

EXHIBITOR AND SPONSORSHIP PROSPECTUS



now, more than ever

✓ there's no
place like
home



PHA

Pennsylvania Homecare Association

VIRTUAL
~~2020 ANNUAL~~ CONFERENCE
NOVEMBER 4-6, 2020

chicken soup. a warm blanket. a good book.
the safest place to be.

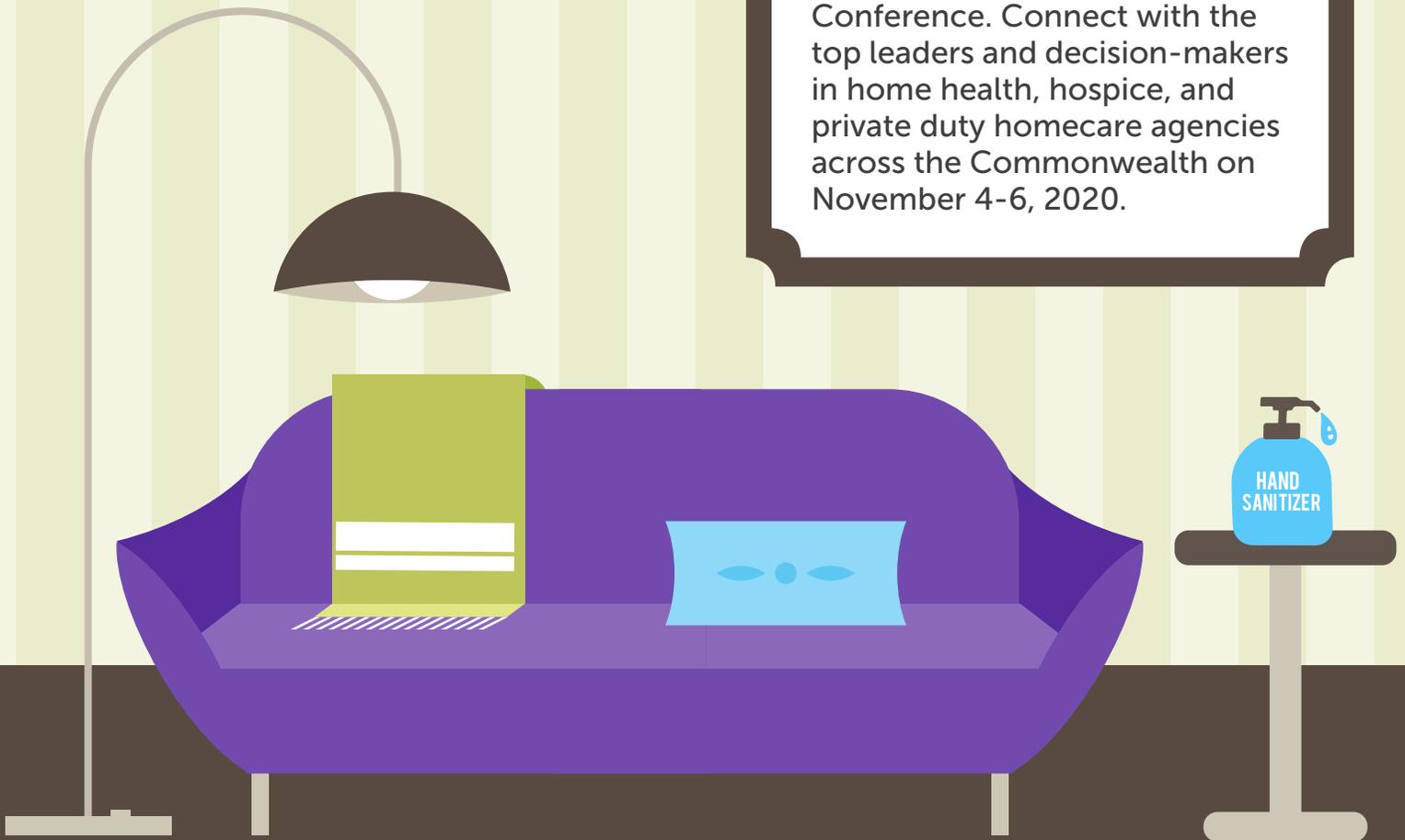
now, more than ever...

there's no
place like
home

Home-based care is the future of healthcare.

