PARTNERSHIP INCLUSIONS

VIP Partnership ($8,000 annual)

- All VIP Partner staff are eligible for member rates at education programs, and discounts on exhibit and sponsorship opportunities.
- Receive a hard-copy of the 2020 member directory.
- Receive 1/2 page company ad and company listing in the 2021 member directory.
- Receive access to members-only section of the website, e-newsletters and alerts, and regional meeting invites.
- Receive an annual Excel database of member contact information (includes emails).
- Select up to 2 representatives to participate on an HCAM/MCAL Committee of their choosing.
- Select up to 2 representatives to participate in the Associate Member Council.
- Receive a complimentary Deluxe (20’x8’) Booth at Convention, or invest in a larger space through an upgrade.
- Receive 5 complimentary registrations to use at any event in 2020 (*certain restrictions may apply)
- Logo/hyperlink placement in HCAM/MCAL Newsletter and University distributions.
- Logo placement on HCAM/MCAL website.
- Logo recognition as VIP Partner during all HCAM/MCAL webinars in 2020.
- Recognition in three Facebook posts throughout the year.
- Partner spotlight in one newsletter.
- Exclusive facetime opportunity for 2 representatives with the HCAM & MCAL Boards of Directors at Spring Leadership (luncheon) and Annual Convention (breakfast)
- Host a VIP roundtable discussion on a pre-selected topic during breakfast at Convention
- Complimentary tabletop display at Spring Leadership Conference, U.P. Conference and final day of Convention during breakfast (value $750 each)
- 3 registration vouchers to be shared with clients or prospects (one $50 off a oneday program, one $100 off a full package Spring Leadership Conference, and one $150 off a full package Annual Convention)
- 10 Expo drink tickets ($100 value)
- Recognition on signage at Spring Leadership Conference and Annual Convention if secured prior to February 28, 2020.
- Recognition in on-site Vendor Catalog at Annual Convention if secured prior to August 28, 2020.
Standard Partnership ($4,000 annual)

- All Standard Partner staff are eligible for member rates at education programs, and discounts on exhibit and sponsorship opportunities.
- Receive a hard-copy of the 2020 member directory.
- Receive a company listing in the 2021 member directory.
- Receive access to members-only section of the website, e-newsletters and alerts, and regional meeting invites.
- Receive an annual Excel database of member contact information (includes emails).
- Select up to 2 representatives to participate on an HCAM/MCAL Committee of their choosing.
- Select up to 2 representatives to participate in the Associate Member Council.
- Receive a complimentary Basic (10’x8’) Booth at Convention, or invest in a larger space through an upgrade.
- Receive 2 complimentary registrations to use at any event in 2020 (*certain restrictions may apply).
- Recognition on signage at Spring Leadership Conference and Annual Convention if secured prior to February 28, 2020.
- Recognition in on-site Vendor Catalog at Annual Convention if secured prior to August 28, 2020.

Value Partnership ($1,100 annual)

- All Value Partner staff are eligible for member rates at education programs, and discounts on exhibit and sponsorship opportunities.
- Receive a hard-copy of the 2020 member directory.
- Receive a company listing in the 2021 member directory.
- Receive access to members-only section of the website, e-newsletters and alerts, and regional meeting invites.
- Recognition on signage at Spring Leadership Conference and Annual Convention if secured prior to February 28, 2020.
- Recognition in on-site Vendor Catalog at Annual Convention if secured prior to August 28, 2020.

EXHIBITION INCLUSIONS

Premier Booth (20’x20’)

- Includes 3 hours of dedicated expo time over lunch
- Includes standard ID sign, 8’ table with linen, 2 chairs, 1 wastebasket, wi-fi, and 1 round cafe table to enhance attendee engagement.
- Includes 4 vendor passes (access to expo hall for setup, access to exhibition show, and access to meals within the expo only)
- Includes the opportunity to participate in the attendee prize drawing during the expo show
- Includes 4 passes to the Tuesday evening networking event for exhibitor staff
- Includes an attendee list provided two weeks prior and two weeks post event (name, title, facility)
- Includes 10 complimentary drink tickets to use to purchase smoothies or specialty coffees during expo.
- Includes the opportunity to upgrade to a Prize Hunt booth to increase your booth traffic for an additional $200.
- Includes the opportunity to purchase additional vendor passes for $200 each. Vendor passes grant access to the expo hall only.
Details & Inclusions

