

Prospectus

Virtual

Healthcare Enforcement Compliance Conference

November 8-10, 2021

- Promote your products and services
- Connect with customers
- Generate new leads

Dear Business Partner,

You are invited to sponsor HCCA's Healthcare Enforcement Compliance Conference. This year, we are offering our attendees a virtual learning experience, and we are excited to share the sponsorship opportunities we have planned.

Throughout these pages, you'll find the information that matters most when considering a sponsorship opportunity for your organization. Please review the content provided here and if you have questions, reach out to me personally. I look forward to working with you!



Sincerely,

Lori Dahmes

Exhibitor Account Executive

952.567.6213

lori.dahmes@corporatecompliance.org

HCCA is always looking for new and innovative ways for our partners to realize ROI on their sponsorship investments. If you don't see a sponsorship opportunity in this guide that fits your needs, and have a unique idea that you'd like to discuss, please reach out.

How to become a sponsor in three easy steps



About the conference

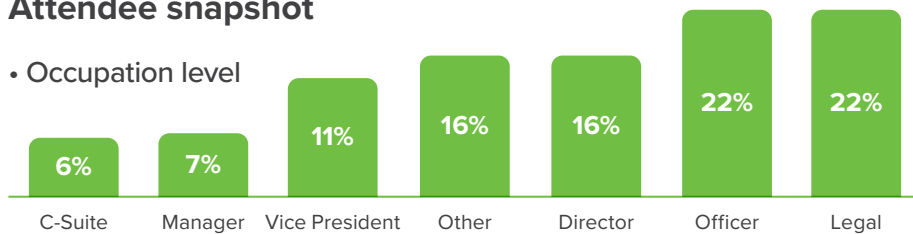
HCCA’s Healthcare Enforcement Compliance Conference offers attendees the opportunity to hear from government enforcement leaders about regulatory changes, expectations, and key priorities that will help them properly monitor, investigate, and manage violations.

The Healthcare Enforcement Compliance Conference’s exhibiting, sponsoring, and/or advertising opportunities can help you to:

- Gain high visibility and name recognition with healthcare compliance professionals across the country
- Develop relationships with new prospects and strengthen ties with existing clients
- Heighten your credibility through close association with the largest organization of its kind

Attendee snapshot

• Occupation level



Data reflected from attendee data collected during the 2019 Healthcare Enforcement Compliance Conference.

Sample sponsor webpage



Dates and times

Monday, November 8

9:00 AM–5:00 PM

Tuesday, November 9

9:00 AM–6:15 PM

Wednesday, November 10

9:00 AM–4:30 PM

About HCCA

Health Care Compliance Association® (HCCA) is a member-based association for healthcare compliance professionals. Serving more than 11,500 members across the country, we’re dedicated to enabling the lasting success and integrity of those working in, working with, or supporting healthcare organizations.

Our services:

- 50+ local and virtual conferences per year
- Weekly webinars
- *Compliance Today*®, our monthly magazine for members
- *The Compliance & Ethics Blog* and *Compliance Perspectives* podcast
- *Compliance Weekly News (CWN)*, our weekly email newsletter
- HCCAnet, our thriving online social network

Virtual sponsorship opportunities

Promote your organization’s products or services to a highly targeted audience with sponsorship.

Sponsorship levels

Silver\$4,500 or more

Bronze\$2,500 or more

The deadline to receive sponsorship applications and logo is October 15, 2021 to guarantee recognition in conference materials. After October 15 we cannot guarantee recognition in conference materials. Sponsor is responsible for package price only; HCCA is responsible for all other sponsorship costs.

