

- CARE FAIR 2010 - EXHIBITOR PROSPECTUS



CARE MEDICAL & REHABILITATION EQUIPMENT INVITES YOU,
OUR "PARTNER IN CARE", TO JOIN US FOR OUR 6TH ANNUAL CARE FAIR!

WHAT IS CARE FAIR? Care Medical & Rehabilitation Equipment is dedicated to being the Northwest's "Partner in Care" and to supporting, promoting and advocating for the home medical equipment industry and the patients we serve. CARE FAIR is one of our ways of reaching out to our referral sources and educating them on latest products and technologies available to their patients. **As CARE FAIR is free for attendees, it is the support of our "Partners in Care" that allows Care Medical to continue to offer this unique event to our referral sources.**

Classes are held throughout the day on topics ranging from clinical considerations for equipment selection, funding and reimbursement challenges, to stress management and life skills. Continuing Education Credits (CEUs) are offered for these classes at no charge. Our exhibitor area allows attendees to view the latest products available in the home medical equipment industry and gives you a unique opportunity to meet face-to-face with these referral sources and explain the benefits of your product or service. To increase interaction amongst exhibitors and attendees, each attendee is given a bingo card that must be "stamped" by exhibitors to be eligible for door prizes that will be awarded at the end of the day.

WHO WILL ATTEND? Approximately 250-300 physical therapists, occupational therapists, respiratory therapists, physicians, case managers, and other healthcare professionals are expected to attend each event - these are the people that prescribe and recommend your products!

WHEN & WHERE WILL CARE FAIR BE HELD?

October 19th, 2010 (8:00 am - 5:00 pm)
Red Lion Jantzen Beach - Portland, OR 97217
909 N Hayden Island Drive - (503) 283-4466

October 21st, 2010 (8:00 am - 5:00 pm)
Hilton Seattle Airport - Seattle, WA 98188
17620 International Blvd - (206) 244-4800

EXHIBITOR INFORMATION:

- Your exhibit space includes a skirted table with chairs, company identification sign, carpet, electricity (must be requested on registration form), and lunch for booth representatives.
- **Space is limited** - so please register early. Exhibit space will be sold on a first-come, first-served basis.
- Additional exhibitor information (setup, breakdown times, booth location etc.) will be sent directly to the booth personnel listed on your registration form as soon as it is available.

SPONSORSHIP & ADVERTISING OPPORTUNITIES: We are very excited to announce that we will be distributing a full color event program this year to all attendees and will be offering advertising space to exhibitors. We have also expanded this year's sponsorship opportunities. Please see the enclosed Sponsorship & Advertising Opportunities Flyer.

QUESTIONS? Pamela Bowman, Advertising & Marketing Coordinator pamelah@caremedical.com or (503) 335-9119

- CARE FAIR 2010 SPONSORSHIP & ADVERTISING OPPORTUNITIES -

~~PLATINUM SPONSORSHIP PACKAGE - \$4,000 (BOTH EVENTS) - 2 OPPORTUNITIES AVAILABLE~~

- First choice of prime booth location & larger booth space for both events
- Full page ad in our full color event program that will be given to all attendees upon arrival*
- Your marketing materials included in the bag handed to all attendees upon arrival**
- Your logo and recognition of sponsorship on all CARE FAIR marketing materials and advertising
- Verbal recognition of your sponsorship during CARE FAIR
- Your logo on the CARE FAIR sponsors banners placed in the registration and exhibit areas
- A link to your website on the CARE FAIR page of Care Medical's website until 12/31/10
- Your company logo, name and website/contact information listed in the event program

~~GOLD SPONSORSHIP PACKAGE - \$3,000 (BOTH EVENTS) - 3 OPPORTUNITIES AVAILABLE~~

- Second choice of prime booth location & larger booth space for both events
- 2/3 page ad in our full color event program that will be given to all attendees upon arrival*
- Your marketing materials included in the bag handed to all attendees upon arrival**
- Your logo and recognition of sponsorship on all CARE FAIR marketing materials and advertising
- Verbal recognition of your sponsorship during CARE FAIR
- Your logo on the CARE FAIR sponsors banners placed in the registration and exhibit areas
- A link to your website on the CARE FAIR page of Care Medical's website until 12/31/10
- Your company logo, name and website/contact information listed in the event program

