



**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 LUNCHESES: \$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 21st 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

Wm. S.
Hein &
Co.

3. **NETWORKING SOCIAL: \$500** (Hors D'oeuvres), Library Bar at Hotel Rex (off site)

- 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.

Thomson
Reuters
West

SATURDAY, MARCH 22, 2014

4. **BUFFET BREAKFAST: \$3575**

- 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.

UCLA/
CEB

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

LEXIS
NEXIS Lib
Relations
Group

7. EVENT TECHNOLOGY SERVICES (AV): \$11,645

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**