

WWW.HCDCONFERENCE.COM

 **NOV. 14-17, 2015**

 **WASHINGTON, DC**

**2015 CONFERENCE
SPONSORSHIP
OPPORTUNITIES**

DISCOVER WHAT'S NEXT

**healthcare
design**

CONFERENCE



EFFECTIVE NOVEMBER 12, 2014

Founded and Produced by

**healthcare
design**


**THE CENTER FOR
HEALTH DESIGN®**

In Association with


AIA
Academy of Architecture for Health
of the American Institute of Architects

Association Partners


IIDA
INTERNATIONAL
INTERIOR DESIGN
ASSOCIATION


hcl
HEALTH CARE INSTITUTE
OF CONSTRUCTION LEADERSHIP


AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS

ABOUT THE CONFERENCE

The Healthcare Design Conference is devoted to examining how design directly impacts the safety, operations, clinical outcomes, and financial success of healthcare facilities now and into the future. Produced by the industry's information leader, with support from the Center for Health Design, the American Institute of Architects, the Health Care Council of IFMA, and the International Interior Design Association, the HCD Conference is the industry's best-attended and most respected conference on evidence-based design for healthcare.

WHY HEALTHCARE DESIGN CONFERENCE?

40% of attendees were **NEW to the Healthcare Design conference** in 2014

73% of conference attendees are **looking for new products/services**

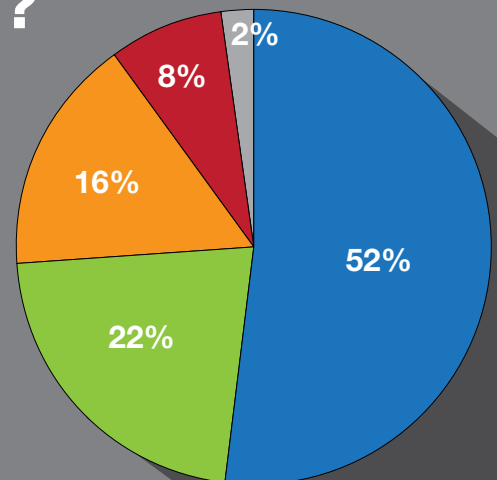
74% are **final decision makers** for products/services or recommend/specify products/services

WHO ATTENDS?

ARCHITECTS
INTERIOR DESIGNERS
ADMINISTRATORS
OPERATIONS EXECUTIVES
CONTRACTORS
ENGINEERS
FACILITY MANAGERS
RESEARCHERS
EDUCATORS
CHIEF ENGINEERS
CONSTRUCTION MANAGERS
PRESIDENTS
CONSULTANTS
MEDICAL PLANNERS
PROJECT MANAGERS
PURCHASING EXECUTIVES

WHO WILL YOU MEET AT HCD?

- Architectural, A/E or Interior Design Firms
- Hospital/Specialty Medical Center
- Design/Build Firm
- Contractor/Builder/Construction
- Other



**BE RECOGNIZED AS AN
EXPERT IN YOUR FIELD**

**MAKE NEW PROFESSIONAL
CONNECTIONS**

ACCESS YOUR TARGET

**GAIN MARKET AND MEDIA
EXPOSURE**

REACH NEW PROSPECTS

**GENERATE YEAR LONG
SALES**

SPONSORSHIP OPPORTUNITIES

*All first rights of refusal expire Feb. 1, 2016

PRESENTING SPONSOR: EXCLUSIVE \$65,000

The Presenting Sponsor is the top-of-mind visible partner before, during, and after the conference, providing the sponsoring organization significant branding, lead generation, and lead nurturing programs, as well as demonstration of thought leadership.

- Prominent feature of company logo on all onsite conference marketing collateral
- Exclusive sponsor of Opening and Closing Keynote sessions
- Opportunity to address all HCD General Session attendees for five minutes before Keynote introductions
- Literature drop on chairs in the HCD General Session room
- Video shoot at HCD and post-production of a five minute video
- Signage throughout conference
- Full-page ad in Healthcare Design magazine November and December issues
- Full page ad in the onsite Program Guide
- Marketing materials in all Attendee bags
- Dedicated pre-conference email blast to all HCD conference attendees
- Dedicated post-conference email blast to all HCD conference attendees
- Solutions Theater Presentation in the Exhibit Hall
- Enhanced online exhibitor directory listing
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App
- Three month subscription to VALET
- First refusal for the 2016 Conference*

NETWORKING EVENT SPONSOR (TWO AVAILABLE): \$20,000 OR EXCLUSIVE: \$30,000

The social event of the Conference, held Monday evening. All HCD attendees and exhibitors are invited for hors d'oeuvres, cocktails, entertainment and more.

