



Dear Prospective Member:

On behalf of the Board of Directors and Membership of the California Dialysis Council (CDC), I thank you for your interest in our Corporate Participating Member Program.

The California Dialysis Council (CDC) is a statewide organization that continues to address legislative and clinical issues representing the needs of the renal community. CDC is forefront in addressing concerns that affect not only California, but the nation, in managing renal patients and providers. The Council is a non-profit organization, consisting of a Board of Directors, facility memberships, as well as individual physician, clinical personnel and corporate memberships.

The periodic meetings of the Board of Directors are open to providers and industry representatives. The meeting agenda addresses current concerns and progress in the renal community from legislative, regulatory and clinical perspectives.

The Council has brought great value to our members through our educational efforts including our monthly CDC Reports, news updates and our Annual Meeting. Additionally, we serve our members through lobbying efforts with the legislature and administration in Sacramento to maintain or enhance reimbursement or to better understand changes that are made. We would like to offer your company an opportunity to gain access to this information and to our members, and to more fully have access to the value that the association brings to the industry.

This year the CDC is offering a three-tier plan for vendor participation. The first is our Platinum Corporate Participating Member Level, which offers a wide range of benefits including the monthly e-mail updates, booth space at our meetings, and prominent advertising (with linkage) on the CDC web site. This package is valued at over \$20,600. The Gold and Silver Levels offer many of the same benefits, at tiered lower levels.

Attached you will find a summary of the benefits for each of these levels. Please take a moment and review them to see which one best meets your needs. If you have any questions please feel free to contact me at (928) 717-1156 for more information.

CDC looks forward to working with you and your individual members in the future as we work together to favorably impact the economic success of all stakeholders in the ESRD community.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Paget", is written over a thin horizontal line.

Michael Paget
Executive Director

California Dialysis Council

Standards for the Corporate Participating Member Program 2007

1. STATEMENT OF PURPOSE

The CDC recognizes that corporate members of the dialysis community play an important role in optimizing the outcomes of our patients. Appropriate and ethical lines of communication should be facilitated among members of the renal community. The CDC Corporate Participating Member Program is intended to augment alliances between stakeholder industries and the CDC. Contributions from Corporate Participating Members should be for educational purposes only, not to promote the company's products, directly or indirectly.

2. PARTICIPATION

Any legitimate business with a desire to partner with the CDC to enhance patient outcomes by improving the clinical environment for nephrology practice may be offered an opportunity to participate in the CDC Corporate Participating Member Program.

Use of Contributions and Grants

Available options to support CDC programs include unrestricted endowments, which include the following, but are not limited to:

- Clinical Quality Initiatives
- CDC's Web Site Development and Maintenance
- Miscellaneous Publication Funds (newsletter, member information, web site)
- Annual Meeting programs
- Special Symposia and Workshops
- Special dialysis related projects

3. TIERS OF PARTICIPATION

Three levels of participation in the Corporate Participating Member Program have been defined:

- ★ **Platinum Corporate Participating Member** **\$10,000 per year** (\$26,000+ in value)
- ★ **Gold Corporate Participating Member** **\$6,000 per year** (\$11,750+ in value)
- ★ **Silver Corporate Participating Member** **\$3,000 per year** (\$4,900+ in value)

The benefits and privileges of each level are listed below:

California Dialysis Council Corporate Participating Member Program

Platinum Corporate Participating Member Level \$10,000 per year (\$26,000+ in value)

- 10 employees designated as members will each receive:
 - Monthly “CDC Report” E-Mail Newsletter – containing valuable information on the ever changing ESRD issues and concerns affecting the California dialysis community. (\$7,500 value)
 - CDC News Updates ~ Sent via email on an as needed basis determining current need to know issues and concerns affecting the ESRD community. (\$2,500 value)
 - Participate in the CDC Committees. (\$2,000 value)
 - Complimentary attendance to all open Board Meetings (rotated between Los Angeles and the San Francisco Bay Area). (\$1,000 value)
- Advertising linkage from the CDC monthly “CDC Report” E-Mail Newsletter to the vendor’s website for 12 months (\$6,000 value)
- Prominent advertising (Home Page) linkage from the CDC Website to the vendor website for 12 months. Plus special recognition on the Corporate Members’ Page (\$1,000 value)
- Electronic version of the CDC membership listing for direct mailings purposes. (\$1,000 value)
- Exhibit booth space at the Annual Meeting. Priority selection of locations and recognition for the meeting vendor space. (\$2,000 value)
- 10 employees will have full meeting attendance at the Annual Meeting. (\$2,000 value)
- Full page advertisement in the Annual Meeting Program Materials (\$1,000 value)
- First opportunity over non-vendor participants to host satellite symposia at the Annual Meeting (additional contribution is required for this event as is subject to very limited available space, etc.)
- Special recognition at all CDC functions. (Priceless)

Gold Corporate Participating Member Level \$6,000 per year (\$11,750+ in value)

- 5 employees designated as members will each receive:
 - Monthly “CDC Report” E-Mail Newsletter – containing valuable information on the ever changing ESRD issues and concerns affecting the California dialysis community. (\$3,750 value)
 - CDC News Updates ~ Send via email on an as needed basis determining current need to know issues and concerns affecting the ESRD community. (\$1,200 value)
 - Participate in the CDC Committees. (\$500 value)
 - Complimentary attendance to all open Board Meetings (rotated between Los Angeles and the San Francisco Bay Area). (\$1,000 value)
- Prominent advertising (Home Page) linkage from the CDC Website to the vendor website for 12 months. Plus special recognition on the Corporate Members’ Page (\$1,000 value)
- Electronic version of the CDC membership listing for direct mailings purposes. (\$1,000 value)
- Exhibit booth space at the Annual Meeting. (\$1,750 value)
- 5 employees will have full meeting attendance at the Annual Meeting. (\$1,000 value)
- Half page advertisement in the Annual Meeting Program Material (\$500 value)
- Special recognition at all CDC functions. (Priceless)

Silver Corporate Participating Member Level \$3,000 per year (\$4,900 in value)

- 2 employees designated as members will each receive:
 - o Monthly “CDC Report” E-Mail Newsletter – containing valuable information on the ever changing ESRD issues and concerns affecting the California dialysis community. (\$1,500 value)
 - o CDC News Updates ~ Send via email on an as needed basis determining current need to know issues and concerns affecting the ESRD community. (\$500 value)
 - o Complimentary attendance to all open Board Meetings (rotated between Los Angeles and the San Francisco Bay Area). (\$500 value)
- Exhibit booth space at the Annual Meeting. (\$1,750 value)
- 2 employees will have full meeting attendance at the Annual Meeting. (\$400)
- Special recognition at all CDC functions. (Priceless)

All items listed are negotiable and substitutions may be made by mutual agreement with the CDC and the vendor participating at this level.

**For more information about our Corporate Participating Member Program, please contact:
Michael Paget, CDC Executive Director at: (928) 717-1156**

Email: mail@californiadialysis.org

California Dialysis Council

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Our Mission: *To represent the California dialysis community by advocating state and federal legislation, fiscal policies, education, and clinical therapies that allow our members to provide exemplary patient care.*