

# 2017 Oley Corporate Partnership Program

I have a disease called gastroparesis. Outwardly invisible, it means my stomach doesn't empty properly, which causes me **severe nausea and vomiting as well as pain** and gastric reflux. It began in 1985, became permanent in 1998, and **I will live with it for the rest of my life.**

Because of this condition, **I have learned things I never really wanted to know, like how to live with tubes** in my stomach and jejunum for venting and feeding, an IV in my chest or arm for hydration, and **not being able to eat the foods that I love.** My husband has learned a great deal as well, such as how to properly connect and disconnect an IV. We've both learned how to advocate for ourselves.

When I was sent home from the hospital in 1998, I had a central IV and was on home parenteral nutrition (HPN). **I was scared. I had never heard of gastroparesis or HPN,** and I felt alone. When the HPN ended with a serious infection, a G/J tube was placed. I knew nothing about feeding formulas, and the nausea never went away. Through a local doctor we learned about gastric stimulators to reduce the nausea, and through a GI support group we eventually learned about the Oley Foundation.

We attended our first Oley conference in St. Petersburg, FL, in 2009. Words can't describe what we saw and felt. **Here was a warm and inviting place where we could talk face-to-face with clinicians, other consumers of home nutrition,** other caregivers, and industry representatives. We attended presentations where we learned about the latest developments and techniques, and about traveling and living with our conditions. And the kids! How amazing to see them getting around wearing their backpacks with feedings, having a wonderful time with each other. We socialized with all of these people and formed friendships. **Finally, we were not alone.**



Mary S., on tube feeding

There is no fee for consumers and their families to join Oley, or to participate in any of its programs – including the conferences. This is possible only with the support of all of the friends of the Oley Foundation, from Corporate Partners to families and individuals. **I urge you to consider supporting the work of the Oley Foundation** by joining if you are not already a member, and through a monetary donation to help the Foundation “enrich the lives of those living with home intravenous nutrition and tube feeding through education, advocacy, and networking.”

—Mary S.

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**“Here was a warm and inviting place where we could talk face-to-face with ...other consumers”**

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We have attended every Oley annual conference since then. Each time we meet new friends, renew old friendships and learn new things. We have also attended two Oley regional conferences. We were so inspired by what we experienced that we asked to be Oley volunteer Ambassadors. **We wanted to help others on home tube feeding or IV nutrition,** and to help spread the word about this wonderful organization.



Mary and her husband, Bob, serve as Oley Ambassadors and Oley Trustees.



43 New Scotland Ave., MC-28 • Albany Medical Center • Albany, NY 12208-3478  
(518) 262-5079, (800) 776-6539 • FAX (518) 262-5528 • [www.oley.org](http://www.oley.org) • [OleyFoundation@gmail.com](mailto:OleyFoundation@gmail.com)

## Partnering with Oley Benefits You!

Benefit packages allow you to showcase your products/services and receive feedback on from the homePEN consumers and clinicians who use them.

### Basic Corporate Benefit Package:

All corporate partners will enjoy the Basic Corporate Benefit Package:

- **Recognition** on Oley Corporate Partner Roster and at Oley events.
- An opportunity to **advertise** in the *LifelineLetter*.\*
- A **corporate write-up** in the *LifelineLetter* and at [www.oley.org](http://www.oley.org).
- Your **logo and a link** to your Web site on Oley's [Industry](#) and [Partner Showcase](#) Web pages.
- A **partnership logo** to use on your Web site and approved printed materials showcasing your partnership with Oley.
- A **personalized outreach tool** that promotes your partnership with Oley.
- **Advanced selection of exhibit space** at the [annual conference](#), by donation level.†
- One **voting member** on Oley's Industry Advisory Council (OIAC).

Plus the benefits listed at the levels of giving.

### Platinum Level Partners (\$70,000) will enjoy...

- Prominent recognition on the [Oley home page](#) with a link to your Web site.
- A **promotional, direct mailing** (DVD, brochure, survey) to Oley members.\*
- Complimentary B&W **1/2-page ad** in six issues of the *LifelineLetter*. **Add 4-color for only \$500 per ad!**
- Premium [annual conference](#) benefits: you choose **\$9,500** worth of complimentary conference items from exhibit space, sponsorships, program advertising, registrations, etc.

