MARKETING PROSPECTUS

This is your chance to support HCA programming and highlight your brand to New York’s premier home care providers.
Who We Are
The Home Care Association of New York State (HCA) is a statewide health organization comprised of nearly 300 member providers and organizations delivering home and community-based care to hundreds of thousands of New Yorkers annually. The mission of HCA is to promote and enhance the quality and accessibility of health care and support at home. HCA Education and Research is the 501c3 entity of the Association.

2023 MARKETING PROSPECTUS
EXHIBITOR INFORMATION

WHAT YOU GET!

• Face-to-face time with agency 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 (included with your complimentary registrations)
• Discounted event registration fees for additional attendees (up to four, including any complimentary registrations) from your organization
• You’re an attendee too! All exhibitor registrations allow you to attend the education sessions, where you will be able to learn more about the latest in home care alongside our attendees. This is a great opportunity to connect with prospective customers while you interact and engage with them throughout the day.

WHEN AND WHERE.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 material. The sooner you commit, the greater the recognition you receive.

• HCA Annual Conference
  May 3-5, 2023
  Saratoga Springs, NY
  Nearly 150 health agency leaders, frontline support staff and purchasing agents attend our premier event. Exhibits are limited to 31 tabletop displays.
  Deadlines: Marketing material 2/24/23 | Program: 4/21/23

• HCA Senior Financial Managers Retreat
  Date and Location TBD
  Approximately 100 executive-level leaders and financial decision makers attend this event. Exhibits are limited to ten tabletop displays.
  Deadlines: Marketing material 6/9/23 | Handouts/Agenda 8/21/23

• HCA Corporate Compliance Symposium
  November 8, 2023
  Schenectady, NY
  This always-popular event attracts 75-100 executive, financial and clinical supervisory level staff. Exhibits are limited to ten tabletop displays.
  Deadlines: Marketing material 7/21/23 | Agenda 9/22/23

ATTENDEES AT OTHER EVENTS

The exhibitor fee for the Annual Conference includes two complimentary registrations. The exhibit fee for the Senior Financial Managers Retreat and Corporate Compliance Symposium includes one complimentary registration. Additional attendees up to a total of four (including complimentary registrations) may register at a discount rate as follows:

• HCA Annual Conference
  $350 – HCA Members  $550 – Potential Member

• Other Signature Events
  $250 HCA Member  $450 Potential Members

EXHIBITOR RULES AND REGULATIONS

• Exhibitors who do not arrive by deadline will be removed and will not receive a refund.
• 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 freestanding 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.

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 is not responsible if your exhibit table is near a competitor. HCA has the authority to re-assign table location, 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 setup 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, and Welcome Reception. Additional representatives (up to four total) from your organization may attend at $350 if your organization is an HCA Member or $550 as a potential member.

If you are not an HCA member, consider joining? Take advantage of great savings and exclusive benefits by emailing Laura Constable at lconstable@hcanys.org for details about membership.
# Sponsorship Levels

## Titanium Level

$12,000

Limit to 2 Sponsors

<table>
<thead>
<tr>
<th>Ticketing</th>
<th>Sponsor all three HCA signature events as a lead sponsor with two complimentary registrations to each event</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPONSORED CONTENT</td>
<td>Monthly content in the top tier of The Situation Report newsletter</td>
</tr>
<tr>
<td>SPECIAL EVENTS &amp; RECEPTIONS</td>
<td>Sponsor of HCA’s Annual Conference awards luncheon</td>
</tr>
<tr>
<td>ADVERTISING MARKETING</td>
<td>Full page ad (7 ½”w x 10”h – full color) in the Annual Conference program book</td>
</tr>
<tr>
<td>SIGN &amp; LOGO PLACEMENT</td>
<td>Your logo on the welcome tote bag at HCA’s Annual Conference</td>
</tr>
<tr>
<td></td>
<td>Social media Shout-Out (Facebook, Twitter, and Linkedin) recognizing you as a Titanium level Sponsor</td>
</tr>
<tr>
<td>EXHIBITING</td>
<td>Premier exhibit table at Annual Conference (includes two additional complimentary registrations for your exhibit staff – whether or not exhibit space is utilized)</td>
</tr>
<tr>
<td></td>
<td>Standard exhibit table at two other events (includes one additional complimentary registration for your exhibit staff at each event – whether or not the exhibit space is utilized)</td>
</tr>
<tr>
<td>SPEAKING OPPORTUNITY</td>
<td>Deliver a sponsored education session at HCA’s Annual Conference. The session’s focus and content must be in keeping with HCA’s education mission and is subject to approval.</td>
</tr>
<tr>
<td>ACCESS TO MEMBERSHIP</td>
<td>Opportunity to send two email communications to the full HCA membership (HCA will disseminate your communication, timeframe and content subject to HCA approval)</td>
</tr>
<tr>
<td></td>
<td>Ad in HCA’s weekly newsletter “The Situation Report” two times a year (educational in nature and subject to HCA approval and publication timeframe)</td>
</tr>
</tbody>
</table>

