

2019

Sponsorship Prospectus



Health Care Association of Michigan &
Michigan Center for Assisted Living
(A Division of HCAM)
7413 Westshire Dr., Lansing, MI 48917
Phone: 517-627-1561
Fax: 517-627-3016



OUR PROFILE

Originated in 1948, the Health Care Association of Michigan (HCAM) is the premier professional association representing nursing and rehabilitation communities including for and not for profit, county medical care and hospital based providers. HCAM currently represents more than 340 nursing facilities.

The Michigan Center for Assisted Living (MCAL) is a division of the Health Care Association of Michigan (HCAM). MCAL's membership is made up of Independent Senior Living communities and Assisted Living Settings including Homes for the Aged and Adult Foster Care.

OUR AUDIENCE

- ◇ Nursing facilities and assisted living professionals including owners, corporate/regional consultants, administrators, executive directors, directors of nursing, nurse managers, social workers, interdisciplinary team managers, associate partners and other health care professionals

WHY SPONSOR?

Provide solutions to and develop long-term mutually beneficial relationships with long-term care professionals.

Increase your brand awareness and public awareness. Attendees are actively seeking new products that will help them stay at the forefront of their field.

Put your product or service in front of the industry's most influential leaders to maximize marketing dollars and return on investment.

Analyze the competition.

Strengthen your business relationships with valuable customer feedback.

CONTACT US

Mary Gettel | Director of Education
MaryGettel@hcam.org
517-622-6189

Kisti Boatright | Education Specialist
KistiBoatright@hcam.org
517-622-6194

AVAILABLE SPONSORSHIP OPPORTUNITIES

All Sponsorship Packages Include:

- Company logo on professional signage on-site
- Acknowledgement during opening & closing remarks
- One complimentary registration to the evening networking event only
- Pre-event & post-event attendee list
Please note that due to continuing education regulations, these lists will only include name, title and facility of participants and are also limited to those participants who opt-in to share their information with vendors/partners

2019 SPRING LEADERSHIP CONFERENCE

MARCH 4-5, 2019 MOTOR CITY CASINO HOTEL, DETROIT	PRICE
Executive Hosted Happy Hour & Strolling Dinner Sponsor: The Executive Hosted Happy Hour and Strolling Dinner on March 4th from 5:30-7:30 pm EST will feature two hours of hosted premium bar with heavy appetizers and a variety of entrée stations, plus the opportunity for key networking with sector leadership and decision makers. <i>Additional Package Inclusions:</i> One additional complimentary registration to the networking event only.	\$1,000
Charging Station Sponsor <i>[limited to one sponsor]:</i> Sponsor the charging station for mobile devices in the common area.	\$750
Luncheon Sponsor: Sponsor the luncheon on March 4.	\$500
Breakfast Sponsor: Sponsor the breakfast on March 5.	\$500
General Conference Sponsor: Provide a general conference sponsorship. Minimum sponsorship of \$500.	min. \$500

2019 U.P. EDUCATION

MAY 1-3, 2019 HOLIDAY INN, MARQUETTE	PRICE
Luncheon Sponsor: Sponsor one of the luncheons during the conference.	\$1,000
Breakfast Sponsor: Sponsor one of the breakfasts during the conference.	\$750
Hosted Happy Hour Sponsor: Sponsor the Hosted Happy Hour on May 1st from 5:30-7:30 pm EST which will feature two hours of hosted premium bar and heavy appetizers. <i>Additional Package Inclusions:</i> One additional complimentary registration to the networking event only.	\$500
Charging Station Sponsor <i>[limited to one sponsor]:</i> Sponsor the charging station for mobile devices in the common area.	\$500
General Conference Sponsor: Provide a general conference sponsorship. Minimum sponsorship of \$500.	min. \$500

AVAILABLE SPONSORSHIP OPPORTUNITIES

2019 HCAM|MCAL ANNUAL CONVENTION

SEPTEMBER 23-25, 2019 AMWAY GRAND PLAZA & DEVOS PLACE, GRAND RAPIDS	PRICE
<p>Registration Brochure Sponsor <i>[limited to one sponsor]:</i> Sponsor the Convention Registration Brochure mailed in hard copy and electronically to all members. <i>Additional Package Inclusions:</i> 4-color, full-page inside front cover ad within the registration brochure.</p>	\$5,000
<p>Schedule at a Glance Signage Sponsor: Sponsor the schedule at a glance signage on-site during the event. These signs are the most heavily utilized signage on-site and will have all eyes on them. <i>Your company logo will be displayed at the bottom of the agenda.</i></p>	\$4,000
<p>Annual Scholarship Reception Sponsor: The Annual Scholarship Reception on Sept. 23rd from 5:30-7:30 pm EST will feature two hours of hosted premium bar and heavy appetizers. <i>Additional Package Inclusions:</i> One additional complimentary registration to the networking event only.</p>	\$3,500
<p>Awards & Recognition Luncheon Sponsor: Sponsor the Awards & Recognition Luncheon honoring this year's award recipients. This event is our most highly-attended event of Convention.</p>	\$3,500
<p>Lanyards Sponsor <i>[limited to one sponsor]:</i> Sponsor the lanyard offered to attendees. <i>HCAM MCAL will purchase lanyards on your behalf with your company logo on them.</i></p>	\$3,000
<p>Conference Lounge Sponsor: Sponsor the soft seating/lounge area for attendees.</p>	\$2,750
<p>Charging Station Sponsor <i>[limited to one sponsor]:</i> Sponsor the charging station for mobile devices in the common area.</p>	\$2,500
<p>Keynote Sponsor: Sponsor one of the keynote presenters during the conference.</p>	\$2,250
<p>Headshot Sponsor <i>[limited to one sponsor]:</i> NEW! HCAM & MCAL will be providing a space and photographer for our members to receive complimentary professional headshots on-site.</p>	\$2,000
<p>Wellness Activity Sponsor: Sponsor the annual wellness activity during the conference.</p>	\$2,000
<p>Educational Breakout Sponsor: Sponsor one of the concurrent educational breakout sessions.</p>	\$2,000
<p>Breakfast Sponsor: Sponsor one of the breakfasts during the conference.</p>	\$1,500
<p>Award Winner Gift Cards & Plaques Sponsor: Sponsor the gift cards and plaques awarded during the Awards Luncheon.</p>	\$1,250
<p>Evening Networking Entertainment Sponsor: Sponsor the entertainment at one of our evening networking events.</p>	\$1,000
<p>Refreshments Sponsor: Sponsor the refreshments for attendees throughout the event.</p>	\$750
<p>General Conference Sponsor: Provide a general conference sponsorship. Minimum sponsorship of \$500</p>	min. \$500

