at your sponsoring session. Additionally, signage will be placed outside the room indicating that you are the sponsor. You will also have the opportunity to place marketing merchandise on the tables and chairs.



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Exhibitor Booth Fees	Before 1/15/08	After 1/15/08
Member	\$1500	\$1700
Non-Member	\$1700	\$1900
Add'l Reps	\$200	\$300

Marketing & Sponsorship Opportunities

- Wednesday Luncheon **RESERVED**
- Thursday Luncheon \$ 3000
- Bag Sponsor \$ 5000
- Cocktail Reception **RESERVED**
- Attendee Neck Wallet \$ 4000
- Tuesday Breakfast \$ 2000
- Wednesday Breakfast \$ 2000
- Key Note Speaker \$ 2500
- General Session \$ 1500
- Concurrent Sessions \$ 1000

Official Program Advertising*

- Full Page \$ 500
- Half Page \$ 300
- Quarter Page \$ 250
- Business Card Size \$ 100
- Participant Bag Stuffer \$ 200

ALL Logos and ads are due in the NPDA office in JPG/EPS format no later than 2/15/08. We do not hold space for you in our program if you cannot meet this deadline

* All event sponsors receive free advertising

Set up is before 7:00 AM the morning of 3/26/08. Tear down is 3/27/08 after 6:00 PM. Please carefully review your exhibitor packet from Raphael's to ensure proper shipping of your booth and materials before and after the conference. Raphael's Expo Services is fully responsible for all shipping issues.

Please print or type, complete and return to address below.

Company: _____
 Contact: _____
 Address: _____
 City: _____ State _____ Zip _____
 Phone: _____ Fax: _____
 E-mail: _____
 Website: _____

Representatives Staffing Exhibit:
 (names as they should appear on name tag and in the official program)

1. _____
2. _____

Provide a 25 word company or product description to be printed in the official program. Entries over 25 words may be edited. Submission deadline: 2/1/08. Unless otherwise specified, your company, name, address, phone number and website will appear in the program.

DOOR PRIZE:

Will your company be furnishing a door prize for Wednesday's drawing?

- Yes No Deadline to submit: 3/1/08

If so, please list your door prize: _____

Electricity/Internet:

For an additional fee, Raphael's Party Rental will provide electricity/internet for your exhibit. If you require these services please order these directly with Raphael's Party Rental 858-689-7368

Exhibit Booth Fee	\$ _____	Make checks payable to/mail registration to: NPDA 941 East 86th Street, Suite 270 Indianapolis, IN 46240 317-663-3637 - phone 317-663-3640 - fax
Sponsorship Cost	\$ _____	
Additional Reps	\$ _____	
Program Ads	\$ _____	
TOTAL Enclosed	\$ _____	

Registration Deadline to be included in the official program is 2/15/08.
Reservations are not accepted without payment. Reservations are not taken over the phone. Please fax or mail your reservation to our office.

Credit Card: Visa Master Card
 Check:
 Card # _____
 Signature: _____
 Expiration Date: _____
 CSC # _____

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