



2017

# CONFERENCE & POLICY SYMPOSIUM

June 21-24, 2017 | Washington, D.C.

Expo: June 22-23, 2017

Corporate Support,  
Marketing, & Exhibitor  
Opportunities

NATIONAL  
HEALTH CARE  
*for the*  
HOMELESS  
COUNCIL

Quality · Access · Justice · Community

# The National Health Care for the Homeless Conference & Policy Symposium

is the preeminent annual meeting of health centers and other social service agencies serving people experiencing homelessness. Our attendees are rich in diversity of disciplines and social demographics, with a high number of decision-makers, in addition to clinicians and consumers. Indeed it is our consumer-driven culture—institutionally and through our conference—that sets us apart as a meeting on human rights and collaborative problem-solving. You will struggle to find any other conference with more passionate and committed individuals.

Read the opportunities described in this prospectus to learn how we can collaborate on providing the best care for the most vulnerable.

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## 2017 Conference Theme: Working Together for ACCESS



*Working Together for Access* is the two-part theme orienting the 2017 Conference. We consider *Working Together*—collaborations between and among providers of diverse disciplines, consumers, advocates, and organizations—to be essential to achieving access. Access characterizes approaches that improve or increase opportunities where an individual can obtain care. Care is not limited to medical services; we include access to social services, enabling services, and so on. Sessions will also approach the theme by defining access beyond services, such as access to the democratic process and decision-making or expanding access to health insurance through Medicaid expansion and single-payer health reform.

If your products, services, or programs complement this theme, 2017 is the perfect year for you to invest in the National Health Care for the Homeless Conference.

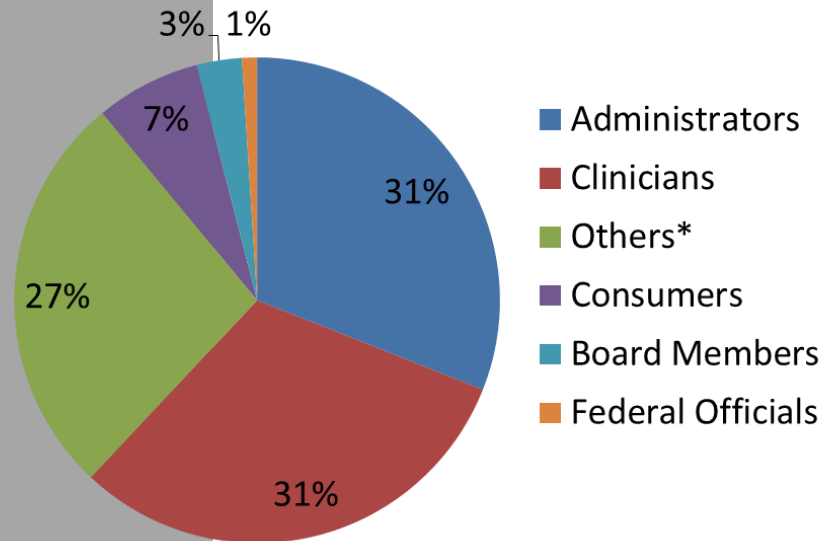
# Audience Snapshot



## Individuals represent:

- + Health Care for the Homeless Programs
- + Community Health Centers
- + Public Health Departments
- + Public Housing Primary Care Grantees
- + Community Mental Health Centers
- + Primary Care Associations
- + PATH Grantees
- + Shelters and Housing Providers
- + Managed Care Organizations
- + Federal Agencies
- + Research Institutions
- + National Associations
- + Advocacy Organizations
- + Universities
- + Continuums of Care
- + Hospitals

## Attendees



\*The third largest category, *Others* include CEOs, researchers, students, academics, advocates, social workers, and many other stakeholders in the movement to end homelessness.

