



HEALTHCARE
FACILITIES
symposium and expo



September 19-21, 2023
hcarefacilities.com



Healthcare Facilities Symposium & Expo Media Kit

Charlotte Convention Center ~ Charlotte, NC

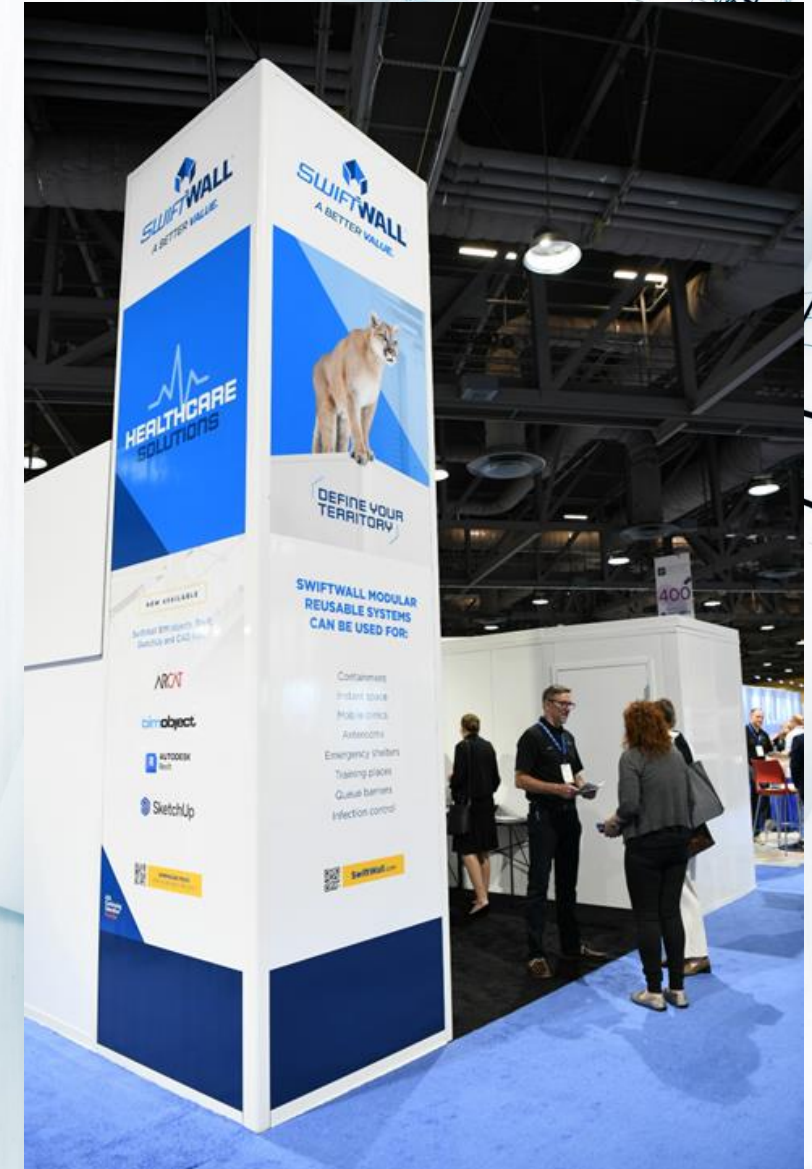
Sponsorship Opportunities

No matter if you're a veteran or first-time exhibitor, we recognize your significant investment in the Healthcare Facilities Symposium & Expo.

Sponsoring is an opportunity to present your products and services to healthcare owners and the AEC industry from all across the country.

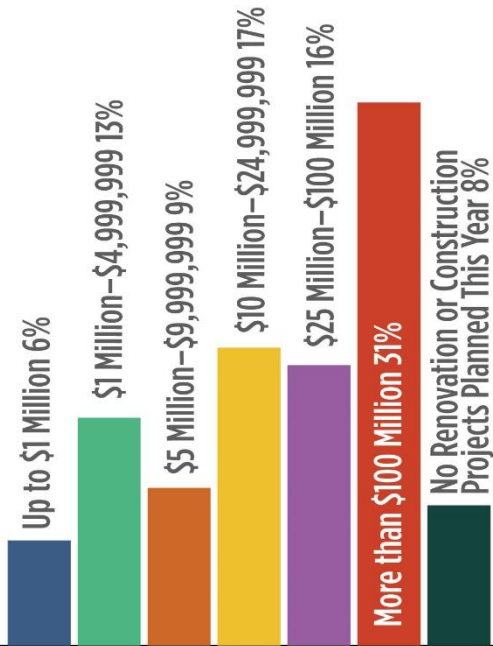
We know budgets are different which is why we offer a wide variety of sponsorships and enhanced marketing opportunities. Let's work together to make this your most successful trade show experience yet.

