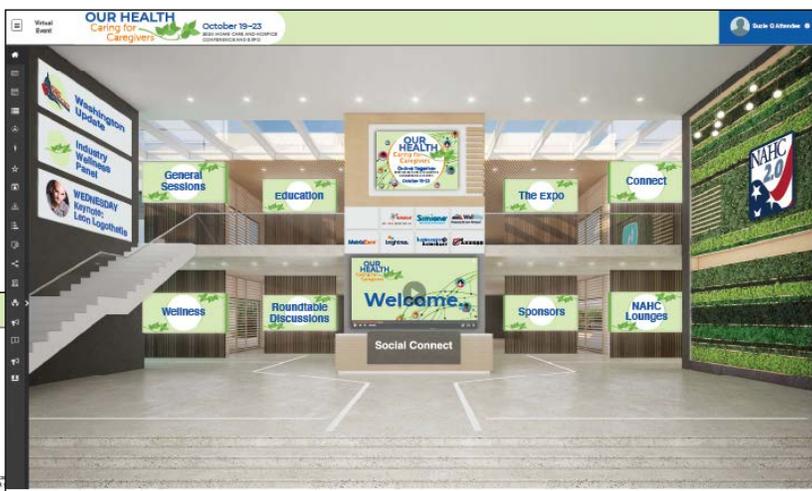
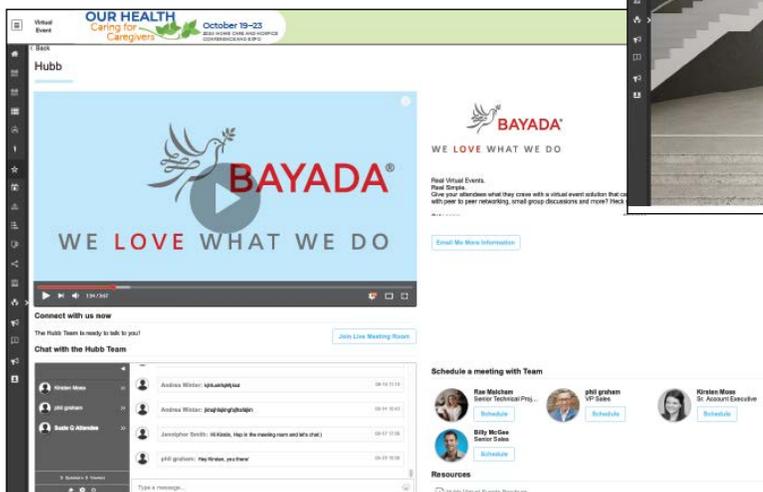


# THE 2020 HOME CARE AND HOSPICE CONFERENCE AND EXPO MEANS BUSINESS



## Reserve your e-booth today!

This year's conference will be virtual and NAHC is using a platform that allows exhibitors to interact with attendees through live video meetings — *like stepping into your booth* — as well as discussion boards, one-on-one scheduled meetings, and other opportunities.



### Each e-booth includes:

- 3 Exhibitor badges (exhibitors are eligible to earn CEs)
- Company promo video
- Ongoing chatroom throughout the entire conference, like leaving a message on a bulletin board
- Live meeting room during expo hours, like stepping into your booth for a live, face-to-face conversation
- Bios of booth staff and the ability to connect with them directly
- Attendees will be able to interact with you by:
  - Posting questions in your booth chatroom
  - Entering the live meeting room
  - Scheduling an appointment

### Basic e-booth rates are:

- \$1,600 for NAHC Business Partners
- \$2,100 for non-member companies

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**Each exhibitor will have access to these reports and data through the platform:**

- Number of attendees that visited your virtual booth
- Number of views of opening video
- Number of times booth has been favorited
- Number of visits to the live meeting room
- Lead Retrieval (profile information shared with exhibitors – first, last name, company, title & email address)
- Number of downloads for each promotional videos and resource
- Number of meetings scheduled with attendees from your company booth staff with meeting details (date, time, attendees, answers to overall forms, and profile data)

