

2017 Marketing Prospectus



Check out all the Great Opportunities
to Support HCA Programming and
Promote Your Brand to New York's
Premier Home Care Providers!



About HCA

The mission of the Home Care Association of New York State (HCA) is to promote and enhance the quality, accessibility and availability of home and community based care by enabling our members to meet the needs of the individuals and communities they serve. Embodied in this mission statement is a strong affirmation that your goals – as a home care community stakeholder – directly reflect our goals as an association.

Recognizing our shared purpose and goals, we offer you this marketing prospectus for 2017. Within it, you will find ways to reinforce your organization’s brand and support for home care in front of the audiences at our signature education events, our Board of Directors, through our digital imprints, and prominent placement in our member communications to thousands of home care providers. At the same time, you’ll demonstrate support for HCA’s educational programming, which is an important component of our broader mission to support New York’s home care community through education and information.

This year, we are once again offering an expanded range of benefits in several sponsorship categories culminating in a broad spectrum of sponsor benefits and greater flexibility to select a sponsorship package and options that best support your engagement goals.

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BENEFITS TO ALL EXHIBITORS

- Face-to-face time with key decision-makers
- Pre-and post-conference participant lists
- Your organization showcased on the HCA website – including your logo and a direct link to your website
- Your organization featured in the directory of exhibitors provided to each attendee with your product/service description and contact information
- Participation in all group meal and reception events
- Discounted event registration fees for additional attendees from your organization
- Opportunity to attend the education sessions at each event

IMPORTANT DEADLINES

As soon as we receive your commitment, company description and logo, recognition will begin immediately on the HCA website and in event marketing materials. The sooner you commit, the greater the recognition you receive.

HCA Annual Conference

Conference marketing materials deadline is February 17.
Conference program book deadline is April 3.

HCA Senior and Financial Managers Retreat

Conference marketing materials deadline is May 8.
Conference handout materials/agenda deadline is August 11.

HCA Corporate Compliance Symposium

Conference marketing material deadline is July 11.
Conference handout materials/agenda deadline is September 11.

Quality and Technology Conference

Conference marketing materials deadline is July 17.
Conference handout materials/agenda deadline is October 16.

EXHIBITOR RULES AND REGULATIONS

- No-show exhibitors will not receive a refund and the table will be eliminated.
- Refunds for canceling, less 25% administrative fee, are allowed up until one month prior to event.
- Exhibitors shall indemnify and hold harmless HCA, its agents and the conference venue from all liability. Each exhibitor should secure insurance at their own expense.
- Exhibitors must assume full responsibility for compliance with fire, safety and health ordinances. All materials must be fire resistant.
- All exhibit materials must be contained at your table. Valuables should be stored in your hotel room during non-exhibit hours. HCA is not responsible for lost or stolen property.
- No more than four representatives per exhibit table allowed.
- Nothing is to be posted, tacked, nailed, or screwed to any parts of the building or furniture at conference venue.
- No decoration or fixture can interfere or block another exhibit. HCA has the right to remove the obstruction.
- No free-standing exhibits will be allowed due to space limitations at any event (This does not include standard size pull-up banners.) Also loud noises or overpowering odors at exhibits will not be permitted.
- All exhibitors and visitors must be registered with the conference and will be required to wear name badges.
- No distribution of literature or giveaway items allowed outside the exhibit area.
- Exhibitor drayage and supplies will be handled through Clifton Park Rental, for the Annual Conference.

