

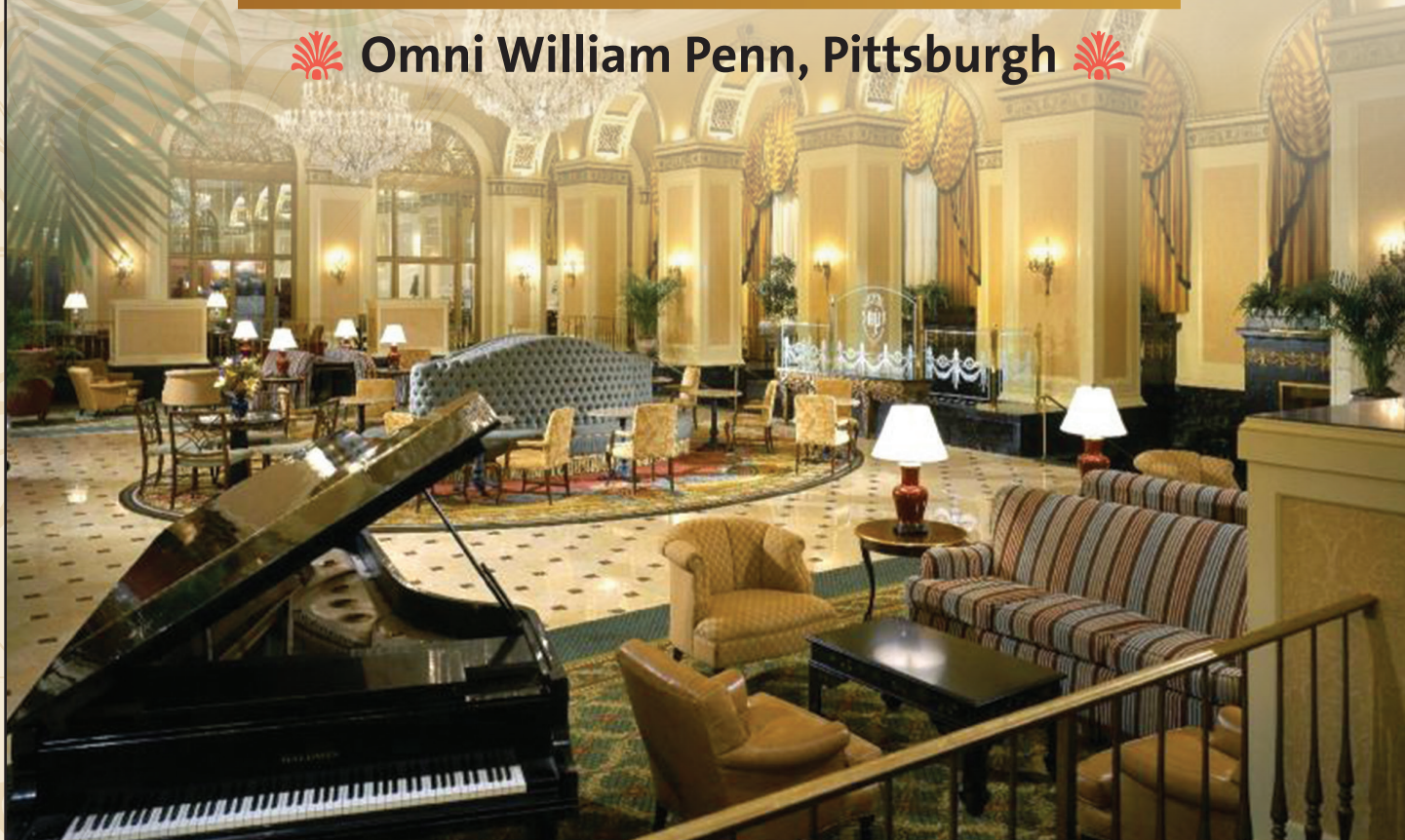


PH.A

LEARN FROM THE PAST,  
THINK FOR THE *Future!*

2018 Annual Conference • April 24-26

Omni William Penn, Pittsburgh



EXHIBITOR & SPONSORSHIP  
PROSPECTUS

PH.A

Pennsylvania Homecare Association



Pennsylvania Homecare Association

You're invited to spend three days with more than 400 of the top leaders and decision-makers from home health, hospice and private duty homecare agencies across Pennsylvania — all dedicated to bringing care home.

