

50 YEARS OF *Care* & *Counting*

1971-2021



Pennsylvania Homecare Association

Annual CONFERENCE

NOVEMBER 10-12, 2021

NEMACOLIN | FARMINGTON, PA

**EXHIBITOR &
SPONSORSHIP
PROSPECTUS**



50 YEARS OF *Care* & *Counting*

We are celebrating a golden anniversary at the 2021 conference—PHA's 50th—and recognizing the growth and evolution of homecare, home health and hospice services since PHA's founding in 1971. During the last half-century, the changes in this landscape have been monumental, and the speed of change is only increasing. Join us on November 10-12, 2021, as hundreds of thought-leaders, practitioners, and decision-makers come together to celebrate, engage, and plan for the future in this ever-changing industry.

With 2020 in the rearview mirror, and PHA's 50th Anniversary to celebrate, we hope you will join us at this year's very special location, Nemaquin Resort. Long-known as a resort with activities, food and event options for everyone, this year's conference is an ideal location to re-gather, re-connect, and focus on the future with attendees, sponsors, exhibitors, and friends!

What Can You Expect in 2021?

- In-person meetings with real people!
- Opportunities throughout the conference to socialize, network and re-connect with providers, industry thought-leaders, and other industry partners.
- Lots of time with attendees – **FOUR** meals, **TWO** keynote speakers, **ONE** Welcome Reception in the exhibit hall, and a **SECOND** social event with axe-throwing and bowling!
- A very special 50th Anniversary Dinner Celebration*, where we hope you will join us in celebrating PHA's and our members' past, present and future!

* additional registration fee

Exhibit Hall

SCHEDULE*

Register as an exhibitor by August 27, 2021, to ensure your company is listed in the Annual Conference Program and Mobile App, the comprehensive on-site guides for attendees.



TUESDAY, NOVEMBER 9

6:00 – 8:00 p.m. | Exhibitor Set-up

WEDNESDAY, NOVEMBER 10

7:30 – 9:00 a.m. | Exhibit Hall Opens: Breakfast with Exhibitors
(sponsorship opportunities!)

12:00 – 1:30 p.m. | Exhibit Hall Open: Lunch with Exhibitors
(sponsorship opportunities!)

5:00 – 7:00 p.m. | Welcome Reception with Exhibitors
(sponsorship opportunities!)

THURSDAY, NOVEMBER 11

8:30 – 9:30 a.m. | Breakfast in Exhibit Area
(sponsorship opportunities!)

12:15 – 1:30 p.m. | Lunch in Exhibit Area
(sponsorship opportunities!)

1:30 p.m. | Exhibit Hall Breakdown



*Times are subject to change. Exhibitor space is reserved on a first-come, first-served basis.

EXHIBITOR/SPONSOR REGISTRATION

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Website: _____

Logistics Contact Name: _____

Logistics Contact Phone: _____ Logistics Contact Email: _____

On-Site Contact Name: _____

On-Site Contact Phone: _____ On-Site Contact Email: _____

First Conference Attendee Name: _____

First Conference Attendee Email: _____

Second Conference Attendee Name: _____

Second Conference Attendee Email: _____

Names will appear on the website exactly as they are listed above.

PROGRAM LISTING: Please attach a 20-word description of your products and/or services, as well as the website and phone number you want to be listed in the conference program.

Membership, Exhibitor and Sponsorship Opportunities

Exhibit Opportunities

Exhibit spaces include: *Please note: exhibit spaces are table top displays only*

- One 6' table with linen
- Two chairs
- Wastebasket
- Two free registrations to conference events and sessions (excluding 50th Anniversary Dinner)

PHA 2021 Affiliate Member Exhibitor Fee: **\$800**

Join or renew your PHA membership now and save \$200 off exhibitor fee, PLUS member benefits.

PHA 2021 Affiliate Membership **AND** Member Exhibitor Fee: **\$1,550**

Non-Member Exhibitor Fee: **\$1,750**

Additional exhibit staff: **\$250** each \$ _____

50th Anniversary Dinner: **\$95** each \$ _____

Will you need electric? Yes No

**power strips and extension cords will be available at an extra charge.*

SUBTOTAL: Exhibit \$ _____

EXHIBITOR/SPONSOR REGISTRATION

Advertising Opportunities

Advertise in PHA's Annual Conference Program, the comprehensive guide for attendees (space is reserved on a first-come, first-served basis)

- | | | | |
|--|-----------------------|---|-------|
| <input checked="" type="checkbox"/> Inside Front Cover | \$850 SOLD | <input type="checkbox"/> Full Page Inside | \$600 |
| <input checked="" type="checkbox"/> Inside Back Cover | \$850 SOLD | <input type="checkbox"/> Half Page Inside | \$300 |

SUBTOTAL: Advertisement \$ _____

Sponsorship Opportunities

See details starting on page 6!

