

SPONSORSHIP AND MARKETING OPPORTUNITIES

Founded and Produced by



In Association with



Association Partners



SPONSORSHIP OPPORTUNITIES

From building product awareness to increasing sales, becoming an official show sponsor will further enhance your presence among the hundreds of exhibitors at Healthcare Design Expo & Conference. Gain additional exposure by purchasing one of the high-profile and high-value sponsorship packages to stand out among your competition and get noticed.

PRESENTING SPONSOR: EXCLUSIVE \$50,000

The Presenting Sponsor is the top-of-mind visible partner before, during, and after the Expo and Conference, providing the sponsoring organization significant branding, lead generation, and lead nurturing programs, as well as demonstration of thought leadership.

- Company logo on all onsite Expo and Conference marketing collateral
- Exclusive sponsor of Opening and Closing Keynote sessions
- Opportunity to address all HCD General Session attendees for five minutes before Keynote introductions
- Literature hand out opportunities in the HCD General Session room
- Recognition signage
- Full page ad in the onsite Show Directory
- Opportunity to place marketing materials in all Attendee bags
- Dedicated pre-event and post-event email to all HCD Expo and Conference attendees (sponsor to provide html**)
- Premium HCD Connect listing
- Company logo on website
- First right of refusal for the 2017 Expo and Conference

NETWORKING EVENT SPONSOR (TWO AVAILABLE): \$20,000 OR EXCLUSIVE: \$30,000

The social event of the Expo and Conference, held Monday evening. All HCD attendees and exhibitors are invited for hors d'oeuvres, cocktails, entertainment and more.

- Co-branded HCD Networking Party email invitations featuring company logo and link to your website
- Company logo in the HCD Preview Guide
- Enhanced position in a Countdown to HCD email**
- Opportunity to provide napkins with logo
- Company logo on Sponsor Recognition signage, in the onsite Show Directory, and on the website
- Full page ad in the onsite Show Directory
- 50 additional drink tickets for distribution to clients at event
- One dedicated pre-event email to HCD attendees (sponsor to provide html**)
- Recognition on show website and onsite signage
- First right of refusal for the 2017 Expo and Conference

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WELCOME RECEPTION SPONSOR (TWO AVAILABLE): \$12,000/EXCLUSIVE \$18,000

As the sponsor of the Welcome Reception, your organization will gain tremendous recognition, driving traffic to your booth to build relationships and generate leads. Get the party started and carry that momentum throughout the Expo and Conference.

- Sponsor may provide cups and napkins with logo
- Company logo on Welcome Reception drink tickets
- Company logo on Sponsor Recognition signage, in the onsite Show Directory, and the website
- Ad in the onsite Show Directory (size dependent on sponsorship level)
- 50 Additional drink tickets for distribution at the Welcome Reception
- Bar or food station located near your exhibit space

EXHIBIT HALL CAFÉ NAMING SPONSOR: EXCLUSIVE \$12,000

The exclusive sponsor of the Food & Beverage area in the Healthcare Design Exhibit Hall. Your company name will be attached to all mentions of the Food & Beverage area in the Exhibit Hall.

- Company logo will be on the food distribution tables and on Food & Beverage signage
- Half-Page ad in the onsite Show Directory
- Company logo on Sponsor Recognition Signage, on the HCD website, and in the HCD Show Directory



HEALTHCARE DESIGN AWARDS LUNCHEON SPONSOR: EXCLUSIVE \$12,000

Open to all Healthcare Design attendees, the Healthcare Design Awards Luncheon will honor the 2016 Design Showcase Citation of Merit Winners, Remodel/Renovation Award Winners, and The HCD 10. The exclusive sponsor will receive:

- Recognition as the exclusive sponsor in all HCD Awards Luncheon promotions
- Two-minute introduction by your company executive at the beginning of the Awards Ceremony
- Company logo on all Awards Ceremony signage
- Company logo on all Luncheon room screens prior to the Awards Ceremony
- Company logo on website, onsite signage, and onsite Show Directory

MOBILE APP SPONSOR: EXCLUSIVE \$11,000

The Mobile App Sponsor keeps attendees connected to important Expo and Conference updates and social media alerts.

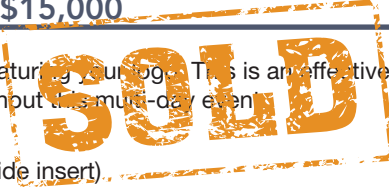
- Exclusive sponsor of the official HCD16 Mobile App
- Company logo featured at the Mobile App Help Desk
- Company logo and banners included in the app
- One dedicated promotional app push during each day of the Expo and Conference
- Company logo on Sponsor Recognition signage, in the onsite Show Directory, the HCD Mobile App, and the website
- One post-event email to all app users (sponsor to provide html**)
- First right of refusal for the 2017 Expo and Conference



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ATTENDEE BAG SPONSOR: EXCLUSIVE \$15,000

Each attendee will receive a high-quality, durable, tote featuring your logo. This is an effective way to have your company's brand seen by all the Expo and Conference participants throughout this multi-day event.



