

2024 SPONSORSHIP OPPORTUNITIES

 info@hcaoa.org



The Home Care Association of America (HCAOA) is the leading trade organization representing more than 4,400 home care agencies in 50 states.

HCAOA members generate 45% more revenue than non-member agencies, so let us help you get to know potential clients and market your business. Sponsoring HCAOA conferences and chapter events demonstrates your commitment to the home care industry and connecting with current and new clients.

WAYS TO ENGAGE:



NATIONAL CONFERENCE

Connect with 600+ home care agency leaders at HCAOA's biggest event, the National Home Care Conference.



STATE CHAPTER CONFERENCES

Spend the day with groups of engaged members at HCAOA's state chapter conferences discussing home care's biggest issues.



WEB & NEWSLETTER ADVERTISING

Put your company logo and messaging front-and-center on HCAOA's website, email blasts, e-newsletter, etc.



STATE CHAPTER CONFERENCES SPONSORSHIPS

Chapter Conference

\$1,600

Spend a full day integrated, learning, and networking with 80-150 home care providers discussing top issues at once-per-year in-person state conferences. Share information, introduce speakers or present content. Info table plus logo on promotional and presentation materials.

2024 Chapter Conferences:

- May 1 – Arizona
- May 8 – Ohio
- May 15 – Illinois
- May 23 – Washington
- June 5 – New Jersey
- June 11 – Connecticut
- August 6 – Florida
- + others TBA!

DETAILS: <https://bit.ly/3Rwf3kG>



WEB & NEWSLETTER ADVERTISING

Reach 4,500+ members who employ more than 1 million caregivers across the U.S., paying more than \$4.8 billion in payroll. HCAOA members serve nearly 1 million seniors and people with disabilities, providing over 1 million hours of care per day.

DETAILS: www.hcaoa.org/advertising-marketing



NATIONAL CONFERENCE SPONSORSHIPS

Premier \$25,000

- Welcome attendees
- Logo/Branding on web, email, social
- 8x20 Exhibit Booth
- App Push Notification & Banner Ad

Lounge \$20,000

- 8x20 Exhibit area in prime location with lounge furniture and bar
- App Push Notification & Banner Ad

Session Recordings **NEW!**

\$18,000

- Attendees receive recordings of breakout sessions with logo/branded email blast

Conference Wifi

\$15,000

- Custom Wifi login, password + signage
- 8x10 Exhibit Booth
- Featured branded message on app

Networking Reception

\$15,000

- Speaking opportunity in final session
- Logo/Branding on reception signage
- 8x10 Exhibit Booth
- App Push Notification

General Session

\$15,000

- Speaking opportunity, introduce keynote
- 8x10 Exhibit Booth
- Registration bag insert

Power Bank **NEW!**

\$15,000

- Branded power bank for attendees
- Brand recognition in app, email promos, website

Quench Your Thirst

\$12,000

- Branded water bottle for all attendees
- Brand recognition on app, signage, website

Reserve now: <https://bit.ly/47U4tep>

Adventure Awaits

\$10,000

- Share hottest trend: luggage travel cubes
- Brand recognition in app, email promos, website

Breaks **3 NOW AVAILABLE!**

\$7,500

- Refreshments during all AM/PM breaks
- App Push Notification
- Post-Conference email to all attendees
- Brand recognition in app, email promotions, conference website

Attendee Registration Bag

\$8,500

- Logo on registration bags distributed to all attendees
- Registration bag insert

Registration **NEW!**

\$8,000

- Branded icebreaker buttons/ribbons to attendees
- 8x10 Exhibit Booth
- Logo featured in all conference promotions/confirmations
- Branded signage on registration web, onsite at event

Breakout Track Host

\$8,000

- Host entire breakout track, brand session room with your company signage, collateral, etc.
- Exclusive sponsorship signage
- Opportunity to introduce session
- Dedicated post on HCAOA social media
- Brand recognition on breakout track in app

Annual Business Meeting

\$8,000

- 8x10 Exhibit Booth
- Opportunity to welcome attendees to meeting and share information on company products/services



Badge & Lanyard

\$8,000

- Logo on all attendee badges and lanyards
- Brand recognition in app, email promos, website

Caregiver of the Year Award

\$7,500

- Speaking opportunity, present award
- Branding on all award promotions

Conference 'Swag' Store **NEW!**

\$6,000

- Brand conference swag store featuring speaker resources, books, materials
- Opportunity to promote company
- Brand recognition in app, email promos, website

Conference App

\$6,500

- Banner Ads \$1,200 (2)
- Push Notifications \$1,000 (2)

Umbrella **NEW!**

\$5,500

- Branded travel umbrella to protect attendees from Seattle rain
- Brand recognition in app, email promos, website

Clean Screen **NEW!**

\$4,000

- Branded microfiber cloth for attendees
- Brand recognition in app, email promos, website

Registration Bag Insert

\$2,000 (5 available)

- One-page insert in all registration bags for attendees