



Hospice & Palliative Care Network
OF MARYLAND

2018 SPONSORSHIP & EXHIBITOR OPPORTUNITIES

An invitation for you to connect with our members and their staff with sponsorship-levels and exhibitor opportunities offering value and visibility!

Our Mission— *To promote for the provision of quality hospice and palliative care in MD*

HPCNM is a membership association for hospice and palliative care programs, services and facilities in the state of Maryland. We represent and support the varied organizations that align with our mission

www.hnmd.org/sponsors

201 International Circle | Hunt Valley, MD 20131 | 410.891.5741

Corporate Sponsorship Opportunities

Platinum Corporate Sponsorship—\$7,500

Benefits included with your Platinum Sponsorship:

- ◆ A one-year HPCNM Associate Member membership
- ◆ Plaque presentation at the December General Membership Meeting

Website and Social Media:

- ◆ Your company logo with a link displayed on the HPCNM website all year (www.hnmd.org)
- ◆ Two spotlight features (500 words or less) in the *Tuesday Tidbits* monthly newsletter during the year. Note: article to be submitted by sponsor and approved by HPCNM
- ◆ Your logo and link to your homepage with recognition as a Platinum Sponsor in each publication of the *Tuesday Tidbits* and *Hospice News Network* publications
- ◆ Recognition 2x during the year on our social media sites

Board of Directors and General Membership Meetings:

- ◆ Recognition as a Platinum Corporate Sponsor at Board of Directors meetings
- ◆ The opportunity for a 10-minute commercial at one Board of Directors meeting
- ◆ The opportunity for a 10-minute commercial at a General Membership meeting

Annual Conference:

- ◆ Three conference registrations
- ◆ One Exhibitor Table
- ◆ Podium recognition
- ◆ Sponsor-level ribbons on name badges
- ◆ Logo recognition on all promotional materials
- ◆ Logo recognition in the Conference program

Gold Corporate Sponsorship—\$5,000

Benefits included with your Gold Sponsorship:

- ◆ A one-year HPCNM Associate Member membership
- ◆ Plaque presentation at the December General Membership Meeting

Website and Social Media:

- ◆ Your company logo with a link displayed on the HPCNM website all year (www.hnmd.org)
- ◆ Your logo and link to your homepage with recognition as a Gold Sponsor in each publication of the *Tuesday Tidbits*

Board of Directors and General Membership Meetings:

- ◆ Recognition as a Gold Corporate Sponsor at Board of Directors meetings
- ◆ The opportunity for a five-minute commercial at a General Membership meeting
- ◆ The opportunity for a five-minute commercial at a Board of Directors Meeting

Annual Conference:

- ◆ Two conference registrations
- ◆ One Exhibitor Table
- ◆ Podium recognition
- ◆ Sponsor-level ribbons on name badges
- ◆ Logo recognition on all promotional materials
- ◆ Logo recognition in the Conference program

Questions?
For more details contact
Peggy Funk
peggy.funk@hnmd.org
410.891.5741

Corporate Sponsorship Opportunities Continued

Silver Corporate Sponsorship —\$3,000

Benefits included with your Silver Sponsorship:

- ◆ A one-year HPCNM Associate Membership
- ◆ Plaque presentation at the December General Membership Meeting

Website and Social Media:

- ◆ Your company logo with a link displayed on the HPCNM website all year (www.hnmd.org)
- ◆ Your organization's name and link to your homepage with recognition as a Silver Corporate Sponsor in each publication of the *Tuesday Tidbits*

Board of Directors and General Membership Meetings:

- ◆ Recognition as a Silver Corporate Sponsor at Board of Directors meetings
- ◆ The opportunity for a two-minute commercial at a General Membership meeting

Annual Conference:

- ◆ One conference registration
- ◆ One Exhibitor Table
- ◆ Podium recognition
- ◆ Sponsor-level ribbons on name badges
- ◆ Logo recognition on promotional materials
- ◆ Logo recognition in the Conference program

A sponsorship with HPCNM presents the greatest opportunity for your organization, through the membership and communications benefits, to cultivate a sustained and meaningful relationship with our member decision makers and key stakeholders.

Contact Peggy Funk for additional information on sponsorship opportunities

peggy.funk@hnmd.org

410.891.5741

Annual Partner Sponsorship —\$1,500

Benefits included with your Annual Partner Sponsorship:

- ◆ A one-year HPCNM Associate Membership.
- ◆ Plaque presentation at the December General Membership Meeting.

