



Be a part of HCAA's 2012 events by becoming a sponsor. There are limited opportunities to participate. As the conferences have grown in popularity over the years, we've worked hard to maintain a balance of sponsorship opportunities so that sponsors receive maximum exposure to attendees. You will want to secure your sponsorship early.

**Sponsorship Assignment Criteria:**

- Opportunities will be made available on a first-come, first-serve basis with first right of refusal given to previous sponsor of said opportunity. **All sponsors must be HCAA members.**
- HCAA reserves the right to review any sponsorship for appropriateness for our intended audience and support of our mission.
- Once a sponsorship is agreed upon with HCAA, the sponsorship form must be completed and submitted **within 30 days** of agreement. HCAA requires that all sponsorships be paid in **FULL** at least 60 business days prior to start of each conference. Listing of sponsor in event promotions will **not** occur until payment is received.
- If payment is not received when due, HCAA reserves the right to re-assign the opportunity.

**2012 Sponsorship Opportunities**

**ANNUAL CORPORATE SPONSOR – \$7,700 annual investment (good for one calendar year)**

- 12-month HCAA membership
- Ongoing recognition as HCAA Corporate Sponsor
- Tabletop **SOLD** the HCAA Executive Forum & TPA University (if desired)
- **Two** complimentary attendees at each HCAA conference. *Additional attendees must pay full member rate.*
- Vertical banner Ad in HCAA's electronic newsletter quarterly
- Conference program provided one week prior to each conference
- One page color marketing slip sheet (digital file) included in program binder (if file supplied)
- Link from HCAA website to Sponsor's website
- Recognition on event signage, podium recognition, and company logo in PowerPoint at event
- Special recognition in HCAA's newsletter

**PLATINUM LEVEL SPONSOR – \$3,200**

- **One** complimentary conference registration included
- One additional attendee at reduced fee equal to 50% off the member registration fee for the conference selected. *Additional attendees must pay full member rate.*
- Tabletop Exhibit opportunity at conference you are sponsoring (if desired)
- Conference attendance list (PDF file) provided one week prior to the conference
- Vertical banner Ad in HCAA's electronic newsletter following conference
- One page color marketing slip sheet (digital file) included in program binder (if file supplied)
- Recognition on event signage, podium recognition, and company logo in PowerPoint at event

**GENERAL SESSION SPONSOR – \$4,000**

- **One** complimentary conference registration included. *Additional attendees must pay full member rate.*
- Tabletop **SOLD** conference you are sponsoring (if desired)
- One page color marketing slip sheet (digital file) included in program binder (if file supplied)
- Special recognition in HCAA's electronic newsletter following conference
- Recognition on event signage, podium recognition, and company logo in PowerPoint at event
- Opportunity to introduce keynote speaker

**KEYNOTE BOOK SPONSOR – \$3,000**

- **One** complimentary conference registration included. *Additional attendees must pay full member rate.*
- One page color marketing slip sheet (digital file) included in program binder (if file supplied)
- Special recognition in HCAA electronic newsletter following conference
- Recognition on event signage, podium recognition, and company logo in PowerPoint at event

**LUNCH SPONSOR – \$2,500**

- **One** complimentary conference registration included. *Additional attendees must pay full member rate.*
- One page color marketing slip sheet (digital file) included in program binder (if file supplied)
- Special recognition in HCAA's electronic newsletter following conference
- Recognition on event signage, podium recognition, and company logo in PowerPoint at event
- Opportunity to have company considered for seats at lunch **OR** two (2) minutes of podium time





RECEPTION SPONSOR – \$2,500

(for TPA University ONLY)

- **One** complimentary conference registration included. *Additional attendees must pay full member rate.*
- One page color marketing slip sheet (digital file) included in program binder (if file supplied)
- Special recognition in HCAA electronic newsletter following conference
- Recognition on sign displayed at reception, podium recognition, and company logo in PowerPoint at event
- Opportunity to have company collateral on table at reception

WI-FI HOT-SPOT SPONSOR – \$2,500

- **One** complimentary conference registration included. *Additional attendees must pay full member rate.*
- One page color marketing slip sheet (digital file) included in program binder (if file supplied)
- Special recognition in HCAA electronic newsletter following conference
- Recognition on event signage and company name in PowerPoint at event



PROGRAM SPONSOR – \$2,000

- **One** discounted registration fee equal to 50% off the member registration fee for the conference selected. *Additional attendees must pay full member rate.*
- Back cover color advertising using marketing slip sheet (if digital file supplied)
- Recognition on event signage and company name in PowerPoint at event