### Gold Medallion Partners (\$50,000) will enjoy...

- Prominent recognition on the [Oley home page](#) with a link to your Web site.
- A **promotional, direct mailing** (DVD, brochure, survey) to Oley members.\*
- Complimentary B&W **1/2-page ad** in six issues of the *LifelineLetter*. **Add 4-color for only \$500 per ad!**
- Prominent [annual conference](#) benefits: you choose **\$7,000** worth of complimentary conference items from exhibit space, sponsorships, program advertising, registrations, etc.



*Mary and Bob enjoying a quiet moment in the exhibit hall.*

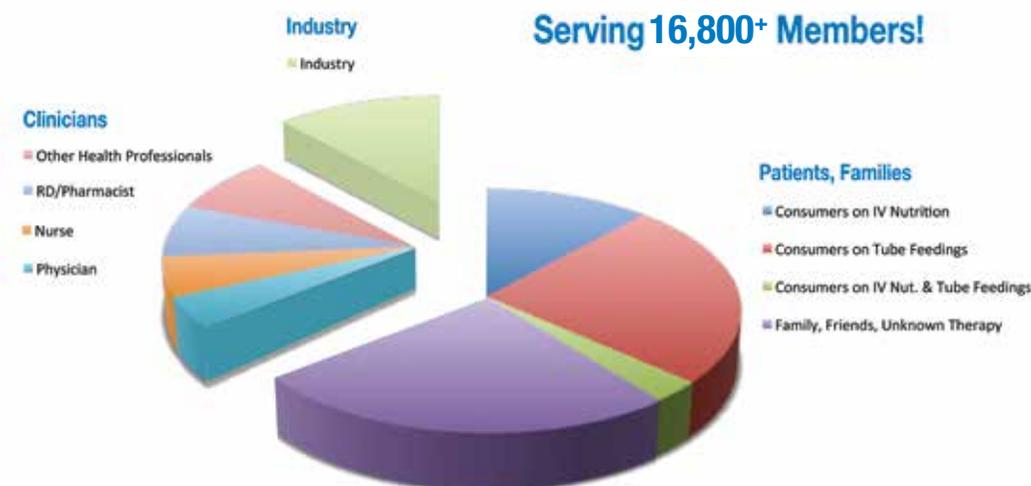
### For More Information Contact

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**“It is clear that Oley is making a difference.”**



### Silver Circle Partners (\$30,000) will enjoy...

- A **promotional, direct mailing** (DVD, brochure, survey) to Oley members.\*
- Complimentary B&W **1/3-page ad** in three issues of the *LifelineLetter*. Discounted (50%) rate for additional advertising space. **Add 4-color for only \$500 per ad!**
- Deluxe **annual conference** benefits: you choose **\$3,500** worth of complimentary conference items from exhibit space, sponsorships, program advertising, registrations, etc.

### Bronze Star Partners (\$20,000) will enjoy...

- A **promotional, direct mailing** (DVD, brochure, survey) to Oley members.\*
- Complimentary B&W **1/4-page ad** in three issues of the *LifelineLetter*. Discounted (50%) rate for additional advertising space. **Add 4-color for only \$500 per ad!**
- **Annual conference** benefits: you choose **\$2,000** worth of complimentary conference items from exhibit space, sponsorships, program advertising, registrations, etc.

### Benefactor Level Partners (\$10,000) will enjoy...

- Complimentary B&W **1/4-page ad** in two issues of the *LifelineLetter*. Discounted (50%) rate for additional advertising space. **Add 4-color for only \$500 per ad!**
- **Annual conference** benefits: you choose **\$1,000** worth of complimentary conference items from exhibit space, sponsorships, program advertising, registrations, etc.

### Patron Level Partners (\$5,000) will enjoy...

- Complimentary B&W **1/4-page ad** in one issue of the *LifelineLetter*. **Add 4-color for only \$500 per ad!**
- **Annual conference** benefits: you choose **\$500** worth of complimentary conference items from exhibit space, sponsorships, program advertising, registrations, etc.

