

# MHCA

VIRTUAL Fall Health Care Conference

## Exhibit, Sponsorship & Advertising Media Opportunities

LIVE Broadcasts of Educational Sessions on October 20, 27 & November 3, 2021

### Invitation to Exhibit

We cordially invite you to participate in our Virtual Fall Health Care Conference & Expo. This year's conference will feature 3 days of LIVE educational sessions and networking opportunities - video chats and networking lounge. MHCA has partnered with Virtual Event Place/Community Brands to provide this virtual experience.

Attendees will be key staff, including:

- Owners
- Administrators/Executive Directors
- Department heads, nurse leaders, social workers, therapists, consultants and other facility personnel.

We value our exhibitor support and strive to make it a productive and enjoyable experience for all. Please do not hesitate to contact Dianne Chicoine, Exhibit Coordinator, at the Maine Health Care Association office Tel: 207.623.1146 Ext. 201 or [dchicoine@mehca.org](mailto:dchicoine@mehca.org).

### Exhibit Booth Rates & Features

MHCA Members	\$700
GPO Vendor	\$700
Non-Member	\$800

Eligibility criteria for GPO Vendor and MHCA Member rates:

- **GPO Vendor** rate applies to vendors part of MHCA Business Services/Provista/Vizient group purchasing program.
- **MHCA Member** rate applies to organizations in good standing for current fiscal year AND fiscal year 2021-2022, as the conference takes place in FY 2021-2022. Organization is subject to billing of non-member rate if membership is terminated.

There are many benefits afforded to members of the Association. The annual dues amount for Associate Organizational membership is \$500. To see what your membership includes, [click here](#).

### Booth Features:

- **Complimentary Quarter Page Ad** (black/white) in the online Directory/Buyers' Guide. For additional exposure, sponsors receive complimentary full or half page ads as outlined in sponsorship packages.
- **Attendees list** (to be sent electronically 1 week prior to conference opening).
- Instant access to **booth visitor analytics** and downloadable lead list.
- **Gamification Scavenger Hunt** to enhance attendee support of the exhibit hall.
- Ability to **upload promotional video, logo, and marketing materials** to your virtual booth.
- Ability to **add product/service Tags** to aid in attendee product search.
- In platform email messaging capability.
- **Talk Now For Exhibitors:** This virtual trade show enhancement allows attendees to connect live with an event exhibitor through 1:1 online video calling. Exhibitors indicate online availability during tradeshow hours.
- Schedule **Private Meetings** outside of exhibit hours.
- Dedicated exhibit time where educational sessions aren't taking place.
- Booths can be accessed by attendees beyond event days.

### Engage with Attendees

The platform provides real-time metrics on attendees visiting your booth, leaving business cards and requesting meetings. Exhibit representatives should consider being available for 1:1 online video calls during the following times:

- 10:00 a.m. - 10:30 a.m.
- 11:30 a.m. - 1:00 p.m.
- 2:00 p.m. - 2:30 p.m.

### Facilitated Listening Discussions

Consider participating in the following discussions being held each day from 12:00 p.m. to 12:45 p.m. These are opportunities to engage with attendees, share your expertise, as well as gain information on what long-term care staff maybe need in products/services.

- October 20 - Vaccine Mandates/Morale/Staff Retention
- October 27 - Visitation/Infection Control/DELTA Variant
- November 3 - Morale/Industry Reputation/Rebounding

### Setting Up Your Booth

Once a registered exhibitor's account is created on the platform, the main exhibitor contact will receive an electronic invitation to claim account and create a password. The main contact's email address and password are used to login into company's virtual booth site. We recommend viewing the training videos provided by Pathables.

**PLEASE NOTE you will not be able to start building your booth until September 20. MHCA will send instructions on how to access trainings.**

In the meantime, gather and prepare the materials you will need for your booth: logo file, other desired images/videos, resource and materials flyers (save as PDFs), etc.