The venue for this year's conference is the historic, art-deco themed Omni William Penn in Downtown Pittsburgh. *Join us as we learn from the past and think for the future!*

## WHY EXHIBIT AT THE 2018 PHA ANNUAL CONFERENCE?

### SALES

Generate new contacts and showcase your product or service

### NETWORKING

Enhance relationships with your current clients and meet potential clients

### EXPOSURE

Market your company and build brand exposure among home health, hospice and homecare community in Pennsylvania

### EDUCATION

Free registration to all educational sessions and events included with your sponsorship and exhibitor fee

### FUN

Your booth registration also includes registration for two for PHA's Dinner Cruise on the Gateway Clipper (April 24)

## NEW THIS YEAR

In taking cues from the past, we are going back to basics for our 2018 Exhibit Hall!

Held in the opulent grand ballroom on the 17<sup>th</sup> floor of the Omni William Penn, the Exhibit Hall will feature 8-foot tables for tabletop displays by exhibitors to create a more intimate experience for connecting with our more than 400 attendees. Breakfast and lunch will be held in the Exhibit Hall on Wednesday, April 25. Exhibitors are also invited to our Dinner Cruise on the Gateway Clipper the night before — a great opportunity to sail and mingle with attendees!

Also, PHA has not scheduled a formal event for the night of April 25, so exhibitors may invite new and current clients to dinner or drinks on the town!

Exhibitor space is determined on a first-come, first-served basis.

**Register as an exhibitor by Feb. 28, 2018 to ensure your company is listed in the Annual Conference Program and Mobile App, the comprehensive on-site guides for attendees.**

## EXHIBIT HALL SCHEDULE

### TUESDAY, APRIL 24, 2018

*Conference kicks off at 9:00 a.m.*

**2:00 – 4:00 p.m.** Exhibitor Registration and Set Up

**6:00 – 9:00 p.m.** Dinner Cruise on the Gateway Clipper (*sponsorship opportunity!*)

*Exhibitors will play a special role in this event. Details to follow...*

### WEDNESDAY, APRIL 25, 2018

**7:30 – 8:30 a.m.** Breakfast with Exhibitors (*sponsorship opportunity!*)

**12:00 – 1:30 p.m.** Lunch with Exhibitors (*sponsorship opportunity!*)

**1:45 – 3:30 p.m.** Dismantling of the Exhibit Hall

**4:45 p.m.** Free time for dinner/drinks/meetings with current and potential clients





# 2018 ANNUAL CONFERENCE & EXPOSITION EXHIBITOR/SPONSOR REGISTRATION

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State: \_\_\_\_\_ Zip \_\_\_\_\_

Telephone Number \_\_\_\_\_

Mobile Number \_\_\_\_\_

Fax Number \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

First Conference Attendee Name: \_\_\_\_\_

Email \_\_\_\_\_

Second Conference Attendee Name: \_\_\_\_\_

Email \_\_\_\_\_

## SECTION 1: MEMBERSHIP & EXHIBITOR FEE

Join PHA and save \$200 off exhibitor fee, plus receive valuable member benefits!

- PHA Affiliate Membership and Member Exhibitor Rate \$1,400 \$ \_\_\_\_\_  
(\$700 membership, \$700 exhibit fee includes two staff)
- Non-Member Exhibitor Rate \$1,600 \$ \_\_\_\_\_  
(includes two staff)
- SUBTOTAL \$ \_\_\_\_\_**

