ABOUT HCAA

Annual Partnership and Event-Specific Sponsorship sponsorship opportunities bring you into the conversation! Become part of powerful connections between trusted colleagues as they share challenges, strategies and innovative ideas.

There are limited opportunities to participate in both conferences. As our events have grown in popularity over the years, we’ve worked hard to maintain a balance of offerings and opportunities so that partners and sponsors receive maximum exposure to attendees.
HCAA MISSION STATEMENT:
HCAA’s mission is to improve the quality, sustainability and value of self-funding and health care benefit administration.

HCAA CORE PURPOSE:
To support health care benefit administration.

HCAA CORE VALUES:
• Leadership: Relevant, timely and visionary action on behalf of HCAA and its industry partners.
• Development: Providing opportunities for education, learning, growth, and resources for our members.
• Integrity: Ethical behavior, fairness in judgment and transparency in decision-making.
• Inclusiveness: Connection among passionate industry advocates and the respectful exchange of ideas and concerns in a safe and collaborative environment.
• Quality: High standards and appreciation of the expertise and knowledge of the members.

HCAA holds two conferences each year to gather the membership to talk about strategic and timely issues affecting them. Each conference is designed to both educate and to bring members together to network as well as to share ideas that will move both their companies, and the industry, forward.

HCAA welcomes all health care benefit administrators and the industry organizations that support them!

HCAA offers powerful connections with trusted colleagues sharing challenges and strategies on the forefront of innovative ideas. No other organization offers more to inform, educate, and engage TPAs and their self-funded industry colleagues. Your membership in HCAA and your support of its conferences and educational events is the best investment you can make to enhance your education and to develop your personal network.

HCAA Events have a Boutique style setup. All sponsor tables and lounges are in the same room as the attendees.
WHAT KIND OF EXPOSURE CAN YOU EXPECT FROM AN HCAA EVENT?

Our Live Events and Marketing Exposure Numbers

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<th>Monthly Podcasts Produced</th>
<th>Total Downloads</th>
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with more than

16,000 Total Downloads

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<tr>
<th>Marketing Emails Sent in 2022</th>
<th>Marketing Emails Sent to date in 2023</th>
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<td>149</td>
<td>93</td>
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Email database of 9,900 contacts

Social Media Followers Across the Years:

- 2020: 11,100
- 2021: 12,200
- 2022: 13,450
- 2023: 14,300

Social Impressions Averaged in Conference Months:

25,000+

SPONSOR TESTIMONIAL

“MedWatch has been a strong supporter and participant with HCAA since 2014. During these years, we have seen the HCAA continually evolve and grow into what we truly believe is the leading association/organization supporting our industry. By providing exceptional conference content, valuable resources, and an environment conducive to networking, their events are designed to facilitate the sharing of information which makes our industry and efforts to provide care management and medical cost containment solutions more effective. As a sponsor, HCAA provides us with the opportunity to meet with existing clients as well as a positive and productive vehicle to introduce MedWatch, and all vendor sponsors, to new prospects, and ultimately the employer groups and members, who can benefit the most from these services. HCAA’s Executive Forum and TPA Summit are the premier, must attend events for us, and we are proud to continue to support them.”

MedWatch
Tim Guzinski, Vice President of Marketing & Business Development
Annual Corporate Partner

Exclusive Offer for only 25 Exhibiting Companies per calendar year!

- One Complimentary Registration for each conference ($3,000 value)
- Exhibit space at the two conferences - choose type below
- 12-month HCAA membership ($1,000 value)
- Company Video played at each event—90 seconds
- Post Event Sponsor Digital Guide presence with Marketing Slip Sheet, 90 second Company Video, and link to your website. Sent to membership twice a year, after the event, if a file is supplied.
- Inclusion in Sponsor Spotlights for email blasts for both events
- Banner in conference mobile app
- Recognition on onsite event signage
- Inclusion in B2B Marketplace (if you choose to participate)
- Link from HCAA website to Partner’s Website
- Conference Attendee list provided weekly prior to each conference
- Ability to make appointments with attendees

Corporate Table Top Partner | $13,500*
Table Top space sponsors surround the outer perimeter of the event space with a six foot table, two chairs and room for your backdrop signage (up to 6’ tall and 6’ wide).

Corporate Networking Lounge Partner | $15,000*
Network Lounge sponsors circle the attendee tables around the perimeter of the event space and inside of the table top sponsors which line the outer perimeter of the room. The Network Lounge includes: a sofa, sofa table, coffee table, two comfy chairs, and an end table. Pullup signs up to 4’ tall allowed. (Only 8 Network Lounge areas available at each event, sign up early if you desire this space).

