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January 28, 2009

Dear Colleague,

Mark your calendar now! NNEAHSA's 2009 Annual Conference, "**Changing Lives,**" takes place May 19-21 at the Marriott at Sable Oaks in South Portland, Maine, at which time we will celebrate the Association's 25<sup>th</sup> anniversary! The conference will provide an exciting forum for exchanging practical knowledge and new strategies in housing and services for our older population.

NNEAHSA\* invites you to participate with our growing number of attendees in three effective ways:

1. **EXHIBIT:** Experience the best networking opportunity around as you meet and greet over 150 CEOs, administrators, CFOs and other key personnel in the profession. We offer an Exhibit Hall setup that provides equally-sized booths to assist in managing your budget and to promote equity of exposure.
2. **ADVERTISE:** Establish vital contacts through advertising in our conference program, which all providers of housing and services to seniors in Northern New England in attendance will receive. Choose from a number of pricing options that will allow you to be included in this publication.
3. **SPONSOR:** Enhance your on-site recognition at the conference by sponsoring an event where all attendees will be gathered. Take a moment to review the sponsorship opportunities to boost your visibility at the conference. All sponsors will receive special recognition and signage throughout the conference and in the conference program.

Attached you will find the schedule of events, details about exhibiting, advertising and sponsorships, and the registration form. Please note that current NNEAHSA Business Firm Members receive a substantial discount on exhibiting and advertising! If you are not yet a member and are interested in joining, please feel free to contact me or visit our web site at <http://www.nneahsa.org/join.htm> for the membership application form.

I would ask that you return the completed conference registration form by no later than **February 18** so that we may ensure you will be listed in the promotional materials about the conference as well as the final program booklet.

We are very grateful for your support and participation, and we look forward to seeing you in May! In the meantime, please don't hesitate to contact me with any questions or if you would like additional information.

Sincerely,

*Rosie*

Rosemary L. Goedtel  
Director of Member Services & Communications  
[rgoedtel@nneahsa.org](mailto:rgoedtel@nneahsa.org)

***\*As you may have heard, we are adopting a new name – Aging Services of Maine and New Hampshire! We'll be rolling out more information on this in the next month, and future communications will reflect this change.***

## 2009 NNEAHS A ANNUAL CONFERENCE

*“Changing Lives”*

MAY 19-21, 2009

Marriott at Sable Oaks  
South Portland, Maine

### HOTEL RESERVATIONS

Guest rooms are available at the Marriott at a Preferred Conference Rate of \$129 per night (single or double occupancy). **This rate will be held until April 19, 2009.** Please call the hotel at (800) 752-8810 to make your reservations. Be sure to mention that your reservation is part of the NNEAHS A room block to receive the special discounted rate!

### SCHEDULE OF EVENTS (as of 1/28/09) (Please note that sponsor opportunities are highlighted below)

#### Tuesday, May 19

<u>Start</u>	<u>End</u>	
11:30am	5:00pm	<b>Golf Outing</b> ( <i>Nonesuch River Golf Club, South Portland</i> )
6:00pm	9:00pm	<b>Opening Reception/Silent Auction</b> ( <i>hotel</i> )
9:00pm	11:00pm	Exhibitor Set-up ( <i>optional, or can set up Wednesday morning</i> )

#### Wednesday, May 20

<u>Start</u>	<u>End</u>	
7:30am	8:30am	<b>Breakfast</b>
7:00am	9:00am	Exhibitor Set-up
8:30am	9:30am	<b>Opening General Session</b>
9:30am	11:00am	Exhibits Open
11:00am	11:15am	Break
11:15am	12:45pm	Education Session
		Education Session
		Education Session
		Education Session
12:45pm	3:00pm	<b>Lunch</b> and Exhibits ( <i>lunch to be set up in exhibit area</i> )
3:00pm	4:30pm	Education Session
		Education Session
		Education Session
		Education Session
6:00pm	7:00pm	<b>Reception</b>
7:00pm	11:00pm	<b>Gala 25<sup>th</sup> Anniversary Dinner</b>

#### Thursday, May 21

<u>Start</u>	<u>End</u>	
7:30am	9:30am	<b>Continental Breakfast</b> & Exhibits ( <i>b'fast to be set up in exhibit area</i> )
9:30am	11:00am	Education Session
		Education Session
		Education Session
		Education Session
11:00am		Adjournment

