



# NEW ENGLAND HOME CARE & HOSPICE CONFERENCE AND TRADE SHOW

MAY 19-21, 2015

RADISSON HOTEL  
MANCHESTER, NH

S P O N S O R & E X H I B I T P R O S P E C T U S

For more information on Sponsor and Exhibit  
opportunities, go to:

[www.nehcc.com](http://www.nehcc.com)



## PREMIUM SPONSORSHIPS

Gold, **Silver** and **Bronze** sponsors receive premium benefits and visibility including:

- Premium exhibit space in the Exhibit Hall
- Complimentary advertisement in the Conference Program
- Company logo prominently displayed on the conference website
- Signage prominently displayed at conference registration and at main entrance of ballroom
- Limited number of complimentary and reduced-rate registrations for the event
- Advanced copy of attendee list, as well as final attendee list post-event
- Recognition of Premium Sponsorship on slideshow played frequently in general ballroom
- Reserved banquet table in the general ballroom
- Ability to include company literature in conference tote bag
- Distinguishing ribbon on badges of company representatives

In addition, Premium Sponsors are the first to greet home care and hospice leaders with their complimentary admission to the special President's Pre-conference and Reception.



## GENERAL SPONSORSHIPS

Our General Sponsors receive a wide array of valuable benefits including:

- Company logo displayed on the conference website
- Company acknowledged in Conference Program
- Limited number of complimentary and/or reduced-rate registrations for company representatives to attend conference
- Recognition of General Sponsorship on slideshow played frequently in general ballroom
- Distinguishing ribbon on badges of company representatives

## EXHIBIT OPPORTUNITIES

\$750/State Assoc. Member ~ \$1,150/Non-Member

Distinguish your company from your competitors by putting your product or service front-and-center! Standard exhibit package includes:

- Skirted table, two folding chairs, waste basket and identification signage
- Trade Show attendance for two company representatives (\$50 for each additional representative to attend Trade Show)
- A special reduced registration fee of \$200 for each representative to attend the full Conference

**EXHIBIT  
HERE  
GET NOTICED**

## ADVERTISING OPPORTUNITIES

Advertising in the Conference Program & Exhibit Hall Guide assures your company information gets in the hands of each participant. Company is responsible for designing and submitting artwork.

Full Page: \$500    1/2 Page: \$350    1/4 Page: \$200

# Premium Sponsorships



## **GOLD SPONSOR ALSO RECEIVES:**

- Advertisement inside front cover of conference program
- 4 complimentary conference registrations
- 2 reduced-rate conference registrations
- Opportunity to provide brief remarks and introduce Keynote Speaker at “invitation only” President’s Pre-conference
- Company logo on conference tote bag

**\$8,500.00**

LIMITED TO ONE COMPANY

## **SILVER SPONSOR ALSO RECEIVES:**

- Advertisement inside back cover of conference program
- 2 complimentary conference registrations
- 2 reduced-rate conference registrations
- Opportunity to provide brief remarks at “invitation only” President’s Pre-conference
- Company logo on conference water tumbler

**\$7,000.00**

LIMITED TO ONE COMPANY

## **BRONZE SPONSOR ALSO RECEIVES**

- Advertisement inside conference program
- 2 complimentary conference registrations
- 1 reduced-rate conference registration
- Opportunity to distribute company literature at “invitation only” President’s Pre-conference

**\$5,500.00**

LIMITED TO ONE COMPANY

# General Sponsorships

## EXHIBIT HALL RECEPTION CO-SPONSOR

Additional benefits include:

- One 10' x 8' exhibit booth with 6' exhibit table in Exhibit Hall
- Signage positioned on/near hors d'oeuvre and drink stations
- 1 complimentary conference registration
- 2 reduced-rate conference registrations
- Opportunity to include company literature in conference bags
- Company logo on cocktail napkins
- Advanced copy of attendee list

**\$5,000**

LIMITED TO TWO COMPANIES

## KEYNOTE & GENERAL SESSION SPONSOR

Choose one of four opportunity:

