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## 2018 SPONSORSHIP KIT

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### **2018 Financial Management Conference & Expo**

*July 15-17*

Austin Fairmont, Austin, Texas

450-550 attendees, business management focused

### **2018 Home Care and Hospice Conference and Expo**

***The Annual Meeting of the National Association  
for Home Care & Hospice***

*October 7-9*

Gaylord Texan, Grapevine, Texas

1,000-1,500 attendees, education-focused, largest home care and hospice marketplace

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### **LOOK INSIDE**

[Financial Management Conference](#)

[Home Care & Hospice Conference  
& Expo](#)

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**Businesses marketing to home care and hospice providers** know that sponsorships allow them to extend their message beyond an expo. Sponsorship of any of the conferences this year not only shows your support of the work NAHC does throughout the year but also shows your support for our members and the work they do every day to provide comfort and aid to the 12 million Americans who are infirm, chronically ill or disabled.

Being a sponsor of the Financial Management Conference or the Home Care & Hospice Conference & Expo will boost your company's visibility, brand loyalty, and consumer awareness beyond the exhibit hall. Learn more about the National Association for Home Care & Hospice at [www.NAHC.org](http://www.NAHC.org).

If you have any questions about sponsorship, please contact Scott Baum at [scott@nahc.org](mailto:scott@nahc.org).

Information contained in this document is subject to change, and new sponsorship opportunities will be added as they arise. Every attempt has been made to make sure information is accurate.

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# FINANCIAL MANAGEMENT CONFERENCE

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**NAHC'S FINANCIAL MANAGEMENT** Conference provides a number of sponsorship opportunities for our corporate partners. Approximately 500 owners, chief operating officers and other leaders attend this three-day conference to focus on topics such as day-to-day operations and long-term growth strategies. Fifty three percent of attendees are in senior-level positions, such as president, CEO, owner, principal, partner, executive director, COO, CFO, and senior vice president. CEOs alone make up 14 percent of attendees; owners/presidents/principals/partners make up another 15 percent; and CFOs make up 18 percent.

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**2018 Financial Management Conference**  
*July 15-17*  
Austin Fairmont  
Austin, Texas

[FMC2018.NAHC.org](http://FMC2018.NAHC.org)

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Corporate partners may choose from several levels of participation – from \$1,000 to \$20,000+ – and have access to an extensive menu of activities – including general sessions, pre-conferences, education tracks, meals, breaks, and receptions.

Being a sponsor of the Financial Management Conference will boost your company's visibility, brand loyalty, and consumer awareness beyond the exhibit hall.

There are five corporate sponsorship categories:

Category	Cost
<b>Diamond</b>	\$20,000+
<b>Platinum</b>	\$10,000-\$19,999
<b>Gold</b>	\$5,000-\$9,999
<b>Silver</b>	\$2,500-\$4,999
<b>Bronze</b>	\$1,000-\$2,499

Each partnership level offers several options to reach your target audience. NAHC works one-on-one with our corporate partners to create a tailored approach to maximize your marketing objectives and goals.

If you have any questions about sponsorship, please contact Scott Baum at [scott@nahc.org](mailto:scott@nahc.org).

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## FINANCIAL MANAGEMENT CONFERENCE

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The Financial Management Conference sponsorship opportunities include:

Sponsorship Opportunity	Cost	Level
WIFI (Exclusive)	\$10,000	Platinum
Phone App and Online Planner (Exclusive) - SPONSORED	\$10,000	Platinum
Grand Opening Reception	\$5,000	Gold
Benchmark: A Pop-Up Brew Pub Reception - SPONSORED	\$5,000	Gold
General Sessions: Sunday, Monday, Tuesday	\$5,000 each	Gold
Breakfast – Monday and Tuesday	\$5,000 each	Gold
Lunch – Monday and Tuesday	\$5,000 each	Gold
Conference Portfolio (Exclusive) – SPONSORED	\$7,500	Gold
Name Badge Lanyard (Exclusive) – SPONSORED	\$5,000	Gold
Hotel Card Keys (Exclusive) - SPONSORED	\$5,000	Gold
Education Session (5 per sponsorship)	\$2,500	Silver
Lunch for Pre-Conferences	\$2,500	Silver
Networking Break – Monday morning (Exclusive)	\$2,500	Silver
Pre-Conference: Home Health – SPONSORED	\$2,500	Silver
Pre-Conference: Hospice	\$2,500	Silver
Charging Stations (Exclusive)	\$2,500	Silver

Interested in sponsorship? Please contact Scott Baum at [scott@nahc.org](mailto:scott@nahc.org).

## FINANCIAL MANAGEMENT CONFERENCE

<b>SPONSORSHIP BENEFITS</b>	<b>Bronze \$1,000- \$2,499</b>	<b>Silver \$2,500- \$4,999</b>	<b>Gold \$5,000- \$9,999</b>	<b>Platinum \$10,000- \$19,999</b>	<b>Diamond \$20,000+</b>
Special booth signage recognizing company as official sponsor	●	●	●	●	●
Sponsor logo will appear on sponsor thank-you slide in each meeting general session	●	●	●	●	●
Sponsor logo will appear on sponsor thank-you sign(s) in public conference areas	●	●	●	●	●
Sponsor logo will be included in a thank-you ad in the Final Program, which is distributed at the conference	●	●	●	●	●
Company will be highlighted as a sponsor in the Final Program list of vendors	●	●	●	●	●
NAHC will provide a Sponsor ribbon for name badge for each registered sponsor employee	●	●	●	●	●
Sponsor logo and hyperlink will be listed on NAHC's website under conference sponsors (webpage averages 130,000+) month of meeting	●	●	●	●	●
Sponsor will receive additional complimentary registrations to the conference, not including CEs		1	2	4	5
Sponsor will receive a complimentary conference portfolio insert (sponsor to supply sufficient copies of the insert)			●	●	●
Sponsor will receive a complimentary pre-registration attendee mailing list approximately 3 weeks prior to meeting			●	●	●
Sponsor logo included in Get Connected, NAHC's monthly e-newsletter with hyperlink			●	●	●
An additional point for each \$2,000 spent on sponsorship will go towards booth selection points for the FMC booth position	●	●	●	●	●
Single exhibit space (\$1,400.00 credit on booth price paid). Sponsor is responsible for all accessories such as electric and Internet				●	●
A complimentary full-page 4-color advertisement in the conference Final Program			Half-Price	●	●

