

*March 13*

**2012**

*Health Care Career Expo*



*The 2012 Health Care Career Expo is hosted by the Oklahoma Health Care Workforce Center to help employers across the state recruit the next generation of quality health care professionals. Our organization is committed to helping companies increase their visibility among Oklahoma's university, college, and career tech students, as well as recent graduates, specifically seeking a rewarding career in the health care industry.*

*Tuesday, March 13 • 10:30am - 3:30pm  
Embassy Suites Norman - Hotel and Conference Center  
2501 Conference Drive • Norman, OK 73069*

March 13

2012

Health Care Career Expo

## OPPORTUNITIES: SPONSOR • EXHIBIT • ADVERTISE

### **SIGNATURE SPONSOR: \$5,000**

*This exclusive sponsorship allows your business to be recognized throughout the event—in multiple places! You will have the opportunity to make the first impression by distributing your company/organization information to arriving attendees in bags that you will provide (approx. 1,500). During the event, you will also be allowed to rotate a business advertisement projected on two large screens hanging above the room.*

#### **Sponsor Benefits:**

- Recognized as the Signature Sponsor on all promotional materials
- Listed as the Signature Sponsor on the OHCWC website ([www.ohcwc.com](http://www.ohcwc.com)), containing your business name and link
- Receive a double draped booth space (8 ft x 20 ft), containing two eight-foot tables, four chairs, a professionally printed sign & trashcan
- Includes exhibitor lounge privileges for four reps (lunch vouchers will be provided)
- Receive the only full page color ad in the printed program booklet
- One full color, business advertisement projected on two large screens rotating with other event messages
- Recognized on event signage
- Receive a list of attendees after the event

### **EXPO SPONSOR: \$3,500**

*Receive premium recognition as an Expo event sponsor. Your business logo will be projected on two large flat screens hanging above the room during the event.*

#### **Sponsor Benefits:**

- Recognized as an Expo Sponsor on promotional materials
- Listed as an Expo Sponsor on the OHCWC website ([www.ohcwc.com](http://www.ohcwc.com)), containing your business name and link
- Receive a single draped booth space (8 ft x 10 ft), containing an eight-foot table, two chairs, a professionally printed sign & trash can
- Includes exhibitor lounge privileges for two reps (lunch vouchers will be provided)
- Color logo is projected on two large screens rotating with other event messages
- Receive a 1/2 page full-color, ad in the printed program booklet
- Recognized on event signage
- Receive a list of attendees after the event

### **AUDIO/VISUAL SPONSOR: \$2,500**

*Make an impression with this important sponsorship level, which contributes to the ambiance of the Expo through the use of balloons, lighting and sound. Every hour a brief message will be made over the event sound system to recognize your business as the Audio/Visual Sponsor.*

#### **Sponsor Benefits:**

- Recognized as the Audio/Visual Sponsor on promotional materials
- Listed as the Audio/Visual Sponsor on the OHCWC website ([www.ohcwc.com](http://www.ohcwc.com)), containing your business name and link
- Receive a single draped booth space (8 ft x 10 ft), containing an eight-foot table, two chairs, a professionally printed sign & trash can
- Includes exhibitor lounge privileges for two reps (lunch vouchers will be provided)
- Recognized on event signage
- Receive a 1/4 page full-color ad in the printed program booklet
- Receive a list of attendees after the event

### **EXHIBITOR LOUNGE SPONSOR: \$2,000**

*Receive recognition as an event supporter in a lounge area reserved exclusively for Expo exhibitors to enjoy lunch and beverages. You will have the opportunity to network and distribute your business marketing materials to the businesses and human resource professionals exhibiting at the event.*

#### **Sponsor Benefits:**

- Recognized as an Exhibitor Lounge Sponsor on all promotional materials
- Listed as an Exhibitor Lounge Sponsor on the OHCWC website ([www.ohcwc.com](http://www.ohcwc.com)), containing your business name and link
- Receive one 8 ft table for your business promotional materials
- Includes exhibitor lounge privileges for two reps (lunch vouchers will be provided)
- Recognized on event signage
- Receive a 1/4 page full-color ad in the printed program booklet

