

Corporate Support, Marketing, and Exhibitor Opportunities



2018 NATIONAL HEALTH CARE FOR THE HOMELESS

CONFERENCE & POLICY
SYMPOSIUM

MAY 15 - 18 | MINNEAPOLIS, MN

WORKING TOGETHER FOR COMMUNITY

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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.

Working Together for Community



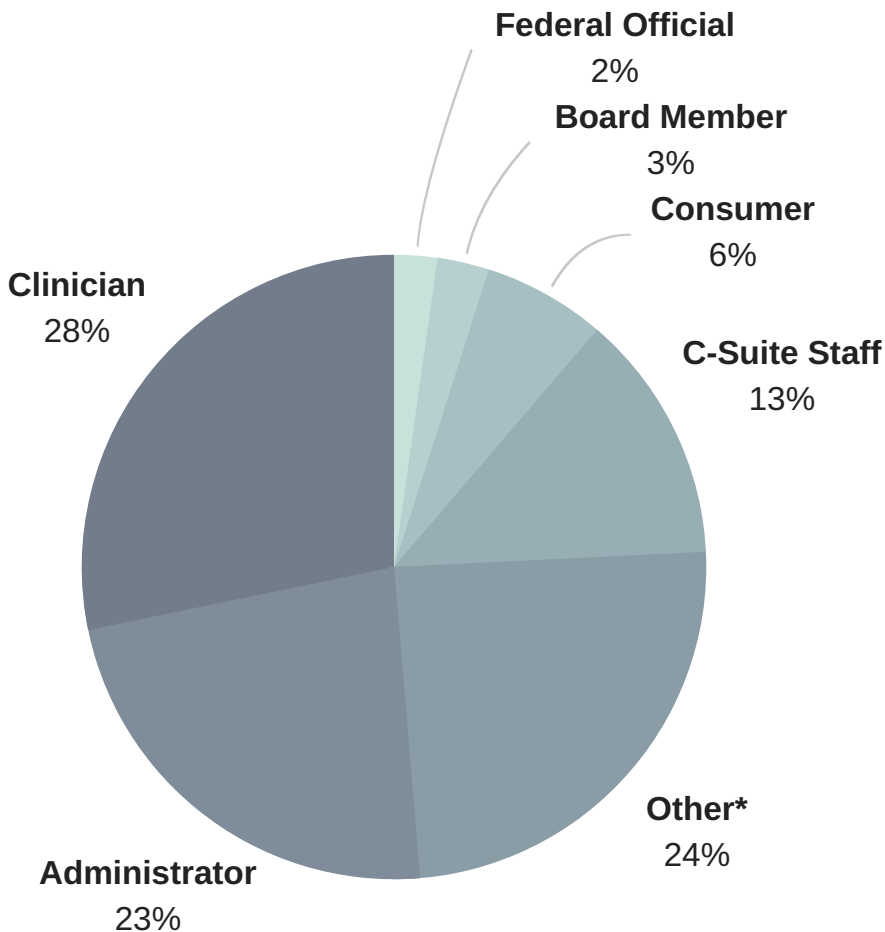
We consider *Working Together* to be partnerships and collaborations between and among providers of diverse disciplines, consumers, policy makers, advocates, and organizations that are essential to increasing access and improving quality of care and health outcomes. *Community* characterizes a holistic approach that goes beyond primary care clinics to involve other entities, strengthen the community's safety net, address social determinants of health, and promote health equity.

If your products, services, or programs complement this theme, 2018 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



*The third largest category, Other, includes researchers, students, academics, advocates, Council staff, and many other stakeholders in the movement to end homelessness.

Social Reach

Website: 18,646 unique monthly users

Social media: 6,024 Facebook, 1,722 Twitter

Program: 1,000 prints

E-blasts: 12,982 recipients

Previous Exhibitors & Corporate Sponsors

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

2017 Corporate Sponsors

Anthem[®]

 **UnitedHealthcare**[®]

MATTRESSFIRM[®]
COMMERCIAL SALES

Exhibitor Rates and Benefits

Rates

- **Nonprofit:** \$1,350
- **For-profit:** \$2,100
- **Corporate Affiliate*:** \$1,350

One day rates available upon request. Contact Caroline Gumpenberger, cgumpenberger@nhchc.org.

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 1,000 health professionals
- Foot traffic incentive through “exhibitor bingo” and prime placement in food and beverage service area

Schedule

- **Expo Dates:** May 16-17, 7:00 a.m. - 6 p.m. CT
- **Setup:** May 15, 11:30 a.m. - 6:00 p.m. CT
- **Breakdown:** May 17 by 6:00 p.m. CT
- **Check-in:** Registration, Nicollet Promenade



***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 Krista Myatt, kmyatt@nhchc.org

Sponsorship Benefits

The 2018 National HCH Conference offers sponsorship opportunities through four special events and five branding properties.

Sponsors at the \$3,500 level and above are eligible for a **discounted exhibitor table** (\$1,350 for for-profit agencies, as opposed to \$2,100). Regardless of whether you choose to exhibit, your sponsorship includes the following benefits.

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 1,000 health professionals
- Additional benefits vary according to the specific property

Sponsorship & Marketing Opportunities

Special Events

Welcome Reception

\$10,000; one available

Make a memorable introduction to our guests by sponsoring our Welcome Reception.

Complete with light appetizers and cocktails, our welcome reception is a chance to connect with our guests as they network.

Break Sponsor

\$4,000; six available

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

National Consumer Advisory Board Orientation Meeting

\$3,500; one available

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 Health Care for the Homeless site in Minneapolis and other community partners.



Sponsorship & Marketing Opportunities

Marketing Opportunities

Tote Bags

\$10,000; 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.

Mobile App

\$5,000; 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 2018 conference.

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.*



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

Venue and Contact Information

Venue Information

The 2018 National HCH Conference & Policy Symposium will be held at the recently renovated Hyatt Regency Minneapolis in downtown Minneapolis, MN. 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. The hotel's premiere location provides convenient access to an incredible array of Twin Cities' attractions, from shopping to sports, the arts and the great outdoors.

1300 Nicollet Mall | Minneapolis, Minnesota, USA, 55403

Contact Information

Sponsorship, Exhibitors, and General Conference Inquiries

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Registration and Membership Inquires

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