

Pennsylvania Homecare Association

2024 BUSINESS MEMBER

Prospectus

EXCLUSIVELY FOR PHA BUSINESS PARTNERS



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See all of the offerings available in one quick reference form. Complete the paper form or visit us online to reserve your sponsorship.

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Connect with our sponsorship team to tailor a partnership that aligns seamlessly with your corporate objectives and values.



ABOUT PHA

The Pennsylvania Homecare Association is a state trade association representing 700 organizations that provide care and support to individuals in their own homes. Our members provide medical care, such as nursing and wound care; physical, speech, or occupational therapy; non-medical personal care, including assistance with activities of daily living like bathing and meal preparation; and end-of-life care for those with terminal illnesses. PHA provides educational resources to its members and accepts corporate support from companies that are interested in reaching out to our provider members. As a business partner, you are supporting our mission to promote the highest standards of homecare in the Commonwealth of Pennsylvania.

Opportunities listed in this prospectus are exclusive to PHA business members.

Join or renew your PHA Business Membership in 2024 for only \$900!



Top Member Benefits

Networking Opportunities

PHA offers multiple opportunities via events and webinars to connect with home care providers, industry experts, and potential clients.

Visibility and Recognition

Showcase your commitment to the home care industry and enhance your reputation among our member community—a 3000+ strong network!

Access to Resources

Stay up to date with the latest industry trends, legislative updates, and valuable resources to support your business. In addition, receive *Connections*, PHA's weekly newsletter informing members of the most important industry updates and news.

CORPORATE PARTNERSHIP PROGRAM

New for 2024! PHA is excited to announce our new Corporate Partnership Program. Spotlight your business to PHA members throughout the entire year with premier advertising, top-tier brand recognition, and access to PHA educational events, including the 2024 Annual Conference!

	 \$50,000 (\$60,000 value)	 \$25,000 (\$30,000 value)	 \$10,000 (\$14,000 value)
Exclusive Platinum Level Sponsor at 2024 Annual Conference (see page 5)	✓		
Complimentary Exhibit Booth & Vendor Registration at 2024 Annual Conference	Two (2) Booths Twelve (12) Registrations	Two (2) Booths Six (6) Registrations	One (1) Booth Four (4) Registrations
Complimentary participation in 2024 Regional Meetings	Platinum Level Sponsorship	Premier Level Sponsorship	One (1) Exhibit Table
Brand recognition on PHA educational materials, including slides, hand-outs, and signage*	✓	✓	✓
Complimentary banner advertisement in <i>Connections</i> e-newsletter	One (1) Premier Ad Placement	One (1) Premier Ad Placement	One (1) Interior Ad Placement
Complimentary Vendor Spotlight on PHA website	Two (2) Months	Two (2) Months	One (1) Month
Featured guest column in <i>Connections</i> **	Two (2) educational articles per year	Two (2) educational articles per year	
Complimentary Lunch & Learn webinar**	One (1) per Year	One (1) per Year	
Promotional email from PHA to our membership*	Two (2) per Year	Two (2) per Year	
Post-event reporting for sponsored educational sessions	✓	✓	✓
Recognition as a Corporate Partner on PHA website, including logo and direct link to your website	✓	✓	✓
Dedicated posts, with direct link to your website, on PHA social media channels	✓	✓	✓

ADVERTISING OPPORTUNITIES



Vendor Spotlight

PHA'S WEBSITE ADVERTISING OPPORTUNITY

Connect with an average of 5,000 users with this monthly advertising opportunity!

Showcase your business on PHA's website for an entire month with a Vendor Spotlight. This advertising opportunity appears on nearly every page of the PHA website and includes your logo, a 50-word description, and a link to your website. **Two opportunities available monthly.**

COST: \$500/MONTH

Connections

PHA'S WEEKLY E-NEWSLETTER

PHA's weekly e-newsletter *Connections*, which is distributed to more than 3,000 subscribers, is ranked as a top member benefit by home health, hospice, and homecare agencies across Pennsylvania. Connect with this audience by purchasing a banner advertisement. Your clickable advertisement will be included in an entire month of *Connections*!

PHA offers two placement options for your banner advertisement:

Premier Banner Placement

This exclusive opportunity places your advertisement at the top of *Connections*. One opportunity available monthly.

Cost: \$1,000

Interior Banner Placement

Interior advertisements will be displayed between articles in *Connections*. Two opportunities available monthly.