**DETAILED VIEW OF E-BOOTH**

**Your welcome video**

**Attendees can request more information**

**About your company**

**Discussion board**

**Live face to face chat during expo hours**

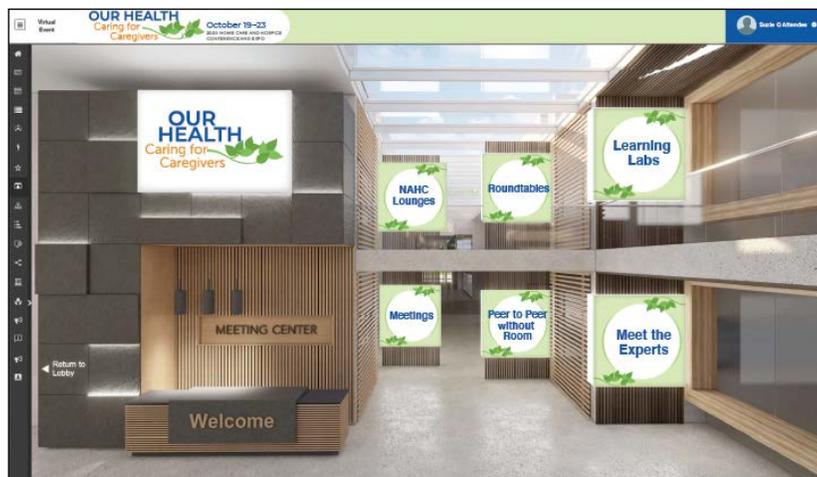
**Download materials on your company**

**Meet your booth staff & schedule appointments**



# UPGRADE YOUR EXPERIENCE

Each e-booth is customizable with upgrades to suit your marketing budget.



## RAFFLE PAGE LISTING

Cost: \$150

If you're giving away a prize to draw attendees to your booth, NAHC will promote all giveaways on a dedicated page so attendees can easily find raffles. The listing includes your logo and a brief description of the prize. By clicking on your listing, the attendee will automatically be taken to your e-booth where they can enter your prize giveaway. (NOTE: Each e-booth includes a "Contents and Promotions" field for exhibitors to use at no additional charge. You do not have to purchase this upgrade to conduct a prize drawing. This upgrade only covers the additional promotion that NAHC will offer for all raffles and giveaways.)

## LEARNING LABS

Cost: \$500 per session

15-minute pre-recorded sessions, available to attendees on demand, on industry hot topics. Exhibitors are responsible for choosing a topic – not a sales pitch – and producing their own video. Each session will include a discussion board to engage with attendees as well as an opportunity to upload supporting documents, such as white papers or handouts. At the end of the conference, NAHC will provide you with chat logs, which include attendee's name and email as well as the chat text, and also analytics on who (name and email) watched your Learning Lab.

## INDUSTRY EXPERTS

Cost: \$250 per topic

Attendees will be encouraged to schedule one-on-one meetings during Expo hours with industry experts to discuss general questions about that topic. The meetings are Zoom calls, automatically scheduled by the system, and will last for 10-15 minutes each. All you have to do is click in for your scheduled expert meetings. Exhibitors may sign up to be experts in up to three topics.

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# SPONSORSHIPS TAKE IT TO THE NEXT LEVEL

## SILVER SPONSOR

Silver sponsorship is designed for companies who want to take full advantage of what the virtual Expo has to offer and the various opportunities available to interact with attendees.

The investment to be a silver sponsor is:

- \$7,500 for NAHC Business Partners
- \$10,000 for non-member companies

Silver sponsorship includes:

- Standard e-booth package
- Listing on the raffle page
- One Learning Lab opportunity
- One Industry Expert opportunity
- Four additional Exhibitor badges (7 total exhibitor badges)
- Four additional attendee badges to be shared with customers and prospects



## GOLD SPONSOR

Gold sponsorship is designed for companies who want to maximize their exposure at the 2020 conference and leave a lasting impression on attendees during and after the conference. There are only eight gold sponsorship opportunities available.

Gold sponsors will choose to sponsor one of the three general sessions or one of the five educational classrooms.

The investment to be a gold sponsor is:

- \$15,000 for NAHC Business Partners
- \$20,000 for non-member companies

Gold sponsor benefits are:

- Logo in Main Lobby
- Video played at the beginning of the sponsored session(s)
- Selection of one item to be branded with your logo and included in the wellness kit to be sent to the first 750 registered attendees
- Standard e-booth package
- Listing on the raffle page
- Three Learning Lab opportunities
- Three industry expert opportunities
- Six additional Exhibitor badges (9 total exhibitor badges)
- Six additional attendee badges to be shared with customers and prospects

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