

HCD

HEALTHCARE DESIGN
EXPO + CONFERENCE



SPONSORSHIP AND MARKETING OPPORTUNITIES

NOVEMBER 7-10, 2020

MUSIC CITY CENTER + NASHVILLE, TN

hcdexpo.com

Founded and Produced by



Presenting sponsor



In Association with



Strategic Partner



Association Partners



We'll get attendees to the show, but how will you get them to your booth?

You've made an investment to be at HCD.

Don't leave it to chance that buyers will choose your brand, when others are doing their utmost to promote their presence and get their attention before the show.

What we do to promote HCD:

Send segmented email campaigns to prospective attendees	Direct mail campaigns to prospective attendees	Advertise with key media and association partners
Social media engagement across Twitter, Facebook, and LinkedIn	Promote exhibitor profiles at HCDexpo.com so buyers can learn about your brand and products	Promote onsite activities and awards

What you can do to drive customers to your booth:

Complete your free online profile in HCD Connect so attendees can learn more about you before the show begins	Promote your in-booth show specials, press releases, and products in HCD Connect	Increase your social media posts surrounding your participation at the show and use #HCDcon to grow your followers
Stand out and drive traffic to your booth on-site — many high-visibility advertising and sponsorship opportunities are available	Take advantage of direct marketing programs - send email or postcard to registrants	Use the free marketing tools in your Feathr dashboard — custom email template, web ad, and landing page

SPONSORSHIP OPPORTUNITIES

From building product awareness to increasing sales, becoming an official show sponsor will further enhance your presence among the hundreds of exhibitors at Healthcare Design Expo & Conference. Gain additional exposure by purchasing one of the high-profile and high-value sponsorship packages to stand out among your competition and get noticed.

PRESENTING SPONSOR: EXCLUSIVE \$60,000

The Presenting Sponsor is the top-of-mind visible partner before, during, and after the Expo and Conference, providing the sponsoring organization significant branding, lead generation, and lead nurturing programs, as well as demonstration of thought leadership.

- Company logo on onsite Expo and Conference marketing collateral (show directory, relevant signage)
- Exclusive sponsor of Opening and Closing Keynote general sessions
- Opportunity to address all HCD General Session attendees for five minutes before Keynote introductions
- Literature hand out opportunities in the HCD General Session room
- Recognition signage
- Full page ad in the onsite Show Directory
- Opportunity to place marketing materials in all Attendee bags
- Dedicated pre-event and post-event email to all HCD Expo and Conference attendees (sponsor to provide html**)
- Company logo on website and in footers of emails to prospective and registered attendees
- First right of refusal for the 2021 Expo and Conference



NETWORKING EVENT SPONSOR

The social event of the Expo and Conference, held Monday evening. All HCD attendees and exhibitors are invited for hors d'oeuvres, cocktails, entertainment and more.

- Co-branded HCD Networking Party email invitations featuring company logo and link to your website
- Recognition in pre-show emails and direct mail
- Opportunity to provide napkins with logo
- Company logo on Sponsor Recognition signage, in the onsite Show Directory, and on the website
- Full page ad in the onsite Show Directory
- 50 additional drink tickets for distribution to clients at event
- One dedicated pre-event email to HCD attendees (sponsor to provide html**)
- Recognition on show website and onsite signage
- First right of refusal for the 2021 Expo and Conference



**email send date TBD by show management

WELCOME RECEPTION SPONSOR (1 SOLD, 1 AVAILABLE): \$11,000/EXCLUSIVE \$20,000

As the sponsor of the Welcome Reception, your organization will gain tremendous recognition, driving traffic to your booth to build relationships and generate leads. Get the party started and carry that momentum throughout the Expo and Conference.

