
EXHIBITOR & SPONSOR PROSPECTUS



IAHHC



Kentucky Home Care Association

Virtual Conference Spring 2021

Indiana Association for Home & Hospice Care
Kentucky Home Care Association
6320-G Rucker Road, Indianapolis, IN 46220
T: (317) 775-6675 ♦ F: (317) 775-6674

Included in this Prospectus:

-
- *Exhibitor Information*
 - *Advertising Opportunities*
 - *Sponsorship Opportunities*
 - *Registration Form*
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EXHIBITING INFORMATION

Virtual exhibit includes the following:

- Opportunity to introduce one dedicated conference session
- Logo included on virtual conference session slide deck
- Virtual "booth space" in the IAHHC/KHCA online exhibit hall
- Dedicated webpage in the IAHHC/KHCA online exhibit hall
- Company listing on the IAHHC/KHCA website
- Company listing & description in the online conference program, **deadline April 2, 2021**
- Admission for all employees to attend the virtual conference sessions
- Access to all conference sessions
- May request a list of pre-conference marketing contacts and will receive a final attendee list after the conference

Pricing

KHCA Members: \$800

Non-Members: \$1,000

Membership

**For more information regarding membership, membership benefits, and to sign up as a member, contact Michelle at michelle@iahhc.org.*

Exhibitor Registration Deadline

Registration deadline for exhibitors is Friday, April 2, 2021. On and after April 2nd contact Katie Ociepka (317) 775-6673 for availability.

Cancellation Policy

Should an exhibitor need to cancel their booth registration on or before Friday, April 9, 2021, the exhibit fee will be refunded. You will be charged a \$100 cancellation fee. After April 9th, IAHHC/KHCA reserves the right to retain the entire exhibit fee.



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PROGRAM ADVERTISING

Free advertising!

All exhibitors receive a *complimentary* line ad which includes the company contact information, 50 -word description and logo in the online conference program. Sponsors receive up to a full-page ad based on their sponsorship level. **Deadline Friday, July 10, 2020.**

Purchase additional advertising!

Your company's name will leave a lasting impression in the online conference program, which also serves as the exclusive guide to education sessions. Market your products and/or services by utilizing this cost-effective advertising opportunity. Space is limited; reserve your advertising today!

Email your camera ready artwork to tori@khca.net in a EPS format.

Rates below are for exhibitors wishing to increase their ad space and for companies who are unable to exhibit at the conference.

Ad Size	Width	Height	Cost
Full-page	7½"	10"	\$500
Half-page	7½"	5"	\$300
Quarter-page	3¾"	5"	\$250
Business Card	3½"	2"	\$100
Participant Bag Stuffer (1 item)			\$100
Weblink*			\$150

*All exhibitors will be listed on the conference website. Only **KHCA Member** exhibitors will have their website linked via their company name.

*An extra charge of \$75 will be included if a non EPS logo file is provided. If you do not have an EPS file, we will recreate your logo. The EPS file will then be sent back to the sponsor/exhibitor for future use.



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SPONSORSHIP OPPORTUNITIES

Sponsorships offer you opportunities to gain valuable visibility to build better relationships in the home care & hospice industries. All sponsors of the KHCA Annual Conference receive the following great promotional benefits:

- Recognition in the KHCA Annual online conference program
- Special mention on the KHCA website
- Weblink logo on www.khca.net
- Opportunity to introduce one dedicated conference session
- Logo included on virtual conference session slide deck
- Virtual "booth space" in the KHCA online exhibit hall
- Dedicated webpage in the KHCA online exhibit hall
- Pre-show and post-show participate mailing list

Below are the sponsorships available. All sponsors will receive the above listed benefits plus the additional benefits listed below.

Grand Sponsor

\$4,000

- 30 second commercial spot
- Full-page ad in the online conference program
- Logo visible during all virtual sessions
- Special recognition, and speaker introduction privileges

Keynote Speaker Sponsor

\$2,500

- 30 second commercial spot
- Full-page ad in the online conference program
- Logo visible during virtual Keynote Sessions
- Special recognition and opportunity to virtually introduce the Keynote Speaker

Program Sponsor

\$2,000

- Half-page ad in the online conference program
- Logo on the online conference program cover

General Session Speaker Sponsor

\$2,000

- Half-page ad in the online conference program
- Logo visible during virtual General Session
- Opportunity to virtually introduce the General Session



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REGISTRATION

Page 1

Company _____

Contact _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

Email _____ Website _____

Employee(s)

1. _____ Email _____

2. _____ Email _____

3. _____ Email _____

4. _____ Email _____

Provide a company/product description to be printed in the online program of **no more than 50 words**. Descriptions over 50 words will be edited. **Submission deadline is Friday, July 10, 2020**. In addition to your description, your company name, address, phone, website, logo (if provided) and two company representatives with email addresses will appear in the online conference program.



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REGISTRATION

Page 2

Pricing

KHCA Member	Non-Member
<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,000

Program Advertising Opportunity

If you are participating in the KHCA Annual Conference and want another opportunity to reach our attendees, then advertise in the online conference program. **Deadline for Ads: July 10, 2020**

<input type="checkbox"/> Full-page Ad	\$500	<input type="checkbox"/> Quarter-page Ad	\$250	<input type="checkbox"/> Participant Bag Stuffer	\$100
<input type="checkbox"/> Half-page Ad	\$300	<input type="checkbox"/> Business Card Ad	\$100	<input type="checkbox"/> Weblink (non-members)	\$150

Sponsorship Opportunities

<input type="checkbox"/> Grand Sponsor	\$4,000
<input type="checkbox"/> Keynote Speaker Sponsor	\$2,500
<input type="checkbox"/> Program Sponsor	\$2,000
<input type="checkbox"/> General Session Speaker Sponsor	\$2,000

*An extra charge of \$75 will be included if a non EPS logo file is provided. If you do not have EPS file, we will recreate your logo. The EPS file will then be sent back to the sponsor/exhibitor for future use.

Amount Due

Exhibit Fee	\$ _____
Program Advertising	\$ _____
EPS File Creation	\$ _____
Sponsorship	\$ _____
Total Amount Enclosed	\$ _____

Email registration form & payment to:

katie2@khca.net

Fax registration form & payment to:

Please contact Katie directly via email at katie2@khca.net if you choose to fax your registration form & payment; (317) 775-6674

Send registration form & payment to:

KHCA
6320-G Rucker Road
Indianapolis, IN 46220

Questions:

(317) 775-6673 -or- katie2@khca.net

Method of Payment

- Check, made payable to KHCA Visa MasterCard
 American Express

Card Number _____ - _____ - _____ - _____

Expiration Date ____ / ____ Security Code _____

Name on Card _____

Signature _____

Billing Address, if different than listed on the first page of the Registration Form

Address _____

City _____ State _____ Zip _____