\* Additional cost involved.

\*\* Pledge or donation must be received by **November 30, 2016** to participate in the awards program.

† Pledge or donation must be received by **March 1, 2017** to participate in advanced exhibit space selection.



*Mary with fellow Ambassador, Joy, at the Oley picnic.*

**“We believe Oley is a tremendous resource for nutrition consumers, and we are proud to support such a great organization!”**

**“We applaud Oley’s ongoing commitment to supporting the needs of consumers... and support its efforts in enriching their lives.”**



*Help along the way*

43 New Scotland Ave., MC-28  
Albany Medical Center  
Albany, NY 12208-3478  
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FAX (518) 262-5528

[www.oley.org](http://www.oley.org) / [OleyFoundation@gmail.com](mailto:OleyFoundation@gmail.com)

**Become a Partner with Oley—  
Make your pledge by December 1<sup>st</sup>!**

# 2017 *LifelineLetter* Advertising Contract

**Paid advertising is a benefit the Oley Foundation offers corporate partners who have donated at least \$2,500 within the past twelve months.** The *LifelineLetter* circulates to **16,800+** home nutrition support patients, home care providers and health care professionals in **43 countries**.

## 1. Ad Rates & Specifications

Ad Size	Actual Dimensions	B&W	4-Color
1/4 page (square)	3.66" (w) x 3.66" (h)	\$1,000	\$1,500
1/3 page (vertical)	2.375" (w) x 9.315" (h)	\$1,250	\$1,750
1/2 page (vertical)	3.66" (w) x 9.315" (h)	\$1,800	\$2,300

Advertisers should submit camera-ready, high resolution PDF files to [dahlr@mail.amc.edu](mailto:dahlr@mail.amc.edu). **Please call to confirm receipt.**

**Our server will no longer accept files  $\geq 4$ MB or .zip files** (sorry). If you can't fit within these requirements, call (518) 262-5079 to make special arrangements.

We do not offer "bleeds" and all area within the quoted dimensions is "live." Back up files (InDesign, PhotoShop or Illustrator documents, with supporting postscript fonts and graphic files) may be needed if there is a problem with the pdf.

 **If your company has donated \$5,000 or more in the past year, your company is entitled to free and/or discounted advertising.**

## 2. Advertising Agreement

Advertisers should comply with the advertising policies and guidelines on right.

## 3. Publication Deadlines

<u>Issue Date:</u>	<u>Tentative Ad Deadlines:</u>
Jan/Feb 2017	January 6, 2017
Mar/Apr 2017	March 7, 2017
May/June 2017	April 21, 2017
July/Aug 2017	July 10, 2017
Sept/Oct 2017	August 30, 2017
Nov/Dec 2017	October 11, 2017
Jan/Feb 2018	November 22, 2017
Mar/Apr 2018	January 8, 2018

## 4. Submit Your Materials, Payment

A **\$2,500 minimum donation** must accompany the advertising fee if your company hasn't donated to the Foundation within the past 12 months.

Send materials to: [dahlr@mail.amc.edu](mailto:dahlr@mail.amc.edu) (Files should be  $\leq 4$ MB. Please call to confirm receipt.)

Pay at [www.oley.org](http://www.oley.org) or send checks to:

The Oley Foundation  
43 New Scotland Ave., MC-28  
Albany Medical Center  
Albany, NY 12208

## Ad Policies

Paid advertisements are available only to corporate partners who have donated \$2,500 or more to the Oley Foundation within the past twelve months. Materials and payment must be received by the deadline. Advertising policies, procedures, rates and sizes are subject to change at any time without notice.

The Oley Foundation reserves the right to evaluate all statements and images in advertisements, and to reject any advertisement that in the sole judgment of its editorial advisors does not conform to the Oley Foundation's policies or mission. The Oley Foundation retains full editorial control over all advertisements that appear in the *LifelineLetter*. You will be notified if the Oley Foundation advisors find the copy and/or images unacceptable for publication in the *LifelineLetter*.