- Sponsor may provide cups and napkins with logo
- Company logo on Welcome Reception drink tickets
- Company logo on Sponsor Recognition signage, in the onsite Show Directory, and the website
- Ad in the onsite Show Directory (size dependent on sponsorship level)
- 50 Additional drink tickets for distribution at the Welcome Reception
- Bar or food station located near your exhibit space

ADVANCEMENTS IN EVIDENCED-BASED DESIGN RESEARCH TRACK SPONSOR: EXCLUSIVE \$12,500

Great for organizations dedicated to Evidence-Based Design (EBD), the Advancements in EBD Research track presents juried research studies on multiple healthcare design environments. The exclusive sponsor will receive:

- Company logo on all Advancements in EBD Research Education Track session descriptions on the HCD website
- Recognition at the beginning of each EBD Education Track session OR option to host Education Track session by introducing each speaker
- Distribution of company literature in each session room
- Company logo on all related EBD Education Track signage
- Company logo on Sponsor Recognition signage and in the onsite Show Directory

HEALTHCARE DESIGN AWARDS LUNCHEON SPONSOR: (THREE AVAILABLE): \$5,000 EACH/EXCLUSIVE \$12,000

Open to all Healthcare Design attendees, the Healthcare Design Awards Luncheon will honor the Design Showcase Citation of Merit Winners, Remodel/Renovation Award Winners, and The HCD 10. The exclusive sponsor will receive:

- Recognition as the exclusive sponsor in all HCD Awards Luncheon promotions
- Two-minute introduction by your company executive at the beginning of the Awards Ceremony
- Company logo on all Awards Ceremony signage
- Company logo on all Luncheon room screens prior to the Awards Ceremony
- Company logo on website, onsite signage, and onsite Show Directory

MOBILE APP SPONSOR: EXCLUSIVE \$11,000

The Mobile App Sponsor keeps attendees connected to important Expo and Conference updates and social media alerts.

- Exclusive sponsor of the official HCD20 Mobile App
- Company ad, logo and banners included in the app
- One dedicated promotional app push during each day of the Expo and Conference
- Company logo on Sponsor Recognition signage, in the onsite Show Directory, the HCD Mobile App, and the website
- One post-event email to all app users (sponsor to provide html**)
- First right of refusal for the 2021 Expo and Conference



ATTENDEE BADGE SPONSOR: \$11,000

- Prominent position of your company logo on all HCD badges
- Company logo on Sponsor Recognition signage, in the show directory, the app and on the show website.
- First right of refusal for the 2021 Expo and Conference



EDUCATION TRACK SPONSOR (MULTIPLE AVAILABLE): \$10,000

Sponsor a track and “own” that topic in the marketplace throughout the year, with multiple opportunities before and at the show to demonstrate your involvement on a key topic area. (Excludes EBD Track)

- Exclusive sponsor of one of HCD Education Tracks (see agenda for details)
- Company logo on Education Track session descriptions on the HCD website
- Option to host Education Track session by introducing each speaker
- Sponsor logo included on onsite signage and website sponsor page
- Company logo on Education Track signage
- Recognition at the beginning of each Education Track session
- Distribution of company literature in each session room
- First right of refusal for the 2021 Expo and Conference

POWER LOUNGE SPONSOR: EXCLUSIVE \$10,000

Sure to be a hub of activity, this heavily-trafficked working lounge located in a highly visible area gives attendees a place to relax, recharge, network, and conduct business—and gives you a powerful opportunity to build your brand awareness, and engage attendees.

- Signage with your logo and booth # (if applicable)
- Company logo and signage on each of the charging stations
- Half page ad in the onsite Show Directory
- Table/stand for your literature
- Seating provided or you have option to bring your own furniture
- Company logo on Sponsor Recognition signage, in the onsite Show Directory, and on the website

REGISTRATION SPONSOR: \$7,500

Draw attendees to your booth in the high-traffic registration area—the first stop for each and every Expo and Conference attendee.

- Sponsor has the option to provide flooring for outside the registration area in the Registration Desk. (Based on Emerald Expositions approval)
- Logo on Registration Kick Panels (up to 3)
- Company logo on Sponsor Recognition signage, in the onsite Show Directory, and website.



FLOORING SPONSOR: \$7,500

Make a strong first impression as attendees literally watch their step while viewing your brand's flooring at the entrance to the exhibit hall.

