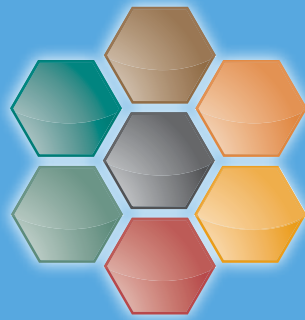


THE FOURTH ANNUAL



NEW ENGLAND
**HOME CARE
CONFERENCE**
& TRADE SHOW

**Sponsors
& Exhibitors
Prospectus**

MAY 28, 29 & 30, 2014

BOSTON PARK PLAZA HOTEL
50 PARK PLAZA AT ARLINGTON STREET
BOSTON, MA



MAY 28, 29 & 30, 2014 | BOSTON PARK PLAZA HOTEL | WWW.NEHCC.COM

Join Us for a Six-State Home Care Conference & Trade Show

Dear Colleague,

The state home care associations of Connecticut, Maine, New Hampshire, Massachusetts, Rhode Island, and Vermont are pleased to offer sponsorship and exhibiting opportunities for your company to reach the entire New England Home Care market with a single event.

By participating in the ***New England Home Care Conference & Trade Show***, your company will increase its return on investment by saving on time and travel costs, while having access to hundreds of home care professionals and decision-makers throughout New England.

We personally invite you to join us on May 28, 29 & 30, 2014 at the Boston Park Plaza Hotel. Your participation is an exceptional way to make and solidify relationships through person-to-person communications and marketing.

Sponsorship and exhibitor registrations are now being accepted. Don't miss out on this unparalleled opportunity to showcase your company's products and services.

We look forward to seeing you in Boston!

Deborah Hoyt, Connecticut Association for Healthcare at Home
Vicki Purgavie, Home Care & Hospice Alliance of Maine
Pat Kelleher, Home Care Alliance of Massachusetts
Gina Balkus, Home Care Association of New Hampshire
Nicholas Oliver, Rhode Island Partnership for Home Care
Peter Cobb, Vermont Assembly of Home Health Agencies

A Special Thank You to the 2013 Sponsors

Anoto
Ansaphone Service
Arent Fox
Axxess Technology Solutions
Boston Business Systems
Byram Healthcare
CareAnyware
Honeywell HomMed
HUB Technical Services
Institute for Professional Care
Education (IPCed)
Kinnser Software
McKesson Medical-Surgical
MEDLINE
NetMotion Wireless
Precision Medical Billing
Simione Healthcare Consultants
Sprint
SutureSign
The Crag Business Group
The Remington Report
Tunstall Americas

Sponsorships & Exhibit Space have **SOLD OUT each Year.**

Don't Miss Out! Submit Your Register Early!

Sponsorship Opportunities

Corporate Sponsor \$8,000

(Limited to One Company)

- Your company logo on conference bag given to all attendees
- Opportunity to introduce speaker
- One 10' x 8' exhibit booth with 6' exhibit table in prime location
- Company logo in conference materials, including brochures and conference website
- 3 complimentary registrations to the full conference
- Signage at the conference
- Opportunity to include company literature in conference bags
- Receive advanced attendee list, starting 30 days prior to event and updated weekly



Exhibit Hall Reception Sponsor \$5,500

(Limited to Two Companies)

- Includes sponsorship of the evening reception on day one in the exhibit hall
- Opportunity to provide remarks during the sponsored event
- Company logo on cocktail napkins at each bar and food stations
- One 10' x 8' exhibit booth with 6' exhibit table in prime location
- Company logo in conference brochure
- Company logo on the conference website
- 2 complimentary registrations to the full conference
- Signage at the conference
- Opportunity to include company literature in conference bags
- Receive advanced attendee list, starting 30 days prior to event and updated weekly

NEW! Cyber Café Sponsor \$4,500

(Limited to Two Companies)

- Includes sponsorship of designated area for participants to use the internet, check emails, charge devices, and connect with colleagues and friends
- Opportunity to place your company sales and marketing personnel in the café
- Placement of flyers/promotional material throughout the café
- One 10' x 8' exhibit booth with 6' exhibit table in prime location
- Company logo in conference brochure
- Company logo on the conference website
- 2 complimentary registrations to the full conference
- Signage at the conference
- Opportunity to include company literature in conference bags
- Receive advanced attendee list three weeks prior to event