## SECTION 2: SPONSORSHIP OPPORTUNITIES

- Premier Sponsor – \$12,000 (3 available) **ONLY ONE LEFT** \$ \_\_\_\_\_
- Dinner Cruise on Gatekeeper – \$12,000 (2 available) **ONLY ONE LEFT** \$ \_\_\_\_\_
- Speaker Sponsor (Pamela Jett) – \$8,000 \$ \_\_\_\_\_
- Speaker Sponsor (Chip Eichelberger) – \$8,000 \$ **SOLD**
- Speaker Sponsor (Brent Gleeson) – \$8,000 \$ \_\_\_\_\_
- Opening Lunch Sponsor – \$8,000 \$ **SOLD**
- Annual Meeting Breakfast Sponsor – \$6,000 \$ **SOLD**
- Lunch with Exhibitors Sponsor – \$4,500 \$ **SOLD**
- Room Key Card Sponsor – \$4,500 \$ **SOLD**
- Opening Breakfast Sponsor – \$3,500 \$ **SOLD**
- Breakfast with Exhibitors Sponsor – \$3,500 \$ **SOLD**
- Wifi Sponsor – \$3,500 \$ **SOLD**
- Mobile App Sponsor – \$3,000 \$ **SOLD**
- Morning/Afternoon Breaks Sponsor – \$3,000 \$ **SOLD**
- Lanyard & Name Badge Sponsor – \$3,000 \$ **SOLD**
- Foundation Raffle Sponsor – \$1,500 \$ **SOLD**
- SUBTOTAL \$ \_\_\_\_\_**

## SECTION 3: ADDITIONAL EXHIBITOR OPTIONS

- Additional exhibit staff \$195 each (3 or more) \$ \_\_\_\_\_
- Advertise in PHA's Annual Conference Program, the comprehensive on-site guide for attendees (limited space available, space is reserved on a first-come, first-served basis)**
- Inside Front Cover – \$750 \$ **SOLD**
- Inside Back Cover – \$750 \$ **SOLD**
- Full Page Inside – \$500 \$ \_\_\_\_\_
- Half-Page Inside – \$250 \$ \_\_\_\_\_
- SUBTOTAL \$ \_\_\_\_\_**

(ADD SECTIONS 1-3):

**TOTAL DUE \$ \_\_\_\_\_**

**Names will appear on the name badges 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 listed in the conference program.

*Exhibitor space is determined on a first-come, first-served basis.*

**ALL BOOTHS ARE 8' TABLES (NO PIPE AND DRAPE)**

**Please review the floor plan (see back page) and indicate your top three location choices in order of preference. First-come, first-served basis.**

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

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

**PAYMENT INFORMATION** Exhibit booth will not be assigned until payment is received.

- I have enclosed a check in the amount of \$ \_\_\_\_\_
- Please charge \$ \_\_\_\_\_ to my credit card Select one:  Visa  Master Card  
#: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code \_\_\_\_\_

Name (as it appears on card): \_\_\_\_\_

Address of Cardholder: \_\_\_\_\_

Signature (required): \_\_\_\_\_

**Please return this completed form, along with your check made payable to the Pennsylvania Homecare Association, to: 600 N. 12<sup>th</sup> 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 with no exceptions. Additional charges incurred for optional items over and above the exhibit booth rental such as shipping, etc. are the responsibility of the exhibitor.

A confirmation letter detailing booth specifications and other information will be mailed to exhibitors. Exhibitor set-up will take place from 2:00 – 4:00 p.m. on Tuesday, April 24, 2018. Exhibitors must sign-in and register prior to unpacking. Breakdown will take place on Wednesday, April 25, 2018 from 1:45 – 3:30 p.m.

Exhibitors may not sublet, assign or share any part of their allocated space without the consent of PHA. PHA and Omni William Penn are not responsible for damages, loss or theft of exhibitor property. The Exhibit Hall will be locked during non-conference hours. PHA encourages exhibitors to remove valuable items from the hall, such as laptops, when they leave. Exhibitors will hold harmless PHA, staff and Omni William Penn for damaged or stolen property. PHA must receive written notification of cancellation by an exhibitor no later than February 16, 2018 for a 50% refund. Exhibitors must abide by all laws, ordinances and regulations pertaining to health, fire prevention and public safety affecting participation in the exhibition.

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**



Pennsylvania Homecare Association  
 600 N. 12<sup>th</sup> Street, Suite 200  
 Lemoyne, PA 17043

