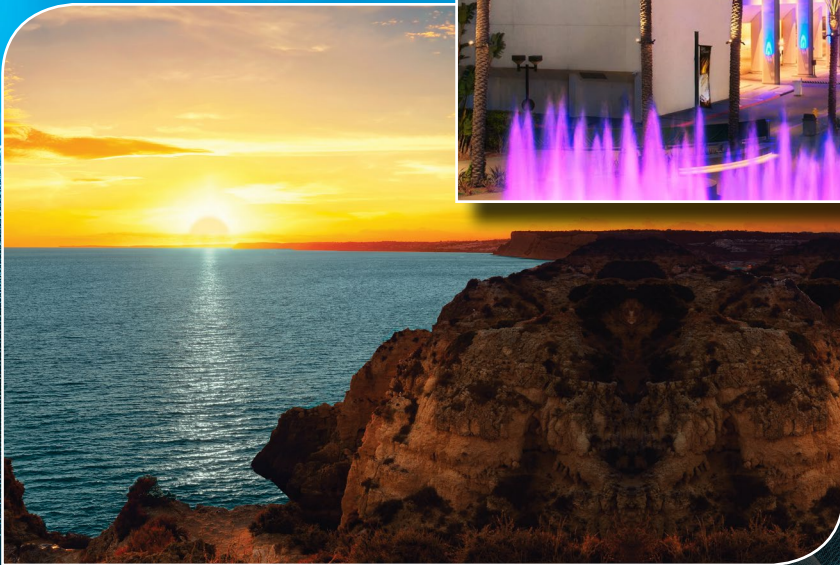




# Home Care

Association of America



HCAOA  
2016 Annual Leadership Conference

September 25-28, 2016  
Hilton Anaheim Hotel  
Anaheim, CA

## Partnership Prospectus

# SHOW YOUR SUPPORT ALL YEAR LONG!

## 2016 PARTNERSHIP OPPORTUNITIES

### **Legacy Partner \$50,000**

- Platinum Conference Sponsorship
- Exclusive Partnered mailing with HCAOA to Marketing Database Listings
  - HCAOA Marketing Database
- Rotating Banner Ad on HCAOA Homepage ([www.hcaoa.org](http://www.hcaoa.org))
- Banner Ad in each edition of The Voice E-Newsletter (distributed quarterly)
  - Premium Associate Membership
    - (2) Sponsored Webinars
- 1 page insert into HCAOA Membership Packets

### **Champion Partner \$25,000**

- Gold Conference Sponsorship
- Premium Associate Membership
  - HCAOA Marketing Database
- Recognition as Champion Partner on HCAOA Website
  - (1) Sponsored Webinar

### **Patron Partner \$15,000**

- Silver Conference Sponsorship
- Premium Associate Membership
- Recognition as Patron Partner on HCAOA Website
  - (1) Sponsored Webinar

# ABOUT US



Founded in 2002, the Home Care Association of America (HCAOA) is the industry's leading trade association for providers of home care, which encompasses a broad range of services that support the well being of seniors and enables them to age in place. HCAOA protects the interests of seniors by setting the standard for high-quality care; represents the industry's unified voice in Washington, DC and state capitals across the country; and connects the industry's members through its education and awareness efforts. Today, HCAOA represents 2,500 member companies that employ more than 500,000 caregivers, serving 400,000 seniors across the United States.

# REACH HOME CARE DECISION MAKERS

HCAOA members represent millions of dollars in purchasing power each year. The HCAOA membership is made up of over 2,500 business owners representing communities across the country. If you are a company that serves the home care market, you don't want to miss this opportunity to interact directly with company decision makers at an event that is guaranteed to attract top leaders from across the industry.

The HCAOA Annual Leadership Conference allows you to simultaneously introduce your company's latest products and services and gain feedback from potential customers. The ability to reach an ever-expanding audience will cultivate new leads, increase sales metrics, and help your company build new relationships. If you are not yet reaching out to the emerging home care industry, this is your opportunity to take advantage of the rapid growth potential and cultivate your network.

## Who Attends the HCAOA Annual Leadership Conference?



The Conference is unlike any other national home care industry meeting because our participants are company leaders who are intent on expanding services within their individual markets across the country. We represent home care providers nationwide and are anticipating record attendance in 2016 as members are increasingly seeking out the expertise needed to improve their business operations within the ever evolving home care industry.