Conference Sponsors

- | | |
|--|--------------------------|
| <input checked="" type="checkbox"/> Platinum Sponsor | \$10,000 SOLD |
| <input checked="" type="checkbox"/> Gold Sponsor | \$15,000 SOLD |
| <input checked="" type="checkbox"/> Gold Sponsor | \$15,000 SOLD |

Welcome Sponsors

- | | |
|--|----------|
| <input type="checkbox"/> Welcome Reception
(two available) <small>ONE SOLD, ONE AVAILABLE</small> | \$10,000 |
| <input type="checkbox"/> Social Mixer
(Bowling & Axe Throwing) | \$12,000 |

Speaker Sponsors

- | | |
|--|-------------------------|
| <input checked="" type="checkbox"/> Keynote Day 1: Heather Younger | \$6,000 SOLD |
| <input checked="" type="checkbox"/> Keynote Day 2: Dr. John Whyte | \$6,000 SOLD |
| <input type="checkbox"/> Breakout Track
(three available) | \$6,000 |

Event Sponsors

- | | |
|---|-------------------------|
| <input type="checkbox"/> Breakfast Sponsor
(three available) | \$6,000 SOLD |
| <input type="checkbox"/> Lunch with Exhibitors
(two available) | \$8,000 |
| <input checked="" type="checkbox"/> Coffee Breaks | \$5,000 SOLD |

50th Anniversary Dinner Sponsors

- | | |
|---|--------------------------|
| <input checked="" type="checkbox"/> Platinum Sponsor | \$10,000 SOLD |
| <input checked="" type="checkbox"/> Presenting Sponsor | \$10,000 SOLD |
| <input type="checkbox"/> Premier Sponsor
(two available) | \$7,500 |
| <input type="checkbox"/> Signature Sponsor | \$5,000 |
| <input checked="" type="checkbox"/> Supporting Sponsor | \$3,000 SOLD |
| <input checked="" type="checkbox"/> Centerpiece Sponsor | \$5,000 SOLD |
| <input checked="" type="checkbox"/> Entertainment Sponsor | \$3,000 SOLD |
| <input type="checkbox"/> Friend of PHA | \$1,000 |

Item Sponsors

- | | |
|---|--|
| <input checked="" type="checkbox"/> Water Bottle Sponsor | \$7,000 SOLD |
| <input type="checkbox"/> Hotel Room Key Card Sponsor | \$6,000 DEADLINE HAS PASSED |
| <input checked="" type="checkbox"/> Tote Bag Sponsor | \$6,000 SOLD |
| <input type="checkbox"/> Safety Signage and
Hand Sanitizer Sponsor | \$6,000 |
| <input checked="" type="checkbox"/> Wifi Sponsor | \$4,000 SOLD |
| <input checked="" type="checkbox"/> Mobile App Sponsor | \$4,000 SOLD |
| <input type="checkbox"/> Do Not Disturb Door Hanger | \$3,500 |
| <input checked="" type="checkbox"/> Lanyard Sponsor | \$3,000 SOLD |
| <input type="checkbox"/> Tote Bag Insert* | \$1,000 |

SUBTOTAL: Sponsorship \$ _____

TOTAL DUE \$ _____

PHA, at its sole discretion, solicits and/or accepts sponsorships of functions and activities from vendors of goods and services associated with home and community-based services.

* Tote bag insert add-on only available with purchase of additional sponsorship.

PAYMENT INFORMATION

Exhibit booth will not be assigned until payment is received.

I have enclosed a check in the amount of \$ _____

Please charge \$ _____ to my credit card

#: _____ - _____ - _____ - _____ Exp. Date: _____ Security Code: _____

Visa Master Card

Name (as it appears on card): _____

Address of Cardholder: _____

Signature (required): _____

Please return this completed form, along with your check made payable to:
Pennsylvania Homecare Association
600 N. 12th Street, Suite 200
Lemoyne, PA 17043

If paying by credit card, the form may be faxed to (717) 975-9456, or call (717)-975-9448 ext. 21

QUESTIONS? Please call Christine Wiercinski at (717) 975-9448, ext. 21, or email cwiercinski@pahomecare.org.

