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SPONSORSHIP OPPORTUNITIES

FHCA 2022 ANNUAL CONFERENCE & TRADE SHOW

JULY 31 - AUGUST 4, 2022 | HYATT REGENCY ORLANDO, ORLANDO, FL

For more information, visit www.fhcaconference.org.



FIRSTLY
THANK YOU
FOR YOUR SUPPORT!

We appreciate your commitment, and in turn are committed to helping you make the most of your support. Whether it's one of our existing sponsorships or a package designed to meet your specific needs, you can count on us to help you network with current and future customers, as well as showcase your company in a professional environment.

Let FHCA be your entryway to reaching this market and achieving your sales goals.

Jenny Early
Marketing and Partner Development Manager



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OUR EVENT

FHCA ANNUAL CONFERENCE & TRADE SHOW

Florida Health Care Association hosts the premier conference for long term care professionals in the state. We invite you to participate as an exhibitor or sponsor for the 2022 Annual Conference & Trade Show set for July 31 - August 4 (Trade Show on August 1-2), at Hyatt Regency Orlando in Orlando, FL. Join approximately 1,000 conference attendees at the largest statewide event for nursing center and assisted living professionals. This premier event is the ideal venue for maximum exposure of your company.

FHCA CONFERENCE MARKETING & SPONSORSHIPS

Engage Beyond Your Booth



We think
CREATIVELY

Big ideas start here! No matter what your budget is, we have the options to suit you.



STAND OUT
from competition

If you are considering sponsoring at our event, then your competitors are too - ensure it's your company that attendees are seeing this year!



BRAND
recognition

Gain immediate competitive advantage for your business - ensure your brand is known within the long term care profession.



WE BUILD

EXPERIENCES

When it comes to conferences, the game has shifted from generating impressions to making connections. The feel, the vibe and the overall experience are as critical as the education being provided at the conference. We can customize your sponsorship to fold into the overall attendee experience, making a longer, more meaningful connection with your target audience.

MAKING YOU

STAND OUT

IT'S WHAT WE ARE HERE FOR

Choose from one of the five sponsorship levels listed. Each level contains different opportunities ranging from branding to special event recognition. Don't see a sponsorship listed that piques your interest? Sponsorships can be tailored to fit your need.

PLATINUM LEVEL

\$10,000

- Prime booth location in the Trade Show- PS, SS or OS (booth price included in sponsorship)
- Special signage in individual booths and at the sponsored event
- Inclusion in PowerPoint presentations at the membership meetings
- Half page ad in the onsite Conference Brochure and Onsite Program, provided artwork is submitted by printing deadlines
- Logo recognition on FHCA Conference Website and on the FHCA Conference Mobile App.

GOLD LEVEL

\$7,500

- Prime booth location in the Trade Show- SS or OS (booth price is NOT included in the cost of the sponsorship and is an additional cost)
- Special signage in individual booths and at the sponsored event
- Inclusion in PowerPoint presentations at the membership meetings
- Quarter page ad in the onsite Conference Brochure and Onsite Program, provided artwork is submitted by printing deadlines
- Logo recognition on FHCA Conference Website and on the FHCA Conference Mobile App.

SILVER LEVEL

\$5,500

- Prime booth location in the Trade Show- SS or OS (booth price is NOT included in the cost of the sponsorship and is an additional cost)
- Special signage in individual booths and at the sponsored event
- Inclusion in PowerPoint presentations at the membership meetings
- Logo recognition in the onsite Conference Brochure and Onsite Program, provided logo is submitted by printing deadlines
- Logo recognition on FHCA Conference Website and on the FHCA Conference Mobile App.

BRONZE LEVEL

\$3,500

- Prime booth location in the Trade Show- SS or OS (booth price is NOT included in the cost of the sponsorship and is an additional cost)
- Special signage in individual booths and at the sponsored event
- Inclusion in PowerPoint presentations at the membership meetings
- Logo recognition in the onsite Conference Brochure and Onsite Program, provided logo is submitted by printing deadlines
- Logo recognition on FHCA Conference Website and on the FHCA Conference Mobile App.

OS LEVEL

\$1,500

- Prime booth location in the Trade Show- OS (booth price is NOT included in the cost of the sponsorship and is an additional cost)
- Special signage in individual booths and at the sponsored event
- Inclusion in PowerPoint presentations at the membership meetings
- Name recognition in the onsite Conference Brochure and Onsite Program, provided sponsorship is secured by printing deadlines
- Name recognition on FHCA Conference Website and on the FHCA Conference Mobile App.

Sponsorship level is based on the total dollar amount of the items selected, qualifying you for that level's benefits including the ability to select a premium booth location at this year's Trade Show! Please note, premium booth locations are available as a benefit only as long as premium booths remain unreserved.

! PRE-FUNCTION SPACE OPPORTUNITIES

First Impressions are the Most Important Impressions

We are driven by creating experiences that deliver results as well as leave lasting impressions.