Preparations for building your booth:

- **Images:** JPEG, JPG or PNG files. Logos: Minimum of 300x300px size. Header Banners: Minimum 1170x145px size.
- **Videos:** Embed video or link to either a Vimeo or YouTube. With linked videos, ensure they are set to Public (not password protected). You can showcase up to 6 videos.
- **Files:** PDF files are recommended for ease of access. Upload files up to 10 GB in size. There is no limit on file uploads. You are able to do special highlight for 4 files.
- **Add Team Members:** Team members can be added in the booth platform. There are no additional fees for team members.
- **Tags:** Incorporate tags to aid in searchability by products and services.
- **Polls:** Add questions to engage attendees; ie. multiple choice, free text entries, and rating/voting.

#### BUILDING BOOTH ASSISTANCE AVAILABLE:

If you need assistance in building your booth, including preparing image and document files for upload, Dianne is available to help you.

#### Gamification / Scavenger Hunt

We have a number of tools at our disposal to help drive attendee engagement during trade show hours. We'll use gamification features to make it fun for everyone involved. Attendees will earn points for activities like visiting a booth, leaving a business card, watching a video, viewing flyers, finding scavenger hunt items.

#### Maximize Your Exposure!

In addition to taking a booth, many companies participate in the following sponsorship opportunities:

- ✓ **Annual packages (FY Oct 1 thru Sept 30):**
  - **Platinum - \$10,000**  
**Fall Conference:** Logo on event brochure, conference email communication, and virtual platform website banner ad, static ad aired each day at start of conference, virtual booth, sponsorship level signage for booth, logo/listing on online and Directory sponsor pages. **Celebrating Excellence, Remember ME and Leadership Symposium:** Logo on event materials. **Education Programs:** Logo on materials. **Communications:** Logo on website, weekly newsletter, and Annual Report. Complimentary color, inside front or inside/outside back cover in annual Directory/Buyer's Guide and Associate Organizational Membership (\$500 value).
  - **Gold - \$7,500**  
**Fall Conference:** Logo on event brochure and virtual platform website banner ad, static ad aired each day at start of conference, virtual booth, sponsorship level signage for booth, logo/listing on online and Directory sponsor pages. **Remember ME and Leadership Symposium:** Logo on event materials. **Education Programs:** Logo on materials. **Communications:** Logo on website, weekly newsletter, and Annual Report. Complimentary full color, full-page tabbed divider ad in annual Directory/Buyer's Guide and Associate Organizational Membership (\$500 value).
  - **Silver - \$5,000**  
**Fall Conference:** Listing on event brochure, logo on virtual platform website banner ad, virtual booth, sponsorship level signage for booth, logo/listing on online and Directory sponsor pages. **Leadership Symposium:** Logo on event materials. **Education Programs:** Logo on materials. **Communications:** Listing on website, weekly newsletter, and Annual Report. Complimentary color, full-page tabbed divider ad in annual Directory/Buyer's Guide and Associate Organizational Membership (\$500 value).
  - **Bronze - \$3,000**  
**Fall Conference:** Listing on event brochure, logo on virtual platform website banner ad, virtual booth, sponsorship level signage for booth, logo/listing on online and Directory sponsor pages. **Communications:** Listing on website, weekly newsletter, and Annual Report. Complimentary color, full-page tabbed divider ad in annual Directory/Buyer's Guide, and free Associate Organizational Membership (\$500 value).

## √ Conference packages

### • Conference Sponsor - \$2,000

Logo on event brochure and virtual platform website banner ad, static ad aired each day at start of conference, sponsorship level signage for booth, logo/listing on online and Directory sponsor pages, complimentary color, full-page ad in annual Directory/Buyer's Guide, and logo on Fall Conference webpage.

### • Opening Keynote Sponsor - \$1500 Choice of:

**1st Day - October 20**

**2nd Day - October 27 SOLD**

**3rd Day - November 3**

Listing on event brochure, logo on online agenda/Keynote session, static ad to be aired prior to sponsored keynote session, sponsorship level signage for booth, logo/listing on online and Directory sponsor pages, complimentary color, half-page ad in annual Directory/Buyer's Guide.

### • Gamification Leaderboard Sponsor - \$1000

Exclusive sponsor opportunity for entire virtual conference. Logo on Leaderboard, logo/listing on online and Directory sponsor pages.

### • Facilitated Discussion Sponsors - \$500

*(Reclassified in-person Break Sponsorship - 3 available. Break Sponsors will have first opportunity for this sponsorship.)*

Logo on online agenda/Facilitated Discussion (one sponsor per discussion topic), sponsorship level signage for booth, logo/listing on online and Directory sponsor pages.