NAME BADGE SPONSOR – \$2,000

- **One** discounted registration fee equal to 50% off the member registration fee for the conference selected. *Additional attendees must pay full member rate.*
- Company logo on name badge (digital file) included in program binder (if file supplied)
- Recognition on event signage and company name in PowerPoint at event



ATTENDEE FLASH DRIVE SPONSOR – \$2,500

(for TPA University ONLY)

- **One** complimentary conference registration included. *Additional attendees must pay full member rate.*
- Company name/logo printed on flash drive
- One page color marketing slip sheet (digital file) included in program binder (if file supplied)
- Special recognition in HCAA electronic newsletter following conference
- Recognition on event signage and company name in PowerPoint at event



CONTINENTAL BREAKFAST SPONSOR – \$1,500

(for TPA University ONLY)

- **One** discounted registration fee equal to 50% off the member registration fee for the conference selected. *Additional attendees must pay full member rate.*
- One page color marketing slip sheet (digital file) included in program binder (if file supplied)
- Recognition on sign displayed at continental breakfast and company name in PowerPoint at event

NOTEPAD/PEN SPONSOR – \$2,000

(for TPA University ONLY)

- **One** discounted registration fee equal to 50% off the member registration fee for the conference selected. *Additional attendees must pay full member rate.*
- Company name/logo printed on notepad and pen
- One page color marketing slip sheet (digital file) included in program binder (if file supplied)
- Recognition on event signage and company name in PowerPoint at event



CONFERENCE BREAK SPONSOR – \$1,500

(2 available per event)

- **One** discounted registration fee equal to 50% off the member registration fee for the conference selected. *Additional attendees must pay full member rate.*
- One page color marketing slip sheet (digital file) included in program binder (if file supplied)
- Recognition on sign displayed at break and company name in PowerPoint at event

WATER BOTTLE SPONSOR – \$2,000

- **One** discounted registration fee equal to 50% off the member registration fee for the conference selected. *Additional attendees must pay full member rate.*
- Company name/logo printed on re-usable water bottles
- One page color marketing slip sheet (digital file) included in program binder (if file supplied)
- Recognition on event signage and company name in PowerPoint at event



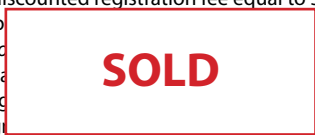
WELCOME SNACK SPONSOR – \$1,500

(for TPA University ONLY)

- **One** discounted registration fee equal to 50% off the member registration fee for the conference selected. *Additional attendees must pay full member rate.*
- One page color marketing slip sheet (digital file) included in program binder (if file supplied)
- Recognition on sign displayed at snack and company name in PowerPoint at event

CONFERENCE BAGS SPONSOR – \$2,000

- **One** discounted registration fee equal to 50% off the member registration fee for the conference selected. *Additional attendees must pay full member rate.*
- One page color marketing slip sheet (digital file) included in program binder (if file supplied)
- Recognition on event signage and company name in PowerPoint at event



GOLD SPONSOR – \$1,000

- One page color marketing slip sheet (digital file) included in program binder (if file supplied)
- Recognition on event signage and company name in PowerPoint at event



Company: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web site: \_\_\_\_\_

Event Contact: \_\_\_\_\_

Event Contact Phone: \_\_\_\_\_ Event Contact E-mail: \_\_\_\_\_

Please check off to indicate that you have read and understand the HCAA sponsorship terms and conditions below:

**2012 Executive Forum**

February 7 - 9, 2012

Aria Resort & Casino | Las Vegas, NV

- Platinum Level Sponsor (\$3,200) **SOLD**
- General Session Sponsor (\$4,000) **SOLD**
- Lunch Sponsor (\$2,500) **SOLD**
- Reception Sponsor (\$2,500) **SOLD**
- Wi-Fi Hot-Spot Sponsor (\$2,500) **SOLD**
- Attendee Flash Drive Sponsor (\$2,500) **SOLD**
- Notepad/Pen Sponsor (\$2,000) **SOLD**
- Water Bottle Sponsor (\$2,000)
- Conference Bags Sponsor (\$2,000) **SOLD**
- Program (\$2,000)
- Name Badge Sponsor (\$2,000) **SOLD**
- Continental Breakfast Sponsor (\$1,500) **SOLD**
- Conference Break Sponsor (\$1,500)
- Gold Sponsor (\$1,000)

