

# 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 services.

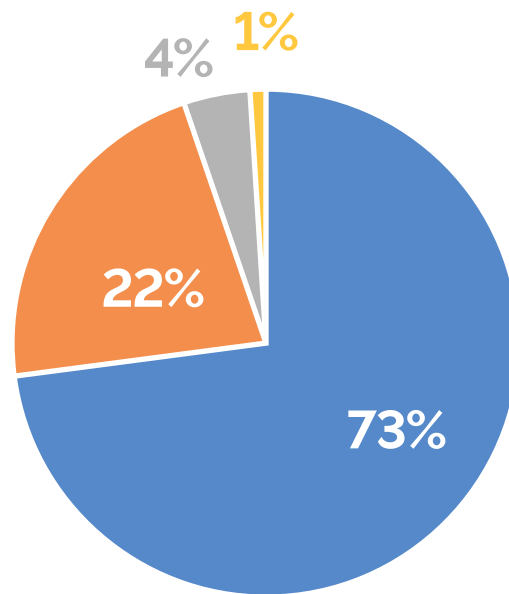
**Vision:** MHCA will shape the home care landscape to improve and sustain quality home care services.

# 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!

## 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

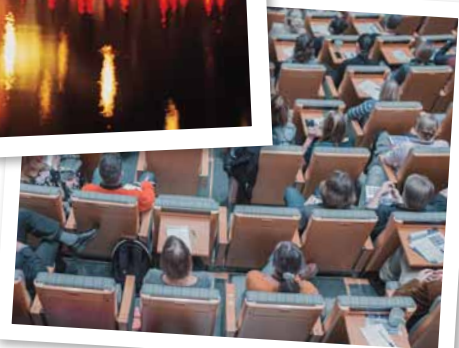
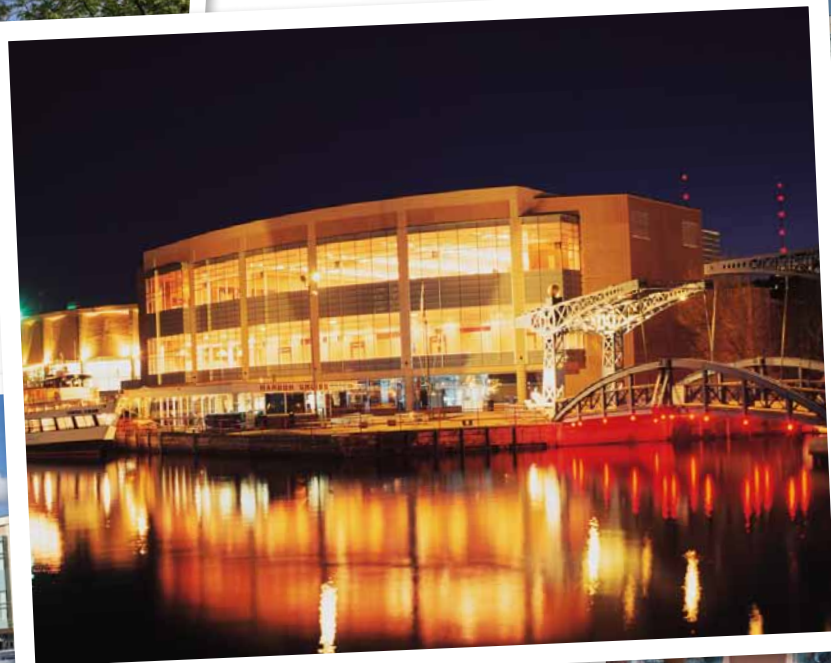
## 2018 Fall Conference | Approx. 125 attendees

October 25, 2018

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

University of Minnesota, Continuing Education & Conference Center

St. Paul, 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

	<b>Annual Meeting</b> May 16-17, 2018 <i>10'x10' Booth</i>	<b>Fall Conference</b> October 25, 2018 <i>Table Top Display</i>
<b>Business Partner</b>	<b>\$600</b>	<b>\$375</b>
<b>Non-Member</b>	<b>\$900</b>	<b>\$575</b>

# 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. A conference registration is required for CEU.**

# 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	Annual Meeting May 16-17, 2018		Fall Conference October 25, 2018	
	Business Partner	Non-Member	Business Partner	Non-Member
Platinum	<b>SOLD OUT</b>	<b>SOLD OUT</b>	\$2,500	\$3,500
Gold	\$2,500	\$3,750	\$1,250	\$1,750
Silver	\$1,500	\$2,250	\$750	\$1,125
Networking Event Vista Star Dinner Cruise	\$2,000	\$3,000		
Networking Event Post-Cruise Party	\$1,000	\$1,500		
Welcome Bags*	\$500	\$750	\$300	\$450
Lanyards*	\$500	\$750	\$300	\$450
Advertising Inserts*	\$250	\$375	\$150	\$225

\* 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: \$710

## 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.
- Be spotlighted in the e-newsletter.
- Can participate in Teams and be elected to the Board of Directors.
- 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](http://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 Fleet  
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

## Minnesota HomeCare Association

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