

# 2018 INTERDISCIPLINARY CONFERENCE SUPPORT & SPONSORSHIP OPPORTUNITIES



EDUCATION PROGRAMS & PRECONFERENCE SEMINARS - NOVEMBER 3-4, 2018  
MAIN CONFERENCE - NOVEMBER 5-7, 2018  
HYATT REGENCY NEW ORLEANS - NEW ORLEANS, LA

National Hospice and Palliative Care  
Organization



# INTRODUCTION

The Interdisciplinary Conference (IDC) is a unique opportunity for your company to showcase your products and services before a diverse array of hospice and palliative care professionals from all backgrounds. Attendees of this event come to experience a unique blend of keynotes, concurrent sessions, preconference learning and networking opportunities all grounded in the philosophy of the interdisciplinary organization. As an exhibitor and/or sponsor, you have the chance to influence a focused and innovative audience.

## SUPPORTER LEVELS

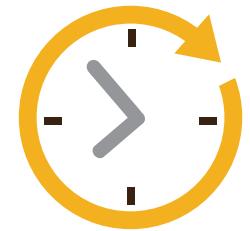
PREMIER	\$45,000
PLATINUM	\$30,000
GOLD	\$20,000
SILVER	\$10,000
BRONZE	\$7,500
COPPER	\$5,000
PEWTER	\$3,000

## WHO ATTENDS?

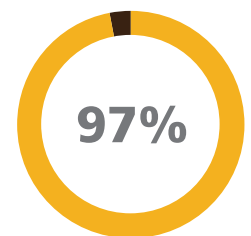
More than 700 hospice and palliative care professionals are expected to attend NHPCO's Interdisciplinary Conference this year. The Exhibit Hall provides conference registrants an opportunity to learn about the latest products and services in the industry. It is a showcase of new innovations and developments to help the members of the interdisciplinary team improve care of patients and families.

The IDC is designed to attract end-of-life care providers including:

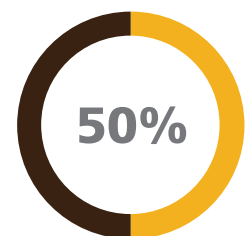
- Physicians and Medical Directors (8%)
- CEO/Executive Directors (10%)
- Social Workers (15%)
- Clinical Operations Managers (15%)
- Nurses (30%)
- Therapist/Counselors (5%)
- Administrators (10%)
- Regulatory/Compliance Officers (5%)
- Pharmacists (2%)



UP TO **6.5** HOURS  
OF FOCUSED EXHIBIT TIME



...OF ATTENDEES  
VISIT THE NHPCO  
EXHIBIT HALL



...OF ATTENDEES FOLLOW UP  
WITH AN EXHIBITOR ON A  
PRODUCT/SERVICE

## WHY EXHIBIT?

### DEDICATED EXHIBIT TIME

Dedicated exhibiting time that DOES NOT conflict with other events or educational sessions, allowing uninterrupted networking time.

### NETWORKING OPPORTUNITIES

Expo lunches, snack breaks, coffee breaks and new networking tools and resources available to attendees and exhibitors allow for maximum exposure and visibility to prospective clients.

### VISIBILITY AND RECOGNITION

Be recognized as an industry leader committed to the hospice and palliative care field by showcasing your products and services.

## EXHIBIT BOOTH SPACE

	ADVANCED 06/10/18 - 08/06/18	STANDARD 08/07/18 - 11/01/18	ONSITE AFTER 11/01/18
<b>10 x 10</b> <i>(Additional Corner Fee: Member \$500 / Non-Member \$750)</i>	\$1,600 / \$2,050	\$1,750 / \$2,250	\$1,950 / \$2,550
<b>10 x 20</b> <i>(Additional Corner Fee: Member \$500 / Non-Member \$750)</i>	\$2,000 / \$3,000	\$2,200 / \$3,200	\$2,350 / \$3,350
<b>20 x 20</b>	\$3,000 / \$5,000	\$3,200 / \$5,200	\$3,500 / \$5,500