Cost: \$750

CONNECTIONS

July 28, 2022

Whether your agency provides skilled or non-skilled care, Alora has you covered. With built-in EVV for Pennsylvania!

ALORA
Home Health Software

[Learn More >](#)



New EVV Resources Available on PHA Website!



PHA has now published the recorded sessions and presentation slide decks from the June 21 EVV check-in. Content includes updates from the Office of Long-Term Living, the Office of Medical Assistance Programs, HHAAExchange, Sandata, and the Community HealthChoices (CHC) and Physical HealthChoices MCOs. [read more](#)

PHA Reviews Agency with Choice RFA During Homecare Roundtable: Questions Due to DHS July 27

BANNER AD SPECS

800 X 200 PIXELS

Vendor Spotlight and *Connections* banner advertisements are exclusively available to PHA Business Members. These opportunities are provided on a first-come, first-served basis. Each advertising opportunity is limited to three months per calendar year.

2024 EDUCATION & EVENTS

Virtual Education



WEBINAR SERIES

\$2,500

- Opportunity to introduce session in series
- Complimentary static ad placement on session presentation
- Logo placement on calendar listing and all pre-event marketing materials
- Sponsorship recognition on PHA social media channels

LUNCH & LEARN

\$5,000

- Exclusive opportunity to present educational content to PHA members*
- Complimentary video ad placement on session presentation
- Logo placement on calendar listing and all pre-event marketing materials
- Sponsorship recognition on PHA social media channels

**Upon PHA review and approval*

WEBINAR

Topic Preview

Schedulers

HR

Mergers & Aquisitions

Compliance

Quick Hits

Roundtables

... and more!

In-Person Events



POLICY SUMMIT

Spring 2024

Premier Partner

\$5,000

- Opportunity to welcome attendees
- Four (4) complimentary registrations
- *Plus Core Benefits**

Supporting Partner

\$2,500

- Opportunity to introduce session
- Two (2) complimentary registrations
- *Plus Core Benefits**

Friends of PHA

\$500

- Logo placement on event signage

DCW OF THE YEAR FORUM

Spring/Summer 2024

Premier Partner

\$4,000

- Opportunity to welcome attendees and congratulate nominees
- One (1) complimentary exhibit table with four (4) registrations
- Logo placement on honoree gifts
- *Plus Core Benefits**

Supporting Partner

\$2,000

- One (1) complimentary exhibit table with two (2) registrations
- *Plus Core Benefits**

Exhibit Table

\$500

- Two (2) complimentary registrations
- Logo placement in event program
- Recognition on PHA social media

REGIONAL MEETINGS

Fall 2024

Platinum Partner

\$15,000

- Exclusive opportunity reserved for Platinum Corporate Partner
- Opportunity to give open and closing remarks at all in-person meetings.
- Two (2) complimentary exhibit tables at all in-person meetings
- *Plus Core Benefits**

Premier Partner

\$7,500

- Opportunity to address attendees during lunch at one (1) regional meeting
- One (1) complimentary exhibit table at all in-person meetings
- *Plus Core Benefits**

Supporting Partner

\$5,000

- One (1) complimentary exhibit table at all in-person meetings
- *Plus Core Benefits**

Exhibit Table

\$750

- Exhibit table at all in-person meetings
- Logo placement on meeting signage
- Recognition on PHA social media

*Core Benefits:

- Logo placement on event signage
- Recognition on PHA social media
- Logo placement on calendar listing and all pre-event marketing materials



2024 ANNUAL CONFERENCE

As the healthcare landscape evolves, staying at the forefront of industry trends, standards, and advancements is crucial for ensuring the success and quality of home care in Pennsylvania.

Join PHA as we *reimagine homecare in 2024!* We are excited to extend an invitation to you for our upcoming 2024 Annual Conference. This event promises to be an unmissable opportunity for companies like yours who are dedicated to excellence in the home care industry.

