



SPONSORSHIP PROSPECTUS 2027

ABOUT HCAA

The Health Care Administrators Association (HCAA) supports the education, networking, resource and advocacy needs of benefit administrators (TPAs) and the industry organizations that support them.

HCAA hosts two annual events: the Executive Forum, held February 22 – 24, 2027 in San Antonio, TX, and the TPA Summit, held July 12 – 14, 2027 in Nashville, TN.

Sponsorship opportunities in this catalog are grouped by type: Exhibiting, Agenda-Based, Branding, Swag, and Technology. For more on HCAA and why sponsors choose to partner with us, see The Boutique Advantage: HCAA's Sponsorship Pitch Kit.

MARKETING BENEFITS BY SPONSOR LEVEL

INCLUDED	ANNUAL SPONSORSHIP	EXHIBITING SPONSORSHIP	\$10,000+ SPONSORSHIP	 SUSTAINABILITY SPONSORSHIP	ALL CONFERENCE SPONSORSHIPS
Annual HCAA Membership Dues	✓				
Feature in Sponsor Spotlight Promotions	✓				
Banner Ad Placement in Conference App	✓	✓			
One Complimentary Registration to the Event	✓	✓	✓	✓	
Recognition on Event Signage	✓	✓	✓	✓	✓
Link from the HCAA Website to Partner's Website	✓	✓	✓	✓	✓
Weekly Conference Attendee List, beginning 6 weeks before the event	✓	✓	✓	✓	✓
Detailed Company Listing in Conference App	✓	✓	✓	✓	✓
Inclusion in HCAA's B2B Marketplace (opt-in)	✓	✓	✓	✓	✓



Sustainability Sponsorships help HCAA reduce waste at our annual events, supporting our commitment to more environmentally responsible conferences.

EXHIBITING OPPORTUNITIES

Two commitment levels are available for the exhibit options below:

Conference: one event of your choice, one comped registration

Corporate: both annual events + membership dues, two comped registrations (one per event)

TABLETOP EXHIBIT

A 6-foot exhibit table with two chairs, positioned along the ballroom perimeter for consistent attendee traffic throughout the event.

LEVEL	PRICE
CONFERENCE	\$8,500
ANNUAL	\$13,500

NETWORKING LOUNGE EXHIBIT (*Premium*)

A furnished lounge, including a sofa, two chairs, coffee table, and sofa table, set directly behind the audience seating, where attendees naturally gather to sit and relax between sessions. The comfortable setting keeps conversations going longer than a standard exhibit table.

LEVEL	PRICE
CONFERENCE	\$10,000
ANNUAL	\$15,000

NETWORKING LOUNGE ADD-ONS

HOSTING SERVICE \$550	Serve beverages at your table or lounge during official evening reception times. Approval and a facilitation fee are required to ensure compliance with event alcohol policies.
BRANDED PILLOWS \$1,500	Custom pillows featuring your logo, adding your brand to the lounge's seating and reinforcing the comfort that keeps attendees coming back.
CHARGING STATION \$5,000	Give attendees a reason to stay a little longer. A charging station at your lounge keeps guests' devices powered up, and keeps your conversations going.

HELLO, HILL COUNTRY

WELCOME RECEPTION

2027 SPECIAL SPONSORSHIP OPPORTUNITIES

Escape to the Texas Hill Country at the **HCAA Executive Forum Welcome Reception** on Monday, February 22, from 5:30 to 7:00 pm. Get involved, support the fun, and showcase your brand to attendees by sponsoring one of our Hill Country-themed experiences, from our twin mini highland cows to vineyard games and more. Don't miss this chance to mix and mingle in true Hill Country style!

THE GREAT GRAPE STOMP - \$9,000

Bring a classic Texas vineyard tradition to life by sponsoring The Great Grape Stomp, the headlining activity of the Welcome Reception! Taking center stage in The Highland Hangout, teams of two compete to crush the most grapes in a barrel while the whole room gathers to cheer them on. From the barrels to the competitors' gear, your brand will be part of every round, with emcee recognition throughout the competition.

HORS D'OEUVRES SPONSOR - \$8,500

Sponsor the food service at the Welcome Reception and give attendees a taste of your brand they won't forget! Your company will be showcased through a signature culinary touch inspired by your brand, along with your logo featured on the cocktail napkins and branded signage in the ballroom.

