94th Annual Convention
SEPTEMBER 23-25, 2020
Exhibit Show & Social
Thursday, Sept. 24, 2020 Exclusive
Hours: 5:00-7:00 p.m. MT

**BOOTH FEES:** The booth fee of $850 (with electricity) or $800 (without electricity) includes:

- 10’ x 10’ booth, draped sides and back, skirted 8’ table, two chairs
- Recognition in program materials, including product or service description (Aug. 1 deadline)
- Two tickets to Thursday keynote lunch
- Listing on convention app with description
- Convention attendee list provided to all exhibitors
- Booth fee waived for $3,500+ sponsors

**SHOW HOURS:** Exhibit Show is scheduled for 5:00-7:00pm MT, Thursday, Sept. 24, 2020. SDAHO does not schedule any other activities or programs during these hours! **THESE HOURS ARE EXCLUSIVE!**

**CHECK-IN AND SET-UP HOURS:** Exhibitor check-in and set-up time is from 8 am to 4 pm, Thursday, Sept. 24. Please contact Kallee Rydland at 605-361-2281 if you need to make special arrangements regarding setup time. Booths will need to be taken down following the conclusion of the show, by 11 pm. We ask exhibitors to refrain from early booth tear-down.

**BOOTH ASSIGNMENTS:** Booths are assigned on a first come, first served basis; following receipt of full fee. Include full payment with your signed application or request to pay by credit card online (booth registration only). **No booth will be reserved until payment is received in full.** If the assigned booth space is cancelled by the exhibitor prior to Aug. 7, 2020, $50 will be retained to cover expenses already incurred by SDAHO; after Aug. 1, $425 will be retained by SDAHO. There will be no refund after Sept. 11, 2020.

**HOTEL ACCOMMODATIONS:** A block of rooms has been reserved under the SDAHO Annual Convention at Howard Johnson, 950 North Street, Rapid City, SD 57701. Their phone number is 605-737-4656.

**CONVENTION ATTENDANCE:** Expected attendees include more than 500 hospital and long term care decision makers, including administrators, finance directors, directors of nursing, purchasing agents, public relations directors, personnel directors, engineers, health information managers, lab managers, social work directors/coordinators, dietitians, home health/hospice managers, quality assurance managers, activity coordinators and many others. All SDAHO member organizations are expected to be represented at the convention. **Attendees will receive a list of exhibitors in their convention materials. Exhibitors will receive a list of convention attendees.**

**DOOR PRIZES:** SDAHO will provide more than $1,000 in cash and/or door prize(s). Registrants must sign up at individual booths and be present to win the SDAHO sponsored prize(s). SDAHO encourages exhibitors who plan their own giveaway to limit it to ONE door prize. The prize may be a product or service offered by the exhibiting organization or commercial product of general appeal. However, the product or services must be useable by the winner without the purchase of additional goods or services.

**CONVENTION CENTER INFORMATION**
Rushmore Plaza Civic Center
444 N. Mt. Rushmore Road
Rapid City, SD 57701
Phone: 605-394-4115

**CONTACT**
Kallee Rydland
3708 West Brooks Place
Sioux Falls, SD 57106
Phone: 605-789-7525
kallee.rydland@sdaho.org

**CONVENTION DATES AND LOCATION:** Convention programming will begin at 8:00am on Thursday, Sept. 24, 2020, and end at 2:00pm on Friday, Sept. 25, 2020, at the Rushmore Plaza Civic Center, Rapid City, SD. The Exhibit Show is scheduled for 5:00-7:00pm MT, Thursday, Sept. 24, 2020.
<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Opening Keynote $12,500</th>
<th>General Session $10,000</th>
<th>Convention App $7,500</th>
<th>Gold $7,500</th>
<th>Golf Outing $7,500</th>
<th>Social Event $5,000</th>
<th>Refreshment Break $3,500</th>
<th>Event Bags $2,500</th>
<th>Convention Badges &amp; Lanyards $2,500</th>
<th>Exhibit Booth $850</th>
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<tbody>
<tr>
<td>Convention</td>
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<tr>
<td>Complementary Convention Registration w/Meals</td>
<td>Four comped registrations including all lunches. VIP seating at opening lunch.</td>
<td>Three comped registrations including all lunches.</td>
<td>Two comped registrations including all lunches.</td>
<td>Two comped registrations including all lunches.</td>
<td>Signage &amp; recognition at event, option to introduce speaker; name badge ribbon with sponsor level noted</td>
<td>Signage in registration area; name badge ribbon with sponsor level noted</td>
<td>Signage, recognition &amp; invitation to event; name badge ribbon with sponsor level noted</td>
<td>Signage at break table</td>
<td>Logo on bags</td>
<td>Business logo will be incorporated into the name badges/lanyards for all attendees</td>
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<td>Signage and Recognition</td>
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<td>All attendees receive list of vendors</td>
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<td>Complementary Booth Space @ Show</td>
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<td>Golf Outing – Complementary Players</td>
<td>Four players</td>
<td>Two players</td>
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<td>Convention Onsite</td>
<td>Ad on PowerPoint at all general sessions</td>
<td>Ad on PowerPoint at all general sessions</td>
<td>Logo included on PowerPoint at all general sessions</td>
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<td>Convention App (Available to All Attendees)</td>
<td>Banner</td>
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<td>Full Ad plus Banner</td>
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<td>Recognition at Quarterly District Meetings and Board Retreat</td>
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**SDAHO Web Site – Logo and Link**
- On home page through 2020