## Platinum Level

$10,000

Limit to 4 Sponsors at $10,000 per sponsor

<table>
<thead>
<tr>
<th>Ticketing</th>
<th>Sponsor HCA’s annual conference and two other signature events; receive two complimentary registrations to each event</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPONSORED CONTENT</td>
<td>Quarterly content in the top tier of The Situation Report newsletter</td>
</tr>
<tr>
<td>SPECIAL EVENTS &amp; RECEPTIONS</td>
<td>Keynote sponsor at Annual Conference and one other event</td>
</tr>
<tr>
<td>ADVERTISING MARKETING</td>
<td>Half page ad (7 ½”w x 5”h – full color) in the Annual Conference program book</td>
</tr>
<tr>
<td>SIGN &amp; LOGO PLACEMENT</td>
<td>Social Media Shout-Out (Facebook, Twitter and Linkedin) recognizing you as a Platinum level Sponsor</td>
</tr>
<tr>
<td>EXHIBITING</td>
<td>Premier exhibit table at Annual Conference (includes two additional complimentary registrations for your exhibit staff – whether or not exhibit space is utilized)</td>
</tr>
<tr>
<td></td>
<td>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)</td>
</tr>
<tr>
<td>SPEAKING OPPORTUNITY</td>
<td>Opportunity to host a webinar (educational in nature and subject to HCA approval)</td>
</tr>
<tr>
<td>ACCESS TO MEMBERSHIP</td>
<td>Opportunity to send one email communication to the full HCA membership (HCA will disseminate your communication, timeframe and content subject to HCA approval)</td>
</tr>
<tr>
<td></td>
<td>Ad in HCA’s weekly newsletter “The Situation Report” one time per year (educational in nature and subject to HCA approval and publication timeframe)</td>
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</table>

## Gold Level

$8,000

Limit to 2 Sponsors

<table>
<thead>
<tr>
<th>Ticketing</th>
<th>Sponsor Annual Conference and two other signature events with one complimentary registration to each event</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPONSORED CONTENT</td>
<td>Twice a year content in The Situation Report newsletter</td>
</tr>
<tr>
<td>SPECIAL EVENTS &amp; RECEPTIONS</td>
<td>Keynote sponsor at Annual Conference and one other event</td>
</tr>
<tr>
<td>ADVERTISING MARKETING</td>
<td>Quarter page ad (3 ½”w x 5”h – full color) in the Annual Conference program book</td>
</tr>
<tr>
<td>SIGN &amp; LOGO PLACEMENT</td>
<td>Logo displayed in the Annual Conference program book and agenda at one other event, next to the keynote session</td>
</tr>
<tr>
<td>EXHIBITING</td>
<td>Standard exhibit table at Annual Conference (includes two additional complimentary registrations for your exhibit staff – whether or not exhibit space is utilized)</td>
</tr>
<tr>
<td></td>
<td>Standard exhibit table at two additional events (includes one additional complimentary registration for your exhibit staff – whether or not exhibit space is utilized)</td>
</tr>
<tr>
<td>SPEAKING OPPORTUNITY</td>
<td>Invitation to address all conference attendees during each event(s). (Time to be determined by HCA.)</td>
</tr>
<tr>
<td>ACCESS TO MEMBERSHIP</td>
<td></td>
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<td></td>
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<tr>
<td>SILVER LEVEL</td>
<td>BRONZE LEVEL</td>
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</tr>
<tr>
<td>$5,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>Unlimited Number of Sponsorships Available at this Level</td>
<td>Unlimited Number of Sponsorships Available at this Level</td>
</tr>
<tr>
<td>Sponsor the annual conference and one other signature event (of your choice), with two complimentary registrations to the events</td>
<td>Sponsor the Annual Conference with one complimentary registration to the event</td>
</tr>
<tr>
<td>Sponsor of the welcome reception at the annual conference</td>
<td>Sponsor the Annual Conference breakfast on either May 4 or May 5 (HCA to determine date)</td>
</tr>
<tr>
<td>Ability to place one-page (8 ½”w x 11”h – full color) company marketing piece in annual conference welcome tote bag</td>
<td>Ability to place one-page (8 ½”w x 11”h – full color) company marketing piece in Annual Conference welcome tote bag</td>
</tr>
<tr>
<td>Logo displayed in the Annual Conference program book next to the Welcome Reception</td>
<td>Logo displayed in the Annual Conference program book next to the Welcome Reception</td>
</tr>
<tr>
<td>Logo on the food and beverage displays during the Annual Conference Welcome Reception</td>
<td>Logo on the food and beverage displays during the Annual Conference Welcome Reception</td>
</tr>
</tbody>
</table>

**WHY SPONSOR?**

Don’t ask us. Our fellow sponsors will tell you why!