REFRESHMENT BREAKS - \$1,500 (8 AVAILABLE)

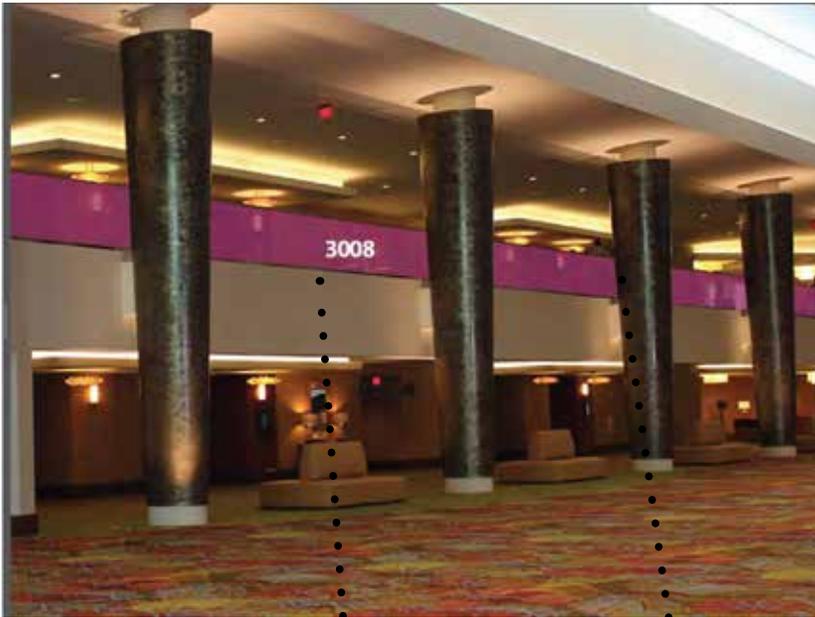
To many, coffee is the lifeline they need to keep them going throughout the day. Those attendees that live off coffee will see your brand every time they get themselves a fresh cup. This sponsorship will also include sodas and water depending on the break. Attendees very much appreciate these beverage breaks during the week. This sponsorship includes signage and the opportunity to have a materials table in the break area next to the break. The materials table must be requested by June 3, 2022. Customized napkins and coffee sleeves, or cups for the sodas, will also be provided with your company logo to be used at the break, pending sponsorship is selected by June 3, 2022 to meet production deadlines. Selection from available breaks will be made on a first-paid basis.



*Coffee
Break*

- Monday, August 1, Attendee Registration Coffee Break from 7:30 - 8:00 a.m. **SOLD**
- Monday, August 1, CE Session Coffee Break from 7:30 - 8:00 a.m.
- Monday, August 1, CE Session Mid-Morning Coffee Break from 9:30 - 10:00 a.m. **SOLD**
- Monday, August 1, Mega Session Break from 2:30 - 3:00 p.m. **SOLD**
- Tuesday, August 2, Mega Session Coffee Break from 8:00 - 8:30 a.m. **SOLD**
- Tuesday, August 2, CE Session Mid-Day Coffee Break from 3:30 - 3:45 p.m.
- Wednesday, August 3, Mega Session Coffee Break from 8:00 - 8:30 a.m.
- Wednesday, August 3, Mid-Day CE Session Coffee Break from 3:15 - 3:30 p.m.
- Thursday, August 4 CE Session Coffee Break from 8:30 - 9:00 a.m.

MEZZANINE GLASS PANE BRANDING - \$1,500 1 AVAILABLE, 10 SOLD



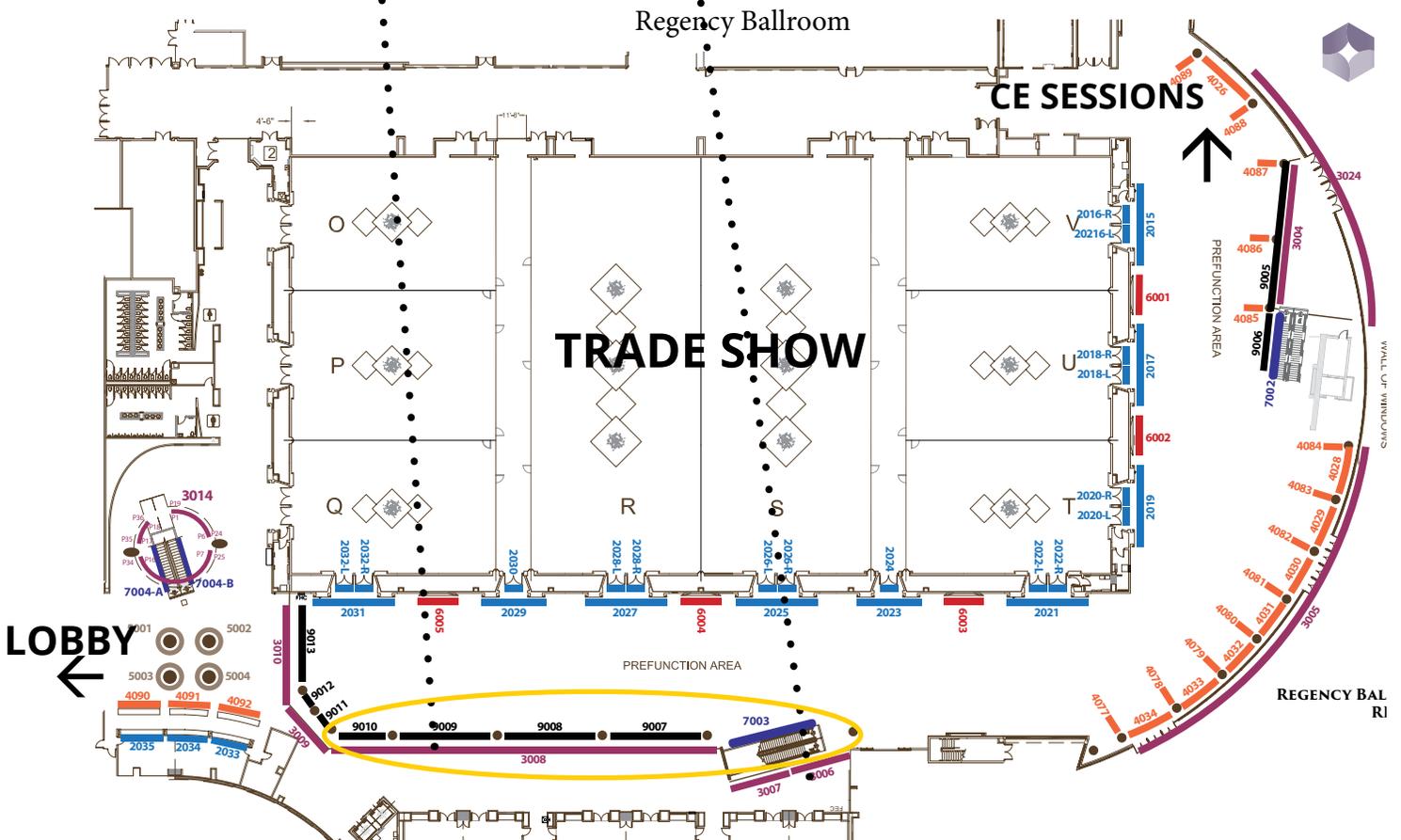
Capture the attendees' attention with this prominent branding opportunity. Have your message "greet them" as the attendees enter the convention space every day.