Attendees at Other Events

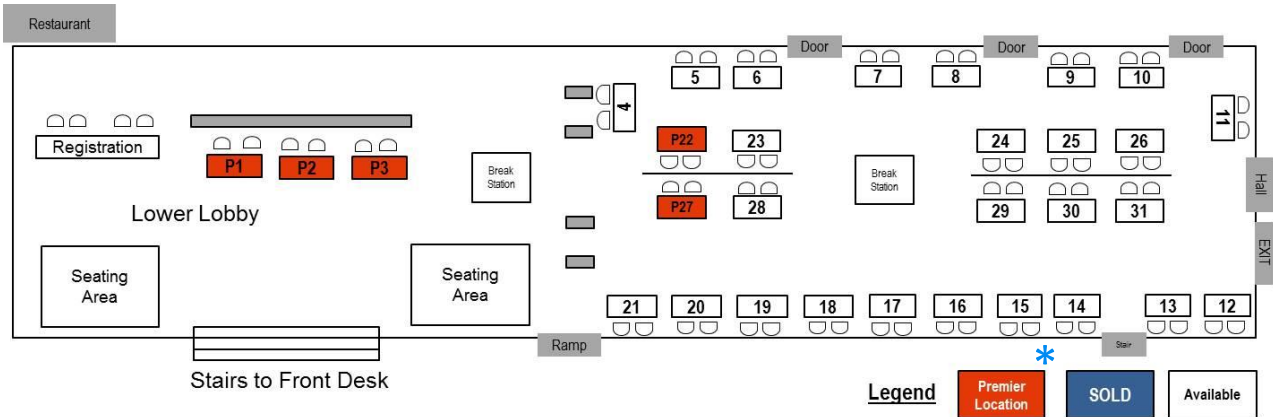
The exhibitor fee for the Annual Conference includes two complimentary registrations. The exhibit fee for Senior and Financial Managers Retreat, Corporate Compliance Symposium and Quality and Technology Conference includes one complimentary registration. Additional attendees up to a total of four may be registered at the discounted rate of \$150 for HCA Members and \$200 as a potential member.

EXHIBITING AT THE ANNUAL CONFERENCE

As noted, there are limited exhibit tables at HCA's Signature Events so we encourage you to commit early. For the Annual Conference, please list your top three choices for exhibit space. A premier exhibit table is available to top tier sponsors and HCA Members only. HCA cannot be responsible if your exhibit table is near a competitor. HCA has the authority to re-assign tables as necessary. You will receive a confirmation via email of your exhibit location and information specific to your exhibit. Further information will be sent prior to each show, including set-up times, shipping information through Clifton Park Rental, details on internet access, and discounted hotel reservation information.

At each event you will receive a 6' x 30" table, two chairs, signage and electric access. In addition, you will receive the benefits outlined on page 2. Your exhibit fee at the HCA Annual Conference allows for two individuals from your organization to attend and includes all group meal events. Additional representatives (up to four total) from your organization may attend at \$150 if your organization is an HCA Member or \$200 as a potential member.

ANNUAL CONFERENCE SARATOGA HILTON FLOOR PLAN



* Premier exhibit tables at the Annual Conference are available to top tier Sponsors and HCA Members Only.

OF SPECIAL NOTE

For the Annual Conference, the Saratoga Hilton cannot accept any shipments from vendors. Shipping of materials must be handled by Clifton Park Rental. Information on shipping will be sent prior to the event.

If you are not an HCA member, why not consider joining? Take advantage of great savings and exclusive benefits by calling Laura Constable at (518) 810-0660 for details about membership.

Signature events

HCA Annual Conference

May 3-5, 2017

Saratoga Springs, NY

This conference is traditionally attended by 125 – 150 home health agency leaders, frontline support staff, and individuals who influence the purchases of services and products. Exhibits are limited to 31 tabletop exhibits.

HCA Senior and Financial Managers Retreat

September 7-8, 2017

New Paltz, NY

Approximately 100 executive-level leaders and financial decision-makers attend this event. Exhibits are limited to ten tabletop displays.

HCA Corporate Compliance Symposium

October 19, 2017

Albany, NY

This popular event is traditionally attended by 75 – 100 executive, financial and clinical supervisory level staff. Exhibits are limited to ten tabletop displays.

HCA Quality and Technology Conference

November 15-16, 2017

Location TBD

Approximately 70-80 home health agency frontline supervisors and managers as well as key decision makers traditionally attend the Quality and Technology Conference. Exhibits are limited to ten tabletop displays.

BENEFITS TO ALL SPONSORS

- Public acknowledgement of your support throughout HCA's event(s)
- Your organization featured in event(s) marketing materials
- Your organization featured in the event(s) program book or agenda
- Your organization logo with a hyperlink to your website showcased on HCA's sponsor webpage
- Pre- and post-conference attendee lists
- The opportunity to network with attendees during event(s)



SPONSORSHIP

EXCLUSIVE OPPORTUNITY!

