

SEPT 2019
18-20
NIAGARA FALLS

 **AlayaCare** PRESENTS

BETTER OUTCOMES

A three-day event inspiring an outcome
focused home care industry

SPONSOR & EXHIBITOR PROSPECTUS

Marriott on the Falls • Niagara Falls, ON

AlayaCare University: September 18, 2019
AlayaCare Conference: September 19-20, 2019

<http://www.alayacare.com/better-outcomes>

#BetterOutcomes2019
Better Technology, Better Outcomes.



ALAYACARE - ABOUT US

AlayaCare is a provider of revolutionary cloud-based home health care software. With an end-to-end solution spanning clinical documentation, back office functionality, client and family portals, remote patient monitoring, and mobile care worker functionality, we offer a platform for agencies to propel towards innovation and home care of the future.

Better Outcomes 2019

Better Outcomes brings together home care professionals, agency representatives, and industry thought leaders to celebrate a notable year in home healthcare technology and improved client outcomes.

Better Outcomes 2019 will feature product demonstrations from both AlayaCare and its innovative partners, opportunity for hands-on software training, client roundtables and presentations showcasing product developments and expert technology practice.

Conference Venue

Marriott on the Falls
6755 Fallsview Blvd
Niagara Falls, ON L2G 3W7





Target Market

We invite you to participate in this strategic marketing and networking opportunity at Better Outcomes 2019. The event is designed to attract delegates in Canada, the United States and Australia from all levels of the home and community care industry including:

- Investors
- Board Members
- Chief Executive Officers
- Chief Financial Officers
- Chief Operation Officers
- Community Care Managers
- Directors of Nursing
- Executive Directors
- Industry Partners
- Presidents and Owners
- Care Schedulers and Coordinators
- Supervisors
- Care Providers

Promoting Your Participation

Your sponsor and/or exhibit support is publicized widely before, during and after the Better Outcomes conference:

- Email Blasts
- Better Outcomes Website
- Social Media
- Signage
- Program
- Conference App
- Session Slides

Contact

EVENT SPECIALIST

Shaina Vellone

Email: shaina.vellone@alayacare.com

Website: <http://www.alayacare.com>

MARKETING MANAGER

Randi Baxter

Email: randi.baxter@alayacare.com

Website: <http://www.alayacare.com>



Better Outcomes 2019 Provisional Agenda

*Times subject to change

Wednesday, September 18th, 2019

6:45 - 7:45 am	Exhibit Move-In
10:30 - 10:45 am	Networking Break
12:15 - 1:15 pm	Lunch
2:45 - 3:15 pm	Networking Break
5:00 - 6:00 pm	Cocktail Hour

Thursday, September 19th, 2019

8:00 - 9:00 am	Breakfast
10:45 - 11:15 am	Networking Break
12:00 - 1:00 pm	Lunch
2:45 - 3:15 pm	Networking Break
5:00 - 6:00 pm	5km Walk/Run
6:00 - 7:00 pm	Cocktail Hour
7:00 pm	Dinner/Reception
8:30 pm	Margaritaville

Friday, September 20th, 2019 – DAY 2

8:00 - 9:00 am	Breakfast
11:00 - 11:30 am	Networking Break
12:00 - 1:00 pm	Lunch/Tear Down

Better Outcomes 2019 Sponsorship and Exhibit Packages

A diverse range of sponsorship packages have been created to harness the various marketing opportunities Better Outcomes 2019 has to offer.

All sponsorship and exhibit opportunities include:

- 2 x full conference registrations - Additional registrations can be purchased at the exhibitor rate of \$250 per registration.
- High exposure level and one-on-one networking opportunities with conference participants during all catering breaks
- Opportunity to distribute collateral material from booth location and secure targeted leads with key industry guests.
- Name recognition as trade show participant during the event and on the AlayaCare website & social media.
- A list of attendees who have given permission to share contact information will be distributed after the conference.