### **MEGA DOOR PRIZE SPONSOR: \$1,000**

*As attendees complete the Checklist Challenge (a game that actively encourages attendees to visit Expo booths), this level of sponsorship provides random winners with a gift valued at \$250+. Complimentary gift-wrap will be provided. Use this opportunity to include your business marketing materials with the gift.*

#### **Sponsor Benefits:**

- Recognized as a Mega Door Prize Sponsor on promotional materials
- Listed as a Mega Door Prize Sponsor on the OHCWC website ([www.ohcwc.com](http://www.ohcwc.com)), containing your business name and link
- Receive a single draped booth space (8 ft x 10 ft), containing an eight-foot table, two chairs, a professionally printed sign & trash can
- Includes exhibitor lounge privileges for two reps (lunch vouchers will be provided)
- Recognized on event signage
- Your logo will be included on the Checklist Challenge sheet.
- Receive a 1/4 page full-color ad in the printed program booklet
- Receive a list of attendees after the event

### **EXHIBITOR BOOTH: \$500**

*Be an Expo exhibitor and get the opportunity to share information about your company/organization with Oklahoma's university, college, and career tech students, as well as recent graduates seeking a career in the health care industry.*

#### **Exhibitor Benefits:**

- Receive a single draped booth space (8 ft x 10 ft), containing an eight-foot table, two chairs, a professionally printed sign & trash can
- Includes exhibitor lounge privileges for two reps (lunch vouchers will be provided)
- Listed as an exhibitor in event program booklet

### **ADVERTISEMENT IN PRINTED PROGRAM BOOKLET: \$200**

*Make a statement! Purchase a black/white 1/4 page ad to communicate your business message to attendees through the Expo printed program booklet. Non-exhibitors are welcome to purchase ads, too.*

#### **Ad Requirements:**

- Size/Format: 3.75" wide x 4.75" tall; your black/white ad must arrive in PDF format with a resolution of at least 300 dpi
- Deadline: Both payment and ad submission must be received by Wednesday, February 1, 2012
- Remember: Ad space is included in the sponsorships listed above!

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## SPONSOR CONTRACT

(Please Print)

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State & Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Company Description (50 words max.): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

STEP 1: YOUR INFO

STEP 2: SELECTION

Level of Sponsorship	Cost	Booth	Choose One
Signature Sponsor.....	\$5,000...	Double	<input type="checkbox"/>
Expo Sponsor.....	\$3,500	...Single	<input type="checkbox"/>
Audio/Visual Sponsor.....	\$2,500	...Single	<input type="checkbox"/>
Exhibitor Lounge Sponsor.....	\$2,000	...Single	<input type="checkbox"/>
Mega Door Prize Sponsor.....	\$1,000	...Single	<input type="checkbox"/>

MARK YOUR SPONSORSHIP TOTAL HERE: \$ \_\_\_\_\_

STEP 3: EXTRAS

	Yes	No
Electricity (extension cords not provided!)...\$ 25	<input type="checkbox"/>	<input type="checkbox"/>
Wi-Fi (voucher to be provided).....\$35	<input type="checkbox"/>	<input type="checkbox"/>
Extra Lunch Voucher(s).....\$25 each*	<input type="checkbox"/>	<input type="checkbox"/>

\* If yes, lunch voucher(s) quantity \_\_\_\_\_

*(Note: All sponsorship levels and exhibit booth purchases include 2 lunch vouchers, with the exception of the Signature Sponsor which includes 4 lunch vouchers.)*

MARK YOUR TOTAL FOR EXTRAS HERE: \$ \_\_\_\_\_

STEP 4: PAYMENT OPTIONS

Add Step 2+Step 3 for your grand total.