For Questions and Custom Proposals contact:
Ann Belz | ann@jdevents.com | 203-307-2695

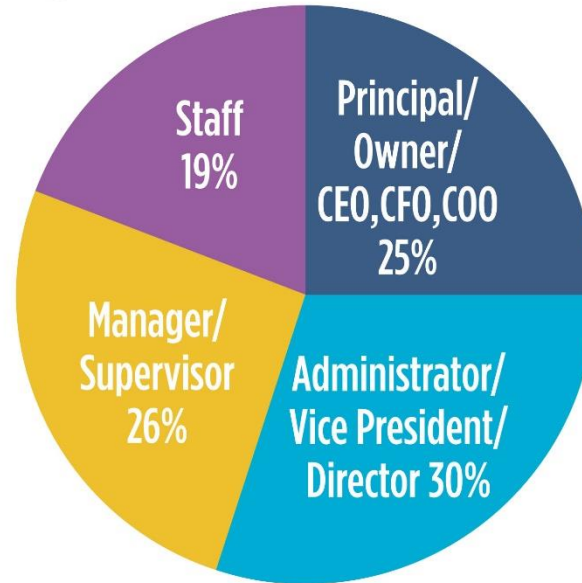


HFSE Community Demographics

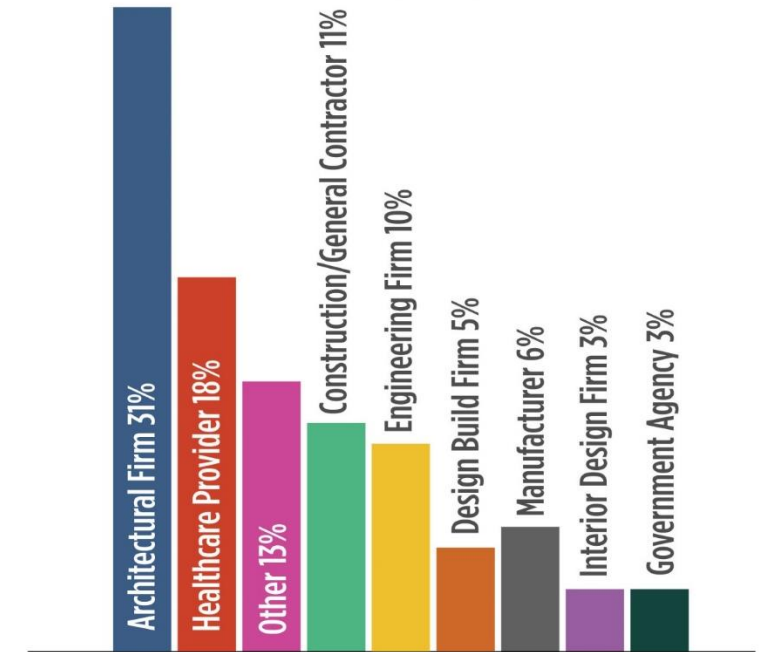
Renovation/Construction Projects
in the Next 12 months totaling:



High Level Decision Makers



Who Attends?



Sponsorship Packages

Platinum Sponsorship Branding

\$15,000 - ~~3 Available~~ **SOLD OUT**

Total spend of \$15,000, including exhibit space, sponsorships, and digital options will give your company Platinum Level status.

- Recognition at highest level above all other sponsors
- Logo in attendee preview guide (deadlines apply)
- Logo on Event Guide sponsor page
- Logo with company description in Event Guide
- Logo with company description on website exhibitor list
- Logo on sponsor page of website.
- Logo on entrance unit
- Logo on onsite sponsor banner
- Pre-show custom email to the opt-in pre-registered attendee list
- Post-show custom email to the opt-in attendee list



Sponsorship Packages

Gold Sponsorship Branding

\$12,000—5 Available **SOLD OUT**

Total spend of \$12,000, including exhibit space, sponsorships, and digital options will give your company Gold Level status.

