

Sponsorship and Advertising Opportunities

HCPA's Annual Meeting

Sunday, December 8 – Wednesday, December 11

Fort Lauderdale, FL | Marriott Harbor Beach Resort & Spa

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

Have a question or an idea that is not listed? Contact [Meredith Mangas](#), Vice President, Meetings & Conferences, to create a customized package or reserve your sponsorship.

Platinum Level - \$25,000

Benefits Include:

- 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 - \$9,000

Benefits Include:

- One (1) complimentary full conference registrations
- One (1) complimentary exhibitor booth
- Branded Hotel Key Cards
- 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 within 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 - \$8,000

Benefits Include:

- One (1) complimentary full conference registration
- Opportunity to offer promotional collateral or branded giveaways at the Registration Desk
- Company logo on all onsite conference signage
- Company logo displayed during the General Session
- Company logo on the Schedule Insert and the mobile event app
- Company logo on cocktail napkins at the reception (to be provided by HCPA)
- Company logo displayed on cocktail bars
- Company logo on signage at the reception
- One (1) social media post to be shared on HCPA's LinkedIn and Twitter (company to provide content)
- One (1) push notification sent from the mobile event app to attendees
- Company logo displayed within the mobile event app
- Company logo on event website
- Company logo in marketing emails
- Sponsor ribbons on each company staff's name badge

Silver Level - \$7,500 (multiple opportunities available)

Benefits Include:

- 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
- Full-page, full-color layout in the digital Conference Program
- 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
- Company logo displayed within the mobile event app
- Company logo on event website
- Company logo in marketing emails
- Sponsor ribbons on each company staff's name badge

Branded Name Badge Lanyards: \$6,500 (*Limit to one company*) **SOLD**

Benefits Include:

- 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

Wi-Fi - \$6,000 *(Limit to one company)*

An exclusive opportunity to customize the Wi-Fi username, password, and landing page that all attendees will see when connected to the Internet during the meeting.

Benefits Include:

- One (1) complimentary registration for the full conference
- Company can select the Wi-Fi username and password that all attendees use when onsite during the meeting (with HCPA approval)
- Company logo on all onsite signage
- Company logo on the Schedule Insert and the mobile event app
- Company logo displayed during the General Session
- One (1) push notification sent from the mobile event app to attendees
- Company logo on event website
- Company logo in marketing emails
- Sponsor ribbons on each company staff's name badge

Branded Tote Bags: \$5,000 *(Limit to one company)*

Benefits Include:

- Company logo featured on tote bags that are provided to attendees when they pick up their name badge at the Registration Desk
- One (1) social media post to be shared on HCPA's LinkedIn and Twitter (company to provide content)
- Company logo on the Schedule Insert and the mobile event app
- Company logo on all onsite signage
- Company logo displayed during the General Session
- Company logo in marketing emails
- Company logo on event website
- Sponsor ribbons on each company staff's name badge

Charging Station: \$5,500 *(Limit to one company)*

Located in the Grand Foyer by the Registration Desk and exhibitors, this space will be furnished with a built-in counter and chairs for attendees to sit and relax, network, charge their mobile devices, or conduct business.

Benefits Include:

- Company logo featured on both panels of the charging station (to be provided by HCPA)
- Signage at the charging station
- Opportunity to display promotional materials at the charging station
- Company logo on the Schedule Insert and the mobile event app
- Company logo on all onsite signage
- Company logo displayed during the General Session
- Company logo in marketing emails
- Company logo on event website
- Sponsor ribbons on each company staff's name badge

Schedule Insert: \$5,000 (*Limit to one company*)

Benefits Include:

- Company logo on the printed Schedule Insert, which includes information about the week's meeting, and in the digital Conference Program
- 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
- Company logo in marketing emails
- Company logo on event website
- Sponsor ribbons on each company staff's name badge

Individual Sessions: \$5,000

Benefits Include:

- Company logo on signage inside and outside the Session area
- Company name and logo featured as a Sponsor on the Schedule Insert for that particular Session
- Company logo on the Schedule Insert and the digital Conference Program
- Five-minute introduction about your company, product, or service at the start of the Session
- One (1) social media post to be shared on HCPA's LinkedIn and Twitter (company to provide content)
- Company name and logo on the Session presentation
- Company logo listed in the mobile event app
- Company logo displayed during the General Session
- Company logo in marketing emails
- Company logo on event website
- Sponsor ribbons on each company staff's name badge

Branded Meeting Journal: \$5,500 (Limit to one company) **SOLD**

Benefits Include:

- Company logo featured on meeting journals that are provided to attendees when they check in at the Registration Desk
- Company logo on the Schedule Insert and the digital Conference Program
- 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
- Company logo listed in the mobile event app
- Company logo displayed during the General Session
- Company logo in marketing emails
- Company logo on event website
- Sponsor ribbons on each company staff's name badge

Lunch - \$5,000 for all three days or \$2,000 per day (Monday, Tuesday, and Wednesday available)

Benefits Include:

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

Next Generation Scholarship Sponsor: \$3,500

Sponsor a scholarship for an individual that is in the earlier stages of their career or new to the industry.

Benefits Include:

- Company logo on the Schedule Insert and the digital Conference Program
- One (1) social media post to be shared on HCPA's LinkedIn and Twitter (company to provide content)
- Company logo listed in the mobile event app
- Company logo displayed during the General Session
- Company logo in marketing emails
- Company logo on event website
- Sponsor ribbons on each company staff's name badge

Committee Session: \$3,000

Benefits Include:

- One-minute promotional video or PowerPoint presentation slide at the start of the Session
- Company logo on the Schedule Insert and the digital Conference Program
- One (1) social media post to be shared on HCPA's LinkedIn and Twitter (company to provide content)
- Company name and logo on the Session presentation
- Company logo listed in the mobile event app
- Company logo displayed during the General Session
- Company logo in marketing emails
- Company logo on event website
- Sponsor ribbons on each company staff's name badge

Coffee Break: \$3,500

Benefits Include:

- Sponsored coffee break at a Session of your choice
- Signage at the coffee break location
- Company branded beverage napkins (to be provided by HCPA)
- Company logo on the Schedule Insert and the digital Conference Program
- Company logo displayed during the General Session
- Company logo listed in the mobile event app
- Company logo in marketing emails
- Company logo on event website
- Sponsor ribbons on each company staff's name badge

General Session Raffle Prize: \$2,500 + cost of the prize

Benefits Include:

- Choose the raffle prize (with HCPA approval)
 - The winner will be announced during the General Session
 - HCPA will handle all the logistics regarding the raffle, including mailing the prize to the winner
- Company logo on the Schedule Insert and the digital Conference Program
- Company logo listed in the mobile event app
- Company logo displayed during the General Session
- Company logo in marketing emails

- Company logo on event website
- Sponsor ribbons on each company staff's name badge

Supporting Sponsor: \$2,000

Benefits Include:

- Company logo on the Schedule Insert and the digital Conference Program
- Company logo on event website
- Company logo in marketing emails
- Company logo on all onsite signage
- Company logo displayed during the General Session

General Session Chair Drop: \$1,500 *(Limit to one company)*

HCPA will place collateral on each chair in the General Session room. Limit to one piece of collateral.

Benefits Include:

- Company logo on the Schedule Insert and the digital Conference Program
- Company logo displayed during the General Session
- Company logo on all onsite signage
- Company logo in marketing emails
- Company logo on event website
- Sponsor ribbons on each company staff's name badge