

THE GREAT DIVIDE:
Managed Care vs. Managing Care



Private Providers
Association of Texas
14th Annual Fall Conference
October 7-9, 2009
DoubleTree Hotel • Austin, Texas

PPAT Conference Marketing Opportunities

The Association's 14th Annual Conference is just around the corner. And, of course, a conference is not a conference without the help of many wonderful people like you and your colleagues.

To ensure success we need your help. There are several ways to demonstrate your support and at the same time promote your company/agency. They are:

- **Sponsoring** our keynote speaker, reception, and/or breaks
- **Advertising** in the Conference Program
- **Marketing** your services in the Exhibit Hall
- **Donating** to the Silent Auction - all proceeds from the Auction go to PPAT's Political Action Committee (PAC). We also need small items for the Goody Bags such as pens, pencils, notepads, etc.

Benefits of Sponsorship:

- Name recognition to 150⁺ decision-makers at the conference.
- Listing in the conference program and on PPAT's website.
- As appropriate, advertisement of your company/agency at the sponsored activity.

Note: Sponsorship forms for each of the above opportunities are attached and are also available on PPAT's website at www.ppat100.com. *Deadline for inclusion in the final conference program is **Monday, September 14, 2009**.*

We look forward to your support!

If you have any questions, please call 512.452.8188.

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Items Needed for Silent Auction & Goody Bags

Silent auction items will be on display in the Exhibit Hall on Wednesday, October 7, 2009 from 2:30 p.m. to 7:30 p.m. and on Thursday, October 8, 2009 from 7:00 a.m. to 7:00 p.m. After the last session on Thursday attendees will return to join us in the Exhibit Hall to make one last bid on silent auction items. Door prizes will also be given.

We also need small items for the **Goody bags** such as pens, pencils, notepads, etc. Goody bags will be given to each conference attendee. This is a great marketing opportunity for your company/agency.

To assist us in raising needed dollars for the PPAT Political Action Committee (PAC), **we request your consideration in donating an item or items to this silent auction.** No item is too big or small!

All contributors will receive recognition in the conference program and on PPAT's website. **Deadline for inclusion of your name as a silent auction contributor in the final conference program is Monday, September 14, 2009.**

To donate items contact the PPAT Office at 512.452.8188 at your earliest convenience.

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Conference Sponsorship Form

There are several ways in which you may demonstrate your support of the Private Providers Association of Texas and at the same time promote your company/agency:

Please Check

- | | |
|--|------------------|
| <input type="checkbox"/> Sponsor Keynote Speaker | \$ 500.00 and up |
| <input type="checkbox"/> Sponsor Reception | \$ 500.00 and up |
| <input type="checkbox"/> Sponsor Break Services | \$ 500.00 and up |
| <input type="checkbox"/> Cash Donation | \$ _____ |
| <input type="checkbox"/> Silent Auction Item | \$ _____ (value) |

Conference Program Advertisement *(See attachment for ad dimensions & instructions)*

- | | |
|--|-----------|
| <input type="checkbox"/> Business Card | \$ 75.00 |
| <input type="checkbox"/> ¼ page | \$ 100.00 |
| <input type="checkbox"/> ½ page | \$ 175.00 |
| <input type="checkbox"/> Full page | \$ 375.00 |
| <input type="checkbox"/> Design Charge | \$ 30.00 |

TOTAL ENCLOSED \$ _____

Contact Information

Company/Agency: _____

Address: _____ City: _____ ST: _____ Zip: _____

Contact Person: _____

Telephone: (____) _____ Fax: (____) _____

Email: _____

Method of Payment

Check # _____

Credit Cards Accepted: Visa MasterCard

Card# _____ Expiration Date _____

Signature _____

Please send your completed form with payment payable to PPAT to:

PPAT • 8711 Burnet Road, E-53 • Austin, Texas 78757 • ppat100@aol.com • www.ppat100.com

For further information call the PPAT Office at 512.452.8188.

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Program Advertisement Information

Advertisement Rates:

Full page: \$375.00
1/2 page: \$175.00
1/4 page: \$100.00
Bus. Card: \$ 75.00

Special Note: Don't have an advertisement ready? Forward us your logo and information and we'll design your advertisement for an additional \$30.00.

Advertisement Dimensions:

Full Page: 7" (across) x 9 1/2" (down)
1/2 Page: Vertical 3 1/2" (across) x 9 1/2" (down) or
Horizontal 7" (across) x 4 1/2" (down)
1/4 Page: Vertical 3 1/2" (across) x 4 1/2" (down)

PC Application Format:

Microsoft: Word, Publisher Photo Files: JPEG, GIF, PSD

Advertisements may be mailed to PPAT on CD or camera ready "Hard" copy, or the file can be emailed to PPAT100@aol.com. All advertisements must be in black and white. We are unable to process color ads.

Submission Deadline:

Advertisement and payment must be received in the PPAT Office **no later than Monday, September 14, 2009.**

Questions: Contact the PPAT Office at 512.452.8188.

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Exhibitor Form

Benefits: Access to 150+ decision-makers and Recognition in our conference program and on our website.

Schedule:

- ★ Exhibit Hall (Phoenix North) is open:
 - Wednesday, October 7th - 2:30 p.m. to 7:30 p.m.
 - Thursday, October 8th - 7:00 a.m. to 7:00 p.m.
- ★ Exhibitor Set-up:
 - Wednesday, October 7th - 1:30 p.m. to 5:00 p.m., or
 - Thursday, October 8th - 6:00 a.m. to 7:00 a.m.

How Can You be a Part of This Unbeatable Marketing Opportunity?

Submit a Exhibitor Form with payment of \$300 to PPAT by **Monday, August 24, 2009**. Late registration is \$350.

Other Details:

- ★ All breaks and the Thursday morning breakfast are in the Exhibit Hall.
- ★ There are twenty (20), 6' x 3' tables available for exhibitors.
- ★ Exhibitor fees include one full registration. Registration for other company representatives is \$100.
- ★ Space will be assigned on a first come/first serve basis.
- ★ To receive a full refund, written notice must be sent to PPAT by **Monday, September 14, 2009**. There are no exceptions to this policy.

PPAT • 8711 Burnet Road, E-53 • Austin, Texas 78757
512.452.8188 • 512.458.3078 fax • ppat100@aol.com • www.ppat100.com

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Exhibitor Form

Company Information:

Company Name _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email Address _____ Website _____

Registration:

\$300 Early Registration (by 8/24/09) \$350 Registration (after 8/24/09)

Attendee Name: _____

\$100 (Additional Attendee)

Name: _____

\$100 (Additional Attendee)

Name: _____

Method of Payment:

Check # _____

Credit Cards Accepted: Visa MasterCard

Card # _____ Expiration Date _____

Signature _____

Send completed form & payment to:

PPAT • 8711 Burnet Road, E-53 • Austin, Texas 78757
512.458.3078 fax • ppatt100@aol.com

You may email or fax your completed form to PPAT.
Registration will not be completed unless payment is received.
For further information call the PPAT Office at 512.452.8188.

Remember...early registration must be received by Monday, August 24, 2009.