2020 HCAOA Annual Leadership Conference
SPONSORSHIP PROSPECTUS
Hilton Orlando | Orlando, FL
October 4-5, 2020
Overview

**About HCAOA**

Founded in 2002, the industry’s leading trade association currently represents nearly 3,000 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 to 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 it represents a true industry dialogue—our attendees and speakers 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 2020 as members continue to seek the expertise needed to improve their business operations within the ever-evolving home care industry.

Seize this opportunity to interact with hundreds of committed industry leaders seeking improvement in quality and access for home care services in one centralized location. 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.

Conference attendees experience the latest in trends and education focused on the home care industry. The conference program includes 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:

52 Weeks Marketing
Ageless Innovation / Joy for All Companion Pets
AlayaCare
American Veterans Care Connection (AVCC)
Axxess
AXNHA
BrightTree
Canadian Imperial Bank of Canada
Care Predict
CareAcademy
CareerPlug
CareVoyant
Cincinnati Insurance Company
ClearCare
ClearStar Inc.
Community Health Accreditation Partner (CHAP)
Dell
Employer Incentives
Finance of America Reverse
FirstLight HomeCare Franchising LLC - Corporate
Generations Homecare System
HamiltonCapTel
Heffernan Insurance Brokers
Hireology
Home Care Pulse
Honor
In the Know Caregiver Training
InPro Insurance Group
IntelliCorp Records
Kaleida
KanTime
Littler
Live Oak Bank
M. Thrailkill & Associates
Mertz Taggart
Oggvo
Preferred Benefits Consultants
Relias
Rowan Reputation Resources
SafetyLabs
Sandata
Savii Care
Senior Care Business Insurance
Signature Federal Credit Union
Society of Certified Senior Advisors
Stewardship Technology
Stoneridge Partners
Strategic Healthcare Solutions
SwyftOps
Veterans Care Coordination
WellZesta

Exhibit Rates
Before August 14:
Member Rate: $2,525
Non-Member Rate: $2,725
After August 14:
Member Rate: $2,625
Non-Member Rate: $2,825

Exhibit Hours
Saturday, October 3
4:00pm – 8:00pm Exhibitor Move-In

Sunday, October 4
7:00am – 8:00am Exhibitor Move-In
8:00am – 5:00pm
5:00pm – 6:30pm Opening Night Reception

Monday, October 5
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 info@hcaoa.org.

Booth Package
The following are included in each booth package:

• 8x10 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 $375 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)
Sponsorship Opportunities

All Conference Sponsors Will Receive:

- Sponsor ribbons for all registered company personnel
- Recognition in the Conference Program
- Company name and logo with link on the HCAOA Conference website
- Recognition on Leadership Conference Signage
- Complimentary use of one (1) pre-show & one (1) post-show Leadership Conference Attende List
- First option on 2021 Sponsorships

Platinum Sponsor $26,000

- Best of Floor 8x30 Booth
- Six Complimentary full conference registrations
- Recognition as Platinum Sponsor in HCAOA Email Campaigns and all Conference Signage
- Two full page ads in Conference Program
- Push Notification App Sponsorship
- Five-minute speaking opportunity at HCAOA Annual Business Meeting

Gold Sponsor $16,000

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

Silver Sponsor $11,000

- Prominent 8x10 Booth
- Four Complimentary full conference registrations
- Recognition as Silver Sponsor in HCAOA Email Campaigns and all Conference Signage
- One half page ad in Conference Program
- Registration Bag Insert Sponsorship
- Refreshment Break Sponsor and Signage

Bronze Sponsor $6,000

- Priority 8x10 Booth
- Three Complimentary full conference registrations
- Recognition as Bronze Sponsor in HCAOA Email Campaigns and all Conference Signage
- One fourth page ad in Conference Program
## Sponsorship Opportunities

### Keynote Sponsorship $15,000

The HCAOA Keynote Presentation is the most well-attended session at the Annual Leadership Conference. This session provides an excellent opportunity for exposure to all Conference attendees. Sponsor will receive:

- A five-minute speaking opportunity to introduce your company as the sponsor and welcome the keynote speaker
- Recognition on keynote signage
- 8x10 Exhibit Booth
- Full page ad in Conference Program