## Guidelines

1. Advertisements that mention or criticize a competing company or a competing company's products are unacceptable.
2. Advertisements cannot contain photographs of, or testimonials from, Oley trustees, staff, ambassadors or their family members.
3. Advertisements should not contain statements that are misleading, exaggerated, subject to misinterpretation, or contrary to accepted, scientific findings.
4. Statements of properties, performance or beneficial results of products should be such that they can be verified by adequate data published in scientific literature.
5. Support documentation verifying claims must be submitted to the editor upon request before an advertisement will be accepted for publication.
6. The Oley Foundation retains control over positioning of all advertisements in the *LifelineLetter*.
7. The Oley Foundation will not accept, or refund payment for, cancellations made after the deadline date.
8. Advertiser assumes liability for all content of advertisements.

**For more information contact Roslyn Dahl at (518) 262-5079 or [dahlr@mail.amc.edu](mailto:dahlr@mail.amc.edu).**

# 32nd Annual Oley Conference Marketing Opportunities

Showcase your products and services, network with professionals, AND learn from end users!

- **Site and Dates: Hyatt Regency, Old Greenwich, CT, July 5–9, 2017**

- **Exhibits†:**

- \$1,500 tabletop (6' table)
- \$2,500 floor display (10' x 10' area)
- \$5,000 grand display (20' x 10' area)

- **Program Advertising:**

- \$1,000 full page B&W; **add 4-color for \$250**
- \$500 half page B&W; **add 4-color for \$250**
- \$300 quarter page B&W; **add 4-color for \$250**

- **Education Program Underwriting: from \$2,500**

- Tube Feeding Workshop
- Keynote, Breakout Session Speakers

- **Event Sponsorships††: from \$200 to \$20,000** (See next page for *details.*)

**Meals/Refreshments**—Serving meals allows more time for networking and education!

- Cell Phone Wallet
- Conference App **NEW!**
- Room Subsidy for Consumers
- Travel Grants for Patients/Volunteers
- Videotaping
- Commemorative T-shirt
- Attendee Badge Holders
- Room Key Cards
- Elevator Wrap
- Registration Packet (Must commit by March 21)
- Program (Must commit by May 16)
- Registration Bags
- Registration Packet Inserts
- Conference Wrap Up Social
- Hydration Station
- Welcome Massage
- Walk-A-Thon
- Exhibitor Score Card

**Call with your ideas, or for the most up-to-date list of opportunities!**  
(518-262-5079)

- **Market Research/Focus Group: from \$3,000**

For additional information, please contact Roslyn Dahl at  
(518) 262-5079 or [dahlr@mail.amc.edu](mailto:dahlr@mail.amc.edu), or visit [www.oley.org](http://www.oley.org)!

† Pledge or donation must be received by **March 1, 2017** to participate in advanced exhibit space selection. Limited space available. Order your exhibit today!

†† Sponsors from 2016 have the right of first refusal for the same sponsorship in 2016, and must pay for the sponsorship by **January 9, 2017**.



*Get feedback on your products and services directly from end-users.*

## Oley Corporate Partners Enjoy...

- **Advanced selection of exhibit space** at the annual conference, by donation level.†
- **Credit towards exhibit space, advertising and/or sponsorships** for partners who've donated \$5,000 or more in the past twelve months



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## Event Sponsorship Details<sup>††</sup>:

### Meals/Refreshments—multiple sponsors available, new and exciting opportunities

**Breakfast \$9,000 exclusive, \$4,500 multi-sponsorship.** Include your branded napkins, small giveaways and/or literature/signage on tables—and the opportunity to host event. Help plan menu.

**Lunch \$13,000 exclusive, \$6,500 multi-sponsorship.** Include your branded napkins, small giveaways and/or literature/signage on tables—and the opportunity to host event. Help plan menu.

**Ambassador Workshop \$5,000, Dinner \$10,000 exclusive, \$2,500/\$5,000 multi-sponsorship.** Sponsor refreshments or a meal for Oley volunteers.

**Welcome Reception \$10,000 exclusive, \$5,000 multi-sponsorship.** Be the first to welcome new and returning attendees. Dessert served.

**Silent Auction \$3,000 exclusive, \$1,500 multi-sponsorship.** Add to the festivities at this popular fund raiser! Light refreshments served.