POLICIES & PROCEDURES

Only exhibitor contracts received with payment will be binding. All payments for exhibition and related fees must be received by PHA for exhibit benefits to become effective prior to the event and for admission, with no exceptions. Additional charges incurred for optional items over and above the exhibit booth rental such as shipping, etc. are the responsibility of the exhibitor.

A confirmation letter detailing booth/table specifications and other information will be emailed to exhibitors.

Exhibitors may not sublet, assign or share any part of their allocated space without the consent of PHA. PHA and Nemaquin are not responsible for damages, loss or theft of exhibitor property. The Exhibit Hall will be locked during non-conference hours. PHA encourages exhibitors to remove valuable items from the hall, such as laptops, when they leave. Exhibitors will hold harmless PHA, staff and Nemaquin for damaged or stolen property. PHA must receive written notification of cancellation by an exhibitor no later than August 27, 2021, for a 50% refund. There will be no refunds after August 29, 2021. Exhibitors must abide by all laws, ordinances and regulations pertaining to health, fire prevention and public safety affecting participation in the exhibition.

As part of my participation in this event, I agree to the [COVID-19 SAFETY ACKNOWLEDGEMENT -- LIABILITY WAIVER AND RELEASE OF CLAIMS](#).

Exhibitors must abide by all PHA policies relating to event procedures and payment of monies due. I am a duly authorized party to bind this agreement, and hereby agree to the above.

Authorized Signature Required

SHIPPING OF MATERIALS

After PHA receives your exhibitor registration, you will receive detailed shipping instructions.

Conference Sponsors



PLATINUM
\$18,000

GOLD
\$15,000

GOLD
\$15,000

conference brochure & program (logo)

top billing on cover

cover placement

cover placement

conference brochure & program (advertisement)

full page

half page

half page

connections (advertisement)

banner (three (3) months)

banner (one (1) month)

banner (one (1) month)

PHA website (advertisement)

vendor spotlight (one (1) month)

vendor spotlight (one (1) month)

vendor spotlight (one (1) month)

exhibit table

two (2); includes six (6) exhibit conference registrations

one (1); includes two (2) exhibit conference registrations

one (1); includes two (2) exhibit conference registrations

dedicated post on PHA social media channels



logo & link placement (pre-conference)

PHA website, connections & all conference e-blasts

PHA website, connections & all conference e-blasts

PHA website, connections & all conference e-blasts

brand recognition during conference

premier signage placement

prominent signage placement

prominent signage placement

company representative to provide remarks

opportunity to give welcome remarks

one (1) opportunity during three-day conference

one (1) opportunity during three-day conference

inclusion of branded collateral and brochure in attendee totes*



*company collateral and brochure will be included in attendee tote bag with approval of PHA



Welcome Event Sponsors



WELCOME RECEPTION

\$10,000

SOCIAL MIXER

\$12,000

opportunity to welcome attendees during event



opportunity to display company information during event



company logo on cocktail napkins



advertisement in conference program

one (1) quarter page advertisement

one (1) quarter page advertisement

logo in conference brochure & program



logo & link in conference promotional e-blasts (pre-conference)



logo & link in connections (pre-conference)



dedicated post on PHA social media channels



brand recognition during conference

signage placement during event + throughout conference

signage placement during event + throughout conference

sponsorship level exclusivity

two (2) opportunities

one (1) opportunity

one SOLD!
one opportunity still available!

Conference Event Sponsors



logo in conference brochure & program

logo & link in connections (pre-conference)

logo & link in conference promotional e-blasts

logo & link on PHA website (pre-conference)

brand recognition during conference

recognition during event

sponsorship level exclusivity

BREAKFAST

\$6,000

THREE (3) AVAILABLE



signage placement during breakfast + throughout conference

company representative to address attendees during conference

exclusive sponsor for one (1) conference breakfast

LUNCH

\$8,000

TWO (2) AVAILABLE



signage placement during lunch + throughout conference

company representative to address attendees during conference

exclusive sponsor for one (1) conference lunch

COFFEE

\$5,000

ONE (1) AVAILABLE



signage placement during coffee breaks + throughout conference

exclusive sponsor for conference coffee breaks

SOLD

SOLD



Speaker/Session Sponsors



logo in conference brochure & program

logo & link in connections (pre-conference)

logo & link in conference promotional e-blasts

logo & link on PHA website (pre-conference)