Marquee Level Packages



	PLATINUM INCLUDED IN PLATINUM PARTNERSHIP	GOLD \$20,000	SILVER \$15,000	BRONZE \$7,500
Event Sponsor	Welcome Reception	Cocktail Reception & Dinner	Lunch	Breakfast
Conference Program	Logo on Cover Half-Page Ad	Logo on Cover Quarter-Page Ad		
Dedicated Post on Social Media	✓	✓	✓	✓
On-Site Advertising	Video Ad Displayed at Registration Static Ad Displayed in Session Rooms Advertisement in Conference App	Static Ad Displayed in Session Rooms	Static Ad Displayed in Session Rooms	Static Ad Displayed in Session Rooms
Exhibit Hall	Two (2) Booths with four (4) vendor registrations Inclusion in PHA Scavenger Hunt	One (1) Booth with two (2) vendor registrations Inclusion in PHA Scavenger Hunt		
Speaking Opportunity	Opening Remarks	During Conference		
Core Benefits	✓	✓	✓	✓

REIMAGINING HOMECARE

2024 ANNUAL CONFERENCE

Additional Sponsorship Opportunities



WE'RE REIMAGINING REGISTRATION!

We're taking the conference check-in process to the next level with innovative technology that allows attendees to seamlessly check-in, edit, and print their conference badge on arrival. Help us set the tone for this year's conference with our exclusive **Welcome Experience Sponsorship!**



Benefits include:

- Co-branded lanyard and badge
- Logo on welcome screen and signage
- Exclusive sponsor of on-arrival badge printing and welcome experience
- Dedicated post on PHA social media channels
- *Plus Core Benefits**

Investment: \$9,500

KEYNOTE SPEAKER **\$6,000**

- Exclusive sponsor of keynote speaker
- Opportunity to introduce keynote speaker
- Dedicated signage displayed during keynote session
- Dedicated post on PHA social media channels
- *Plus Core Benefits**

CONFERENCE APP **\$6,000**

Take advantage of one of our most hands-on sponsorship opportunities with our **Conference App Sponsorship**. As the exclusive sponsor, you'll stay top-of-mind throughout the conference and help attendees stay engaged throughout the conference with gameification, CE tracking, interactive maps, and more!

Benefits include:

- Exclusive sponsor of mobile app
- Premier brand recognition and advertising placement throughout app
- Premier listing on mobile app
- Dedicated post on PHA social media channels
- *Plus Core Benefits**

BREAKOUT TRACK **\$4,000**

- Exclusive sponsor for one (1) breakout track
- Opportunity to introduce session of choice within track
- Dedicated signage displayed outside of breakout room
- Dedicated post on PHA social media channels
- *Plus Core Benefits**

INDIVIDUAL ITEMS:

- **Drinkware: \$7,500**
- **Tote Bag: \$6,500**
- **WiFi: \$6,000**

All a la carte items include:

- Company logo on items provided to all attendees
- *Plus Core Benefits**

COFFEE & REFRESHMENT BREAKS **\$3,500**

- Dedicated signage displayed at sponsored break(s)
- *Plus Core Benefits**

Advertising

Print Program:

- Inside Front Cover: \$1,000
- Inside Back Cover: \$1,000

*Digital Advertising:

- Video: \$500
- Static: \$250

***NEW!** Digital advertising will be displayed in all session rooms and at registration.

*Core Benefits:

- Brand recognition on PHA conference website, conference e-blasts, and *Connections*
- Logo placement in Annual Conference Program
- Signage recognition throughout conference

Coming Soon...

- **CABANA SOCIAL EVENT**
- **LEARNING LABS**
- **PRESIDENT'S RECEPTION**

REIMAGINING HOMECARE

2024 ANNUAL CONFERENCE

Trade Show Information



EXHIBIT PRICING

\$1,200 Member*

\$2,200 Prospective Member

**2024 Business Membership must be completed by January 31, 2024, to receive member rates*



EXHIBIT BENEFITS

One (1) 8'x10' booth with pipe and drape

One (1) 6' table with two chairs & wastebasket

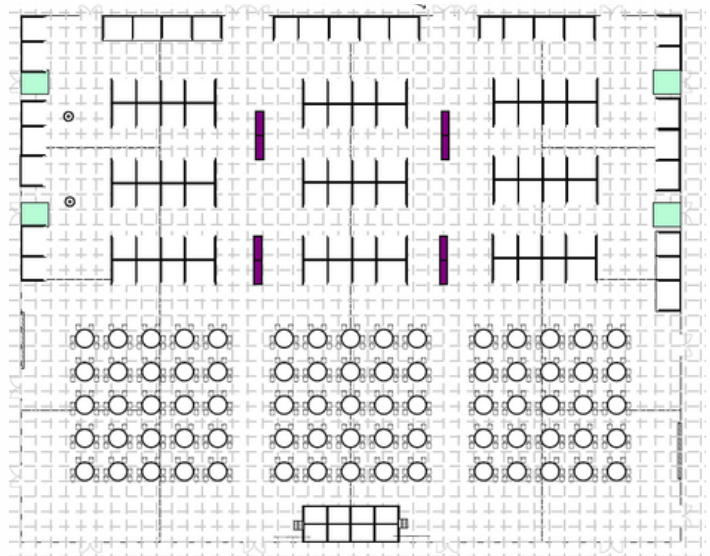
Two (2) registrations to conference events and sessions

