



**HEALTHCARE
FACILITIES**
symposium and expo

SPONSORSHIP OPPORTUNITIES



SEPTEMBER 17-19, 2019

EXHIBITS: SEPTEMBER 17-18

**Hynes Convention Center
Boston, MA**

www.hcarefacilities.com

OPENING KEYNOTE

- Sponsor may introduce speaker.
- Sponsor may provide literature for each table in the session.

SOLD

\$7,500



DAY TWO KEYNOTE

- Sponsor may introduce speaker.
- Sponsor may provide literature for each table in the session.

\$5,000

CLOSING KEYNOTE

- Sponsor may introduce speaker.
- Sponsor may provide literature for each table in the session.

\$5,000

AWARDS LUNCHEON - DAY ONE

- Sponsor may welcome attendees in a 2-minute intro.
- Sponsor may provide literature for each table in the session.

\$5,000



NETWORKING LUNCH - IN EXPO HALL

Sponsor the Networking Lunch which is in the Expo Hall on day two.

- Opportunity to provide literature and promotional materials to the conferees at lunch.
- 22x28 sign with logo outside lunch area.

SOLD

\$2,500

ATTENDEE BREAKFAST

- Logo on special events page of website.
- Logo on 22x28 sign in breakfast area.
- Opportunity to provide promotional materials.

\$3,000



EXPO HALL COFFEE BREAK

Sponsor the coffee break for attendees which is in the Expo Hall on day two.

- Logo on 22x28 sign next to coffee area.
- Opportunity to provide branded napkins or other promotional item (to be approved by show management).

\$2,500

FACILITY TOUR BUS

- Logo on website where tour information appears.
- Logo in event guide where tour information appears.
- Logo on 22x28 tour directional signage.
- Opportunity to provide promotional materials for tour participants.

*\$2,500 per tour
\$5,000 for all*

CONFERENCE ROOM SPONSOR



- One 3'x6' sign with company logo in sponsored session room throughout the event.
- Literature distribution to one session in sponsored session room. Session is subject to approval by show management.

\$5,000



NOTEBOOKS

- Notebooks given out to attendees in conference area.
- Sponsor responsible for all costs associated with producing and shipping notebooks.

\$2,500

PEN SPONSOR

- Pens distributed in conference area to conference attendees.
- Sponsor responsible for all cost associated with producing and shipping the pens.

\$2,500

WATER BOTTLES

- Water bottles are given out to attendees in conference area.
- Sponsor responsible for all costs associated with producing and shipping water bottles as well as corkage fees.

\$2,500

ATTENDEE DISTRIBUTION ITEM

- Promotional item, provided by sponsor, distributed to attendees.
- Promotional item must be approved by show management.
- Method of distribution to be determined by show management.

\$2,500

PRESS / SPEAKER ROOM

- 3x6 sign with logo in Press/Speaker Room.
- Logo on 22x28 sign outside Press/Speaker Room.

\$5,000

SYMPOSIUM PARTY - IN EXPO HALL

- Logo on special events page of website and event guide.
- Logo on (1) 3x6 sign.
- Logo on 22x28 invite signage.
- Opportunity to provide promotional materials and branded napkins during party.

SOLD

\$2,500

\$5,000 (exclusive)



CLOSING RECEPTION - IN EXPO HALL

- Logo on special events page of website
- Logo on special events page of event guide.
- Logo on 22x28 invite signage.

\$2,500

REGISTRATION

- A 25-word description with a link in all attendee registration confirmation emails.
- Company logo prominently displayed throughout the registration area.



\$5,000

BADGES

- Company logo (2 color) printed on every badge.

\$5,000

LANYARDS

- Lanyards given out to attendees at registration.
- Sponsor responsible for all costs associated with printing and shipping lanyards.

SOLD

\$5,000

EVENT GUIDE FLOORPLAN

- Booth highlighted with company name and logo on the event guide floor plan.

\$2,500

AISLE SIGNS

- Company logo appears on aisle signs (both sides) in all aisles of the exhibit hall.