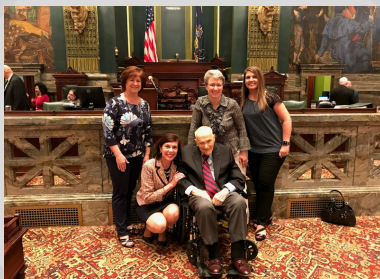
dedicated post on PHA social media channels

brand recognition during conference

recognition during session

sponsorship level exclusivity

	TRACK \$6,000	KEYNOTE \$6,000	KEYNOTE \$6,000
	HOME HEALTH, HOMECARE, HOSPICE	HEATHER YOUNGER	DR. JOHN WHYTE, WEBMD
	✓	✓	✓
	✓	✓	✓
	✓	✓	✓
	✓	✓	✓
	signage placement in breakout room + throughout conference	signage placement throughout conference	signage placement throughout conference
	company representative to introduce session of your choice within track	company representative to introduce keynote speaker	company representative to introduce keynote speaker
	three (3) opportunities tracks available: home health, homecare, hospice	Opening Keynote one (1) opportunity	Day 2 Keynote one (1) opportunity



Item Sponsors



water bottle

~~\$7,000~~



~~hotel room key card~~

~~\$6,000~~

deadline has passed

tote bag

~~\$6,000~~



**safety signage and
hand sanitizer**

\$6,000

wifi

~~\$4,000~~



mobile app

~~\$4,000~~



**do not disturb
door hanger**

\$3,500

lanyard

~~\$3,000~~



tote bag insert

\$1,000

all item sponsorships include the following benefits:

- company logo on item given to all attendees
- logo in conference brochure & program
- logo & link on PHA's website & connections
- logo & link on all conference promotional e-blasts
- signage recognition throughout the three-day conference

50th Anniversary Dinner Sponsor Packages

Join PHA in celebrating 50 years of Care and Counting by sponsoring this special evening event featuring cocktails, dinner, entertainment and presentations honoring our past and looking to our future.

~~Platinum - \$10,000~~

- Platinum Conference Sponsor of the 2021 Conference and 50th Anniversary Dinner.
- Signage placed throughout the conference, dinner and during the cocktail reception.
- Logo included in dinner presentation slide show.
- Opportunity for company representative to welcome attendees and offer a celebratory toast.
- Opportunity to show company video (1-2 minutes).
- Logo on anniversary dinner program.
- Opportunity to offer a celebratory swag item for each attendee.
- Cocktail napkins with company logo
- 2 complimentary registrations for the dinner.



~~Presenting - \$10,000~~

- Exclusive Platinum Sponsor of the 50th Anniversary Dinner
- Signage placed throughout the dinner and during the cocktail reception.
- Logo included in dinner presentation slide show.
- Opportunity for company representative to welcome attendees and offer a celebratory toast.
- Opportunity to show company video (1-2 minutes)
- Logo on anniversary dinner program
- Opportunity to offer a celebratory swag item for each attendee.
- Cocktail napkins with company logo
- 2 complimentary registrations for the dinner.

~~Premier - \$7,500~~

- Signage placed throughout the dinner and during the cocktail reception.
- Logo included in dinner presentation slide show.
- Recognition during welcome remarks.
- Opportunity to show a one-minute company video.
- Logo on anniversary dinner program
- One complimentary registration for the dinner.



50th Anniversary Dinner Sponsor Packages

~~Signature - \$5,000~~

- Signage placed throughout the dinner and during the cocktail reception.
- Logo included in dinner presentation slide show.
- Recognition during welcome remarks.
- Logo on anniversary dinner program
- One complimentary registration for the dinner.



~~Supporting \$3,000~~

- Signage placed throughout the dinner and during the cocktail reception.
- Company name recognition included in dinner presentation slide show.
- Recognition as a sponsor during welcome remarks.
- Logo on anniversary dinner program.

~~Centerpiece Sponsor - \$5,000~~

- Logo Signage placed with each table center piece.
- Company name recognition included in dinner presentation slide show.
- Company name included on anniversary dinner program.

~~Entertainment Sponsor - \$3,000~~

- Logo Signage placed by entertainment.
- Company name recognition included in dinner presentation slide show.
- Company name included on anniversary dinner program.