SPONSOR TESTIMONIAL

“CareGuide Advocates had such a positive experience at our first HCAA conference. Building strong affiliations and partnerships is incredibly valuable, and we found a supportive and welcoming environment within the HCAA community. The first-time welcome reception was a great initiative to help newcomers feel more comfortable and connected. Education and networking are vital components of any conference, and it’s great that HCAA offers both. It’s refreshing to have an irreplaceable partnership with a great organization.”

CareGuide Advocates
Shana Boley, Managing Director of Sales
Conference Table Top | $8,500*

Exclusive Offer for only 5 companies at each conference

- One Complimentary Registration for each conference ($1,500 value)
- Tabletop Exhibit at Chosen Conference (6 foot table)
- Company Video played at the event—90 seconds
- Post Event Sponsor Digital Guide presence with Marketing Slip Sheet, 90 second Company Video, and link to your website. Sent to membership after the event, if a file is supplied.
- Inclusion in Sponsor Spotlights for email blasts for both events
- Recognition on onsite event signage
- Inclusion in B2B Marketplace (if you choose to participate)
- Link from HCAA website to Partner’s Website
- Conference Attendee list provided weekly prior to each conference
- Ability to make appointments with attendees

Conference Networking Lounge | $10,000*

Exclusive Offer for Only 8 Companies per event

- One Complimentary Registration for each conference ($1,500 value)
- Network Lounge seating with sofa, 2 chairs, coffee table, and sofa table
- Company Video played at the event—90 seconds
- Post Event Sponsor Digital Guide presence with Marketing Slip Sheet, 90 second Company Video, and link to your website. Sent to membership after the event, if a file is supplied.
- Inclusion in Sponsor Spotlights for email blasts for both events
- Recognition on onsite event signage
- Inclusion in B2B Marketplace (if you choose to participate)
- Link from HCAA website to Partner’s Website
- Conference Attendee list provided weekly prior to each conference
- Ability to make appointments with attendees
Keynote - First Day | $15,000 (Exclusive)
Align your company with the HCAA audience by sponsoring one of the keynote presentations at our conferences. With this exclusive sponsorship, you will have the opportunity to deliver a short elevator speech about your company and introduce the Day 1 Keynote Speaker for their presentation.

Keynote - Second Day | $15,000
Align your company with the HCAA audience by sponsoring one of the keynote presentations at our conferences. With this exclusive sponsorship, you will have the opportunity to deliver a short elevator speech about your company and introduce the Day 2 Keynote Speaker for their presentation.

Welcome Reception | $15,000 (Exclusive)
What better way to kick off an HCAA conference than sponsoring the well attended Welcome Reception! Your logo will be displayed on signage during the event and will be printed on the cocktail napkins given out during the event.

Second Night Reception | $15,000 (Exclusive)
Sponsor this final night event that draws crowds! This evening celebration features open bars and signature appetizers. We also feature cocktail napkins with your logo!

Podium Sign | $10,000 (Exclusive)
Imagine the exposure your company will get by having your logo prominently displayed on the speaker podium. It will be front and center for two days at Executive Forum or three days at TPA Summit. Don’t miss out on being one of the premier sponsors of this conference! Your logo will be featured in the professional pictures taken of our renowned speakers.

Wi-Fi HotSpot | $10,000
We all need to stay connected while at the conference, and your sponsorship of Wi-Fi can get you close to hero status. Get your name in front of hundreds of self-funding leaders with your choice of Wi-Fi password.

Marketing included with the Above Sponsorship Levels:
- One Complimentary Registration for chosen conference ($1,500 value)
- Company Video played at the event—90 seconds
- Post Event Sponsor Digital Guide presence with Marketing Slip Sheet, 90 second Company Video, and link to your website. Sent to membership after the event, if a file is supplied.
- Inclusion in Sponsor Spotlights for email blasts for both events
- Recognition on onsite event signage
- Inclusion in B2B Marketplace (if you choose to participate)
- Link from HCAA website to Partner’s Website
- Conference Attendee list provided weekly prior to each conference
- Ability to make appointments with attendees

SPONSOR TESTIMONIAL

“My firm, Ikigai Growth Partners, was a small sponsor of your Spring event, The Executive Forum. I was in essence, ‘testing the waters’. I was so impressed that I’m excited to become a significant sponsor for future events, beginning with this summer’s TPA Summit.

