

# PARTNER ENGAGEMENT PROSPECTUS

## THE HCAF EXPERIENCE

"HCAF is #1 in the industry well above every other association." – Jane C.

"HCAF's conference is one of the best in the country." – Adrian K

"HCAF consistently puts on the finest annual state conference, year after year. I've been attending for more than 10 years and they have the most robust attendance and the best education I've seen. From a vendor standpoint, the networking and business development opportunities are second to none! I highly recommend this event for any company servicing the home care and hospice industries." – Eric S.

"I really liked the theme and marketing of the event. It was a fun and unique change from other conferences." – Anonymous



## EXPAND YOUR REACH IN FLORIDA HOME CARE

The Home Care Association of Florida (HCAF) is the state's leading trade association for the home care sector. Since 1989, HCAF has represented providers by advancing effective advocacy, delivering timely communication, and offering high-quality education and resources to help agencies deliver cost-effective, patient-centered care.

As the recognized authority for Florida's home care industry, HCAF connects vendors and service partners directly with decision-makers at more than 2,300 licensed home health agencies statewide. Our events, publications, and sponsorship opportunities provide unmatched access to the people shaping Florida's rapidly growing home care marketplace.

This guide outlines our 2025 event schedule and sponsorship opportunities, including estimated costs. Final dates and pricing will be confirmed as event details are finalized. Please note: listed price ranges apply to HCAF members, while prospective members typically pay double the member rate.

We value your partnership and look forward to helping you build a stronger presence in Florida's home care market through exhibiting, sponsoring, and advertising opportunities.

For questions about this guide or HCAF membership, please contact us at (850) 222-8967 or [info@homecarefla.org](mailto:info@homecarefla.org).

# ABOUT OUR PROGRAMS



The Home Care Association of Florida (HCAF) offers vendors and partners multiple opportunities to connect with Florida's home care providers through sponsorships, education, and events. Our programs bring together decision-makers and frontline leaders seeking solutions, resources, and strategies to strengthen their agencies.

## EDUCATION & PROFESSIONAL DEVELOPMENT

HCAF's continuing education and professional development programs help providers stay ahead in today's dynamic health care landscape. Our curriculum spans medical coding, clinical best practices, compliance with laws and regulations, financial management, marketing strategies, and more. Programs are available through:

- **Conferences** — Large-scale gatherings with broad content and networking.
- **Regional Workshops** — Local, low-cost training on all things home care.
- **Webinars** — Convenient, real-time learning from anywhere.
- **On-Demand Education** — HomeCareLearn.com, HCAF's mobile-friendly platform with hundreds of continuing education units (CEUs), automatic CE Broker reporting, and free CEU options.

Participation not only enhances skills and knowledge but also fulfills licensure and certification requirements. Both members and non-members are welcome, with HCAF members receiving discounted registration rates.

## FLAGSHIP EVENTS

- **HomeCareCon** — HCAF's Annual Conference & Trade Show, the largest home care industry event in Florida, held each summer in Orlando. It draws hundreds of agency leaders, clinicians, caregivers, regulators, attorneys, and vendors.
- **Home Care Warm Up** — An annual winter event for Medicare providers, focused on federal policy, operations, and compliance.
- **Private Care Symposium** — A full-day fall event for private pay providers, highlighting business development, workforce, and best practices.
- **Home Care Connection Meetings** — Biannual events across all 11 Florida regions, plus an online option. These forums provide local networking, policy updates, and peer discussion at an accessible cost.
- **Home Care Day at the Capitol** — HCAF's annual advocacy event in Tallahassee where home care leaders meet directly with lawmakers to advance policies supporting providers and patient access. This sponsorship opportunity highlights your business as a visible champion of the industry's policy priorities.

## PARTNERING WITH HCAF

Vendors can increase visibility by sponsoring educational programs, exhibiting at events, or advertising through HCAF platforms. If you don't see the right fit, we welcome your suggestions and encourage you to propose new opportunities. To learn more, submit a presentation proposal, or discuss sponsorship opportunities, contact us at (850) 222-8967 or [info@homecarefla.org](mailto:info@homecarefla.org).

Scan to submit  
a proposal





## FLAGSHIP EVENTS



HCAF hosts three premier annual events that provide vendors with unparalleled opportunities for sponsorship and exhibition. Each program is tailored to connect industry partners with key decision-makers from Florida's Medicare, Medicaid, and private pay home care agencies. Formats range from intimate meetings with tabletop displays to large-scale conferences featuring a formal Trade Show marketplace, with all events offering additional à la carte sponsorship and advertising options.

The chart below outlines HCAF's flagship events and available sponsorship packages. Please note that specific opportunities and pricing may change from year to year.