Panels face Trade Show ballroom entrance. All education will take place past these panels. Attendees will need to walk by this area every day to access any aspect of our Conference.

*Sponsorship includes two single-sided window panes. Each panel is roughly 51" w x 38" h.

Print-ready artwork must be provided by Friday, May 27, 2022 in order to meet production deadlines.

Exact panel location is not available for selection however FHCA will try to keep all competitors separated.



ATTENDEE RIBBON FLARE STATION - \$1,500 (1 AVAILABLE)

This station will be right next to the attendee registration desk and opened through at least Tuesday's registration. We will have two tabletop ribbon walls that will have your logo in the topper section as well as a custom signage.

- Custom artwork toppers on badge carousels
- Custom signage
- Opportunity to have representatives from company help at ribbon station for additional networking opportunities



TRIANGLE BOARD - \$3,500 SOLD

Showcase your message with this branding piece. Each side is 3'w x 7'h giving you ample space over three sides to tell attendees all about your company. This 3-D unit will be located in the conference pre-function areas near the CE Sessions and Attendee Registration area.

* Sponsorship includes three sides of large graphics. Exact location of unit cannot be guaranteed. FHCA will place the unit in the best location with respect to attendee traffic and traffic flow.

Artwork must be provided by Monday, May 24, 2022.