I’m an old timer and have been in healthcare 36+ years. I’ve attended dozens of events. I can honestly say I’ve never been more impressed. The speakers were fabulous. The layout event (where everyone is in the same room all the time) is brilliant. Most of all, the participants are as nice, as friendly, and as open to new ideas as any event I’ve ever attended.

I’m truly excited to see what sponsorship of HCAA can do for me and my clients. Thanks for including me.”

Ikigai Growth Partners
Michael Brouthers, Founder/Principal
$9,000 - $7,500 SPONSORSHIP OPPORTUNITIES

Breakfast - Upgraded  |  $9,000  (Only 1 Left)
Breakfast is the most important meal of the day (especially when there’s bacon)! Help us all start the day right!

Emerging Leaders Reception  |  $9,000
Use this opportunity to meet the new generation of TPA leaders and be the only sponsor at the event! Includes a table top in the reception room and a company elevator speech at the start of the reception. This is an event that is highly attended by emerging leaders and HCAA leadership. The perfect opportunity to meet the influential leaders of HCAA.

Lunch  |  $9,000
Connections occur often during lunch. Be part of helping create them during this portion of our agenda. Includes a Table Top exhibit during the lunch hour and company elevator speech at the luncheon.

Barista Station  |  $8,500  (Up to 8 hours of service)
The station includes: All condiments & supplies, (8) Different coffee drinks: espresso, café americano, cappuccino, café latte, café mocha, mochaccino, macchiato, French Vanilla & whipped hot coffee. *This station will be located immediately outside the ballroom entrance in the Pre-Function area. Includes Table Top exhibit next to station in Pre-function area.

Smoothie Bar  |  $8,500  (Up to 8 hours of service)
Who doesn’t like a healthy morning start or a refreshing mid-morning pick me up? The station includes your choice of two/three types of offered smoothies. *This station will be located immediately outside the ballroom entrance in the Pre-Function area. Includes Table Top exhibit next to station in Pre-function area.

Welcome Reception  |  $8,000  (Non Exclusive)
What better way to kick off an HCAA conference than sponsoring the well attended Welcome Reception! Your logo will be displayed on signage during the event and will be printed on cocktail napkins given out during the event.

Second Night Reception  |  $8,000  (Non Exclusive)
Sponsor this final night event that draws crowds! This evening celebration features open bars and signature appetizers. We also feature cocktail napkins with your logo!

Breakfast - Continental  |  $7,500
Breakfast is the most important meal of the day! Host a great continental breakfast for our attendees.

First Time Attendee Reception  |  $7,500
Want to meet all the new members at the conference first? Be the sponsor of this exclusive one hour Reception! Your logo will prominently appear on all event signage and on cocktail napkins given out at the event. You will be able to give a short elevator speech and will be the only sponsor at this event.

General Session Introductions  |  $7,500
Gain exposure for your company by introducing one of our general sessions at our conference. You can give a short elevator speech and then introduce the speaker.

Welcome Libation Station  |  $7,500
Located next to the registration desk or in the lobby, you will be the first to welcome attendees to the conference. You will work directly with the hotel to offer the libations of your choice.

Marketing included with the Above Sponsorship Levels:

- Post Event Sponsor Digital Guide presence with Marketing Slip Sheet, 90 second Company Video, and link to your website. Sent to membership after the event, if a file is supplied.
- Inclusion in Sponsor Spotlights for email blasts for both events
- Recognition on onsite event signage
- Inclusion in B2B Marketplace (if you choose to participate)
- Link from HCAA website to Partner’s Website
- Conference Attendee list provided weekly prior to each conference
- Ability to make appointments with attendees
Conference Bag with Travel Snacks | $7,000
The conference bag, branded with your logo, filled with snacks will be given to all in-person attendees.

Hotel Room Drop | $6,500 (Exclusive)
Be the only company to extend your marketing reach by delivering your promotional literature in branded bags directly to the doors of HCAA conference attendees staying at the hotel. Monday and Tuesday nights are available. Sponsor is responsible for the printing of the material and delivery to the meeting. Exclusivity is for one night only.

Hotel Room Key Card | $6,500
Imagine your company logo in every attendee’s pocket or purse. They don’t leave their room without it! Every time they reach for their room key card, they’ll see your company name and logo prominently displayed!

Name Badge | $6,500
Ensure that everyone attending the conference knows who you are. Your logo will be prominently displayed on each name badge.

