

Sheraton | Austin, TX | June 30 - July 1, 2010

**CAH**  
TEXAS

Critical Access Hospital

*Conference & Tradeshow*

## Exhibitor & Sponsor Opportunities



HOSTED BY

**TORCH FOUNDATION,**

**TEXAS DEPARTMENT OF RURAL AFFAIRS,**

AND

**TEXAS ORGANIZATION OF RURAL & COMMUNITY HOSPITALS**

The **TORCH FOUNDATION**, **TEXAS DEPARTMENT OF RURAL AFFAIRS (SORH)** and the **TEXAS ORGANIZATION OF RURAL & COMMUNITY HOSPITALS (TORCH)** are pleased to host the **2010 Critical Access Hospital Conference & Tradeshow**. Texas ranks among the top five states in the country with the most certified CAHs. These hospitals are a vital part of Texas' rural safety net providers.

We fully recognize and support the vital role of corporate partners in the success of rural and community hospitals in Texas. This CAH Conference offers your company the unique opportunity to network with our hospitals and to showcase your valuable products, services and expertise, build relationships, increase your visibility and recognition, and gain access to key decision makers in the healthcare field.

# 2010 CRITICAL ACCESS HOSPITAL CONFERENCE

Hosted by the **TORCH FOUNDATION, TEXAS DEPARTMENT OF RURAL AFFAIRS (SORH)** and the **TEXAS ORGANIZATION OF RURAL & COMMUNITY HOSPITALS (TORCH)**

## INVITATION

We invite your organization to participate in this unique opportunity as an exhibitor or conference sponsor (sponsors are organizations attending without exhibiting). Exhibits and sponsorships are excellent ways to showcase your commitment, support and service to rural healthcare.

**Exhibit space is limited, so sign up today!** The evening reception, breakfast, and all breaks are held in the exhibit area to maximize your networking and interaction with conference attendees. Exhibits are table tops only; no floor standing exhibits.

## TO APPLY FOR AN EXHIBIT SPACE

To apply, complete the (inserted) Exhibitor/Sponsor form and return with payment no later than **June 18, 2010**, to: **TORCH, PO Box 14547, Austin, TX 78761**. Make check payable to: **TORCH Foundation**. **If paying by credit card, complete the information on the back of the registration form.** Confirmation will be sent by email upon receipt AND acceptance of your application and payment.

## EXHIBIT SCHEDULE

### Wednesday, June 30th

10:00 – noon	Exhibitor Set-Up
12:00 – 1:00 pm	Exhibit Opens (Pre-conference)
3:00 – 3:30 pm	Break in Exhibit Area
5:30 – 6:30 pm	Evening Reception in Exhibit Area

### Thursday, July 1st

7:30 – 8:30 am	Breakfast in Exhibit Area
10:30 – 11:00 am	Break in Exhibit Area
1:00 – 1:30 pm	Networking Break in Exhibit Area
2:00 pm	Exhibitor Move Out

## HOTEL INFORMATION

The 2010 CAH conference will be held at the **Sheraton Austin Hotel**, 701 East 11th Street, Austin, Texas 78701. A block of rooms at the special conference rate of **\$119 per night** (single/double) is reserved for the TORCH CAH participants. Reserve your room before **June 9, 2010** for the special rate. For reservations, call the hotel group reservations line: (888) 627-8349. Self-parking has a special rate of \$7 per day.

In the event that a guest room must be canceled, it must be done 48 hours prior to arrival to avoid billing for first night's room and tax.

## UPCOMING EVENTS

### TORCH LEADERSHIP & MANAGEMENT INSTITUTE (TLMI) CONFERENCE & RETREAT

September 8-9, 2010

Horseshoe Bay Resort near Austin

### RURAL HOSPITAL INFORMATION TECHNOLOGY CONFERENCE & TRADESHOW

October 20-21, 2010

Westin Austin at the Domain

**MAKE PLANS TO ATTEND and look for information in the mail**

## CONTACT INFORMATION

505 E. Huntland Drive, Suite 150  
Austin, TX 78752

P.O. Box 14547  
Austin, TX 78761

PH: 512-873-0045  
FX: 512-873-0046

For information about the conference program and exhibitor/sponsor opportunities, contact Dawn Haberkorn at [Dawn.Haberkorn@torchnet.org](mailto:Dawn.Haberkorn@torchnet.org). For registration information, contact Rose Valenzuela at [Rose@torchnet.org](mailto:Rose@torchnet.org).

