



2023

# SPONSORSHIP OPPORTUNITIES



## WHO WE ARE?

The Home Care Association of America (HCAOA) is the leading trade organization representing more than 4,200 home care agencies in all 50 states. HCAOA members generate 38% more revenue than non-member agencies, making them an ideal audience for your business. Our members look to HCAOA for leadership, innovation, and advocacy.

## WHAT WE DO?

HCAOA provides member agencies with practical resources to enhance operations and margins and improve training and quality within the home care industry. Our association advocates to help ensure caregivers have safe and secure environments in which to work and the industry continues to innovate care in our communities.

## WHY SPONSOR?

Sponsoring HCAOA conferences and chapter events demonstrates your commitment to the home care industry and connecting with current and new clients. Let us help you get to know potential clients and market your business.



## WAYS TO ENGAGE:



### NATIONAL CONFERENCE

Connect with more than 500+ home care agencies at HCAOA's biggest event, the national conference.



### STATE CHAPTER CONFERENCES

Spend a full day with engaged members discussing the biggest issues they face during state chapter conferences.



### WEB & NEWSLETTER ADVERTISING

Put your company logo and info front-and-center on HCAOA's website, e-newsletter, emails, etc.



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## NATIONAL CONFERENCE SPONSORSHIPS

### Premier **SOLD** \$25,000

Logo prominently featured on all promo/registration materials, welcome 500+ attendees to conference

### Refresh & Recharge Lounge \$20,000

Double exhibit booth featuring seating area and charging station for devices with company signage

### VIP Taste of Chicago Event \$18,000

Host reception featuring specialties of our host city for HCAOA leaders, board members and chapter chairs

### Conference Wifi \$15,000

Company name/tagline as wifi password for all attendees

### Networking Reception **SOLD** \$15,000

Host evening reception in exhibit hall featuring food and drinks

### Keynote Speaker **SOLD** \$15,000

Introduce nationally renowned keynote speaker

### Chicago Concierge \$10,000

Help attendees get the most out of Chicago with dedicated concierge sponsored by your company

### Registration Bag Sponsorship **SOLD** \$8,000

Your logo on registration bags given to all attendees, carried throughout conference and back home

### Breakout Track Host **SOLD** \$7,500

Emcee an entire breakout track, brand the meeting room to your company and introduce all session speakers

### Annual Business Meeting **SOLD** \$7,500

Show your commitment to HCAOA and welcome members

### Name Badge & Lanyard **SOLD** \$7,000

Company logo on all attendee nametags and lanyards

### Caregiver of the Year Award **SOLD** \$7,500

Logo on all promotions for national awards, present award to winner

### Beat the Windy City Chill \$5,000

Pashmina shawl for attendees to protect against the wind, branded distribution at conference

### Adventure Awaits **SOLD** \$6,000

Share the hottest trend with all attendees - travel cubes for luggage organization

### Conference App **SOLD** \$6,000

Company logo prominently featured on mobile app for event featuring all schedule, speaker, and exhibit details

**Banner ads for mobile app and registration bag inserts also available...**



## STATE CHAPTER CONFERENCES SPONSORSHIPS

### Chapter Conference \$1,500

Spend the day with 80-150 providers discussing top issues at once-per-year in-person state conference. Share information, introduce speakers or present. Exhibit table and logo on promotional materials.

#### 2023 Chapter Conferences:

3/2	Georgia
4/5	Virginia
4/18	West Virginia
5/2	Ohio
5/3	Arizona
5/8	Illinois
5/17	Washington
6/1	New Jersey
6/6	New York
6/14	Connecticut
8/10	Florida
11/29	California (northern)
11/30	California (southern)

**DETAILS:**  
<https://bit.ly/2023chapter>



## WEB & NEWSLETTER ADVERTISING

Reach 4,200+ members who employ more than 1 million caregivers across the U.S., paying more than \$4.8 billion in payroll. HCAOA members serve nearly 1 million seniors and people with disabilities, providing over 1 million hours of care per day.

**DETAILS:**  
[www.hcaoa.org/advertising-marketing](http://www.hcaoa.org/advertising-marketing)

**Reserve now!**  
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