- Co-branded HCD Networking Party email invitations featuring company logo and link to your website
- Company logo in the HCD Preview Guides
- "Spotlight" position in HCD marketing email blast
- Company logo projected on the wall at the HCD Networking Party
- Company logo on HCD Networking Party drink tickets
- Company logo on HCD Networking Party napkins
- Five Networking Event Passes for your colleagues and clients
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App
- Video shoot at HCD and post-production of a five minute video
- Full-page ad in *Healthcare Design* magazine November issue
- Full page ad in the onsite Program Guide
- Additional drink tickets for distribution to clients at event
- One dedicated pre-conference email blast to HCD attendees
- Company logo on marketing messages, onsite signage and website, mobile app
- First right of refusal for the 2016 Conference*

SOLD OUT

WELCOME RECEPTION SPONSOR (TWO AVAILABLE): \$12,000/EXCLUSIVE \$18,000

As the sponsor of the Welcome Reception, your organization will gain tremendous recognition, driving traffic to your booth to build relationships and generate leads. Get the party started and carry that momentum throughout the Conference.

- Your Company logo projected on the wall at the Welcome Reception
- Your Company logo on Welcome Reception napkins
- Your Company logo on Welcome Reception drink tickets
- Your Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App
- One, full page, 4-color ad in the onsite Program Guide
- Five Welcome Reception Passes for your colleagues and clients
- Additional drink tickets for distribution at the Welcome Reception
- Bar or food station located near your exhibit space

PRE-CONFERENCE BRUNCH SESSION SPONSOR: \$10,000

Showcase your organization's subject matter expertise, thought leadership, and success stories with an HCD Pre-Conference Brunch Session. Held on Saturday, your company executive will present a 60-minute educational session that is part of the official HCD Agenda during a brunch for up to 50 HCD Attendees.

- Brunch for up to 50 HCD conference attendees
- Spotlight your session and expertise in an issue of the HCD Attendee eNewsletter
- Company logo in the HCD Preview Guide (depending on submission of materials)
- Company logo on the HCD website, in the HCD Preview Guide(s), and in a "Spotlight" position in an HCD marketing email blast
- Your Company logo on Brunch Session signage
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App
- Contact information for all registrants and attendees of Your Company's Pre-Conference Educational Session

EXHIBIT HALL CAFÉ NAMING SPONSOR: EXCLUSIVE \$12,000

The exclusive sponsor of the Food & Beverage area in the Healthcare Design Exhibit Hall. Your company name will be attached to all mentions of the Food & Beverage area in the Exhibit Hall.

- Your logo will be on the food distribution tables, floor clings, and on Food & Beverage signage
- Half-Page ad in the onsite Program Guide
- Company logo in the HCD Preview Guide (depending on submission of materials)
- Company logo on the HCD website, in the HCD Preview Guide(s), and in a "Spotlight" position in an HCD marketing email blast
- One dedicated pre-event email blast to all HCD attendees
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App



NEW!

HEALTHCARE DESIGN AWARDS LUNCHEON SPONSOR: EXCLUSIVE \$12,000

Open to all Healthcare Design attendees, the Healthcare Design Awards Luncheon will honor the 2015 Design Showcase Citation of Merit Winners, Remodel/Renovation Award Winners, and The HCD 10. The exclusive sponsor will receive:

- Recognition as the exclusive sponsor in all HCD Awards Luncheon promotions
- Two-minute introduction by your company executive at the beginning of the Awards Ceremony
- Company logo on all Awards Ceremony signage
- Company logo on all Luncheon room screens prior to the Awards Ceremony
- Contact information of all HCD Awards Luncheon registrants
- Sponsor logo included in marketing messages, onsite signage and website
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App

MOBILE APP SPONSOR: EXCLUSIVE \$11,000

The Mobile App Sponsor keeps attendees connected to important conference updates and social media alerts.

- Exclusive sponsor of the official HCD15 Mobile App
- Logo featured at the Mobile App Help Desk
- Logo and banners included at bottom of app and on app splash page
- One dedicated promotional app push during each day of the conference
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App
- One post-event eblast to all app users
- Full Page Ad in the onsite Program Guide
- First right of refusal for the 2016 Conference*

ATTENDEE BAG SPONSOR: EXCLUSIVE \$15,000

Each attendee will receive a high-quality, durable, environmentally friendly tote featuring your logo. This is an effective way to have your company's brand seen by all the conference participants throughout this multi-day event.