Better Outcomes Sponsorships	Level	Number of Opportunities	Price
Award Gala Sponsor	Platinum	1	\$8,000
AlayaCare University Sponsor	Platinum	1	\$8,000
Keynote Speaker Sponsor	Gold	2	\$7,000
Margaritaville Sponsor	Gold	1	\$6,000
Massage Station Sponsor	Silver	1	\$5,500
Photography Sponsor	Silver	1	\$4,000
Lunch Sponsor	Silver	2	\$4,000
Lanyard Sponsor	Silver	1	\$3,500
Breakout Room Sponsor	Bronze	3	\$2,500
Cocktail Reception Sponsor	Bronze	1	\$2,500
Coffee Break Sponsor	Bronze	4	\$2,500
5KM Walk/Run Sponsor	Bronze	1	\$2,500
Exhibitor Booth - Non-Sponsor	Exhibitor	12	\$2,000
Extra Conference Registration	Registration	20	\$300

*Exhibitor Booths include 2 registrations, 1 six-foot skirted table and 2 chairs

All other exhibit requirements will be handled through PSAV - details will be sent in Exhibitor Kit



AWARD GALA SPONSOR

\$8,000 - EXCLUSIVE

Take centre stage as we celebrate and recognize AlayaCare's customers for their innovation and achievements within the home and community care industry in 2019! This exclusive sponsorship features the unique and creative opportunity to craft an award named after your organization and to present the award at the gala dinner with your company's banner on stage (to be provided by the sponsor). To enjoy the dinner in style, we will reserve an exclusive table of ten for you and the conference guests of your choosing.

ALAYACARE UNIVERSITY

\$8,000 - EXCLUSIVE

The first day of Better Outcomes features the second annual AlayaCare University – a full day of hands on training and best practices in both role and vertical-specific formats for our most engaged customers. As the sponsor of this focused educational day, your organization will have the opportunity to present a 5-minute opening address to introduce the program and say a few words about your company. In addition, this sponsorship offers your organization a congratulatory address and a signature cocktail named for your company for the guests of the graduation reception to follow the training day.

KEYNOTE SPEAKER SPONSORS

\$7,000 - 2 OPPORTUNITIES

As a Keynote Presenter Sponsor, your company will be associated with one of the main plenary speakers within the Better Outcomes conference, presenting their knowledge and experience on a topic highly relevant to delegates. Presenter will need to approve sponsorship prior to package being finalized.

Sponsoring one of our two keynotes offers your organization the opportunity for a 5-minute address to the audience to both introduce the speaker and to say a few words about your company. You and the conference guests of your choosing will be seated at a reserved table with the keynote presenter during lunch for a unique networking and learning experience.

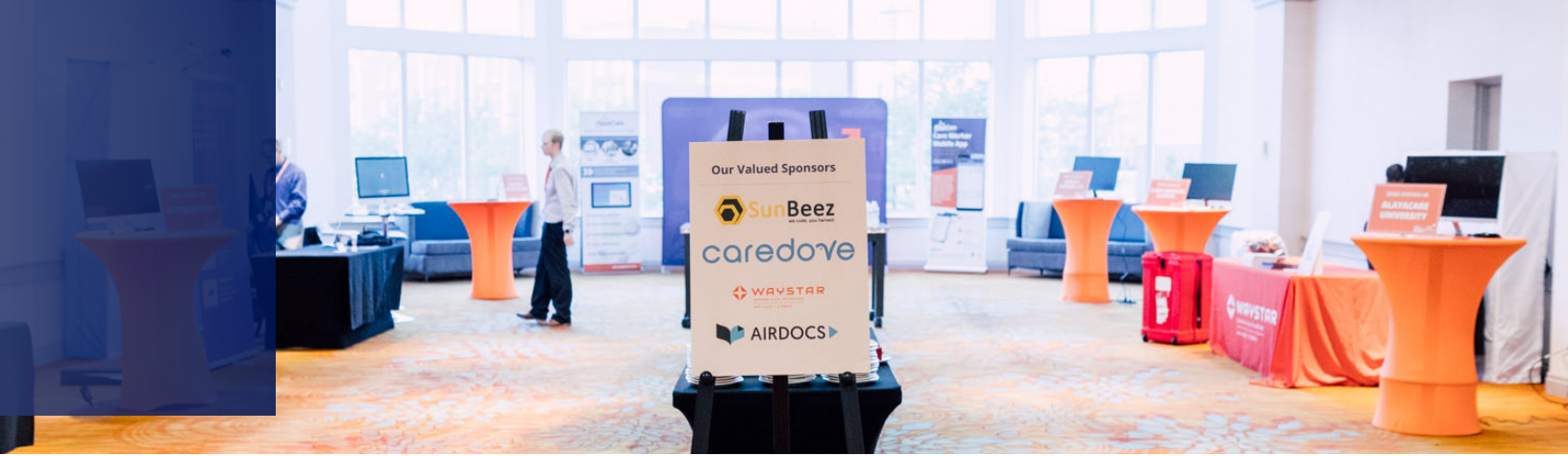


MARGARITAVILLE SPONSOR

\$6,000 - EXCLUSIVE

A favourite tradition of Better Outcomes, Margaritaville will be our after party destination following the September 19 gala dinner. Your company will have the opportunity to give opening welcome remarks when guests arrive, select and perform the first karaoke song, and place signage (provided by sponsor) on stage for the evening. Your company's logo will also be printed on tent cards to be placed on all tables at Margaritaville.





