



# VENDOR MARKETING GUIDE

## CUSTOMER TESTIMONIALS

"HCAF is #1 in the industry well above every other association." – Jane C.

"HCAF's conference is one of the best in the country." – Adrian K

"HCAF consistently puts on the finest annual state conference, year after year. I've been attending for more than 10 years and they have the most robust attendance and the best education I've seen. From a vendor standpoint, the networking and business development opportunities are second to none! I highly recommend this event for any company servicing the home care and hospice industries." – Eric S.

"I really liked the theme and marketing of the event. It was a fun and unique change from other conferences." – Anonymous

## MAXIMIZE YOUR MARKETING IMPACT IN THE SUNSHINE STATE!

The Home Care Association of Florida (HCAF) is the premier trade association for the Florida home care industry. Founded in 1989, HCAF exists to provide representation, communication, and advocacy for home care providers, and to give them the education and resources they need to deliver high-quality, cost-effective services to patients/clients at home.

As a recognized industry authority, we offer premier events and resources, connecting home care industry vendors with the key decision-makers among Florida's more than 2,300 licensed home health agencies.

This guide provides an overview of our 2024 event schedule, along with estimated costs. Exact dates and pricing will be confirmed as event details are finalized. Please note that the price ranges mentioned are exclusive to HCAF members; prospective members typically pay double the member rate.

We appreciate your consideration of HCAF for your exhibition, sponsorship, and advertising needs, and look forward to collaborating closely with you in the coming year to establish a stronger presence in the Florida marketplace.

For any questions about the information in this guide or regarding HCAF membership, please call (850) 222-8967 or email [info@homecarefla.org](mailto:info@homecarefla.org).

## ABOUT OUR PROGRAMS



### **HCAF offers a multitude of ways for home care industry vendors to promote products and services, including through educational program sponsorships!**

Embracing progress is imperative in today's dynamic health care landscape. HCAF's comprehensive curriculum for continuing education and professional development offers a pathway for home care professionals to achieve their goals. By engaging in our conferences, regional in-person workshops, teleconferences, and webinars you have access to home care leaders who are looking to gain insights into the latest advancements, resources, and information to assist them in effectively carrying out their day-to-day operations.

Our programs cater to professionals at all levels, whether they are entering the field of home care or they are seasoned experts. Regardless of an agency's business model, HCAF has tailored offerings to suit everyone's needs.

If you don't find what you're seeking, we welcome your suggestions for additional program offerings or other opportunities for your organization to partner with HCAF. Call (850) 222-8967 or email [info@homecarefla.org](mailto:info@homecarefla.org) with your ideas, or if you wish to present an educational program, scan the QR code to submit a proposal.

Thank you for supporting HCAF educational programs!



## BY THE NUMBERS

Throughout the 2022-2023 fiscal year, HCAF provided over 2,500 Florida home care professionals access to a diverse array of educational opportunities.

### **78**

Continuing education and professional development programs

### **42**

Live webinars or virtual programs

### **28**

Regional in-person programs

### **23**

Home Care Connection events

### **16**

Exclusively Medicare programs

### **13**

Exclusively Private Duty programs

### **3**

In-person special events, including the:

- Home Care Warm Up
- HomeCareCon Annual Conference & Trade Show
- Private Care Symposium

# ANNUAL SPECIAL EVENTS



HCAF presents three exclusive annual events offering industry vendors opportunities for sponsorship and exhibition throughout Florida. These events vary in size, ranging from intimate affairs with tabletop exhibits to large-scale gatherings featuring a formal Trade Show marketplace hall. Attendees include upper-management professionals and other key decision-makers from home health agencies within the Medicare, Medicaid, and private pay service lines.

HomeCareCon stands as HCAF's Annual Conference & Trade Show, making it the premier and largest home care industry event of the year in Florida. Each year, we unite hundreds of industry professionals, such as agency leadership, clinicians, caregivers, state and national health care and legal experts, and vendors serving the industry.

In addition, HCAF annually hosts the Home Care Warm Up conference for Medicare providers in the winter and a full-day Private Care Symposium conference focused on private pay providers in the fall.

The table below provides an overview of HCAF's annual special events, followed by a menu of sponsorship packages and their respective contents per event. Please be aware that sponsorship packages may undergo changes from year to year.