Lobby Logo for Entirety of Conference | $6,000 (TPA Summit only)
Imagine having your logo broadcast in the lobby for all to see throughout the entire conference? This is an opportunity for constant exposure.

New Product Launch Announcement | $6,000 (Limited Availability)
Take advantage of this opportunity to announce a new product you are rolling out. What better way to let TPA’s know that you have this great new product with a 2½ minute video played for all attendees?

Sponsor Video Showcase | $6,000 (Limited Availability)
This feature gives you the opportunity to produce a 2½ minute video showcasing your company and the value it brings to the TPA members! It is played before one of the speaker sessions at the event.

Upgraded Snack Break | $5,500
Breaks help us process the session we just heard and allow for connections as well. You can customize your break with a unique theme or your company’s slogan... to help increase your company’s exposure.

Charging Station | $5,000
We hate it when our batteries are running low on our devices. Be the one that always provides needed juice.

Conference App | $5,000
Your company message will appear on the splash screen three times daily during the event when the attendee opens the app. Let our mobile app drive traffic to your website.

Notepad/Pen | $5,000
It’s always nice to have pen and paper handy. Your logo on a notebook which will fit in attendees briefcases and purses will assure you are remembered well past the conference.

Podium Sign - One Day | $5,000
Imagine the exposure your company could get by having your logo prominently displayed in the forefront of our entire conference! Don’t miss out on being one of the premier sponsors of this conference! Your logo will be featured in the professional pictures taken of our renowned speakers.

Marketing included with the Above Sponsorship Levels:
- Post Event Sponsor Digital Guide presence with Marketing Slip Sheet, 90 second Company Video, and link to your website. Sent to membership after the event, if a file is supplied.
- Recognition on onsite event signage
- Inclusion in B2B Marketplace (if you choose to participate)
- Link from HCAA website to Partner’s Website
- Conference Attendee list provided weekly prior to each conference
- Ability to make appointments with attendees
Celebration Signature Drink | $4,000

Be the life of the party by sponsoring a signature drink! Don’t miss out on this popular sponsorship item!

Connection Break | $4,000

This sponsorship provides snacks and beverages that refuel attendees each morning and afternoon. Your brand will be prominently displayed on signage at the refreshment tables. You can even customize your break to help get exposure for you and your company.

Dessert Break | $4,000

This is one sweet sponsorship opportunity! Your logo will be displayed on signage during the event.

Hydration Station | $4,000

Quench the attendees’ thirst by supplying branded water stations, or other thirst quenchers from our menu, around the meeting space! Branded cups will be available for both hot and cold beverages.

Hand Sanitizers | $3,500

In this day and age, you cannot have enough hand sanitizer! Give each attendee a branded bottle with your logo on it! Sanitizers will be given to all attendees.

Conference Pocket Guide | $3,000

This small, yet nimble and handy reference guide with your logo on it, will be inserted in the back of every attendee’s badge holder! It will be looked at numerous times a day. Get this sought-after opportunity!

Podium Sign - Half Day | $3,000

Imagine the exposure your company could get by having your logo prominently displayed in the forefront of our entire conference! Don’t miss out on being one of the premier sponsors of this conference! Your logo will be featured in the professional pictures taken of our renowned speakers.

Sponsor Presentation Session | $3,000

Take this one hour opportunity (Tuesday 4:40 – 5:30pm) to engage with your current and potential clients. There will be room for 50 – 75 guests. AV/F&B/Entertainment needs will need to be contracted through the hotel. HCAA will announce your session in the conference app, on rolling slides in the general session, onsite signage and in pre-conference marketing. You will be responsible for inviting your guests to your session.

Hotel Room Drop | $2,500 (Non Exclusive)

Extend your marketing reach by delivering your promotional literature directly to the doors of HCAA conference attendees staying at the hotel. Monday and Tuesday nights are available. Sponsor is responsible for the printing of the material and delivery to the meeting.

Headshot Lounge | $2,000

During the conference, we will publish appointment times available for attendees to have a professional headshot made. Perfect for updating LinkedIn, company websites, email signature blocks, etc. Signage around the space with your company name is included. After the conference, each person photographed will be emailed a digital image of their own headshot with your company message included. A list of all headshots made will be provided to the sponsor.

Floor Clings | $1,500

This sponsorship includes up to three floor clings that will be in the conference area and allow attendees to know who you are and of your support of HCAA. Create great top-of-mind awareness for your company throughout the show.