### Badge & Lanyard Sponsorship $6,000

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
- 8x10 Exhibit Booth

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

Sponsor the 8th 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

### Registration Bag Sponsorship $6,000

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

### 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.

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

### Save the Date Sponsorship $5,000

Promote your brand and make an impression on every conference attendee by sponsoring the 2021 Save the Date item! The item will be included in each registration bag and remind conference attendees of the 2021 Annual Leadership Conference all year long! Sponsor will receive:

- Input on selection of the 2021 Item
- Sponsor’s logo on item
- One (1) half page ad in Conference Program
- Special promoted post within the HCAOA Conference App

### Conference Wifi Sponsor $20,000

Help all attendees get connected at the Annual Leadership Conference as the Official WiFi sponsor. WiFi access areas will include all of the Annual Conference meeting space public areas at the Hilton Orlando Hotel. Sponsor will receive:

- 8x10 Exhibit Booth
- Custom WiFi login with sponsors information for all conference attendees
- Promotion of sponsor company and WiFi login instructions on all signage and in all session slides
- Banner Ad App Sponsorship

---

[www.hcaoa.org](http://www.hcaoa.org)

---

2020 HCAOA Sponsorship Prospectus
Sponsorship Opportunities

Vendor Spotlight Sponsorship Package $8,000
Showcase your products and services to attendees via the Vendor Spotlight Sponsorship Package! This unique opportunity allows vendors to educate attendees on their products or services as well as demonstrate your services in a high traffic area for up to 75 minutes. This time slot will be at the same time as each round of breakouts. Sponsor will receive:

- 8x10 Exhibit Booth in the Exhibit Hall
- A high traffic area with seating up to 20 people for up to 75 minutes
- Podium and TV Monitor provided for product/services demonstrations
- Vendor Spotlight Signage
- One (1) Half page ad in the onsite conference program
- Opportunity promoted in HCAOA Annual Leadership Conference Onsite Program & Conference App

Networking Reception Sponsorship $10,000
Sponsor the one and only networking reception to provide a unique opportunity for attendees to network and experience a tropical-themed party! Don’t miss this opportunity to partner with HCAOA and provide a truly unique experience for attendees at one of the most well attended events during the Conference! Sponsor will receive:

- 8x10 Exhibit Booth
- Logo/Branding on reception signage
- Conference Registration Bag Insert (insert production costs are the responsibility of the sponsor)
- One (1) Push Notification App Sponsorship
- Three minutes in the final general session to personally invite attendees to the networking reception

Headshot Lounge Sponsorship $10,000
Provide attendees onsite with a new professional head shot! Attendees will get the complete portrait-taking experience with the opportunity to get a professional headshot by an experienced photographer. Your company logo will be prominently displayed within your booth/lounge and each attendee will receive an electronic copy of the headshot via a link with your customized message. This opportunity will be the first full day of the conference. Sponsor will receive:

- 8x20 Exhibit booth space to include headshot lounge
- One (1) Registration Bag Insert
- One (1) Push Notification App Sponsorship
Sponsorship Opportunities

Refresh & Recharge Lounge $10,000

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 one (1) Roma Sofa, two (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! Sponsors will receive:

- Ability to display collateral within charging lounge furniture grouping
- 8x20 Exhibit Booth Space to include the Charging Lounge inside your booth
- One (1) Banner Ad App Sponsorship
- One (1) full page ad in Conference Program
- Refresh & Recharge Lounge Promotion In All General Sessions

Conference Advertising Options

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.

<table>
<thead>
<tr>
<th>ADVERTISING OPTIONS</th>
<th>Ad Type</th>
<th>Specs</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Inside Cover</td>
<td>8.5” x 11” (please add .125” if the art bleeds)</td>
<td>$1,350</td>
</tr>
<tr>
<td></td>
<td>Full Page</td>
<td>8.5” x 11” (please add .125” if the art bleeds)</td>
<td>$1,215</td>
</tr>
<tr>
<td></td>
<td>Half Page</td>
<td>7.5” x 4.75”</td>
<td>$830</td>
</tr>
<tr>
<td></td>
<td>Fourth Page</td>
<td>3.625” x 4.75”</td>
<td>$540</td>
</tr>
<tr>
<td></td>
<td>Conference Daily</td>
<td>612px x 180px</td>
<td>$800</td>
</tr>
</tbody>
</table>