Titanium Level \$15,000
Limit to 1 Sponsor

Platinum Level \$10,000
Limit to 4 Sponsors at \$10,000 per sponsor

Gold Level \$8,000 - Limit to 2 Sponsors
at \$8,000 per sponsor

TICKETING	Sponsor all four HCA signature events as the lead sponsor with two complimentary registrations to each event	Sponsor HCA's annual conference and two other signature events (of your choice); receive two complimentary registrations to each event	Sponsor Annual Conference and two other signature events (of your choice) with one complimentary registration to each event
WEB RECOGNITION	Prominent recognition as a lead HCA sponsor with slider graphic on HCA's website home page for a 12-month period	Your logo with hyperlink on slider graphic for Platinum level sponsors on HCA's website home page for a six-month period	Logo with hyperlink on education page of HCA's website for a 12-month period
SPECIAL EVENTS & RECEPTIONS	Reserved table with ten complimentary luncheon tickets at HCA's Annual Conference awards luncheon		Keynote sponsor at Annual Conference and one other event
ADVERTISING MARKETING	Full page ad (7 1/2" w x 10" h - full color) in the Annual Conference program book Full page ad (5" w x 7 1/2" h - full color) in the Annual Conference awards luncheon program book	Half page ad (7 1/2" w x 5" h - full color) in the Annual Conference program book Half page ad (5" w x 3 1/2" h - full color) in the Annual Conference awards luncheon program book	Quarter page ad (3 1/2" w x 5" h - full color) in the Annual Conference program book
SIGN & LOGO PLACEMENT	Your logo on the welcome tote bag at HCA's Annual Conference		Logo displayed in the Annual Conference program book and agenda at one other event, next to the keynote session
EXHIBITING	Premier exhibit table at Annual Conference (includes two additional complimentary registrations for your exhibit staff - whether or not exhibit space is utilized) Standard exhibit table at three other events (includes one additional complimentary registration for your exhibit staff at each event - whether or not the exhibit space is utilized)	Premier exhibit table at Annual Conference (includes two additional complimentary registrations for your exhibit staff - whether or not exhibit space is utilized) Standard exhibit tables at other two events (includes one additional complimentary registration to each of those events for your exhibit staff - whether or not the exhibit space is utilized)	Standard exhibit table at Annual Conference (includes two additional complimentary registrations for your exhibit staff - whether or not exhibit space is utilized) Standard exhibit table at one additional event (includes one additional complimentary registration for your exhibit staff - whether or not exhibit space is utilized)
SPEAKING OPPORTUNITY	Invitation to address all conference attendees during each event (time to be determined by HCA)	Invitation to address all conference attendees during each event(s) (Time to be determined by HCA)	
ACCESS TO MEMBERSHIP	Opportunity to send two email communications to the full HCA membership (HCA will disseminate your communication, timeframe and content subject to HCA approval) Advertorial in HCA's weekly newsletter "The Situation Report" two times a year (educational in nature and subject to HCA approval and publication timeframe)	Opportunity to send one email communications to the full HCA membership (HCA will disseminate your communication, timeframe and content subject to HCA approval) Advertorial in HCA's weekly newsletter "The Situation Report" one time per year (educational in nature and subject to HCA approval and publication timeframe)	

LEVELS

Silver Level \$5,000 – Unlimited Number of Sponsorships Available at this Level

Bronze Level \$3,000 – Unlimited Number of Sponsorships Available at this Level

Friend of HCA \$1,000 – Unlimited Number of Sponsorships Available at this Level

Sponsor the annual conference and one other signature event (of your choice), with two complimentary registrations to the events

Sponsor the Annual Conference with one complimentary registration to the event

Your logo on the Annual Conference website

Your logo on the Annual Conference website

Your logo on the Annual Conference website

Sponsor of the welcome reception at the annual conference

Sponsor the Annual Conference breakfast on either May 4 or May 5 (HCA to determine date)

Sponsor the refreshment breaks throughout the Annual Conference

Ability to place one-page (8 1/2" w x 11" h – full color) company marketing piece in annual conference welcome tote bag

Ability to place one-page (8 1/2" w x 11" h – full color) company marketing piece in Annual Conference welcome tote bag

Logo displayed in the Annual Conference program book next to the Welcome Reception

Logo displayed in the Annual Conference program book next to the breakfast on either May 4 or 5

Signage showing your organization as a refreshment break sponsor throughout the Annual Conference

Logo on the food and beverage displays during the Annual Conference Welcome Reception

Logo on the food and beverage displays during the breakfast at the Annual Conference



A-la-Carte: Choose Your Opportunity

Now you can choose an opportunity that is just right for your organization and your budget. Be sure to take advantage of the a-la-carte opportunities available to everyone. You may select more than one opportunity. All availability is on a first-come-first-served basis with paid registration.