Microphone Sponsor | $500/mic

Give your reps an opportunity to get in front of all attendees as they roam around the room with a branded mic for questions at the end of each presentation.

Marketing included with the Above Sponsorship Levels:

- Post Event Sponsor Digital Guide presence with Marketing Slip Sheet, 90 second Company Video, and link to your website. Sent to membership after the event, if a file is supplied.
- Recognition on onsite event signage
- Inclusion in B2B Marketplace (if you choose to participate)
- Link from HCAA website to Partner’s Website
- Conference Attendee list provided weekly prior to each conference.
- Ability to make appointments with attendees
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<th>EF</th>
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<th>2024 Calendar Year Partner Sponsorships: Annual Corporate Sponsor - Both Conferences</th>
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<td>□ With Tabletop Exhibit space $13,500</td>
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<td>□ With Network Lounge Exhibit space $15,000</td>
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<td>□ Conference Table Top Sponsor $8,500 per event</td>
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<td>□ Conference Networking Lounge Sponsor $10,000 per event</td>
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Ask us about BUNDLED PACKAGES!

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Executive Forum Feb. 19 - 21, 2024 Total: $ __________________________

TPA Summit July 18 - 20, 2024 Total: $ __________________________

Grand Total Both Events: $ __________________________

Signature: __________________________

Date Signed: __________________________
CONTACT INFORMATION:

Company: ____________________________________________________________________________________________________

Contact: __________________________________________________________________________ Title: _______________________

Address: ____________________________________________________________________________________________________

City: ___________________________________________________________________________ State: ___________ Zip: ______________

Phone: __________________________________________________________________________ Fax: _______________________________________

Event Contact: ________________________________________________________________________________________________________________

E-mail: __________________________________________________________________________ Website: _____________________________

Event Contact Phone: __________________________________________________________________________ Event Contact E-mail: __________________________

PAYMENT INFORMATION:

Total Amount Due: $ __________________ Method of Payment: ☐ Check (made payable to HCAA) Credit: ☐ Visa ☐ MasterCard ☐ Amex

Name on Card: __________________________________________________________________________________________________________

Credit Card #: ___________________________________________________________________________________________________________

Exp. Date: __________________________________________________________________ CSV Code: __________________ Billing Zip: __________________

Authorized Signature: ______________________________________________________________________________________________________

Authorized Print: __________________________________________________________________________________________________________

Send completed forms to the HCAA office:

Fax: 314-207-0101
- OR -
Email: scrolla@hcaa.org
- OR -
Mail to:
Health Care Administrators Association (HCAA)
1015 Grupp Rd., #31373  |  St. Louis, MO 63131

For questions, please contact:
Susan Crolla at 888-637-1605 ext.102 or scrolla@hcaa.org

WAIT!
Have you renewed your HCAA Membership?

You must be a member in good standing in order to sponsor an HCAA event. If you are not in good standing by the time of the Conference, your sponsorship will be cancelled and in accordance with our cancellation policy, no refund will be issued. Renew today! Contact the association office with any questions.
WHEREAS, in furtherance of its tax-exempt purposes, the Health Care Administrators Association (“HCAA”) shall conduct the Executive Forum 2024 and TPA Summit 2024 (“Conference”); and WHEREAS, Sponsor desires to sponsor the Conference; and WHEREAS, HCAA desires to permit Sponsor to sponsor the Conference on a non-exclusive basis in exchange for certain compensation. NOW, THEREFORE, in consideration of the mutual promises and covenants contained herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties, intending to be legally bound, hereby agree as follows:

SPONSORSHIP: A. During the term of this Agreement, HCAA hereby agrees to identify and acknowledge Sponsor as a sponsor of the Conference, as permitted in connection with qualified sponsorship payments under Section 513(i) of the U.S. Internal Revenue Code (“the Code”) and the U.S. Department of the Treasury regulations promulgated thereunder. Such identification and acknowledgment may include displaying Sponsor’s corporate logo and certain other identifying information (as permitted in connection with qualified sponsorship payments under Section 513(i) of the Code and the regulations promulgated thereunder) on printed HCAA materials including signage, books, etc., and on the HCAA website (pursuant to the terms of this Agreement) in connection with the Conference, as well as on marketing, advertising, and other appropriate promotional media and materials in connection with the Conference. The placement, form, content, appearance, and all other aspects of such identification and acknowledgment shall be determined by HCAA in its sole discretion, provided that such determination is not unreasonable. Additional Sponsor Benefits to be provided to Sponsor are set forth in the Sponsorship Application.