Ad materials must be received by August 1, 2020 to be included in Annual Leadership Conference Onsite Program.
Technology Showcase General Session Sponsorship $20,000

On Monday, October 5, HCAOA will be hosting the annual Technology Showcase! This year the Technology Showcase will feature a General Session to educate attendees on how the professional caregiving 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 your home care innovations for 45 minutes
• Hosting of VIP Lounge for HCAOA Board of Directors & Speakers
• Push Notification App Sponsorship
• 8x20 Exhibit Booth
• One (1) Registration Bag Insert Sponsorship
• One (1) full page Ad in Conference Program
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!

**CONFFERENCE APP SPONSORSHIP OPTIONS**

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Premier App Sponsorship</strong></td>
<td>The Premier App Sponsorship will include exclusive Splash Page branding along with one (1) Push Notification and one (1) Banner Ad.</td>
<td>$3,750</td>
</tr>
<tr>
<td><strong>Push Notification</strong></td>
<td>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 HCAOA.</td>
<td>$850</td>
</tr>
<tr>
<td><strong>Banner Ad</strong></td>
<td>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.</td>
<td>$650</td>
</tr>
</tbody>
</table>
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. 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. HCAOA reserves the right to reject, erect, 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 and 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 and 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 and 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 HCAOA only. Vendors are not permitted to purchase items to serve to conference attendees during HCAOA sponsored functions.

Cancellation
The exhibitor/sponsor shall give HCAOA written notice of its intention to cancel or withdraw from the event. For notices received on or prior to August 14, 2020, the exhibitor/sponsor shall pay 50 percent of the contracted booth/sponsorship. For notices received after August 14, 2020, the exhibitor/sponsor shall pay 100 percent of the contracted booth/sponsorship.

Deadlines
Registration deadline to be included in HCAOA onsite program and all program signage is August 14, 2020.

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 and Insurance
Exhibitors shall indemnify, hold harmless and defend 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 HCAOA. The decision of HCAOA in all matters shall be final and binding on all exhibitors.

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 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 HCAOA or the 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

The 2020 HCAOA Annual Leadership Conference will be held at the Hilton Orlando Hotel in Orlando, FL on October 4–5.

Tucked away in the heart of Orlando is where you’ll discover Hilton Orlando, a vibrant, contemporary resort with an exciting personality to complement an exceptional location. Centrally located to all major theme-parks and attractions and just minutes from the eclectic dining scene and entertainment of International Drive, this resort sits on over 26 acres of lush landscaping and tropical inspirations making it a true destination in of its own. Guests are immediately welcomed with an upscale feel enhanced with resort-style accommodations and amenities.

For more information, visit www.thehiltonorlando.com.

HCAOA has secured an outstanding rate of $189 plus tax per night from the Hilton Orlando Hotel. Reservations can be made by calling the Hilton Orlando Hotel at 1-800-548-8690 or click HERE.

Please book accommodations by September 10, 2020 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 2020 Leadership Conference! For any questions regarding exhibits or sponsorships, please contact Andrea Liford-Martinez at andrea@hcaoa.org.
Can't wait for the conference?

Now is the Time to Join!

The Annual Leadership Conference is only the first step in placing your brand in front of home care providers. HCAOA Associate Membership places you among providers as a peer, and represents a wealth of opportunities to market your services directly, including:

- Conference Exhibitor Discount ($200)
- Basic Company Listing in the HCAOA Products & Services Guide
- Highlighted on the HCAOA homepage in our Associate Member slideshow
- 15% discount on advertising in *The Voice* (Our Quarterly Magazine) and *HCAOA Weekly* (Our Weekly E-Newsletter)
- Opportunities to submit editorial content for *The Voice*, *HCAOA Weekly*, and HCAOA Webinars, plus an annual spotlight in *The Voice*
- Member Discounts on HCAOA Website Advertising, including a $500 discount to Associate Members for a Run of Site Banner ad
- Access to Member Discounts on uniforms, computer equipment, fleet fuel, office supplies, business services and more
- A free promotional email blast to HCAOA Members within 60 days of joining
- Receive All HCAOA Publications and Notices

To join, click [here](#) or email us at [info@hcaoa.org](mailto:info@hcaoa.org).