**2012 TPA University**

July 11 - 13, 2012

Swissotel Chicago | Chicago, IL

- Platinum Level Sponsor (\$3,200)
- General Session Sponsor (\$4,000) **SOLD**
- Keynote Book Sponsor (\$3,000)
- Lunch Sponsor (\$2,500) **SOLD**
- Reception Sponsor (\$2,500)
- Wi-Fi Hot-Spot Sponsor (\$2,500)
- Attendee Flash Drive Sponsor (\$2,500)
- Notepad/Pen Sponsor (\$2,000)
- Water Bottle Sponsor (\$2,000)
- Conference Bags Sponsor (\$2,000) **SOLD**
- Program (\$2,000)
- Name Badge Sponsor (\$2,000) **SOLD**
- Continental Breakfast Sponsor (\$1,500)
- Welcome Snack Sponsor (\$1,500)
- Conference Break Sponsor (\$1,500)
- Gold Sponsor (\$1,000)

**Annual Corporate Sponsor – \$7,700 (for whole calendar year – 2012) **SOLD****

- Fee Schedule:** Sponsors agree and understand that sponsorships are open to members only. Therefore, membership dues must be current and paid in full prior to sponsorship payment being made. Additionally, sponsorships will not be secured and guaranteed until both the membership dues are current and paid in full, and the sponsorship fee is paid in full. Membership status must be current through the close of the conference. Registrants liable for any NSF check fees or similar costs.
- Hospitality Suites:** All hospitality suites must be approved and arranged through HCAA in advance.
- Off-Site Events:** In the interest of the success of the entire conference and exposition, the Sponsor agrees not to extend invitations, call meetings, or otherwise encourage absence of attendees from the event during the official dates of the conference. No non-HCAA sponsored off-site events may be offered.
- Cancellation Policy:** Cancellations more than 120 days prior to the event will receive a full refund. Cancellations 91-120 days prior to the event will receive a 75% refund. Cancellations 60-90 days prior to the event will receive 50% refund. No refunds for cancellations less than 60 days prior to the date of the event. Should any circumstances beyond the control of, and not the fault of HCAA prevent the show from being held as scheduled, no fees shall be returned. Individual insurance coverage shall be the responsibility of the individual exhibitor.





**Please check off to indicate that you have read and understand the HCAA sponsorship terms and conditions below for Corporate and Platinum sponsors only.**

- Exhibits:** All exhibits must be contained to a table top display only and are subject to HCAA approval. Exhibitors must comply with all rules at hosting facility. Payment is required with all reservations. Registrants liable for any NSF check fees or similar costs. Reservations cannot be guaranteed without payment. Schedules and related information will be provided approximately four weeks prior to the event.
- Sub Leasing Space or Space Sharing:** Exhibitor shall not allow any other corporation person or other entity to use the space allotted to the Exhibitor, nor shall the Exhibitor display articles or materials that are not those of the Exhibitor.
- Drawings:** Business card collection may only take place during exhibit hours and drawings will be under HCAA control and conducted at times specified by HCAA. No other drawings will be allowed.
- Electricity:** Upon request, HCAA will provide a standard electrical outlet for your booth. Any other electrical or telecommunications needs must be arranged directly with the hotel and paid for at the Exhibitor's cost.
- Liability:** Exhibitors shall assume and bear full responsibility for the compliance with any and all local, city and state safety, fire and health laws, ordinances and regulations regarding the installation and operation of the exhibit. HCAA does not guarantee exhibitors against loss, damage or theft of any kind. Exhibitors shall indemnify and hold harmless HCAA and the hotel. If the premises are defaced or damaged by any act of negligence by any Exhibitor, its agents or guests, the Exhibitor will pay for any and all expenses incurred by damages to physical property, caused by Exhibitors, riggers, haulers, or other contractors engaged for the purpose of moving exhibits and equipment into and out of the building.

By signing below you hereby agree that you have read and understand the terms identified above.

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Note:** All sponsors are required to sign sponsorship and exhibitor (if applicable) terms and conditions before sponsorship becomes effective.

**Payment Information**

Total Amount Due: \$ \_\_\_\_\_

**Method of Payment:**  **Check** (*made payable to HCAA*)      **Credit:**  Visa    MasterCard    Amex

Credit Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CSV Code: \_\_\_\_\_ Billing Zip: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Authorized Print: \_\_\_\_\_

**Fax completed form to:** 703.435.4390

**OR**

**Mail to:**

Health Care Administrators Association (HCAA)  
12100 Sunset Hills Rd., Suite 130  
Reston, VA 20190

**For Questions, Please Call:** Linda Ludwick, 916.669.2500 ext. 2515