B. Sponsor shall provide to HCAA all necessary logos and other information, content and materials (in printed, electronic and/or other form) for use in connection with its sponsorship of the Conference; provided, however, that all uses of such logos and other information, content and materials shall be determined by HCAA in its sole discretion. All due dates specified by HCAA for the submission of Sponsor’s logos, graphics and other information must be met in order for Sponsor to receive the Sponsor Benefits described herein; in the event that such due dates are not met, Sponsor shall not receive any Sponsor Benefits and shall not be entitled to any refunds of sponsorship fees paid hereunder.

C. During the term of this Agreement, Sponsor shall be permitted to utilize the Conference name, and logo for the sole purpose of promoting Sponsor’s sponsorship of the Conference, pursuant to the terms of this Agreement. All uses by Sponsor of the Conference name, acronym or logo shall be subject to the prior approval of HCAA.

MUTUAL LICENSE OF INTELLECTUAL PROPERTY: HCAA and Sponsor are each the sole owner of all right, title, and interest to HCAA’s and Sponsor’s respective information, including such party’s logo, trademarks, trade names, and copyrighted information, unless otherwise provided (collectively, “Property”). HCAA and Sponsor hereby grant to other party a limited, non-exclusive license to use certain of the granting party’s intellectual Property, including names, trademarks, and copyrights for use solely in connection with promotion of Sponsor’s Sponsorship of the Conference. It is understood that the granting party retains the right to review and approve in advance all uses of such Property, Notwithstanding the foregoing, Sponsor grants HCAA a perpetual, royalty-free, worldwide license to use its Property in connection with any reproduction of the Conference. Sponsor represents and warrants that it has the full right and authority to enter into this Agreement and to grant the license provided herein; that it has not previously in any manner disposed of any of the rights herein granted to HCAA nor previously granted any rights adverse thereto or inconsistent therewith; that there are no rights outstanding which would diminish, encumber or impair the full enjoyment or exercise of the rights herein granted to HCAA; and that the Sponsor Property does not and will not violate or infringe upon any patent, copyright, literary, privacy, publicity, trademark, service mark, or any other personal or property right of any third party, nor will same constitute a libel or defamation of any third party.

FEE SCHEDULE: Sponsor agrees and understands that sponsorships are open to members only. Therefore, membership dues must be current and paid in full prior to sponsorship payment being made. Additionally, sponsorships will not be secured and guaranteed until both the membership dues are current and paid in full, and the sponsorship fee is paid in full. Membership status must be current through the close of the conference. Registrants will be liable for any NSF check fees or similar costs. The contributions described in this Section shall constitute payment by Sponsor solely for Sponsor’s Sponsorship of the Conference. Such contributions shall in no manner be considered compensation or reimbursement for services rendered, activities undertaken by HCAA on behalf of Sponsor, or income from a partnership or joint venture.

RELATIONSHIP BETWEEN THE PARTIES: The parties agree that this Agreement is not intended to create any joint venture, partnership, employment, or agency relationship of any kind. The parties agree that Sponsorship of the Conference does not constitute HCAA’s endorsement, guarantee, acceptance, or approval of Sponsor, its services, products, programs, or activities.

INDEMNIFICATION: Sponsor hereby agrees to indemnify, save and hold harmless HCAA and its subsidiaries, affiliates, related entities, partners, agents, officers, directors, employees, attorneys, heirs, successors, and assigns, and each of them, from and against any and all third party claims, actions, demands, losses, damages, judgments, settlements, costs and expenses (including reasonable attorneys’ fees and expenses), and liabilities of every kind and character whatsoever, which may arise by reason of: (i) any act or omission by Sponsor or any of its officers, directors, employees, or agents; (ii) any use of Sponsor’s name, logo, Web site, or other information, materials, products, or services provided by Sponsor; and/or (iii) the inaccuracy or breach of any of the covenants, representations and warranties made by Sponsor in this Agreement. This indemnity shall require the payment of costs and expenses by Sponsor as they occur. HCAA shall promptly notify Sponsor upon receipt of any claim or legal action referenced in this indemnification section. The provisions of this section shall survive any termination or expiration of this Agreement.

CONFIDENTIALITY: During the term of this Agreement and thereafter, each party shall use and reproduce the other party’s Confidential Information (as defined below) only for purposes of this Agreement and only to the extent necessary for such purposes. Each party shall restrict disclosure of the other party’s Confidential Information to its officers, directors, employees, contractors, and other agents with a reasonable need to know such Confidential Information, and shall not disclose the other party’s Confidential Information to any third party without the prior written consent of the other party.