	HomeCareCon	Home Care Warm Up	Private Care Symposium
TIME OF YEAR	July/August	January/February	Fall
AUDIENCE	Medicare, Medicaid, and private pay industry professionals	Medicare and Medicaid industry professionals	Private pay industry professionals
DURATION	4 days, including pre-conference workshops (half- and full-day), 3 days of general and breakout sessions, a 2-day trade show, and multiple networking events	Single full-day program with a kickoff happy hour reception the evening before	Single full-day program with a kickoff happy hour reception the evening before
SPONSOR FEES	\$5,000 – \$15,000	\$1,000 – \$5,000	\$1,500 – \$3,500
EXHIBIT FEES	~\$1,150 (assigned booth in dedicated trade show hall)	Included in sponsorship	Included in sponsorship
ATTENDANCE	>600	>75	>75

The tables on the following pages outline the sponsorship packages for our flagship events, including the benefits associated with each. Please note that specific packages and benefits may vary from year to year.

# HomeCareCon



BENEFIT	SILVER	GOLD	PLATINUM
Tabletop display during a scheduled break in the designated break area	✓	✓	✓
Exhibitor booth with 50% discount on additional booths (number varies by package)	1	1	2
Logo placement on event website with link to sponsor website	✓	✓	✓
Logo placement in all event-related email promotions with link to sponsor website	✓	✓	✓
Raffle door prize, with opportunity to select and present the winner	✓	✓	✓
Logo placement on informational towers in the event area	✓	✓	✓
Full-page marketing flyer distributed to all attendees	✓	✓	✓
Logo placement in looping slideshow between workshops and sessions	✓	✓	✓
Directional signage in the event hall (number varies by package)	1	2	3
Logo placement in event brochure and welcome guide	✓	✓	✓
Attendee registration list (pre- and post-event)	✓	✓	✓
Exhibitor staff badges (number varies by package)	2	3	4
Tabletop display during one breakfast in the designated breakfast area		✓	✓
General session intro opportunity with tabletop display in session room (number varies by package)		1	2
Breakout session intro opportunity with tabletop display in session room (number varies by package)		1	1
Tabletop display during networking reception in designated reception area		✓	✓
Private meeting room for client or prospect demonstrations and discussions (as space permits)		✓	✓
Tabletop display during one lunch in the designated lunch area			✓
Branded SWAG item for distribution to all attendees			✓
Full-page color advertisement and logo placement in event brochure and welcome guide			✓
Full-page black and white advertisement and logo placement in pre-conference presentation handouts			✓
Logo placement on all workshop/session sign-in sheets			✓
Event website link allowing attendees to pre-schedule a demonstration/meeting			✓
Weekly social media post on HCAF channels (one per week)			✓
Opportunity for two representatives to assist with registration, a prime chance to connect with attendees, make early introductions, build relationships, and increase visibility for your business			✓
Opportunity to contribute editorial content to one issue of HCAF's biweekly newsletter			✓
Opportunity to serve as guest speaker at a future Private Duty Lunch Chat or Home Care Hot Topic			✓
Advance booth selection for the next HomeCareCon			✓



# HOME CARE WARM UP



BENEFIT	SILVER	GOLD	PLATINUM
Tabletop exhibit during the welcome reception and throughout the event	✓	✓	✓
Event registrations included (number varies by package)	1	2	3
Logo placement in all event-related email promotions with link to sponsor website	✓	✓	✓
Logo placement on event website with link to sponsor website	✓	✓	✓
Logo placement in looping slideshow between sessions	✓	✓	✓
Logo placement in event program	✓	✓	✓
Logo placement on event signage in hall	✓	✓	✓
Welcome reception registration(s) (number varies by package)	1	2	3
Attendee registration list (pre- and post-event)	✓	✓	✓
Recognition as break sponsor (morning and afternoon)		✓	✓
Full-page marketing flyer distributed to all attendees		✓	✓
Branded SWAG item for distribution to all attendees		✓	✓
Half-page black and white advertisement in event program		✓	✓
Full-page black and white advertisement in event program			✓
Promotional pop-up banner in registration area or session room			✓
Showcase a 1–2 minute promotional video before introducing a session speaker			✓
Opportunity to serve as guest speaker at a future Home Care Hot Topic webinar			✓
Logo placement on attendee sign-in sheets			✓
Logo placement on podium signage in session room			✓
Opportunity to contribute editorial content to one issue of HCAF's biweekly newsletter			✓
Advance booth selection for the next HomeCareCon			✓