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## HOME CARE & HOSPICE CONFERENCE & EXPO

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### Home Care & Hospice Conference & Expo,

The Annual Meeting of the National Association for Home Care & Hospice, brings together thousands of home care, hospice and private duty professionals and hundreds of providers of services and products in the largest home care and hospice marketplace in our industry.

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### Home Care & Hospice Conference & Expo

*The Annual Meeting of the National Association for Home Care & Hospice*

*October 7-9*

Gaylord Texan

Grapevine, Texas

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Exhibitors represent:

Accounting

Accreditation

Business Services

Communications

Computer Hardware

Computer Software

Data/Performance

Education and Training

Health Care

Insurance Services

Marketing

Medical Alert Systems

Medical Supplies

Mergers and Acquisitions

Nutrition and Food

Benchmarking

Pharmaceuticals

Publishers

Recruitment

Tax Services

Telehealth/Technology

Transportation

Wound Care

Between 1,000 and 1,500 attendees – owners, directors, nurses and care providers – from agencies and healthcare providers from across the United States gather every year to learn the latest trends, hear updates on policies and network with other professionals. From education sessions and keynote addresses to discussions with exhibitors, attendees are here to absorb as much knowledge and information as they can.

There are five corporate sponsorship categories:

Category	Cost
<b>Diamond</b>	\$50,000+
<b>Platinum</b>	\$25,000-\$49,999
<b>Gold</b>	\$15,000-\$24,999
<b>Silver</b>	\$7,500-\$14,999
<b>Bronze</b>	\$2,500-\$7,499

Each partnership level offers several options to reach your target audience. NAHC works one-on-one with our corporate partners to create a tailored approach to maximize your marketing objectives and goals.

## HOME CARE & HOSPICE CONFERENCE & EXPO

The Home Care & Hospice Conference sponsorship opportunities include:

Sponsorship Opportunity	Cost	Level
Hotel Card Keys	\$25,000	Platinum
Opening Reception	\$25,000	Platinum
Closing Party	\$25,000	Platinum
Conference Tote Bag (Exclusive)	\$25,000	Platinum
Padfolio with pen/stylus (Exclusive)	\$25,000	Platinum
WIFI (Exclusive)	TBD	Platinum
Phone App (Exclusive)	\$20,000	Gold
Name Badge Lanyard (Exclusive) - SPONSORED	\$15,000	Gold
Day Spa	\$15,000	Gold
Lunch	\$15,000 each	Gold
Touch Screen Monitors	\$10,000	Silver
Cell Phone Charging Stations	\$10,000	Silver
General Sessions	\$10,000 each	Silver
Breakfast	\$10,000 each	Silver
Registration	\$10,000	Silver
Registration Refreshments – Sunday	\$5,000	Bronze
Classroom	\$5,000 each	Bronze
First-Time Attendee Reception	\$5,000	Bronze

## HOME CARE & HOSPICE CONFERENCE & EXPO

<b>SPONSORSHIP BENEFITS</b>	<b>Bronze \$2,500- \$7,499</b>	<b>Silver \$7,500- \$14,999</b>	<b>Gold \$15,000- 24,999</b>	<b>Platinum \$25,000- 49,999</b>	<b>Diamond \$50,000+</b>
Special booth signage recognizing company as official Sponsor	●	●	●	●	●
Sponsor logo will appear on thank-you slide in each meeting general session	●	●	●	●	●
Sponsor logo will appear on thank-you sign(s) in public conference area	●	●	●	●	●
Sponsor logo will be included in a thank-you ad in the Final Program	●	●	●	●	●
Company will be highlighted as a Sponsor in the Final Program list of vendors	●	●	●	●	●
NAHC will provide a Sponsor ribbon for name badge for each registered employee	●	●	●	●	●
Sponsor logo and hyperlink will be listed on NAHC's website	●	●	●	●	●
NAHC will include Sponsor logo in e-newsletter, Get Connected	●	●	●	●	●
Sponsor will receive complimentary final attendee mailing list after the meeting		●	●	●	●
Sponsor will receive additional complimentary registrations to the conference, not including CEs	1	2	4	5	6
Sponsor will receive a complimentary tote bag insert (Sponsor to supply sufficient copies of the insert)		●	●	●	●
Sponsor will receive pre-registration attendee mailing list prior to meeting			●	●	●
An additional point for each \$2,000 spent on sponsorship will go towards booth selection points for the FMC booth position	●	●	●	●	●
A single exhibit space (\$2,400.00 credit on booth price paid). Sponsor is responsible for all accessories such as electric and Internet				●	●
Sponsor will received a complimentary full-page 4-color advertisement in the conference Final Program			Half-Price	●	●