

The Missouri Alliance for Home Care  
presents

# 2021 MAHC Annual Virtual Conference and Home Care Exhibition

Sponsorship/Exhibitor Virtual Prospectus

*Join us as we*

## Navigate the Future



### What You Need to Know

Get your company in front of the owners, administrators and home care and hospice practitioners. We are creating a one-of-a-kind virtual experience that will provide education from leading experts in their fields, networking events, and the opportunity for attendees to engage with our exhibitors and sponsors to find solutions that meet their needs. Exhibitor and sponsorship packages will provide exposure, brand awareness, and engagement.

This year the conference is scheduled for live General sessions as well as selected education sessions offering live Q&A on June 29th & 30th. Then for an additional 60 days, attendees will be able to access the platform to attend recorded sessions, visit the virtual exhibit hall and networking.

While attendees may not be able to stroll through a physical “neighborhood” at this year’s event, the conference remains packed with opportunities to connect and engage. Plus, the virtual experience will allow you to easily capture attendee count information and track ROI.

You won’t want to miss out on this opportunity!

# 2021 MAHC Annual Virtual Conference & Exhibition

## *SPONSORSHIP/EXHIBITOR OPPORTUNITIES*

*Don't miss your chance to make your business stand out & be spotlighted during the conference!*

### *Category & Benefits*

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**Platinum Sponsor** - (2 available) Stand out as a highlighted top sponsor for the 2021 MAHC Annual Conference & Exhibition.

- ◆ Logo featured in the Ad Carousel
- ◆ Sponsor 1 of the live General Sessions (*Sponsor slide at beginning of session*)
- ◆ Logo will be included in participant registration emails
- ◆ Sponsor a Networking Lounge
- ◆ Listing in sponsor directory
- ◆ Featured Gamification challenge to drive attendee & Sponsor/Exhibitor Interaction
- ◆ Premiere Exhibit Booth, in top tier expo placement (*includes meeting tool—No need to hang around your booth all day. Get immediate notification when someone wants to meet with you!*)
- ◆ Access to Lead retrieval analytics for sales leads
- ◆ Placement of one Company favor in the MAHC Swag Box\*
- ◆ Acknowledgement on MAHC's website
- ◆ 2021—2022 MAHC Associate Membership
- ◆ List of attendees & contact information

### **Diamond Sponsor**

- ◆ Logo featured in Ad Carousel
- ◆ Sponsor choice of 2 Breakout Sessions (*first come first served basis*)
- ◆ Logo will be included in participant registration emails
- ◆ Listing in sponsor directory
- ◆ Featured Gamification challenge to drive attendee & Sponsor/Exhibitor Interaction
- ◆ Medium Exhibit Booth, in 2nd tier expo placement (*includes meeting tool—No need to hang around your booth all day. Get immediate notification when someone wants to meet with you!*)
- ◆ Access to Lead retrieval analytics for sales leads
- ◆ Placement of one Company favor in the MAHC Swag Box\*
- ◆ List of attendees & contact information

### **Gold Sponsor**

- ◆ Sponsor 2 Breakout Sessions (*assigned by MAHC*)
- ◆ Logo will be included in participant registration emails
- ◆ Listing in sponsor directory
- ◆ Featured Gamification challenge to drive attendee & Sponsor/Exhibitor Interaction
- ◆ Small Exhibit Booth, in 3rd tier expo placement (*includes meeting tool—No need to hang around your booth all day. Get immediate notification when someone wants to meet with you!*)
- ◆ List of attendees & contact information

### **Silver Sponsor**

- ◆ Sponsor 1 Breakout Session (*assigned by MAHC*)
- ◆ Logo will be included in participant registration emails
- ◆ Listing in sponsor directory
- ◆ Small Exhibit Booth, in 3rd tier expo placement
- ◆ List of attendees & contact information

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*Sponsorships are available on a first come, first paid basis.  
MAHC reserves the right to make assignments or  
reassignments as necessary.*

### **Bronze Sponsor**

- ◆ Logo will be included in participant registration emails
- ◆ Listing in sponsor directory

# 2021 MAHC Annual Virtual Conference & Exhibition

## *SPONSORSHIP/EXHIBITOR DETAILS*

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### Conference Sponsors

*These are the most visible and prestigious sponsorships, and attendees will take notice!*

With several sponsorships available, there are many options to choose from. And don't forget to sponsor an item to be included in the attendee Swag Box!