- Logo on all HCD Attendee bags
- Promotional Insert in Attendee Bag (sponsor to provide insert)
- Logo at Attendee Bag kiosk signage
- Logo and sponsorship recognition included in marketing messages, onsite signage and website
- Company logo in the HCD Preview Guide (depending on submission of materials)
- Company logo on the HCD website, in the HCD Preview Guide(s), and in a "Spotlight" position in an HCD marketing email blast
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App
- Logo on Registration Area Signage
- First right of refusal for the 2016 Conference*

LANYARD SPONSOR: EXCLUSIVE \$10,000

Exclusive sponsor of the attendee badge lanyards

- Company logo in the HCD Preview Guide (depending on submission of materials)
- Company logo on the HCD website, in the HCD Preview Guide(s), and in a "Spotlight" position in an HCD marketing email blast
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App
- Full page ad in the HCD onsite Program Guide
- Logo on Registration Area Signage
- First right of refusal for the 2016 Conference*

ATTENDEE BADGE SPONSOR: EXCLUSIVE \$13,000

Attendee badges are required for entry into every conference function. The exclusive badge sponsorship is an effective way to build your company's brand awareness by having it seen by the industry's leaders throughout the multi-day event.

- Prominent position of your company logo on all HCD badge
- Company logo in the HCD Preview Guides
- Company logo on the HCD website, in the HCD Preview Guide(s), and in a "Spotlight" position in an HCD marketing email blast
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App
- Full Page ad in the HCD onsite Program Guide
- Logo on Registration Area Signage
- First right of refusal for the 2016 Conference*

ADVANCEMENTS IN EVIDENCED-BASED DESIGN RESEARCH TRACK SPONSOR: EXCLUSIVE \$12,500

Great for organizations dedicated to Evidence-Based Design (EBD), the Advancements in EBD Research track presents juried research studies on multiple healthcare design environments. The exclusive sponsor will receive:

- Company logo on all Advancements in EBD Research Education Track session descriptions on the HCD website
- Option to host Education Track session by introducing each speaker
- Recognition at the beginning of each Education Track session OR
- Distribution of company literature (or attendee gift) in each session room
- Exclusive sponsorship of one issue of the HCD Attendee eNewsletter
- One 150-word feature article in the HCD Attendee eNewsletter (optional)
- Your Company's logo prominently displayed in the Research Display area
- Your Company logo on all related Education Track signage
- Contact information for all attendees of the Advancements in Evidence-Based Design Research Education Track sessions
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App

FACILITY TOUR & BRUNCH PRESENTATION (MULTIPLE AVAILABLE): \$11,500

Is your product used in one of the Featured Facility Tours? You can help set the stage by hosting a special brunch session for up to 50 HCD attendees who are registered for one of the Facility Tours. Beginning 90 minutes before the Tour Departure, the brunch session provides an ideal opportunity to focus on product solutions that HCD attendees will see on the Facility Tour.

- Co-branded brunch invitation to Facility Tour registrants
- Twenty-minute presentation to Brunch attendees
- Contact information for all luncheon/tour registrants
- Company logo in the Facility Tour description in the HCD Preview Guide(s)
- Company logo in the Facility Tour description on the HCDCon website
- Company logo on Facility Tour Brunch signage
- Company logo on Facility Tour transportation signage
- Literature distribution at Facility Tour Brunch or on Facility Tour bus
- Brief (2-3 minute) presentation on Facility Tour bus (optional)
- One Facility Tour pass per bus
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App

THE CENTER FOR HEALTH DESIGN AWARDS CEREMONY SPONSOR (ONE AVAILABLE): \$10,000

The Center for Health Design Awards Ceremony presents three awards during Monday's Plenary Session at Healthcare Design: the Healthcare Environment Awards, the Nightingale Awards, and the Changemaker Award. This prestigious sponsorship includes:

- Recognition as the exclusive sponsor in all Center for Health Design Awards promotions
- Two-minute introduction by your company executive at the beginning of the Awards Ceremony
- Invitation for one member of your company to attend the CHD's private dinner honoring the Changemaker Award winner (Other invited guests will include CHD board of directors, senior staff from CHD and Healthcare Design, and other select VIPs.)
- Company logo on all Awards Ceremony signage
- Company logo on General Session screens prior to the Awards Ceremony
- Company logo on the HCD website, in the HCD Preview Guide(s), and in a "Spotlight" position in an HCD marketing email blast
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App



THE CENTER FOR HEALTH DESIGN VIP RECEPTION SPONSOR: EXCLUSIVE \$12,000

The Center for Health Design's VIP Reception is an exclusive invitation-only event to honor, network, and share ideas with those who contribute to and support the work of The Center for Health Design. The exclusive sponsor will receive:

- One (1) year Corporate Affiliate membership to The Center for Health Design, with related benefits (\$5,200 value)
- Company logo on all VIP Reception invitations
- Company logo prominently displayed on signage at the VIP Reception
- Company logo on custom cocktail napkins used during the VIP Reception
- 20 VIP Reception passes for colleagues and clients to attend the VIP Reception
- One set of three EDAC Study Guides (\$195 value)
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App

EDUCATION TRACK SPONSOR (MULTIPLE AVAILABLE): \$10,000

Sponsor a track and "own" that topic in the marketplace throughout the year, with multiple opportunities before and at the show to demonstrate your involvement on a key topic area. (Excludes EBD Track)

- Exclusive sponsor of one of HCD Education Tracks (see agenda for details)
- Company logo on Education Track session descriptions on the HCD website
- Option to host Education Track session by introducing each speaker
- Sponsor logo included in marketing messages, onsite signage and website
- Company logo on Education Track signage
- Recognition at the beginning of each Education Track session
- Distribution of company literature in each session room
- Contact information for all attendees of your company's Education Track sessions
- Half page ad in the onsite Program Guide
- First right of refusal for the 2016 Conference*

COFFEE BREAK SPONSOR: EXCLUSIVE \$10,000

Scheduled throughout the conference and located both near the educational sessions and in the Exhibit Hall, the exclusive HCD Coffee Break sponsor receives incredible brand exposure and onsite promotion during all refreshment breaks with:

- Sponsor the coffee and break stations throughout the conference
- Sponsor logo on napkins at the stations (excluding Welcome Reception)
- Sponsor logo on coffee sleeves
- Company logo on the HCD website, in the HCD Preview Guide(s), and in a "Spotlight" position in an HCD marketing email blast
- Company logo on Coffee Break signage – including booth number (if applicable)
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App

CUSTOMIZED HOTEL ROOM KEYS SPONSOR (ONE AVAILABLE): \$10,000

Have your branded logo and message – complete with booth # - prominently displayed on most hotel room key given to all guests attending the conference from the moment they arrive at the host hotel.

- Specially designed hotel room keys that include company logo and message
- Check-in distribution of room keys to more than 1,000 HCD Conference attendees
- Company logo on the HCD website, in the HCD Preview Guide(s), and in a "Spotlight" position in an HCD marketing email blast

SOLUTIONS THEATER SESSION SPONSOR (MULTIPLE AVAILABLE): \$5,000

Located on the Exhibit Hall Floor, the 100-seat HCD Solutions Theater provides an ideal opportunity for exhibitors to showcase new products, present case studies, and highlight exciting company developments. Each Solutions Theater Session sponsor receives:

- One 20-minute presentation in the Solutions Theater during exhibit hall hours
- Company logo on session description in the dedicated Solutions Theater section of the HCDCon website
- One pre-event email blast to all HCD attendees promoting session
- Special day-of session promotion via email, HCD mobile app, HCD Daily News, and on the HCDCon website
- Exhibit Hall announcement before your company's Solutions Theater Session(s)
- Your Company's literature distributed to all attendees of your Solutions Theater Session
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App
- One Full Conference pass
- Names and contact information of HCD attendees who attend your company's Solutions Theater Session

CREATE YOUR OWN SPACE (MULTIPLE AVAILABLE): REQUEST PRICING

Create your own Healthcare Design experience with a dedicated space in a high traffic area outside of the Exhibit Hall. Invite HCD attendees to experience your solutions between sessions, during breaks, and any time they have a free moment. Furnished or unfurnished. Manned or un-manned. In addition to featured space to help you Create Your Own Healthcare Design Space, your company will receive the following promotional considerations:



- Half Page ad in the onsite Program Guide
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App
- Company logo in the HCD Preview Guide (depending on submission of materials)
- Company logo on the HCD website, in the HCD Preview Guide(s), and in a "Spotlight" position in an HCD marketing email blast
- One dedicated pre-event email blast to all HCD attendees

VIDEO ADVERTORIAL SHOOT (MULTIPLE AVAILABLE): \$6,000

Let Healthcare Design help you continue your story – after the conference. Shoot a video advertorial onsite at the HCD Conference.

- One 15-20 minute interview with a company leader or client in dedicated media room and/or in your company's HCD Exhibit Hall booth
- Professional, television-quality camera, sound and lighting crew
- Post-production of interview footage edited together with your logo, images, B-roll, and other creative elements
- Delivery of one five minute video owned by your company and hosted on the Healthcare Design website for up to 12 months
- Promotional eblast with your video to *Healthcare Design* readers

CAR GIVEAWAY SPONSOR (10 7 AVAILABLE): \$5,000

A great traffic generator and an HCD Conference highlight, the sponsors of the HCD Car Giveaway will meet individually with hundreds of attendees who enter to win a car! Sponsors receive:

- Company name and logo on all Car Giveaway promotions – in print, online, and in the HCD Mobile App
- Company logo on Car Giveaway display at HCD
- Recognition during the Car Giveaway Drawing
- Onsite photos of Company team and Car winner
- Contact information of all entries
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App



AISLE SPONSOR: \$3,000 TO \$5,000

Promote your company's message and booth location – as attendees walk the floor. Exclusive opportunity to own the row.