- Recognition above all other sponsors except Platinum level sponsors.
- Logo in attendee preview guide (deadlines apply)
- Logo on Event Guide sponsor page
- Logo with company description in Event Guide
- Logo with company description on website exhibitor list
- Logo on sponsor page of website.
- Logo on onsite sponsor banner
- Choose either a pre-show custom email to the opt-in pre-registered attendee list or post-show custom email to the opt-in attendee list



Sponsorship Packages

Silver Sponsorship Branding

\$10,000

Total spend of \$10,000, including exhibit space, sponsorships, and digital options will give your company Silver Level status.

- Logo in attendee preview guide (deadlines apply)
- Logo on Event Guide sponsor page
- Logo with company description in Event Guide
- Logo with company description on website exhibitor list
- Logo on sponsor page of website.
- Logo on onsite sponsor banner
- HFSE Website banner advertising - one month
- (1) Banner Ad (728 x 90) Run of Site (ROS) advertising on the HFSE Website.



Keynote Sponsorships

~~Day 1 - \$7,500 (SOLD)~~

~~Day 2 - \$7,500 (SOLD)~~

Closing - \$5,000

Choose one of three keynote presentations!

Reach your target audience by aligning your brand with HFSE's world class educational programming.

- Logo on keynote signage.
- Logo on screen in ballroom prior to keynote
- Logo on session schedule page on HFSE website
- Logo on Event Guide sponsor page
- Logo on sponsor page of website.
- One promotional item supplied by sponsor may be placed on tables in Keynote Room.
- Opportunity to introduce keynote speaker.



Networking Breakfast Sponsorships

~~Day 1~~
~~Day 2~~
~~Day 3~~

SOLD

\$3,500

Choose one of three breakfasts!

- Logo on breakfast signage.
- Logo on screen in ballroom during breakfast
- Logo on session schedule page on HFSE website
- Logo on Event Guide sponsor page
- Logo on sponsor page of website.
- One promotional item supplied by sponsor may be placed on tables in breakfast room.



Networking Lunch Sponsorships

\$3,500

Choose one of two lunches:

~~Day 1~~ (SOLD)

~~Day 2~~ (SOLD)

