

EXHIBIT & SPONSORSHIP PROSPECTUS

# GOING HOME CARE BOLD REIMAGINED



Home Care  
Association of America

# 2022

ANNUAL LEADERSHIP  
CONFERENCE

SEPTEMBER 18-19  
ORLANDO, FLORIDA | HILTON ORLANDO

# OVERVIEW

## WE'RE BACK!

The 2022 Annual Leadership Conference is back in person! Don't miss an opportunity to attend the home care event of the year. Connect with the industry's top leaders at the Hilton Orlando Hotel!

*See you in Orlando!*



### About HCAOA

- HCAOA serves as the home care industry's unified voice in Washington, D.C. and state governments across the country.
- HCAOA protects industry interests, promotes the industry's value, tackles barriers to growth, and takes on industry-wide issues.
- HCAOA connects and educates its members.

### 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 now more than ever, they 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.



# EXHIBIT INFORMATION

## 2019 HCAOA Sponsors & Exhibitors Include:

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

## 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
- Two (2) complimentary exhibitor registrations
- Ability to purchase additional registrations at the discounted rate of \$375 each
- Listing on the HCAOA website & Insider Newsletter, 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)

## Exhibit Rates

### Before August 5:

Member Rate: \$2,525

Non-Member Rate: \$2,725

### After August 5:

Member Rate: \$2,725

Non-Member Rate: \$2,925

## Exhibit Hours

### Saturday, September 17

4:00pm – 8:00pm *Exhibitor Move-In*

### Sunday, September 18

7:00am – 8:00am *Exhibitor Move-In*

8:00am – 5:00pm (*Breakfast & Breaks served in hall*)

5:00pm – 6:30pm *Opening Night Reception*

### Monday, September 19

8:00am – 3:30pm (*Breakfast & Breaks served in hall*)

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 at [www.hcaoa.org](http://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](mailto: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 2023 Sponsorships



## ■ Opening Keynote Sponsorship for Simon Bailey | \$15,000

Exclusive

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



## ■ Keynote & Panel Opportunity Sponsorship | \$20,000

Exclusive

On Monday, September 19, HCAOA will be hosting a general session titled, ***"The Future is Now for Home Care: How to Seize the Post-Pandemic, Boomer-Fueled Growth That's Coming."***

During this session, Matt Thornhill, a visionary futurist and national expert on today's older Boomer consumers, will discuss how Boomers will transform life's fourth quarter and how your organization can capitalize.

Sponsor will receive:

- Opportunity to introduce general session speaker and sit on conference summary panel
- Push Notification App Sponsorship
- 8x10 Exhibit Booth
- One (1) Registration Bag Insert Sponsorship
- One (1) full page ad in Conference Program

**SOLD**

>> **REGISTER NOW**

# SPONSORSHIP OPPORTUNITIES

## ■ Refresh & Recharge Lounge | \$20,000

Exclusive

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

**SOLD**



## ■ Conference Wifi Sponsor | \$20,000

Exclusive

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



# SPONSORSHIP OPPORTUNITIES



## ■ Networking Reception Sponsorship | \$15,000

**SOLD**  
Exclusive

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 | \$15,000

Exclusive

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

**SOLD**

## ■ Quench Your Thirst Sponsorship | \$10,000

Exclusive

Travel around the Leadership Conference with every attendee by sponsoring an aluminum water bottle! Water stations will be provided throughout the Hilton Orlando and attendees are guaranteed to carry your branded water bottle throughout the entire event and beyond. Sponsor will also receive:

- (1) Branded aluminum water bottle to be distributed in each attendee registration bag
- One (1) half page ad in the onsite conference program
- (1) Promotional post in conference app

**>> REGISTER NOW**



# SPONSORSHIP OPPORTUNITIES

## ■ VIP Reception Sponsorship | \$15,000

Exclusive

Be the first to welcome committee leaders, board and special guests to Orlando by sponsoring the VIP Reception! This sponsorship would allow your organization the opportunity to connect with industry leaders from around the country as well as HCAOA leaders as well. The event will take place on Saturday, September 17 at 5:30pm – 7:00pm. Sponsor will receive:

- Exclusive opportunity to connect with engaged industry leaders from around the country
- Exclusive event branding with company logo
- Promoted post app sponsorship
- Push notification app sponsorship
- Refreshments for reception attendees

**SOLD**



## ■ VIP Lounge Sponsorship | \$10,000

Exclusive

Provide an opportunity for committee members, speakers and board to connect, get refreshments and learn more about your product or services by sponsoring the VIP Lounge! Sponsor will receive:

- Exclusive branding of the VIP Lounge
- Refreshments provided for lounge guests
- Opportunity to provide branded materials throughout the lounge
- Dedicated email blast to Lounge attendees during conference
- Wifi provided for lounge guests