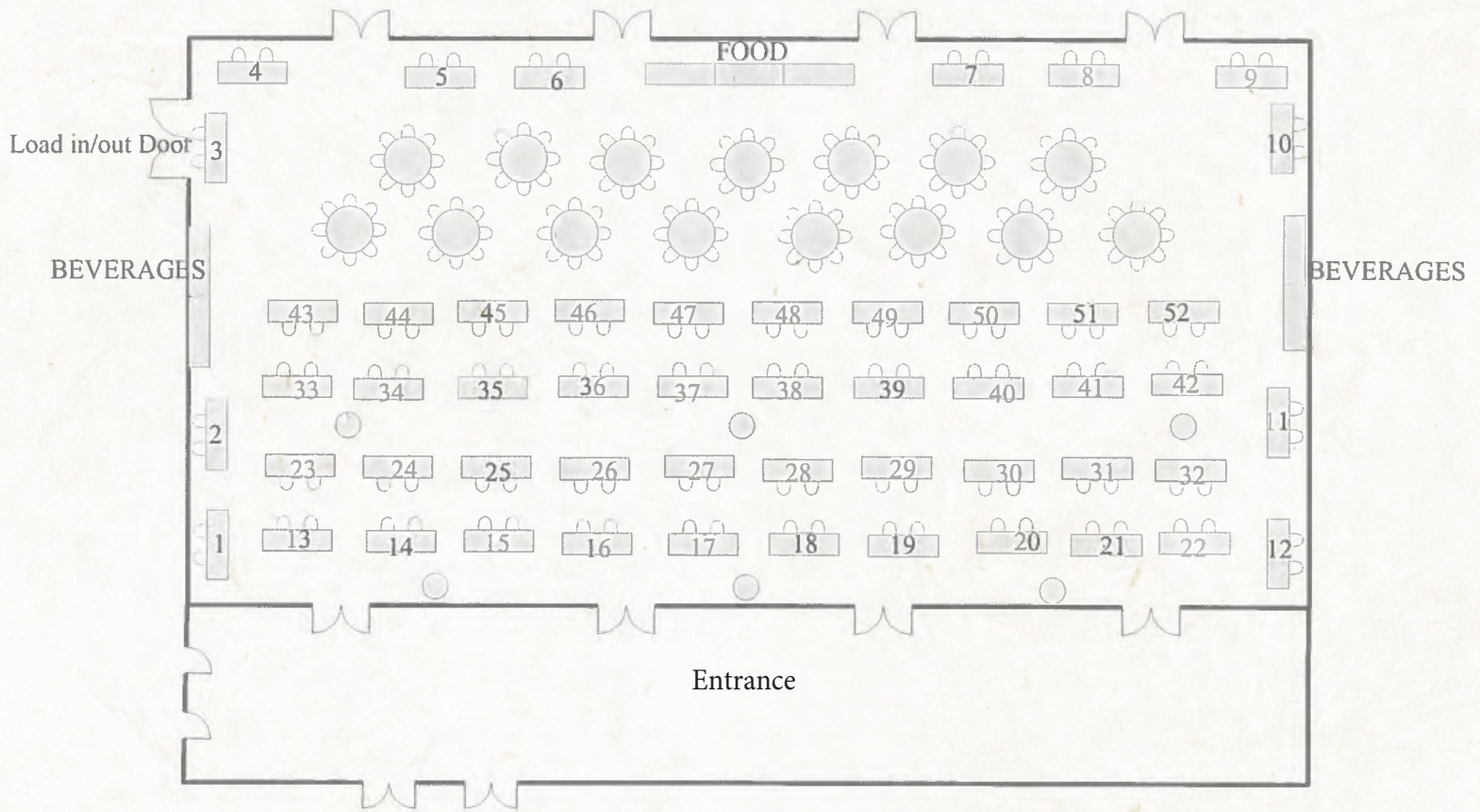


~~Friend of PHA - \$1,000~~

- Company name recognition included in dinner presentation slide show.
- Company name included on anniversary dinner program.

Exhibit Hall

FLOOR PLAN



Please review the floor plan and indicate your top three location choices in order of preference. First-come, first-served basis.

1: _____ 2: _____ 3: _____

We prefer NOT to exhibit next to (List Companies):

Accommodations



NEMACOLIN

SINCE 1987

1001 Lafayette Drive | Farmington, PA 15437

PHA has secured a block of rooms at [Nemacolin](#) at a special rate of \$200 for the Chateau and \$189 for the Lodge. To receive the discounted rate, reservations must be made by October 9, 2021. Room reservations may be made by calling 866-344-6957 (Option 1) and asking for the Pennsylvania Homecare Association 2021 Conference room block. Online reservations can be made [HERE](#).

