

SPONSORSHIP PROSPECTUS

ORLANDO



43rd ANNUAL CONFERENCE NATIONAL DAYS

Wednesday & Thursday
OCTOBER 21 - 22, 2020

FLORIDA BEST PRACTICES FLORIDA FRIDAY

Friday
OCTOBER 23, 2020

RENAISSANCE ORLANDO AT SEA WORLD
6677 SEA HARBOR DR. | ORLANDO, FL



SeaWorld

Visit www.privatecare.org/events/ for more information or
email membership@privatecare.org for registration details.

WHO WE ARE. WHAT WE DO. WHY WE DO IT.

Since 1977, the Private Care Association (PCA) has been committed to an aggressive advocacy program supporting consumer choice in home care. PCA supports the rights of consumers to self-direct their care, to retain access to the lower-cost option of home care provided by self-employed professional caregivers and, of course, the rights of for-profit caregiver registries that provide the critical role of matching pre-screened independent professional care providers with consumers. PCA does this through its active government relations program designed to present its position to public policymakers. As the only national voice for caregiver registries, the PCA continues to expand its membership in order to develop a greater capability for nationwide grassroots advocacy to promote consumer choice and the consumer-directed model of care.

For 43 years, PCA has been committed to educating, connecting with, and protecting the consumer-directed care model; Caregiver Registry, Nurse Registry, Referral Agents. Whether providing insight and background on federal and state issues, through our state chapters, impacting our industry or the latest business strategies, technology, hosting our annual conference and other events. PCA enables our members to remain compliant and operate with intentional best practices for continued growth.

The 2020 Annual Conference with *Florida Best Practices* will take place in **Orlando, FL October 21 - 23**. Attendees will be immersed in the latest legislation, innovations, business strategies, best practices and methods throughout the conference. They will also hear from industry influencers, experts and interactive sessions on a range of must-see topics.

Throughout the conference, leading vendors will be exhibiting their latest offerings supporting home care providers across the country. Take advantage of this opportunity to discover the newest competitive strategies, find out what's cutting-edge, and network with key innovators across the industry all in one location.

WHAT IS PCA'S SECRET TO SUCCESS - SIMPLE!

It's our all volunteer board of directors made up of registry owners and operators!

Our Board of Directors



President
Joseph Bensmihen



President Elect
Marc Spector



Secretary
Natalie Lowe



Treasurer
Phil DeBiasi



Parliamentarian
Jill Ball



Director Post 1
Tyras Madren



Director Post 2
Mindy Kursban



Director Post 3
Julie Black



Past President
Amy Natt



PCA FL Liaison
Lori Dahan
(PCA FL President)

EXHIBITOR INFORMATION

Exhibit Hours

Wednesday, October 21

9:00am *Exhibitor Set up*

1:00pm - 5:00pm

6:00pm - 7:00pm *Welcome Reception*

Thursday, October 22

8:00am - 5:00pm

5:00pm - 6:00pm *Cocktail Hour*

Friday, October 23

8:00am - 4:00pm

4:00pm - 5:00pm *Exhibitor Break down*

Associate Membership

If you are not already an Associate Member of the Private Care Association and would like to become one, apply online and begin taking advantage of all the benefits membership has to offer or exhibit/ sponsor the conference and receive your first year of membership as an added bonus!

Join today at

<https://www.privatecare.org/become-a-member/>

Exhibit Only

Rate: \$1,500

- Complimentary Conference Registrations: Two (2) full Conference registrations (\$1,058 value)
- Exhibitor Space: One (1) skirted table (6') with two (2) chairs and one (1) wastebasket
- Recognition from PCA & PCA FL Presidents: At Conference open and close
- Logo on Conference Website Homepage
- Promotion via PCA Facebook, Twitter, LinkedIn and Instagram
- Logo on Venue Signage
- Special Designation on Name Badges: Exhibitor
- PCA & PCAFL Membership (1 year, for new members only): \$995 value
- Discounted Additional Conference registrations: \$350 each

SPONSORSHIP INFORMATION

DIAMOND SPONSOR

\$10,000 (Limit 1)