	HomeCareCon Annual Conference & Trade Show	Home Care Warm Up	Private Care Symposium
TIME OF YEAR	July/August	January/February	Fall
AUDIENCE	Medicare, Medicaid, and private pay home care professionals	Medicare home health professionals	Private pay and Medicaid home care professionals
DURATION	4 days, with full/half-day workshops (pre-conference), 3 days of general and breakout sessions (main conference), 2-day Trade Show, and special networking events	Full-day conference with a kickoff happy hour reception preceding the program	Full-day conference with a kickoff happy hour reception preceding the program
SPONSOR FEES*	\$5,000-\$15,000	\$1,000-\$5,000	\$1,500-\$3,500
EXHIBIT FEES**	~\$1,150	Included	Included
SETUP	Dedicated Trade Show hall with assigned booth space	Tabletop display in the event area	Tabletop display in the event area
ATTENDANCE	>600	>75	>60

\*Additional à la carte and advertising opportunities also available starting at \$50

\*\*May not include electricity

# HomeCareCon Annual Conference & Trade Show



The table below provides a menu of sponsorship packages and their respective contents for the HomeCareCon Annual Conference & Trade Show. Please be aware that sponsorship packages may undergo changes from year to year.

BENEFIT	SILVER	GOLD	PLATINUM
Tabletop display during a break in the designated break area	✓	✓	✓
Number of exhibitor booth(s) plus a 50% discount on additional booths	1	1	2
Logo on the event website linked to the sponsor's website	✓	✓	✓
Logo in all event-related email promotions linked to the sponsor's website	✓	✓	✓
Raffle door prize with the opportunity to select the winner and award the prize	✓	✓	✓
Logo on informational towers placed in the event area	✓	✓	✓
Full-page marketing flyer to be distributed to all attendees	✓	✓	✓
Logo displayed in a looping slideshow between workshops/sessions	✓	✓	✓
Number of directional sign(s) placed in the event hall	1	2	3
Logo in the event program	✓	✓	✓
Attendee registration list before and after the event	✓	✓	✓
Tabletop display during one (1) breakfast in the designated breakfast area		✓	✓
Number of general sessions speakers the sponsor representative may present and display a tabletop exhibit in the session room		1	2
Number of breakout sessions speakers the sponsor representative may present and display a tabletop exhibit in the session room		1	1
Tabletop display during the networking reception in the designated reception area		✓	✓
Private room space for demonstrations/meetings (as space permit)		✓	✓
Number of additional exhibitor booth staffers		1	2
Tabletop display during one (1) lunch in the designated lunch area			✓
Branded SWAG item for every attendee			✓
Full-page (color) advertisement and logo in the brochure and welcome guides			✓
Full-page (B&W) advertisement and logo in the PreCon presentation handouts			✓
Logo on all sign-in sheets at workshops/sessions			✓
Link on the event website that allows attendees to pre-schedule a demonstration/meeting			✓
One (1) post per week on HCAF's social media channels			✓
Opportunity for two (2) representatives to engage with attendees and HCAF leadership at registration			✓
Opportunity to contribute editorial content to one (1) edition of HCAF's biweekly email newsletter			✓
Opportunity to be the guest speaker at a future HCAF Private Duty Lunch Chat program for added exposure and enhanced brand awareness			✓
Advance access to select an exhibitor booth for the next HomeCareCon Annual Conference & Trade Show			✓

# HOME CARE WARM UP



The table below provides a menu of sponsorship packages and their respective contents for the annual Home Care Warm Up. Please be aware that sponsorship packages may undergo changes from year to year.

BENEFIT	SILVER	GOLD	PLATINUM
Tabletop exhibit featured during the evening reception and throughout the entire following day	✓	✓	✓
Number of event registration(s)	1	2	3
Logo in all event-related email promotions linked to the sponsor's website	✓	✓	✓
Logo on the event website linked to the sponsor's website	✓	✓	✓
Logo displayed in a looping slideshow between sessions	✓	✓	✓
Logo in the event program	✓	✓	✓
Logo on signage in the event hall	✓	✓	✓
Number of welcome reception registration(s)*	1	2	3
Attendee registration list before and after the event	✓	✓	✓
Recognition as the morning and afternoon breaks sponsor		✓	✓
Full-page marketing flyer to be distributed to all attendees		✓	✓
Branded SWAG item for every attendee		✓	✓
Half-page (B&W) advertisement in the event program		✓	✓
Opportunity to display a promotional pop-up banner in the event registration area or session room		✓	✓
Full-page (B&W) advertisement in the event program			✓
Opportunity to showcase a promotional video (1-2 minutes) about your organization before introducing a session speaker			✓
Opportunity to be the guest speaker at a future HCAF Private Duty Lunch Chat program for added exposure and enhanced brand awareness			✓
Logo on the attendee registration sign-in sheets			✓
Logo on the podium sign display in the session room			✓
Opportunity to contribute editorial content to one (1) edition of HCAF's biweekly email newsletter			✓
Advance access to select an exhibitor booth for the next HomeCareCon Annual Conference & Trade Show			✓