## ■ Breakout Track Sponsorship | \$6,000

2 available

Support for the home care event of the year by sponsoring a conference breakout track! These educational sessions showcase valuable content for providers to build their business. Four tracks are available: Emerging Providers Established Providers, Workforce Development, and Innovative Trends. Sponsor will receive:

- Exclusive sponsorship signage for all sessions within selected track
- Opportunity for company representative to introduce session of your choice within track
- Dedicated post on HCAOA social media channels
- Push Notification App Sponsorship



## ■ Awards Ceremony Sponsorship | \$5,000

Exclusive

Join us in recognizing the best in the home care industry by sponsoring the Awards Ceremony during the luncheon on Sunday, September 18! Sponsor will receive:

- Opportunity to introduce your company's products and services to conference attendees during luncheon
- Exclusive awards ceremony branding with company logo
- Dedicated post on HCAOA social media channels
- Promoted post app sponsorship

# SPONSORSHIP OPPORTUNITIES

## Registration Bag Sponsorship | \$6,000

**SOLD**  
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

## Badge & Lanyard Sponsorship | \$6,000

**SOLD**  
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

**SOLD**  
Exclusive

Sponsor the 10<sup>th</sup> 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

## Save the Date Sponsorship | \$5,000

**NEW**

Promote your brand and make an impression on every conference attendee by sponsoring the 2023 Save the Date item! The item will be included in each registration bag and remind conference attendees of the 2023 Annual Leadership Conference all year long! Sponsor will receive:

- Input on selection of the 2023 item
- Sponsor's logo on item
- One (1) half page ad in Conference Program
- Special promoted post within the HCAOA Conference App

## Registration Bag Insert Sponsorship | \$1,500

1 Available

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

## Conference Advertising Options

Highlight your company with a four-color advertisement in the Annual Leadership Digital 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.

### ADVERTISING OPTIONS

AD TYPE	SPECS	PRICE
Inside Cover	8.5" x 11" (please add .125" if the art bleeds)	\$1,350
Full Page	8.5" x 11" (please add .125" if the art bleeds)	\$1,215
Half Page	7.5" x 4.75"	\$830
Fourth Page	3.625" x 4.75"	\$540
Conference Daily	612px x 180px	\$800

**Ad materials must be received by August 5, 2022 to be included in Annual Leadership Conference Onsite 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!

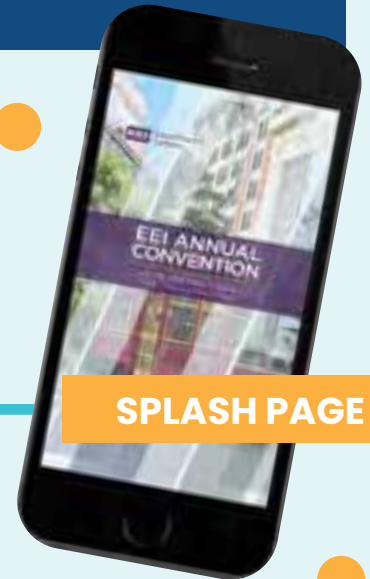
## ■ Premier App Sponsorship | \$3,750

Exclusive

The Premier App Sponsorship will include:

- Exclusive Splash Page branding
- One (1) Push Notification
- One (1) Banner Ad

**SOLD**



**SPLASH PAGE**

## ■ Push Notification Sponsorship | \$850

5 Available

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.



**PUSH NOTIFICATION**

## ■ Banner Ad Sponsorship | \$650

3 Available

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.



**BANNER AD**

# 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 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, 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 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 5, 2022, the exhibitor/sponsor shall pay 50 percent of the contracted booth/sponsorship. For notices received after August 5, 2022, 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 5, 2022.

## 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 & REGISTRATION INFORMATION

## Hotel

The 2022 HCAOA Annual Leadership Conference will be held at the Hilton Orlando Hotel in Orlando, FL on September 18–19.

HCAOA has secured an outstanding rate of \$195 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 **August 25, 2022** and mention that you are an attendee of the HCAOA Annual Leadership Conference to ensure you receive our discounted rate.

For more information, visit [www.thehiltonorlando.com](http://www.thehiltonorlando.com).

## Registration

Don't miss out on these unique opportunities to reach home care decision makers at the 2022 Leadership Conference! For any questions regarding exhibits or sponsorships, please contact Andrea Liford-Martinez at [andrea@hcaoa.org](mailto:andrea@hcaoa.org).



Exhibitors & Sponsors:

**REGISTER NOW**

**>> CLICK HERE**







*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 *Home Care Insider* (Our Weekly E-Newsletter)
- Opportunities to submit editorial content for *The Voice*, *Home Care Insider*, 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).**