Most sponsorship packages include a virtual exhibit booth and attendees will compete in an online game to earn points for completing tasks, driving attendance to the virtual exhibit hall and your booth. Pick your level so your booth has visibility to attendees. Have your logo included on the ad carousel, or highlighted during a sponsored education session. Host a networking lounge and interact directly with attendees during the conference.

New this year MAHC will be sending each attendee a swag box which will include company logos of sponsored items. In addition Platinum & Diamond partners will be able to send approved company favors to MAHC to include in the swag boxes.\*

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### Sponsor and Exhibitor Information & Specifications

#### **VIRTUAL EXHIBIT BOOTH**

- ◆ Each exhibitor will have the option of a branded banner that will appear when someone enters the booth. When added it will appear on top of the page.
- ◆ Banner required formats are PNG or JPG at 1100x234 pixels.
- ◆ A logo is required for each exhibitor. Logo file requirements are PNG or JPG and it is suggested to use a 700x350 pixel image for optimal fit.
- ◆ The Expo Card Image is the background of your booth. Required file formats are PNG or JPG with dimensions varying on the size of the booth.
- ◆ Each booth is allowed to add a description of your company/organization, or add a video URL option if you prefer.
- ◆ Analytic reports are available to track attendee data and generate leads.
- ◆ Use the Offer area to add a special deal, discount or reward for booth visitors.
- ◆ AND so much more...

#### **SPONSORS AND EXHIBITORS**

- ◆ Platinum to Silver level sponsors will receive a complimentary exhibit booth. Booths will be placed in tiers with higher level sponsors receiving larger booths and placement in upper tiers.
- ◆ Sponsor logos will be displayed in various location on the virtual platform, including the sponsorship directory and on the landing page.
- ◆ Each sponsor will have the ability to link their logo displayed to their virtual booth or website URL that is provided.

#### **SESSION SPONSORS**

- ◆ Showcase your company during a General or Breakout session.
  - ◆ Sponsor logos will be in a prime location during within the virtual platform.
  - ◆ Within the platform session description will include a hyperlink to sponsor's virtual booth or website.
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### Resources

For information on exhibitor functionality and features please visit:

<https://support.accelevents.com/en/articles/4009021-i-m-an-exhibitor-at-a-virtual-event-what-do-i-do>

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### Disclosures

Booth Assignment Exhibit space is on a first come, first serve paid basis, based on the sponsorship tier purchased. MAHC reserves the right to make assignments or reassignments as necessary.

# MAHC 2021 Annual Virtual Conference & Exhibition Sponsorship/Exhibitor Opportunities

*I want to be a 2021 sponsor in the following categories:*

## **Exclusive Sponsorships** *(limit 2)*

Platinum Sponsor \$4,500

## **Multiple Sponsorships** *(non-exclusive)*

Diamond Sponsor \$2,500

Gold Sponsor \$1,500

Silver Sponsor \$750

Bronze Sponsor \$500

## **Swag Box Sponsorships** *(exclusive)*

Tote Bag \$3,000

Luggage Tag \$2,500

Stress Ball \$2,000

Hand Sanitizer \$2,000

Trail Mix/Candy *(based on availability)* \$2,000

**\*Note: Platinum and Diamond sponsorship company favors must be preapproved by MAHC and received at the MAHC office by June 30, 2021 to be included in the Swag Box.**

## **SPONSOR AND PAYMENT INFORMATION**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Method of Payment:**  Check  Credit Card

Name as it appears on card: \_\_\_\_\_

CC#: \_\_\_\_\_  Visa  MC  Discover  Am. Express

Billing Address: \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVC(3 or 4 digit code) \_\_\_\_\_ Signature: \_\_\_\_\_

(2021SponsorAC)

**Total Fee \$** \_\_\_\_\_



**Mail Form & Payment to:**

Missouri Alliance for HOME CARE  
2420 Hyde Park, Suite A, Jefferson City, MO 65109  
Phone: (573) 634-7772 Fax: (573) 634-4374  
abby@mahcmail.org

Sponsorships, Booth selections and other details will be addressed directly with contracted companies.