"What a great conference, venue, team at HCA, and membership of your association. Definitely one of the best overall conferences I have had the honor of attending and speaking at."

Michael Simione, MBA
Director, Cost Reports
Simitree

"We had such a great time connecting with everyone. I can honestly say that was one of the best conference/retreat experiences I have had. Looking forward to the next one!"

Erin Masterson
Associate Principal, Consultant
Simitree
INDIVIDUAL PACKAGES
Choose the opportunity that fits your organization and budget. We offer custom options to help you find the perfect fit. You may select more than one opportunity, but don’t wait! All availability is first-come, first-served with paid registration.

ANNUAL CONFERENCE OPPORTUNITIES

• Charging Stations keep attendees connected by sponsoring multiple AC/USB charging stations at various locations throughout the event. – Unlimited number of supporters at $500 each

• Conference Badge Lanyard show off your company by sponsoring the badge lanyard that will be affixed to each conference name badge. – Limit to one supporter at $1,200

• Conference Name Badge Your company’s logo will be prominently featured on the top of the name badge and will be seen hundreds of times throughout the event by attendees and exhibitors alike. – Limit to one supporter at $800

• Awards Luncheon your logo will be shown on the screen during the event and also on the awards program agenda; public acknowledgment at the 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 $500 each

• Hotel Key Card your one-color logo on the hotel key card given to all conference attendees staying at the host hotel. – Limit to 1 supporter at $2,000

• 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 $400 each.

• WiFi Sponsor create your own custom access code that will be shared with conference attendees through signage and it will also be noted in the Annual Conference program book. – Limit to 1 supporter at $2,000

NEW! OPPORTUNITIES

• Networking Lunch – May 3 includes signage during the event; logo on agenda next to the listing and public acknowledgement of your sponsor during Presidents Address. Limit to 2 supporters at $1,500 each.

• Awards Lunch Centerpieces your logo displayed on each centerpiece for the 2023 awards luncheon. You’ll be the center of attention! – Limit to 1 supporter at $1,200

• Hospitality Room sign up for a 2-hour timeslot to host the hospitality room that is located just off the expo floor near the Broadway Ballrooms. This room will be set with coffee, tea, water and iced tea for a continuous beverage break for attendees. Limit to 4 supporters at $500 each

• Entertainment Sponsor at Offsite Party on May 4 – HCA will once again be offering an offsite party. Your logo will be displayed on signage and in the annual conference program book next to the party. Limit to 4 supporters at $800 each

SENIOR 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 $1,500.

• Hotel Key Card Sponsor (your one color logo on the hotel key card given to all conference attendees): Limit to 1 supporter – $2,000.

• Wi-Fi Sponsor (create your own custom access code): Limit to 1 supporter at $2,000.

• Refreshment Breaks Sponsor (includes signage at all refreshment breaks during event): Unlimited number of supporters at $400 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.

• Promotional Insert for Meeting Packet (ability to place a one-page company marketing piece in the meeting materials packet): Limit to 4 supporters at $500 each.

• Conference Badge Lanyard show off your company by sponsoring the badge lanyard that will be affixed to each conference name badge. – Limit to one supporter at $1,200

• Conference Name Badge Your company’s logo will be prominently featured on the top of the name badge and will be seen hundreds of times throughout the event by attendees and exhibitors alike. - Limit to one supporter at $800
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 $1,000.**

- **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 $400 each.**

- **Wi-Fi Sponsor** (create your own custom access code): **Limit to 1 supporter at $2,000.**

- **Promotional Insert for Meeting Packet** (ability to place a one-page company marketing piece in the meeting materials packet): **Limit to 4 supporters at $500 each.**

- **Conference Badge Lanyard** show off your company by sponsoring the badge lanyard that will be affixed to each conference name badge. – **Limit to one supporter at $1,200.**

- **Conference Name Badge** Your company’s logo will be prominently featured on the top of the name badge and will be seen hundreds of times throughout the event by attendees and exhibitors alike. – **Limit to one supporter at $800.**

GENERAL EDUCATION OPPORTUNITIES

- **Exclusive Luncheon Sponsor** at a full-day HCA program (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 program (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 $1,000.**