**GRAND TOTAL TO BE PAID: \$** \_\_\_\_\_

Be sure to send the following by email to shayla@ohcwc.com or by fax (405) 319-8698:

- 1) Completed and Signed Sponsor Contract (page 3)
- 2) Signed and Dated Sponsor/Exhibitor Policy (page 5)
- 3) Completed Name Badge/Signage Form (page 6)
- 4) Your payment:

I am paying by credit card and will pay on the event's secured website link below:

<http://www.ohcwc.com/Conferences/SponsorExhibitorPayment.html>

I am paying by check # \_\_\_\_\_.

Checks may be made payable to the "Oklahoma Health Care Workforce Center" and sent to the Oklahoma Health Care Workforce Center, Attn: Shayla Austin, 655 Research Pkwy, Suite 325, Oklahoma City, OK 73104.

STEP 5: AGREEMENT

**Terms:** This is an application for sponsorship including exhibit space at the 2012 Health Care Career Expo on March 13, 2012 hosted by the Oklahoma Health Care Workforce Center (OHCWC). Approval of this application constitutes a binding contract between the OHCWC and the exhibiting sponsor. Sponsorship and booth space are not reserved until payment in full and required forms are received.

A signed and dated copy of the "Policies for Sponsors and Exhibitors" (see page 5 of this document) must be sent with this contract, along with a completed name badge/signage form.

**Cancellation:** Requests for refunds must sent in writing to Shayla Austin at shayla@ohcwc.com before 5pm on Wednesday, Feb. 1, 2012. However, a \$100 service fee will be charged on cancelled sponsorships. There will be no refunds after Feb. 1, 2012.

**Tear-Down Policy:** Exhibiting sponsors also agree to not start tearing down exhibit space until 3:30pm on March 13, 2012.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_

(For OHCWC Office Use Only)

Booth #: \_\_\_\_\_ Date Recv'd: \_\_\_\_\_ Paid Via: \_\_\_\_\_ Pay Amount: \_\_\_\_\_ Date Paid: \_\_\_\_\_

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**EXHIBITOR CONTRACT**

(Please Print)

STEP 1: YOUR INFO

Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State & Zip: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_ Website: \_\_\_\_\_  
 Company Description (50 words max.): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

STEP 2: SELECTION

**Yes! I would like to be an Expo exhibitor for \$500.**

*Your booth space includes:*

- A single draped booth space (8 ft x 10 ft), containing an eight-foot table, two chairs, a professionally printed sign & trash can
- Exhibitor lounge privileges for two reps (lunch vouchers will be provided)
- Listed as an exhibitor in event program booklet

**Yes! I would like a black/white quarter page ad in the printed program booklet for \$200.**

*Ad Requirements:*

- Size/Format: 3.75" wide x 4.75" tall; your black/white ad must arrive in PDF format with a resolution of at least 300 dpi
- Deadline: Both payment and ad submission must be received by Wednesday, February 1, 2012
- Remember: Ad space is already included if you are a sponsor.
- Non-exhibitors are welcome to purchase an ad, too!

**MARK YOUR SELECTION TOTAL HERE: \$** \_\_\_\_\_

*Add Step 2+Step 3 for your grand total.*

**GRAND TOTAL TO BE PAID: \$** \_\_\_\_\_

**Be sure to send the following by email to shayla@ohcwc.com or by fax (405) 319-8698:**

- 1) Completed and Signed Exhibitor Contract (page 4)
- 2) Signed and Dated Sponsor/Exhibitor Policy (page 5)
- 3) Completed Name Badge/Signage Form (page 6)
- 4) Your payment:

- I am paying by credit card and will pay on the event's secured website link below:

<http://www.ohcwc.com/Conferences/SponsorExhibitorPayment.html>

- I am paying by check # \_\_\_\_\_.