Seize this opportunity in 2016 to interact with hundreds of industry leaders in one centralized location, with individuals dedicated to improving home care capabilities for their clients and families. With a variety of event opportunities throughout the conference—trade show breaks, meal functions, and an opening night reception—there is no shortage of platforms to interact with key decision makers and drive your message to conference participants.



Attendees at the Conference will experience the latest in trends and education focused on the home care industry. There will be networking and training sessions regarding the latest innovations in sales/marketing, government regulations, business practices, and training methods along with a variety of engaging presenters.



# EXHIBIT INFORMATION

## Recent HCAOA Sponsors & Exhibitors Include:

Accreditation Commission for Health Care  
Akili Software, Inc.  
AlayaCare  
AlzBetter LLC  
AVCC/ American Veterans Care Connection  
AxisCare Software  
CareVoyant, Inc.  
ClearCare Online  
Community Health Accreditation Program, Inc. (CHAP)  
corecubed  
Delta Health Technologies  
DirectCourse  
Elder Pages Online, LLC  
EmployerIncentives.com  
FHS SeniorCare Payment Solutions  
Generations Homecare System  
HealthMEDX  
Heffernan Insurance Brokers  
HKP  
Home Care Pulse  
HomeTrak  
InstaMD  
Institute for Professional Care Education  
Kaleida Systems, Inc.  
KanTime  
Katon Direct  
Kinnser Software  
Living Life Solutions  
MITC  
myCNAjobs  
Philips Lifeline  
PlayMaker CRM  
ProAction Insurance Services Inc.  
Reverse Mortgage Funding  
Shoshana Technologies  
SilverStone Group  
Soneto Software  
Stericycle Communication Solutions  
Symmetry Consulting  
The Joint Commission  
TouchStream Solutions  
VEBA  
Veterans Care Coordination  
Wellspring Personal Care

## Booth Package

The following are included in each booth package:

- 8 x 10 Booth
- A standard identification sign indicating company name
- One (1) skirted table (6') in carpeted area with two (2) chairs
- Exhibitor listing in every registration bag
- Two (2) complimentary exhibitor registrations
- Ability to purchase additional registrations at the discounted rate of \$250 each
- Listing on the HCAOA Website, including link
- Complimentary use of one pre-show and post-show Attendee List
- Recognition on HCAOA Annual Leadership Conference signage
- Discount for Associate Members (\$100 for Basic Associate Members, \$200 for Premium Associate Members)

## Exhibit Rates

Before August 1: \$2,400 • After August 1: \$2,600

## Exhibit Hours

### Sunday, September 25

2:00pm - 5:00pm Exhibitor Move In

5:30pm - 7:30pm Opening Night Reception

### Monday, September 26

8:00am - 5:00pm

### Tuesday, September 27

8:00am - 3:30pm

3:30pm - 5:00pm Exhibitor Move-Out\*

\* Exhibitors may not break down booths prior to 3:30pm

## Associate Membership

If you're not currently a HCAOA Associate Member and would like to join, apply for membership now and begin receiving all the benefits of membership. Contact the HCAOA for more details on Associate Membership or visit [www.hcaoa.org](http://www.hcaoa.org).

# CONFERENCE SPONSORSHIP OPPORTUNITIES

## ALL CONFERENCE SPONSORS WILL RECEIVE:

- Sponsor ribbons for all registered company personnel
- Recognition in the Conference Program
- Recognition on Leadership Conference Signage
- Company name & logo with link on the HCAOA Conference Website
- Complimentary use of one (1) pre-show & (1) post-show Leadership Conference Attendee List
- First option on 2017 Sponsorships

### Platinum Sponsor \$25,000

- Best of Floor 8x20 Booth
- 6 Complimentary full conference registrations
- Recognition as Platinum Sponsor in HCAOA Email Campaigns and all Conference Signage
- A two full-page ad in Conference Program
- Networking Reception Sponsorship (Signage indicating your company as exclusive sponsor for the Networking Reception)
- Push Notification App Sponsorship
- Large Banner in Ballroom Promenade
- 2 Complimentary Registrations for home care providers of your choice

### Gold Sponsor \$15,000

- Premier 8x10 Booth
- 5 Complimentary full conference registrations
- Recognition as Gold Sponsor in HCAOA Email Campaigns and all Conference Signage
- 1 full page ad in Conference Program
- Networking Luncheon Sponsorship (Signage indicating your company as exclusive sponsor for the Networking Luncheon)
- Promoted Post App Sponsorship
- 1 Complimentary Registration for home care provider of your choice