**NOTE:** Rates listed as Member / Non-Member

## EXHIBIT HOURS

### MONDAY, NOVEMBER 5

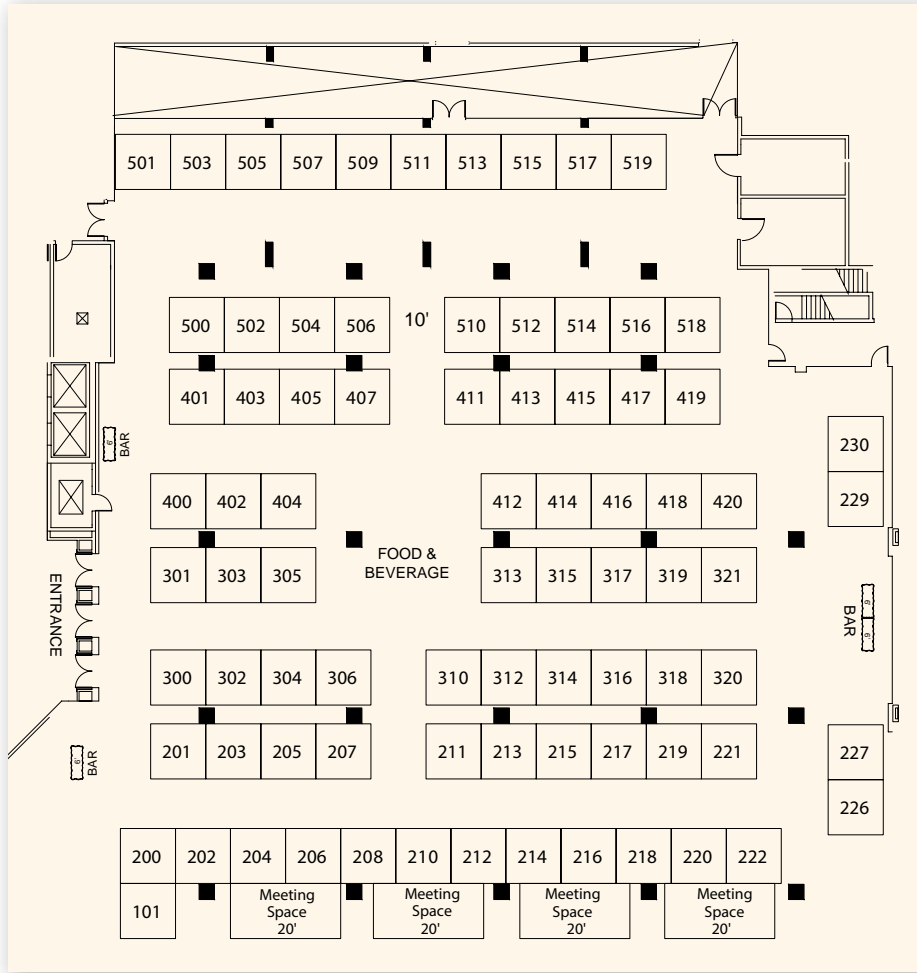
7:00 AM – 4:00 PM      Exhibitor Set-Up  
5:00 PM – 7:00 PM      Welcome Reception

### TUESDAY, NOVEMBER 6

7:00 AM – 9:00 AM      Breakfast Bites  
10:00 AM – 11:00 AM      Coffee Break  
12:00 PM – 1:30 PM      Networking Boxed Lunch  
1:30 PM – 7:00 PM      Exhibitor Teardown  
4:00 PM – 5:00 PM      Coffee House – Music Therapy *(Optional)*  
6:00 PM – 10:00 PM      NHF Event – Hospice on the River *(Optional)*

\*EXHIBIT TIMES SUBJECT TO CHANGE

# EXHIBIT HALL FLOOR PLAN



## THE EXHIBIT BOOTH PACKAGE INCLUDES:

- One complimentary main conference (Nov. 5-7) registration per booth space
- 8' high back drape with 3' high side drape
- 6' draped table
- 2 Limerick chairs
- Wastebasket
- Printed two-line booth identification sign
- Carpeted exhibit area
- Company name listed in the Mobile App
- 10 drink tokens

**PLEASE NOTE**  
FLOOR PLAN SUBJECT TO CHANGE



# NEW SPONSORSHIP & NETWORKING OPPORTUNITIES!

## CONNECTIVITY CAFÉ WITH MIXTROZ!

**\$15,000**

Be a sponsor of the Mixtroz App and Connectivity Café and make networking at IDC not only valuable, but fun! Meeting new people at conferences and events can at times feel unnatural. When an attendee arrives at the event, they can download the app for free and answer up to ten multiple-choice questions that are preselected. When it's time for the meeting groups to assemble, the app tells everyone where and with whom they'll be meeting within the Connectivity Cafe. It's digital and face-to-face marketing combined! Your organization's name will be prominently featured within the Connectivity Café and recognized in the IDC Mobile App and Pocket Guide.

## RELAXATION STATION

**\$12,500**

Sponsor the Relaxation Station on the Exhibit Hall floor and be a hero to attendees! This year attendees can receive professional neck and back massages in the lounge. Associate your company's name with rest, relaxation and the conference's most sought-after service. Your organization's name will be prominently featured within the Station and recognized in the IDC Mobile App and Pocket Guide.

## CHARGING STATION

**\$10,000**

By sponsoring the Charging Station, you allow attendees to network and relax while charging their electronic devices. This sponsorship allows you to brand the Charging Station, giving you great visibility among attendees. Your sponsorship also allows you to distribute promotional materials in Charging Station. Your organization's name will be prominently featured within the Station and recognized in the IDC Mobile App and Pocket Guide.

