



AUSTIN TEXAS

2017 Annual Leadership Conference Sponsorship Prospectus

October 8-11 • Renaissance Austin Hotel



OVERVIEW



About HCAOA

Founded in 2002, the industry's leading trade association currently represents over 2,500 companies that employ more than 500,000 caregivers across the United States.

HCAOA serves as the home care industry's unified voice in Washington, D.C. and state governments across the country.

Representing a diverse number of small, mid-level and large corporations, HCAOA unites the industry, speaking with one voice in state capitals and Washington, D.C.



HCAOA protects industry interests, promotes the industry's value, tackles barriers to growth and takes on industry-wide issues.

From standing up to dangerous misinterpretations of long-standing laws or ensuring that caregivers and clients are protected from abuse, HCAOA is a champion and advocate for its members, for caregivers and for seniors across America.

HCAOA connects and educates its members.

HCAOA stays on top of the issues and keeps its members informed — whether providing training on the latest business strategies or technology or hosting its dynamic annual leadership conference on today's cutting-edge issues. HCAOA enables home care companies to grow, advance their workers' skills and meet the needs of America's seniors.



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 2017 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 2017 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:

ACHC
Alzheimer's Association
American Veterans Care Connection (AVCC)
AxisCare Software
C3 Intelligence, Inc.
Caregivers Kitchen
Carelike
Caring.com
CHAP
ClearCare, Inc.
corecubed
Delta Health Technologies
Educational Testing Service
Fairfield Insurance Associates, Inc.
Fundbox
Generations Homecare System
Heffernan Insurance Brokers
Home Care Pulse
hometrak
Hormel Foods
Insignia Capital Group
Institute for Professional Care Education
Intuit - QuickBooks
Kaleida Systems, Inc.
Kinnser Software
Listen360
MatrixCare
Mended Hearts
Mertz Taggart
Micro Distributing
myCNAjobs
Paragon Home Resources
Philadelphia Insurance Companies
Philips Lifeline
PlayMaker CRM
ProAction Insurance Services, Inc.
Reverse Mortgage Funding LLC
Savii Care
Shoshana Technologies
SOTI
Stoneridge Partners
TC Services USA, Inc
The Joint Commission
The Solutions Group
Veterans Care Coordination
VGM Advantage
VirtueHME

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 \$350 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 (\$200 for Premium Associate Members)

Exhibit Rates

Before August 4: \$2,700 • After August 4: \$2,800

Exhibit Hours

Sunday, October 8

2:00pm - 5:00pm • Exhibitor Move In

Monday, October 9

7:00am - 8:00am • Exhibitor Move In

8:00am - 5:00pm

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

Tuesday, October 10

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. Apply for membership at www.hcaoa.org.

To learn about additional opportunities to market your products and services outside of the Annual Leadership Conference, please contact Laura Smothers at laura@hcaoa.org.

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 2018 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
- 8x10 Exhibit Booth
- Full page ad in Conference Program

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 10 minute speaking opportunity
- Recognition on keynote signage
- 8x10 Exhibit Booth
- Full page ad in Conference Program

Registration Bag Sponsorship \$5,000

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
- 8x10 Exhibit Booth

Badge & Lanyard Sponsorship \$5,000

Exclusive

Move throughout the conference with your branding on our Badges and lanyards, worn by all event attendees. Sponsor will receive:

- Logo on all attendee badges and lanyards
- 8x10 Exhibit Booth



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
- 8x10 Exhibit Booth

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. In addition, the sponsor will receive:

- 8x10 Exhibit Booth

Lunchbox Co-Sponsorship \$2,500

Promote your company in each lunchbox as attendees are dismissed on the last day of the Conference. (2 Available)

Sponsor will receive:

- Insert within each lunch box
- Quarter-page ad in the Conference Program

Registration Bag Insert Sponsorship \$1,500

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

Available for A Limited Time Only!

Home Care Rocks Sponsorship: \$8,000

Exclusive

Austin, Texas is the live music capitol of the world! Give attendees the opportunity to get the ultimate rock star experience near your booth with the interactive Vintage Guitar Station. Representatives will bring out legendary guitars and basses and allow attendees to pick them up and play with them. Headphones come with each of the amps on-site. Sponsor will receive:

- 8x10 Booth
- Interactive Vintage Guitar Station positioned next to your booth complete with furniture grouping*
- Promotion within the HCAOA Conference App

**Sponsorship will include a furniture grouping, however items in images below are not included.*



Greetings From Austin Sponsorship: \$6,500

Exclusive

Give attendees the opportunity to create a lasting memory at the 2017 Annual Leadership Conference by sponsoring the well known "Greetings from Austin" postcard photo-backdrop. Strategically placed next to your booth, this backdrop is sure to draw attendees in your direction and provide a great photo opportunity.

