

FLORIDA HEALTH CARE ASSOCIATION ANNUAL CONFERENCE MOBILE APP

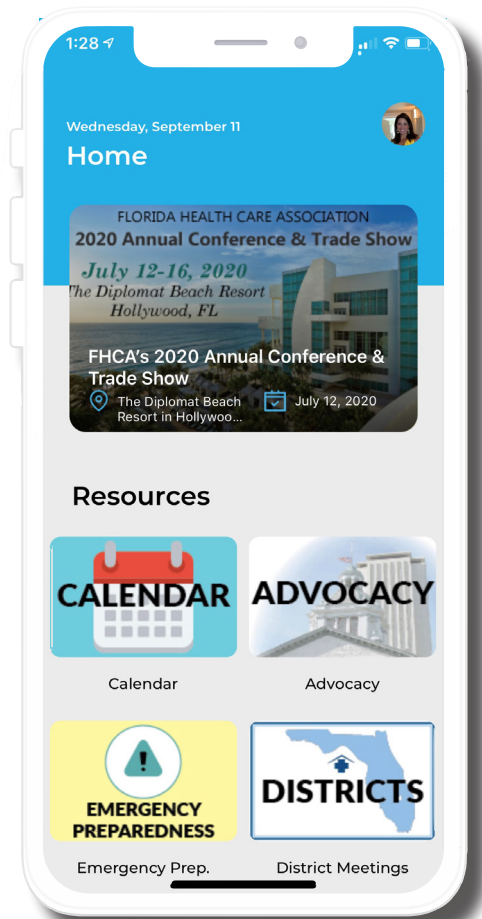
ELEVATE YOUR EVENT EXPERIENCE
ENGAGE THE ATTENDEES
EVALUATE YOUR ANALYTICS

ABOUT THE APP

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

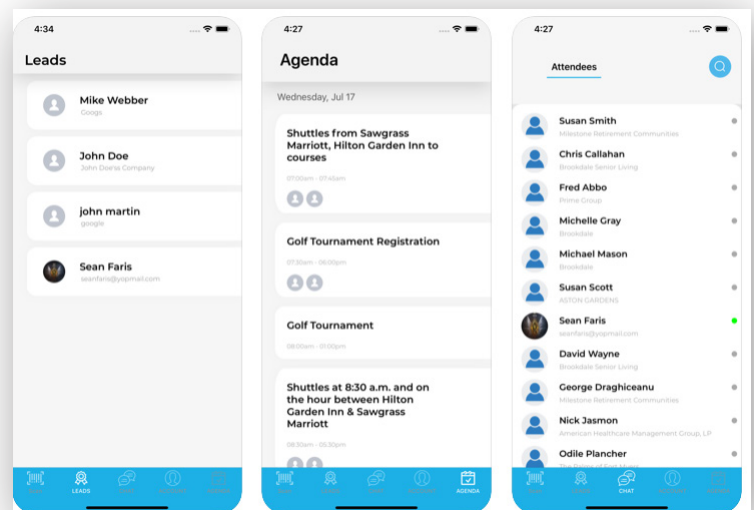
ENGAGEMENT STATISTICS FROM 2019

- 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



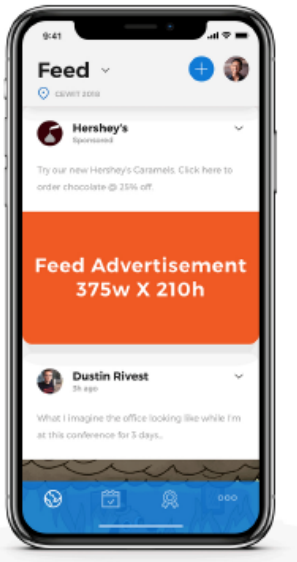
LEAD RETRIEVAL

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 - \$150 pre-order prior to Conference
\$300 at Conference

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.

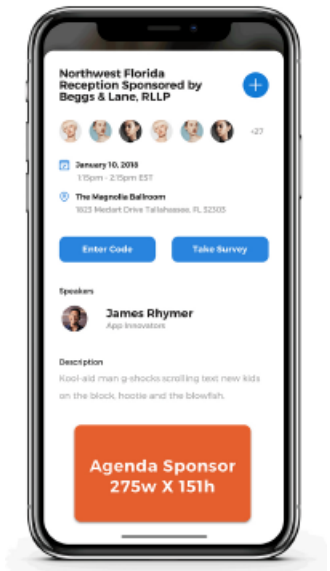
AGENDA SESSIONS

- \$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.*

SPECIFICATIONS

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



ORDER FORM *(select all that applies)*

ADVERTISING	LEAD RETRIEVAL
<input type="checkbox"/> News Feed - \$500	<input type="checkbox"/> Mobile App Lead Retrieval - \$150
<input type="checkbox"/> Agenda Session - \$1,500	

PAYMENT INFORMATION *(please note that ads must be prepaid)*

Check Enclosed (make payable to FHCA)

Charge My: American Express Master Card VISA Discover

Card Number _____ Expiration Date _____

Cardholder’s Name (please print) _____

Email for Receipt _____

Signature _____ Authorized Amount \$ _____