



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

**2024 ANNUAL 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 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