- Sponsor to provide flooring for the outside entrance to Exhibit Hall at HCD 2020 (Based on Emerald's approval)
- Exhibit Sponsor signage next to flooring
- Company logo on Sponsor Recognition signage, in the onsite Show Directory, and website.

LANYARD SPONSOR: EXCLUSIVE \$6,000*

**Sponsor responsible for producing and supplying lanyards*

Exclusive sponsor of the attendee badge lanyards

- Company logo on Sponsor Recognition signage, the onsite Show Directory, and website
- First right of refusal for the 2021 Expo and Conference



ATTENDEE BAG SPONSOR: EXCLUSIVE \$6,000*

**Sponsor responsible for producing and supplying bags*

Each attendee will receive a tote featuring your logo. This is an effective way to have your company's brand seen by all the Expo and Conference participants throughout this multi-day event.

- Company logo on all HCD Attendee bags
- Promotional Insert in Attendee Bag (sponsor to provide insert)
- Company logo on Sponsor Recognition signage, in the onsite Show Directory, and on the website
- First right of refusal for the 2021 Expo and Conference



CASH GIVEAWAY (MULTIPLE AVAILABLE): \$5,000

- Recognition in Cash Giveaway promotions (via email and mobile app)
- Recognition during the Cash Giveaway Drawing
- Company logo on Sponsor Recognition Signage, onsite show directory, and website

FACILITY TOUR BUS SPONSOR (MULTIPLE AVAILABLE): \$5,000

- Company logo on Facility Tour transportation signage
- Literature distribution on Facility Tour bus
- Brief (2-3 minute) presentation on Facility Tour bus (optional)
- One Facility Tour pass per bus sponsor
- Company logo on Sponsor Recognition signage, the onsite Show Directory, and website

FACILITY TOUR SNACK SPONSOR: \$3,000

As the Facility Tour Snack Sponsor, you will be providing snacks to all the participants that will be on the tours. This will give you great concentrated exposure.

- Company logo on Facility Tour signage
- Company logo on Sponsor Recognition signage, in the onsite Show Directory, and on the website
- Sponsor responsible for paying for snacks, and coordinating directly with convention center

COFFEE BREAK SPONSOR: (ONE AVAILABLE) FOR EACH BREAK: \$2,500

Scheduled throughout the Expo and Conference and located both near the educational sessions and in the Exhibit Hall, the exclusive HCD Coffee Break sponsor receives incredible brand exposure and onsite promotion during all refreshment breaks with:

- Sponsor the coffee and break stations throughout the Expo and Conference
- Optional Sponsor logo on napkins at the stations (excluding Welcome Reception)*
- Optional Sponsor logo on coffee sleeves*
- Company logo and booth number on Coffee Break signage
- Company logo on Sponsor Recognition signage, in the onsite Show Directory, and on the website

*Additional costs and fees may apply, sponsor to provide napkins and coffee sleeves

ATTENDEE BAG INSERTS SPONSOR: \$2,000 (MULTIPLE AVAILABLE)

Attendee bag inserts allow you to put your marketing information in the hands of all Healthcare Design attendees.

- Your company's promotional material will be inserted into approximately 3000+ attendee bags

PEN & NOTEBOOK SPONSOR: \$2,000 EACH

**Sponsor to provide pads/pens.*

Two of the most popular items available for sponsorship (and most often asked for by attendees) are the notebook and pen. Have your branded pen or notebook in the hands of attendees as they take notes in conference sessions.

SOLUTIONS THEATER SPONSOR: \$1,000 (MULTIPLE AVAILABLE)

- 30 minutes of stage time in Solutions Theater, based on available time slots
- Logo and time slot included in the ad for the Solutions Theater of the HCD Directory
- Company name in Solutions Theater promotions (via email and mobile app)

SOCIAL MEDIA OPPORTUNITIES

SOCIAL MEDIA FEATURED POSTS: \$499

Expand your reach during the show with extra promotion of your booth through our featured social media posts! A photo of your booth, team, and product will be posted to the Healthcare Design Expo and Conference e-social media accounts.