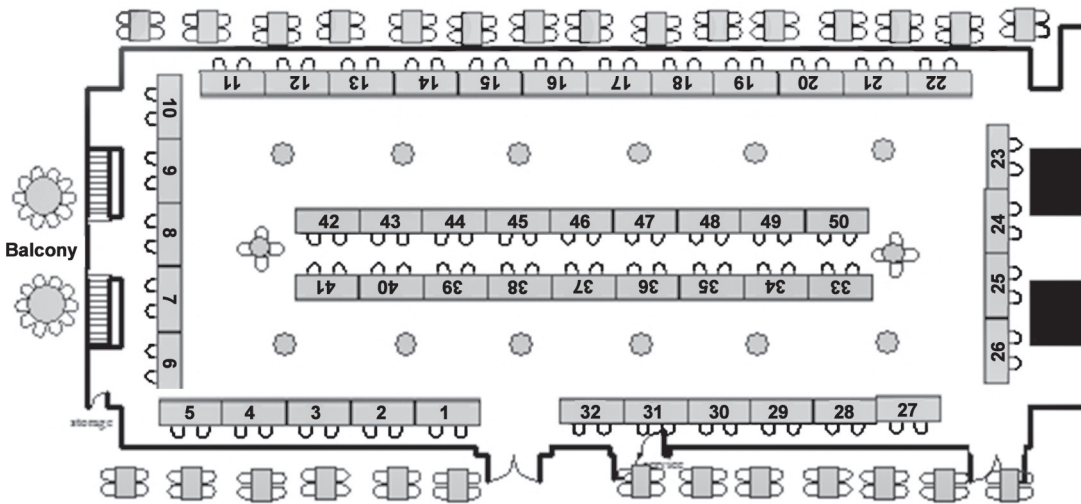
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☀ JOIN US FOR THE LARGEST GATHERING OF HOMECARE AND HOSPICE PROVIDERS IN THE NORTHEAST! ☀

**GRAND BALLROOM**



**SHIPPING OF MATERIALS**

Once PHA receives your exhibitor registration, you will receive detailed shipping instructions.

**ACCOMMODATIONS:**

Omni William Penn  
 530 William Penn Place  
 Pittsburgh, PA 15219

**PHA has secured a block of rooms at a special rate of \$165.** To receive the discounted rate, reservations must be made by Monday, April 2, 2018. Call 1-800-THE-OMNI and ask for the Pennsylvania Homecare Association 2018 Conference room block.



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# SPONSORSHIP

# OPPORTUNITIES

## 2018 Pennsylvania Homecare Association ANNUAL CONFERENCE & EXPOSITION

**Premier Sponsorship – \$12,000**  
(must be received no later than Dec. 31, 2017)

Only One Left!

Three Opportunities Available!

This is the most visible and prestigious sponsorship. Your company's logo will receive top billing on the cover of the 2018 Annual Conference & Exposition brochure, which is mailed to more than 2,000 individuals. Other benefits include:

- Banner ad on PHA's website
- Company representative will welcome attendees at opening session on April 24 with brief comments on company's mission and products/services
- Logo in conference brochure and conference program
- Link to your company website on PHA's website and weekly e-newsletter, *Connections*
- Signage recognition at conference
- Free exhibit space, including full conference registration for two individuals
- Prominent signage throughout the three-day conference

### Dinner Cruise on the Gateway Clipper Sponsorship



Only One Left!

Two Opportunities Available!

Attendees will remember your name after this unique event! A fun and unique evening out in Pittsburgh, PHA's Dinner Cruise on the famous Gateway Clipper will feature great dinner, music and fabulous views of the city skyline! Get up and dance, sit on the top deck and enjoy a cocktail or take a stroll around the boat and experience this wonderful taste of Pittsburgh!

- Banner ad on PHA's website
- Company representative will welcome attendees at event on April 24
- Logo in conference brochure and conference program
- Link to your company website on PHA's website and weekly e-newsletter, *Connections*
- Signage recognition at conference
- Free exhibit space, including full conference registration for two individuals
- Prominent signage throughout the three-day conference

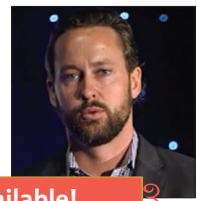
**Speaker Sponsorship – \$8,000**



Pamela Jett  
April 24



Chip Eichler  
**SOLD**



Brent Gleeson  
April 26

TWO Three Opportunities Available!

- Opportunity to provide opening remarks and introduction of speaker
- Logo in conference brochure and conference program
- Link to your company website on PHA's website and weekly e-newsletter, *Connections*
- Signage recognition at conference
- Free exhibit space

**Opening Lunch Sponsorship (April 24) – \$8,000**

This sit-down luncheon will formally welcome attendees to the conference in the historic William Penn Hotel.