**Deluxe Booth (20’x8’)**
- Includes 3 hours of dedicated expo time over lunch
- Includes standard ID sign, 8’ table with linen, 2 chairs, 1 wastebasket, and wi-fi
- Includes 3 vendor passes (access to expo hall for setup, access to exhibition show, and access to meals within the expo only)
- Includes the opportunity to participate in the attendee prize drawing during the expo show
- Includes 3 passes to the Tuesday evening networking event for exhibitor staff
- Includes an attendee list provided two weeks prior and two weeks post event (name, title, facility)
- Includes 5 complimentary drink tickets to use to purchase smoothies or specialty coffees during expo.
- Includes the opportunity to upgrade to a Prize Hunt booth to increase your booth traffic for an additional $200.
- Includes the opportunity to purchase additional vendor passes for $200 each. Vendor passes grant access to the expo hall only.

**Basic Booth (10’x8’)**
- Includes 3 hours of dedicated expo time over lunch
- Includes standard ID sign, 8’ table with linen, 2 chairs, 1 wastebasket, and wi-fi
- Includes 2 vendor passes (access to expo hall for setup, access to exhibition show, and access to meals within the expo only)
- Includes the opportunity to participate in the attendee prize drawing during the expo show
- Includes 2 passes to the Tuesday evening networking event for exhibitor staff
- Includes an attendee list provided two weeks prior and two weeks post event (name, title, facility)
- Includes the opportunity to purchase additional vendor passes for $200 each. Vendor passes grant access to the expo hall only.
- Does NOT include the opportunity to upgrade to a Prize Hunt booth to increase your booth traffic.

**Limited Booth (Tabletop Only)**
- Includes 3 hours of dedicated expo time over lunch
- Includes standard ID sign, 8’ table with linen, 2 chairs, 1 wastebasket, and wi-fi
- All materials are restricted to be on the table. Nothing may be placed on the floor.
- Includes 1 vendor pass (access to expo hall for setup, access to exhibition show, and access to meals within the expo only)
- Does NOT include the opportunity to upgrade to a Prize Hunt booth to increase your booth traffic.
- Does NOT include the opportunity to purchase additional vendor passes.
SPONSORSHIP INCLUSIONS

Elite Sponsorship - Spring Leadership Luncheon

- Limited to one sponsor per company category.
- Each sponsor may provide up to three PowerPoint slides to play on a rotating basis throughout the luncheon. Does NOT include a speaking opportunity.
- Sponsorship includes one complimentary full package registration to the Spring Leadership Conference. Additional registrations may be purchased at the published conference rate.
- Includes recognition in conference registration brochure if secured prior to January 10, 2020.
- Includes recognition in on-site signage/marketing if secured prior to February 28, 2020.
- Includes pre-and post-conference attendee lists (name, title, facility).
- Includes first right of refusal to continue the sponsorship in 2021.

Elite Sponsorship - Spring Leadership Happy Hour

- Limited to one sponsor per company category.
- Sponsorship includes one complimentary full package registration to the Spring Leadership Conference. Additional registrations may be purchased at the published conference rate.
- Each sponsor will receive an 8’x3’ display featuring sponsor-provided artwork if secured prior to January 10, 2020. Artwork will be due February 28, 2020.
- Includes recognition in conference registration brochure if secured prior to January 10, 2020.
- Includes recognition in on-site signage/marketing if secured prior to February 28, 2020.
- Includes pre-and post-conference attendee lists (name, title, facility).
- Includes first right of refusal to continue the sponsorship in 2021.

Elite Sponsorship - Convention Scholarship Reception

- Limited to one sponsor per company category.
- Sponsorship includes one complimentary full package registration to the Annual Convention & Expo. Additional registrations may be purchased at the published conference rate.
- Each sponsor will receive an 8’x4’ display featuring sponsor-provided artwork if secured prior to June 12, 2020. Artwork will be due August 28, 2020.
- Includes recognition in conference registration brochure if secured prior to June 12, 2020.
- Includes recognition in on-site signage/marketing if secured prior to August 28, 2020.
- Includes pre-and post-conference attendee lists (name, title, facility).
- Includes first right of refusal to continue the sponsorship in 2021.
**Elite Sponsorship - Convention Awards Luncheon**

- Limited to one sponsor per company category.
- Sponsorship includes one complimentary full package registration to the Annual Convention & Expo. Additional registrations may be purchased at the published conference rate.
- Each sponsor will receive a reserved table near the stage.
- Each sponsor will have a prominent logo placement on the Awards Program.
- Includes recognition in conference registration brochure if secured prior to June 12, 2020.
- Includes recognition in on-site signage/marketing if secured prior to August 28, 2020.
- Includes pre-and post-conference attendee lists (name, title, facility).
- Includes first right of refusal to continue the sponsorship in 2021.