While people have long-preferred to age in place, recent events have only emphasized the invaluable role of home-based care. Now, more than ever, there is no place like home.

As our industry deals with today's challenges and looks forward to future opportunity and growth, we invite you to join us at PHA's 2020 Virtual Conference. Connect with the top leaders and decision-makers in home health, hospice, and private duty homecare agencies across the Commonwealth on November 4-6, 2020.



LET'S CONNECT

Connections is more than just the name of PHA's weekly e-newsletter; it's also a cornerstone of our association. Our team takes pride in the connections we make daily with members, policymakers, and stakeholders. These connections are critical in shaping the future of home-based care.

While attendees may not be able to stroll through a physical "neighborhood" at this year's event, the conference remains packed with opportunities to connect and engage. Plus, the virtual experience will allow you to easily capture attendee contact information and track ROI!

Some of this year's highlights include:

- Virtual Exhibit Hall with LIVE interaction that is mobile-compatible and easy to navigate
- Ability to customize exhibit booth to include video, marketing materials, and more
- Networking with one-on-one chat feature and meeting scheduling
- Virtual Happy Hour and other social events
- Attendee engagement opportunities to drive traffic to your booth
- Pre-conference attendee contact information
- Post-event analytics to track your interactions
- One-on-one assistance with using and making the most of the conference platform prior to the event

Plus, the virtual platform comes with added bonuses, including:

- No travel costs. There's no need to worry about planes, trains, and automobiles when the education and networking opportunities come straight to you
- Education and networking from the comfort of your home and office. At the end of the conference day, crawl into your own bed and recharge
- No need to bring your parka or dress in layers! Room temperatures can be tricky at an in-person conference. Pick your own temperature at this year's virtual conference. Added bonus—no sitting under the HVAC vent
- Safe and guaranteed to happen! Our virtual conference guarantees that your organization will have time to connect with industry leaders in 2020. No need to worry about case counts, restrictions, or the safety of your staff



Register as an exhibitor by September 30, 2020 to ensure that your company is included in the digital conference program. Plus, early registration will allow your business to create a custom exhibit booth that really pops!

EXHIBIT HALL SCHEDULE

DAY 1 – NOVEMBER 4, 2020

DAY 2 – NOVEMBER 5, 2020

DAY 3 – NOVEMBER 6, 2020

	DAY 1 – NOVEMBER 4, 2020	DAY 2 – NOVEMBER 5, 2020	DAY 3 – NOVEMBER 6, 2020
8:00-9:30am	Exhibit Hall Open	Exhibit Hall Open	Exhibit Hall Open
9:30-10:30am	PHA Welcome & Keynote Speaker	PHA Welcome & Keynote Speaker	PHA Welcome & Keynote Speaker
10:30-11:00am		Coffee Break	Coffee Break
11:00-11:30am	Coffee Break	Breakout Sessions	Breakout Sessions
11:30-12:00pm	Breakout Sessions		
12:00-12:15pm		Lunch Break/Visit Exhibits	
12:15-12:30pm			Lunch Break/Visit Exhibits
12:30-1:00pm	Lunch Break/Visit Exhibits	Lunch Break/Visit Exhibits	Intensives Sessions
1:00-1:30pm	Breakout Sessions	Breakout Sessions	
1:30-2:30pm			Visit Exhibits
2:30-3:00pm	Visit Exhibits	Visit Exhibits	Coffee Break
3:00-4:00 pm	General Session	Breakout Sessions	PHA Annual Meeting and Homecare Heroes Celebration
4:00-4:15pm	Networking/Social event	Networking/Social Event	
4:15-4:45pm			

EXHIBITOR/SPONSOR REGISTRATION

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Website: _____

Logistics Contact Name: _____

Logistics Contact Phone: _____ Logistics Contact Email: _____

On-Site Contact Name: _____

On-Site Contact Phone: _____ On-Site Contact Email: _____

First Conference Attendee Name: _____ Email: _____

Second Conference Attendee Name: _____ Email: _____

Names will appear on the website exactly as they are listed above.

PROGRAM LISTING: Please attach a 20-word description of your products and/or services, as well as the website and phone number you want to be listed in the conference program.

Membership, Exhibitor and Sponsorships

Affiliate Member Exhibitor Fee (includes free registration for all conference events and sessions for two staff): **\$700**

Join or renew your PHA membership now and save \$200 off exhibitor fee, PLUS member benefits.