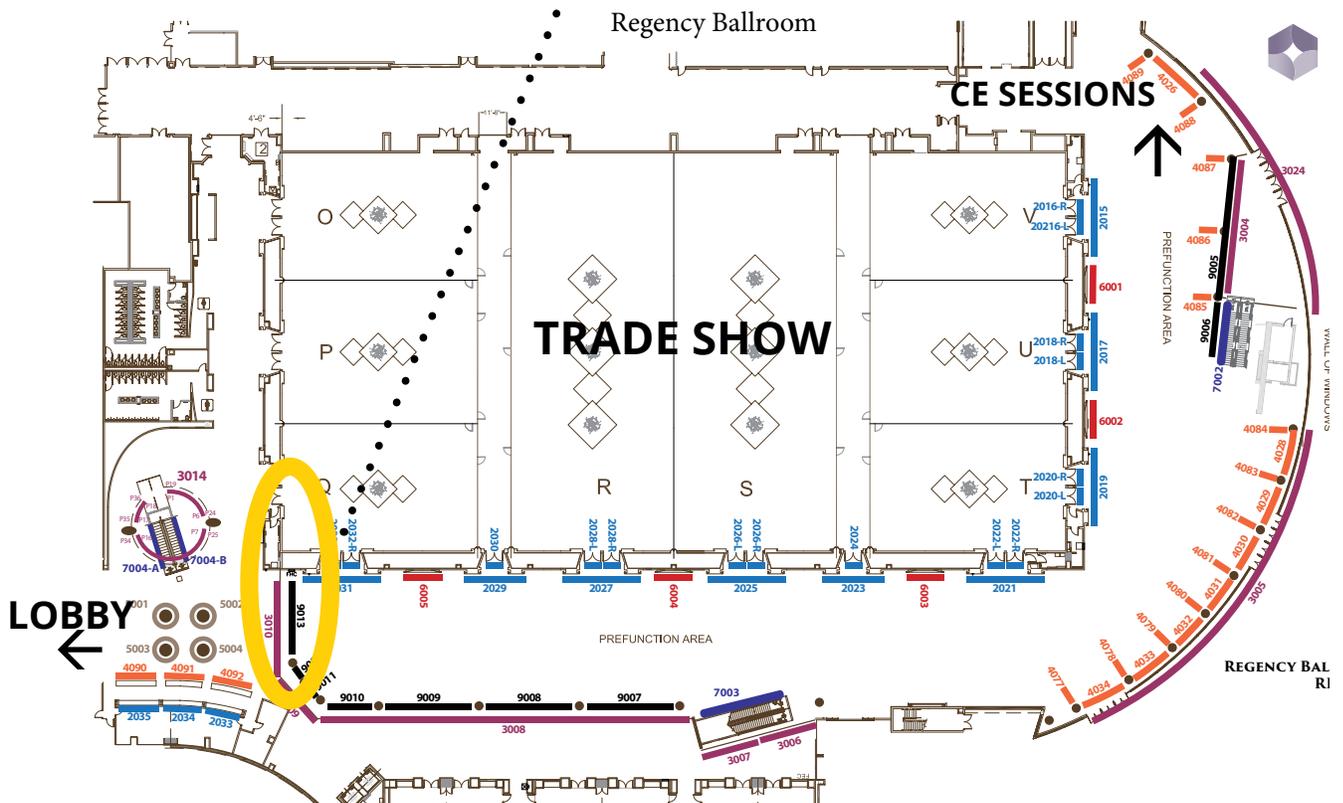


BRIDGE LED WALL - \$5,500 (SOLD)

Showcase your message on this new LED Video Wall! Set on a loop, your message will rotate with up to three other companies continuously all day during the Conference. With over 30 feet of branding space, your graphics will surely capture everyone's attention in this highly-trafficked space.

- Includes up to (2) different images
- Sign will be visible beginning Sunday, July 31 - Wednesday, Aug. 3

Please note, sponsors reserve exclusivity of product and service for this item. The exclusivity is reserved on a first-come, first-serve basis. Once the sponsor signs on to this item, no other company can reserve this space who is a competitor of that company.



3' CUBE STACK - \$5,500 (SOLD)

This dynamic branding piece makes a statement to all those who pass by. With (3) 3' tall and 3' wide cubes of branding space, your graphics will surely capture everyone's attention in this highly-trafficked space.

- Includes up to (12) different images
- Exact location of unit cannot be guaranteed. FHCA will place the unit in the best location with respect to attendee traffic and traffic flow.

Artwork must be provided by Monday, May 24, 2022.



PRE- FUNCTION INTERNET SPONSOR - \$3,500 (2 SOLD- 1 AVAILABLE)

Sponsor internet access in the pre-function area surrounding the educational rooms. This area will serve as a gathering point all week for the attendees. Gain maximum exposure by having the landing home page be your website! Custom signage with logo will instruct attendees how to log on during the specified times. Mobile App recognition is also included.



Example:

Username: abcompany

Password: medsupplies1

Days and Times of Sponsorship: (1 sponsor per time slot)

- Monday, August 1 starting at 8:00 a.m. and ending at 4 p.m.
- Tuesday, August 2 starting at 8:00 a.m. and ending at 6:30 p.m.
- Wednesday, August 3 starting at 8:00 a.m. and ending at 4:00 p.m.

Name recognition will also be included in the onsite Conference Program, pending sponsorship is selected by May 17, 2022 to meet production deadlines. A 6 ft. materials table will also be provided to display advertorial materials in the pre-function internet area on the sponsored day.





OPPORTUNITIES



ATTENDEE MATERIALS OPPORTUNITIES

Opportunities That are Hand Delivered to Your Target Audience

| REGISTRANT MATERIALS PORTFOLIO - \$3,500 (SOLD)



All Conference materials are given to attendees in a portfolio when they arrive. Since they carry these portfolios throughout the week, having your logo on the outside certainly makes for a high-visibility sponsorship! Sponsorship includes one color logo imprint on front cover.

CUSTOM NOTEBOOK WITH PEN - \$3,500 SOLD

Make a note, these custom notebooks will be a huge hit! Use these bound notebooks to gain brand awareness during CE Sessions throughout the week. Sponsorship includes one color logo imprint on front cover. Pen imprint not guaranteed based on printing abilities of the final notebook that is selected.



**FHCA reserves the right to select the official notebook. Notebooks pictured to the left are not the actual notebook and are used as an example.*

ATTENDEE ACTIVITY NOTEBOOK - \$3,500 SOLD

BACK BY POPULAR DEMAND! Modernize your daily notebook by mixing two essentials—doodling and notetaking! Studies have shown that doodling and performing simple tasks like puzzles can help boost concentration and improve your ability to retain information during a meeting.

This notebook is the perfect mix of professional and fun with lined pages for session notetaking and coloring pages and activity games such as word search, crossword puzzles and sudoku to help keep your mind from wandering.

Sponsorship includes logo placement on the front page, logo on the colored pencil pack, as well as the opportunity to have a full page ad on the back cover, provided artwork is submitted by May 17, 2022 to meet printing deadlines.