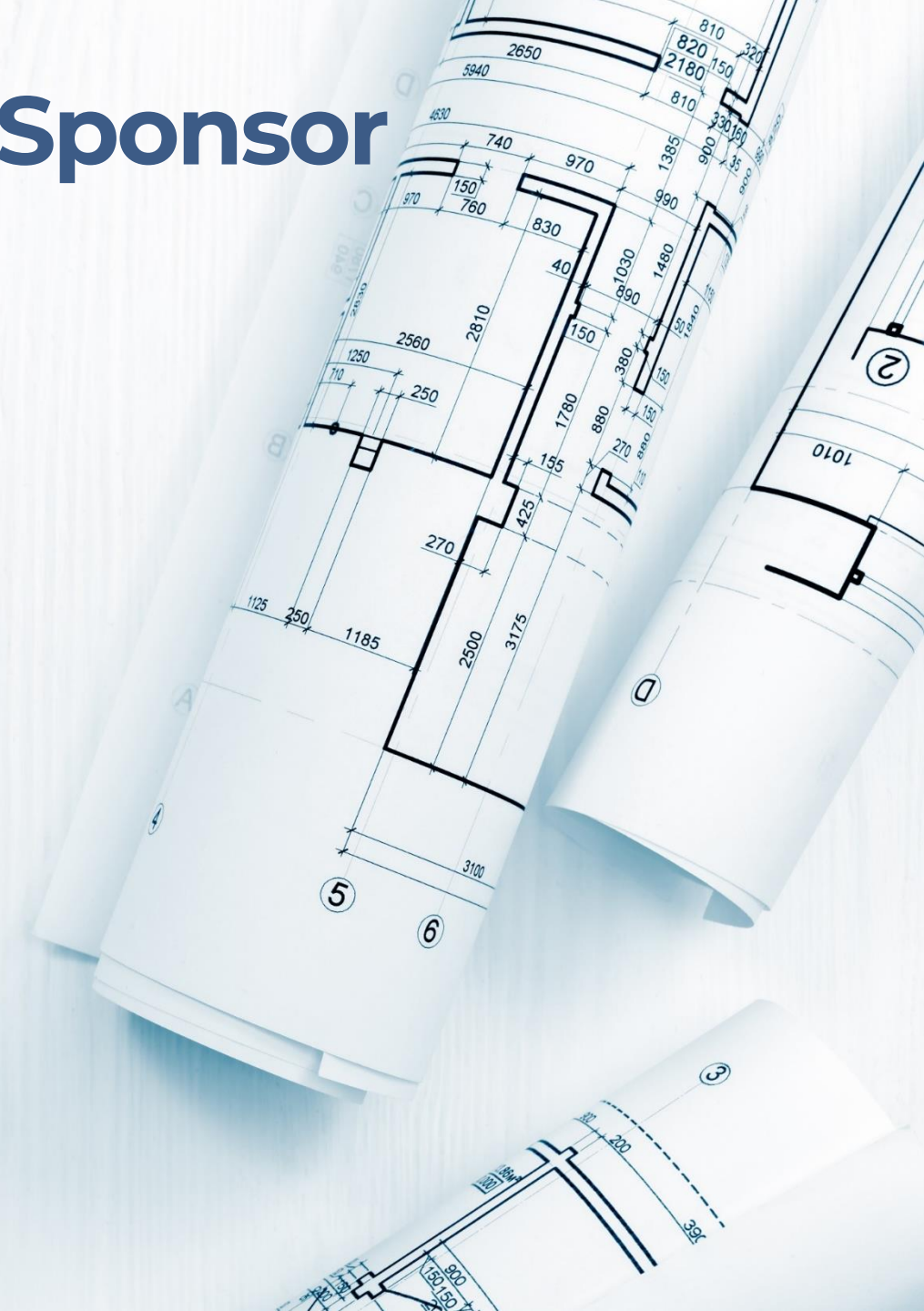
- Logo on lunch signage.
- Logo on screen in ballroom during awards lunch (day 1)
- Logo on session schedule page on HFSE website
- Logo on Event Guide sponsor page
- Logo on sponsor page of website.
- One promotional item supplied by sponsor may be placed on tables in lunch area



Pre-Conference Workshop Sponsor

\$3,000

- Logo on daily conference room schedule signage.
- Logo in digital brochure
- Logo with company description on website exhibitor list
- Logo on session schedule page of website.
- Logo on sponsor page of website.
- Logo on Event Guide sponsor page
- Logo with company description in Event Guide
- Opportunity to provide literature in the back of the room.
- Sponsor may have (2) from their organization attend the workshop and network with attendees.



Conference Room Sponsorships

Reach your target audience by aligning your brand with HFSE's world class educational programming.

\$4,000

5 Total/3 Available!

- One 3' x 6' sign with your company logo in HFSE session room.
- Logo on daily conference room schedule signage.
- Logo on session schedule page on HFSE website.
- Logo on Event Guide sponsor page
- Logo on sponsor page of website.
- Opportunity to provide literature for seat drop during one session per day.



Coffee Break Sponsorships

\$2,500

Choose one of three coffee breaks!

- Logo on coffee break signage.
- Logo on session schedule page on HFSE website
- Logo on Event Guide sponsor page
- Logo on sponsor page of website.
- One promotional item supplied by sponsor may be placed on tables during coffee break (to be approved by show management)



Symposium Party Sponsorship

SOLD

\$6,000 exclusive

- Logo on special events page of website and event guide.
- Logo on (1) 3x6 sign.
- Logo on 22x28 invite signage.
- Logo on Event Guide sponsor page
- Logo on sponsor page of website.
- Opportunity to provide promotional materials and branded napkins during party.



Ice Cream Social Sponsorship

SOLD

In the exhibit hall on Day 2

\$3,000

- Logo on special events page of website
- Logo on special events page of event guide.
- Logo on 22x28 invite signage.
- Logo on Event Guide sponsor page
- Logo on sponsor page of website.