*"It was great to see other companies and learn possible ways to increase the efficiency of our work."*

*"Exhibitors were all very friendly and offered great information which was beneficial and pertinent to the care I provide."*

# EDUCATIONAL SUPPORT OPPORTUNITIES

## EDUCATIONAL GRANTS

Preconference Seminar – Full Day (*Exclusive*) **\$20,000**

Preconference Seminar – Half Day (*Limit 8*) **\$10,000**

Educational Track (*Limit 6*) **\$40,000**

## SPECIAL EDUCATIONAL SUPPORT OPPORTUNITY

The Angola Experience – End-of-Life Care in a Maximum Security Prison (*All-Day Tour*)

Wednesday, November 5th – 7:00 AM – 6:00 PM **\$10,000**

Become a supporter of this rare and inspiring opportunity and learning experience at the Louisiana State Penitentiary at Angola. Registered attendees will explore end-of-life care in this maximum security prison, hear from prison officials and inmates involved in Angola's award-winning hospice program and learn how it is changing life for the inmate population and corrections staff.

This intensive session will begin with a 2-hour "classroom on wheels" as participants travel via coach bus to Angola while learning about end-of-life care programs in correctional facilities across the US. Participants will tour the 18,000 acre maximum security facility and tour the hospice facility, among other stops during the day. This inspiring learning experience continues while traveling back to the hotel as participants will view the film "Serving Life" and engage in an open discussion about the future of prison hospice programs.

Your support of this all-day educational tour includes:

- Shuttle bus transportation from the Hyatt Regency to the Louisiana State Penitentiary
- Signage prior to, and during the event
- Logo label on boxed lunches for all participants
- Opportunity for material distribution prior to leaving for the tour
- Recognition as a Silver Supporter on IDC Mobile App and Pocket Guide



PHOTO COURTESY OF LORI WASELCHUK, GRACE BEFORE DYING

# SPONSORSHIP OPPORTUNITIES

## **FOOD AND BEVERAGE SPECIAL EVENTS**

### **OFFICIAL OPENING WELCOME RECEPTION** *(Exclusive)* **\$30,000**

The most widely attended hospitality event of the conference. Your company will receive unprecedented value.

Sponsorship includes:

- Signage out front and inside of reception
- Recognition during plenary sessions
- Recognition on NHPCO website
- Press release regarding your support of the kick-off event
- Ten (10) social media posts about your company and its sponsorship
- Logo on reception cups
- Fifty (50) additional drink tokens
- NewsBrief recognition
- Recognition on IDC Mobile App and Pocket Guide
- Supporter ribbons for staff
- Two (2) additional main conference (Nov. 5-7) registrations
- Four (4) Pre and One (1) post conference attendee mailing list

### **OPENING WELCOME RECEPTION ENTERTAINMENT** *(Exclusive)* **\$10,000**

Introduce the band! So much fun to position your corporate image with the opening event. Entertainment will recognize you as well.

### **NETWORKING LUNCH IN THE EXHIBIT HALL** *(Limit 3)* **\$10,000**


- Company representatives will be available to mingle and greet attendees
- Signage at the event
- Opportunity to provide flyers or promotional materials at lunch

### **BREAKFAST BITES AND COFFEE/SNACK BREAK** *(Exclusive)* **\$15,000**

- Name on signage around breakfast and coffee break area in between sessions
- Coffee cup sleeves with your company logo
- Bottled water with your logo on them

### **COFFEE HOUSE** *(Exclusive)* **\$5,000**

- Name and signage around the area
- Coffee sleeves and/or napkins with your company logo
- Recognition during the event
- Recognition on NHPCO website
- Recognition as Copper level sponsor within the IDC Mobile App and Pocket Guide



*"This was a great networking experience."*

## UNIQUE AND EXCLUSIVE BRANDING FEATURES

- ELEVATOR DOORS** (per elevator) **\$6,000**
- FLOOR CLINGS** (per cling) **\$5,000**
- LIGHTED COLUMN WRAPS** (Limit 3) **\$5,000**
- SOLD! HOTEL ROOM KEYCARDS** (Exclusive) **\$7,500**
- CONFERENCE TOTE BAGS** (Limit 3) **\$15,000**
- GUEST ROOM KEY CARD HOLDERS** **\$8,000**
- WIFI** (Opportunity to co-brand available) **\$20,000**
- CONFERENCE MOBILE APP** (Limit 2) **\$10,000**
- GUEST ROOM DOOR HANGER** **\$5,000**
- DO NOT DISTURB DOOR HANGERS** **\$10,000**
- GUEST ROOM DOOR DROP** (placed outside of room/sponsor provides item) **\$7,000**
- INSIDE ROOM DELIVERY** (sponsor provides item) **\$10,000**
- SOLD! REGISTRATION LANYARDS** (Exclusive) **\$7,500**
- REGISTRATION BADGE** (Exclusive) **\$5,000**
- SOLD! IDC POCKET GUIDE AGENDA** (Exclusive) **\$3,000**
- OPENING PLENARY SESSION ENTERTAINMENT** (Exclusive) **\$10,000**
- NCHPP DISCIPLINE-SPECIFIC NETWORKING MEETING** (Limit 12) **\$7,500**
- SOLD! NHPCO'S MARKETPLACE SHIPPER SUPPLIER** (Exclusive) **\$7,500**
- HAND SANITIZERS** (Exclusive) **\$5,000**
- FREE RESOURCES DISTRIBUTED AT NHPCO REGISTRATION** **\$6,000**
- EXHIBIT HALL AISLE SIGNS** (Limit 4) **\$3,000**
- INK PENS AND/OR NOTE PADS** (Limit 2) **\$3,000**