~~SILVER SPONSORSHIP PACKAGE - \$2,000 (BOTH EVENTS) - 4 OPPORTUNITIES AVAILABLE~~

- Third choice of prime booth location for both events
- 1/2 page ad in our full color event program that will be given to all attendees upon arrival*
- Your logo and recognition of sponsorship on all CARE FAIR marketing materials and advertising
- Verbal recognition of your sponsorship during CARE FAIR
- Your logo on the CARE FAIR sponsors banners placed in the registration and exhibit areas
- A link to your website on the CARE FAIR page of Care Medical's website until 12/31/10
- Your company logo, name and website/contact information listed in the event program

~~BUSINESS EXHIBITOR PACKAGE - \$800 (BOTH EVENTS) or \$500 (ONE EVENT)~~

- Exhibit space
- Your company name and website/contact information listed in the event program

~~NON-PROFIT EXHIBITOR PACKAGE - FREE~~

- Exhibit space
- Your company name and website/contact information listed in the event program

~~MORNING REFRESHMENT SPONSORSHIP - \$500 (BOTH EVENTS) - 1 OPPORTUNITY AVAILABLE~~

- Prominent signage with your company name/logo recognizing your sponsorship
- 1/6 page ad in our full color event program that will be given to all attendees upon arrival*

~~LUNCH BUFFET SPONSORSHIP - \$1,000 (BOTH EVENTS) - 1 OPPORTUNITY AVAILABLE~~

- Prominent signage with your company name/logo recognizing your sponsorship
- 1/3 page ad in our full color event program that will be given to all attendees upon arrival*

~~CHOCOLATE FOUNTAIN SPONSORSHIP - \$500 (BOTH EVENTS) - 1 OPPORTUNITY AVAILABLE~~

- Prominent signage with your company name/logo recognizing your sponsorship
- 1/6 page ad in our full color event program that will be given to all attendees upon arrival*

~~HAPPY HOUR SPONSORSHIP - \$500 (BOTH EVENTS) - 1 OPPORTUNITY AVAILABLE~~

- Prominent signage with your company name/logo recognizing your sponsorship
- 1/6 page ad in our full color event program that will be given to all attendees upon arrival*

~~EVENT PROGRAM ADVERTISING* - ■ 1/3 page full color ad - \$150 ■ 1/6 page full color ad - \$75~~

* = Please see enclosed ad specifications sheet. All ads must be received by September 1, 2010.

** = All marketing materials must be received by September 30, 2010.

- CARE FAIR 2010 EXHIBITOR REGISTRATION -

Company Name: _____

Address: _____

Contact Name: _____ exhibitor registrant non-attending company contact

E-Mail: _____ Phone: _____ Fax: _____

Attending: October 19th - Portland, Oregon October 21st - Seattle, Washington

Booth Personnel: Please list the representatives from your company that will be attending CARE FAIR so additional exhibitor information (setup, breakdown times, booth location etc.) can be sent directly to them when available.

Portland Booth Personnel:

Name: _____ Email: _____ Phone: _____

Name: _____ Email: _____ Phone: _____

Name: _____ Email: _____ Phone: _____

Name: _____ Email: _____ Phone: _____

Seattle Booth Personnel:

Name: _____ Email: _____ Phone: _____

Name: _____ Email: _____ Phone: _____

Name: _____ Email: _____ Phone: _____

Name: _____ Email: _____ Phone: _____

Sponsorship Type:

- | | | |
|--|--|---|
| <input type="checkbox"/> Platinum (\$4,000) | <input type="checkbox"/> Gold (\$3,000) | <input type="checkbox"/> Silver (\$2,000) |
| <input type="checkbox"/> Exhibitor One Event (\$500) | <input type="checkbox"/> Exhibitor Both Events (\$800) | <input type="checkbox"/> Non-Profit (no charge) |
| <input type="checkbox"/> Morning Refreshment (\$500) | <input type="checkbox"/> Lunch Buffet (\$1,000) | <input type="checkbox"/> Chocolate Fountain (\$500) |
| <input type="checkbox"/> Happy Hour (\$500) | <input type="checkbox"/> 1/3 Page Program Ad (\$150) | <input type="checkbox"/> 1/6 Page Program Ad (\$75) |

Special Booth Needs: Near electrical outlet Other: _____

We would like our booth placed near: _____

Please note: Internet access may not be available in the exhibitor area and you will need to coordinate that directly with the hotel.