Happy Hour Sponsorship

Happy Hour Gold Sponsor - exclusive
\$8,500 - SOLD

Supporting Sponsor – 5 Total / 2 Available
\$3,500

- Happy hour serving beer, wine, possible signature drink and light bites.
- Venue – TBD within a 1-mile radius of the Charlotte Convention Center.
- Signage with sponsor logos located in prominent location at the Charlotte Convention Center during conference and exhibition promoting the HFSE Happy Hour.
- HFSE will promote the Happy Hour throughout our marketing materials and to all registered attendees prior to the show.
- Email to pre-registered attendees, speakers and exhibitors promoting the Happy Hour.
- Logo on Networking Page of HFSE website promoting the networking mixer.
- Logo on Event Guide sponsor page
- Logo on sponsor page of website.



Onsite Branding Sponsorships

Facility Tour Bus Sponsor \$3,000

Sponsor buses for all tours!

SOLD

- Logo on tour guide.
- Logo on tour list page of HFS website
- One promotional item supplied by sponsor may be placed on seats of bus (to be approved by show management)
- Sponsor can welcome attendees on the bus
- Logo on Event Guide sponsor page
- Logo on sponsor page of website.

Speaker/Press Room Sponsor \$5,000

- 3x6 sign with logo in Press/Speaker Room.
- Logo on 22x28 sign outside Press/Speaker Room.
- Logo on Event Guide sponsor page
- Logo on sponsor page of website.



Onsite Branding Opportunities

Notebooks, Pens, Water Bottles or other attendee distribution item

\$3,000

- Promotional item, provided by sponsor, distributed to attendees.
- Promotional item must be approved by show management.
- Method of distribution to be determined by show management.
- Sponsor responsible for all costs associated with producing and shipping times.
- Logo on Event Guide sponsor page
- Logo on sponsor page of website.



Onsite Branding Sponsorships

Registration Sponsor

\$6,000

- A 25-word description with a link in all attendee registration confirmation email.
- Company logo prominently displayed throughout the registration area.
- Logo on Event Guide and website sponsor page.

SOLD

Badges

\$5,000

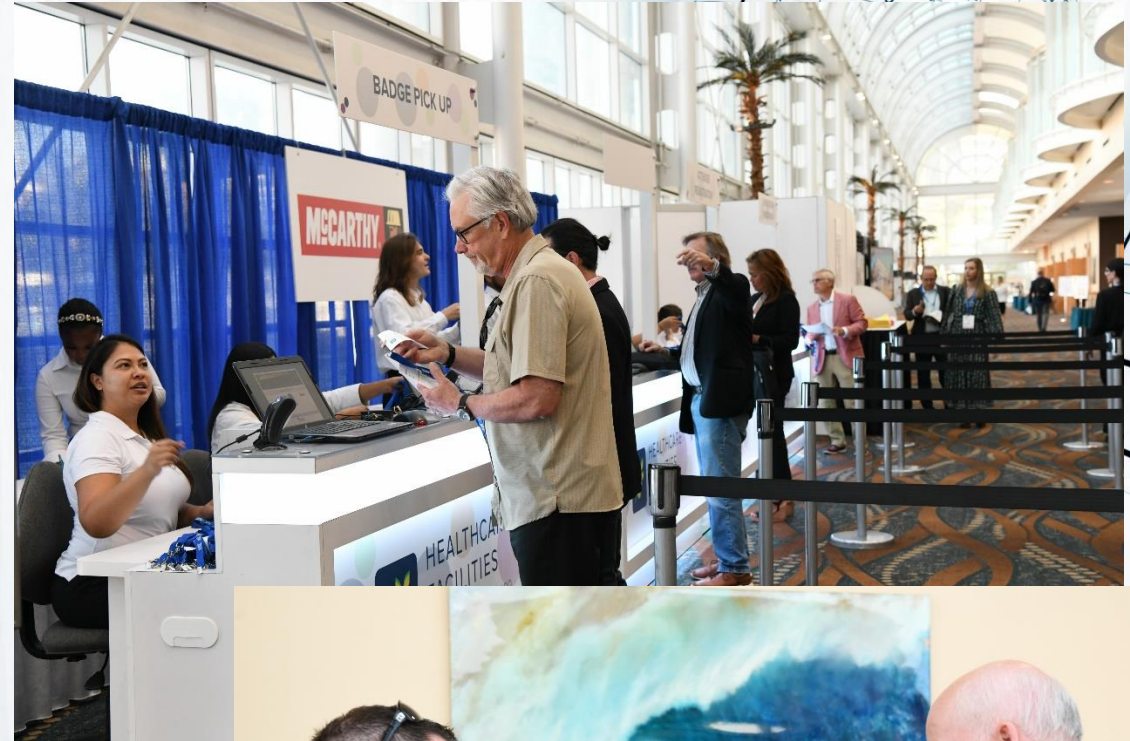
- Company logo (2 color) printed on every badge.
- Logo on Event Guide and website sponsor page.

