

The Eighteenth Annual

# Northeast Home Health Leadership Summit

# INVITATION to SPONSOR



January 28 to 30, 2020

Revere Hotel – Boston Common  
200 Stuart Street, Boston, MA 02116

## **Become a Sponsor Today and Extend Your Reach to the Home Care Leaders of Today and Tomorrow!**

The Northeast Home Health Leadership Collaborative is pleased to offer an exciting opportunity for home care industry vendors and affiliates to be front and center at the premier gathering of home health and hospice executives – the 2020 Northeast Home Health Leadership Summit in Boston.

Sponsorship opportunities are now available. Don't miss out on this exciting invitation to build brand recognition among top home health industry leaders, highlight your valued products and services, and stake out a leading role in assuring the success of this prestigious annual Summit.

Your sponsorship commitment strengthens program offerings and helps provide for a blockbuster lineup of speakers, continuing to make the Northeast Home Health Leadership Summit a major draw for nearly 200 of the country's leading health care professionals year after year. Several sponsorship levels are available – find just the right package that meets your unique needs.

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For more information, contact Billi Wilson, CMP, HCA Education and Research, the education arm of the Home Care Association of New York State at [bwilson@hcanys.org](mailto:bwilson@hcanys.org), or (518) 810-0666, the Sponsor Coordinator for the 2020 Northeast Home Health Leadership Summit. **Thanks for your support!**

# Sponsor Opportunities!

## For All Sponsors

Excellent benefits come standard!

Sponsorship at any level entitles you to:

- An advance list of Summit attendees two weeks prior to the event, as well as a final listing of attendees two weeks after.
- A listing in the Sponsor Directory – distributed to all attendees – which will include your contact information and a brief description of your product or service.
- Placement of your organization's name and logo on signs, posters, and other conference materials, as well as verbal recognition for your organization during events throughout the Summit.
- Featured on Summit Website
- Registration for the conference at the early-bird member rate, unless complimentary as noted. (No more than 4 total, including complimentary registrants.)

## Exhibit Tables

At the request of the leaders who attend this event, exhibit space is limited to just ten (10) table top exhibits.

**These exhibit tables are included with our top level sponsorships only, (See "Top Level Sponsor Opportunities" items 1 to 6 below) and are given on a first-come, first-served basis.**

Don't miss your opportunity to connect with home care and hospice leaders who have the authority to make final decisions for their organization!

New This Year!

Welcome Reception will take place in the Exhibit Area!

## Top Level Sponsor Opportunities – Exhibit Table Included

### 1 Lead Summit Sponsor (1/28 – 1/30) \$7,500 *Exclusive lead sponsorship status is available to only ONE sponsor*

- Exhibit table throughout Summit (One 6 ft table);
- Your logo on the Summit welcome bag given to each attendee; (Must commit by 12/2/19)
- Your company artwork/messaging will be displayed on the entrance windows to the Summit. Window size is 4' W x 10' H.
- Your corporate logo displayed on the screen at the opening of the session each day;
- Opportunity to provide welcome remarks and say a few words about your company's product or service during opening remarks on 1/29;
- Your literature on each attendee's chair during the opening general session on 1/29, along with your corporate give-away item that you provide, if you desire;
- Your logo featured on all conference promotions leading up to the Summit; and
- Three complimentary registrations to the full Summit.

### 2 Pre-Conference Sponsor (1/28) \$5,000 *Limited to only ONE sponsor*

- Exhibit table throughout Summit (One 6 ft table 1/28 – 1/30);
- Opportunity to provide welcome remarks and say a few words about your company's product or service during the opening of the Pre-Conference on 1/28; and
- Two complimentary registrations to the full Summit.