TERMS AND CONDITIONS

Submission of Agreement

Submit your completed Sponsorship Agreement along with your payment to:

**Health Care Association of Michigan
Attention: Mary Gettel – Director of Education
7413 Westshire Drive
Lansing, MI 48917**

Agreements may be faxed to (517) 627-3016 or emailed to MaryGettel@hcam.org

Payment Terms

In order to lock in your selected sponsorships, payment in full must accompany your agreement or be received within 2 weeks of receipt of the agreement. Sponsorship agreements without accompanying payment will not be considered final and in effect until payment is received by HCAM. If payment is not received in 2 weeks of agreement receipt date, the sponsorship opportunity will become available to other interested sponsors.

Payments may be made by check, ACH or credit card. If you prefer to be invoiced, please provide the name and email address of the person who should receive the electronic invoice.

Cancellation and Refunds

If the event is cancelled for any reason beyond HCAM's control, HCAM will not be held liable for any expenses already incurred by the sponsor. If HCAM cancels the event for any reason, the sponsor will be offered other sponsorship opportunities. If it is deemed by both parties that no other viable sponsorship is available, the sponsorship will be refunded less any costs for merchandise purchased by HCAM that contains the logo of the sponsor (example, logo lanyards).

Use of Association Logo and Endorsement Statements

HCAM|MCAL is committed to our sponsors and encourage you to share your participation as a sponsor at HCAM|MCAL events. However, any statements indicating HCAM|MCAL endorses your organization are strictly prohibited.

General Conduct of Sponsors

In the interest of the success of the entire event, sponsors agree not to extend invitations, call meetings, host events or otherwise encourage the absence of attendees or exhibitors from the meeting during the official hours of the event including education sessions, exhibit show hours, and networking events.

Attendee List

Due to privacy laws, HCAM|MCAL cannot provide attendee lists that include anything more than name, title and facility. Lists will include only the names of attendees who opt-in to having their name included on attendance lists.

2019 SPONSORSHIP AGREEMENT

Company Name: _____

Sponsorship Selection(s):

2019 SPRING LEADERSHIP CONFERENCE

Executive Happy Hour
\$1,000

Charging Station
\$750

Breakfast Sponsor
\$500

General Sponsor
min. **\$500**
Your contribution:

Luncheon Sponsor
\$500

2019 U.P. EDUCATION

Luncheon Sponsor
\$1,000

Breakfast Sponsor
\$750

Charging Station
\$500

Hosted Happy Hour
\$500

General Sponsor
min. **\$500**
Your contribution:

2019 HCAM/ MCAL ANNUAL CONVENTION

Registration Brochure
\$5,000

Schedule at a Glance
\$4,000

Awards Luncheon
\$3,500

Annual Scholarship
Reception
\$3,500

Lanyards
\$3,000

Conference Lounge
\$2,750

Charging Station
\$2,500

Keynote Sponsor
\$2,250

Headshot Station
\$2,000

Wellness Activity
\$2,000

Breakout Session
\$2,000

Breakfast Sponsor
\$1,500

Award Winner Gift
Cards & Plaques
\$1,250

Evening Networking
Entertainment Sponsor
\$1,000

Refreshments
\$750

General Sponsor
min. **\$500**
Your contribution:

Total Amount Due: _____

2019 SPONSORSHIP AGREEMENT

Company Information

Company Name: _____

Company Mailing Address: _____

Company City/State/Zip: _____

Company Phone Number: _____

Company Fax Number: _____

Primary Contact Name: _____

Primary Contact Email Address: _____

Payment Options

Payment Authorization: I would like to pay directly via Check, or Credit Card provided below. I would like to pay via Electronic Invoice with online payment of card or ACH. (When choosing this method, you will receive your invoice via email with a link to pay your bill online. Payment must be submitted within 2 business days of receiving your electronic invoice.)

Payment Method: Note: A 3% processing fee will be assessed on all credit card transactions greater than \$2,500. ACH and check payments can be made with no fee.

<input type="checkbox"/> Check Payable to "HCAM"	<input type="checkbox"/> Visa	<input type="checkbox"/> AMEX
<input type="checkbox"/> Mastercard	<input type="checkbox"/> Discover	

Credit Card Payment Information

Credit Card Number: _____

Expiration Date: _____

Three-digit Security Code (CVC): _____

Cardholder Name: _____

Cardholder Signature & Date: _____

Signature of Approval

By checking this box, I acknowledge that I have reviewed this Sponsorship Prospectus in full and agree to abide by all stated terms and conditions. I am acknowledging that this agreement will not be officially accepted until payment is complete. I am also stating that I am an authorized representative on behalf of my company with decision-making authority to sign this application as this contract is a legally binding agreement between HCAM/MCAL and the company I represent.

Signature & Date: _____

Printed Name: _____