Lanyards

\$5,000

- Lanyard given out to attendee at registration.
- Sponsor responsible for all costs associated with printing and shipping lanyards.
- Logo on Event Guide and website sponsor page

SOLD



Onsite Branding Sponsorships

Event Guide Floor Plan

\$2,500

- Booth highlighted with company name and logo on the event guide floor plan.

Aisle Signs

\$5,000

- Company logo appears on aisle signs (both sides) in all aisles of the exhibit hall.
- Logo on Event Guide and HFSE website sponsor page

You Are Here Sign

\$5,000

- Logo on You Are Here Sign – located in exhibit hall.
- Booth highlighted on floorplan on You Are Here Sign.
- Company name highlighted on exhibitor list on You Are Here Sign.
- Logo on Event Guide and website sponsor page



Onsite Branding Sponsorships

Banner in Prime Location \$2,500

- Company logo on hanging 4x8 banner to be placed in a prominent location
- Banner produced by HFSE

Private Business Suite \$5,000

- (1) private business suite at HFSE
- All electrical, food and beverage, furnishings, etc. are responsibility of sponsor.
- Logo on Event Guide and website sponsor page

Pop Up Banner \$1,000

- Have your company's pop up banner strategically placed for the conference and trade show (2.5 days) in a high traffic area, so that your brand is seen over and over again throughout the event. Number of impressions 10,000+.
- Sponsor produces banner (maximum dimensions are 31" w x 78" tall).
- HFSE approves the sign content and determines sign location with you.

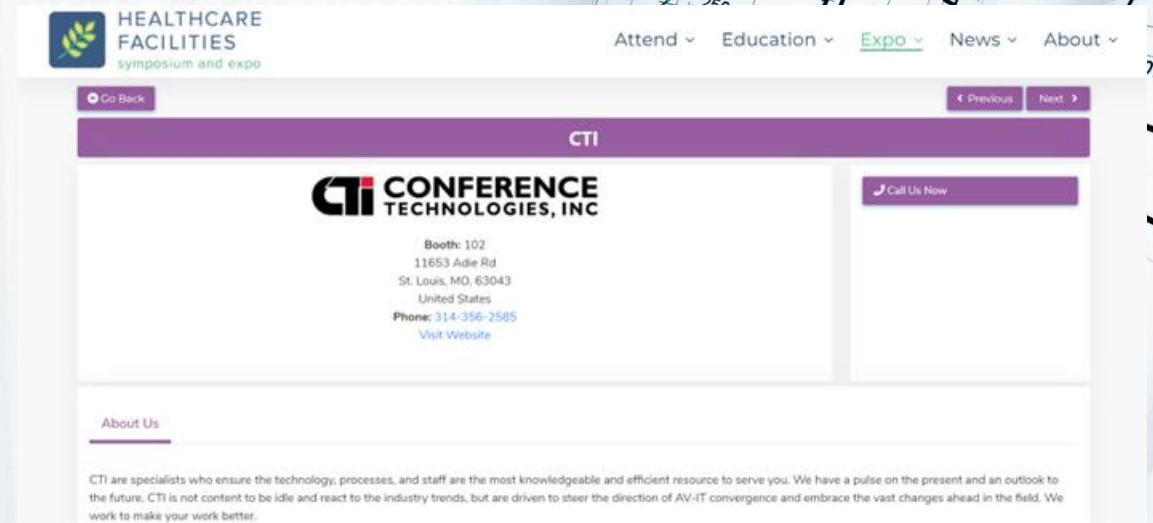


Branding Sponsorship

\$2,500

Achieve maximum exposure at a fraction of the cost!
Increase and strengthen brand awareness with HFSE attendees. Deadlines apply.