- Sponsorship Branding Priority: Highest Priority
- Exclusive Sponsorship of the Welcome Reception Host
- Complimentary Conference Registrations: Four (4) full Conference registrations (\$2,116 value)
- Presentation: 30-minute General Session
- Exhibitor Space: 20x20 with One (1) skirted table (6') with two (2) chairs and one (1) wastebasket
- Recognition from PCA & PCA FL Presidents: At Conference open, Close, and Hosted Reception
- Chair Drop (non-paper) Tchotchke (sponsor provides)
- Full Page, full color ad in the Conference guide
- Logo on Conference Website Homepage
- Logo will be displayed on all literature and online promotions at sponsorship level
- Promotion via PCA Facebook, Twitter, LinkedIn and Instagram
- Host Sponsored Event: Welcome Reception
- Logo on Signage of Hosted Sponsored Event
- Logo on Venue Signage
- Special Designation on Name Badges: Diamond Sponsor
- PCA & PCAFL Membership (1 year, for new members only) \$995 value
- Discounted Additional Conference registrations: \$350 each

RUBY SPONSOR

\$7,500 (Limit 1)

- Sponsorship Branding Priority: 2nd Highest Priority
- Exclusive Sponsorship: Cocktail Hour Host
- Complimentary Conference Registrations: Three (3) full Conference registrations (\$1,587)
- Presentation: 10-minute Address at Cocktail Hour
- Exhibitor Space: 10x10 with One (1) skirted table (6') with two (2) chairs and one (1) wastebasket
- Recognition from PCA & PCA FL Presidents: At Conference open, Close, and Hosted Cocktail Hour
- Chair Drop (non-paper) Tchotchke (sponsor provides)
- Half Page, full color ad in the Conference guide
- Logo on Conference Website Homepage
- Logo will be displayed on all literature and online promotions at sponsorship level
- Promotion via PCA Facebook, Twitter, LinkedIn and Instagram
- Host Sponsored Event: Cocktail Hour
- Logo on Signage of Hosted Sponsored Event
- Logo on Venue Signage
- Special Designation on Name Badges: Ruby Sponsor
- PCA & PCAFL Membership (1 year, for new members only): \$995 value
- Discounted Additional Conference registrations: \$350 each

SPONSORSHIP INFORMATION

EMERALD SPONSOR

\$5,000 (Limit 2)

1-available

- Sponsorship Branding Priority: 3rd Highest Priority
- Exclusive Sponsorship: PCA & PCAFL Board Mtg Host
- Complimentary Conference Registrations: Two (2) full Conference registrations (\$1,058)
- Presentation: 10-minute "elevator pitch" at PCA & PCAFL Board Mtg
- Exhibitor Space: One (1) skirted table (6') with two (2) chairs and one (1) wastebasket
- Recognition from PCA & PCA FL Presidents: At Conference open and close
- Banner, full color ad in the Conference guide
- Logo on Conference Website Homepage
- Logo will be displayed on all literature and online promotions at sponsorship level
- Promotion via PCA Facebook, Twitter, LinkedIn and Instagram
- Host Sponsored Event: PCA & PCAFL Board Mtg
- Logo on Signage of Hosted Sponsored Event
- Logo on Venue Signage
- Special Designation on Name Badges: Emerald Sponsor
- PCA & PCAFL Membership (1 year, for new members only): \$995 value
- Discounted Additional Conference registrations: \$350 each

SAPPHIRE SPONSOR

\$2,500 (Limit 3)

- Sponsorship Branding Priority: 4th Highest Priority
- Complimentary Conference Registrations: Two (2) full Conference registrations (\$1,058)
- Exhibitor Space: One (1) skirted table (6') with two (2) chairs and one (1) wastebasket
- Recognition from PCA & PCA FL Presidents: At Conference open and close
- Business Card, full color ad in the Conference guide
- Logo on Conference Website Homepage
- Logo will be displayed on all literature and online promotions at sponsorship level
- Promotion via PCA Facebook, Twitter, LinkedIn and Instagram
- Logo Host Sponsored Conference Swag: Choice of Lanyard, Catchbox (throwable microphone) or Conference Tote
- Logo on Venue Signage
- Special Designation on Name Badges: Sapphire Sponsor
- PCA & PCAFL Membership (1 year, for new members only) \$995 value
- Discounted Additional Conference registrations: \$350 each



Secure your spot today!
Email membership@privatecare.org