### • Seminar Sponsor - \$400

Listing on event brochure, logo on online agenda/session, sponsorship level signage for booth (if applicable), logo/listing on online and Directory sponsor pages.

**Deadlines:** Sponsorships must be received by **September 30**.

*Although your sponsorship payment does not qualify as a tax-deductible charitable contribution, this sponsorship may be tax-deductible as an ordinary trade or business expense under IRC Section 162. None of the payment will be utilized for lobbying or political purposes. Please consult your tax advisor.*

## √ Directory/Buyer's Guide

This year's Directory will be published online. There will be no printed hard copy. We have included a black/white **Quarter Page Ad (3.5" w x 2" h)** with each exhibit registration fee. The Directory is a great way to gain ongoing exposure after the Conference has ended, as MHCA will email it to every MHCA member.

If your company wishes to upgrade its complimentary black/white Quarter Page ad to either a color, half page or full page, the fees are:

**Color Half Page: \$125 (7.5" w x 4.5" h)**

**Color Full Page: \$225 (7.5" w x 10" h)**

## Non-exhibitors ad rates:

**Quarter Page:** \$100 black/white

**Half Page:** \$175 black/white or \$225 color

**Full Page:** \$250 black/white or \$325 color

## Features include:

- A complete listing of all Maine long term care facilities by county - MHCA members are differentiated;
- A listing of all organizational members of MHCA
- A directory of important governmental and regulatory agencies and contacts;
- A listing of Fall Conference exhibitors and sponsors.

## Specifications:

- Complimentary black/white Quarter Page Ad (3.5" w x 2" h). Full and half pages ads are in color.
- Sized, camera-ready advertisements are preferred;
- Electronic files format preferences (300 dpi): tif, jpeg, PDF. Be sure to collect fonts for PDFs.
- If artwork is not camera-ready, we can produce your advertisement from business cards, letterhead or other copy you provide.

Deadline: All ads must be received by **September 30**.

## √ Exhibit Area Company Prize Drawings:

To promote networking in the Exhibit Hall, MHCA will be doing a Gamification Scavenger Hunt. Exhibitors may also do raffles at their virtual booths. To facilitate booth drawings, we recommend downloading the booth visitor analytics. Exhibitors are responsible to getting the prize to drawing winners.

## √ MHCA PAC Drawing Tickets:

Your support of the MHCA PAC enables us to sustain our integrated lobbying and grassroots efforts. While the long-lasting effects of COVID-19 are still unknown, one thing is for sure: we will need the support of our lawmakers this coming legislative session more than ever as we prepare for a challenging budget season.

In lieu of the traditional PAC Auction, we will hold drawings for cash and prizes throughout all three days of our virtual event. Tickets are \$10 each and you may purchase as many as you would like to increase your odds of winning. You do not need to be present to win.

If your company would like to donate a prize for the PAC drawing this year, that would be most appreciated! MHCA will collect gift cards in lieu of actual items. Gift cards can be physical cards or E-Gift cards. For example, if you have given a Stonewall Kitchen basket in the past, please consider a Stonewall Kitchen gift card of same value. Think LL Bean, Amazon, Apple, Target, VISA, Coach, etc!

To purchase tickets, please use the [PAC Drawing Form](#). Please email Dianne Chicoine at [dchicoine@mehca.org](mailto:dchicoine@mehca.org) by **September 30** to share your intention to donate.

# Virtual Booth Page Example



Empowering you and the communities you serve.

← SEE ALL



## Community Brands

EXHIBITOR Booth #3030A

**Who we are:** Community Brands is the leading provider of cloud-based software to associations, nonprofits, faith-based groups, and K-12 schools. With 2,000 employees serving over 100,000 clients in 30 countries, we help organizations grow stronger and achieve their missions.

**What we do:** Organizations adopt Community Brands software to manage memberships, career centers, learning, accounting, mobile giving, peer-to-peer fundraising, donations, admissions, enrollments and events. Using these solutions, customers of all sizes create meaningful and lasting experiences for their members, donors, students, and volunteers.