MESSAGE STATION SPONSOR

\$5,500 - EXCLUSIVE

Show your organization cares by sponsoring the very popular Message Station. Two therapists will be on hand on September 19 at all daytime catering breaks (breakfast, AM & PM coffee breaks & lunch) to revitalize delegates with relaxing massages. Sponsorship costs include massage chairs and two therapists for the treatments. Therapists and their chairs will be stationed near your exhibit to drive attendees towards your team.

LUNCH SPONSORS

\$4,000 - 2 OPPORTUNITIES

There are 2 lunch sponsorship opportunities that will give your organization the ability to delight delegates on September 18 or 19 for a lunch buffet. Signage will be provided with your company logo as well as an opportunity to address the audience during the meal.

PHOTOGRAPHY SPONSOR

\$4,000 - EXCLUSIVE

The Photography Sponsor will be associated with all photos taken during Better Outcomes. We will be setting up a LinkedIn headshot station next to your company's booth during lunch on September 19. Your company will also be recognized in our post-event communications to share the photos taken during the conference.

LANYARD SPONSOR

\$3,500 - EXCLUSIVE

The lanyard sponsor's company logo will be printed on all conference lanyards. A representative from the sponsorship company may participate in the registration on September 18 from 8:00 – 9:00 AM to distribute lanyards to delegates as they arrive.

BREAKOUT ROOM SPONSORS

\$2,500 - 3 OPPORTUNITIES

Each breakout room will host a unique track of the Better Outcomes educational sessions. By sponsoring a breakout room, a representative from your company will have the opportunity to introduce the speakers for each breakout session (3 per track). Signage with your company logo to be provided in the rooms.

COCKTAIL RECEPTION SPONSOR

\$2,500 - EXCLUSIVE

After the annual 5K run/walk in the local area on September 19, attendees will return to the exhibit hall for a well-deserved cocktail reception prior to the Better Outcomes gala dinner. Sponsorship of the cocktail reception will include signage with your company's logo and an opportunity to further enhance this sponsorship with a signature drink named after your company.

5KM RUN/WALK SPONSOR

\$2,500 - EXCLUSIVE

To stretch our legs and enjoy the beautiful scenery of Niagara Falls, the delegates of Better Outcomes will participate in a 5KM run/walk. The sponsor will have the opportunity to lead the group with 1 or 2 group pacers and have their organization's logo printed on sweat bands to be distributed to the participants. The duration of the run will be yours to spend with the members of your pacing group.

COFFEE BREAK SPONSOR

\$2,500 - 4 OPPORTUNITIES

Your company's sponsorship will be associated with 1 of 4 coffee breaks on September 19 or 20 to be held in the exhibit hall. Signage to be provided with your company logo during your designated coffee break.



BETTER OUTCOMES EXHIBIT PLAN

*Booths 1-6 reserved for Platinum,
Gold and Silver Sponsors



GENERAL SPONSORSHIP & EXHIBIT INFORMATION

TERMS AND CONDITIONS

Booking form

All details on the booking form will be used as the main point of contact once the completed booking form is received. Please ensure that all details are correct prior to submission. Any updates must be provided in writing to shaina.vellone@alayacare.com

Disclaimer

AlayaCare's Event team reserves the right to amend or update the exhibition floor plan at any time and without notice.

Cancellation Policy

Once a booking form has been received for exhibit and sponsorship opportunities, any cancellation must be advised in writing. If the cancellation is received by July 1st, 2019 an administration fee of 25% of the total price is retained. If the cancellation is received after July 1st, 2019 no refund is applicable.

Payments

Full payment is required within 14 days of accepted booking. Please ensure your invoice number is used as the reference for all payments.

Provisions

AlayaCare will take all diligent care to fulfil exhibition commitments. Exhibitors are responsible for providing all the requirements i.e. banners, promotional material and any other material. Exhibitors are required to make the necessary payment for within 14 days of the booking. Exhibitors are responsible for the security of their own equipment and material whilst at the conference. Your exhibition selection will be confirmed upon receipt of payment. The host and organiser reserve the right to alter the program and/or floor plan if and as required.