*Checks may be made payable to the "Oklahoma Health Care Workforce Center" and sent to the Oklahoma Health Care Workforce Center, Attn: Shayla Austin, 655 Research Pkwy, Suite 325, Oklahoma City, OK 73104.*

STEP 4: PAYMENT OPTIONS

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_

STEP 3: EXTRAS

- |  |                          |                          |
|--|--------------------------|--------------------------|
|  | <b>Yes</b>               | <b>No</b>                |
| Electricity (extension cords not provided!)...\$ 25      | <input type="checkbox"/> | <input type="checkbox"/> |
| Wi-Fi (voucher to be provided).....\$35                  | <input type="checkbox"/> | <input type="checkbox"/> |
| List of Attendees (provided after the event)...\$50 each | <input type="checkbox"/> | <input type="checkbox"/> |
| Extra Lunch Voucher(s).....\$25 each*                    | <input type="checkbox"/> | <input type="checkbox"/> |
| * If yes, lunch voucher(s) quantity _____                |                          |                          |

*(Note: All sponsorship levels and exhibit booth purchases include 2 lunch vouchers, with the exception of the Signature Sponsor which includes 4 lunch vouchers.)*

The Checklist Challenge encourages attendees to interact with exhibitors. Attendees will complete the challenge to win prizes. Exhibitors are encouraged to bring a giveaway prize valued at \$50 for attendees who enter a drawing for prizes. Will you be able to contribute a giveaway valued at \$50? **Yes**  **No**   
 If yes, describe your donated giveaway below:  
 \_\_\_\_\_

**MARK YOUR TOTAL FOR EXTRAS HERE: \$** \_\_\_\_\_

STEP 5: AGREEMENT

**Terms:** This an application for exhibit space and/or advertising at the 2012 Health Care Career Expo on March 13, 2012 hosted by the Oklahoma Health Care Workforce Center (OHCWC). Approval of this application constitutes a binding contract between the OHCWC and the exhibitor and/or advertiser. Booth space and/or ad space is not reserved until payment in full and required forms are received.

A signed and dated copy of the "Policies for Sponsors and Exhibitors" (see page 5 of this document) must be sent with this contract, along with a completed name badge/signage form.

**Cancellation:** Requests for refunds must sent in writing to Shayla Austin at shayla@ohcwc.com before 5pm on Wednesday, Feb. 1, 2012. However, a \$100 service fee will be charged on cancelled sponsorships. There will be no refunds after Feb. 1, 2012.

**Tear-Down Policy:** Exhibiting sponsors also agree to not start tearing down exhibit space until 3:30pm on March 13, 2012.

(For OHCWC Office Use Only)

Booth #: \_\_\_\_\_ Date Recv'd: \_\_\_\_\_ Paid Via: \_\_\_\_\_ Pay Amount: \_\_\_\_\_ Date Paid: \_\_\_\_\_

## POLICIES FOR SPONSORS & EXHIBITORS

**Please sign and date, as an indication that you have read and understand the policies listed below.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

1) Sponsor/Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Embassy Suites, its owners or managers which results from any act or omission of Sponsor/Exhibitor.

2) Sponsor/Exhibitor agrees to defend, indemnify and hold harmless the Embassy Suites and each of its respective affiliates and their officers, directors, partners, agents, members, managers and employees (collectively, the "Hotel indemnified parties") from and against any and all demands, claims damages to persons or property, losses and liabilities, including reasonable attorneys' fees (collectively "Claims") arising out of or caused by the Sponsor/Exhibitor or its members, agent's, employees, independent contractors' negligence in connection with the use of Embassy Suites property, except to the extent and percentage attributable to the negligence of the Embassy Suites indemnified parties.

3) Sponsor/Exhibitor's liability shall include all losses, costs, damages or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Sponsor/Exhibitor, its agents, employees, and business invitees which arise from or out of Sponsor/Exhibitor's occupancy and/or use of the exhibition premises, the Embassy Suites or any part thereof.