\*Additional registrations for the welcome reception may be purchased for \$100 per person

# PRIVATE CARE SYMPOSIUM



The table below provides a menu of sponsorship packages and their respective contents for the annual Private Care Symposium. Please be aware that sponsorship packages may undergo changes from year to year.

BENEFIT	SILVER	GOLD	PLATINUM
Tabletop exhibit featured during the evening reception and throughout the entire following day	✓	✓	✓
Number of event registration(s)	1	2	3
Logo in all event-related email promotions linked to the sponsor's website	✓	✓	✓
Logo on the event website linked to the sponsor's website	✓	✓	✓
Logo displayed in a looping slideshow between sessions	✓	✓	✓
Logo in the event program	✓	✓	✓
Logo on signage in the event hall	✓	✓	✓
Number of welcome reception registration(s)*	1	2	3
Attendee registration list before and after the event	✓	✓	✓
Tabletop display during the morning and afternoon breaks in the designated break area		✓	✓
Full-page marketing flyer to be distributed to all attendees		✓	✓
Branded SWAG item for every attendee		✓	✓
Half-page (B&W) advertisement in the event program		✓	✓
Opportunity to display a promotional pop-up banner in the event registration area or session room		✓	✓
Full-page (B&W) advertisement in the event program			✓
Opportunity to showcase a promotional video (1-2 minutes) about your organization before introducing a session speaker			✓
Opportunity to be the guest speaker at a future HCAF Private Duty Lunch Chat program for added exposure and enhanced brand awareness			✓
Logo on the attendee registration sign-in sheets			✓
Logo on the podium sign display in the session room			✓
Opportunity to contribute editorial content to one (1) edition of HCAF's biweekly email newsletter			✓
Advance access to select an exhibitor booth for the next HomeCareCon Annual Conference & Trade Show			✓

\*Additional registrations for the welcome reception may be purchased for \$100 per person

# HOME CARE CONNECTION EVENTS

Home Care Connections are held biannually in the spring and fall across all 11 health care regions in Florida. A live/online event is also conducted. These regional gatherings provide an opportunity for home care professionals to network, stay informed about the latest industry developments, and engage in discussions about current issues and best practices. These events are designed to be cost-effective and easily accessible, with open attendance for all. Members, however, benefit from reduced registration rates. Sponsorship options are available for both in-person and virtual participation, either individually or as part of the full series. Detailed sponsorship fees can be found in the table below, categorized by sponsorship type.



BENEFIT	VIRTUAL	IN-PERSON	SERIES	IN-PERSON	VIRTUAL	SERIES
Logo on the event website linked to the sponsor's website	✓	✓	✓	0	11	\$770
Logo displayed in the event slideshow	✓	✓	✓	1	10	\$875
Full-page marketing flyer to be distributed to all attendees	✓	✓	✓	2	9	\$980
Attendee registration list after the event	✓	✓	✓	3	8	\$1,085
Opportunity to interact and network with attendees during registration and the break		✓	✓	4	7	\$1,105
Opportunity to set up a tabletop display to exhibit products and services, host a raffle, and distribute materials to engage attendees		✓	✓	5	6	\$1,202
HCAF staff will encourage attendees to interact with and visit sponsors before, during, and after the event		✓	✓	6	5	\$1,260
Opportunity to address the audience during the event to introduce your organization			✓	7	4	\$1,355
Opportunity to introduce one (1) breakout session speaker at the next HomeCareCon Annual Conference & Trade Show			✓	8	3	\$1,380
				9	2	\$1,470
				10	1	\$1,560
				11	0	\$1,650