**Convention**
- Complementary Convention Registration w/Meals:
  - Four comped registrations including all lunches. VIP seating at opening lunch.
  - Three comped registrations including all lunches.
  - Two comped registrations including all lunches.
  - Two comped registrations including all lunches.
  - Signage & recognition at event, option to introduce speaker; name badge ribbon with sponsor level noted

**Signage and Recognition**
- Signage & recognition at event, option to introduce speaker; name badge ribbon with sponsor level noted
- Signage in registration area; name badge ribbon with sponsor level noted
- Signage, recognition & invitation to event; name badge ribbon with sponsor level noted
- Signage at break table
- Logo on bags
- Business logo will be incorporated into the name badges/lanyards for all attendees

**Complementary Booth Space @ Show**
- Preferred Location

**Golf Outing – Complementary Players**
- Four players
- Two players

**Program Materials**
- Logo included

**Advertising Opportunities**
- Convention Onsite:
  - Ad on PowerPoint at all general sessions
  - Ad on PowerPoint at all general sessions
  - Logo included on PowerPoint at all general sessions
  - Logo included on PowerPoint at all general sessions
  - Logo included on PowerPoint at all general sessions
  - Logo included on PowerPoint at all general sessions

- Convention App (Available to All Attendees):
  - Banner
  - Full Ad plus Banner

- Recognition at Quarterly District Meetings and Board Retreat: ✓
# Sponsorship & Exhibit Show Application

## Exhibit Show Registration
SDAHO Annual Convention Exhibit Show will be held on Thursday, September 24, 2020.

(Please indicate booth option.)

- [ ] 10’ x 10’ Exhibit Booth with Electricity - $850 (fee enclosed)
- [ ] 10’ x 10’ Exhibit Booth without Electricity - $800 (fee enclosed)
- [ ] SDAHO Endorsed Business Partner - $0.00 (complimentary)

## Sponsorship Registration
I am interested in participating in the SDAHO 2020 Sponsorship Program.

(Please indicate the level of sponsorship you are interested in.)

- [ ] Opening Keynote Speaker ($12,500)
- [ ] General Session Speaker ($10,000)
- [ ] Convention App ($7,500)
- [ ] Gold Sponsor ($7,500)
- [ ] Golf Outing & Social ($7,500)
- [ ] Social Event ($5,000)
- [ ] Refreshment Break ($3,500)
- [ ] Convention Bags w/Logo ($2,500)
- [ ] Convention Badges/Lanyards ($2,500)

Please call Kallee Rydland at 605-789-7525 prior to July 1, 2020, if interested in becoming a keynote, general session, golf outing, or social event sponsor.

## Please Complete the Following Information

**ORGANIZATION NAME**: 
(*)As you want it to appear in printed materials

**TAX EXEMPT**:  
[ ] Yes  [ ] No

**ADDRESS**:  
**CITY**:  
**STATE**:  
**ZIP**: 

**PHONE**:  
**E-MAIL**:  

**CONTACT PERSON**: 

Person(s) staffing your booth: ____________________________

Final names for those staffing your booths are due by September 11, 2020. Any names received after that may not be included in materials.

The registration fee for an exhibit booth includes two tickets to the Thursday keynote lunch.

Additional lunch tickets are available for $30 each. **Attendance at the Convention is an additional charge.**

- [ ] Please include the 2 complimentary tickets for Thursday’s lunch in my exhibitor packet.
- [ ] Please include __ additional tickets (in addition to the 2 included) for Thursday’s lunch @ $30 each.

Please attach a logo and 40-50 word description of your product or service to be included in convention program materials.

SDAHO reserves the right to determine the eligibility of any sponsor or exhibit for inclusion in the Sponsorship Program or Annual Convention & Exhibit Show. The acceptance of a sponsorship or booth space does not carry the Association’s endorsement of the products and/or services. Exhibits and the conduct of exhibitors are subject to the approval of the Association. The Association reserves the right to require modification of any exhibit which, in its opinion, is not in character with the Annual Convention & Exhibit Show.

A check in the amount of $_______ is enclosed.

Checks are payable to SDAHO, 3708 West Brooks Place, Sioux Falls, SD 57106; Phone: 605-361-2281; FAX: 605-361-5175. To complete payment by credit card, please contact Kallee Rydland at kallee.rydland@sdaho.org. By agreeing to exhibit at the 2020 SDAHO Annual Convention, we understand that $50 will be retained by SDAHO for cancellations made prior to August 7, 2020, and $425 will be retained for cancellations made after August 7, 2020.

For cancellations made after September 11, 2020, fees will not be refunded.

By: ____________________________ Date: ____________________________

Name: ____________________________ Title: ____________________________

For Office Use Only:  
Date Rec’d__________Deposit Rec’d__________Receipt#__________Paid in Full__________Receipt#__________