



Dear CDC Corporate Participating 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.**

CDC is now offering a revised four-tier plan for corporate member 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 and recognition at the annual meeting, and prominent advertising on the CDC web site. All of the corporate membership levels offer increased recognition and first right of refusal on new opportunities that may arise throughout the year.

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 (714) 632-8379 for more information.

CDC looks forward to working with you and your team in the future to favorably impact the economic success of all stakeholders in the ESRD community.

Sincerely,

A handwritten signature in cursive script that reads "Andrea L. Messina".

Andrea Messina  
Executive Director

# California Dialysis Council

## Standards for the Corporate Participating Member Program

### 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

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

<b>* Platinum Corporate Participating Member</b>	<b>\$15,000 per year</b>
<b>* Gold Corporate Participating Member</b>	<b>\$7,500 per year</b>
<b>* Silver Corporate Participating Member</b>	<b>\$4,000 per year</b>
<b>* Bronze Corporate Participating Member</b>	<b>\$2,500 per year</b>

<b>* Annual Meeting Sponsorships A La Carte</b>	<b>\$1,500 - \$10,000</b>
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The A La Carte option applies only to Non-Corporate Participating Members

The benefits and privileges of each level are listed below:

# **California Dialysis Council**

## **Corporate Participating Member Program**

### **Platinum Corporate Participating Member Level \$15,000 per year\***

- 10 Employees Receive the Following for 12 Months
  - Monthly “CDC Report” E-Mail Newsletter – containing valuable information on the ever changing ESRD issues and concerns affecting the California dialysis community
  - CDC News Updates ~ Sent via email on an as needed basis determining current need to know issues and concerns affecting the ESRD community
  - Participation in CDC Committees
  - Complimentary attendance to all open Board Meetings (rotated between Southern and Northern California)
  
- Annual Meeting Opportunities
  - Exhibit booth space and two booth personnel at the Annual Meeting with booth space selection
  - 10 employees with full meeting attendance
  - Full page advertisement in the Annual Meeting Program Materials
  - Static banner ad on CDC Annual Meeting web page (468 x 60 pixels)
  - Logo placement on online registration form
  - Logo on event reminder emails
  - Premier logo placement on event signage and program brochure
  - Company name on badge lanyards given to all attendees
  - Company description in attendee packet
  - First right of refusal for Wi-Fi underwriting opportunity (This is an additional investment to the \$15,000 and would include additional promotion with the Wi-Fi access codes to all attendees)
  
- Educational Meeting Offerings
  - Complimentary attendance for up to 3 employees to each educational event throughout the year
  - Recognized as Platinum Corporate Member on all educational event materials and event webpages
  - Logo on event online registration form
  
- CDC Website Recognition
  - Logo placement on the monthly CDC Report emails and periodic News Update emails
  - Homepage logo placement on the CDC Website with link to company website
  - Top billing on the CDC Corporate Members webpage (includes company description and link)

## **Gold Corporate Participating Member Level \$7,500 per year\***

- **Five Employees Receive the Following for 12 Months**
  - Monthly “CDC Report” E-Mail Newsletter – containing valuable information on the ever changing ESRD issues and concerns affecting the California dialysis community
  - CDC News Updates ~ Sent via email on an as needed basis determining current need to know issues and concerns affecting the ESRD community
  - Participation in CDC Committees
  - Complimentary attendance to all open Board Meetings (rotated between Southern and Northern California)
  
- **Annual Meeting Opportunities**
  - Exhibit booth space and two booth personnel at the Annual Meeting
  - Five employees with full meeting attendance
  - Half page advertisement in the Annual Meeting Program Materials
  - Static banner ad on CDC Annual Meeting web page (200 x 200 pixels)
  - Logo placement on event signage and program brochure
  - Company description in attendee packet
  - Second right of refusal for Wi-Fi underwriting opportunity (This is an additional investment to the \$7,500 and would include additional promotion with the Wi-Fi access codes to all attendees)
  
- **Educational Meeting Offerings**
  - Complimentary attendance for up to 3 employees to each educational event throughout the year
  - Recognized as Gold Corporate Member on all educational event materials and event webpages
  
- **CDC Website Recognition**
  - Homepage logo placement on the CDC Website with link to company website
  - Recognition on the CDC Corporate Members webpage (includes company description and link)

## **Silver Corporate Participating Member Level \$4,000 per year\***

- Three Employees Receive the Following for 12 Months
  - Monthly “CDC Report” E-Mail Newsletter – containing valuable information on the ever changing ESRD issues and concerns affecting the California dialysis community
  - CDC News Updates ~ Sent via email on an as needed basis determining current need to know issues and concerns affecting the ESRD community
  - Participation in CDC Committees
  - Complimentary attendance to all open Board Meetings (rotated between Southern and Northern California)
  
- Annual Meeting Opportunities
  - Exhibit booth space and two booth personnel at the Annual Meeting
  - Three employees with full meeting attendance
  - Logo on CDC Annual Meeting webpage as Silver Corporate Member
  - Logo placement on program brochure
  - Company description in attendee packet
  - Third right of refusal for Wi-Fi underwriting opportunity (This is an additional investment to the \$4,000 and would include additional promotion with the Wi-Fi access codes to all attendees)
  
- Educational Meeting Offerings
  - Complimentary attendance for up to 3 employees to each educational event throughout the year
  - Recognized as Silver Corporate Member on all educational event materials and event webpages
  
- CDC Website Recognition
  - Recognition on the CDC Corporate Members webpage (includes company description and link)

### **Bronze Corporate Participating Member Level \$2,500 per year\***

- One Employee Receives the Following for 12 Months
  - Monthly “CDC Report” E-Mail Newsletter – containing valuable information on the ever changing ESRD issues and concerns affecting the California dialysis community
  - CDC News Updates ~ Sent via email on an as needed basis determining current need to know issues and concerns affecting the ESRD community
  - Participation in CDC Committees
  - Complimentary attendance to all open Board Meetings (rotated between Southern and Northern California)
  
- Annual Meeting Opportunities
  - Two employees with full meeting attendance
  - Logo on CDC Annual Meeting webpage as Bronze Corporate Member
  
- Educational Meeting Offerings
  - Complimentary attendance for one employee to each educational event throughout the year
  
- CDC Website Recognition
  - Logo on the CDC Corporate Members webpage with link to company website

\*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:  
Andrea Messina, CDC Executive Director at: (714) 632-8379  
Email: [andrea@californiadialysis.org](mailto:andrea@californiadialysis.org)**

## **A La Carte Annual Meeting Sponsorship Opportunities for Non-Corporate Members**

### **Exhibitor** **\$1500**

**Includes:**

- Booth space and one booth personnel\*
- Logo on annual meeting webpage as exhibitor
- Company description in the attendee packet

\*One additional booth person is \$250 and all others are at full registration pricing

### **Break Sponsor** **\$5000**

**Includes:**

- Exhibit booth with one booth person
- Logo on break directional signs
- Static banner ad on annual meeting webpage (200 x 200 pixels)
- Logo on annual meeting program brochure
- Company description in attendee packet
- Two complimentary conference registrations

### **Reception Sponsor** **\$10,000**

**Includes:**

- Exhibit booth with two personnel
- Announcement recognition at reception (Thursday evening)
- Logo on annual meeting program brochure
- Static banner ad on annual meeting webpage (200 x 200 pixels)
- Logo on event reminder emails
- Half page advertisement in attendee packet
- Company description in attendee packet
- Seven complimentary conference registrations

**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.*