4) The Sponsor/Exhibitor understands that the Embassy Suites does not maintain insurance covering the Sponsor/Exhibitor's property and that it is the sole responsibility of the Sponsor/Exhibitor to obtain such insurance.

5) Sponsors/Exhibitors are financially responsible for damages caused to event equipment and/or materials belonging to the Embassy Suites or the pipe and drape decorator. Items may not be taped or pinned to curtain drapes provided for the Expo.

6) Booth space and sponsorships are on a first, come first serve basis. A contract and payment are required to secure your exhibit space and/or sponsorship. Payment must be received by Wednesday, February 1, 2012.

7) All Sponsors/Exhibitors must keep their exhibit materials within their booth space marked off by the pipe and drape. There will be NO items in the aisles or along walls. If additional space is needed, then the Sponsor/Exhibitor must purchase additional booth space.

8) There will be a \$100 cancellation fee per booth space for any cancellations received by Wednesday, February 1, 2012 by 5pm. Sponsors/Exhibitors will pay in full for all booth space requested if for any reason the company does not show or notify the OHCWC of cancellation prior to February 1.

9) All exhibit booths will be equipped with pipe and drape, an eight foot table, two chairs, a professionally printed sign, trash can, two lunch vouchers and Exhibitor lounge privileges.

10) Any Sponsors/Exhibitors/Companies submitting an advertisement must send both payment and their advertisement by Wednesday, February 1, 2012.

11) Sponsors/Exhibitors may set up their booth space on Monday, March 12, 2012 from 3:00-6:00pm or Tuesday, March 13, 2012 from 9:00-10:00am. Sponsor/Exhibitors must check-in at the information desk prior to setting up booth space. The Expo will start on March 13 at 10:30am and end at 3:30pm. Sponsors/Exhibitors may not dismantle until 3:30pm on March 13.

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## NAME BADGE & SIGNAGE REQUEST FORM

**A name badge is required to gain entry into the exhibit hall and exhibitor lounge!  
Please indicate below the names of company representatives who will be working at your booth.**

*(Note: All sponsorship levels and exhibit booth purchases include 2 lunch vouchers, with the exception of the Signature Sponsor which includes 4 lunch vouchers.  
If you need extra lunch vouchers, refer to your contract to make additional lunch voucher purchases.)*

(Please Print)

Rep 1: \_\_\_\_\_

Rep 2: \_\_\_\_\_

Rep 3: \_\_\_\_\_

Rep 4: \_\_\_\_\_

Rep 5: \_\_\_\_\_

Rep 6: \_\_\_\_\_

**In the spaces provided below, indicate the company name that you would like printed on your professionally printed sign  
(a max. of 45 letters/characters/spaces may be used).**

(Please Print)

**Return this form to Shayla Austin via:**

E-mail: shayla@ohcwc.com

Fax: (405) 319-8698

Mail: Oklahoma Health Care Workforce Center

Attn: Shayla Austin

655 Research Parkway, Suite 325

Oklahoma City, OK 73104

(For OHCWC Office Use Only)

Booth #: \_\_\_\_\_ Date Recv'd: \_\_\_\_\_ Paid Via: \_\_\_\_\_ Pay Amount: \_\_\_\_\_ Date Paid: \_\_\_\_\_

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## EXPO INFORMATION

### Expo Location:

Embassy Suites Norman - Hotel and Conference Center  
2501 Conference Drive  
Norman, Oklahoma 73069

### Expo Hours:

Tuesday, March 13, 10:30am - 3:30pm

### Reserving Exhibit Space:

Booth space and sponsorships are on a first, come first serve basis. A contract and payment are required to secure your exhibit space and/or sponsorship. Payment must be received by Wed., Feb. 1, 2012.

### Booth Equipment:

Each single draped booth space (8 ft x 10 ft) will contain an eight-foot table, two chairs, a professionally printed sign & trash can. Cost is \$500.