**Exclusive Sponsorship - Welcome to 2020**

- Limited to one sponsor per year if bundled, or one sponsor per event if unbundled.
- If bundled, this sponsorship includes one complimentary full package registration to the events sponsored. If purchased separately, this sponsorship does not include registration. Additional registrations may be purchased at the published conference rate.
- HCAM will order lanyards with your logo to be distributed on-site near registration at the Spring Leadership Conference and/or Annual Convention & Expo. A registered staff representative may elect to man the table to distribute the lanyards to attendees.
- Includes recognition in conference registration brochure if secured prior to January 10 or June 12, 2020.
- Includes recognition in on-site signage/marketing if secured prior to February 28 or August 28, 2020.
- Includes pre-and post-conference attendee lists (name, title, facility).

**Exclusive Sponsorship - Recharge Sponsor**

- Limited to one sponsor per year if bundled, or one sponsor per event if unbundled.
- If bundled, this sponsorship includes one complimentary full package registration to the events sponsored. If purchased separately, this sponsorship does not include registration. Additional registrations may be purchased at the published conference rate.
- HCAM will order screen cloths with your logo to be displayed on the charging station at the event(s) sponsored.
- Includes recognition in conference registration brochure if secured prior to January 10 or June 12, 2020.
- Includes recognition in on-site signage/marketing if secured prior to February 28 or August 28, 2020.
- Includes pre-and post-conference attendee lists (name, title, facility).
Exclusive Sponsorship - Hydration Station
- Limited to one sponsor per year if bundled, or one sponsor per event if unbundled.
- If bundled, this sponsorship includes one complimentary full package registration to the events sponsored. If purchased separately, this sponsorship does not include registration. Additional registrations may be purchased at the published conference rate.
- HCAM will order reusable cups with your logo to be distributed on-site near registration at the Spring Leadership Conference and/or Annual Convention & Expo. A registered staff representative may elect to man the table to distribute the cups to attendees.
- Includes recognition in conference registration brochure if secured prior to January 10 or June 12, 2020.
- Includes recognition in on-site signage/marketing if secured prior to February 28 or August 28, 2020.
- Includes pre-and post-conference attendee lists (name, title, facility).

Exclusive Sponsorship - Wellness Sponsor
- Limited to one sponsor per year if bundled, or one sponsor per event if unbundled.
- Sponsorship includes one complimentary full package registration to the event(s) sponsored. Additional registrations may be purchased at the published conference rate.
- Dependent on the activity sponsored, HCAM will order applicable swag with your logo to distribute to attendees. Examples include a towel for a yoga session, a t-shirt for a walk, or a wellness challenge app for a steps competition. A registered staff representative may elect to act as a host at the chosen activity.
- Includes recognition in conference registration brochure if secured prior to January 10 or June 12, 2020.
- Includes recognition in on-site signage/marketing if secured prior to February 28 or August 28, 2020.
- Includes pre-and post-conference attendee lists (name, title, facility).

Exclusive Sponsorship - Coffee Connections
- Limited to one sponsor per year if bundled, or one sponsor per event if unbundled.
- Sponsorship includes one complimentary full package registration to the event(s) sponsored. Additional registrations may be purchased at the published conference rate.
- HCAM will order cups and napkins with your logo to be utilized at the coffee break station. Up to two registered staff representatives may elect to man the coffee break. HCAM will provide up to 2 aprons with your logo or your staff to wear while supporting the station.
- Includes recognition in conference registration brochure if secured prior to January 10 or June 12, 2020.
- Includes recognition in on-site signage/marketing if secured prior to February 28 or August 28, 2020.
- Includes pre-and post-conference attendee lists (name, title, facility).
Exclusive Sponsorship - Title Sponsor

- Limited to one sponsor per year if bundled, or one sponsor per event if unbundled.
- Sponsorship includes one complimentary full package registration to the event(s) sponsored. Additional registrations may be purchased at the published conference rate.
- Title sponsor will receive a reserved table near the stage for all general sessions and meals.
- Title sponsor will receive an exclusive full-page ad in the Spring Leadership Conference and/or Annual Convention & Expo brochure and logo recognition on all registration confirmation emails.
- Title sponsor will receive an 8’ curved backwall in the foyer near registration featuring sponsor-provided artwork if secured prior to January 10 or June 12, 2020. Artwork will be due February 28 or August 28, 2020.
- Includes recognition in conference registration brochure if secured prior to January 10 or June 12, 2020.
- Includes recognition in on-site signage/marketing if secured prior to February 28 or August 28, 2020.
- Includes pre-and post-conference attendee lists (name, title, facility).
- Includes first right of refusal to continue the sponsorship in 2021.