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, 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.**

*Ad placement in Situation Report is not to be considered an endorsement or promotion by HCA.*
EXHIBITOR FEE SCHEDULE

<table>
<thead>
<tr>
<th>Event</th>
<th>Member</th>
<th>Potential</th>
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</thead>
<tbody>
<tr>
<td>HCA Annual Conference</td>
<td>$1,100</td>
<td>$1,500</td>
</tr>
<tr>
<td>Conference Badge Lanyard</td>
<td>$1,200</td>
<td></td>
</tr>
<tr>
<td>Conference Name Badge</td>
<td>$1,200</td>
<td></td>
</tr>
<tr>
<td>Awards Luncheon Sponsor</td>
<td>$800</td>
<td></td>
</tr>
<tr>
<td>Welcome Tote Bag Stuffer</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>Hotel Key Card</td>
<td>$2,000</td>
<td></td>
</tr>
<tr>
<td>Promotional Banner</td>
<td>$400</td>
<td></td>
</tr>
<tr>
<td>WiFi Sponsor</td>
<td>$2,000</td>
<td></td>
</tr>
<tr>
<td>Welcome Reception</td>
<td>$800</td>
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</table>

New Opportunities in 2023:

<table>
<thead>
<tr>
<th>Event</th>
<th>Member</th>
<th>Potential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networking Lunch Sponsor</td>
<td>$1,500</td>
<td></td>
</tr>
<tr>
<td>Awards Lunch Centerpieces</td>
<td>$1,200</td>
<td></td>
</tr>
<tr>
<td>Hospitality Room</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>Entertainment (Offsite Location)</td>
<td>$800</td>
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Senior Financial Managers Retreat

<table>
<thead>
<tr>
<th>Event</th>
<th>Member</th>
<th>Potential</th>
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</thead>
<tbody>
<tr>
<td>Welcome Reception Sponsor</td>
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<tr>
<td>Hotel Key Card</td>
<td>$2,000</td>
<td></td>
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<tr>
<td>Refreshment Breaks</td>
<td>$400</td>
<td></td>
</tr>
<tr>
<td>Boxed Lunches</td>
<td>$1,500</td>
<td></td>
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<tr>
<td>WiFi Sponsor</td>
<td>$2,000</td>
<td></td>
</tr>
<tr>
<td>Promotional Insert for Meeting Packet</td>
<td>$500</td>
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</table>

Corporate Compliance Symposium

<table>
<thead>
<tr>
<th>Event</th>
<th>Member</th>
<th>Potential</th>
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<tbody>
<tr>
<td>Breakfast Sponsor</td>
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<tr>
<td>Luncheon Sponsor</td>
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<tr>
<td>Refreshment Breaks</td>
<td>$400</td>
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<tr>
<td>WIFI Sponsor</td>
<td>$2,000</td>
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<tr>
<td>Promotional Insert for Meeting Packet</td>
<td>$500</td>
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<tr>
<td>Conference Badge Lanyard</td>
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General Education

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<tr>
<th>Event</th>
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<tbody>
<tr>
<td>Luncheon Sponsor HCA Program</td>
<td>$1,500</td>
<td></td>
</tr>
<tr>
<td>Breakfast Sponsor HCA Program</td>
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</table>

Situation Report

<table>
<thead>
<tr>
<th>Event</th>
<th>Member</th>
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<tbody>
<tr>
<td>4-week Qtr. Page Content Ad Placement</td>
<td>$1,000</td>
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</tr>
<tr>
<td>4-week Hyperlinked Banner Ad Placement</td>
<td>$500</td>
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</table>

Exclusive Member Opportunity!

<table>
<thead>
<tr>
<th>Event</th>
<th>Member</th>
<th>Potential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board Retreat Reception Sponsor</td>
<td>$1,500</td>
<td></td>
</tr>
<tr>
<td>Board Retreat Dinner Sponsor</td>
<td>$3,000</td>
<td></td>
</tr>
</tbody>
</table>

SUB TOTAL =  $__________

Grand Total Due: $__________

Email this completed Fee Schedule (along with your Signed Commitment and payment information on the next page) to BWilson@hcanys.org
EXHIBITOR COMMITMENT

We wish to participate in HCA’s 2023 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.

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 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.

PAYMENT INFORMATION

☐ VISA ☐ MasterCard ☐ American Express ☐ Pay by 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.

SPONSOR COMMITMENT

We wish to participate in HCA’s 2023 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.

EMAIL THIS FORM ALONG WITH YOUR FEE SCHEDULE TO
BWILSON@HCANYS.ORG

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