- Opportunity to provide opening remarks and introduction of speaker
- Logo in conference brochure and conference program
- Link to your company website on PHA's website and weekly e-newsletter, *Connections*
- Signage recognition at conference

**SOLD**

**Annual Meeting Breakfast Sponsorship (April 26) – \$6,000**

Start the last day of the conference with a delicious hot buffet breakfast. The annual meeting of PHA members will feature a progress report on association activities and a look at future initiatives.

- Opportunity to provide opening remarks and introduction of speaker
- Logo in conference brochure and conference program
- Link to your company website on PHA's website and weekly e-newsletter, *Connections*
- Signage recognition at conference

**SOLD**

**Lunch with Exhibitors Sponsorship (April 25) – \$4,500**

This is a great time for more networking and great food in the Exhibit Hall.

- Opportunity to provide opening remarks and introduction of speaker
- Logo in conference brochure and conference program
- Link to your company website on PHA's website and weekly e-newsletter, *Connections*
- Signage recognition at conference
- Napkins with company logo

**SOLD**

**MORE SPONSORSHIP OPPORTUNITIES...**





# SPONSORSHIP

LEARN FROM THE PAST,  
THINK FOR THE Future!

# OPPORTUNITIES

## 2018 Pennsylvania Homecare Association ANNUAL CONFERENCE & EXPOSITION

### Room Keycard Sponsorship – \$4,500

Unique opportunity to get your company name and logo in front of attendees as they come and go from the hotel during the conference.

- Logo on PHA's website and weekly e-newsletter, *Connections*
- Logo on hotel room keycards for all conference attendees
- Signage recognition at conference

### Opening Breakfast Sponsorship (April 24) – \$3,500

A great way to kick off the conference. Fuel up for the day of networking and discussion!

- Logo on PHA's website and weekly e-newsletter, *Connections*
- Signage recognition at conference
- Napkins with company logo

### Breakfast with Exhibitors Sponsorship (April 25) – \$3,500

A great way to kick off a full day of programming, the breakfast is a favorite among attendees.

- Opportunity to provide breakfast to attendees
- Logo on PHA's website and weekly e-newsletter, *Connections*
- Signage recognition at conference
- Napkins with company logo

### Wifi Sponsorship – \$3,500

Help attendees stay connected throughout the conference with free wifi in all conference areas.

- Logo on PHA's website and weekly e-newsletter, *Connections*
- Logo on signage in conference areas and on check-in materials

### Mobile App Sponsorship – \$3,000

The PHA Annual Conference is mobile! Attendees will be connected throughout the conference via the mobile app, which features the full conference schedule, presentations and more.

- Logo on PHA's website and app promotions
- Link to your company website on PHA's website and weekly e-newsletter, *Connections*
- Signage recognition at conference

### Morning & Afternoon Breaks Sponsorship – \$3,000

Featuring cold and hot beverages and some good old-fashioned snack food, breaks are always a welcome addition to the agenda.

- Logo on PHA's website and weekly e-newsletter, *Connections*
- Beverage napkins featuring your company name and logo
- Signage recognition at conference

### Lanyard and Name Badge Sponsorship – \$3,000

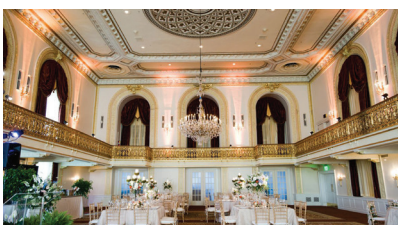
Name badge holders serve as attendees' admission tickets to educational sessions, special events and more. A great opportunity for visibility!

- Logo on PHA's website and weekly e-newsletter, *Connections*
- Link to your company website on PHA's website and weekly e-newsletter, *Connections*
- Signage recognition at conference

### Foundation Raffle Sponsorship – \$1,500

Sponsorship for a good cause! Help support the Foundation for Homecare by sponsoring a raffle during the conference.

- Logo on PHA's website and weekly e-newsletter, *Connections*
- Link to your company website on PHA's website and weekly e-newsletter, *Connections*
- Signage recognition at conference



Take advantage of sponsorship opportunities to promote your company and show your support!