NEW! Flash Drive Sponsor \$4,500

(Limited to One Company)

- Includes sponsorship of flash drive containing conference materials
- Company logo on flash drive case
- One 10' x 8' exhibit booth with 6' exhibit table in prime location
- Company logo in conference brochure
- Company logo on the conference website
- 2 complimentary registrations to the full conference
- Signage at the conference
- Opportunity to include company literature in conference bags
- Receive advanced attendee list three weeks prior to event

NEW! Mobile App Sponsor \$4,500

(Limited to One Company)

- Includes sponsorship of mobile app to allow attendees access to conference information and to connect with other attendees by simply using their handheld device
- Company logo prominently displayed on the app screen
- One 10' x 8' exhibit booth with 6' exhibit table in prime location
- Company logo in conference brochure
- Company logo on the conference website
- 2 complimentary registrations to the full conference
- Signage at the conference
- Opportunity to include company literature in conference bags
- Receive advanced attendee list three weeks prior to event

Luncheon/Breakfast Sponsor

\$4,000

- Includes sponsorship of a breakfast or a luncheon of your choice
- Luncheon sponsors – company logo displayed on tent cards at lunch tables
- Breakfast sponsors – company logo featured at breakfast buffet
- One 10' x 8' exhibit booth with 6' exhibit table in prime location
- Company logo in conference brochure
- Company logo on the conference website
- 2 complimentary registrations to the full conference
- Signage at the conference
- Opportunity to include company literature in conference bags
- Receive advanced attendee list three weeks prior to event

Keynote/General Session Sponsor \$3,500

- Includes sponsorship of keynote or general session speaker
- Opportunity to introduce speaker
- One 10' x 8' exhibit booth with 6' exhibit table in prime location
- Company logo in conference brochure
- Company logo on the conference website
- 1 complimentary registration to the full conference
- Signage at the conference
- Opportunity to include company literature in conference bags
- Receive advanced attendee list three weeks prior to event

Refreshment Break Sponsor \$2,500

- Includes sponsorship of a refreshment break during the event
- Signage during the break
- 1 complimentary registration to the full conference
- Opportunity to include company literature in conference bags
- Receive advanced attendee list two weeks prior to event

Presentation Sponsor \$1,500

- Includes sponsorship of a workshop of your choice
- Opportunity to pre-set corporate marketing materials in the workshop room
- Opportunity to introduce presenter of your sponsored workshop
- 1 complimentary registration to the full conference
- Receive advanced attendee list two weeks prior to event

Memento Sponsor \$1,000

- Opportunity for you to provide your own corporate giveaway item in the conference bags given to all attendees
- 1 complimentary registration to the full conference



NEW ENGLAND HOME CARE CONFERENCE & TRADE SHOW

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Exhibitor and Advertising Information

Exhibitor Information:

- Exhibit booths are 10' x 8' and include a 6' table.
- Exhibit space is assigned on a first-come, first-served paid basis (sponsors receive priority placement within the Exhibit Hall).
- Exhibitor registrations include Trade Show attendance for two representatives from the same company. Each additional representative, from the same company, is \$50.
- Shipping of exhibitor materials and booth set up will be coordinated with Capital Convention Contractors (CCC). A Vendor Kit with full details will be sent to paid exhibitors approximately 45 days prior the conference.
- Those who wish to attend the conference receive a special rate of \$200/person.

The Exhibit Hall ... Where the Action Happens!

We have scheduled hours of exhibit-only time during the conference to ensure that all attendees have ample time to learn about the products and services your company has to offer.

Tentative Exhibitor Schedule:

Wednesday, May 28th

- 11:00 am – 2:30 pm Exhibitor Set-Up
- 4:45 pm – 6:15 pm Exhibit Hall Reception

Thursday, May 29th

- 10:30 am – 11:15 am Break with Exhibitors
- 12:30 pm – 1:30 pm Join us for lunch and networking with conference attendees
- 2:45 pm – 3:45 pm Dessert with Exhibitors
- 4:00 pm – 6:30 pm Exhibit Hall Breakdown

Advertising Opportunities

All attendees will be provided with a Conference Program & Exhibit Hall Guide upon check-in. This Guide is a valuable resource for conference attendees throughout the conference, and beyond. Business cards often get lost or thrown away; make sure attendees have your contact information by advertising in the Conference & Trade Show Guide.