- Hanging Aisle signage with your logo at end of the aisle and floor clings - \$5,000
- Floor Clings only - \$3,000

CONFERENCE PROGRAM GUIDE

- Back Cover: \$5,000
- Page 1: \$3,500
- Inside Back Cover: \$3,000
- Standard Full-page: \$2,500
- Standard Half-page: \$1,500

ATTENDEE BAG INSERTS SPONSOR (LIMITED): \$2,000

Attendee bag inserts allow you to put your marketing information in the hands of all Healthcare Design attendees.

- Your company's promotional material will be inserted into approximately 3900 attendee bags

GRAND GIVEAWAY SPONSOR \$995/PACKAGE

A guaranteed traffic driver, the Healthcare Design Grand Giveaway provides a unique opportunity to draw a high volume of HCD attendees to your booth – and gives them the chance to win great prizes.

- Identification in the Exhibitor Directory as a “Star Exhibitor”
- Special signage at your Exhibit Hall booth AND in the Healthcare Design book on the Exhibit Hall booth
- Scratch-off tickets to hand out from your booth — with at least two guaranteed prize winning tickets in each bundle!

FOCUS GROUPS : STARTING AT \$10,000

Gather opinions and market intelligence from a pool of the most qualified, engaged professionals in the industry — HCD attendees! HCD will recruit participants from interested conference attendees based on specified criteria. Each focus group sessions feature:

- 8-10 highly qualified Healthcare Design attendees
- Appropriate meeting space onsite
- Focus Group signage and check-in personnel
- Snacks and beverages for focus group participants
- Participation incentives (American Express gift cards)
- Audio recording, transcript and/or facilitator are also available for an additional fee

HCD DAILY NEWS (THREE AVAILABLE): \$10,000 PER DAY

Official sponsor of all the news from each day of HCD in the onsite HCD Newsletter, the HCD eNewsletter and on the HCD website.

- Recognition of Your Company in the HCD Daily Newsletter masthead as that day's Daily News sponsor
- One full-page, four-color ad on the back page of the HCD Daily Newsletter
- One half-page Spotlight promo on page two
- Morning distribution to all attendees in the first Educational Session (or General Session) of the day
- Banner Ad(s) in the eNewsletter distributed to the entire HCD online audience
- One dedicated email message during the HCD to showcase your company and/or drive traffic to your booth in the HCD Exhibit Hall
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App

POWER LOUNGE SPONSOR: EXCLUSIVE \$10,000

Sure to be a hub of activity, this heavily-trafficked working lounge gives attendees a place to relax, recharge, network, and conduct business—and gives you a powerful opportunity to build your brand awareness, and engage attendees.

- Signage with your logo and booth # (if applicable)
- Company logo and signage on each of the charging stations
- Company logo on the HCD website, in the HCD Preview Guide(s), and in a “Spotlight” position in an HCD marketing email blast
- Half page ad in the onsite Program Guide
- Table/stand for your literature
- Seating provided or you have option to bring your own furniture
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App

REGISTRATION FLOORING SPONSOR: \$7,500

Draw attendees to your booth with floor clings underfoot in the high-traffic registration area—the first stop for each and every conference attendee.

- Sponsor has the option to provide flooring for outside the registration area in the Registration Desk. Floor Clings with sponsor logo and booth number
- Registration Sponsor signage
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App

EXHIBIT ENTRANCE FLOORING SPONSOR: \$7,500

Literally lead people to your booth by putting your brand in front of attendees as they enter the exhibit hall

- Sponsor may provide flooring for outside entrance to Exhibit Hall at HCD 2015
- Signage at Hall Entrance, along with recognition stanchions
- Exhibit Sponsor signage
- Company logo on Sponsor Recognition signage, in the onsite Program Guide, and in the HCD Mobile App

HOTEL ROOM DROP SPONSOR (ONE AVAILABLE): REQUEST PRICING

Deliver your company message, exhibit booth invitations, partial giveaways, and other creative promotions in a unique way through room drops. You supply the giveaway or collateral of your choice. Your promotional materials can be placed inside or outside all registered HCD attendee guest rooms.