# PRIVATE CARE SYMPOSIUM



BENEFIT	SILVER	GOLD	PLATINUM
Tabletop exhibit during the welcome reception and throughout the event	✓	✓	✓
Event registrations included (number varies by package)	1	2	3
Logo placement on event website with link to sponsor website	✓	✓	✓
Logo placement in all event-related email promotions with link to sponsor website	✓	✓	✓
Logo placement in looping slideshow between sessions	✓	✓	✓
Logo placement in event program	✓	✓	✓
Logo placement on signage in the event area	✓	✓	✓
Welcome reception registration(s) included (number varies by package)	1	2	3
Attendee registration list (pre- and post-event)	✓	✓	✓
Tabletop display during morning and afternoon breaks in designated break area		✓	✓
Full-page marketing flyer distributed to all attendees		✓	✓
Branded SWAG item for distribution to all attendees		✓	✓
Half-page black and white advertisement in event program		✓	✓
Full-page black and white advertisement in event program		✓	✓
Promotional pop-up banner in registration area or session room			✓
Showcase a 1–2 minute promotional video before introducing a session speaker			✓
Opportunity to serve as guest speaker at a future Private Duty Lunch Chat webinar			✓
Logo placement on attendee sign-in sheets			✓
Logo placement on podium signage in session room			✓
Opportunity to contribute editorial content to one issue of HCAF's biweekly newsletter			✓
Advance booth selection for the next HomeCareCon			✓



# HOME CARE CONNECTION



BENEFIT	VIRTUAL	IN-PERSON	FULL SERIES
Logo placement on event website with link to sponsor website	✓	✓	✓
Verbal recognition and logo placement in the presentation slide deck	✓	✓	✓
Full-page marketing flyer distributed to all attendees	✓	✓	✓
Logo placement in all event-related email promotions with link to sponsor website	✓	✓	✓
Attendee registration list (post-event)	✓	✓	✓
Connect with attendees during registration and breaks to generate leads and boost visibility		✓	✓
Tabletop display to showcase products and services, distribute materials, and host a raffle to engage attendees (optional)		✓	✓
Opportunity to address the full audience with a brief introduction of your organization			✓
Opportunity to introduce a breakout session speaker at the next HomeCareCon			✓

## SPONSORSHIP FEES

Sponsorship fees are determined by the number of events you sponsor and your participation format (in-person or virtual).

- **Virtual Sponsor:** \$100 per event
- **In-Person Sponsor:** \$250 per event

For full-series sponsorship, fees are calculated based on the number of in-person and virtual events you choose.

IN-PERSON	VIRTUAL	FULL SERIES
1	11	\$770
2	10	\$875
3	9	\$980
4	8	\$1,085
5	7	\$1,105
6	6	\$1,260

IN-PERSON	VIRTUAL	FULL SERIES
6	6	\$1,260
7	5	\$1,355
8	4	\$1,380
9	3	\$1,470
10	2	\$1,560
11	1	\$1,650



# HOME CARE DAY AT THE CAPITOL

Home Care Day at the Capitol is HCAF's annual advocacy event that unites home care leaders from across Florida to engage directly with state lawmakers in Tallahassee. This is the only advocacy-focused sponsorship opportunity HCAF offers, making it a powerful way for vendors to demonstrate industry leadership and commitment to protecting access to care at home.

Your sponsorship funds the essentials — staff travel, advocacy materials, and hospitality for attendees and lawmakers — while ensuring your brand is front and center throughout this high-profile event.

## SPONSORSHIP BENEFITS

- **Brand Visibility:** Logo placement on the attendee advocacy playbook (schedule, maps, talking points, and reference guides), tote bags carried throughout Capitol meetings, event webpage, email promotions, and event signage.
- **Event Recognition:** Verbal acknowledgment by HCAF leadership, plus the opportunity to welcome attendees and introduce the keynote lawmaker during the Welcome Reception & Policy Briefing.
- **Engagement Opportunities:** Two representatives invited to the Welcome Reception & Policy Briefing for networking with industry leaders, HCAF staff, and legislative guests; opportunities to connect with attendees during breakfast and pre-meeting gatherings at the Capitol; attendee registration list provided before and after the event.
- **Premium Exposure:** Recognition as the exclusive Advocacy Event Sponsor — aligning your organization with one of the most impactful ways to support the home care industry.

## SPONSORSHIP INVESTMENT

- **Exclusive Sponsorship:** \$7,500 *(Limited to one sponsor to maximize visibility and brand association with advocacy.)*

## WHY SPONSOR?

- Position your company as a visible leader in shaping Florida's home care policy.
- Demonstrate your commitment to supporting providers, patients, and families statewide.
- Gain unique exposure with industry leaders and policymakers in an advocacy-focused setting.
- Enjoy exclusive recognition not available through HCAF's education and professional development sponsorships.