Annual Conference Opportunities

- **Awards Luncheon Sponsor** Includes signage on tables; a half page ad (5" w x 3.5" h – full color) in the awards program book; public acknowledgment at event: **Limit to 4 supporters at \$800 each.**
- **Welcome Tote Bag Stuffer** (ability to place one-page company marketing piece or promotional item in the welcome tote bag): **Limit to 4 supporters at \$450 each.**
- **Hotel Key Card Sponsor** (your one color logo on the hotel key card given to all conference attendees): **Limit to 1 supporter – \$1,500.**
- **Promotional Banner** (your logo and message will be featured on a 6' x 2.5' full color banner that will be hung at the approach to the entrance to the hotel lobby. The banner is yours to keep for re-using): **Limit to 6 supporters at \$350 each.**
- **Wi-Fi Sponsor** (create your own custom access code): **Limit to 1 supporter at \$1,000.**
- **Entertainment Sponsor** at welcome reception (your logo on signage during the event and next to event listing in program book): **Limit to 4 supporters at \$750 each.**

Senior and Financial Managers Retreat Opportunities

- Welcome reception sponsor (includes signage during event; logo on agenda next to event listing and public acknowledgment at event): **Limit to 1 supporter at \$1,000.**
- **Refreshment Breaks Sponsor** (includes signage at all refreshment breaks during event): **Unlimited number of supporters at \$250 each.**
- **Boxed Luncheon Sponsor** (a personal note card from you will be placed in each attendee's to-go lunch box on the final day of the retreat): **Limit to 1 supporter at \$1,500.**
- **Wi-Fi Sponsor** (create your own custom access code): **Limit to 1 supporter at \$1,000.**
- **Promotional Insert for Meeting Packet** (ability to place a one-page company marketing piece in the meeting materials packet): **Limit to 4 supporters at \$450 each.**

Corporate Compliance Symposium Opportunities

- **Exclusive Breakfast Sponsor** (includes signage during event; logo on agenda next to event listing; and public acknowledgement at the event): **Limit to 1 supporter at \$750.**
- **Exclusive Luncheon Sponsor** (includes signage during event; logo on agenda next to event listing; and the ability to say a few words to all attendees during event): **Limit to 1 supporter at \$1,500.**
- **Refreshment Breaks Sponsor** (includes signage at all refreshment breaks during event): **Unlimited number of supporters at \$250 each.**
- **Wi-Fi Sponsor** (create your own custom access code): **Limit to 1 supporter at \$1,000.**
- **Promotional Insert for Meeting Packet** (ability to place a one-page company marketing piece in the meeting materials packet): **Limit to 4 supporters at \$450 each.**

OPPORTUNITIES!

Quality and Technology Conference Opportunities

- **Hotel Key Card Sponsor** (your one-color logo on the hotel key card given to all conference attendees): **Limit to 1 supporter at \$1,500.**
- **Exclusive Breakfast Sponsor** (includes signage during event; logo on agenda next to event listing; and public acknowledgement at the event): **Limit to 1 supporter at \$750.**
- **Refreshment Breaks Sponsor** (includes signage at all refreshment breaks during event): **Unlimited number of supporters at \$250 each.**
- **Wi-Fi Sponsor** (create your own custom access code): **Limit to 1 supporter at \$1,000.**
- **Promotional Insert for Meeting Packet** (ability to place a one-page company marketing piece in the meeting materials packet): **Limit to 4 supporters at \$450 each.**

General Education Opportunities

- **Education Sponsor** for a 12-month period (logo displayed on HCA's education update flyer that is distributed at all events throughout the year): **Limit to 6 supporters at \$750 each.**
- **Full Screen Advertisement** displayed at a one-day HCA educational program (TBD): **Limit to 2 supporters per event at \$350 each.**
- **Exclusive Luncheon Sponsor** at a full-day HCA Home Care Survival Bootcamp program in NYC (various dates/topics) – (logo on agenda next to event listing and the opportunity to say a few words to all attendees during event; also includes two complimentary registrations to the event): **Limit to 1 supporter at \$1,500.**
- **Exclusive Breakfast Sponsor** at a half-day HCA Home Care Survival Bootcamp program in NYC (various dates/topics) – (logo on agenda next to event listing and the opportunity to say a few words to all attendees during event; also includes one complimentary registration to the event): **Limit to 1 supporter at \$750.**