PHA 2020 Affiliate Membership AND Member Exhibitor Fee (includes free registration for all conference events and sessions for two staff): **\$1,428**

Non-Member Exhibitor Fee (includes free registration for all conference events and sessions for two staff): **\$1,650**

SUBTOTAL: Membership & Exhibitor Fee \$ _____

Additional exhibit staff **\$195** each \$ _____

Advertise in PHA's Annual Conference Program, the comprehensive guide for attendees: (space is reserved on a first-come, first-served basis)

- ~~Inside Front Cover~~ ~~\$850~~ **SOLD**
- ~~Inside Back Cover~~ ~~\$850~~ **SOLD**
- Full Page Inside **\$600**
- Half Page Inside **\$300**
- Quarter Page Inside **\$150**

SUBTOTAL: Advertisement \$ _____

Sponsorship Opportunities

See details starting on page 7!

Conference Sponsors

- ~~Platinum Sponsor (one)~~ **SOLD \$15,000**
- ~~Gold Sponsor~~ **SOLD \$10,000**
- ~~Silver Sponsor~~ **SOLD \$7,500**

Speaker Sponsors

- Track Session Sponsor (home health, homecare, or hospice) **Hospice track SOLD \$6,000**
- ~~Keynote 1~~ **SOLD \$5,000**
- ~~Keynote 2~~ **SOLD \$5,000**
- ~~Friday Not-So-Quick Hits~~ **SOLD \$2,500**

Event Sponsors

- Virtual Photo Booth **\$4,000**
- Wellness/Stretch **\$2,000**
- ~~Coffee Breaks~~ **SOLD \$2,000**

Item Sponsors

- ~~Water Bottle~~ **SOLD \$7,000**
- ~~Swag Box Sponsor~~ **SOLD \$6,000**
- ~~Tote Bag~~ **SOLD \$5,000**
- ~~Cloth Face Mask~~ **SOLD \$4,000**
- Padfolio **\$3,500**
- Stress Ball (house) **\$3,000**
- Chocolate Bar **\$2,500**
- Gourmet Cookie **\$2,500**
- ~~Trait Mix~~ **SOLD \$2,000**
- Company pen (add-on only) **\$150**

Have something you'd like to include in the Swag Box? Let's talk! Contact PHA to coordinate and talk pricing!

***NOTE: Company collateral will be included in the Swag Box at the discretion of PHA. All items must be received by September 30, 2020.**

SUBTOTAL: Sponsorship \$ _____

TOTAL DUE \$ _____

PAYMENT INFORMATION

Access to your virtual booth will not be provided until payment is received.

I have enclosed a check in the amount of \$_____

Please charge \$_____ to my credit card

#: _____ - _____ - _____ - _____ Exp. Date: _____ Security Code: _____

Visa Master Card

Name (as it appears on card): _____

Address of Cardholder: _____

Signature (required): _____

Please return this completed form, along with your check made payable to:

Pennsylvania Homecare Association

600 N. 12th Street, Suite 200

Lemoyne, PA 17043

If paying by credit card, the form may be faxed to (717) 975-9456.

QUESTIONS? Please call Christine Wiercinski at 1-800-382-1211, ext. 21, or email cwiercinski@pahomecare.org.

POLICIES & PROCEDURES

Only exhibitor contracts received with payment will be binding. All payments for exhibition and related fees must be received by PHA for exhibit benefits to become effective prior to the event and for admission/attendance, with no exceptions. Any additional charges incurred for optional items over and above the exhibit booth rental are the responsibility of the exhibitor.

A confirmation letter detailing virtual booth specifications and other information will be emailed to exhibitors.

Exhibitors may not sublet, assign or share any part of their allocated space without the consent of PHA. Due to the shortened timeframe for the virtual conference, exhibitor fees are nonrefundable. Exhibitors must abide by all laws, ordinances and regulations, including intellectual property laws, pertaining to participation in the exhibition and event.

PHA has full permission and rights to use conference attendee name(s) and likeness(es), company logos, related materials and information in any conference marketing, promotion and advertising communications, including photographs, videos, social media, and any other media.

Exhibitors must abide by all PHA policies relating to event procedures and payment of monies due. I am a duly authorized party to bind this agreement, and hereby agree to the above.