Website and Social Media:

- ◆ Company listing with a link displayed on the HPCNM website all year (www.hnmd.org)
- ◆ Company listing with recognition as an Annual Partner in each publication of the *Tuesday Tidbits*

Annual Conference:

- ◆ One Exhibitor Table
- ◆ Podium recognition
- ◆ Sponsor-level ribbons on name badges
- ◆ Company listing on promotional materials
- ◆ Company listing in the Conference program

Hospice & Palliative Care Network of Maryland Event Sponsorship Opportunities

New Leadership Welcome Reception—\$5,000 (Exclusive Sponsorship)

Statistics show that over the past year in Maryland, there has been a significant turnover in leadership (39%). HPCNM is planning a “New Leadership” Welcome Reception with an expected attendance of approximately 50 individuals to welcome these individuals to the Network.

Benefits include:

- ◆ Two complimentary tickets
- ◆ Five-minute commercial during the event
- ◆ Website banner ad with logo and link
- ◆ Podium recognition
- ◆ Your logo on all promotional materials
- ◆ Attendee list for one time use

Board Member Orientation —\$5,000 (Exclusive Sponsorship)

This event is exclusively for Board of Directors and Committee Chairs and offers sponsors an opportunity to meet HPCNM leadership face to face.

Benefits include:

- ◆ Lunchtime presentation to attendees (limited to 30 min.)
- ◆ An invitation to the lunch for two of your organization’s members
- ◆ Your logo on all promotional materials
- ◆ Attendee list

Monthly Muffins for Maniacs Webinar Series—\$2,000

This monthly educational series is presented as a member benefit and is designed for the hospice interdisciplinary team members.

Benefits Include:

- ◆ Sponsor recognition at the beginning and end of each program
- ◆ Opportunity for a two-minute commercial two times per year
- ◆ Logo on all program printed and electronic materials
- ◆ Logo with a link on the Muffins webpage

HPCNM Virtual Conference—\$2,000

Benefits Include:

- ◆ One two-minute commercial during the Conference
- ◆ Your logo on a Sponsor Slide to be posted during all breaks
- ◆ Moderator recognition

Hospice & Palliative Care Medical Directors Conference (6/2018)

An event designed specifically for physicians, nurse practitioners and clinical leadership.

Regulatory Conference (9/2018)

Attendees will benefit from information on regulatory and quality reporting mandates and best practices.

Choose your level of support for either one:

Event Sponsor—\$1,500 | \$5,000 for an exclusive sponsorship

- ◆ Two-minute commercial
- ◆ One complimentary registration
- ◆ Event Exhibit Table
- ◆ Attendee list
- ◆ Podium recognition
- ◆ Your logo on all promotional materials (printed and electronic)
- ◆ Event signage

Lunch Sponsor—\$1,000

- ◆ One complimentary registration
- ◆ Event exhibit table
- ◆ Podium recognition
- ◆ Your logo on all promotional materials (printed and electronic)
- ◆ Table signage

Hospice & Palliative Care Leadership Forum

Choose your level of support:

Event Sponsor—\$3,000

Benefits include: one event registration, two-minute commercial, podium recognition, logo on all marketing materials, exhibit table at the event, recognition in *Tuesday Tidbits*

Lunch/Break Sponsor—\$1000

Benefits include: one event registration, podium recognition, logo on all marketing materials, exhibit table

Giveaway Sponsor—\$500 or in-kind donation

Benefits include: one event registration, podium recognition, your logo on the event giveaway

Board of Directors Meeting—\$1,000 each

Benefits include: prior mentions and your logo with a link in the *Tuesday Tidbits*, and a ten-minute commercial at the beginning of one Board of Directors Meeting of your choice.



2018 Annual Conference Sponsorship and Exhibitor Opportunities

Hospice & Palliative Care Network of Maryland (HPCNM) invites you to partner with us for our *2018 Annual Conference* scheduled for **November 1, 2018 at the Sheraton Hotes in Columbia, Maryland**. This Conference continues to grow each year attracting nearly 200 attendees from Maryland and surrounding states who are dedicated to providing the best in quality end-of-life care for patients and support for their families. The HPCNM conference is an excellent opportunity for your organization to cultivate new relationships and strengthen existing support for your products and services. We look forward to seeing you there!

