

2012 HASC Annual Meeting

May 23-25, 2012 • The Grand Del Mar Resort • San Diego

HASC has built a reputation as the organization for hospital leaders in Southern California. With a growing membership of 170 major metropolitan hospitals, community hospitals and health systems, HASC continues to be the voice of health care organizations in the region. Your Annual Meeting sponsorship provides the perfect venue for your products, services and company name to be front and center before the decision makers you need to reach.

Last year's event drew more than 225 hospital executives, 125 sponsor attendees and 150 family members and guests. We limit the number of sponsorships to make your time with our members even more worthwhile.

SPONSOR BENEFITS	DIAMOND (\$25,000)	PLATINUM (\$15,000)	GOLD (\$8,000)	CONTRIBUTOR (VARIOUS)
Complimentary full-conference registrations	8	6	2	
The option to purchase additional registrations at the sponsor rate of \$825	4	2	2	2
Recognition as sponsor of our Wednesday Evening Welcome Reception	X			
One complimentary, upgraded accommodation for Wednesday and Thursday nights	X			
One premium booth space at Thursday's Strolling Dinner and Sponsor Reception, offering three hours of unopposed time with attendees	X			
8' x 8' booth space at Thursday's Strolling Dinner and Sponsor Reception, offering three hours of unopposed time with attendees		X	X	
Two complimentary exhibit booth-only attendees, plus the option to purchase two additional exhibit-only registrations for Thursday evening at \$150 per person	X	X	X	
List of attendees available two weeks prior to event	X			
Color slides of your logo displayed at general sessions	4	3	2	1
Banner recognition	X	X	X	
List of attendees available on site	X	X	X	X
Corporate signage at the event	X	X	X	X
Business description in meeting handout	X	X	X	X
Special recognition in HASC's newsletter and website	X	X	X	X

CONTRIBUTOR SPONSORSHIPS

- Bottled Water (\$5,000)
- Book Sponsor (\$5,000)
- Golf Event Sponsor (multiple available at \$3,000)
- Wine Tasting Sponsor (multiple available at \$3,000)
- Continental Breakfast – Friday, May 25 (\$3,000)
- Flash Drive Sponsor (\$5,000)
- Photo Shoot Sponsor – Thursday, May 24 (\$3,500)
- Lunch Sponsor (multiple available at \$3,000)
- Continental Breakfast – Thursday, May 24 (\$3,000)
- Golf Caddies – Wednesday, May 23 (\$3,000)

HASC ASSOCIATE MEMBERS RECEIVE DISCOUNTS AS FOLLOWS:

Diamond Level: \$4,000 discount

Platinum Level: \$2,000 discount

Gold Level: \$1,000 discount

MEETING AGENDA

WEDNESDAY, MAY 23

9 a.m. Golf Tournament
Shotgun Start

6 – 9 p.m. Welcome Reception
and Buffet Dinner

THURSDAY, MAY 24

7:30 – 8:45 a.m. Continental Breakfast

9 a.m. – 4 p.m. General Session, Breakout
and Luncheon Programs

6 – 9 p.m. Strolling Dinner and
Sponsor Exhibit

FRIDAY, MAY 25

7:30 – 8:45 a.m. Continental Breakfast

9 – 11 a.m. General Sessions

REGISTRATION INFORMATION

Please complete the Sponsor Registration Form and mail or fax to:

Leticia Salcido, HASC Annual Meeting
515 South Figueroa Street, Suite 1300
Los Angeles, CA 90071-3300
Fax: (213) 629-4272

Early registration is advised. To register for this event, you must participate as a sponsor.

CONFERENCE REGISTRATION PACKAGE

The registration fee for each attendee includes education sessions, listed meals, receptions and entertainment. We gratefully acknowledge our sponsors and their contributions, which subsidize the cost of the meeting.

HOTEL ACCOMMODATIONS

The Grand Del Mar Resort

A special rate of \$325 (plus applicable fees and taxes) per single or double occupancy per night has been arranged for this conference. Reservations may be made by calling toll free (855) 314-2030 and referring to the HASC room block. Your credit card will be charged for one night upon receipt of your reservation. HASC appreciates the overwhelming response to this event each year and we encourage you to reserve early.