Opportunity to connect with hundreds of industry experts and key decision makers

Integrated Exhibit Hall that brings meals, sessions, special events, and attendees directly to you

Promotion in Conference Program and Mobile App

SAMPLE TRADE SHOW FLOOR PLAN



Large-scale map available at www.pahomecare.org.

PHA reserves the right to adjust hall layout and assign vendor booths.

REIMAGINING HOMECARE

2024 ANNUAL CONFERENCE

Get in the Game!



Maximize your brand recognition before and during the conference with our interactive and highly competitive game! More than a symbol, **Hope** is your gateway to a world of engagement and connection. She shares event updates and insightful hints with attendees, enhancing the conference experience for all participants.

Help attendees land a top spot on the leaderboard with an enhanced opportunity to provide bonus points before the conference AND at your booth!

Booth Bonus Points

To further boost your brand engagement, invite Hope to visit your booth during the conference. Attendees will receive push notifications with clues leading them to your booth. Each scavenger hunt opportunity at your booth is valued at 400 points, offering a unique chance to stand out. Limited to 10 spots. Cost to participate in scavenger hunt is \$250.

Vendors can also purchase bonus points, beyond the standard 50 points provided to all exhibitors: \$150 for 200 or \$100 for 100 points.



THIRTY ON THURSDAYS



THIRTY ON THURSDAY WEBINAR SERIES

Connect with PHA members and annual conference attendees before the conference begins with our Thirty on Thursdays half-hour webinar series.

This is your opportunity to highlight your products and services before stepping foot on the trade floor. Not only will you generate new leads—you'll also help conference attendees build up their points before the conference.

When: Thursdays, 12:00 - 12:30 p.m.

(April - May)

Cost: \$300 per 30-minute webinar

REIMAGINING HOMECARE

2024 SPONSORSHIP ORDER FORM

Company Name: _____ Primary Contact: _____

E-mail: _____ Phone Number: _____

Corporate Partnerships

Platinum (\$50,000)

Elite (\$25,000)

Signature (\$10,000)

Advertising

Connections

Premier Banner (\$1,000)

Interior Banner (\$750)

Website

Vendor Spotlight (\$500)

Virtual Education

Lunch & Learn (\$5,000)

Webinar Series (\$2,500)

In-Person Events

Policy Summit

Premier Partner (\$5,000)

Supporting Partner (\$2,500)

Friends of PHA (\$500)

DCW of the Year Forum

Premier Partner (\$4,000)

Supporting Partner (\$2,000)

Exhibit Table (\$500)

Regional Meetings

Platinum Partner

(Included in Platinum Partnership)

Premier Partner (\$7,500)

Supporting Partner (\$5,000)

Exhibit Table (\$750)

Annual Conference

Marquee Level Packages

Platinum *(Included in Platinum Partnership)*

Gold (\$20,000)

Silver (\$15,000)

Bronze (\$7,500)

Experience & Education Packages

Welcome Experience (\$9,500)

Keynote Speaker (\$6,000)

Conference App (\$6,000)

Breakout Track (\$4,000)

Coffee & Refreshment Breaks (\$3,500)

Item Sponsorships

Drinkware (\$7,500)

Tote Bag (\$6,500)

WiFi (\$6,000)

Exhibit Booth

Single Booth (\$1,200)

Double Booth (\$2,400)

Additional Vendor Registration (\$300)

Conference Advertising & Enhancements

Print Program

Inside Front Cover (\$1,000)

Inside Back Cover (\$1,000)

Digital Advertising

Video (\$500)

Static (\$250)

Gamification

Thirty on Thursday Webinar (\$300)

Scavenger Hunt Location (\$250)

Bonus Points

100 Points (\$100)

200 Points (\$150)


Get in Touch!

The Pennsylvania Homecare Association

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