<http://foundation.torchnet.org>  
[www.torchnet.org](http://www.torchnet.org)



# 2010 CRITICAL ACCESS HOSPITAL CONFERENCE

## EXHIBITOR/SPONSOR OPPORTUNITIES

### EXHIBITOR – \$600 (LIMITED EXHIBIT SPACE AVAILABLE)

- Exhibit table tops/space
- Recognition and acknowledgment at the conference
- Logo and listing in conference program
- One complimentary registration
- Quarter-page ad in conference program

**GENERAL SPONSOR – \$450** (for companies, non-profits & government organizations who are attending without exhibiting)

- Recognition and acknowledgment at the conference
- Logo and listing in conference program
- One complimentary registration

### CONFERENCE BREAK SPONSOR – \$1,000

- Recognition and acknowledgment at the conference
- Logo and listing in conference program
- One complimentary registration
- Half-page ad in conference program

### RECEPTION OR LUNCH SPONSOR – \$2,500

- Recognition and acknowledgment at the conference
- Logo and listing in conference program
- Two complimentary registrations
- Prominent signage during the sponsored event(s)
- Full-page ad of company information in conference program

### SPECIAL EXCLUSIVE SPONSORSHIP – \$5000

\$5000 EXCLUSIVE Sponsorship includes:

- Exhibit Booth at the CAH Conference & 2 Complimentary Registrations
- Exhibit Booth at the Hospital Information Technology Conference (HITCON) & 2 Complimentary Registrations (October 20-21)
- 2 Complimentary Registrations to attend the TORCH Leadership & Management Institute Conference & Retreat (September 8-9)

(This is an exclusive sponsorship opportunity, limited to only 10 corporate sponsors. Contact TORCH for availability.)

### ADDITIONAL CORPORATE ATTENDEES – \$250

- \$250 per person for additional company representatives attending; limit to 3 additional persons

## EXHIBITOR POLICIES & AGREEMENT

**EXHIBITOR QUALIFICATION & ACCEPTANCE:** Exhibit space is available on a first-come, first-serve basis. TORCH Foundation reserves the right to accept or reject an Exhibitor's application and assignment of exhibit space based on space availability. Submission of application does not guarantee exhibit space.

**EXHIBIT ASSIGNMENT & INFORMATION:** Exhibit space assignment will be made upon receipt AND acceptance of the application and payment. Exhibitor may not assign, sublet or apportion the whole or any part of the space allotted and may not advertise or display materials, goods or services other than that of the Exhibitor. Exhibit spaces are 6 ft draped table tops.

Nothing shall be posted, nailed or screwed, or otherwise attached to columns, walls, doors, floor or other parts of the building or furniture. Distribution of promotional gummed stickers or labels is strictly prohibited. Exhibitor is responsible for any damage that results from failure to observe this notice.

**CANCELLATION OF EXHIBIT SPACE:** Cancellation of exhibitor space must be received in writing by TORCH prior to June 18, 2010, to receive a refund (less a \$50 administrative fee). Refunds will not be issued for cancellations received after this date.

**EXHIBITOR SERVICES:** For hotel accommodations and services such as power, internet, phone, audio-visual equipment, or shipping, please contact the host hotel directly.

**INDEMNIFICATION:** Exhibitor assumes entire responsibility and liability for losses, damages and claims arising out of Exhibitor's activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owners, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages and claims. Exhibitor understands that the Hotel does not maintain insurance covering property brought into the Hotel premises by Exhibitors and that it is the sole responsibility of the Exhibitor to obtain insurance covering such losses.

**CANCELLATION/POSTPONEMENT OF CONFERENCE:** Should any situation beyond the control of TORCH arise to prevent holding the conference, or to postpone the conference, TORCH will not be held liable for any expenses incurred by the Exhibitor except the cost of the exhibit space, which will be refunded in full.

**All persons staffing exhibits at the conference are expected to have full knowledge of and to comply with the Conference Exhibit Policies.**

## Exhibitor/Sponsor Registration

**Deadline:**

**June 18, 2010**

**(Or, while spaces are available)**

## RETURN SERVICE REQUESTED



An Affiliate of  
*Texas Organization of Rural  
& Community Hospitals*

### 2010 CAH CONFERENCE

June 30-July 1, 2010  
Sheraton Austin Hotel

P.O. Box 14547  
Austin, TX 78761  
505 E. Huntland Drive, #150  
Austin, TX 78752

### TIME SENSITIVE



## 2010 CRITICAL ACCESS HOSPITAL CONFERENCE & TRADESHOW

### *Exhibitor & Sponsor Registration*

*Hosted by TORCH Foundation,  
Texas Department of Rural  
Affairs (SORH) and TORCH*

#### Important Deadlines & Information

Exhibitor/Sponsor Application Deadline:  
**June 18, 2010**

Hotel Reservation Deadline:  
**June 9, 2010**

The CAH Conference will be held at the **Sheraton Austin Hotel**, 701 East 11th Street, Austin, Texas 78701. For reservations, call the hotel reservations line at (888) 627-8349 or book your room online at <http://www.starwoodmeeting.com/Book/torchcritical>. When calling refer to the TORCH Critical Access Hospital Conference to receive the special room rate. Room rates are \$119 for singles and doubles. Call before June 9<sup>th</sup> for this special room rate.