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 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 2019 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 2019 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 (ACHC)
Aging Life Care Association
AlayaCare
Algorithmic Intuition
AVCC
Axiscare Software
Axxxess
Brother Mobile Solutions
Canadian Imperial Bank of Canada
CareAcademy
Caregivers Kitchen
ClearCare, Inc.
ClearStar Inc.
Community Health Accreditation Partner (CHAP)
E2E Health
FirstLight HomeCare
Frax
Generations Homecare System
HamiltonCapTel
Hireology
Home Care Pulse
HomesRenewed
Honor Home Care
In the Know Caregiver Training
InPro Insurance Group
Institute for Professional Care Education
Kaleida Systems, Inc.
KanTime
Littler
Live Oak Bank
Lua HiPAA Compliant Messaging and Telehealth
MatrixCare Software
Mertz Taggart
MobileHelp, LLC
MYEVV
Paradigm Claim Services
Philadelphia Insurance Companies
Preferred Benefit Consultants
R. Jeffrey & Associates
Relias
Rowan Reputation Resources
Society of Certified Senior Advisors
Sprint Accessibility * CapTel
Sterling Talent Solutions
True Link Financial
Veterans Care Coordination
Vetty
VGM Advantage
Wounded Warriors Family Support

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 $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 9: $2,700  After August 9: $2,800

Exhibit Hours

Saturday, September 21
4:00pm – 8:00pm Exhibitor Move-In

Sunday, September 22
7:00am – 8:00am Exhibitor Move-In
8:00am – 5:00pm
5:00pm – 7:00pm Opening Night Reception

Monday, September 23
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.
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 Attendee List
- First option on 2020 Sponsorships

Platinum Sponsor $25,000

- Best of Floor 8x20 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
- Large Banner in Ballroom Promenade
- Two Complimentary Registrations for home care providers of your choice
- Five minute speaking opportunity at HCAOA Annual Business Meeting

Gold Sponsor $15,000

- 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 $10,000

- 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 $5,000

- 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 10 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

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

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 7th 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 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 will be permitted; insert production costs are the responsibility of the sponsor
Sponsorship Opportunities

Vendor Spotlight Sponsorship Package $8,000
4 Available

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 seventy five minutes
- Podium, Screen/Projector package or 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
Exclusive

Sponsor the one and only networking reception to provide a unique opportunity for attendees to network and experience a desert inspired 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
- One (1) Quarter page ad in conference program
- One (1) Registration bag insert

Hydroflask Sponsorship $10,000
Exclusive

Your brand will travel with every attendee throughout the conference and the JW Marriott Tucson Starr Pass Resort with this double-wall stainless steel 20 oz hydoflask bottle. The vacuum insulation helps maintain both hot and cold beverage temperatures for hours. The lid loop allows the bottle to be attached to a backpack for easy hands-free carry. This item will be a perfect addition to attendee’s experience at the Annual Leadership Conference as it will travel with them to the pool, golf course, hiking and spa. In addition to the branded hydoflask, the sponsor will also receive:

- One (1) Quarter page ad in conference program
- One (1) Registration bag insert
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 Signage

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.

Ad materials must be received by August 1, 2019 to be included in Annual Leadership Conference Onsite Program.
Technology Showcase General Session Sponsorship $20,000

On Monday, September 23, HCAOA will be hosting the fourth annual Technology Showcase! This year the Technology Showcase will feature this General Session as the only 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
- 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!

**CONFERENCE 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>$3,500</td>
</tr>
<tr>
<td>Push Notification</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>$800</td>
</tr>
<tr>
<td>Banner Ad</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>$600</td>
</tr>
</tbody>
</table>
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. 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 dismantling dates/times specified in the Exhibitor Kit. HCAOA reserves the right to make allowances to booth construction guidelines. 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. Exhibitors must be responsible and liable for the activities and actions of everyone working in their designated booth space.

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 any part of the assigned exhibit space to a third party, its rights to the exhibit space. 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.

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 9, 2019, the exhibitor/sponsor shall pay 50 percent of the contracted booth/sponsorship. For notices received after August 9, 2019, 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 1, 2019.

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, 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 & Registration Information

Hotel

The 2019 HCAOA Annual Leadership Conference will be held at the JW Marriott Tucson Starr Pass Hotel in Tucson, AZ on September 22–23.

Tucson and its surrounding areas are rich with a deep-rooted history and a culture grown from a landscape that can’t be found anywhere else in the world, and it’s easier to get here than you might think. Explore untouched corners of the vast Sonoran Desert. Look up to the sky and see a million twinkling stars. Get lost within the painted walls of historic barrios. Find freedom to roam from the depths of ancient caves to the tops of stunning mountain peaks. Experience colors, flavors, sights and sounds that you once could have only imagined. Venture off the beaten path and find out what it means to free yourself.

For more information, visit www.visittucson.org.

HCAOA has secured an outstanding rate of $169 plus tax per night from the JW Marriott Tucson Starr Pass Hotel. Reservations can be made by calling the JW Marriott Tucson Starr Pass Hotel at 1-877-622-3140 or click HERE.

Please book accommodations by August 30, 2019 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 2019 Leadership Conference! For any questions regarding exhibits or sponsorships, please contact Andrea Liford-Martinez at andrea@hcaoa.org.

Exhibit Registration  Sponsorship Registration
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 homes as long as possible.

Furthermore, 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.

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