# Previous Exhibitors & Corporate Supporters

## Some previous exhibitors

- + AmeriCares US Program
- + Center for Social Innovation
- + Central City Bed
- + CommonWealth Purchasing Group
- + Convenience Kits International
- + Corporation for Supportive Housing
- + Eccovia Solutions (Client Track)
- + Feldesman Tucker Leifer Fidell
- + Fenway Institute
- + Foothold Technology
- + GlaxoSmithKline
- + Hiteq Center (JSI)
- + Hu-Friedy
- + Institute for Healthcare Improvement
- + Mutual of America
- + Nonstop Wellness
- + Springwire
- + t3
- + Telelanguage Inc.
- + United Health Care

2016 Sponsors:  
National Conference  
Portland, OR



COMMONWEALTH  
PURCHASING GROUP, LLC



# Exhibitor Rates & Benefits

## Rates:

- + Nonprofit: \$1,250
- + For-profit: \$2,000
- + Corporate Affiliate\*: \$1,250



## social reach

Website: 16,364 unique monthly users

E-blasts: 12,980 recipients

Social media: 5,140

Facebook, 1,290 Twitter

Program: 1,200 prints

## Benefits:

- + Draped 8-ft table with two chairs and electrical access
- + 1 full-access main-conference registration
- + Up to 3 additional non-registrant passes
- + Post-conference attendee list
- + Recognition in program insert, website, slide deck, and e-blasts
- + Access to 1,200+ health professionals
- + **NEW**: foot traffic incentive through "exhibitor bingo"

One-day rates are available upon request: Contact [mdurham@nhchc.org](mailto:mdurham@nhchc.org)



\*Corporate Affiliates are for-profit partners similar to organizational members. Rather than a one-time sponsorship, Affiliates exist in a long-term relationship with the Council, including numerous recognition opportunities throughout the year.

To learn more about the benefits of being a Corporate Affiliate in addition to a discounted exhibit table, [go online](#), or contact Crissy Zitka: [czitka@nhchc.org](mailto:czitka@nhchc.org)

# Sponsor Benefits

The 2017 National HCH Conference comprises sponsorship opportunities through six special events and seven branding properties. Sponsors at the \$3,500 level and above are eligible for a **discounted exhibitor table** (\$1,250 for for-profit agencies, as opposed to \$2,000). Regardless of whether you choose to exhibit, however, your sponsorship includes the following benefits.

## Sponsorship Benefits:

- + 1 full-access main-conference registration
- + Post-conference attendee list
- + Recognition in program insert, website, slide deck, and e-blasts
- + Mention from the podium at opening plenary
- + Mobile app promotion
- + Onsite signage
- + Brand exposure to 1,200+ health professionals

Additional benefits vary according to the specific property

# Exhibitor Schedule

Expo dates: June 22-23, 2017; Hall open 7am to 6pm ET

Setup: June 21: 2:00-7pm ET

Breakdown: June 23 by 6pm ET

Check-in: 5B Registration Desk

Exhibit Hall: Constitution A-B

# Sponsorship & Marketing Opportunities

## special events

### ~~Opening Cocktail Reception~~

~~\$5,000; one available~~ **SOLD!**

Make a memorable introduction to our guests by buying them a drink! Our opening cocktail reception is the principal opportunity for registrants to network and relax.

### HCH Clinicians' Network Meeting

\$3,500; one available

This is the only annual gathering specifically for clinicians serving people experiencing homelessness. In such a high-burnout field, this meeting accomplishes much more than just networking.

### ~~National Consumer Advisory Board Orientation Meeting~~

~~\$3,500; one available~~ **SOLD!**

This is a unique opportunity to support our consumer leaders (i.e. people with the experience of homelessness, many of whom are health center Board members) as they become acquainted with the Conference.

### Site Visits

\$2,000; three available

Conference attendees always appreciate the opportunity to visit the DC area's exemplary Health Care for the Homeless clinic and the country's largest shelter.

### Executive Dinner\*

\$600; three available

Want facetime with decision-makers? Host an offsite dinner near the Grand Hyatt on June 21-23 and Council staff will help you with a guest list and distribution of invitations. Costs of the dinner and related expenses are not included in this sponsorship.

\*FREE for Corporate Affiliates

### Break Sponsor

\$2,000; ~~six~~ **four** remaining

Caffeine! Fuel our registrants with coffee, tea, and snacks during breaks in the program, and they will be eternally grateful to you!