THE HIGHLAND HANGOUT - \$7,500

Meet Lucille Ball and Shirley Temple, our twin mini highland cows and two of the most popular guests of the night! As the sponsor of their themed hay bale home base in front of the stage, your brand will be featured at the reception's most visited and most photographed spot of the evening.

HILL COUNTRY CHARM BAR - \$6,500

Guests are invited to design their own custom glass charm at this hands-on station, choosing from an assortment of Hill Country-inspired accents. Four attendants will be on hand to help guests create their charm, which slips onto any stemmed glass, whether it's holding wine, sparkling water or soda. Every guest takes home a one-of-a-kind keepsake, and your brand will be featured on the station signage.

LIQUID GOLD OLIVE OIL TASTING - \$6,000

Guests are invited to sample a curated selection of olive oils, guided by two olive oil experts. Each guest leaves with a take-away bottle of olive oil featuring a custom label with your logo. As one of the reception's signature non-alcoholic experiences, this station gives every attendee a chance to taste, learn and take a piece of Texas Hill Country home.

SIP & SKETCH STUDIO - \$5,000

Three professional watercolor artists will paint quick, custom sketches of attendees throughout the reception. Each painting is created on custom paper featuring your logo alongside the conference artwork, so every guest takes home a one-of-a-kind keepsake with your brand on it.

SIGNATURE DRINK SPONSOR - \$4,500

Sponsor the custom cocktail served at the Welcome Reception, with your branding featured at the bar.

VINEYARD GAMES - \$3,500

Sponsor the reception's vineyard-themed games, a natural gathering spot for friendly competition and easy conversation. Your brand will be featured on the game signage.

AGENDA-BASED SPONSORSHIPS

RECEPTIONS

FIRST TIME ATTENDEES RECEPTION

\$9,000

Monday, 4:30 – 5:30 PM

Join HCAA's Board and committee members in welcoming our first-time attendees. Includes a brief opening address to the room and a tabletop in the reception space for one-on-one conversations throughout the hour.

EMERGING LEADERS RECEPTION

\$9,000

Tuesday, 4:30 – 5:30 PM

Connect directly with the industry's rising leaders. Includes a brief opening address to the room and specialized branding for the reception's planned activities.

CONTINUED CONNECTIONS RECEPTION

Tuesday, 5:30 – 7:00 PM | Main Ballroom

TITLE SPONSOR

\$15,000

Top billing at the conference's signature evening reception, with exclusive recognition as the event's presenting sponsor.

HORS D'OEUVRES SPONSOR

\$8,500

Sponsor the food service at the Continued Connections Reception, with your company logo featured on the cocktail napkins and branded signage in the ballroom.

LIBATIONS SPONSOR

\$9,000

Sponsor the bar at the Continued Connections Reception, with your company logo featured on the cocktail napkins and branded signage at the bar.

AGENDA-BASED SPONSORSHIPS

MEALS & SNACK BREAKS

LUNCH SPONSOR

\$9,000

Tuesday, 12:00 – 1:30 PM

Host lunch for attendees during the midday break between sessions, with branded signage at each station.

BREAKFAST SPONSOR

\$8,000

*Tuesday or Wednesday Morning
2 Available*

Host breakfast for attendees on the morning of your choice, with branded signage at each breakfast station.

CONFERENCE DAY BEVERAGE BREAK

\$5,500

Tuesday

Coffee and tea service in the ballroom from morning through lunch, plus soda and tea service during the afternoon session breaks. Includes your company logo on paper coffee cups and branded signage at each station.

CONFERENCE DAY SNACK BREAK

\$5,000

Tuesday

Snacks branded with your logo provided during the morning and afternoon session breaks in the ballroom. Includes branded signage at each station.

SESSIONS

KEYNOTE INTRODUCTION

\$10,000

Tuesday, 8:30 AM

Address the full conference audience as you introduce our opening keynote speaker, the premier opportunity to put your company in front of every attendee as the event's programming begins. Includes a brief company pitch and one slide, in HCAA's branded format.

GENERAL SESSION INTRODUCTION

\$6,000

Tuesday

5–6 Slots Available, Assigned by HCAA

Introduce a general session speaker to the full audience. Includes a brief company pitch and one slide, in HCAA's branded format.