- Company logo on all HCD Attendee bags
- Promotional Insert in Attendee Bag (sponsor to provide insert)
- Company logo on Attendee Bag kiosk signage
- Enhanced position in a Countdown to HCD email**
- Company logo on Sponsor Recognition signage, in the onsite Show Directory, and on the website
- First right of refusal for the 2017 Expo and Conference

LANYARD SPONSOR: EXCLUSIVE \$10,000

Exclusive sponsor of the attendee badge lanyards

- Company logo on the HCD website, onsite signage, and the website
- Company logo on Sponsor Recognition signage and in the onsite Show Directory
- Enhanced position in a Countdown to HCD email**
- First right of refusal for the 2017 Expo and Conference



ATTENDEE BADGE SPONSOR: EXCLUSIVE \$13,000

Attendee badges are required for entry into every Expo and Conference function. The exclusive badge sponsorship is an effective way to build your company's brand awareness by having it seen by the industry's leaders throughout the multi-day event.

- Prominent position of your company logo on all HCD badges
- Company logo on Sponsor Recognition signage, in the onsite Show Directory, and on the website
- First right of refusal for the 2017 Expo and Conference

ADVANCEMENTS IN EVIDENCED-BASED DESIGN RESEARCH TRACK SPONSOR: EXCLUSIVE \$12,500

Great for organizations dedicated to Evidence-Based Design (EBD), the Advancements in EBD Research track presents juried research studies on multiple healthcare design environments. The exclusive sponsor will receive:

- Company logo on all Advancements in EBD Research Education Track session descriptions on the HCD website
- Recognition at the beginning of each Education Track session OR option to host Education Track session by introducing each speaker
- Distribution of company literature in each session room
- Enhanced position in a Countdown to HCD email**
- Company logo prominently displayed in the Research Display area
- Company logo on all related Education Track signage
- Company logo on Sponsor Recognition signage and in the onsite Show Directory

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FACILITY TOUR BUS SPONSOR (MULTIPLE AVAILABLE): \$5,000

- Company logo in the Facility Tour description on the HCD website
- Company logo on Facility Tour transportation signage
- Literature distribution on Facility Tour bus
- Brief (2-3 minute) presentation on Facility Tour bus (optional)
- One Facility Tour pass per bus
- Company logo on Sponsor Recognition signage and in the onsite Show Directory

THE CENTER FOR HEALTH DESIGN AWARDS CEREMONY SPONSOR (ONE AVAILABLE): \$10,000

The Center for Health Design Awards Ceremony presents three awards during Monday's Plenary Session at Healthcare Design: the Healthcare Environment Awards, the Nightingale Awards, and the Changemaker Award. This prestigious sponsorship includes:

- Recognition as the exclusive sponsor in all Center for Health Design Awards promotions
- Two-minute introduction by your company executive at the beginning of the Awards Ceremony
- Invitation for one member of your company to attend the CHD's private dinner honoring the Changemaker Award winner (Other invited guests will include CHD board of directors, senior staff from CHD and Healthcare Design, and other select VIPs.)
- Company logo on all Awards Ceremony signage
- Company logo on General Session screens prior to the Awards Ceremony
- Company logo to appear on the HCD website, on Sponsor Recognition signage and in the onsite Show Directory

THE CENTER FOR HEALTH DESIGN VIP RECEPTION SPONSOR: EXCLUSIVE \$12,000

The Center for Health Design's VIP Reception is an exclusive invitation-only event to honor, network, and share ideas with those who contribute to and support the work of The Center for Health Design. The exclusive sponsor will receive:

- One (1) year Corporate Affiliate membership to The Center for Health Design, with related benefits (\$5,200 value)
- Company logo on all VIP Reception invitations
- Company logo prominently displayed on signage at the VIP Reception
- Company logo on custom cocktail napkins used during the VIP Reception
- 20 VIP Reception passes for colleagues and clients to attend the VIP Reception
- One set of three EDAC Study Guides (\$195 value)
- Company logo on Sponsor Recognition signage and in the onsite Show Directory

EDUCATION TRACK SPONSOR (MULTIPLE AVAILABLE): \$10,000

Sponsor a track and "own" that topic in the marketplace throughout the year, with multiple opportunities before and at the show to demonstrate your involvement on a key topic area. (Excludes EBD Track)

- Exclusive sponsor of one of HCD Education Tracks (see agenda for details)
- Company logo on Education Track session descriptions on the HCD website
- Option to host Education Track session by introducing each speaker
- Sponsor logo included on onsite signage and website sponsor page
- Company logo on Education Track signage
- Recognition at the beginning of each Education Track session
- Distribution of company literature in each session room
- First right of refusal for the 2017 Expo and Conference

COFFEE BREAK SPONSOR: EXCLUSIVE \$10,000

Scheduled throughout the Expo and Conference and located both near the educational sessions and in the Exhibit Hall, the exclusive HCD Coffee Break sponsor receives incredible brand exposure and onsite promotion during all refreshment breaks with:

- Sponsor the coffee and break stations throughout the Expo and Conference
- Optional Sponsor logo on napkins at the stations (excluding Welcome Reception)
- Optional Sponsor logo on coffee sleeves*
- Company logo on Coffee Break signage – including booth number (if applicable)
- Company logo on Sponsor Recognition signage, in the onsite Show Directory, and on the website

*Additional costs and fees may apply, sponsor to provide

CUSTOMIZED HOTEL ROOM KEYS SPONSOR (ONE AVAILABLE): \$10,000

Have your branded logo and message – complete with booth # - prominently displayed on hotel room keys given to guests attending the Expo and Conference from the moment they arrive at the host hotel.

