

Exhibitor & Sponsorship Prospectus

Broaden your exposure and make an impact at Minnesota's largest gatherings of home care providers



Mission: MHCA represents and supports Minnesota home care providers committed to high quality home care service.

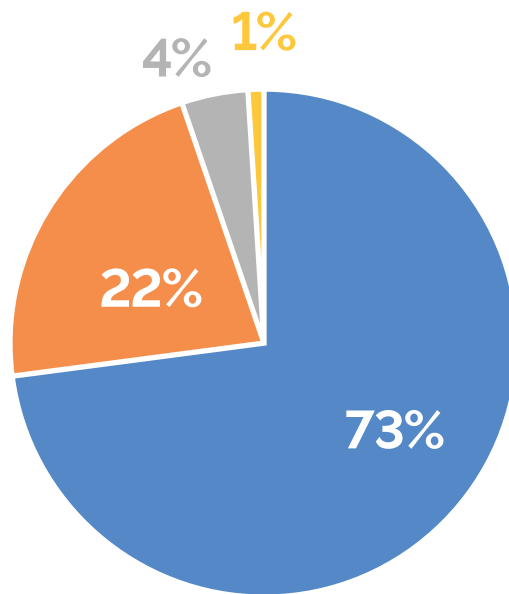
Vision: MHCA will shape the home care landscape to improve and sustain quality home care services.

About Us

Minnesota HomeCare Association (MHCA) is a statewide trade association whose mission is to support home care providers committed to high quality home care services. We represent over 180 diverse home care agencies that provide hands-on care to Minnesota residents. MHCA is recognized as the voice of home care for the state of Minnesota.

Member Demographics

Minnesota HomeCare Association (MHCA) represents both non-profit and for-profit home care providers of all sizes.



Licensure Type

- Medicare Certified Home Care Providers
- Basic Home Care Providers
- Comprehensive Home Care Providers
- Other

*25% of the licensed members also provide PCA services

What Past Exhibitors are Saying About Us

“MHCA does a great job of engaging vendors and attendees. In our experience, the scheduled activities are well thought out and a good use of time. We find the vendor exhibitor times to be successful with the attendees, we’ve made great contacts, and it’s worth the investment to participate. The association is very helpful and responsive in helping to coordinate pre-and post-show engagements, and we enjoy working with them.”

Michelle Spinelli-Spotteck
Sandata Technologies, LLC

“Attending the MHCA conference connected us to a new audience we had not reached before. They are a great group who are so committed to keeping seniors in their homes.”

Krista Boston
Senior LinkAge Line®/MN Board on Aging

“Always a fun event to connect with old and new friends! Awesome networking opportunity.”

Shawn Duval
Option Care

Who Attends?

Our conferences are designed to equip all home care agencies for compliance and success. Home care professionals who have management responsibility will be present, such as:

- Owners
- Administrators
- Directors
- Managers
- Clinicians

What Products and Services are They Looking for?

- Business Systems
- Communications Technology
- Computer Software/Hardware
- Consulting
- Education/Training
- Insurance
- Medical Devices & Supplies
- Pharmaceuticals
- Recruitment & Staffing
- Telehealth
- **And more!**

Exhibition Dates

We invite you to participate at one or both of our annual exhibitions!

2017 Policy Conference | Approx. 125 attendees

November 16, 2017

Exhibit Hours: 8:00 a.m. - 4:00 p.m.

University of Minnesota, Continuing Education & Conference Center
St. Paul, MN

2018 Annual Meeting & Expo | Approx. 250 attendees

May 16-17, 2018

Exhibit Hours: 3:00 - 6:00 p.m. (Day 1) | 9:30 a.m. - 1:30 p.m. (Day 2)

Duluth Entertainment Convention Center (DECC)
Duluth, MN



Exhibit Opportunities

Take advantage of our exhibitor benefits!

- Exhibit booth or table top display to display product and promotional materials
- Attendee list with mail and email addresses (emailed post-show in excel format)
- Two complimentary exhibit booth representatives
- Exhibit listing in final program
- Exhibit listing on conference website (3-months pre and post-show)

Investment

	Policy Conference November 16, 2017 <i>Table Top Display</i>	Annual Meeting May 16-17, 2018 <i>10'x10' Booth</i>
Business Partner	\$300	\$600
Non-Member	\$450	\$900

You're an Attendee Too!

All exhibitor registrations allow you to attend educational sessions. This means you get to attend the opening and closing events, as well as choose from dozens of educational session and general sessions alongside attendees. Ticketed events are not included but can be added to your registration for a nominal fee. We believe the easiest way to get the most out of your exhibiting experience is to interact and network with attendees all day, every day of the conference!