The sponsor will receive:

- 8x10 Exhibit Booth
- Signage at booth & backdrop
- Increased booth traffic
- Promotion within the HCAOA Conference App



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SPONSORSHIP OPPORTUNITIES

Refresh & Recharge Lounge \$7,000

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)! This Charging Lounge is certain to bring traffic to your booth as the furniture will be INSIDE your booth! (2 Available) Sponsor will receive:

- Ability to display collateral within charging lounge furniture grouping
- 8x20 Exhibit Booth - Space to include the Charging Lounge inside your booth
- (1) Promoted Post App Sponsorship
- Half page ad in Conference Program



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.

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 8, 2017 to be included in Annual Leadership Conference Onsite Program.

SPONSORSHIP OPPORTUNITIES

Exclusive

Technology Showcase General Session Sponsorship \$20,000

On Tuesday, October 10, HCAOA will be hosting the second annual 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. 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
- 8x20 Exhibit Booth

SOLD!



Technology Showcase Breakout Sponsorship \$10,000

(3 available)

On Tuesday, October 10 HCAOA will be hosting the second annual Technology Showcase! Immediately following the Technology Showcase General Session, Technology Showcase breakout sessions will be available for three (3) 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 and educate attendees on how they can utilize these innovations for their home care business! In addition to the breakout session, sponsors will receive the following:

- 8x10 Exhibit Booth
- (1) Page insert into Registration Bag

ONLY 2 LEFT!

HCAOA CONFERENCE APP

NEW APP PROVIDER IN 2017!

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!



CONFERENCE APP SPONSORSHIP OPTIONS		
Option	Description	Cost
Premier App Sponsorship	The Premier App Sponsorship will include exclusive Splash Page branding along with one (1) Push Notification and one (1) Banner Ad.	\$3,500
Push Notification	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.	\$800
Banner Ad	A banner ad is a customizable ad that appears at the top of the screen on the home screen and social feed. When an attendee taps on the ad, it will take them to a desired page inside the app that features the sponsor profile or website.	\$600

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 September 1, 2017, the exhibitor/sponsor shall pay 50 percent of the contracted booth/sponsorship. For notices received on or after September 2, 2017, 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 8, 2017.

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 2017 HCAOA Annual Leadership Conference will be held at the Austin Renaissance Hotel in Austin, TX on October 8-11. Austin is the capital of Texas, home of the University of Texas at Austin® and gateway to the beautiful Hill Country. As the Live Music Capital of the World®, the city has a soundtrack all its own. More than 250 live music venues flourish with rock, indie, pop and Tejano. Top notch restaurants with legendary barbeque and farm-to-table cuisine whet your appetite. Shop in one-of-a-kind boutiques that line South Congress and the 2nd Street district, or head out to the hill country to relax in a world class destination spa. More than 300 days of sunshine lend itself to a refreshing dip in Barton Springs or try stand-up paddle boarding on Lady Bird Lake. Click [HERE](#) to learn more about Austin's exciting attractions!"

HCAOA has secured an outstanding rate of \$192 plus tax per night from the Austin Renaissance. Reservations can be made by calling the Austin Renaissance Hotel at 1-800-468-3571 or click [HERE](#). Please book accommodations by September 15, 2017 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 2017 Leadership Conference!

Register Now!

For any questions regarding exhibits or sponsorships, please contact Andrea Liford-Martinez at andrea@hcaoa.org.



WHAT IS HOME CARE?

Private-pay home care has emerged as an innovative solution to fill the gaps created by traditional care models, including hospitals, nursing homes, and social services like home health, which are spread too thin to meet the growing demand for quality care.

Home care helps seniors maintain healthy and active lifestyles for as long as possible in the comfort of their own homes. Caregivers receive professional training to enable them to engage their clients in conversation and other activities.

Other activities include the following vital services that allow seniors to stay in their home as long as possible.



Companionship



Care coordination



Wellness and safety



Management of chronic conditions



Help in and around the home



Transitional care



Activities of daily living

Further, as an additional set of “eyes and ears” for families, home care professionals help to ensure seniors’ safety by recognizing and alerting their family members to potential signs of declining health and dangerous falls.

The Home Care Association of America: The Industry’s Unified Voice in Washington, D.C.



(2014 data)

* Contents of this page were taken from “Caring for America’s Seniors: The Value of Home Care.”