VIDEO SHOWCASE

\$6,000

Tuesday — Limited Availability

Play a 2.5-minute video of your choice — a company overview, new product launch, or brand message — to the full room as attendees settle back in before a session begins.

SPONSOR PRESENTATION SESSION

\$4,000

*Tuesday, 4:30 – 5:30 PM
2 Slots Available*

Host a dedicated one-hour session for up to 50–75 guests to present directly to current and potential clients. Promoted in the conference app, on rolling slides during general sessions, on-site signage, and pre-conference marketing. AV, F&B, and entertainment must be arranged by you separately through the hotel; you are responsible for inviting your own attendees.

AGENDA-BASED SPONSORSHIPS

EXPERIENTIAL

BARISTA STATION

\$9,000

*Tuesday, 7:00 AM – 3:00 PM
Pre-Function Area*

Serve coffee to attendees just outside the ballroom entrance. Includes all condiments and supplies, branding and signage at the station, and a Tabletop Exhibit adjacent to the station.

HOTEL ROOM DROP

Monday Evening

Delivered as a door hanger to every attendee's room. Sponsor is responsible for supplying and delivering materials, which must fit in an 8.5"x11" bag. Past sponsors have supplied branded items such as packing cubes, portable fans, and golf tees, along with printed materials.

SOLO | \$6,500

Limited to one sponsor, with exclusive delivery to every attendee's room. Any number of items may be included, as long as everything fits in an 8.5" x 11" bag

SHARED | \$3,000

Up to 3 sponsors may participate; all materials are delivered together. Each company may provide a maximum of 2 pieces of collatera

WELCOME LIBATION STATION

\$5,000

*Monday, 12:00 – 3:30 PM
Near Registration*

Be the first to welcome attendees as they arrive. Located next to the registration desk, this station is yours to design; you'll work directly with the hotel to offer the libations (or experience) of your choice.

HEADSHOT LOUNGE

\$4,000

*One session Monday,
two Tuesday, one Wednesday —
times published in advance*

Sponsor professional headshots for attendees, perfect for LinkedIn, company websites, and email signatures. Includes on-site signage with your company name. Each attendee photographed receives a digital copy of their headshot by email, branded with your company message, and you'll receive a full list of everyone photographed.

ADD-ON: Makeup/Hair Touch-Up – \$1,000

Offer attendees a quick touch-up before their headshot.

BRANDING SPONSORSHIPS

PODIUM SIGN
\$10,000

Logo displayed on the on-stage podium, appearing prominently in official event photography throughout the entirety of the show.

BALLROOM ENTRANCE
\$6,000

Logo displayed above the ballroom entrance, seen by every attendee entering the event space.

REGISTRATION DESK
\$6,000

Branding displayed at the Conference Registration Desk.

STAGE SIDE TABLES
\$4,500

Logo displayed on the two end tables on stage, appearing prominently in official event photography throughout the entirety of the show.

FLOOR CLINGS
\$2,000

Three 2'x2' floor clings placed throughout the conference area.

MICROPHONE SPONSOR
\$1,550

Branding on one of the three standing microphones used for audience Q&A after sessions.

SWAG SPONSORSHIPS

 **NAME BADGE**
\$8,500

Logo placement on all conference name badges.

CONFERENCE BAG
\$8,000

Canvas tote bag branded with your logo and the conference logo, filled with assorted snacks, given to all attendees at registration.

HOTEL ROOM KEY CARD
\$6,500

Custom-branded room key cards for all attendee hotel rooms.

WATER BOTTLE
\$5,500

Aluminum water bottle branded with your logo, given to all attendees at registration.

NOTEPAD AND PEN
\$5,000

Branded notepad and pen placed on tables throughout the ballroom.

HAND SANITIZER
\$3,500

Branded hand sanitizer placed on tables throughout the ballroom.

TECH SPONSORSHIPS

WIFI SPONSOR
\$10,000

Choose the conference WiFi password, seen by every attendee who logs on throughout the event.

 DIGITAL SIGNAGE
\$8,000

Your logo displayed on all LED signage throughout the conference, our primary signage system, used in place of printed signs nearly everywhere on-site.

CONFERENCE APP
\$5,500

Your logo and message on the app's splash screen each day of the conference, seen by every attendee when they open the app.

