



**SPONSORSHIP OPPORTUNITY ESTIMATES FOR  
NOCALL 2014 SPRING INSTITUTE, MARCH 21 – 22, 2014  
SIR FRANCIS DRAKE HOTEL  
450 POWELL STREET  
SAN FRANCISCO, CA 94102**

**FRIDAY, MARCH 21, 2014**

- 1. BOX LUNCHES: \$5000** approximate; final numbers will be based on registrations
  - a. Available 11 am to Noon in the Registration Area (Foyer)
  - b. Attendees can visit Vendor Exhibit Tables during this period.
  - c. Round Table Discussion: *Family Health Care Issues in the 21<sup>st</sup> Century*.
- 2. FRIDAY AFTERNOON BREAK: \$588** (assorted beverages)
  - a. Anticipate 80.
  - b. Served in same room as programs and Vendor Exhibits
  - c. Includes Coffee/Tea service, bottled water, soft drinks
- 3. NETWORKING SOCIAL:** cost & location unknown at this time
  - a. Social event to be held at a nearby restaurant or bar tba
  - b. Plan to serve Hors d'oeuvres.
  - c. Open Bar. Opportunity for NOCALL members and vendors to socialize.

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**SATURDAY, MARCH 22, 2014**

- 4. BUFFET BREAKFAST: \$3200**
  - a. Based on anticipated 70 members attending
  - b. Served in same room as Institute and vendor exhibits, 7:45 – 9:00 am
  - c. Includes eggs, bacon, sausage, potatoes, pastries, juices, fruit, coffee/tea, etc.
- 5. MORNING BREAK: \$588** (assorted beverages)
  - a. Served in same room as Programs & Vendor Exhibits
  - b. Includes Coffee/Tea service, bottled water, soft drinks.
- 6. CLOSING LUNCHEON: \$4220** (plated)
  - a. Full lunch with salad, desert, coffee, tea, etc.
  - b. Served in another room, 12:45 – 2:30 pm
  - c. Luncheon guest speaker is AALL VIP Board President, Steven Anderson

CEB

LEXIS  
NEXIS Lib  
Relations  
Group

**7. EVENT TECHNOLOGY SERVICES (AV): \$16,000**

Thomson  
Reuters  
West & AALL  
Bloomberg  
CPE Grant

- a. For both days of Institute
- b. Wireless Internet in Meeting Room where Vendor Exhibits located
- c. Podium microphone for speakers/presenters
- d. Additional Table microphones with mixer at speaker table
- e. Screen and projector
- f. Videotaping of program
- g. Includes podium microphone at Closing Luncheon

**8. VENDOR GAME PRIZES: any amount and/or gifts**

Retriev-IT

- a. Drawing for Vendor Game prizes occurs after lunch on Saturday
- b. Attendees must visit every vendor table to be entered in the drawing
- c. Vendors donate prizes and/or money to purchases prizes which include such items, as chocolates, gift cards, plants, wine, books, small technology gadgets, etc.
- d. Vendors are acknowledged during the drawing, as well as on the NOCALL website. Vendors attending the luncheon may do the drawing for their prizes for more PR.

**ALL SPONSORED EVENTS WILL BE:**

- **ACKNOWLEDGED WITH SIGNAGE DURING THE SPONSORED EVENT**
- **RECOGNIZED IN THE NOCALL 2014 SPRING INSTITUTE BROCHURE PROVIDED TO ALL ATTENDEES**
- **LISTED ON THE NOCALL 2014 SPRING INSTITUTE WEBSITE**
- **BROCHURE WILL BE INCLUDED ON THE NOCALL WEBSITE**
- **GIVEN VERBAL RECOGNITION & THANKS AT VARIOUS TIMES THROUGHOUT THE INSTITUTE**