ADDITIONAL MARKETING OPPORTUNITIES

1. Pre-Show Mailing \$1275 Include your materials in a pre-show mailing to 1000 attendees of the HCD conference (a mix of architects, designers and facility titles), giving them an opportunity to preview your company's products and services in advance of the show. Encourage them to stop by your booth to learn more by including your booth number on your literature. Each participating exhibitor may include one promotional flyer or brochure (one piece, up to 4 double-sided pages.) Materials from all participants are mailed in an envelope, accompanied by a letter from the publisher of Healthcare Design, and will arrive within 2 weeks of the show.
2. Co-Marketed Post Show E-blast \$ 850 A post-show eblast to all attendees serves as a helpful reminder of what attendees experienced at the conference. Participating exhibitors supply up to 50 words of promotional copy, a full color photo, and company contact information. We'll compile one custom e-newsletter that will include all participating companies and e-mail our attendees within 3 weeks after the show.

Special Combo Offer: Do both for just \$1850 (a \$275 Savings)

3. \$3,000 Post Show Mailing

EXHIBIT + GALLERY SPACE OPPORTUNITIES

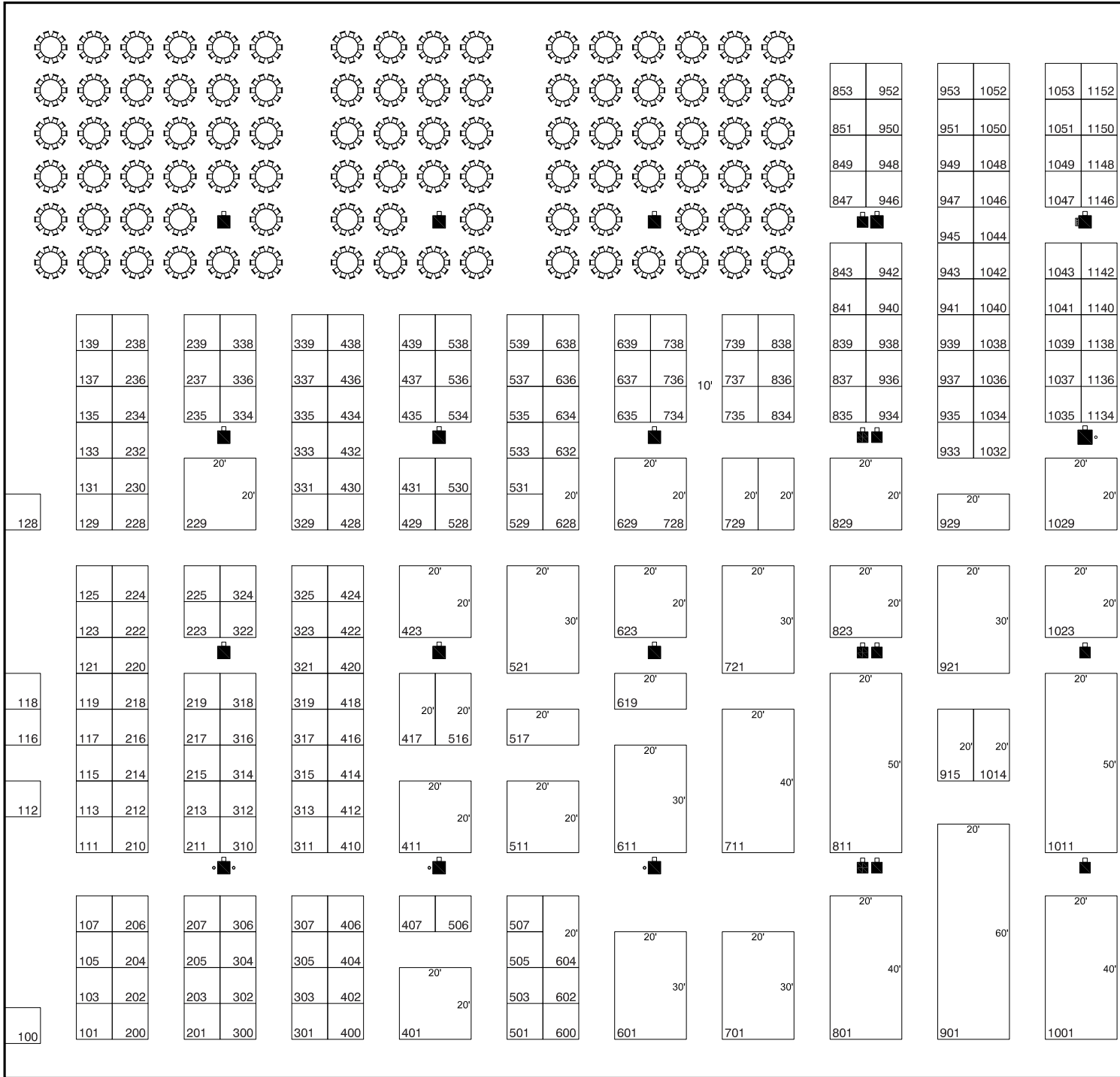
EXHIBIT HALL BOOTH: \$4,050

- 10' x 10' Standard exhibit space (100 sq. ft)
- 8' high back-wall drape with 3' side 1 drape
- 7" x 44" identification sign for your company name and booth number
- Three full conference registrations per single (100 sq. ft) booth space
- Onsite Program Directory—including your company logo and 50-word description
- Online Exhibitor Listing—featuring your company listing, booth number, and your website's URL
- Additional full conference registrations for \$750 each
- Exhibit-only badges at \$150 per day
- Island booths are available