\$5,000



YOU ARE HERE SIGN

- Logo on You Are Here Sign – located in exhibit hall.
- Booth highlighted on floorplan on You Are Here Sign.
- Company name highlighted on exhibitor list on You Are Here Sign.

\$5,000

PASSPORT - \$5K GIVEAWAY

- Limited to 10 sponsors
- Company name and booth number on every passport.
- Company name and booth number on signage.
- Every attendee receives a passport to be stamped by sponsoring exhibitors in order to qualify to win \$5,000. (50/50 \$2,500 to the winner and \$2,500 to the winner's charity of choice)

\$2,000

BANNER IN PRIME LOCATION

- Company logo on hanging 4x8 banner to be placed in a prominent location
- Banner produced by HFSE

\$1,500

PRIVATE BUSINESS SUITE

- (1) private business suite at HFSE
- All electrical, food and beverage, furnishings, etc. are responsibility of sponsor.

\$3,500



HOTEL ROOM DROP

- Literature will be delivered to the HFSE attendees' hotel rooms on the first night of the event.
- Sponsor provides item. Must be approved by show management.

\$4,000

HOTEL KEY CARDS

- Sponsors artwork printed on hotel key cards given out to HFSE attendees' staying at host hotel
- Sponsor provides artwork according to manufacturer's specs.
- HFSE produces and ships keycards.
- HFSE coordinates distribution.

\$4,000

BRANDING SPONSORSHIP

Achieve maximum exposure at a fraction of the cost! Increase and strengthen brand awareness with HFSE attendees. *Deadlines apply.*

- Logo in Attendee Brochure
- Logo on Event Guide Sponsors Page
- Logo with Company Description in Event Guide & Website Exhibitor List
- Logo/Link on Website Sponsors Page
- Logo on Onsite Sponsor Banners
- Pre-Show Attendee Mailing List
- Post-Show Attendee Mailing List

\$2,000

EVENT GUIDE ADVERTISING

One of the most cost-effective ways to promote your brand and messaging. Attendees utilize the Event Guide during the show and year-round.

- Logo in program guide/Website - \$500
- Additional listing in Event Guide/Website - \$500
- Full Page Ad in Show Guide - \$1,595
- Inside Front Cover - \$2,000 **SOLD**
- Inside Back Cover - \$2,000
- Back Cover - \$2,500

POP-UP BANNER

Have your company's pop up banner strategically placed for the conference and trade show (2.5 days) in the main hallway between keynote, registration, exhibit hall and conference session rooms so that your brand is seen over and over again throughout the event. Number of impressions 10,000+. Sponsor produces banner (maximum dimensions are 31"w x 78" tall. HFSE approves the sign content and determines sign location with you.

\$995

FURNITURE SPONSORSHIP

BRANDED LOUNGE AREA IN COMMON AREA

Opportunity to design and provide up to 6 pieces of lounge seating and tables for the conference (2.5 days) in the main hallway between keynote, registration, exhibit hall and conference session rooms so that your brand is seen by attendees over and over again throughout the event. This opportunity allows you to customize the area so attendees see your furniture on display. This includes a promotional pop up banner. Sponsor responsible for the art work.

\$3,000

FURNITURE SPONSORSHIP

DESIGN SOLUTIONS THEATER (2 THEATERS AVAILABLE)

Sponsor will place 30 chairs for the Design Solutions Theater which is a high traffic educational area of the show floor. This sponsorship includes a 3 x 6 sign with your logo noting the sponsorship. Sponsor can produce and place handouts on seat or on a table in rear of theater. Sponsor responsible for in/out shipping and assembly of units.

\$2,000/theater

FLOORING SPONSORSHIP

Sponsor all or part of the aisle where your booth is located for maximum visibility and to drive traffic to your booth. Stand out from other flooring companies by have a variety of your flooring samples under the feet of the attendees.

