



IT Solutions Management for Human Services

an affiliate of the American Public Human Services Association

## 44<sup>th</sup> Annual IT Solutions Management for Human Services Conference August 14-17, 2011 The Hilton Austin – Texas

### CONFERENCE SPONSORSHIP OPPORTUNITIES

The IT Solutions Management for Human Services (ISM), an affiliate of the American Public Human Services Association (APHSA), is an association of state, local and federal government information systems professionals working in the health and human services' areas. The goal of the organization is to promote the development and operation of effective automated systems in health and human services.

ISM holds an annual conference that attracts attendees from throughout the United States and some foreign countries. Attendees include agency executives and managers, CIOs, technical staff, program staff, high-level federal officials, and representatives from the many private sector companies that supply products and services to state and local human service agencies. The 44<sup>th</sup> annual conference is scheduled for August 14-17, 2011 at the Hilton Austin. The conference provides an excellent opportunity for people from the private sector to network with and learn from their state and local government business partners and to discuss information technology issues in health and human services that affect both the public and private sectors. The heavy educational component of the ISM Conference allows people from both the private sector and the public sector to learn together.

The ISM Conference is supported in part by the sponsorship of companies such as yours. Sponsorships assist with the costs associated with food and beverage events, speakers, and fellowships offered to state and local government attendees. Details on sponsorship opportunities are listed below.

<b>PLATINUM</b>	<b>Limited to twelve</b>	<b>\$13,000</b>
<ul style="list-style-type: none"> <li>• One-hour time slot during the conference for educational presentation.</li> <li>• Three invitations to attend a special reception for Platinum and Gold sponsors</li> <li>• Two complimentary 10' x 10' exhibit booths in the exhibit area</li> <li>• Two complimentary full conference registrations and two complimentary exhibit staff conference registrations</li> <li>• Recognition of sponsorship in the ISM Conference program</li> <li>• Use of pre-registration list for pre-event planning and coordination (e-mail addresses will not be provided)</li> <li>• Sponsor staff attending the ISM Conference are identified with badge ribbons</li> </ul>		
<b>PLATINUM</b>	<b>Limited to 4</b>	<b>\$13,000</b>
<ul style="list-style-type: none"> <li>• Branded promotional item (e.g., bags, shirts, flash drives, etc.) for all conference attendees purchased by ISM or host of a conference service (e.g., A/V, Internet café, video taping, etc.) with signage announcing the service is being provided by your company.</li> <li>• Three invitations to attend a special reception for Platinum and Gold sponsors</li> <li>• Two complimentary 10' x 10' exhibit booths in the exhibit area</li> <li>• Two complimentary full conference registrations and two complimentary exhibit staff conference registrations</li> <li>• Recognition of sponsorship in the ISM Conference program</li> </ul>		

<ul style="list-style-type: none"> <li>• Use of pre-registration list for pre-event planning and coordination (e-mail addresses will not be provided)</li> <li>• Sponsor staff attending the ISM Conference are identified with badge ribbons</li> </ul>	
<b>GOLD</b>	<b>\$ 8,000</b>
<ul style="list-style-type: none"> <li>• Two invitations to attend a special reception for Platinum and Gold sponsors</li> <li>• One complimentary 10' x 10' exhibit booth in the exhibit area</li> <li>• One complimentary full conference registration and two complimentary exhibit staff conference registrations</li> <li>• Recognition of sponsorship in the ISM Conference program</li> <li>• Use of pre-registration list for pre-event planning and coordination (e-mail addresses will not be provided)</li> <li>• Sponsor staff attending the ISM Conference are identified with badge ribbons</li> </ul>	
<b>SILVER</b>	<b>\$ 6,000</b>
<ul style="list-style-type: none"> <li>• One complimentary 10' x 10' exhibit booth in the exhibit area</li> <li>• One complimentary full conference registration</li> <li>• Recognition of sponsorship in the ISM Conference program</li> <li>• Use of pre-registration list for pre-event planning and coordination (e-mail addresses will not be provided)</li> <li>• Sponsor staff attending the ISM Conference are identified with badge ribbons</li> </ul>	
<b>BRONZE</b>	<b>\$ 4,000</b>
<ul style="list-style-type: none"> <li>• One complimentary 10' x 10' exhibit booth in the exhibit area</li> <li>• One complimentary exhibit staff conference registration</li> <li>• Recognition of sponsorship in the ISM Conference program</li> <li>• Use of pre-registration list for pre-event planning and coordination (e-mail addresses will not be provided)</li> <li>• Sponsor staff attending the ISM Conference are identified with badge ribbons</li> </ul>	
<b>EXHIBIT ONLY *</b>	<b>\$1,500</b>
<p><b>*This category is only available to companies that have not sponsored or participated at previous ISM conferences. There are no complimentary registrations with this sponsorship level; attendees will need to register at the full vendor rate of \$500 or as exhibit staff at the rate of \$200.</b></p>	
<ul style="list-style-type: none"> <li>• One complimentary 10 x 10 booth in the exhibit area</li> </ul>	