SPONSORSHIP, EXHIBIT AND REGISTRATION BOOKING FORM



Sponsor/Exhibitor Details

(Please note, the below will be used as the main contact for all exhibit/sponsorship communication)

First Name:

Last Name:

Job Title:

Company:

Company Address:

City:

State/Province:

Postal/Zip Code:

Email:

Website:

Sponsor/Exhibitor Package

Please specify below your preferred sponsorship or exhibit package: Level: Price (\$):

Booth Location Preference: Refer to exhibit plan on page 10

Sponsor/Exhibitor Company Profile Listing

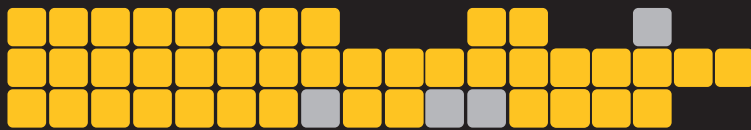
Please fill out the details as you want them to appear on your company listing. Please also attach your company logo as a high resolution jpeg.

Company:

Phone:

Email:

Company Description:



AUDIOVISUAL EXHIBITOR SERVICES

MARRIOTT ON THE FALLS

NAME OF CONFERENCE:	START DATE:	END DATE:	NO. EVENT DAYS:
COMPANY NAME:	ON-SITE CONTACT NAME:	ROOM/EXHIBIT BOOTH NO.:	
STREET ADDRESS:	CITY & PROVINCE/STATE:	POSTAL CODE/ZIP CODE:	
TELEPHONE NUMBER:	DELIVERY DATE	DELIVERY TIME <input type="checkbox"/> A.M. <input type="checkbox"/> P.M.	
EMAIL ADDRESS:	PICKUP DATE	PICKUP TIME <input type="checkbox"/> A.M. <input type="checkbox"/> P.M.	
ORDERED BY:			

PSAV WILL CONTACT YOU DIRECTLY FOR PAYMENT INFORMATION. PRICING IS PER DAY.

If you have a special request or need additional equipment, please call 905.374.1300. Email completed form to klewis@psav.com

PRICES ARE FOR EXHIBIT FLOOR ONLY. ALL RENTAL PRICES SUBJECT TO A 15% MARKUP IF ORDERED DAY OF.

VIDEO/DATA DISPLAY	QTY	PRICE
Blu-ray Player		\$ 110
AUDIO EQUIPMENT	QTY	PRICE
Individual Small Powered Speaker (up to five people)		\$ 76
Sound System: (2) speakers (2) stands (1) Mixer Wired Microphone (up to 20 people)		\$ 332
ACCESSORIES	QTY	PRICE
32" Rolling Cart w/Black Skirt		\$ 30
CUSTOM ITEMS	QTY	PRICE
		\$
		\$
		\$
		\$

MONITORS	QTY	PRICE
24" Monitor		\$ 200
46" Monitor (Floor or Table Stand)		\$ 445
70" Monitor (Dual-Post Stand)		\$ 965
POWER	QTY	PRICE
7.5 Amp Electrical Connection with Power Bar		\$ 120
120V - 15 AMP		\$ 240
120V - 20 AMP		\$ 240
208V Single Phase - 50 AMP (Stove Plug)		\$ 240
208V Three Phase - 30 AMP (Twist-Lock)		\$ 315
208V Three Phase - 100 AMP (Camlok)		\$ 770
208V Three Phase - 200 AMP (Camlok)		\$ 1545

SPECIAL REQUESTS Please add any items not listed above that you require.

ORDERING INSTRUCTIONS

To guarantee equipment availability and advanced rate, this order should reach us 21 days prior to delivery.

Operator labour, if requested, is subject to the prevailing hourly rate with a four-hour minimum. An electronic receipt will be emailed to you.

The total charge per item is determined by multiplying the price by the quantity ordered. Please include applicable sales tax on equipment rental.

TAX-EXEMPT STATUS – If you are exempt from payment of sales tax, we require you to forward an exemption certificate for the state in which the services are to be provided.

CANCELLATIONS:

- A) Cancellations received within 48 hours of the scheduled delivery date are subject to a 50% fee applicable to equipment and tax.
- B) Cancellations received on the day of scheduled delivery or "no-shows" are subject to the full amount of the order to include installation, drayage and tax.

Labour and/or service charges may apply, and/or loss damage waiver.





CREDIT CARD AUTHORIZATION FORM

Organization Name:-----

Business Address:-----

Telephone Number:-----

Fax Number:-----

Contact Name:-----

Title:-----

Credit Card Number:-----

Expiry Date:-----

Signature:-----

Date:-----

NOTE: All information will be kept confidential.