1. Opening Keynote (May 20) - **SOLD**
2. Closing Keynote (May 20)
3. Morning General Session (May 21)
4. Closing General Session (May 21)

Additional benefits include:

- One 10' x 8' exhibit booth with 6' exhibit table in Exhibit Hall
- Opportunity to introduce session and speaker
- Signage prominently displayed during sponsored event
- 1 complimentary conference registration
- 2 reduced-rate conference registrations
- Opportunity to include company literature in conference bags
- Advanced copy of attendee

**\$4,000**

LIMITED TO ONE COMPANY  
PER EVENT

## LUNCHEON BUFFET

Additional benefits include:

- One 10' x 8' exhibit booth with 6' exhibit table in Exhibit Hall
- Individualized signage displayed during sponsored event
- Company logo on/near buffet
- 1 complimentary conference registration
- 2 reduced-rate conference registrations
- Opportunity to include company literature in conference bags
- Advanced copy of attendee list

**\$3,500**

LIMITED TO ONE COMPANY  
PER LUNCHEON

## BREAKFAST BUFFET

Additional benefits include:

- One 10' x 8' exhibit booth with 6' exhibit table in Exhibit Hall
- Individualized signage displayed during sponsored event
- Company logo on/near buffet
- 1 complimentary conference registration
- 2 reduced-rate conference registrations
- Opportunity to include company literature in conference bags
- Advanced copy of attendee list

**\$3,000**

LIMITED TO ONE COMPANY  
PER BREAKFAST

## General Sponsorships (cont'd)

### REFRESHMENT BREAK SPONSOR

Additional benefits include:

- Your company's name will be prominently displayed while attendees mingle and snack during the break
- 1 complimentary conference registration
- 1 reduced-rate conference registration

**\$3,000**

LIMITED TO TWO COMPANIES

### LANYARD SPONSOR

Additional benefits include:

- Company name imprinted on conference name tag lanyard\*
- 1 complimentary conference registration
- 1 reduced-rate conference registration

*\*The sponsoring company is responsible for ordering, paying for, and shipping lanyards to venue. Conference staff will provide guidance on selecting product to ensure compatibility with conference name badges.*

**\$2,500**

LIMITED TO ONE COMPANY

### FRIEND SPONSOR

Additional benefit include:

- 1 reduced-rate conference registration

**\$550.00**

UNLIMITED

### CHARGING LOUNGE SPONSOR

Additional benefits include:

- Visibility with special signage while providing our attendees the *power* to stay connected during the conference
- 1 complimentary conference registration

**\$2,000**

LIMITED TO THREE COMPANIES

### MEMENTO SPONSOR

Additional benefits include:

- Ability to provide a corporate item imprinted with your corporate logo (such as pens, post-its, notepads, hand sanitizer, highlighters, mints, etc) for inclusion in the conference tote bag\*
- 1 complimentary conference registration

*\*The sponsoring companies are responsible for ordering, paying for, and shipping items to venue.*

**\$1,000**

UNLIMITED

## Exhibit Opportunities

### BOOTH FEES

**\$ 750** / State Association Member

**\$1,150** / Non-Member

### EXHIBIT SCHEDULE

Wednesday, May 20, 2015

11:00 – 2:00 pm Exhibitor Set-Up & Registration

2:45 – 4:00 pm Exhibit Hall Opens with Desserts

5:00 – 6:30 pm Exhibit Hall Reception

Thursday, May 21, 2015

7:30 – 8:30 am Breakfast with Attendees\*

9:30 – 10:30 am Morning Break with Exhibitors

12:00 – 2:00 pm Networking Lunch, Raffle and Closing Program\*

*\*to be held in the general session ballroom*

### CONVENTION SERVICES

Shipping of exhibitor materials and booth set up will be coordinated through Capital Convention Contractors (CCC). A Vendor Kit with full details will be sent to exhibitors who are "paid in full" approximately 60 days prior the conference.