### Booth Set-up Time:

Sponsors/Exhibitors may set up their booth space on Mon., March 12 from 3-6pm or Tuesday, March 13, 2012 from 9-10am. Moving carts will not be provided. Sponsor/Exhibitors must check-in to receive their exhibit packet at the information desk prior to setting up booth space. The Expo will start on March 13 at 10:30am.

### Booth Dismantle:

Sponsors/Exhibitors may not start dismantling until 3:30pm on March 13.

### Sponsorship Availability:

Signature Sponsor - \$5,000  
Expo Sponsor - \$3,500  
Audio/Visual Sponsor - \$2,500  
Exhibitor Lounge Sponsor - \$2,000  
Mega Door Prize Sponsor - \$1,000

### Advertising in Program Booklet:

A black/white 1/4 page ad may be purchased to communicate your business message to attendees in the Expo printed program booklet. Nonexhibitors are welcome to purchase ads, too. Full-color ad space is already included with sponsorship purchases (see pg. 2 for details). Ad size must be 3.75" x 4.75". Your ad must arrive in PDF format with a resolution of at least 300 dpi. The deadline for both payment and ad submission is Wednesday, February 1, 2012.

### Electricity/Wi-Fi:

Electricity and Wi-Fi are additional costs as seen on the contract. If you have requested electricity for your booth, please bring a long extension cords to access the closest outlet. Extension cords will not be provided. If you have purchased Wi-Fi, a voucher that enables you to access the Wi-Fi service will be provided in the exhibit packet you will receive when you check-in at the information desk.

### Cancellations:

Requests for refunds must be received in writing before 5pm on Wednesday, February 1, 2012. A \$100 service fee will be charged on cancelled sponsorships or exhibit space (and a \$50 fee for cancelled ads received after the cancellation deadline). There will be no refunds after February 1, 2012.

### Prizes for Drawing:

An important part of the success of the Expo is the Checklist Challenge, which encourages attendees to interact with exhibitors. Attendees will complete the challenge (located in their welcome kit) to win prizes. Exhibitors are encouraged to bring a giveaway prize valued at \$50 for attendees who enter a drawing for prizes. If you are contributing a giveaway, winners will be announced over the sound system and directed to your booth to claim the prize.

### List of Attendees:

Following the Expo event, exhibitors may purchase an electronic list of attendees for \$50 as indicated in the exhibitor contract. Signature, Expo, Audio/Visual, and Mega Door Prize sponsors will receive a list of attendees as a benefit of their sponsorship support.

### Breaks & Lunch:

A morning break with coffee, tea and water will be available from 10:30-11:30am in the exhibitor lounge area provided for sponsors and exhibitors. Boxed lunches will be served from 12-1pm in the lounge. Company reps must present a lunch voucher to eat. Only two lunch vouchers will be provided in each exhibit packet (Exception: Signature Sponsor will receive four lunch vouchers.) If extra lunch vouchers are needed, refer to your contract to purchase them.

### Directions:

*(From I-35 heading south):* Exit Tecumseh Road. Go left on Tecumseh Road to 24th Street. Go right on 24th Street and left onto Conference Drive.

*(From I-35 heading north):* Exit Robinson and turn left on Robinson. Turn left at 24th Street and right onto Conference Drive.

### Parking:

Parking is available on site at the Embassy Suites Norman - Hotel and Convention Center. Please use the main conference center entrance located on the southeast end of the building and check-in at the information desk.

### Hotel Accommodations:

For those traveling across the state, a guest room block has been reserved by the Oklahoma Health Care Workforce Center at the Embassy Suites Norman - Hotel and Convention Center. Rooms may be reserved at the discounted rate of \$129 plus tax, per night (regularly \$175). Call (405) 364 -8040 and give the code "HCW".

### Other Questions?:

Please contact Shayla Austin at shayla@ohcwc.com or (405) 319-8690 if you have further questions relating to the Expo event.