### 3 Networking Dinner Sponsor (1/29) \$4,500 *Available to TWO sponsors*

- Exhibit table (One 6 ft table 1/29 & 1/30);
- Your logo featured appropriately recognizing you as one of the two sponsors of this networking event;
- Your company literature or specialty item included in the attendee welcome bag; and
- Two complimentary Summit registrations and networking dinner reservations. (Pre-Conference not included)

### 4 Lunch Sponsor (1/29) \$4,500 *Available to TWO sponsors*

- Exhibit table (One 6 ft table 1/29 & 1/30);
- Opportunity to provide opening OR closing luncheon remarks, including time to say a few words about your company's product or service;
- Your logo displayed on the lunch table tent cards;
- Your company's literature on lunch table on 1/29;
- Two complimentary Summit registrations. (Pre-Conference not included)

# Top Level Sponsor Opportunities - continued

## 5 Lunch Sponsor (1/30) Available to TWO sponsors

\$4,500

- Exhibit table (One 6ft exhibit table 1/29 & 1/30);
- Opportunity to provide opening remarks on 1/30, including a few words about your company's services;
- Your logo displayed on lunch table tent cards;
- Your company's literature at each place-setting on 1/30;
- Two complimentary Summit registrations. (Pre-Conference not included)

## 6 Keynote Sponsorship Available to TWO Sponsors

\$4,500

- Exhibit table (One 6ft table 1/29 & 1/30);
- Opportunity to say a few words about your company's product or service and the ability to introduce either the closing Keynote Speaker on 1/29, or the opening Keynote Speaker on 1/30.
- Your literature on table either 1/29 or 1/30;
- Your logo featured in program materials as the Keynote Sponsor;
- Two complimentary Summit registrations. (Pre-Conference not included)

## Other Sponsorship Opportunities

### 7 Reception Sponsors (1/29) \$2,500

Available to THREE sponsors

- Small exhibit table during reception on 1/29;
- Your company's logo displayed on the bar and food stations;
- Your company's literature placed in the welcome bag; and
- One complimentary Summit registration. (Pre-Conference not included)

### 8 Break Sponsors \$2,500

Available to SIX sponsors

- Recognizes your organization as the sponsor of all breaks 1/29 and 1/30;
- Your company literature distributed in attendee welcome bag; and
- One complimentary Summit registration. (Pre-Conference not included)

### 9 Memento Sponsors \$2,000

Open to unlimited sponsors

- Opportunity for you to provide your own corporate giveaway item in the Summit welcome bag for each attendee; and
- One complimentary Summit registration. (Pre-Conference not included)

### 10 Conference Supporter \$1,500

Open to unlimited sponsors

- Listing in conference program as Conference Supporter, along with your contact information;
- One complimentary Summit registration. (Pre-Conference not included)

### 11 Hotel Key Card Sponsor \$3,000

Limited to ONE Sponsor

- Your company logo/artwork (2-color) will be placed on hotel keycard given at check-in;
- One complimentary Summit registration (Pre-Conference not included)

### 12 Wi-Fi Sponsor \$3,000

Limited to ONE Sponsor

- Recognizes your company as the meeting room Wi-Fi Sponsor throughout the Summit (1/28 - 1/30)
- Your company's logo displayed at each table with a custom wifi code (1/28 - 1/30); and
- One Complimentary Summit registration (Pre-Conference not included)

### 13 Window Graphics Sponsor \$2,500

Available to SEVEN Sponsors

- Your company artwork/messaging will be displayed on the entrance windows to the Summit. Window size is 4'W x 10'H.
- Your company's literature placed in the welcome bag; and
- One complimentary summit registration. (Pre-Conference not included)

### 14 Charging Stations \$1,500

Open to unlimited sponsors

- Keep attendees connected by sponsoring multiple AC/USB charging stations throughout the summit (1/28 - 1/30);
- Your company's logo displayed at all charging stations;
- One complimentary Summit registration (Pre-Conference not included)

#### PLEASE NOTE:

Literature may not be distributed on tables unless included in your sponsorship. Note: Vendors attending the conference and not sponsoring must pay the Vendor Rate of \$1,000 each as listed on the Summit Registration form.