TOTE BAG GOODY DROP - \$1,500 (1 SOLD - 2 AVAILABLE)

Be one of the sponsors responsible for turning the ordinary conference tote bag into a swag bag filled with surprises. Sponsor a snack that the attendees would be delighted to see in their bag. Each sponsor will have their logo placed on the goody packaging.

EXAMPLES OF TOTE BAG GOODY ITEMS



MOBILE APP SPONSOR - \$5,500 SOLD

Be the official mobile app sponsor for Conference! Sponsorship includes logo recognition on Mobile App Header, Mobile App Instruction postcard included in attendee materials, name recognition in app promotions, two promoted feeds on mobile app during the Conference, included mobile lead retrieval for your booth.

*Please know that additional ads are available for sale on the mobile app

ABOUT THE APP

- Create Custom Agenda
- Connect with Attendees
- Post pictures in the Feed
- Download CE Session Handouts
- Navigate the Trade Show

ENGAGEMENT STATISTICS FROM 2019

- Over 80% of all Conference Attendees downloaded and actively engaged in the Conference App
- Over 125 posts were made to the News Feed over the course of the Conference Week
- Agenda was viewed over 600 times
- Trade Show Map was viewed over 300 times





TRADE SHOW OPPORTUNITIES

Reinforcing Your Brand to Increase Traffic to the Booth

TRADE SHOW COFFEE BREAK - \$5,500 (1 AVAILABLE) OR (4) \$1500 OS LEVEL SPONSORS

Be the hit of the show by sponsoring a coffee break for all attendees on the Trade Show Floor on Tuesday, July 26 at 10:45 a.m. This great opportunity will provide exposure for your brand through personalized coffee cup sleeves and beverage napkins. Your company will be recognized on special signage, acknowledged on the mobile app, as well as having your representative greeting the crowd.

*up to 4 co-sponsorships available; all co-sponsors must be confirmed by May 17, 2022 or break will be cancelled.



TRADE SHOW AISLE SIGNS- \$1,500 (2 SOLD, 2 AVAILABLE)

Your company logo and booth number will be prominently displayed on 4' x 8' directional signs and 3' x 3' floor clings used to mark each aisle in the Trade Show. Attendees will refer to them when navigating the hall.

Logo must be provided by Monday, May 17, 2022. Your logo will be alternated with the other sponsors' logos at the base of each aisle.

**Images from 2021 Annual Conference & Trade Show. Design will change based on theme. **



TUESDAY TRADE SHOW LUNCH DISCOUNT COUPON CO-SPONSOR- \$5,500- SILVER LEVEL (SOLD)



Learning is hard work and people need a break. Be the hero while gaining premium, direct exposure by offering conference attendees an affordable grab-n-go lunch option during the Trade Show on Tuesday, August 2, to pick them up so they continue learning for the rest of the day.

The coupon will allow the attendee to have a discounted lunch cost of approximately \$10, pending what they select. This will be the most affordable lunch option at the Hyatt Regency Orlando. Special signage, recognition on the lunch, recognition in the onsite Conference Program and acknowledgement during housekeeping announcements.

*A minimum of 5 2 co-sponsors at the silver level of \$5,500.

All co-sponsors must be confirmed by May 17, 2022 or the coupon sponsorship will be cancelled.

***Co-Sponsor cannot be direct competitors**

TRADE SHOW COCKTAIL PARTY CO-SPONSOR- \$3,500 (2 SOLD- 1 AVAILABLE)

This is the time for conference attendees to enjoy some social time together as the networking continues, with nearly 100% conference attendance. As the co-sponsor, you can make a lasting impression on them as you reinforce the power of your brand with logo recognition on bar wraps, custom napkins and koozies. Sponsorship also includes 10 additional drink tickets to be given out at your discretion.

Want to make a bigger splash? How about a special cocktail drink, created in your logo colors? You have the option to provide (at an additional cost) additional features for the reception such as custom cocktails, light up cups, decorations, musical entertainment, etc. Contact Jenny Early to start brainstorming today.





EDUCATION OPPORTUNITIES

ALIGNING YOUR BRAND WITH WHAT MATTERS MOST

CE Session Options

CE SESSION SPONSORSHIP - \$1500 (5 SOLD, 1 available)

Includes two CE Sessions at which you receive recognition as the sponsor and the opportunity to distribute your materials. Selection from available sessions will be made on a first-paid basis. **Attendance not guaranteed and varies per session.*

Sponsorship includes name recognition on Room Meter Signs and included in the onsite Conference Program, pending sponsorship and sessions are selected by May 17, 2022 to meet production deadlines. Attendee lists from the sponsored sessions are sent post-Conference.

Sponsorship Enhancement Option - \$500

Introduce the speaker of the sponsored session and address the captive audience for 1-2 minutes about your company and services.

**FHCA reserves the right to prohibit a session from being sponsored.*

CE SESSION TRACK SPONSORSHIPS - \$5500 1 SOLD

(Check with Jenny Early at yearly@fhca.org for availability)

Includes moderator recognition in all CE Sessions within sponsored track as the sponsor and the opportunity to distribute your materials and address the group at the start of each track session. Sponsorship includes logo recognition on Room Meter Signs and included in the onsite Conference Program, pending sponsorship and sessions are selected by May 17, 2022 to meet production deadlines. Attendee lists from the sponsored sessions are sent post-Conference.