Notwithstanding the foregoing, it shall not constitute a breach of this Agreement for either party to disclose the other party’s Confidential Information if required to do so under law or in judicial or other governmental investigations or proceedings, provided the other party has been given prior written notice and provided the disclosing party has sought all available safeguards against widespread dissemination prior to such disclosure.

As used in this Agreement, the term “Confidential Information” refers to: (i) the terms and conditions of this Agreement; (ii) each party’s trade secrets, organizational and/or operational plans, strategies, methods, and/or practices; and (iii) any other information relating to either party or its business or organization that is not generally known to the public, including but not limited to information about either
party’s employees, contractors, agents, products, services, members, customers, marketing strategies, or future plans. Notwithstanding the foregoing, Confidential Information does not include: (i) information that is in the public domain as of the effective date of this Agreement or that subsequently enters the public domain by publication or otherwise through no action or fault of the other party; (ii) information that is known to either party without restriction, prior to receipt from the other party, from its own independent sources as evidenced by such party’s written records, and which was not acquired, directly or indirectly, from the other party; (iii) information that either party receives from any third party that is reasonably known by the receiving party to have a legal right to transmit such information and to not keep such information confidential; and (iv) information independently developed by either party’s employees or agents, provided that such party can demonstrate that such employees or agents had no access to the Confidential Information received hereunder.

TERMINATION: Either party may terminate this Agreement upon the uncured material breach of a contractual obligation by the other party, provided that the non-breaching party shall give the breaching party written notice of such breach and ten (10) days within which to cure such breach. Either party may terminate this Agreement, without liability to the other party, upon the happening of any of the following: (1) insolvency of the other party; (2) filing of any petition by or against the other party under any bankruptcy, reorganization or receivership law; (3) execution of an assignment for the benefit of the other party’s creditors; or (4) appointment of any trustee or receiver of the other party’s business or assets or any part thereof; unless such petition, assignment or appointment be withdrawn or nullified within fifteen (15) days of such event.

HOSPITALITY SUITES: All hospitality suites must be approved and arranged through HCAA in advance.

OFF-SITE EVENTS: In the interest of the success of the entire conference, the Sponsor agrees not to extend invitations, call meetings, or otherwise encourage absence of attendees from the event during official dates and times of the conference. Competing luncheon events may not ever be scheduled. Night events with attendees may not be scheduled until after 7pm.

CANCELLATION POLICY: Notwithstanding the Termination provision of this Agreement, Sponsor may cancel according to the following cancellation policy: Cancellations more than 120 days prior to the event will receive a full refund. Cancellations 91–120 days prior to the event will receive a 75% refund. Cancellations 60–90 days prior to the event will receive 50% refund.

Additional Terms for sponsors with exhibit space (“Exhibitors”):

ELIGIBILITY: HCAA reserves the right to determine eligibility of any applicant as an Exhibitor or of any product proposed for exhibit, up to and including the dates of the Conference. HCAA may, in its sole discretion, determine that certain organizations are ineligible to exhibit due to the objectionable nature of their products, services or special interest. Outstanding HCAA accounts (including membership dues) must be paid in full before any company shall be allowed to exhibit.

EXHIBITS: All exhibits must be contained to a table top display only and are subject to HCAA approval. Exhibitors must comply with all rules at hosting facility (“Facility”).

SUB LEASING SPACE OR SPACE SHARING: Exhibitor may not allow any other corporation person or other entity to use the space allotted to the Exhibitor, nor shall the Exhibitor display articles or materials that are not those of the Exhibitor.

PROTECTION OF THE EXHIBIT FACILITY: Nothing shall be tacked, posted on, nailed or otherwise attached to the walls, floors or other parts of the exhibit hall or furniture. Any damage caused to the Facility or furnishings will be billed to the Exhibitor. Packing, unpacking and assembly of materials may be done only in designated areas and in conformity with the directions of the HCAA or Venue Staff.

EXHIBIT MOVE-IN AND MOVE-OUT: Exhibit personnel will be allowed to set up and tear down all exhibits, only during the following hours noted below by conference. No exhibits may be broken down before Wednesday at 12:30pm.