- Specially designed hotel room keys that include company logo and message
- Company logo on the HCD website, in onsite Show Directory, and sponsorship signage



CREATE YOUR OWN SPACE (MULTIPLE AVAILABLE): REQUEST PRICING

Create your own Healthcare Design experience with a dedicated space in a high traffic area outside of the Exhibit Hall. Invite HCD attendees to experience your solutions between sessions, during breaks, and any time they have a free moment. Furnished or unfurnished. Manned or un-manned. In addition to featured space to help you Create Your Own Healthcare Design Space, your company will receive the following promotional considerations:

- Company logo on Sponsor Recognition signage and in the onsite Show Directory
- Company logo on the HCD website and in an Enhanced position in a Countdown to HCD email**
- One dedicated pre-event email to all HCD attendees (sponsor to provide html**)

EXPO AND CONFERENCE SHOW DIRECTORY

- Back Cover: \$5,000
- Page 1: \$3,500
- Inside Back Cover: \$3,000
- Standard Full-page: \$2,500
- Standard Half-page: \$1,500

ATTENDEE BAG INSERTS SPONSOR (LIMITED): \$2,000

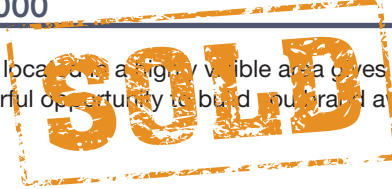
Attendee bag inserts allow you to put your marketing information in the hands of all Healthcare Design attendees.

- Your company's promotional material will be inserted into approximately 4000+ attendee bags

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POWER LOUNGE SPONSOR: EXCLUSIVE \$10,000

Sure to be a hub of activity, this heavily-trafficked working lounge located in a highly visible area gives attendees a place to relax, recharge, network, and conduct business—and gives you a powerful opportunity to build your brand awareness, and engage attendees.



- Signage with your logo and booth # (if applicable)
- Company logo and signage on each of the charging stations
- Half page ad in the onsite Show Directory
- Table/stand for your literature
- Seating provided or you have option to bring your own furniture
- Company logo on Sponsor Recognition signage, in the onsite Show Directory, and on the website

*Electrical Extra

REGISTRATION SPONSOR: \$7,500

Draw attendees to your booth in the high-traffic registration area—the first stop for each and every Expo and Conference attendee.

- Sponsor has the option to provide flooring for outside the registration area in the Registration Desk.
(Based on Emerald Expositions approval)
- Logo on Registration Kick Panels (up to 3)
- Company logo on Sponsor Recognition signage and in the onsite Show Directory

EXHIBIT ENTRANCE FLOORING SPONSOR: \$7,500

Make a strong first impression as attendees literally watch their step while viewing your brand's flooring at the entrance to the exhibit hall.

- Sponsor to provide flooring for the outside entrance to Exhibit Hall at HCD 2016 (Based on Emerald Expositions approval)
- Exhibit Sponsor signage next to flooring
- Company logo on Sponsor Recognition signage and in the onsite Show Directory

HOTEL ROOM DROP SPONSOR (ONE AVAILABLE): REQUEST PRICING

Deliver your company message, exhibit booth invitations, partial giveaways, and other creative promotions in a unique way through room drops. You supply the giveaway or collateral of your choice. Your promotional materials can be placed inside or outside all registered HCD attendee guest rooms.

CONTACT YOUR ACCOUNT EXECUTIVE TODAY

Advertising opportunities also exist on our website, with Healthcare Design Magazine, and in the Official Show Directory.

To discuss a customized sponsorship package developed for your marketing goals and objectives, contact the Healthcare Design Sales Team below.

Sales Representatives

Companies A-G

Mike Pae
Account Executive
216-373-1224
michael.pae@emeraldexpo.com

Companies H-Q

Holly Kaye
Account Executive
216-373-1222
holly.kaye@emeraldexpo.com

Companies R-Z

Mark Lind
Sales Manager
770-291-5489
mark.lind@emeraldexpo.com

Show Director

Kevin Gaffney, CEM
770-291-5446
kevin.gaffney@emeraldexpo.com

ASK ABOUT OUR OTHER EVENT



EFA Expo and Conference — A yearly Expo and Conference offering the latest strategies and ideas for creating functional and attractive senior-living communities.