# Sponsorship & Marketing Opportunities

## branding

### Tote Bags

\$7,500; one available

Tote bag sponsors receive the most prominent brand exposure and the automatic admiration of our registrants—people love totes! This sponsorship fee includes the costs of the materials and shipping. Council staff will work with you on the design.

### Wifi Access

\$5,000; one available

Get connected! We all know that conference attendees are using the app, tweeting their experience, and checking email throughout the event. Bring our guests online by branding wireless access.

### Name Badge Lanyards

\$5,000; one available

Your brand will adorn every registrant, ensuring they're talking about you. This sponsorship fee includes the costs of the materials and shipping. Council staff will work with you on the design.

### Tote Bag Inserts\*

\$500; five available

Your marketing materials or branded items (stress balls, pens, chocolate, etc.) will be placed in the hands of every registrant. Send us your collateral and we'll stuff the bags. This is a great way to lure people to your exhibit table!

\*Availability of inserts depends on a tote bag sponsor. Contact us to learn if one has been secured.

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[www.nhchc.org](http://www.nhchc.org)



Want to do something particularly creative? Pitch your idea and we'll negotiate a price point and process.

### Member Hub

\$5,000; one available

The Member Hub is a members-only lounge with special refreshments. It achieves our goals of making our members feel special and piquing the interest of non-members, while giving you the chance to engage health center decision-makers who will be grateful to you for satiating their appetite.

### Mobile App

\$4,500; one available

Now a standard feature of the meetings industry, the conference app enables attendees to communicate with one another, schedule their sessions, and follow announcements. Place your brand in the app used more than 90,000 times at the 2016 conference.

### Floor Decals

\$4,500; one available

Help conference attendees find their way around the Grand Hyatt by sponsoring floor decal directional signage. How could they not then think of you as helpful?

DC 2017 EXPO

NATIONAL  
HEALTH CARE  
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## Venue Information

The National Health Care for the Homeless Conference takes place in Washington, DC, every other year, historically at the smaller Hyatt Regency. Having been required to cap registration six weeks prior to the 2016 conference in Portland, Oregon, we are pleased to announce that our next conference will be hosted at the much-larger Grand Hyatt. The 2016 registration pace would have reached 1,300 attendees, a perfectly comfortable range for this new venue.

Ample space will be available for exhibitors and sponsors, and Council staff will designate the most high-traffic area for your table according to the total/final number of exhibitors.

While farther from Capitol Hill for advocacy visits, the Grand Hyatt is located closer to recreational and dining attractions, such as Chinatown and downtown DC.

**APPLY NOW!**

## Contact us

### Sponsorships & Exhibitions:

Michael Durham

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### Registration Information:

Krista Myatt

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### General Conference Information:

Alyssa Curtis

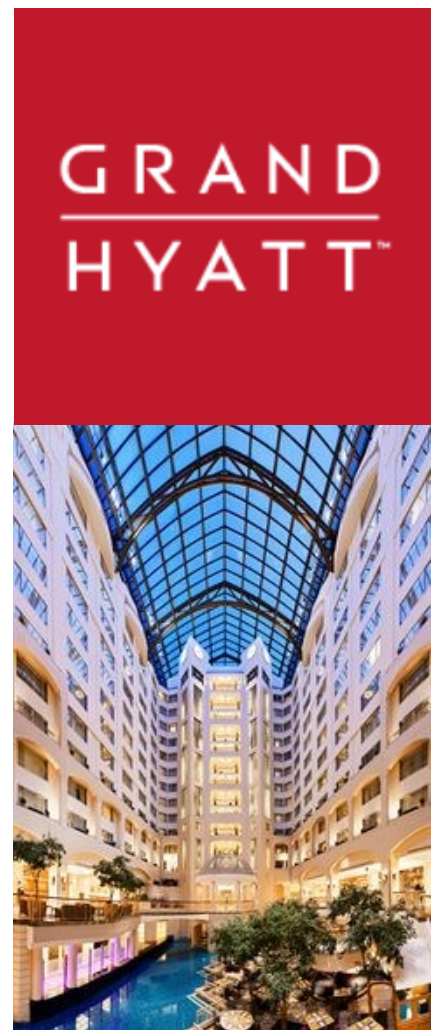
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