Our room block expires on Monday, April 23, 2012 or sooner if sold out. Any cancellation received within seven days of the check-in date will not be refunded and you will be charged for the full stay. HASC staff will make every effort to identify a replacement guest to take your reservation if you need to cancel within seven days, but we cannot guarantee the replacement. In the event that you arrive late or depart early, the resort will charge your credit card for the total number of nights reserved.



The Grand Del Mar Resort will impose a two-night minimum stay for Wednesday, May 23, and Thursday, May 24 (departing on the 25th) in conjunction with the HASC room block. If you plan to stay only one night, we suggest that you stay at the San Diego Marriott Del Mar. We appreciate your cooperation in managing our room block commitment.

San Diego Marriott Del Mar

Guests may also reserve at the San Diego Marriott Del Mar located at 11966 El Camino Real, San Diego, California, 92130, a five-minute drive from The Grand Del Mar Resort. A rate of \$149 per overnight room,

single or double occupancy, will be available until April 23, 2012. The block is identified under HASC. To reserve, call (800) 228-9290 or (858) 523-1700.

You may cancel your reservation at the San Diego Marriott Del Mar until 6 p.m. on the day of check-in. A fee equivalent to one night of your room charge will apply after that time.



CHECK-IN AND CHECK-OUT

Check-in time is 4 p.m., and check-out is at noon.

CONFERENCE CANCELLATIONS

Conference cancellations received in writing prior to May 4, will be subject to a \$50 processing fee. Conference refunds cannot be issued after this date. All hotel cancellations must be made directly with the hotel and are subject to the hotel's cancellation policy as stated above.

PAYMENT

Payment for all sponsorship fees is due April 6, 2012, or your sponsorship and exhibit booth may be canceled and resold.

Please send check payable to HASC with your completed registration form to:

Hospital Association of Southern California
Attn: Leticia Salcido
515 South Figueroa Street, Suite 1300
Los Angeles, CA 90071-3300

For more information, contact:
Leticia Salcido, (213) 538-0737, lsalcido@hasc.org.

DRESS

Dress comfortably in casual wear for all meetings and activities.

AMERICANS WITH DISABILITIES ACT

Please call (213) 538-0737 for any special needs or assistance.

EXHIBITOR INFORMATION

Facility

The Grand Del Mar Resort
5300 Grand Del Mar Court
San Diego, CA 92130
Reservation phone: (855) 314-2030

Exhibit Area

Elizabeth Ballroom

Specifications

Booth space will be 8 feet deep and 8 feet wide, furnished with identification and one 6-foot draped table. Information will be mailed to you regarding additional furnishings, equipment and shipping information. Please note the change in booth width. The exhibit area is smaller compared to prior years and this adjustment is needed. We suggest that you exhibit in your company's table-top format and save on set-up time.

Booth Assignment

The exhibit features a complete buffet-style dinner, hosted beverages and activities designed to create a highly interactive exhibit hall. Reservations and space location will be confirmed in writing by late April. Payment must be received before booth is assigned.

Exhibit Hours

Set-up: Thursday, May 24, 4:30 – 6 p.m.
Show hours: 6 – 9 p.m.
Breakdown: 9 p.m. until midnight
The show area must be cleared by midnight, May 24.

Regulations

- HASC reserves the right to deny space to any company whose exhibit is deemed inappropriate to the interests of HASC members or whose presentation is objectionable to the association.
- HASC requires that all sponsors and members refrain from planning hospitality events or activities at any time during the Annual Meeting without the permission of HASC. Planning independent events at any time during the Annual Meeting without the permission of HASC will result in cancellation of that event and forfeiture of any deposits or food and beverage orders.



MANY THANKS TO OUR 2011 SPONSORS

DIAMOND

Blue Shield of California • Health Net, Inc. • HFS Consultants

PLATINUM

CIGNA Healthcare • United Healthcare Group

GOLD

Aetna

AllHealth Security Services

Anthem Blue Cross

Aramark Healthcare

c|a Architects

Camden Group (The)

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