MARKETING & ADVERTISING OPPORTUNITIES

SHOW DIRECTORY ADVERTISING

- Back Cover: \$5,000
- Page 1: \$3,500
- Inside Back Cover: \$3,000
- Standard Full-page: \$2,500
- Standard Half-page: \$1,500

HCD WEBSITE ADVERTISING

Ad Unit Size (Pixels)	One Month	Three Months	Location
Top Banner 728 x 90	\$2,500	\$2,000/month	Not on home page, on all sub pages
Top Side 300 x 250	\$1,500	\$1,000/month	Home page only
Bottom Side 300 x 250	\$1,000	\$750/month	Home page only
Bottom Banner 728 x 90	\$1,000	\$750/month	Run of site

DIRECT MARKETING (EMAIL OR POSTCARD)

Email Deployment Program

2019 attendees: \$2,000

2019 & 2020 attendees: \$2,500

Attendees will begin registering for upcoming events at approximately 18 weeks out from event date. Limited email dates are available and are filled on a first-come, first-served basis. Emails will be deployed through Emerald's email vendor. Exhibitor to supply HTML file, subject line, seed list, and opt-out list to Emerald.

Direct Mail Program

2019/2020 attendees*: \$1,250

Please note that charges are for access to attendees and do not cover costs of creating, printing or mail house services used with direct mail pieces. Direct mail is managed through HCDdirect.com (ExpoCommerce/Community Commerce). Emerald must approved direct mail pieces before the HCDdirect mailhouse can proceed with order. Please visit HCDdirect.com to learn more.

** The list for direct mail pieces will begin with the previous show's attendees, then as attendees register for the upcoming show, prior year records are replaced with current year records.*

HCD LIVE: \$4,500

HCD Live is the perfect way to extend your tradeshow marketing efforts way beyond the expo floor. Professionally produced videos filmed on site at HCD Expo in your booth, edited and posted on HCDmagazine.com, HCDexpo.com, and YouTube, with links provided to you for your own website and social media.

HCD CONNECT DIGITAL OPPORTUNITIES

Enhance your visibility to attendees by selecting one of the digital HCD Connect promotion packages below. Digital promotion packages increase your visibility with attendees 3-4 times more than with a standard listing. Take this opportunity to showcase all of your products and services while increasing traffic to your booth on the show floor.

BOOTH LISTING FEATURES	Basic	Bronze	Silver	Gold
Premium Placement				✓
Videos			1	2
Company Logo	✓	✓	✓	✓
Digital Product Showcase	1	3	5	10
Show Specials/Give Aways	1	3	5	10
Press Releases	1	3	5	10
Enhanced Listing Icon		★	★	★
Product Categories	8	10	10	12
Company Online Profile (characters)	500	900	1200	1500
Website URL	✓	✓	✓	✓
Company Name, Booth Label, Address	✓	✓	✓	✓
	\$99-EMF	\$199	\$499	\$799

Online Promotion Options

Floor Plan Banner Ad	\$249
Additional Video	\$299/Video
Floor Plan Logo (Booths 20x20 or larger)	\$349
Exclusive Exhibitor List Sponsorship	\$1,999
<ul style="list-style-type: none"> - Company logo on top of exhibitor list and search results - Permanent banner ad on online floor plan - Includes ★ Gold Listing 	
Exclusive Online Floor Plan Sponsorship	\$2,499
<ul style="list-style-type: none"> - Clickable logo on the Floor Plan - Includes ★ Gold Listing 	

CONTACT YOUR ACCOUNT EXECUTIVE TODAY

Advertising opportunities also exist on our website, with *Healthcare Design Magazine*. To discuss a customized sponsorship package developed for your marketing goals and objectives, contact the Healthcare Design sales team below.

Account Executives

Companies A-G, #'s, T-Z

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Companies H-S

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Show Director

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ASK ABOUT OUR OTHER EVENT



EFA Expo and Conference — A yearly Expo and Conference offering the latest strategies and ideas for creating functional and attractive senior-living environments.