**Attendance not guaranteed and varies per session. FHCA reserves the right to prohibit a session from being sponsored. If the sponsor is a competitor of the speaker for a particular session, the sponsor will not be able to address the group for that particular session.*

PRECEPTOR REFRESHER & PROVIDER TRAINING - \$1500 (1 available)

Sponsor this highly popular training opportunity. Sponsorship includes special signage and the opportunity to distribute your materials and address the group at the start of each session. Sponsorship includes name recognition on Room Meter Sign and included in the onsite Conference Program, pending sponsorship and session are selected by May 17, 2022 to meet production deadlines. Attendee lists from the sponsored sessions are sent post-Conference.

**Attendance not guaranteed and varies per session.*

ASSISTED LIVING TRACK - \$1500 (SOLD)

This single-day track will offer four dedicated assisted living sessions. Sponsorship includes name recognition on room information sign and included in the onsite Conference Program, pending sponsorship and sessions are selected by May 17, 2022 to meet production deadlines. Attendee lists from the sponsored sessions are sent post-Conference.

**Attendance not guaranteed and varies per session.*

Sponsorship Enhancement Option - \$500

Introduce the speaker of the sponsored session and address the captive audience for 1-2 minutes about your company and services.

FUN NIGHT: MIAMI VICE PARTY

Fuel up the DeLorean and dust off your oversized blazers, neon shirts and wide belts as we transport you back to Miami in the 1980s. Bring your team and dance to the totally excellent music from this epic decade.

Don't miss this totally radical party!

FUN NIGHT OPPORTUNITIES

Sponsor the Fun and Be the Reason People Smile

Set to take place on Wednesday evening, August 3, Fun Night will give the attendees a chance to cut loose and have fun after a week of learning. A wide variety of opportunities are available in which business partners may sponsor and gain additional branding at what's become the most talked-about state association event of the year! All Fun Night opportunities include two tickets to this special event.

***Please note, the title sponsor of this event is Optum. All supporting sponsors cannot be a direct competitor of Optum.*

WEDNESDAY, AUG 3 7:00 TO 10:00 P.M.

TITLE SPONSOR:



| **SPECIALTY DRINK - \$5,500 (SOLD)**



What's a Miami Vice party without the signature frozen drink! Sponsor this classic daquiri and be the hit of the night. Sponsorship includes branded glasses, signage at the specialty drink station and promotion in event marketing.



360 SPIN PHOTO BOOTH - \$3,500 (SOLD)

360 Photo Booth's are the hottest trending photo booths in the event industry. Attendees step on the platform, while a revolving video camera spins 360 degrees around to capture slow-motion video.

Sponsorship includes special signage and branding.

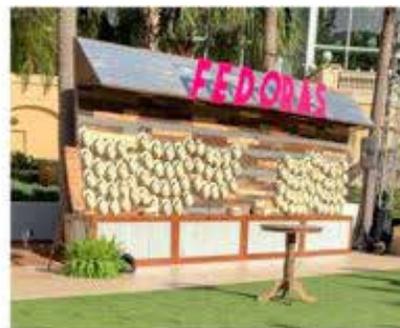


| CASINO GAMES - \$3,500 (SOLD)

Guests will have the opportunity to test their skill and luck at blackjack, roulette and craps. Custom signage included in sponsorship. Name recognition will also be included in the onsite Conference Program, pending sponsorship is selected by May 17, 2022 to meet production deadlines.



| STAY TUNED FOR MORE FUN NIGHT ACTIVITY OPPORTUNITIES



| FOOD STATION - \$1,500 (3 SOLD- 1 AVAILABLE)



Sponsor one of the main dinner buffets for the evening. Sponsorship includes special signage and customized napkins. Name recognition will also be included in the onsite Conference Program, pending sponsorship is selected by May 17, 2022 to meet production deadlines.

** Please note, menu selection has not yet been finalized.*



DESSERT STATION - \$1,500 (SOLD)

Leave a SWEET impression by sponsoring this popular food station! The chefs will impress all of the guests with their variety of alluring desserts that no one will be able to resist.

Sponsorship includes special signage and customized beverage napkins.



| NON-ALCOHOLIC DRINK STATION - \$1,500 (1 AVAILABLE)

Sponsor the non-alcoholic beverage for the evening.

Logo cups and special signage will be included. Name recognition will also be included in the onsite Conference Program, pending sponsorship is selected by May 17, 2022 to meet production deadlines.

** Please note, selection of non-alcoholic beverage has not yet been determined. Image is being used as an example.*





EXTRA OPPORTUNITIES

MED ERRORS TEST - \$1500 (1 total available)

Every Conference Full Registrant receives this test which is necessary to complete to maintain their license. Broadcast your logo in all email communications as well as special signage onsite at Conference at the information desk!

TRADE SHOW COCKTAIL PARTY DRINK TICKETS - \$100 (includes 7 tickets)

Monday, August 1- 5:00 to 7:00 p.m.