The Situation Report Opportunities

The Situation Report is HCA's flagship weekly newsletter of policy, regulatory and education updates which is circulated to more than 2,000 e-mail addresses:

- **The Situation Report Advertisement** – for four consecutive weeks (quarter-page horizontal or vertical, content subject to HCA approval): **Limit to 5 supporters at \$1,000 each.**
- **HCA Supporter** – your hyperlinked banner ad posted in *The Situation Report* for four consecutive weeks: **Limit to 5 supporters at \$500 each.**

HCA Board Retreat

(Exclusive Member Only Opportunities)

- **HCA Board of Directors Retreat Reception Sponsor** with opportunity for one of your representatives to attend reception and dinner and address the group during the reception: **Limit to 1 supporter at \$1,500.**
- **HCA Board of Directors Retreat Dinner Sponsor** with opportunity for two of your representatives to attend reception and dinner and address the group during the dinner: **Limit to 1 supporter at \$3,000.**

Marketing Prospectus

A-LA-CARTE FEE SCHEDULE

Annual Conference Opportunities

Awards Luncheon Sponsor	\$ 800	<input type="checkbox"/>
Welcome Tote Bag Stuffer	\$ 450	<input type="checkbox"/>
Hotel Key Card	\$1,500	<input type="checkbox"/>
Promotional Banner	\$ 350	<input type="checkbox"/>
WiFi Sponsor	\$1,000	<input type="checkbox"/>
Welcome Reception Entertainment	\$ 750	<input type="checkbox"/>

Senior and Financial Managers Retreat Opportunities

Welcome Reception Sponsor	\$1,000	<input type="checkbox"/>
Refreshment Breaks	\$ 250	<input type="checkbox"/>
Boxed Lunches	\$1,500	<input type="checkbox"/>
WiFi Sponsor	\$1,000	<input type="checkbox"/>
Promotional Insert for Meeting Packet	\$ 450	<input type="checkbox"/>

Corporate Compliance Symposium Opportunities

Breakfast Sponsor	\$ 750	<input type="checkbox"/>
Luncheon Sponsor	\$1,500	<input type="checkbox"/>
Refreshment Breaks	\$ 250	<input type="checkbox"/>
WiFi Sponsor	\$1,000	<input type="checkbox"/>
Promotional Insert for Meeting Packet	\$ 450	<input type="checkbox"/>

Quality and Technology Conference Opportunities

Hotel Key Card Sponsor	\$1,500	<input type="checkbox"/>
Breakfast Sponsor	\$ 750	<input type="checkbox"/>
Refreshment Breaks	\$ 250	<input type="checkbox"/>
WiFi Sponsor	\$1,000	<input type="checkbox"/>
Promotional Insert for Meeting Packet	\$ 450	<input type="checkbox"/>

General Education Opportunities

12-Month Education Program Sponsor	\$ 750	<input type="checkbox"/>
Full-Screen Ad at Day Program	\$ 350	<input type="checkbox"/>
Luncheon Sponsor HCA Bootcamp	\$1,500	<input type="checkbox"/>
Breakfast Sponsor HCA Bootcamp	\$ 750	<input type="checkbox"/>

Situation Report Opportunities

4-week Qtr. Page Content Ad Placement	\$1,000	<input type="checkbox"/>
4-week Hyperlinked Banner Ad Placement	\$ 500	<input type="checkbox"/>

Exclusive Opportunity!

HCA Board Retreat

Board Retreat Reception Sponsor	\$1,500	<input type="checkbox"/>
Board Retreat Dinner Sponsor	\$3,000	<input type="checkbox"/>

Total Payment Due: \$ _____

SPONSOR COMMITMENT

We wish to participate in HCA's 2017 educational events. We understand that this commitment becomes a contract when signed by us and accepted by HCA Education and Research. Please comply with the deadlines detailed in this brochure to maximize recognition opportunities.

Today's Date

Corporation Name

Contact Person

Corporation Address

City, State, Zip

Corporation Website

Contact Phone

Contact Email

PAYMENT INFORMATION

VISA MasterCard American Express

Name on Card

Card Number

Expiration Date

Security Code

Billing Address for Card (Street/Floor/Suite)

City/State Zip

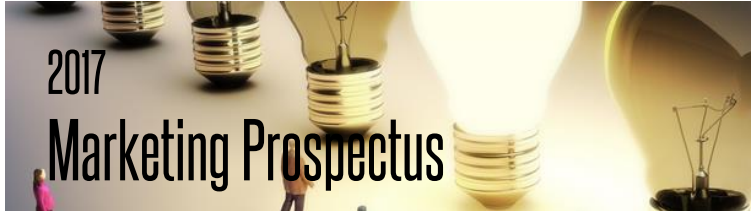
Authorized Signature

Check made payable to HCA Education and Research
Mail to: 388 Broadway, 4th Floor, Albany, NY 12207
Check must be received one month prior to event opportunity.
HCA cannot invoice you.