Authorized Signature Required

We prefer NOT to exhibit next to (List Companies):

SPONSORSHIP DETAILS

conference sponsors

These are the most visible and prestigious sponsorships, and attendees will take notice!

~~Platinum Sponsor (one) – \$15,000~~ **SOLD**

- Logo gets top billing on cover of 2020 Virtual Conference brochure and program
- Full page advertisement in 2020 Virtual Conference program, including clickable link
- Banner ad in PHA e-newsletter, *Connections* (two months in 2020)
- Company representative will introduce welcome session on first day of the conference
- Company logo will be displayed during welcome session on day one
- Dedicated social media post in advance of the conference; logo and company website to be shared on PHA's Twitter and Facebook channels
- Logo and link to your company website on PHA's website and weekly e-newsletter, *Connections*
- Logo and link to your company website on all 2020 Virtual Conference e-blasts
- Opportunity to submit branded article in *Connections* for 2020
- Prominent signage in virtual lobby
- Logo prominently displayed during general track sessions throughout the conference. Exclusive advertising opportunity on day one
- Free upgraded virtual exhibit booth with premium placement; includes two attendee registrations
- Large logo printed on back of conference t-shirt (sent to every attendee) to be featured in virtual conference photo-op
- Placement of one piece of company collateral in the PHA Swag Box*
- Opportunity to host one of the four unique virtual happy hour breakouts; *Platinum Sponsor will have first choice of events*



SPONSORSHIP DETAILS

~~Gold Sponsor (two) - \$10,000~~ **SOLD**

- Logo included on cover of 2020 Virtual Conference brochure and program
- Half page advertisement in 2020 Virtual Conference program, including clickable link
- Banner ad in PHA e-newsletter, *Connections* (one month in 2020)
- Company representative will introduce welcome session on second or third day of the conference
- Company logo will be displayed during welcome session on second or third day of the conference
- Dedicated social media post in advance of the conference; logo and company website to be shared on PHA's Twitter and Facebook channels
- Logo and link to your company website on PHA's website and weekly e-newsletter, *Connections*
- Logo and link to your company website on all 2020 Virtual Conference e-blasts
- Opportunity to submit branded article in *Connections* for 2020
- Prominent signage in virtual lobby
- Logo prominently displayed during general track sessions on the second and third day of the conference
- Free upgraded virtual exhibit booth with premium placement; includes two attendee registrations
- Large logo printed on back of conference t-shirt (sent to every attendee) to be featured in virtual conference photo-op
- Placement of one piece of company collateral in the PHA Swag Box*
- Opportunity to host one of four unique virtual happy hour breakouts

SPONSORSHIP DETAILS

~~Silver Sponsor – \$7,500~~ **SOLD**

- Logo on welcome page of 2020 Virtual Conference brochure and program
- Quarter page advertisement in 2020 Virtual Conference program, includes clickable link
- Dedicated social media post in advance of the conference; logo and company website to be shared on PHA's Twitter and Facebook channels
- Logo and link to your company website on PHA's website and weekly e-newsletter, *Connections*
- Logo and link to your company website on all 2020 Virtual Conference e-blasts
- Opportunity to submit branded article in *Connections* for 2020
- Logo displayed in virtual lobby
- Free upgraded virtual exhibit booth with premium placement; includes two attendee registrations
- Logo printed on back of conference t-shirt (sent to every attendee) to be featured in virtual conference photo-op
- Free upgraded virtual exhibit booth; includes two attendee registrations
- Large logo printed on back of conference t-shirt (sent to every attendee) to be used for virtual conference photo-op
- Placement of one piece of company collateral in the PHA Swag Box*



SPONSORSHIP DETAILS

speaker sponsors

Whether you choose to sponsor one of our inspiring keynote speakers, a full breakout track, or a take on PHA's popular quick-hits session (over 500 members attend this webinar series throughout the year) your organization will be connected with top-notch content and messaging that attendees will take with them.