Treat your targeted attendees to a complimentary beverage at the Trade Show Cocktail Party courtesy of you. You can pre-order custom drink tickets that state "Have a Drink on Us at the Trade Show Cocktail Party" with your company logo that will be accepted at each Trade Show bar, redeemable for one beverage. You will receive these tickets ahead of time so that you can distribute at your discretion. Please note, Trade Show Cocktail Party bars are beer and wine bars only. Minimum of 7 tickets must be ordered and all orders and payment must be submitted to Jenny Early, jeary@fhca.org, by June 11, 2022 to meet printing deadlines.



FUN NIGHT DRINK TICKETS - \$150 (includes 7 tickets)

Wednesday, August 3- 7:00 to 10:00 p.m.

Treat your targeted attendees to a complimentary beverage at Fun Night courtesy of you. You can pre-order custom drink tickets that state "Have a Drink on Us at Fun Night" with your company logo that will be accepted at each Fun Night bar, redeemable for one beverage. You will receive these tickets ahead of time so that you can distribute at your discretion. Please note, the Fun Night bars are full service bars and prices have been adjusted accordingly. Minimum of 7 tickets must be ordered and all orders and payment must be submitted to Jenny Early, jeary@fhca.org, by June 11, 2022 to meet printing deadlines.





ADVERTISING OPPORTUNITIES

REACH ATTENDEES BEFORE THE CONFERENCE STARTS

| ANNUAL CONFERENCE WEBSITE ADVERTISING

- Reach the Conference Attendees BEFORE the Trade Show to help drive traffic to your booth
- Reinforce your marketing message so that you stand out from your competition
- Allows dynamic, time-sensitive promotion
- Each ad directs visitors to a landing page to learn more about your business

Side Bar Advertising

- \$400 per month or \$125 per week
- Side Bar Ads appear in the left column of the pages of your choice, ensuring your message impacts those in the market for your specific product an services.
- Weekly and Monthly Advertisements Available
- Each Side Bar Ad allows two page placements of choice
- Advertising opportunities begin in March and runs through August

Specifications

- 210px by 210px (width x height)
- jpeg format
- no flashing logos
- Submission deadline is one week prior to desired publication date



www.fhcaconference.org

ANNUAL CONFERENCE ONSITE PROGRAM BOOK

- Reach the Conference Attendees at the start of Conference BEFORE the Trade Show to help drive traffic to your booth
- Distributed to every Conference Attendee
- Reinforce your marketing message so that you stand out from your competition
- Contains Conference agenda, session descriptions, room locations and speaker spotlights

Printed Advertising

- Full color printed ads appear towards the back of the book near the Schedule at a Glance
- \$1,000 Full Page
- \$750 Half Page
- \$500 Quarter Page

Specifications

- Full-color = CMYK (please verify file is not in RGB)
- Resolution should be 300 dpi (text converted to outlines)
- PDF file, Adobe Illustrator EPS file formats accepted
- *If your image goes to the edge of the page, a built in bleed is required! This notebook is the perfect mix of professional and fun with lined pages and coloring pages.
- Full Page with bleeds (8.75" w x 11.25" h)
- Full Page without bleeds (7.5" w x 10" h)
- Half Page Horizontal (7.5" w x 4.875" h)
- Quarter Page (3.625" w x 4.875" h)



**Images from 2021 Annual Conference & Trade Show.
Design will change based on theme. **

ANNUAL CONFERENCE MOBILE APP

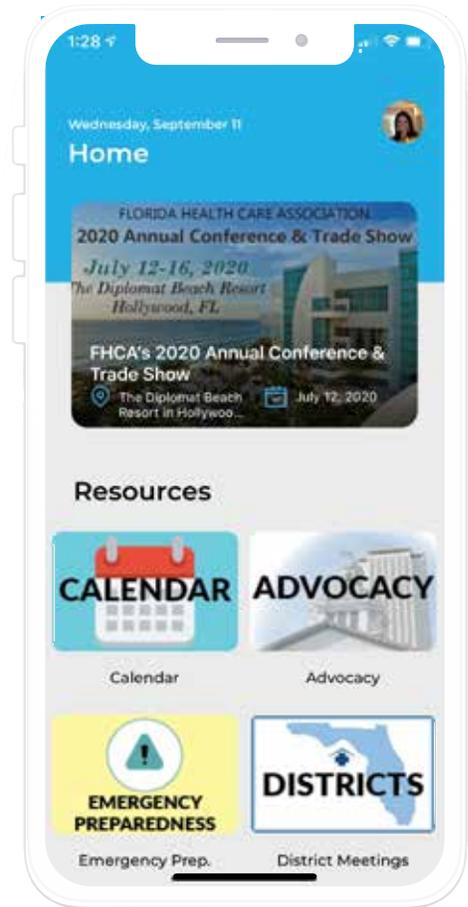
ELEVATE YOUR EVENT EXPERIENCE
ENGAGE THE ATTENDEES
EVALUATE YOUR ANALYTICS

ABOUT THE APP

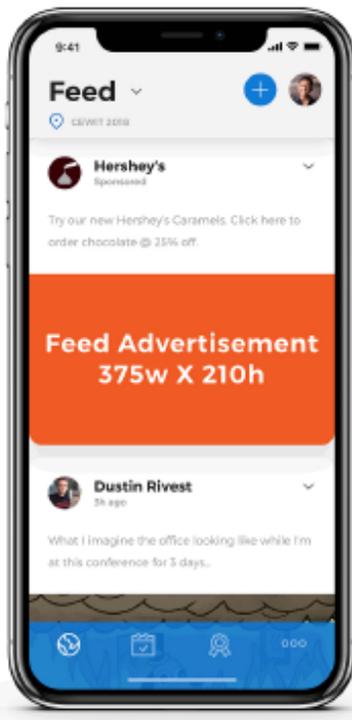
- Create Custom Agenda
- Connect with Attendees
- Post pictures in the Feed
- Download CE Session Handouts
- Navigate the Trade Show
- And More!