ARCHITECTURAL GALLERY SPACE BOOTH (25 AVAILABLE): \$2,800

- 8' x 7' 8" unmanned booth space (dimensions are approximate)
- Velcro-compatible, felt-surface booth with two 26" side panels
- One full-conference pass
- Identification sign with your company name and gallery number



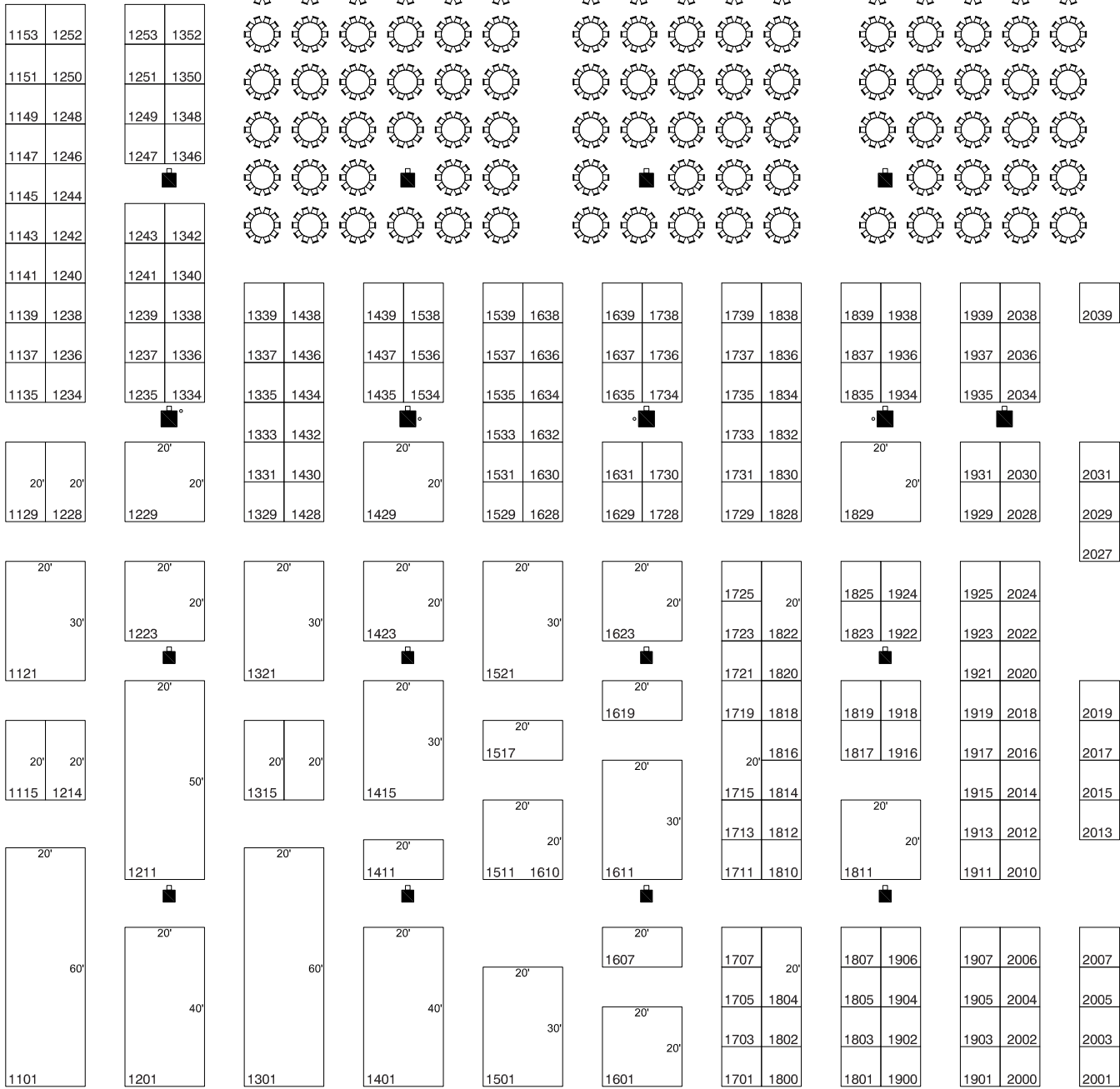


ANTICIPATED EXHIBIT HOURS

Sunday, November 15th: 4:30 PM - 7:30 PM (Welcome Reception)