**Why we do it:** From Income inequality to improving the quality of education and life, we care and are committed to improving the world we live in. We are passionate about our customers' impact and are invested in powering their success. We're a group of motivated volunteers, members, and donors who are committed to effecting positive change.



< Prev



Next >

### Tags

EVENT TECH

<https://www.communitybrands.com/company/about-us/>

WANT TO MEET

LEAVE YOUR CARD

LIVE 08:00 AM - 11:00 PM

Other "Talk Now" times

TALK NOW

Click "Talk Now" to be connected with an available representative in a live, 1:1 video call.



Mike Tydings  
Call Now

Conversation

Staff

Files

Polls



Mike Tydings

2 months ago

#### Looking to find a Widget Partner

jeff can you help

Reply

Like



Mike Tydings

4 months ago

#### SF plug in for ETG Sales Force won't work with my Outlook

test

Reply

Like

# Sponsor Page Example

Need help? Get support Dianne Chicoine

**VISION SUMMIT** Home Agenda People Exhibit Hall Sponsors Social Wall Conversations FA

Platinum Sponsor Search

**Amazon**

ARTIFICIAL INTELLIGENCE ECOMMERCE CLOUD COMPUTING CLOUD PROVIDER

Our mission is to be Earth's most customer-centric company. Amazon is guided by four principles: customer obsession rather than competitor focus, pass...

Amazon

PLATINUM SPONSOR EXHIBITOR

**Google**

SEARCH SEARCH ENGINE SOFTWARE

Our mission is to organize the world's information and make it universally accessi... useful.

Google

PLATINUM SPONSOR EXHIBITOR

Gold Sponsor

**Pathable**

EVENT TECH VIRTUAL EVENTS SOCIAL MEDIA NETWORKING

Pathable is the leading provider of event communication websites & apps. We create thoughtful solutions to promote event engagement, build relationships...

Pathable

GOLD SPONSOR EXHIBITOR

**Slack**

COMMUNICATIONS WORKPLACE MANAGEMENT PROJECT MANAGEMENT

Slack is a channel-based messaging platform. With Slack, people can work together more effectively, connect all their software tools and services, and...

Slack

GOLD SPONSOR EXHIBITOR

**Zoom**

CLOUD-BASED SOFTWARE COMMUNICATIONS VIDEO MEETINGS

Zoom helps businesses and organizations bring teams together in a frictionless environment to get more done. Our easy, reliable cloud platform f...

Zoom

GOLD SPONSOR EXHIBITOR

Silver Sponsor

**communitybrands**

EVENT TECH

Community Brands

SILVER SPONSOR EXHIBITOR

**EventTechGroup**

EVENT TECH VIRTUAL EVENTS

Event Tech Group

SILVER SPONSOR EXHIBITOR

**eventbrite**

SILVER SPONSOR

**salesforce**

MARKETING SALES CUSTOMER RELATIONSHIP MANAGEMENT CLOUD-BASED SOFTWARE

Salesforce

# Agenda Keynote/Session Sponsor Example

Need help? Get support Dianne Chicoine

**VISION SUMMIT** Home Agenda People Exhibit Hall Sponsors Social Wall Conversations FAQs Game

VIEW MY AGENDA CALENDAR VIEW EXPORT PRINT Search GO

FRI AUG 6 FRI AUG 13 MON DEC 20 TUE DEC 21

Monday, December 20

9:00 AM EST

**KEYNOTE**

**Becoming a Category of One**

Tyler Allen  
Starship Enterprises  
President & CEO

9:00 AM - 9:30 AM EST

ENTERTAINMENT PRE-RECORDED

**What is "Autoplay" and How Does It Work?**

9:00 AM - 10:00 AM EST

PRE-RECORDED

9:30 AM EST

**Partnerships**

**How to Increase ROI & Build Lasting Relationships**

Dragos Tita

9:30 AM - 10:15 AM EST

Webinar

LIVE WEBINAR INNOVATION

**General Session**

**Reimagining Virtual & Hybrid Events**

Tyler Allen  
Starship Enterprises  
President & CEO

9:30 AM - 10:00 AM EST

Webinar

PRE-RECORDED EVENTS

10:00 AM EST

**Entertainment Paid Event**

**Adele Live: A Virtual Concert Experience**

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