Track Session Sponsor (Home Health, Homecare, ~~Hospice~~ all days) - \$6,000 Hospice Track SOLD

- Company representative will introduce session of your choice within track
- Logo included in 2020 Virtual Conference brochure and program
- Logo prominently displayed in all breakout sessions for chosen track (Home Health, Hospice, or Private Duty) for the full duration of the conference
- Logo and link to your company website on PHA's website and weekly e-newsletter, *Connections*
- Logo and link to your company website on all 2020 Virtual Conference e-blasts
- Signage in virtual lobby
- Logo printed on back of conference t-shirt (sent to every attendee) to be featured in virtual conference photo-op



~~Keynote 1 - \$5,000~~ SOLD

Alex Banayan, Author: How to Think Differently, Transform Your Business, and Achieve Your Most Important Goals

- Company representative will introduce Alex Banayan during general session
- Logo in 2020 Virtual Conference brochure and conference program
- Logo and link to your company website on PHA's website and weekly e-newsletter, *Connections*
- Logo and link to your company website on all 2020 Virtual Conference e-blasts
- Signage in virtual lobby
- Prominent logo placement during keynote session
- Logo printed on back of conference t-shirt (sent to every attendee) to be featured in virtual conference photo-op

SPONSORSHIP DETAILS



~~Keynote 2 — \$5,000~~

SOLD

Tim Cunningham, DrPH, MSN, RN: Resilience, Growth and Leadership in Challenging Times

- Company representative will introduce Tim Cunningham during general session
- Logo in 2020 Virtual Conference brochure and conference program
- Logo and link to your company website on PHA's website and weekly e-newsletter, *Connections*
- Logo and link to your company website on all 2020 Virtual Conference e-blasts
- Signage in virtual lobby
- Prominent logo placement during keynote session
- Logo printed on back of conference t-shirt (sent to every attendee) to be featured in virtual conference photo-op

~~Friday Not So Quick Hits — \$2,500~~ SOLD

- Recognition by PHA CEO Teri Henning at the beginning of the session
- Logo in 2020 Virtual Conference brochure and conference program
- Logo and link to your company website on PHA's website and weekly e-newsletter, *Connections*
- Logo and link to your company website on all 2020 Virtual Conference e-blasts
- Prominent logo placement during session
- Signage in virtual lobby

SPONSORSHIP DETAILS

event sponsors

Let's emphasize the social in social distancing! Keep the connections going throughout the virtual conference with these unique and interactive events!

~~Swag Box Branding – \$6,000~~

SOLD

- Prominent logo placement on box, including special recognition for supporting shipping
- Logo in 2020 Virtual Conference brochure and conference program
- Half page advertisement in 2020 Virtual Conference program, includes clickable link
- Logo and link to your company website on PHA's website and weekly e-newsletter, *Connections*
- Logo and link to your company website on all 2020 Virtual Conference e-blasts
- Signage in virtual lobby
- Add your company item to the box*
- Logo printed on back of conference t-shirt (sent to every attendee) to be featured in virtual conference photo-op

Virtual Photobooth – \$4,000

- Prominent logo placement on custom virtual conference photobooth frame
- Logo in 2020 Virtual Conference brochure and conference program
- Logo and link to your company website on PHA's website and weekly e-newsletter, *Connections*
- Logo and link to your company website on all 2020 Virtual Conference e-blasts
- Signage in virtual lobby
- Multiple opportunities to have PHA and/or attendees share branded photos on social media platforms
- Logo printed on back of conference t-shirt (sent to every attendee) to be featured in virtual conference photo-op