Overall Presenting Sponsor— \$10,000

- ◆ Five conference registrations
- ◆ Two Exhibitor Tables
- ◆ Two-minute commercial during the event
- ◆ Podium recognition
- ◆ Logo on event signage
- ◆ Logo on all promotional materials
- ◆ Logo promotion with link in the *Tuesday Tidbits*
- ◆ Your logo with a link on the HPCNM website through June 30, 2018
- ◆ Attendee list

Keynote Speaker Sponsor—\$5,000

- ◆ Invitation to introduce the keynote speaker
- ◆ Two conference registrations
- ◆ One Exhibitor Table
- ◆ Podium recognition
- ◆ Logo on all promotional materials
- ◆ Recognition in the Conference program
- ◆ Attendee list

Audio Visual Sponsor—\$2,500

- ◆ One conference registration
- ◆ One Exhibitor Table
- ◆ Your logo displayed on the screen in each classroom prior to the session start
- ◆ Your logo in the Conference program
- ◆ Logo on event signage
- ◆ Podium recognition
- ◆ Attendee list

Conference Bag Sponsor—\$2,500

- ◆ Bags with your logo to be distributed to each attendee
- ◆ One conference registration
- ◆ Podium recognition
- ◆ Logo in Conference program
- ◆ Logo on event signage
- ◆ Attendee list

Lanyard Sponsor—\$1,500

- ◆ Distribution of a lanyard with your logo to each Conference attendee
- ◆ One conference registration
- ◆ One Exhibitor Table
- ◆ Logo in the Conference program
- ◆ Logo on event signage
- ◆ Attendee list

Breakfast/Lunch Sponsor Members—\$1,000 each Non-Members \$1,200 each Reserve by 7/1/2018 and save \$100!

- ◆ One conference registration
- ◆ Podium recognition
- ◆ Recognition in the Conference program
- ◆ Buffet table signage

Break Sponsorship Members—\$600 Nonmembers—\$700

Recognition in the Conference Program

- ◆ Exhibitor Table
- ◆ Buffet Table signage
- ◆ Recognition in the Conference program

Annual Conference Exhibitor Members—\$900 Nonmembers—\$1,000

Reserve by 7/1/2018 and save \$100!

- ◆ One Exhibitor table
- ◆ Two exhibitor registrations
- ◆ Your organization's listing in the Conference Program and on event signage
- ◆ Attendee list for one-time use
- ◆ Thank you recognition in the *Tuesday Tidbits*

Additional Opportunities

- ◆ Bag Inserts—\$500
- ◆ Event Pens with Your Logo—\$700
- ◆ Coffee Mugs with Your Logo—\$900

Who will be there?

Administrators
Bereavement Coordinators
Counselors
Chaplains | Spiritual Care Providers
CNAs | Home Health Aides
CEOs | CFOs | Executive Directors
DHMH Staff
Nurses
Pharmacists
Physicians
Social Workers
Therapists
Volunteers
Volunteer Managers



Sponsor and Exhibitor Reservation Form

Hospice & Palliative Care Network
OF MARYLAND

Confirmation of Intent to participate as a Corporate Sponsor, Event Sponsor, or Sponsor/ Exhibitor at the 2018 HPCNM Annual Conference

Contact Name _____

Company _____

Address _____

City _____

State _____

Zip _____

Phone _____

Email _____

Product or Service _____

I would like to Purchase:

Corporate Sponsorship

Sponsorship Name _____ Amount Due _____

HPCNM Event Sponsorship

Activity Name _____ Amount Due _____

*Annual Conference Sponsorship

Sponsorship Name _____ Amount Due _____

*Annual Conference Exhibit Space

Representative/s Name that will attend (limit of two) _____

Primary Email _____ Primary phone _____

Product/Service: _____

Do not place us near: _____ Electricity needed? No Yes

Payment Information:

Total amount Due: _____

Check enclosed (payable to HPCNM)

Charge: Visa _____ MC _____ AMEX _____

Name on card: _____

Card number: _____ Expiration Date _____

Signature: _____

Please return this completed form to: HPCNM | 201 International Circle | Suite 230 | Hunt Valley, MD 21030. For more information contact peggy.funk@hnmd.org or call 410.891.5741.

*Annual Conference Reservation Information: To be included in printed promotional materials, sponsorships must be reserved by August 1, 2018. The deadline for all other Sponsorships/Exhibit Space is Monday, October 23, 2018. Payment is due with reservation form.