**\*\*\*ADVERTISING\*\*\***

**Advertising in Conference Program (Please Circle Amount)**

Size	Maximum Dimensions	Cost (1) (2)
Outside Back *	7.5" wide x 10" high	\$600
Inside Front *	7.5" wide x 10" high	\$500
Inside Back *	7.5" wide x 10" high	\$400
Full Page	7.5" wide x 10" high	\$300
Half Page	7.5" wide x 5" high	\$200

(1) Please call the NNEAHSA office for availability. This form must be received with ad copy by February 18, 2009.

(2) NNEAHSA Business Firm Members will receive a 10% discount on the listed advertising cost!

**\*\*\*EXHIBITS\*\*\***

NNEAHSA Business Firm Members: # \_\_\_\_\_ Full Booth(s) at \$400 each Amount: \$ \_\_\_\_\_

Non-Business Firm Members: # \_\_\_\_\_ Full Booth(s) at \$600 each Amount: \$ \_\_\_\_\_

Please do not locate my exhibit space near the following type of exhibitors: \_\_\_\_\_

Please list any special needs (A/V etc) so that we may best assist you: \_\_\_\_\_

**\*\*\*SPONSORSHIPS\*\*\***

- Platinum Sponsor - \$3,000**
- 1 booth at Trade Show
  - 2 golf tournament registrations
  - 2 hole sponsorships
  - 2 welcome reception reservations
  - 1 full-page advertisement in conference brochure

- Gold Sponsor - \$2,000**
- 1 booth at Trade Show
  - 1 golf tournament registration
  - 1 hole sponsorship
  - 2 welcome reception reservations
  - 1 half-page advertisement in conference brochure

- Silver Sponsor - \$1,000**
- 1 booth at Trade Show
  - 1 golf tournament registration
  - 1 welcome reception reservation
  - 1 half-page advertisement in conference brochure

**Golf Tournament Hole Sponsor - \$250 each (# of holes: \_\_\_\_\_)**

**Golf Tournament Box Lunch Sponsor - \$500**

**Conference Bag Sponsor - \$1,000**

**Opening Reception (Tuesday evening) - \$1,000**

**Breakfast (Wednesday) - \$1,000**

**Opening General Session (Wednesday) - \$1,000**

**Lunch (Wednesday) - \$1,000**

**Reception (Wednesday) - \$1,000**

**Gala 25<sup>th</sup> Anniversary Dinner (Wednesday) - \$1,000**

**Continental Breakfast (Thursday) - \$500**

**REGISTRATION FORM**  
**2009 NNEAHSA ANNUAL CONFERENCE**  
*"Changing Lives"*  
**MAY 19-21, 2009**  
**Marriott at Sable Oaks**  
**South Portland, Maine**

**REGISTRATION INFORMATION (please print clearly):**

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Conference Attendee 1: \_\_\_\_\_ Title: \_\_\_\_\_  
Conference Attendee 2: \_\_\_\_\_ Title: \_\_\_\_\_  
Office Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_  
E-mail Address(es): \_\_\_\_\_

**Brief Description of Products or Services** (25 words maximum as you wish it to be included in the conference brochure): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PAYMENT:**

Exhibit (NNEAHSA Business Members \$400 / Non-Members \$600) \$ \_\_\_\_\_  
Advertising (NNEAHSA Business Members receive a **10% Discount**) \$ \_\_\_\_\_  
Sponsorship \$ \_\_\_\_\_  
**TOTAL** \$ \_\_\_\_\_

**Check Enclosed** (Payable to **NNEAHSA**)  **Credit Card:**  MC  VISA  AMEX

Name on Credit Card (please print): \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Credit Card No: \_\_\_\_\_ Expiration: \_\_\_\_\_  
Signature Authorizing Total: \_\_\_\_\_

**Send registration with payment to:**  
Rosie Goedel, Director of Member Services & Communications  
NNEAHSA • PO Box 16506 • Hooksett, NH 03106  
Phone: (603) 606-1517 • Fax: (603) 606-1607 1517 • Email: [RGOEDEL@NNEAHSA.ORG](mailto:RGOEDEL@NNEAHSA.ORG)

*Thank you!*