Sponsorship benefits

	Silver	Bronze
Package price	\$4,500	\$2,500
Dedicated tweet on HCCA’s Twitter about sponsorship	✓	
Dedicated sponsors email sent to event audience one week prior to conference with logo and link to website	✓	
Receive full conference passes	1	0
Access a post-conference attendee postal mailing list	✓	✓
Receive recognition in the conference welcome slideshow (virtual slideshow only)	✓	✓
Design your Digitell virtual page quickly and easily through a secure portal	✓	✓
List your giveaways at the top of the exhibit directory with a hyperlink to your page	✓	✓
Receive reports available in real time of attendees who visited your page and downloaded resources	✓	✓
See your company description and hyperlink to your website in a post-conference sponsor/exhibitor thank you email	✓	✓
Commercial break: See your 30-second video (provided by sponsor) to play during one virtual coffee break	✓	✓

Silver packages

Photo booth: Place your brand on an innovative, web-based virtual photo booth. Gallery link of all photos is shareable to all attendees and includes your company logo. Attendees access through the drop-down menu on the main page, and the platform page will be branded to recognize sponsor. Sponsor logo on all emails promoting the conference and this social event. [\$4,500]

Starbucks coffee break sponsor: Send a \$5 Starbucks gift card electronically to all attendees who opt in on the second day of the conference. Includes your company name on the email and invitation to download gift card. Sponsorship available to two sponsors. Email with gift card link will include both sponsor logos. Maximum of 400 gift cards per sponsor. Opt-in names and emails provided to sponsor after the conference. Includes your 30-second commercial (provided by sponsor) to play prior to the start of one session. [\$4,500]

Wellness center: Attendees can take a break from session content to relax and watch a variety of short pre-recorded wellness videos—from Yoga to chair stretches to creating a healthy plate. Attendee access through the Wellness icon in the Lobby. Platform page will be branded to recognize the sponsor, and logo on all emails promoting the conference and this activity. [\$4,500]

Trivia by CrowdPurr: Play a game of trivia with fellow attendees during the mid-conference break on Tuesday—one 20-minute round game. Includes a custom logo on the “game board” and results pages, 3 questions each round where the answer relates back to the sponsor—ex. “Who is the lunch break sponsor today?”—and product-related questions. Branding on all emails promoting the conference and this event. [\$4,500]

Bronze packages

Commercial: Get your 30-second commercial (provided by sponsor) to play prior to the start of one session. [\$2,500]

Sponsor application



Healthcare Enforcement Compliance Conference • November 8–10, 2021

Sponsor Information

Organization _____

Street Address _____

City/Town _____ State/Province _____

Zip/Postal Code _____ Country _____

Phone _____

Email _____

Contact Person's Full Name _____

Contact Person's Job Title _____

Billing Contact

Billing Contact's Full Name _____

Billing Contact's Job Title _____

Billing Contact's Email _____

Virtual Sponsorship Opportunities

Silver Packages

- Photo booth \$4,500
- Starbucks coffee break sponsor \$4,500
- Wellness center: \$4,500
- Trivia by CrowdPurr \$4,500

Bronze Packages

- Commercial \$2,500

TOTAL \$ _____

Payment

A 50% deposit is required for all booth rentals and sponsorships. Balance must be paid in full and received by HCCA by November 5, 2021. Cancellation fee for exhibit and/or sponsorships is the 50% deposit if cancelled before October 15, 2021. No refunds will be made after this date. Deposits are non-refundable.

TODAY'S DEPOSIT \$ _____ (out of TOTAL \$ _____)

Mail to SCCE, 6462 City West Parkway, Eden Prairie, MN 55344 USA
Fax to 952.988.0146

Email to helpteam@hcca-info.org — Due to PCI compliance, do not provide credit card information via email. You may email this form (without credit card information), then call HCCA at 888.580.8373 with payment information.

- Invoice me
- Check enclosed (payable to HCCA)
- Wire transfer requested
- Credit card: I authorize HCCA to charge my:
 - Visa Mastercard Discover American Express
- 50% deposit Payment in full

Credit Card Account Number _____

Credit Card Expiration Date _____

Cardholder Name _____

Cardholder Signature _____

Authorized Signature

This agreement shall not be binding unless it is signed by an authorized representative of the applicant's firm. By signing below, I hereby certify that I have read and will abide by the exhibitor Terms and Conditions viewable at hcca-info.org/conferences/sponsoring-and-exhibiting/TandC, including the use of your information that may be shared with conference exhibitors, attendees, speakers, affiliates, and partners for promotional and/or networking purposes. To see the full use of your information or if you wish to opt-out, visit hcca-info.org/privacy.

Authorized Signature _____

OFFICE USE ONLY

Date received _____ By _____ Invoice _____