



# 2012 PARTNERSHIP PROGRAM

Private Duty | March on Washington | Financial Management | Annual Meeting



# National Association for Home Care & Hospice

The National Association for Home Care & Hospice (NAHC) is a nonprofit organization that represents the nation's 33,000 home care and hospice organizations. NAHC also advocates for the more than two million nurses, therapists, aides and other caregivers employed by such organizations to provide in-home services each year to some 12 million Americans who are infirm, chronically ill, disabled and dying.

Along with its advocacy, NAHC is committed to excellence in every respect and provides information to help its members maintain the highest quality of care. To learn more about NAHC, visit [www.nahc.org](http://www.nahc.org).



# Corporate Partnerships

As the leader in home care and hospice, the National Association of Home Care & Hospice (NAHC) provides a number of opportunities for collaboration with the private sector. Corporate partners may choose from several levels of participation and have access to an extensive menu of activities.

Boost your company's visibility, brand loyalty, and consumer awareness with enhanced participation beyond the exhibit hall. Choose from a wide variety of sponsorship options to meet your budgetary needs.

Corporate Partners in 2012 will be recognized in five categories that include Platinum, Gold, Silver, Bronze, and Conference Partnerships.

Each partnership level offers several options to reach its target audience. NAHC will work one-on-one with partners to identify a tailored approach in maximizing your outreach objectives and marketing impact.



# Attendees Want To Meet You!

On average more than 37% of meeting attendees register for conferences just to meet sponsors and exhibitors. Your target audience typically spends more than four hours individually visiting booths, learning about products, and making purchases.

## **Who Will Be Purchasing Your Product?**

Leaders and decisions makers in the home care and hospice industry including owners of home care agencies, financial managers, and C-level attendees.

NAHC attendees participate in budget management and make purchasing decisions.



# What Are Attendees Looking For?

## Convention attendees are looking for:

- Cutting-edge technology tools
- New procedures, programs, computer hardware and software
- Books, publications, and videos

## What is their spending authority?

- C-Level attendees
- Financial managers

# Financial Management Conference & Exposition



Financial Management Conference & Exposition  
Gaylord Texan Resort & Convention Center  
Dallas, TX | July 15 - 17, 2012

Advance your knowledge of the best financial management moves for home health and hospice. See how to increase your staff's performance in everything from cost controls to revenue enhancements and strategic planning. Hear from industry experts who can show you how to boost your financial muscle and build your bottom line. Join the many attendees who come back year after year to learn new keys to success.



# Financial Management Conference & Exposition

**NAHC is pleased to present the following Sponsorship Opportunities:**

Registration Area - \$7,000.00

Pre - Conference Workshop 1 - \$3,000.00

Pre - Conference Workshop 2 - \$3,000.00

Concurrent Sessions 100 Series - \$4,000.00

Concurrent Sessions 200 Series - \$4,000.00

Concurrent Sessions 300 Series - \$4,000.00

Concurrent Sessions 400 Series - \$4,000.00

Concurrent Sessions 500 Series - \$4,000.00

Tote Insert - \$500.00

Flash Drive - \$7,500.00

Grand Opening Reception - \$10,000.00

Breakfast – Thursday - \$4,000.00

Lunch – Thursday & Friday - \$5,000.00

HHFMA Member Reception - \$5,000.00

Coffee Break - \$2,000.00

Closing General Session - \$4,000.00

Phone App - \$5,000.00



# NAHC Annual Meeting & Exposition



Annual Meeting & Exposition  
Gaylord Palms Resort & Convention Center  
Orlando, FL | October 21 – 24, 2012

Ride the high-tech tide and surf with us into the future. Join us in a look at technology, the great equalizer, which gives patients equal access to care, whether they live in Manhattan or rural Minnesota. Learn about products that bring the hospital home and empower patients as informed consumers. Competition will grow, so we'll give you tools to meet rising demands as we face an age wave of baby boomers.



# NAHC Annual Meeting & Exposition

**NAHC is pleased to present the following Sponsorship Opportunities:**

Bookstore -\$7,000.00

Breakfast - Monday & Tuesday - \$10,000.00 each

Lunch – Monday & Tuesday \$20,000.00 each

Refreshment breaks - \$5,000.00 each

Technology Pavilion - \$10,000.00

Education Track- Human Resources - \$5,000.00

Education Track- Management & Leadership - \$10,000.00

Education Track- Marketing & Business Development - \$10,000.00

Tote Insert - \$1,000.00

NAHC Affiliate Reception (12 Available) - \$7,000.00 each

CEO Leadership School Lunch - \$15,000.00

Physicians Leadership Forum - \$5,000.00

General Sessions- \$ 25,000.00 each



# Registration Partnership

## Registration Partnership:

NAHC is offering ten (10) registration partnerships. Apply today to be considered for this special offer. If chosen as a partner your company can offer customers a reduced rate to attend the NAHC Annual Meeting for \$600.00. This rate is cheaper than the early bird registration rate and can be used at any time – including on-site registration. Must guarantee a minimum of ten (10) registrations and earn exhibitor points for booth placement.

# Thank You

## Contact Information

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