### Silver Sponsor \$10,000

- Prominent 8x10 Booth
- 4 Complimentary full conference registrations
- Recognition as Silver Sponsor in HCAOA Email Campaigns and all Conference Signage
- 1/2 page ad in Conference Program
- Registration Bag Insert Sponsorship
- Refreshment Break Sponsor & Signage

### Bronze Sponsor \$5,000

- Priority 8x10 Booth
- 3 Complimentary full conference registrations
- Recognition as Bronze Sponsor in HCAOA Email Campaigns and all Conference Signage
- 1/4 page ad in Conference Program



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# SPONSORSHIP OPPORTUNITIES

## Conference Wifi Sponsorship \$20,000

Exclusive

Help attendees stay connected by sponsoring the Conference Wifi Network! Sponsor will receive:

- Branded splash page that all attendees visit upon connecting to Wifi
- Promoted Post in HCAOA Conference App

## Keynote Sponsorship \$20,000

Exclusive

The HCAOA Keynote Presentation is the most highly attended session at the Annual Leadership Conference. This session provides an excellent opportunity for exposure to all Conference attendees.

- Introduce your company as the sponsor and welcome the keynote speaker in a 5 minute speaking opportunity
- Recognition on keynote signage

## Registration Bag Sponsorship \$6,000

Exclusive

Travel with each attendee throughout the Conference and beyond by sponsoring the HCAOA registration bag. A bag is given to each registered attendee. Sponsor will receive:

- Sponsor logo on front of registration bag
- Distribute one (1) promotional item in registration bag (item produced at sponsor's expense)

## Badge & Lanyard Sponsorship \$5,000

Exclusive

Move throughout the conference with your branding on both badges and lanyards, worn by all event attendees! Sponsor will receive:

- Logo on all attendee badges and lanyards



## Caregiver of the Year Award Sponsorship \$5,000

Exclusive

Sponsor the 6th annual HCAOA Caregiver of the Year Award to recognize a caregiver from a HCAOA member company who demonstrates extraordinary commitment to the delivery of care to clients and their families. Sponsor will receive:

- Five minute speaking opportunity
- Opportunity to present Award Winner with gift/prize of sponsor's choice

## Lunchbox Sponsorship \$5,000

Exclusive

Promote your company on each lunchbox as attendees are dismissed on the last day of the Conference. Sponsor will receive:

- Branded lunchbox for each conference attendee
- One Registration Bag insert

## Coffee Cup Sleeves Sponsorship \$5,000

Exclusive

Promote your company on each coffee cup sleeve served during beverage breaks throughout the conference. The sleeves will contain your company name and logo.

## Registration Bag Insert Sponsorship \$2,000

Be among one of the few selected companies to promote your brand or product in the registration bag that's given to each attendee. Content is subject for HCAOA approval. (5 Available)

- One (1) page insert will be permitted; insert production costs are the responsibility of the sponsor.