A La Carte Sponsorship - Spring Leadership Relaxation Lounge

- HCAM will provide coloring books with sponsor logo(s) in the room for attendees to utilize to destress.
- Includes recognition in conference registration brochure if secured prior to January 10, 2020.
- Includes recognition in on-site signage/marketing if secured prior to February 28, 2020.
- Sponsorship does not include registration to the event. Registrations may be purchased at the published conference rate.

A La Carte Sponsorship - Spring Leadership Hotel Room Amenity Delivery

- Limited to one sponsor per night.
- HCAM will provide access to the rooming list at the venue and connect the sponsor with the appropriate staff at the venue to set up delivery to guest hotel rooms.
- Includes recognition in conference registration brochure if secured prior to January 10, 2020.
- Includes recognition in on-site signage/marketing if secured prior to February 28, 2020.
- Sponsorship does not include registration to the event. Registrations may be purchased at the published conference rate.
- Sponsorship does not include the cost for room delivery. Please factor in that the hotel will charge $2-5/per room delivery.

A La Carte Sponsorship - Spring Leadership Education Session Sponsor

- Sponsor may elect to volunteer to introduce the speaker of the educational session. Introductions may not include any reference to the sponsoring company.
- Includes recognition in conference registration brochure if secured prior to January 10, 2020.
- Includes recognition in on-site signage/marketing if secured prior to February 28, 2020.
- Sponsorship does not include registration to the event. Registrations may be purchased at the published conference rate.
A La Carte Sponsorship - Spring Leadership General Conference Sponsor
- Includes recognition in conference registration brochure if secured prior to January 10, 2020.
- Includes recognition in on-site signage/marketing if secured prior to February 28, 2020.
- Sponsorship does not include registration to the event. Registrations may be purchased at the published conference rate.

A La Carte Sponsorship - UP Conference Attendee Luncheon Sponsor
- Includes recognition in conference registration brochure if secured prior to March 1, 2020.
- Includes recognition in on-site signage/marketing if secured prior to April 5, 2020.
- Sponsorship does not include registration to the event. Registrations may be purchased at the published conference rate.

A La Carte Sponsorship - UP Conference Education Session Sponsor
- Sponsor may elect to volunteer to introduce the speaker of the educational session. Introductions may not include any reference to the sponsoring company.
- Includes recognition in conference registration brochure if secured prior to March 1, 2020.
- Includes recognition in on-site signage/marketing if secured prior to April 5, 2020.
- Sponsorship does not include registration to the event. Registrations may be purchased at the published conference rate.

A La Carte Sponsorship - UP Conference General Conference Sponsor
- Includes recognition in conference registration brochure if secured prior to March 1, 2020.
- Includes recognition in on-site signage/marketing if secured prior to April 5, 2020.
- Sponsorship does not include registration to the event. Registrations may be purchased at the published conference rate.

A La Carte Sponsorship - Annual Convention Headshot Station Sponsor
- Limited to one sponsor.
- A registered staff representative may elect to assist the photographer at the headshot station.
- Sponsor logo will be included in email communication to attendees post-event to collect their headshot.
- Includes recognition in conference registration brochure if secured prior to June 12, 2020.
- Includes recognition in on-site signage/marketing if secured prior to August 28, 2020.
- Sponsorship does not include registration to the event. Registrations may be purchased at the published conference rate.

A La Carte Sponsorship - Annual Convention Schedule at a Glance Sponsor
- Limited to one sponsor.
- Sponsor logo will be included on all schedule at a glance signage.
- Includes recognition in conference registration brochure if secured prior to June 12, 2020.
- Includes recognition in on-site signage/marketing if secured prior to August 28, 2020.
- Sponsorship does not include registration to the event. Registrations may be purchased at the published conference rate.
A La Carte Sponsorship - Annual Convention Conference Lounge Sponsor
- Limited to one sponsor.
- Includes recognition in conference registration brochure if secured prior to June 12, 2020.
- Includes recognition in on-site signage/marketing if secured prior to August 28, 2020.
- Sponsorship does not include registration to the event. Registrations may be purchased at the published conference rate.