ADD-ON: App Sponsor Module – \$1,000

A dedicated page within the conference app featuring your company profile, links, and messaging, accessible to attendees throughout the event.

Don't See What You're Looking For? If you have an idea for a sponsorship that isn't listed here, let us know! We're happy to work with you to create something that fits your goals.

2027 SPONSORSHIP PAYMENT INFORMATION

CONTACT INFORMATION

Company Name: _____
exactly as it should appear in all marketing materials

Company Mailing Address: _____

Company Website Link: _____

PRIMARY CONTACT:

Name _____

Title _____

Email _____

Phone _____

OPTIONAL EVENT CONTACT:

Name _____

Title _____

Email _____

Phone _____

PAYMENT INFORMATION

Total Amount Due: _____

Credit Card Number: _____ Expiration Date: _____ CW / CVC: _____

Billing Zip: _____

Cardholder Name: _____

Authorized Signature: _____ Date: _____

HOW TO SUBMIT

- Complete and sign the Sponsorship Selection Page and the Contact and Payment Information Page
- Initial each of the following contract pages 11 & 12
- Sign and date the final page of the document
- Email the fully completed document to Jordan Lacer at jlacer@hcaa.org.

PAYMENT

Once we receive your form, we'll either send an electronic invoice or, if you've included credit card details, run payment directly. Let us know your preference when you submit.

QUESTIONS?

Contact Jordan Lacer at jlacer@hcaa.org or (888) 637-1605 X 104.

Before You Sign:

CONFIRM YOUR MEMBERSHIP

Per HCAA policy, all sponsors must be members of the association in good standing to participate in the event.

If your membership isn't current by the time of the conference, your sponsorship will be cancelled and, per our cancellation policy, no refund will be issued.

Renew your membership online at hcaa.org or contact hcaainfo@hcaa.org to confirm membership status.

2027 SPONSORSHIP SELECTION

Please check off the item or items you wish to sponsor and total them up on the bottom of this form and sign.

EXHIBITING OPPORTUNITIES

	EF	TPAS
TABLETOP EXHIBIT		
Conference – \$8,500	☐	☐
Annual – \$13,500	☐	☐ Both Events
NETWORKING LOUNGE EXHIBIT (Premium)		
Conference – \$10,000	☐	☐
Annual – \$15,000	☐	☐ Both Events
NETWORKING LOUNGE ADD-ONS		
Hosting Service – \$550	☐	☐
Branded Pillows – \$1,500	☐	☐
Charging Station – \$5,000	☐	☐

BRANDING SPONSORSHIPS

	EF	TPAS
Podium Sign – \$10,000	☐	☐
Ballroom Entrance – \$6,000	☐	☐
Registration Desk – \$6,000	☐	☐
Stage Side Tables – \$4,500	☐	☐
Floor Clings – \$2,000	☐	☐
Microphone Sponsor – \$1,550	☐	☐

SWAG SPONSORSHIPS

	EF	TPAS
Name Badge – \$8,500 	☐	☐
Conference Bag – \$8,000	☐	☐
Hotel Room Key Card – \$6,500	☐	☐
Water Bottle – \$5,500	☐	☐
Notepad and Pen – \$5,000	☐	☐
Hand Sanitizer – \$3,500	☐	☐

TECH SPONSORSHIPS

	EF	TPAS
WiFi Sponsor – \$10,000	☐	☐
Digital Signage – \$8,000 	☐	☐
Conference App – \$5,500	☐	☐
ADD-ON: App Sponsor Module – \$1,000	☐	☐