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# SPONSORSHIP OPPORTUNITIES

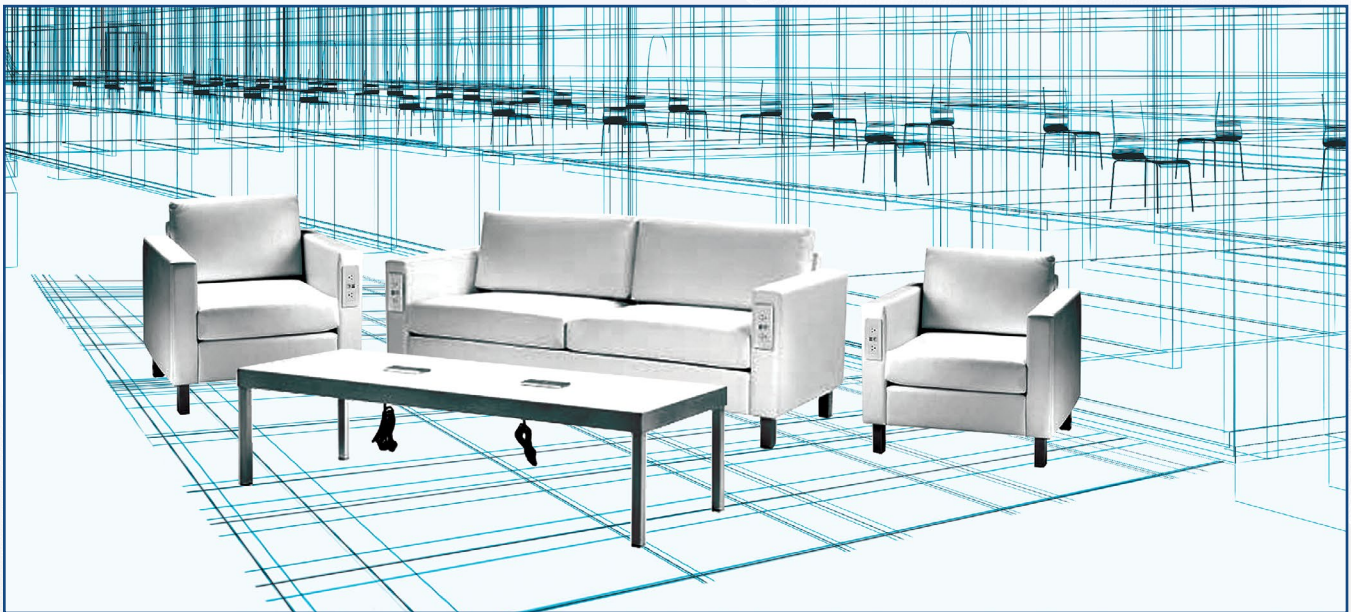
## Charging Lounge \$5,000

Network, relax and recharge at the new HCAOA Charging Lounge! Promote your company as a sponsor of this state of the art, innovative charging lounge which includes (1) Roma Sofa, (2) Roma Chairs, and matching coffee table. The power outlets are built right into the furniture (see illustration)! (2 Available) Sponsor will receive:

- Ability to display collateral within charging lounge furniture grouping
- (1) large meter panel complete with company logo, graphics of your choice (content subject to HCAOA approval) next to furniture grouping
- (1) Promoted Post App Sponsorship

**NEW  
in 2016!**

*Only 2  
available!*



## Conference Program Ads

Highlight your company with a 4-color advertisement in the Annual Leadership Conference Onsite Program or an electronic ad in the Conference daily communication, *HCAOA Daily*, which is distributed once per day to the entire HCAOA membership and all conference attendees. This is the perfect opportunity to spotlight a new product or other new company initiative to attendees.

**NEW  
in 2016!**

AD TYPE	SPECS	PRICE
Inside Cover	8.5" x 11" (please add .125" if the art bleeds)	\$1000
Full Page	8.5" x 11" (please add .125" if the art bleeds)	\$800
Half Page	8.5" x 5.5" (please add .125" if the art bleeds)	\$600
Conference Daily	600 Pixels	\$500

*Ad materials must be received by September 2, 2016 to be included in Annual Leadership Conference Onsite Program.*



# SPONSORSHIP OPPORTUNITIES

**Exclusive**

## Technology Showcase General Session Sponsorship \$20,000

On Wednesday, September 28, HCAOA will be hosting the first ever Technology Showcase! This General Session will educate attendees on how the professional care-giving market and tech-enabled home care are working together to allow the aging population to age in place at home. Be the first to sponsor the Technology Showcase and support HCAOA's efforts to educate attendees on how they can utilize innovations for their home care business. Sponsor will receive:

- Opportunity to educate attendees on sponsors' home care innovations
- Push Notification App Sponsorship



## Technology Showcase Breakout Sponsorship \$10,000 (4 available)

On Wednesday, September 28 HCAOA will be hosting the first ever Technology Showcase! Immediately following the Technology Showcase General Session, Technology Showcase breakout sessions will be available for four (4) sponsors who are excited to showcase their innovative products that assist caregivers to provide care for seniors as they age in place within the home. Be one of the first sponsors to showcase your products in a breakout session (90 minutes) and educate attendees on how they can utilize these innovations for their home care business!

# HCAOA CONFERENCE APP

The custom designed HCAOA mobile event app will provide vendors the opportunity to connect with attendees in new and unique ways. The app will feature the Conference schedule, speaker information, hotel information, vendor information and allow attendees to participate in surveys as well. It will also be integrated with social media platforms and allow different sponsorship opportunities for vendors to showcase their presence at the Conference. Please see the detailed sponsorship options below to see how you can participate in this unique opportunity and reach your target audience multiple times prior to the Conference and onsite as well!