A La Carte Sponsorship - Annual Convention Keynote Sponsor
- Limited to one sponsor per keynote (three total).
- Includes recognition in conference registration brochure if secured prior to June 12, 2020.
- Includes recognition in on-site signage/marketing if secured prior to August 28, 2020.
- Sponsorship does not include registration to the event. Registrations may be purchased at the published conference rate.

A La Carte Sponsorship - Annual Convention Wellness Lounge Sponsor
- Minimum requirement to have 3 sponsors for this lounge.
- HCAM will provide coloring books with sponsor logo(s) in the room for attendees to utilize to destress.
- Includes recognition in conference registration brochure if secured prior to June 12, 2020.
- Includes recognition in on-site signage/marketing if secured prior to August 28, 2020.
- Sponsorship does not include registration to the event. Registrations may be purchased at the published conference rate.

A La Carte Sponsorship - Annual Convention Headshot Station Sponsor
- Includes recognition in conference registration brochure if secured prior to June 12, 2020.
- Includes recognition in on-site signage/marketing if secured prior to August 28, 2020.
- Sponsorship does not include registration to the event. Registrations may be purchased at the published conference rate.

A La Carte Sponsorship - Annual Convention Breakout Session Sponsor
- Sponsor may elect to volunteer to introduce the speaker of the educational session. Introductions may not include any reference to the sponsoring company.
- Includes recognition in conference registration brochure if secured prior to June 12, 2020.
- Includes recognition in on-site signage/marketing if secured prior to August 28, 2020.
- Sponsorship does not include registration to the event. Registrations may be purchased at the published conference rate.

A La Carte Sponsorship - Annual Convention General Conference Sponsor
- Includes recognition in conference registration brochure if secured prior to June 12, 2020.
- Includes recognition in on-site signage/marketing if secured prior to August 28, 2020.
- Sponsorship does not include registration to the event. Registrations may be purchased at the published conference rate.
A La Carte Sponsorship - Billers Forum Presenting Sponsor
- Limited to one sponsor per day.
- Includes recognition in conference registration brochure if secured prior to February 8, 2020.
- Includes recognition in on-site signage/marketing if secured prior to March 8, 2020.
- Sponsorship does not include registration to the event. Registrations may be purchased at the published conference rate.

A La Carte Sponsorship - Billers Forum Tabletop Display Sponsor
- Limited to one sponsor per day.
- Includes recognition in conference registration brochure if secured prior to February 8, 2020.
- Includes recognition in on-site signage/marketing if secured prior to March 8, 2020.
- Sponsorship does not include registration to the event. Registrations may be purchased at the published conference rate.

A La Carte Sponsorship - Billers Forum Attendee Luncheon Sponsor
- Limited to one sponsor per day.
- Includes recognition in conference registration brochure if secured prior to February 8, 2020.
- Includes recognition in on-site signage/marketing if secured prior to March 8, 2020.
- Sponsorship does not include registration to the event. Registrations may be purchased at the published conference rate.

A La Carte Sponsorship - Billers Forum Attendee Breakfast Sponsor
- Limited to one sponsor per day.
- Includes recognition in conference registration brochure if secured prior to February 8, 2020.
- Includes recognition in on-site signage/marketing if secured prior to March 8, 2020.
- Sponsorship does not include registration to the event. Registrations may be purchased at the published conference rate.

A La Carte Sponsorship - Billers Forum General Event Sponsor
- Includes recognition in conference registration brochure if secured prior to February 8, 2020.
- Includes recognition in on-site signage/marketing if secured prior to March 8, 2020.
- Sponsorship does not include registration to the event. Registrations may be purchased at the published conference rate.

A La Carte Sponsorship - One-Day Program Exclusive Event Sponsor
- Includes recognition in conference registration brochure if secured at least 60 days prior to the program.
- Includes recognition in on-site signage/marketing if secured at least 30 days prior to the program.
- Sponsorship does not include registration to the event. Registrations may be purchased at the published conference rate.
A La Carte Sponsorship - Emergent Webinars Sponsor

- Includes recognition in conference registration brochure if secured at least 60 days prior to the program.
- Includes recognition on the first slide of the webinar presentation if secured at least 30 days prior to the program.
- Sponsorship does not include registration to the event. Registrations may be purchased at the published conference rate.
- HCAM/MCAL webinars are open to HCAM/MCAL members and non-members and are priced at a reasonable rate. Rarely, HCAM/MCAL may opt to provide complimentary webinars to members only.