**REGISTRATION INFORMATION:**

Sponsors receive the complimentary registrations noted above. A full conference registrant can attend all conference functions and sessions; exhibit staff registrants are limited to functions in the exhibit hall.

Exhibit staff registrations are limited to two per sponsor. These are in addition to complimentary exhibit staff registrations received with a sponsorship.

*Please note that ALL complimentary registrations must be coordinated with Mary Beth Peters at [ismsupport@radiowire.net](mailto:ismsupport@radiowire.net).*

**BOOTH INFORMATION:**

Booths are located in the Salons F, G and H of the Austin Grand Ballroom on the 6<sup>th</sup> floor of the Hilton. Booth size is 10' x 10'. Each booth will be provided a 6' draped table and 2 chairs. Booth selection will be made on a first-come, first-served basis. The floor plan is in the process of being finalized and approved.

ISM has established a contract with Valley Expo and Displays for exhibitor services. A link to the exhibitor service kit will be provided in May 2010.

Valley Expo will have the exhibit hall set up on Saturday, August 13 and vendors can begin their booth setup either on Saturday afternoon or beginning at 7:00 a.m. on Sunday, August 14. Tear down is scheduled to begin on Tuesday, August 16, 2011, at approximately 3:00 p.m.

The following provides guidelines for activities within your booth.

- Food and/or beverages cannot be provided at your booth; candies, chocolates, mints, gum, and promotional items are permissible.
- Drawings for prizes are allowed at your booth. Winners can be announced from your booth during events held in the exhibit area.
- Entertainment within your booth is permissible.
- No marketing activities during conference sessions; limited to exhibit area.
- ISM will not be providing a lead-retrieval system; business cards can be collected.
- Vendors must be a sponsor to display signs within a booth, e.g., partner companies cannot advertise in a partner's booth.

To maximize the traffic flow throughout the exhibit area, ISM-sponsored breaks and continental breakfasts will be served throughout the exhibit area. There will also be small areas for seating throughout the exhibit hall.

Due to insurance and liability issues, vendors cannot tear down prior to the designated time.

#### **SPONSORSHIP PAYMENT:**

Invoices will be sent to sponsors upon receipt of the attached sponsorship form. APHSA accepts all major credit cards: American Express, Diner's Club, VISA, and MasterCard. In addition, you may pay by personal/agency check or purchase order. Sponsorship payments must be received by July 15, 2011. Cancellation of exhibit or sponsorship participation must be provided in writing to Mary Beth Peters by July 15, 2011 in order to receive a refund less a \$500 cancellation fee.

#### **PLATINUM PRESENTATIONS:**

Platinum sponsors with the one-hour presentation will need to provide the title, description and speaker information by June 15, 2011 to be included in the conference program.

Scheduling of the platinum presentations will be based on subject matter to avoid having similar topics scheduled at the same time. Sessions will also be open to all conference attendees unless the sponsor specifically requests that attendance be limited to government attendees only.

#### **VENDOR SPONSORED EVENTS:**

Sponsors are permitted to schedule vendor hosted events as long the events do not conflict with any events scheduled on the ISM agenda. Please notify Mary Beth Peters if you plan to schedule an event. Flyers announcing vendor sponsored events will not be included in registration packets, but can be displayed at or near the registration desk.

#### **HOTEL INFORMATION:**

The Hilton Austin  
500 East 4th Street  
Austin, Texas  
Tel: 1-512-482-8000

[www.austin.hilton.com](http://www.austin.hilton.com)

Room Rate: Single/Double - \$121.00 (plus local and state taxes)

**VENDOR/EXHIBIT CONTACT:**

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ISM Vendor Coordinator  
1452 Highway C  
Bonnots Mill, MO 65016  
Phone: 573.619.3049 Fax: 573.897.2508  
E-mail: [ismsupport@radiowire.net](mailto:ismsupport@radiowire.net)  
ISM Website: [www.aphsa-ism.org](http://www.aphsa-ism.org)

**CONFERENCE CONTACT:**

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