Door Prize: We will be donating a door prize item. Please specify: _____

Payment Options (payment is due upon registration):

Check (payable to Care Medical Equipment) Credit Card Credit to Account - Credit Memo #: _____

Credit Card Type: _____ Number: _____ Exp. Date: _____

Name on Card: _____ Amount: \$ _____ Signature: _____

Card Billing Address: _____

PLEASE RETURN COMPLETED REGISTRATION FORM NO LATER THAN SEPTEMBER 1, 2010

Pamela Bowman, Advertising & Marketing Coordinator

1877 NE 7th Avenue - Portland, Oregon 97212

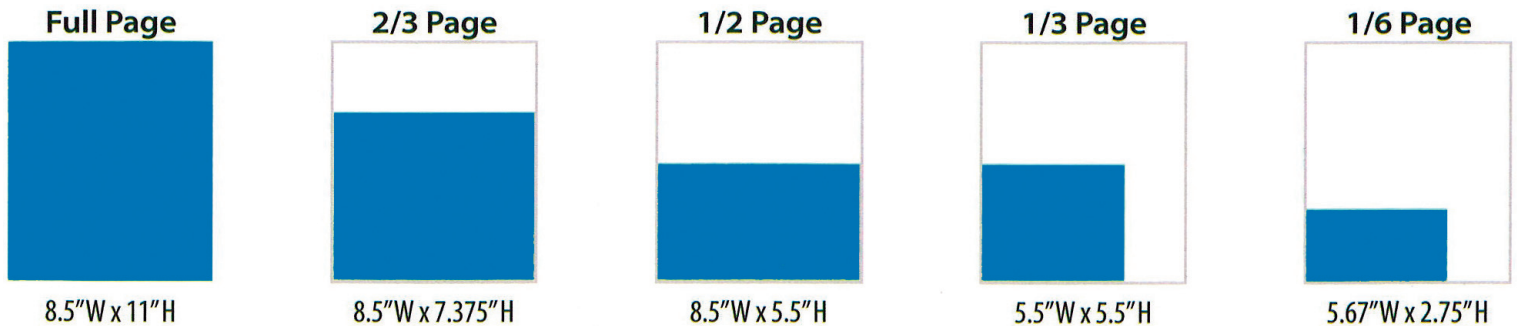
Phone: (503) 335-9119 Fax: (503) 335-9148 pamelah@caremedical.com

- CARE FAIR 2010 EVENT PROGRAM ADVERTISING SPECIFICATIONS -

We are very excited to announce that we will be distributing a full color event program this year to all CARE FAIR attendees. The event program will include:

- Event Schedule
- Class Descriptions, Learning Objectives & Speaker Bios
- Legislative Update
- Sponsors & Exhibitors List
- Exhibitor Advertisements

AD SIZE SPECIFICATIONS



SOFTWARE WE SUPPORT

- Adobe Acrobat
- Adobe Photoshop 7.0
- Adobe Illustrator 10
- Adobe PageMaker 7.0
- Adobe InDesign CS4
- Microsoft Publisher 2007

Please note: We do not support advertising generated in Macintosh.

PREFERRED AD FILE FORMAT

- Press-Ready PDF

STANDARD DPI RESOLUTION & COLOR

- All images should be saved with a resolution of 300 dpi.
- All colors should be CMYK as we do not support RGB color formatting.

AD DELIVERY

- All ads must be received no later than **SEPTEMBER 1, 2010** to be included in the event program
- Ads may be sent via e-mail or sent on compact disk to Pamela Bowman.

QUESTIONS

Please feel free to contact Pamela Bowman if you have any questions or need assistance creating your ad.

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