Executive Forum 2024
Monday, February 19, 2024: Move-In and Set-Up: 12 noon - 3pm
Wednesday, February 21, 2024: Move-Out: 12:30pm

TPA Summit 2024
Monday, July 18, 2024: Move-In and Set-Up: 9:00am - 11:00am
Wednesday, July 20, 2024: Move-Out: 12:30pm
2024 SPONSORSHIP TERMS & CONDITIONS

DEFAULT OCCUPANCY: All exhibitors must be moved in by one hour prior to the start of the conference. Any exhibitor failing to occupy space by the appointed hour is not relieved of the obligation to pay for such space at the full rental price, but HCAA has the right to utilize such spaces, in its sole discretion, to eliminate blank space in the exhibiting area.

STAFFING OF TABLES: As a courtesy to attendees, and as an added security measure, we require that each table be occupied by a member of the exhibiting company at all times when the conference is in session and during the evening receptions.

CARE AND USE OF SPACE: Exhibitor must, at its own expense, maintain in good order the space for which the Exhibitor has contracted. Materials shall be shown only in the official area designated by HCAA. Neither exhibitors nor non-exhibiting companies will be allowed to show films or display products or services in suites or other areas during the HCAA Conference in competition with exhibitors. Products or literature may be distributed only from within the exhibitor's assigned space. No food or beverages may be served at your table without written permission from HCAA.

SIZE, HEIGHT LIMITATIONS: Each table space will be clearly marked. Out of consideration for your neighboring exhibitors, no solid exhibit construction will be permitted to exceed 42” in height except in the rear half of the designated space. For example, in a standard 8’ x 10’ table area, any construction above 42” must begin 4’ (halfway) back from the aisle.

SECURITY, LIABILITY, AND INSURANCE: HCAA and the Facility shall not be held responsible for the safety of exhibits and property owned or rented by Exhibitor against fire, theft, or property damage, or for accidents to Exhibitors or their employees from any cause prior to, during or subsequent to the period covered by this Agreement. Exhibitors shall obtain, at their own expense, adequate insurance against any such injury, loss or damage; at a minimum, such insurance coverage shall include that required of all exhibitors under HCAA's contract with the Facility. The Exhibitor waives the right of subrogation by its insurance carrier(s) to recover losses sustained under Exhibitor’s insurance contracts for real and personal property. Exhibitor shall list HCAA as an additional insured on its liability policies for the period beginning with installation of the booth through dismantling the booth. Prior to being permitted to install its exhibit, Exhibitor shall provide HCAA with a certificate of insurance evidencing the coverages required hereunder.

EXHIBITOR INDEMNIFICATION: Exhibitor shall indemnify, defend and hold harmless HCAA, its officers, directors, agents, and representatives against and from any and all losses, costs, damages, liability, or expenses (including attorney’s fees) arising from or by reason of any accident, bodily injury, property damage or other claims or occurrences to any person, including Exhibitor, its employees, agents, contractors, or any business invitees, arising out of or related to Exhibitor’s occupancy or use of the Facility, including storage and parking areas. The terms of this provision shall survive the termination or expiration of this Agreement.

FIRE REGULATIONS: In accordance with regulations of the local fire department, explosives or combustible materials are not to be displayed. This includes gas, paint, propane, alcohol, turpentine, chemicals, etc. All materials used in the construction of exhibits must be non-flammable. No open flames are allowed. All aisles and exits must be kept clear and free from obstructions to comply with fire regulations.

COMPLIANCE WITH LAWS: Exhibitors shall assume and bear full responsibility for the compliance with any and all local, city and state safety, fire and health laws, ordinances and regulations regarding the installation and operation of the exhibit. HCAA does not guarantee exhibitors against loss, damage or theft of any kind.

DAMAGE: If the premises are defaced or damaged by any act of negligence by any Exhibitor, its agents or guests, the Exhibitor will pay for any and all expenses incurred by damages to physical property, caused by Exhibitors, riggers, haulers, or other contractors engaged for the purpose of moving exhibits and equipment into and out of the building.

These regulations are imposed to ensure the maximum success and safety of the HCAA Conference, not only for HCAA, but for all sponsor companies, exhibitors and attendees. Anyone violating these Terms and Conditions may be asked to leave and remove their exhibit immediately with no refund.

Failure to adhere to any of the above may result in the loss of the sponsor partner opportunity at the conference or in the future, with HCAA. By signing below you hereby agree that you have read and understand the terms identified above.

Print Name
Title
Company

Signature
Date

Note: All sponsors are required to sign sponsorship terms and conditions before sponsorship becomes effective. Registrations, contributions and sponsorships do not qualify as a charitable contribution.