PLEASE NOTE: To guarantee recognition in conference materials, this Letter of Commitment must be received and your corporate logos and product service description e-mailed to bwilson@hcanys.org in either jpg or tif format, by the deadline assigned. Commitments that arrive after that date will receive recognition as outlined in the category chosen; however, they may not be listed in conference materials due to printing deadlines. No refunds will be issued for cancellations received one month prior to event opportunity. Cancellation prior to that timeframe will receive a refund less 25%.

Upon receipt of this Letter of Commitment by HCA, a confirmation email of acceptance will be sent. Payment in full must be received one month prior to event opportunity. Conference and hotel registration information will follow. No other opportunities will be negotiated.

FAX THIS FORM TO: (518) 426-8788
or call Billi Wilson at (518) 810-0666 if you have any questions.



2017

Marketing Prospectus

EXHIBITOR/SPONSOR COMMITMENT

We wish to participate in HCA's 2017 educational events. We understand that this commitment becomes a contract when signed by us and accepted by HCA Education and Research. Please comply with the deadlines detailed in this brochure to maximize recognition opportunities.

Today's Date

Corporation Name

Contact Person

Corporation Address

City, State, Zip

Corporation Website

Contact Phone

Contact Email

EXHIBITOR INFORMATION

	HCA Member	Potential Member	
HCA Annual Conference	\$950	\$1,350	\$_____

Table Choice at Annual Conference

After reviewing the floor plan, indicate your top 3 table choices:

1st Choice: _____
 2nd Choice: _____ (HCA will assign tables for all other events.)
 3rd Choice: _____

Senior and Financial Managers Retreat	\$600	\$ 900	\$_____
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Corporate Compliance Symposium	\$600	\$ 900	\$_____
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Quality and Technology Conference	\$600	\$ 900	\$_____
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Additional Exhibitor Attendees

# of People	HCA Member	Potential Member	
_____ add'l people @	\$150	\$200	= \$_____
SUB TOTAL			= \$_____

PAYMENT INFORMATION

VISA MasterCard American Express

Name on Card

Card Number

Expiration Date

Security Code

Billing Address for Card (Street/Floor/Suite)

City/State Zip

Authorized Signature

Check made payable to HCA Education and Research
 Mail to: 388 Broadway, 4th Floor, Albany, NY 12207
 Check must be received one month prior to event.
HCA cannot invoice you.

SPONSORSHIP OPPORTUNITY

Please choose from the following Sponsorship levels:

- *Please indicate your preference for either:
- \$15,000 Titanium* = \$_____
 - \$10,000 Platinum* = \$_____
 - \$ 8,000 Gold* = \$_____
 - \$ 5,000 Silver = \$_____
 - \$ 3,000 Bronze = \$_____
 - \$ 1,000 Friend = \$_____
- SUB TOTAL = \$_____**

GRAND PAYMENT DUE \$ _____

PLEASE NOTE: To guarantee recognition in conference materials, this Letter of Commitment must be received and your corporate logos and product service description e-mailed to bwilson@hcany.org in either jpg or tif format by the assigned sponsorship deadlines, or by the Exhibitor deadlines detailed on page 2. Commitments that arrive after that date will receive recognition as outlined in the category chosen; however, they may not be listed in conference materials due to printing deadlines. No refunds will be issued for cancellations received one month prior to event opportunity. Cancellation prior to that timeframe will receive a refund less 25%.

Upon receipt of this Letter of Commitment by HCA, a confirmation email of acceptance will be sent. Payment in full must be received one month prior to event opportunity. Conference and hotel registration information will follow. No other opportunities will be negotiated. **(Those opportunities that include complimentary registrations will still need to complete the conference registration form. Be sure to write in "exempt" in the payment section so you are not charged the conference fee.)**

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 or call Billi Wilson at (518) 810-0666 if you have any questions.



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Fourth Floor
Albany, New York 12207
P (518) 426-8764
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E Info@HCANYS.org

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