Inside Front Cover NEW (color)*	\$750
Back Cover (color)*	\$600
Full Page (color)*	\$500
Half Page (color)	\$350
Quarter Page (color)	\$200

*Full page size is 8 ½ x 11

Sign up on the Exhibitor Registration Form, page 7.

Hotel Accommodations

Boston Park Plaza Hotel & Towers
50 Park Plaza at Arlington Street
Boston, MA 02116

Reserve your room ASAP to get discounted rate. Last year rooms SOLD OUT fast! Call 1-800-225-2008 or call hotel directly at 617-426-2000 and mention the New England Home Care Conference & Trade Show 2014 for the discounted room rate of \$209 plus tax.



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Vendor Agreement:

By submitting a Sponsor or Exhibitor Registration Form, you acknowledge that you have read and agree to the following:

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 Vermont Assembly of Home Health Agencies; organizers of the New England Home Care Conference & Trade Show.

• **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. *Exhibitors will receive a 10' x 8' booth and one 6' table per 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 "partnerships."

• **CANCELLATION POLICY.** Notification of cancellation must be received in writing and submitted to laurie@homecarealliance.org, on or before Friday, April 18, to receive a refund (minus a 30% administrative fee). No cancellation refunds will be made 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/or Exhibit space will not be confirmed without payment. Fees MUST be paid in full. 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. The use of a check for payment is your acknowledgement and acceptance of this policy and its terms and conditions. Checks should be made payable to the *Home Care Alliance* and mailed to: Home Care Alliance, Attention Laurie Belden, PO Box 227, Manchester, ME 04351.

• **CONTRACTOR SERVICES.** Exhibit space (including booth, table and ID sign) is arranged through, and paid to, the Home Care Alliance. Please note that the conference "partnership" has contracted with Capital Convention Contractors (CCC) to provide the setup of the exhibit area. Upon receipt of your paid exhibitor registration, your contact information will be provided to CCC. Approximately 45 days prior to the conference, CCC will send you a vendor kit that will include information regarding ordering electricity and internet hook-up, as well as furniture upgrades. Exhibitors are solely responsible for arranging for such services and for payment of any additional fees.

• **SHIPMENT OF MATERIALS.** Materials may be shipped to: New England Home Care Conference, c/o Capital Convention Contractors, 35 Lyman Street, Northborough, MA 01532. *Important: Please be sure to include your company name and booth # on the shipping label.* Shipments will be received from May 2 through May 21. Shipments received after May 21 will not be accepted without additional payment.

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Sponsorship Registration Form

To be included in the conference brochure, please submit your registration and payment by February 28, 2014.

If sponsorship includes complimentary exhibit booth, you must also submit the Exhibitor Registration Form (next page).

Company Name (as it is to appear on signage)

Name of Contact

Title

Email Address of Contact

Address

City

Zip

Phone

Fax

All sponsorships include complimentary registration(s) to the conference. The number of registrations depends on the sponsorship level. Please list below the name and email address of the conference attendee(s). Note: If sponsor does not wish to attend the conference, please check here:

1.) Name

Email Address

2.) Name

Email Address

3.) Name

Email Address

Sponsorship Category: (first-come, first-served paid basis)

- SOLD!** Corporate Sponsor (\$8,000) Luncheon/Breakfast Sponsor (\$4,000)
 Exhibit Hall Reception Sponsor (\$5,500) Keynote/General Session Sponsor (\$3,500)
 Cyber Café Sponsor (\$4,500) Refreshment Break Sponsor (\$2,500)
 Flash Drive Sponsor (\$4,500) Presentation Sponsor (\$1,500)
 Mobile App Sponsor (\$4,500) Memento Sponsor (\$1,000)

Method of Payment: Check Amex MasterCard VISA

Total Enclosed: \$ _____

Credit Card #:

Card Security Code:

Exp. Date: ____/____/____

Name on Card:

Signature:

Billing Address:

Make checks payable to Home Care Alliance and mail to: Home Care Alliance, P.O. Box 227, Manchester, Maine 04351.

If paying by credit card, please fax the registration form to our office at 207-213-6127; or submit by email to laurie@homecarealliance.org.

Questions? Contact Laurie Belden, Associate Director, at 207-213-6125.



Home Care Alliance
P.O. Box 227
Manchester, ME 04351



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