Exhibitor registrations do not qualify for CEU credits.

Sponsorship Opportunities

Support Level	Availability	Premium Exhibit Space	Logo in Marketing Materials	Podium Time	Web Banner AD	Color AD in Program	Pre-Attendee List
Platinum	1	✓	✓	✓	6-Months	Full pg	✓
Gold	1	✓	✓			1/2 pg	✓
Silver	4	✓	✓			1/4 pg	✓

Investment

Support Level	Policy Conference November 16, 2017		Annual Meeting May 16-17, 2018	
	Business Partner	Non-Member	Business Partner	Non-Member
Platinum	\$2,000	\$3,000	\$5,000	\$7,500
Gold	\$1,000	\$1,500	\$2,500	\$3,750
Silver	\$750	\$1,125	\$1,500	\$2,250
Networking Event			\$600	\$900
Welcome Bags*	\$300	\$450	\$500	\$750
Lanyards*	\$300	\$450	\$500	\$750
Advertising Inserts*	\$150	\$225	\$250	\$375

* Fee does not include the cost of the actual product. Company ships logoed product or advertisement to MHCA 30-days in advance of the conference. Contact MHCA for quantity estimate.

Business Partner Membership

Annual Dues Investment: \$675

Member Benefits:

- Be featured in the MHCA electronic vendor directory. Home care agencies can easily access your company description and contact information.
- Exhibit and sponsor MHCA events at a reduced member rate (50% discount).
- Meet face-to-face with members at regional meetings.
- Advertise at discounted rates (50% discount).
- Be spotlighted in the e-newsletter.
- Attend MHCA education events at a discounted member rate (50% discount).
- Access member resources on our website and receive the semi-monthly e-newsletter.
- Show support of home care providers, as we address issues such as quality ratings, payment reform and workforce shortages and advocate for regulatory and legislative enhancements.

Registration

Visit www.mnhomecare.org for more information & to register online.
Registration opens 6-months prior to each show.



Recent Exhibitors

3M
Abbott Nutrition
ActivStyle
AlayaCare
Amramp
Anodynerehab.com
Assured Partners Lee F
Murphy Agency
At Home with Aegis
Avalon Memory Care
Partner Program
Axxess Technology Solutions
Better Business Bureau
BlackTree Healthcare
Consulting
Cardiocom
CareVoyant
Coloplast Corp.
Connect America Medical
Alert
ContinuLink
Coram - CVS Specialty
Infusion Services
Corner Home Medical
Creative Graphics
Cybermation, Inc.
Dakota Medical Solutions
Deyta
Dose Health
Enterprise Flet Management
Fairview Home Infusion
Fresenius Kabi USA, LLC
Geritom Medical, Inc.
Grandcare Systems
Group Leaf Advertising
and Public Relations
Handi Medical Supply
HEALTHCAREfirst
HealthWyse
Home Care Consultants, Inc.
Home Health Gold
Home Healthcare Solutions
Homecare Homebase
HomeHealth Advantage, Inc.
Honeywell Life Care
SolutionsInfuscience
In-Home Lab Connection
dba IHLC Homecare
Jackson Lewis
Kantime
Larson Records Management
LeadingAge Minnesota
McKesson
Medline Industries, Inc
Medtronic Care
Management Services
Mefford, Knutson &
Associates, Inc.
Merwin IV
& Specialty Pharmacy
Midwest Medical
Minnesota Department
of Human Services
Minnesota Network of
Hospice & Palliative Care
MinnesotaHelp.info
MN HomeCare PAC
MN Rural Health Cooperative
MOBILEXUSA
Mom's Meals NourishCare
MRCI
North Central Medical Supply
& Equipment
OptionCare
Pacent Solutions, LLC
Pathway Health
Paychex
Pediatric Home Service (PHS)
Philips
Philips Health Tech
Physio-Control -
HomeSolutions.NET
PlayMaker CRM
PointClickCare
PROCare Providers Network
Procura
ProvidaCare
Red Wing Software
Reliable Medical Supply
Rochester Community
& Technical College (RCTC)
Sandata Technologies
SCA-TENA
Serakos, LTD
SFM Mutual Insurance Co.
SPAN-AMERICA
Sprint
SRS Web Solutions Inc
Store To Door
Stratis Health
The Corridor Group
Thrifty White
True Friends
Trusted Employee/
Certified Hire
Unemployment Insurance
Specialists, LLC
Valued Relationships Inc
Verizon Wireless
Voigt, Rode & Boxeth, LLC
VRI-Medical Alert Systems

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