### PRIZES AND RAFFLE

A fun and lively raffle will be orchestrated during the closing lunch in the general ballroom. Due to the volume of wonderful prizes raffled off during this event, exhibitors who wish to participate in the closing giveaway must provide prize information to Laurie Belden ([laurie@homecarealliance.org](mailto:laurie@homecarealliance.org)) by Friday, May 8, for scheduling purposes. The exhibitor is responsible for collecting business cards or raffle tickets for their drawing. During closing lunch, participating exhibitors will have the opportunity to come to the podium to publically draw and announce the name of the prize winner.

# Vendor Agreement

## EXHIBIT BOOTH PARAMETERS

Standard booth dimensions are 8' deep and 10' wide and includes pipe and drape, 6' skirted table, two folding chairs, waste basket, and identification signage. For the safety and courtesy of others, exhibits may not project beyond the space allotted and isles must be kept clear for traffic.

## ASSIGNMENT OF EXHIBIT SPACE

Exhibits will only be permitted in the official exhibit area. Exhibitor space assignment will be determined in order of receipt of paid registration.

## SHARING OF EXHIBIT SPACE

Exhibitors/vendors/companies cannot share an exhibit table or space. Anyone violating this agreement will be asked to pay immediately by either check or credit card. With an advance request, every reasonable accommodation will be made to locate exhibitors wishing to be placed next to each other.

## SHARING OF SPONSORSHIPS

Sponsors/vendors/companies cannot share or split a sponsorship or sponsor benefits. Only one company per paid registration will receive sponsor benefits.

## PROTECTION OF EXHIBIT SPACE

Nothing shall be posted, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the hotel or conference exhibit hall area without permission of the partnership\* conference site representative. Packing, unpacking and assembly of exhibits shall be done in designated areas and conform to instructions from the "partnership."

## CANCELLATION POLICY

Notification of cancellation must be received in writing and submitted to [laurie@homecarealliance.org](mailto:laurie@homecarealliance.org), on or before Friday, April 10, to receive a refund (minus a 30% administrative fee). No refunds will be made for cancellations after that date AND all outstanding balances will be due in full.

## DEFAULT OCCUPANCY

An exhibitor who fails to occupy contracted space is not relieved of the obligation to pay for such space at the full rental price and partnership\* shall have the right to use that space.

## LIABILITY

The exhibitor will make no claim of any kind against the "partnership"\* or the hotel for any loss, damage or destruction of goods, or for any injury that may occur while participating in the show, nor for any damages of any nature or character whatsoever.

## PAYMENT

Sponsorships and exhibits are not considered *confirmed* until payment is received. For your convenience, both check and credit card payments through PayPal are now acceptable forms of payment. Vendors who arrive at the conference, but who have not paid, will not be allowed to set up exhibit space, nor will they be allowed to attend conference workshops (if registered to do so). If your check is returned for non-sufficient funds, you expressly authorize your account to be electronically debited or bank drafted for the amount of the check plus any applicable fees. Checks should be made payable to the **Home Care Alliance** and mailed to:

Home Care Alliance

Attn: Laurie Belden

P.O. Box 227

Manchester, ME 04351-0227

## CONTRACTOR SERVICES

Capital Convention Contractors (CCC) has been secured to provide the setup of the exhibit area. Upon receipt of your paid exhibitor registration, your contact information will be provided to CCC. Approximately 60 days prior to the conference, CCC will send you a Vendor Kit that will include information regarding shipping, ordering electricity and internet hook-up, as well as furniture upgrades. Exhibitors are solely responsible for arranging for services with CCC and are also responsible for payment of any additional fees associated with services and/or upgrades.

*\*For the purpose of this Agreement, the New England home care associations "partnership" includes Connecticut Association for Healthcare at Home, Home Care & Hospice Alliance of Maine, Home Care Alliance of Massachusetts, Home Care Association of New Hampshire, Rhode Island Partnership for Home Care, and the VNAs of Vermont; organizers of the New England Home Care & Hospice Conference and Trade Show.*