*Refreshments help the meetings get started on time, promote socializing, and allow attendees more time to view exhibits!*

### Conference App **NEW!**

**\$TBD, exclusive.** Don't miss this exciting opportunity that includes your company promotion on the welcome page.

### Cell Phone Wallet

**\$2,000 exclusive.** Stick-on silicone cell phone wallet allows attendees to safely carry the basics (room key, credit card) with them on their phone. Includes logo imprint on wallet.

### Room Subsidy for Consumers

**\$9,000 exclusive.** Help boost attendance and reduce the room rate for consumers and their families. Includes card with your logo and message in these rooms. Call for details.

### Electronics Charging Center

**\$4,000 exclusive.** Help attendees stay connected. Includes signage on charging center.

### Travel Grants for Patients/Volunteers

**\$600 each.** Support this life-changing event for new attendees and Oley volunteer ambassadors.

### Videotaping

**\$20,000 exclusive.** Help us share critical information presented at the conference with a wider audience through live streaming and [www.oley.org](http://www.oley.org). Includes short promotional message on video files.

### Commemorative T-shirt

**\$5,000 exclusive.** Add your name on the official Oley t-shirt. Include a promotional message on the back for an additional fee.

### Attendee Badge Holders

**\$3,500 exclusive.** Put your name front and center on the badge holders all attendees will be wearing.

### Room Key Cards

**\$3,500 exclusive.** Add your brand to the key attendees will use multiple times daily. Single color printing front and back. Camera-ready artwork provided by the sponsor.

### Elevator Wrap

**\$5,000 exclusive.** Raise your company profile. \$5,000 covers the two elevators for hotel guests. Camera-ready artwork provided by the sponsor.

### Registration Packet *(Must commit by March 21)*

**\$4,000 exclusive.** Includes your company logo on the cover. Goes to entire newsletter readership (15,000+) and posted online.



*Conference badge holders, an electronic charging station, and registration bag inserts, are just some of the many ways to get your name in front of attendees.*

### **Program** *(Must commit by May 16)*

**\$2,000 exclusive.** Includes your company logo on the cover. Available to all conference attendees (400+) and posted on web site.

### **Registration Bags**

**\$7,000 exclusive.** Add your name on the official Oley registration bag. Include a promotional message on the back for an additional fee.

### **Registration Bag Inserts**

**\$1,500 multiple sponsors.** Share your printed materials or promotional item with attendees. Materials/items should be insertion-ready and fit within a 14" x 14" x 5" bag.

### **Conference Wrap Up Social**

**\$8,000 exclusive.** Include your branded napkins, small giveaways and/or literature/signage on tables. Host event. Help plan activities and menu.

### **Jammin' Jammies**

**\$4,000 exclusive.** Sponsor this fun-filled pajama party for youth. Help plan and participate in activities—a guaranteed uplifting and life-affirming experience for your team!

### **Hydration Station**

**\$5,000 exclusive.** Help attendees learn more about this important part of keeping well. Includes educational materials, branded giveaways (napkins, etc. you provide), and the opportunity for your staff to show off their expertise.

### **Welcome Massage**

**\$3,000 exclusive.** Includes light refreshments and signage by massage station.

### **Walk-A-Thon**

**\$500 multiple sponsors.** Includes logo on back of official walk-a-thon t-shirt.

### **Exhibitor Score Card**

**\$200 multiple sponsors.** Drive traffic to your booth. Add your logo on the Oley Exhibitor Score Card. Attendees who visit all the booths are eligible to win a \$200 gift card provided by Oley.

### **In Loving Memory Service**

**\$1,500 exclusive.** Sponsor this moving ceremony to remember those we've lost from the Oley community in the past year.



*The picnic offers sponsors an opportunity to meet and mingle with attendees in a festive setting.*



*Make lasting memories for attendees and your team by sponsoring activities for children/youth.*

**Sign Up for Your  
Sponsorship Today!**

**dahlr@mail.amc.edu  
(518) 262-5079**

**†† Sponsors from 2016 have the right of first refusal for the same sponsorship in 2017, and must pay for their sponsorship by *January 9, 2017.***