

The Nineteenth Annual

Northeast Home Health Leadership Summit

January 20 – 22, 2021

Virtual Event



**Leadership NOW,
More Than Ever**

Invitation to Sponsor

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 2021 Northeast Home Health Leadership Summit.

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.

The Nineteenth 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

HCA Education and Research, the education arm of the Home Care Association of New York State, is the Sponsor Coordinator for the 2021 Northeast Home Health Leadership Summit. **Thanks for your support!**

For more information, contact Billi Wilson, CMP, at bwilson@hcanys.org, or (518) 810-0666.

The Nineteenth Annual
**Northeast
Home Health
Leadership Summit**



**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 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.)

Sponsor Opportunities!

#1

Premium Break Out Session Sponsor: \$6,000

Available to **THREE** sponsors

- Your Logo on the Pre-Summit “Swag Bag” box that will be mailed to all attendees prior to the event.
- Opportunity to host/moderate a break-out session on Thursday, January 21 or Friday, January 22
- Opportunity to provide welcome remarks and say a few words about your company’s product or service at the beginning of the break-out session
- Your company literature and/or giveaway item will be placed in attendee swag bag. (200 items to be provided by you and **must be received no later than December 15, 2020.**)
- Your company will be featured on the Virtual Marketplace, including a 1 – 2 minute video that will be provided by you. **Video must be received no later than December 15, 2020.**
- Your logo featured on all Summit promotions leading up to the Summit; and
- Four complimentary registrations to the Summit (*may be combined with your staff and the ability to invite a home care leader to be your guest*)

#2

Virtual Reception Sponsor: \$5,000

Exclusive reception sponsorship status is available to only ONE sponsor.

- Exclusive sponsorship of the Virtual Reception that will take place on January 20
- Your company logo on the mixer items and recipe card (provided by NELS collaborative) for the signature cocktail that you get to name. Items will be placed in the attendee swag bag that is being mailed to all attendees prior to the Summit.
- Opportunity to provide welcome remarks and say a few words about your company’s product or service at the beginning of the reception
- Your company will be featured on the Virtual Marketplace, including a 1 – 2 minute video that will be provided by you. **Video must be received no later than December 15, 2020.**
- Your logo featured on all Summit promotions leading up to the Summit; and
- Four complimentary registrations to the Summit (*may be combined with your staff and the ability to invite a home care leader to be your guest*)

#3 Lunch Sponsor: \$5,000

Exclusive Lunch sponsorship status is available to only ONE sponsor.

- Your company logo and brief welcome message will be placed on the packaging that holds a \$20 Panera gift card. Gift cards will be placed in the attendee swag bag that is being mailed to all attendees prior to the Summit.
- Opportunity to provide welcome remarks and say a few words about your company's product or service at the start of the lunch break on January 21
- Your company will be featured on the Virtual Marketplace, including a 1 – 2 minute video that will be provided by you. **Video must be received no later than December 15, 2020.**
- Your logo featured on all Summit promotions leading up to the Summit; and
- Four complimentary registrations to the Summit (may be combined with your staff and the ability to invite a home care leader to be your guest)

#4 Keynote Sponsor: \$3,000

Available to THREE sponsors

- Opportunity to say a few words about your company's product or service and the ability to introduce one of the keynote speakers.
- Public recognition of your keynote sponsorship during the event
- Your company will be featured on the Virtual Marketplace
- Your logo featured on all Summit promotions leading up to the Summit; and
- Two complimentary registrations to the Summit

#5 Morning Coffee Talk Sponsor: \$2,500

Exclusive Coffee Talk sponsorship status is available to only ONE sponsor.

- Opportunity to host a half hour "coffee talk" session on the morning of Friday, January 22
- Your company logo on the package of coffee break items (provided by NELS collaborative). Items will be placed in the attendee swag bag that is being mailed to all attendees prior to the Summit.
- Opportunity to provide welcome remarks and say a few words about your company's product or service at the beginning of the coffee talk session
- Your company will be featured on the Virtual Marketplace.
- Your logo featured on all Summit promotions leading up to the Summit; and
- Two complimentary registrations to the Summit

#6 Entertainment/Trivia Sponsor: \$2,000

Available to Two Sponsors

- Public Recognition of your entertainment sponsorship during the virtual reception on January 20.
- Your company will be featured on the Virtual Marketplace.
- Your logo featured on all Summit promotions leading up to the Summit; and
- One complimentary registration to the Summit

#7

Swag Bag Item Sponsorship: \$2,000

Choose from any of the items below.

1. Small Note Pad/Post-It Notes (open to two sponsors) _____
2. Hand Sanitizer (1 – 2oz in size) (open to two sponsors) _____
3. Mask (open to two sponsors) _____
4. Pen (open to two sponsors) _____
5. Pop Socket (Open to two sponsors) _____

Items above are given on a first-come, first-served basis. You will be notified of your acceptance as soon as your sponsorship contract is received.

- Your branded item (choices above) will be placed in the attendee swag bag. (200 items to be provided by you and **must be received no later than December 15, 2020.**)
- Your company will be featured on the Virtual Marketplace.
- Your logo featured on all Summit promotions leading up to the Summit; and
- One complimentary registration to the Summit

Do you have any sponsorship ideas that we haven't thought of? We want to be your creative partner to help you meet your outreach needs. Contact Billi Wilson at bwilson@hcanys.org to share your ideas.

2021 NELS SPONSORSHIP CONTRACT

Sponsorship recognition will begin as soon as we receive your commitment and payment. Due to deadlines, December 11 is the cutoff date to be included in the Sponsorship Directory/Conference brochure provided to each attendee.

Select Sponsorship Level

1. Premium Break Out Session Sponsor \$ 6,000
(Open to Three Sponsors)
2. Virtual Reception Sponsor (1/20) \$ 5,000
(Open to only One Sponsor)
3. Lunch Sponsor (1/21) \$ 5,000
(Open to only One Sponsor)
4. Keynote Sponsor \$ 3,000
(Open to Three Sponsors)
5. Morning Coffee Talk Sponsor (1/22) \$ 2,500
(Open to only One Sponsor)
6. Entertainment/Trivia Sponsor \$ 2,000
(Open to Two Sponsors)
7. Swag Bag Item Sponsor (see below) \$ 2,000
- _____ Small Note Pad/Post-It Notes
(Open to two Sponsors)
- _____ Hand Sanitizer (1-2 oz. in size)
(Open to two Sponsors)
- _____ Mask (Open to two Sponsors)
- _____ Pen (Open to two Sponsors)
- _____ Pop Socket (Open to two Sponsors)

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, 4th 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 2020 Description and Logo.

Cancellation Policy:

Cancellations received by December 9, 2020 will receive a refund, less a 25% administrative fee. No refunds will be issued for cancellations after December 9, 2020.

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