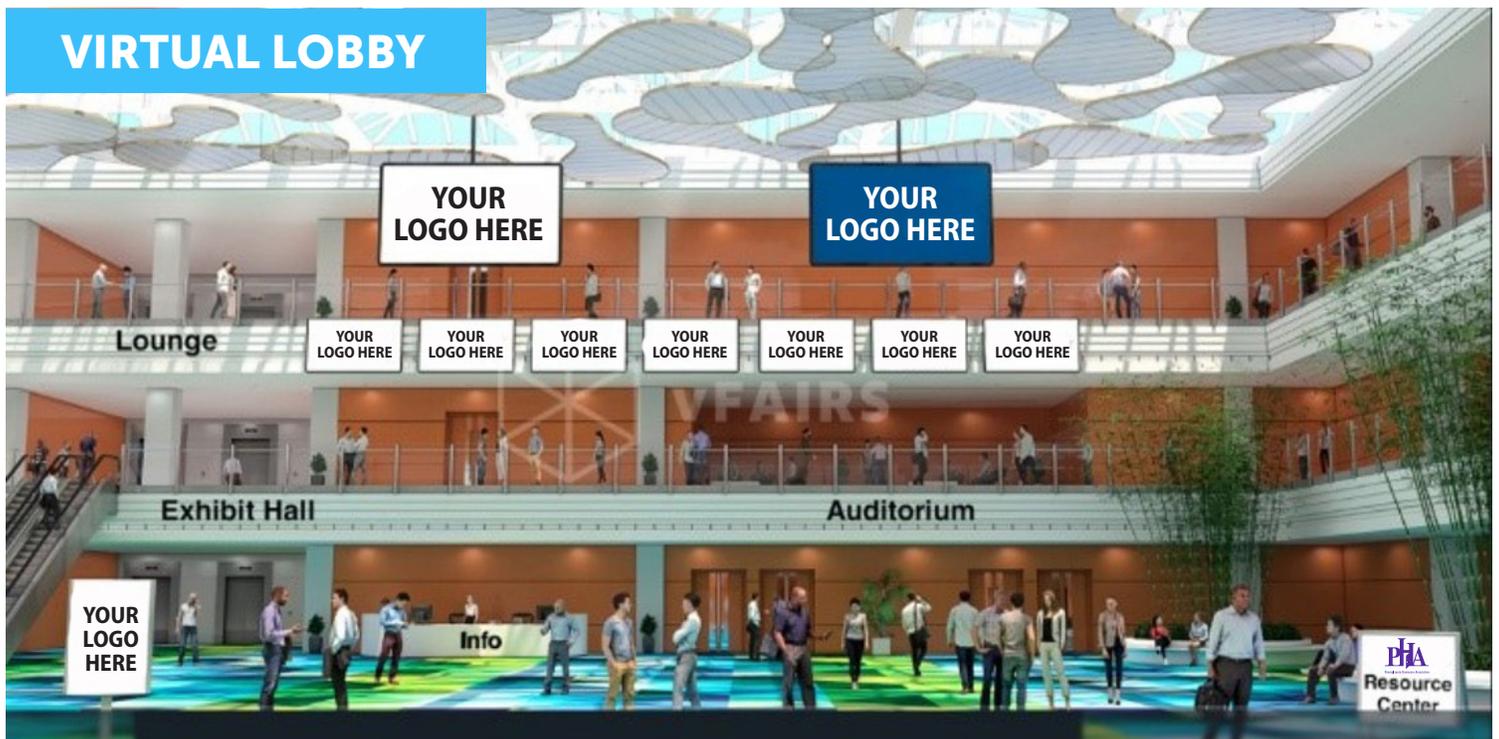
SPONSORSHIP DETAILS

Wellness/Stretch – \$2,000

- Company representative will welcome attendees and introduce instructor
- Company logo will be displayed during Wellness activity
- Logo in 2020 Virtual Conference brochure and conference program
- Logo and link to your company website on PHA's website and weekly e-newsletter, *Connections*
- Logo and link to your company website on all 2020 Virtual Conference e-blasts
- Signage in virtual lobby

~~Coffee Breaks – \$2,000~~ **SOLD**

- Brand recognized during coffee break
- Logo in 2020 Virtual Conference brochure and conference program
- Logo and link to your company website on PHA's website and weekly e-newsletter, *Connections*
- Logo and link to your company website on all 2020 Virtual Conference e-blasts
- Signage in virtual lobby



SPONSORSHIP DETAILS

swag box item sponsors

All options in this category will include the following benefits:

- Company logo on item given to all attendees
- Logo in conference brochure and conference program
- Logo and link to your company website on PHA's website and weekly e-newsletter, *Connections*
- Logo and link to your company website on all 2020 Virtual Conference e-blasts
- Signage recognition at conference



Water Bottle	\$7,000	SOLD
Tote Bag	\$5,000	SOLD
Cloth face mask	\$4,000	SOLD
Padfolio notebook	\$3,500	
Stress Ball (house)	\$3,000	
Chocolate Bar	\$2,500	
Gourmet Cookie	\$2,500	
Trail Mix	\$2,000	SOLD
*Company pen add-on	\$150	



- Pens shipped to PHA to be included in Swag Box
- *Add-on only; must be in addition to an above sponsorship*

Have something you'd like to include in the Swag Box?
Let's talk! Contact PHA to coordinate and talk pricing!

**NOTE: Company collateral will be included in the Swag Box at the approval of PHA. All items must be received by September 30, 2020.*