Monday, November 16th: 10:30 AM - 1:30 PM (Morning Break and Lunch served on the Exhibitor Floor)

Tuesday, November 17th: 10:30 AM - 1:00 PM (Lunch served on the Exhibitor Floor)



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EXCHANGE

NOV. 12-13, 2015
WASHINGTON, DC



PRODUCED BY

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VENDOME
HEALTHCARE
MEDIA



WHAT MAKES HCD EXCHANGE SO UNIQUE? **A WIN-WIN MODEL**

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EXCHANGE

- Access to high-level, pre-qualified and pre-screened **decision makers***
- **Pre-event access** to self-scheduling system to set up meetings ahead of time with buyers
- Option to identify **specific companies or individuals you want** Healthcare Design Exchange to invite
- 1:1 **meetings with buyers** guaranteeing their undivided attention
- Plus, **no traditional trade show costs**, scheduling issues, or hassles with booth setup

SPONSORSHIP OPPORTUNITIES

In an effort to keep an intimate setting, space will be limited. Early confirmation of your sponsorship will ensure availability. Sponsors and buyers will be matched based on criteria prior to the show by Vendome. Full bios will be provided on attendees prior to the show.

Gold Sponsor: \$10,000

- Two 25-minute boardroom presentations (boardroom-setting sessions with up to 12 buyers per session)
- One dedicated area in the Meeting Zone designated for private one-on-one buyer meetings, with signage and electricity included (approximately 15 one-on-one meetings)
- Pre-event access to attendee and company bios for the purpose of scheduling meetings prior to the event
- Complete demographics, including profiles and contact information of all attending buyers, provided after the event
- Two all-access supplier passes
- Access to continuing education programs

Silver Sponsor: \$8,500

- One 25-minute boardroom presentations (boardroom-setting sessions with up to 12 buyers per session)
- One dedicated area in the Meeting Zone designated for private one-on-one buyer meetings, with signage and electricity included (approximately 15 one-on-one meetings)
- Access to continuing education programs
- Pre-event access to attendee and company bios for the purpose of scheduling meetings prior to the event
- Complete demographics, including profiles and contact information of all attending buyers, provided after the event
- Two all-access supplier pass

WWW.HEALTHCAREDESIGNEXCHANGE.COM

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EXCLUSIVE GAYLORD NATIONAL CONVENTION CENTER SIGNAGE

POTOMAC LOBBY BANNERS: \$7,500

Overlooking the Sales Mezzanine

- 30' length x 10' height
- Double sided- banners



POTOMAC BALLROOM FLAG POLES: \$1,500/POLE (3 OR MORE: \$1,000 EACH)

Overlooking the Potomac Ballroom Pre-Function (located near the General Session room)

- Twenty-eight total posts
- 4' length x 7' height (trimmed to a 45 degree diagonal)
- Double-sided flags



MARYLAND BALLROOM FLAG POLES \$1,500/POLE (3 OR MORE: \$1,000 EACH)

Overlooking the Maryland Ballroom Pre-Function (Near Breakout Sessions)

- Twenty-three total posts
- 4' length x 7' height (trimmed to a 45 degree diagonal)
- Double-sided flags



NATIONAL HARBOR CONFERENCE ROOMS STAIRCASE

Staircase Leading from Convention Pre-Function to National Harbor

- Forty-two available faces for graphics
- 13' wide x 5.25" high
- Ask for Pricing



EXHIBIT HALL SIGN COVERS: \$2,000 EACH

Along Pre-Function Space to Prince George's Exhibition Hall

- Ten total signs
- 23' width x 61.125' height x 1" depth
- Double-sided banners



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If you are interested in learning more about sponsorship opportunities, please contact:

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ACADEMY

HCD Academy — 5 regional events that provide educational sessions and resource connections to architects and facility administrators.

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EXCHANGE

HCD Exchange — An invitation-only event involving design professionals who are specifying and purchasing materials for new projects or renovations for Healthcare Facilities.



EFA Conference — A yearly conference offering the latest strategies and ideas for creating functional and attractive senior-living communities.



EFA Exchange — An exclusive appointment based event that introduces buyers to suppliers in a dynamic, results-oriented business environment.



EFA Academy — An intimate regional event providing educational sessions and resource connections to professionals dedicated to addressing the issues and concerns on the senior population