\$2,500

ART IN HALLWAY

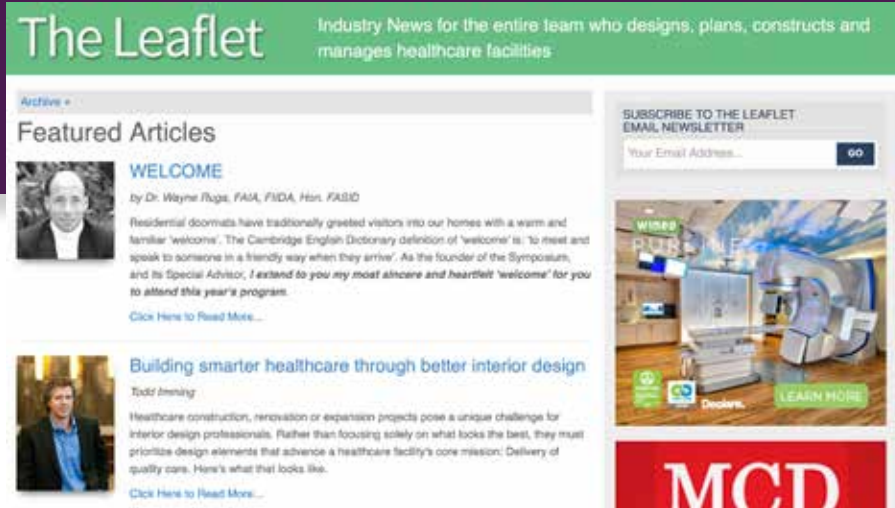
HFSE will create an art wall (grid is 8' x 8') or small area (5 easels) of your art strategically placed in the main hallway between keynote, registration, exhibit hall and conference session rooms so that your brand is seen by attendees over and over again throughout the event. This includes a promotional pop up banner. Sponsor responsible for the art work.

Art Wall \$3,000

Area \$2,500

LEAFLET E-NEWSLETTER AD

Advertise in the *Leaflet*, a bi-monthly e-newsletter featuring articles submitted by Symposium Advisory Board members and speakers, industry views from *Medical Construction & Design Magazine*, editorial content, recent tweets from @hcarefacilities and white papers.



\$500

SOLUTIONS SPOTLIGHT PROMOTION



Feature your product or solution in a shared Solutions Spotlight email promotion. This promotion showcases a limited number of innovative products and solutions to the Healthcare Facilities Symposium & Expo community. The email includes your product image, headline, target URL and description.

\$650

MOBILE APP BANNER AD / SPONSOR

Attendees and Exhibitors will use the Healthcare Facilities Symposium & Expo Mobile App to get informed and stay connected before, during, and after the Event! Attendees will plan their schedule, locate exhibitors, review venue information, and interact with fellow attendees.

Build awareness and drive traffic to your booth with a Mobile App Banner Ad or become our exclusive sponsor of the Mobile App. Banner Ads rotate at the top of all content pages in the Mobile App.

\$1,000

\$2,000 (exclusive)

DIGITAL MONETIZATION CAMPAIGN

Retargeting uses cookies to track visitors of one site and reach those same visitors with ads on other sites. You can retarget our HFSE website visitors and attendees year-round! Ad retargeting guarantees sustained, specific exposure to the exact qualified audience you're trying to reach. No more guessing whether or not your ads are reaching the right people or if they're being seen by your potential customers.

Receive quantifiable ROI and extended exposure. Detailed analytics & reporting allow you to see your ad campaign results in real-time, including number of times your ad has been seen, number of clicks on your ad, and the geographical locations of where your ad has reached. Engage HFSE buyers longer than just while on-site, but all year.



NEW!

Call Today!

**WANT YOUR BRANDING
ABOVE THE REST?**

Sponsor at the highest level.

Platinum, Gold and Silver Sponsorships available.
Call to discuss a package that's right for you.

**DON'T SEE WHAT YOU'RE
LOOKING FOR?**

*Contact Ann Belz to design
your custom sponsorship.*

Ann Belz

603-471-0877

Ann@jdevents.com