AGENDA-BASED SPONSORSHIPS

	EF	TPAS
RECEPTIONS		
WELCOME RECEPTION SPONSORSHIPS		
The Great Grape Stomp – \$9,000	☐	☐
Hors D'oeuvres Sponsor – \$8,500	☐	☐
The Highland Hangout – \$7,500	☐	☐
Hill Country Charm Bar – \$6,500	☐	☐
Liquid Gold Olive Oil Tasting – \$6,000	☐	☐
Sip & Sketch Studio – \$5,000	☐	☐
Signature Drink Sponsor – \$4,500	☐	☐
Vineyard Games – \$3,500	☐	☐
First Time Attendees Reception – \$9,000	☐	☐
Emerging Leaders Reception – \$9,000	☐	☐
CONTINUED CONNECTIONS RECEPTION		
Title Sponsor – \$15,000	☐	☐
Libations Sponsor – \$9,000	☐	☐
Hors D'oeuvres Sponsor – \$8,500	☐	☐
MEALS & SNACK BREAKS		
Lunch Sponsor – \$9,000	☐	☐
Breakfast Sponsor – \$8,000	☐	☐
Conference Day Beverage Break – \$5,500	☐	☐
Conference Day Snack Break – \$5,000	☐	☐
SESSIONS		
Keynote Introduction – \$10,000	☐	☐
General Session Introduction – \$6,000	☐	☐
Video Showcase – \$6,000	☐	☐
Sponsor Presentation Session – \$4,000	☐	☐
EXPERIENTIAL		
Barista Station – \$9,000	☐	☐
Hotel Room Drop: SOLO – \$6,500	☐	☐
Hotel Room Drop: SHARED – \$3,000	☐	☐
Welcome Libation Station – \$5,000	☐	☐
Headshot Lounge – \$4,000	☐	☐
ADD-ON: Makeup/Hair Touch-Up – \$1,000	☐	☐

Executive Forum Total: \$ _____ TPA Summit Total: \$ _____

Grand Total Both Events: \$ _____

Signature: _____

Date Signed: _____

2027 SPONSORSHIP TERMS & CONDITIONS

WHEREAS, in furtherance of its tax-exempt purposes, the Health Care Administrators Association (“HCAA”) shall conduct the Executive Forum 2027 and TPA Summit 2027 (“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. Payment for all sponsorships must be received no later than thirty (30) days prior to the event date. If payment is not received by this deadline, HCAA reserves the right to withhold all associated sponsorship benefits, including but not limited to logo placement on event signage, digital materials, and any other marketing deliverables.

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. Please note there are no refunds after January 1st for bundled sponsorships.

No refunds for cancellations less than 60 days prior to the date of the Conference.

MANDATORY CALL: All sponsors must send a representative to a mandatory call with conference organizers set one month before each event to go over conference logistics, promotions, and opportunities.

GOVERNING LAW: All questions with respect to the construction of this Agreement or the rights and liabilities of the parties hereunder shall be determined in accordance with the laws of the State of California. Any legal action taken or to be taken by either party regarding this Agreement or the rights and liabilities of parties hereunder shall be brought only before a federal, state or local court of competent jurisdiction located within the State of California, and each party hereby consents to the jurisdiction of the federal, state and local courts located within the State of California.

ASSIGNMENT: This Agreement may not be assigned, or the rights granted hereunder transferred or sub-licensed, by either party without the express prior written consent of the other party.

ENTIRE AGREEMENT: This Agreement: (i) constitutes the entire agreement between the parties hereto with respect to the subject matter hereof; (ii) supersedes and replaces all prior agreements, oral and written, between the parties relating to the subject matter hereof; and (iii) may be amended only by a written instrument clearly setting forth the amendment(s) and executed by both parties.

SEVERABILITY: If any provision of this Agreement is invalid or unenforceable, such provision shall be deemed reformed or deleted to the extent necessary to comply with applicable law, and the remaining provisions shall be unaffected and shall continue in full force and effect, unless a material failure of consideration would result thereby.

FORCE MAJEURE: Should any circumstance beyond the control of HCAA, including by way of example and not by way of limitation, acts of God and nature, acts of terrorism, actions by governmental authority (whether valid or invalid), fires, explosions, riots, natural disasters, epidemics, disease, wars, sabotage, work stoppage or other labor problem, prevent HCAA from holding the Conference as scheduled, HCAA shall be entitled to cancel the Conference and terminate this Agreement without penalty, in which event Sponsor shall be entitled to a pro-rated refund of such portion of its sponsorship fee as remains within the sole discretion of HCAA.

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 exhibition, 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.

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

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 2027

Monday, February 22, 2027: Move-In and Set-Up: 1pm - 3pm

Wednesday, February 24, 2027: Move-Out: 12:30pm

TPA Summit 2027

Monday, July 12, 2027: Move-In and Set-Up: 1pm - 3pm

Wednesday, July 14, 2027: Move-Out: 12:30pm

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. Additional limitations on tables and networking lounges to be provided at time of purchase.

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.

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.

Print Name

Title

Company

Signature

Date