ENGAGEMENT STATISTICS FROM 2019

- Over 80% of all Conference Attendees downloaded and actively engaged in the Conference App.
- Over 125 posts were made to the News Feed over the course of the Conference Week
- Agenda was viewed over 600 times
- Trade Show Map was viewed over 300 times



ADVERTISING OPPORTUNITIES



The News Feed is the Conference's in-app social media engagement where attendees can share photos, comments, likes, and more. Showcase your ad where Conference memories are being captured.

NEWS FEED

- \$500 per ad
- Ads run every 4th post
- Ads are put into a rotation with the other purchased ads
- Ads will begin running once the Conference App becomes live

SPECIFICATIONS

- 375w x 210h (width x height)
- jpeg format
- no flashing logos
- Submission deadline is three weeks prior to the start of Conference.

The Agenda Sessions list the session overview, speakers and session handouts. This is the single most popular aspect of the Conference Mobile App. Only one advertiser will be listed for this option. Have your ad run on over 50 Session pages.

AGENDA SESSIONS

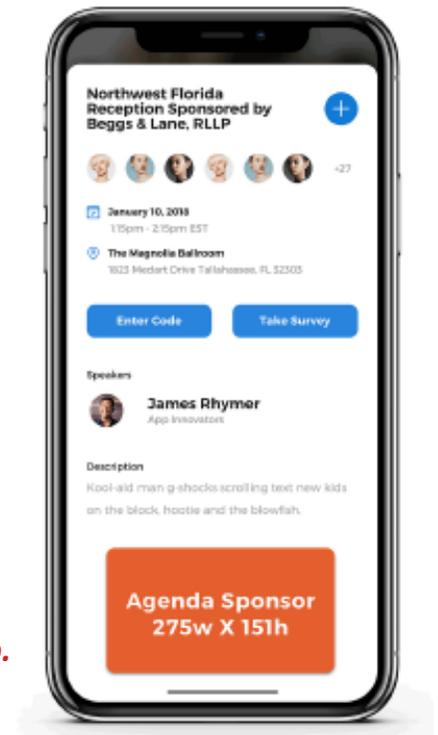
- \$1,500
- Ad runs on every Session page
- Ads will begin running once the Conference App becomes live

**Please note, specific Conference Session Sponsors will have their logo displayed as well. If the Session Sponsor is a competitor, your ad will not be displayed on that particular session page. An average of 10 sessions are sponsored each year.*

*** The Agenda Session Advertising can count as on OS Sponsorship.**

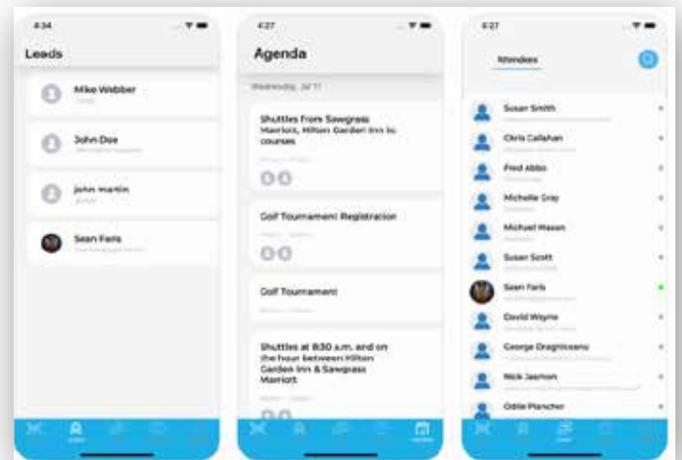
SPECIFICATIONS

- 275w x 151h (width x height)
- jpeg format
- no flashing logos
- Submission deadline is three weeks prior to the start of Conference.



LEAD RETRIEVAL

Lead Retrieval allows exhibitors to engage with attendees in a permission-based, interactive format through their individual smartphone or tablet device. Lead Retrieval also allows exhibitors to keep track of attendees who have checked into their booth, by scanning their badges to collect their information in real-time, message attendees directly through the app and take notes on their conversation.



Mobile App Lead Retrieval - \$200 pre-order prior to Conference
\$250 at Conference

LASTLY

THANK YOU

FOR THE OPPORTUNITY!

We are driven by creating custom experiences that deliver results for your business and for your target audience. If there is an opportunity not listed, please contact us. We are always eager to explore new ideas and help make your dream a reality.

Contact Jenny Early at yearly@fhca.org or (850) 224-3907 to begin the discussion or to secure one of these fantastic sponsorships.

The FHCA Team