**Exclusive\***

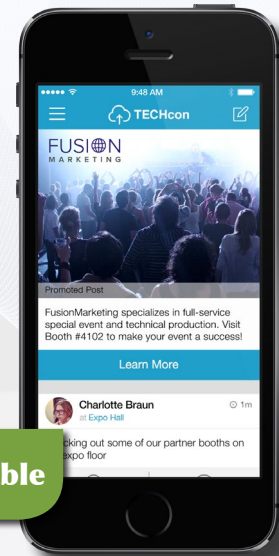
Sample Splash Page

\*with Premier App Sponsorship



**2 Available**

Sample Push Notification



**2 Available**

Sample Promoted Post

## CONFERENCE APP SPONSORSHIP OPTIONS

Option	Description	Cost
<b>Premier App Sponsorship</b>	The Premier App Sponsorship will include exclusive Splash Page branding along with one (1) Push Notification and one (1) Promoted Post.	<b>\$10,000</b>
<b>Push Notification</b>	A push notification is similar to a text message however it's sent via the app. The notification is a real-time marketing tool with direct access to each attendee used to encourage activity or traffic during the event. The notification is limited to 140 characters (no links or images can be displayed within this message) and content must be approved by the HCAOA.	<b>\$5,000</b>
<b>Promoted Post</b>	A promoted post is a brief message that is displayed at the beginning of the Conference Activity Feed. The Activity Feed is one of the highest traffic areas within the app. This message is limited to 140 characters and will display links or images. All message content must be approved by the HCAOA.	<b>\$3,000</b>

# 2015 CONFERENCE APP ACTIVITY STATISTICS

The 2015 Conference App was a resounding success!  
Please see the following app statistics below.

## OVERVIEW

**226**

active users



**53,420**

total in-app  
actions



**236.37**

avg number of  
actions per user



Total Views

**303**

Exhibitor  
Breakdown

Total Views

**592**

Speaker  
Breakdown

## TOP ACTIONS

**1,214**

bookmarks

**198** check-ins

**489**

status updates

**95** surveys

**203**

comments

**286** photos

**2,190**

likes

**365** ratings

# HCAOA EXPOSITION RULES & REGULATIONS

## Booth Assignments

HCAOA has implemented a policy allowing exhibitors to select their booth based on their registration date. Exhibitors registering early will have the first booth selections, etc. Each exhibitor will be contacted to select their booth placement in a timely fashion prior to the Conference. The HCAOA will make an effort to separate competitors, but does not guarantee separation.

## Eligible Exhibits

Exhibitors are limited to companies whose products/services are of specific interest to attendees. HCAOA has the right to determine eligibility of a company or product for inclusion and may reject any or all applications. HCAOA may prohibit, move, close, correct, remove or eliminate an exhibit or any part of an exhibit that it determines is not suitable to, or in keeping with, the show's character.

## Booth Construction/Decoration

Booths must comply with the HCAOA exhibitor kit guidelines for the current show. Booths with tent like structures are not permitted. All booth structures must be set-up/torn down during the installation and dismantle dates/times specified in the Exhibitor Kit. HCAOA reserves the right to make allowances to booth construction guidelines. The HCAOA reserves the right to reject, eject or prohibit any exhibit in whole or in part, or any exhibitor or its representatives. If an exhibit or exhibitor is ejected for violation of these rules or for any other stated reasons, no return/refund of rental fees shall be made.

## Booth Representatives

Exhibitor booth representatives must be a minimum of 18 years old. They must wear name badges provided by HCAOA at all times and booths must be staffed during the published hours. Exhibiting companies will be responsible and liable for the activities and actions of everyone working in their designated booth space.

Individuals who behave in a manner deemed unprofessional or inappropriate by HCAOA will be asked to leave and HCAOA will not be liable for damage of any kind if such action results in the booth being unattended.

## Noise & Lights

Exhibitors must confine all activities to their booth during show hours. Sound devices must be operated so as not to disturb other exhibitors. HCAOA reserves the right to determine acceptable sound levels. No flashing signs or signs involving the use of neon or similar gases will be permitted. Exhibitors who have received two (2) warnings and continue to violate these rules will have their entertainment/demonstration shut down for the day.

## Soliciting & Retail Sales

Demonstrations and discussions are limited to the booth space only. Exhibitors must not place equipment for display or demonstration in such manner as to cause a gathering in the aisles. Sales at retail, for delivery to purchaser on exposition premises, are prohibited.

## Events in Exhibit Hall

Continental breakfasts, morning & afternoon breaks, networking luncheon and our two hour networking reception will be peak traffic times within the exhibit hall.

