



Innovative Products For **Home. Work. Life.**

2024 MID-YEAR MEETING

SPONSORSHIP OPPORTUNITIES

GAIN EXPOSURE AND STAY AHEAD OF YOUR COMPETITION!

**TAKING ADVANTAGE OF SPONSORSHIP OPPORTUNITIES IS
A GREAT WAY TO INCREASE YOUR VISIBILITY AND PROMOTE
YOUR PRODUCTS OR SERVICES.**



SPONSORSHIP OPPORTUNITIES

Increase your visibility and elevate your brand by promoting your product or service with any of the sponsorship opportunities listed below.

PLATINUM LEVEL

\$25,000

Benefits Include: (Limited to one company)

- Three (3) complimentary full conference registrations
- One (1) complimentary exhibitor table
- Signage at the General Session:
 - Outside the event room
 - On the stage podium
 - Company name and logo on the General Session presentation
- Seat drop of one (1) collateral piece (provided by company and placed by HCPA)
- Premium reserved table at the General Session
- Opportunity to offer promotional collateral or branded giveaways at the Registration Desk
- Company logo on all onsite conference signage
- Three (3) social media posts to be shared on HCPA's LinkedIn and Twitter (company to provide content)
- Company logo on the Schedule Insert and mobile event app
- Company logo on event website
- Company logo in marketing emails
- Sponsor ribbons on each company staff's name badge

GOLD LEVEL

\$8,500

Benefits Include: (Limited to two companies)

- Two (2) complimentary full conference registrations
- One (1) complimentary exhibitor table
- Opportunity to offer promotional collateral or branded giveaways at the Registration Desk
- Full-page, full-color layout in the digital Conference Program
- Company logo on the Schedule Insert and mobile event app
- Company logo on all onsite conference signage
- Company logo displayed during the General Session
- Three (3) social media posts to be shared on HCPA's LinkedIn and Twitter (company to provide content)
- Company logo displayed with the sponsored session in the mobile event app
- Company logo on event website
- Company logo in marketing emails
- Sponsor ribbons on each company staff's name badge



(NON-CONFLICT) SPECIAL SESSION SPONSORSHIP

\$8,000

Benefits include: (Limited to three companies)

- Signage at the Session to include:
 - Outside the event room
 - Podium sign
 - Company name and logo on the Session presentation
 - Seat drop of one (1) collateral piece (provided by company, placed by HCPA)
- Premium reserved seating at the Special Session
- Opportunity to offer promotional collateral or branded giveaways at the Registration Desk
- Company logo on the Schedule Insert and mobile event app
- Company logo displayed during the General Session
- Company logo on all onsite conference signage
- One (1) push notification sent from the mobile event app to attendees
- One (1) social media post to be shared on HCPA's LinkedIn and Twitter (company to provide content)
- Company logo displayed with the sponsored session in the mobile event app
- Company logo on event website
- Company logo in marketing emails
- Sponsor ribbons on each company staff's name badge

OPENING OR CLOSING RECEPTION

SOLD

Benefits Include: (Limited to one company)

- Opportunity to offer promotional collateral or branded giveaways at the Registration Desk
- One (1) social media post to be shared on HCPA's Twitter and LinkedIn (company to provide content)
- One (1) push notification sent to attendees from the mobile event app
- Company logo on all on-site conference signage
- Company logo on event website
- Company logo in marketing emails
- Company logo in the digital Conference Program and mobile event app
- Company logo on cocktail napkins at the reception
- Company logo on promotional signage at the reception
- Opportunity to create a signature cocktail for the reception (with HCPA approval)



SILVER LEVEL

\$6,500

Benefits Include: (Limited to two companies)

- One (1) complimentary registration to the full conference
- One (1) complimentary exhibitor booth
- Company logo on the Schedule Insert and the mobile event app
- Opportunity to offer promotional collateral or branded giveaways at the Registration Desk
- Company logo on all onsite signage
- One (1) social media post to be shared on HCPA's LinkedIn and Twitter (company to provide content)
- Company logo displayed during the General Session
- Banner ad within the mobile event app that will appear at the bottom of the screen of the app
- Company logo on event website
- Company logo in marketing emails
- Sponsor ribbons on each company staff's name badge

BRANDED NAME BADGE LANYARDS

SOLD

Benefits Include: (Limited to one company)

- Company logo featured on the name badge lanyards that all attendees will wear during the meeting
- Company logo on the Schedule Insert and the mobile event app
- One (1) social media post to be shared on HCPA's LinkedIn and Twitter (company to provide content)
- Company logo on all onsite signage
- Company logo displayed during the General Session
- Company logo on event website
- Company logo in marketing emails
- Sponsor ribbons on each company staff's name badge

BRANDED MEETING JOURNALS

SOLD

Benefits Include: (Limited to one company)

- Company logo featured on journals that are provided to attendees at the Registration Desk
- Company logo on event website
- Company logo in marketing emails
- Company logo in the digital Conference Program and mobile event app



INDIVIDUAL SESSIONS

\$5,000

Benefits Include: (Limited to specific sessions)

- Tabletop at the Session
- Five (5)-minute introduction about your company at the start of the Session
- Sponsored refreshment break
- Signage inside and outside the Session area
- One (1) push notification sent to attendees from the mobile event app
- Company name and logo on the printed Schedule Insert
- Company logo on event website
- Company logo in marketing emails
- Company logo in the digital Conference Program and mobile event app

BREAKFAST

SOLD

Benefits Include:

- Signage during breakfast
- One (1) push notification sent to attendees from the mobile event app
- Company logo on event website
- Company logo in marketing emails
- Company logo in the digital Conference Program and mobile event app
- Company logo on breakfast napkins

PRINTED SCHEDULE

SOLD

Benefits Include: (Limited to one company)

- Company name and logo on the printed Schedule Insert, which includes information about the week's meeting agenda
- Company logo on event website
- Company logo in marketing emails
- Company logo in the digital Conference Program and mobile event app

COFFEE BREAK

SOLD

Benefits Include:

- Sponsored coffee break at a session or networking break of your choice
- Signage at the location
- Company logo on napkins
- Company logo on event website
- Company logo in marketing emails
- Company logo in the digital Conference Program and mobile event app



COMMITTEE SESSIONS

\$3,000

Benefits Include: (Limited to committee sessions)

- One (1)-minute promotional video or PowerPoint presentation slide at the start of the Session
- Company name and logo included on the printed Schedule Insert
- Company logo on event website
- Company logo in marketing emails
- Company logo in the digital Conference Program and mobile event app

GENERAL SESSION RAFFLE PRIZE

\$2,500 + cost of prize

Benefits Include: (Limited to one company)

- Choose the raffle prize (with HCPA approval)
- HCPA will handle all the logistics regarding the raffle, including mailing the prize to the winner
- Company logo on event website
- Company logo in marketing emails
- Company logo in the digital Conference Program and mobile event app

SUPPORTING SPONSOR

\$2,000

Benefits Include: (Limited to committee sessions)

- Company logo on event website
- Company logo in marketing emails
- Company logo in the digital Conference Program and mobile event app

ALL SPONSORSHIPS WILL ALSO INCLUDE

- Sponsor ribbons on each company staff's name badge, which must be worn onsite
- Company logo featured at the Registration Desk
- Recognition during the General Session by HCPA President & CEO, Steve Caldeira

I'm In, Now What?

Please contact Meredith Mangas, Vice President, Meetings & Conferences, at mmangas@thehcpa.org or 202-833-7316, for more details or to reserve your sponsorship.