“...Appreciate the opportunity to interact with others providing services to our industry.”





# SPECIAL FUNDRAISING EVENT

**Hospice on the River** - Mandeville Shed Crescent Park  
Tuesday, November 6th at 6:00 PM

Hospice on the River is a special event that offers unique sponsorship and auction opportunities for your organization, all which can be customized to meet your branding goals and objectives. This is an outstanding opportunity to spotlight your organization, show your philanthropic leadership and support hospice and palliative care at the local and national levels.

This event will benefit the National Hospice Foundation's (NHF) Disaster Relief Fund and the Louisiana-Mississippi Hospice and Palliative Care Organization's (LMHPCO) Prison Support Project and Alliance.



## **PRESENTING SPONSOR** (1 available) **\$10,000**

- Mention as presenting sponsor in Hospice on the River radio ads.
- Signage on transportation buses from the NHPCO Interdisciplinary Conference to the event.
- Speaking opportunity on the bus to and from the event.
- Verbal recognition during the event.
- Logo on appropriate signage during the NHPCO Interdisciplinary Conference and at the event.
- Logo on flyers/invitations, and on the event website.
- Ten (10) tickets to the event.

## **FOOD AND BEVERAGE SPONSOR** (1 available) **\$7,500**

- Logo on appropriate signage during the NHPCO Interdisciplinary Conference and at the event.
- Logo on flyers/invitations, and on the event website.
- Eight (8) tickets to the event.

## **SERVICE SPONSOR** (1 available) **\$7,500**

- Logo on appropriate signage during the NHPCO Interdisciplinary Conference and at the event.
- Logo on flyers/invitations, and on event website.
- All servers and bartenders to wear logo sponsored shirts during the event.
- Eight (8) tickets to the event.

## **DÉCOR SPONSOR** (1 available) **\$5,000**

- Logo on appropriate signage during the NHPCO Interdisciplinary Conference and at the event.
- Logo on flyers/invitations, and on the event website.
- Six (6) tickets to the event.

## **VENUE SPONSOR** (1 available) **\$5,000**

- Logo on appropriate signage during the NHPCO Interdisciplinary Conference and at the event.
- Logo on flyers/invitations, and on the event website.
- Six (6) tickets to the event.

### **ENTERTAINMENT SPONSOR** (3 available) **\$3,000**

- Logo on appropriate signage during the NHPCO Interdisciplinary Conference and at the event.
- Logo on flyers/invitations, and on the event website.
- Verbal recognition during the event at the beginning of each sponsored musical performance.
- Six (6) tickets to the event.

### **RESTROOM SPONSOR** (1 available) **\$2,500**

- Logo on appropriate signage during the NHPCO Interdisciplinary Conference and at the event.
- Logo on flyers/invitations, and on the event website.
- Four (4) tickets to the event.

### **WATER STATION SPONSOR** (1 available) **\$2,500**

- Logo on appropriate signage during the NHPCO Interdisciplinary Conference and at the event.
- Logo on flyers/invitations, and on the event website.
- Four (4) tickets to the event.

### **SUPPORTERS** (unlimited) **\$1,000**

- Listing on appropriate signage during the NHPCO Interdisciplinary Conference and at the event.
- Listing on the event website.
- Two (2) tickets to the event.

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*"This was fabulous! Loved everything about it, the food, the drinks, the vendors, the people, the networking..."*

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## **CUSTOMIZE YOUR SPONSORSHIP!**

Customize your sponsorship experience by purchasing à la carte enhancements. These are designed to promote brand awareness and engage attendees. À la carte enhancements are only available as add-ons to sponsorship packages. Availability is on a first-come, first-served basis. We welcome your ideas and creativity! Email the Exhibits Management Team at [exhibit@nhpco.org](mailto:exhibit@nhpco.org) or (703) 837-3140 for more information.

### **WHO CAN I CONTACT WITH QUESTIONS?**

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