*\* Note: All food and beverage items served in the exhibit hall are provided by the HCAOA only. Vendors are not permitted to purchase items to serve to conference attendees during HCAOA sponsored functions.*

## Cancellation

The exhibitor/sponsor shall give the HCAOA written notice of its intention to cancel or withdraw from the event. For notices received on or prior to August 31, 2016, the exhibitor/sponsor shall pay 50 percent of the contracted booth/sponsorship. For notices received on or after September 1, 2016, the exhibitor/sponsor shall pay 100 percent of the contracted booth/sponsorship.

## Deadlines

Registration deadline to be included in the HCAOA onsite program and all program signage is September 2, 2016.

## Additional Functions

No exhibitor or group of exhibitors may organize or convene meetings, host cocktail parties, or similar functions other than in their display space during the scheduled times of the event without prior written approval from HCAOA.

## Liability & Insurance

Exhibitors shall indemnify, hold harmless and defend the HCAOA and their directors, officers, agents and employees (referred to as "Indemnified Parties") from and against, any and all claims, damages, liabilities, losses, costs, attorney's fees and expenses which result from, arise out of, or are connected with any acts, or failures to act, or negligence of the exhibitor, or any of its agents, employees, invitees or other representatives, including, but not limited to, claims of damage or loss resulting from the breach of these Rules and Regulations, or damage of any kind or nature arising out of or in connection with the exhibitor's use and/or occupancy of the exhibit space. The Indemnified Parties shall not be liable for, and are released from liability for, any damage, loss, harm or injury to the person or property of the exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause.

## Agreement to Rules

Each exhibitor agrees to abide the foregoing rules and regulations and by any amendments or additions thereto that may hereafter be established or put into effect by HCAOA.

All HCAOA rules, regulations and policies, as well as any matters not specifically covered in the HCAOA Exposition Rules & Regulations, are subject to final interpretive review by the HCAOA. The decision of the HCAOA in all matters shall be final and binding on all exhibitors.

The HCAOA makes no representations or warranties with respect to the demographic nature of attendees and/or traffic volume at exhibits and/or numbers of attendees at the show.

The exhibitor shall not assign or sub-license or apportion, the whole or any part of the assigned exhibit space to a third party, its rights to the exhibit space, or any portion thereof, without the prior written consent of the HCAOA, which may be withheld in its sole discretion. If such consent is given, the exhibitor shall assume full responsibility for the assignee's/sub-licensee's compliance with these rules.

Exhibitors are responsible for safeguarding their materials and equipment against theft. Neither the HCAOA or exhibit hall is responsible for any loss or damage to exhibitor property.

Exhibitors and their agents and contractors shall, at their sole cost and expense, procure and maintain insurance to protect themselves against bodily injury and property damage claims arising from exhibitor's participation in the show, including, but not limited to workers' compensation insurance as required by the applicable state laws and commercial general liability insurance. Exhibitors must procure a Commercial General Liability policy with coverage in such amounts as are adequate, but in no event less than \$1 million in respect of injuries to any one person in any one occurrence, with a \$2 million aggregate, and \$1 million in respect to damage to property providing coverage against claims for bodily injury or death and property damage occurring in or upon or resulting from exhibitors use or occupancy of the exhibit space.

# HOTEL & REGISTRATION INFORMATION

## Hotel

The 2016 HCAOA Annual Leadership Conference will be held at the Hilton Anaheim Hotel in Anaheim, CA on September 25-28. Located in the heart of Southern California and known for its ideal, year-round climate, Orange County is filled with a myriad of activities. Here, you'll find world-famous theme parks, distinguished shopping districts, dynamic meeting venues, championship golf courses, professional sports teams and trendy beach towns. Please click [HERE](#) to see the city's exciting attractions!

HCAOA has secured an outstanding rate of \$226 plus tax per night from the Hilton Anaheim Hotel. Reservations can be made by calling the Hilton Anaheim Hotel at 877-776-4932 or click [HERE](#). Please book accommodations by **September 2, 2016** and mention that you are an attendee of the HCAOA Annual Leadership Conference to ensure you receive our discounted rate.

## Registration

Don't miss out on these unique opportunities to reach home care decision makers at the 2016 Leadership Conference!

**Register Now!**

For any questions regarding exhibits or sponsorships, please contact Andrea Liford-Martinez at [andrea@hcaoa.org](mailto:andrea@hcaoa.org).