NEW  
LOCATION!

**Revere Hotel**  
for hotel reservations call:  
**(855) 673-8373**

Ask for Northeast Home Health  
Leadership Summit Group Code

The conference room rate  
before January 6, 2020 is \$159.

For further information about  
the hotel go to:  
[www.reverehotel.com](http://www.reverehotel.com)

**The Eighteenth Annual  
Northeast Home Health  
Leadership Summit is  
Presented by Northeast  
Home Health Leadership  
Collaborative**

Connecticut Association for  
Healthcare at Home – Home Care &  
Hospice Alliance of Maine – Home  
Care Alliance of Massachusetts –  
Home Care, Hospice and Palliative  
Care Alliance of New Hampshire –  
Home Care and Hospice Association  
of New Jersey – Home Care  
Association of New York State –  
New York State Association of  
Health Care Providers – Rhode  
Island Partnership for Home Care  
– VNAs of Vermont

# 2020 NELS SPONSORSHIP CONTRACT

Sponsorship recognition will begin as soon as we receive your commitment and payment. Due to printing deadlines, December 6 is the cutoff date to be included in the Sponsorship Directory/Conference brochure provided to each attendee.

## Select Sponsorship Level

- |                          |                                     |               |
|--------------------------|-------------------------------------|---------------|
| <input type="checkbox"/> | 1. Lead Summit Sponsor              | \$ 7,500      |
| <input type="checkbox"/> | 2. Pre-Conference Sponsor 1/28      | \$ 5,000      |
| <input type="checkbox"/> | 3. Networking Dinner Sponsor 1/29   | \$ 4,500 (ea) |
| <input type="checkbox"/> | 4. Lunch Sponsor 1/29               | \$ 4,500      |
| <input type="checkbox"/> | 5. Lunch Sponsor 1/30               | \$ 4,500      |
| <input type="checkbox"/> | 6. Keynote Sponsorship 1/29 or 1/30 | \$ 4,500      |
| <input type="checkbox"/> | 7. Reception Sponsor (1/29)         | \$ 2,500      |
| <input type="checkbox"/> | 8. Breaks Sponsorship               | \$ 2,500      |
| <input type="checkbox"/> | 9. Memento Sponsor                  | \$ 2,000      |
| <input type="checkbox"/> | 10. Conference Supporter            | \$ 1,500      |
| <input type="checkbox"/> | 11. Hotel Key Card Sponsor          | \$ 3,000      |
| <input type="checkbox"/> | 12. Wifi Sponsor                    | \$ 3,000      |
| <input type="checkbox"/> | 13. Window Graphics Sponsor         | \$ 2,500      |
| <input type="checkbox"/> | 14. Charging Stations Sponsor       | \$ 1,500      |

**Total:** \$ \_\_\_\_\_

## Payment Information

*Full payment must be received with contract.  
Invoicing is not available.*

**Mail completed form to:**

Billi Wilson  
HCA Education and Research  
388 Broadway, 4<sup>th</sup> Floor, Albany, NY 12207

\_\_\_\_\_ MasterCard \_\_\_\_\_ VISA \_\_\_\_\_ AMEX

Card No: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_  
\_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Signature: \_\_\_\_\_

## Company Information

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

Sponsorship Coordinator: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Brief Description of your Product or Service:

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ Use 2019 Description and Logo.

### Cancellation Policy:

Cancellations received by December 6, 2019 will receive a refund, less a 25% administrative fee. No refunds will be issued for cancellations after December 6, 2019.

**List who will attend the conference from your organization. It is not necessary to register for the conference separately. (Additional registration fees may be applicable.)**

## Participants

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

For further information, contact Ms. Billi Wilson.,  
HCA Education and Research at (518) 810-0666, or at  
bwilson@hcanys.org.

**Fax completed form with credit card information to: (518) 426-8788**