- Logo in Attendee Brochure
- Logo on Event Guide Sponsors Page
- Logo with Company Description in Event Guide & Website Exhibitor List
- Logo/Link on Website Sponsors Page
- Logo on Onsite Sponsor Banners
- Pre-Show Attendee Mailing List
- Post-Show Attendee Mailing List



Scavenger Hunt Sponsorship

\$3,000 **SOLD**

- Logo on Event Guide Sponsor Page
- Logo with Company Description in Event Guide & Website Exhibitor List
- Logo/Link on Website Sponsors Page
- Attendees will be given a clue to point them to your booth
- Logo on Onsite Sponsor Banners (Deadlines apply)
- Pre-Show and Post-Show Attendee Mailing List
- (1) full conference pass (\$1,795 value)



The image shows several rolled-up architectural blueprints. The most prominent roll in the foreground displays a detailed technical drawing of a building's floor plan. The drawing includes numerous dimensions in millimeters, such as 2650, 5940, 4630, 740, 970, 150, 760, 830, 40, 1030, 990, 1385, 900, 35, 30, 180, 810, 2180, 820, 150, 320, 1480, 380, 880, 270, 155, 425, 270, 3175, 2500, 1185, 250, 1125, 3100, 2560, 2810, 1250, 710, 1970, 150, 760, 830, 40, 1030, 990, 1385, 900, 35, 30, 180, 810, 2180, 820, 150, 320, 1480, 380, 880, 270, 155, 425, 270, 3175, 2500, 1185, 250, 1125, 3100. The drawing also features various lines, including solid, dashed, and dotted lines, and small squares indicating right angles. The roll is labeled with a circled '5' at the bottom left and a circled '6' at the bottom right. Other rolls in the background show similar technical drawings, with one roll labeled with a circled '2' and another with a circled '3'. The blueprints are resting on a light-colored, textured surface.

\$5,000 Exclusive

- Our branded water refilling stations provide water for thirsty attendees.
- 10 units will be placed in key areas of the show - entrances, around the show floor, conference session area, keynotes, etc.
- Attendees will see your brand as they fill their reusable water bottles time and time again throughout the duration of the show.
- Logo on Event Guide Sponsor Page
- Logo with Company Description in Event Guide & Website Exhibitor List
- Logo/Link on Website Sponsors Page
- Logo on Onsite Sponsor Banners (Deadlines apply)
- Pre-Show and Post-Show Attendee Mailing List

Sustainability Sponsorship

\$5,000 – up to 4 co-sponsors

- Recognition as a Sustainability Partner on HFSE's website sustainability landing page. Listing will include logo and 50-word write up about the partner's green, sustainable initiative.
- Logo included on HFSE's Sustainability Guide which explains how to attend the show in a more green, sustainable way.
- Logo included in 2 attendee verification emails that will mention HFSE's focus on sustainability, tips and links to the sustainability landing page.
- Recognized as a Sustainability Partner in the HFSE Event Guide.
- Partners will be recognized on on-site signage promoting HFSE's Sustainability Guide detailing how to attend the show in a more green and sustainable way.



Raffle Prize Bucket Traffic Driver in Your Booth

\$500

- We hold an annual raffle each year with prizes donated by our raffle committee, to give back to a well deserving organization.
- Participating companies will have a “Raffle Prize Bucket” in their booth.
- Attendees will come to your booth to speak with you and will drop tickets in the bucket for the raffle item associated with your company.



Furniture & Flooring Sponsorships

BRANDED LOUNGE AREA IN COMMON AREA

\$3,000

- Opportunity to design an area and provide up to 6 pieces of lounge seating and tables for the conference (2.5 days) in the main hallway between keynote, registration, exhibit hall and conference session rooms so that your brand is seen by attendees over and over again throughout the event.
- This opportunity allows you to customize the area so attendees see your furniture on display.
- This includes a promotional pop-up banner.
- Sponsor responsible for the artwork.

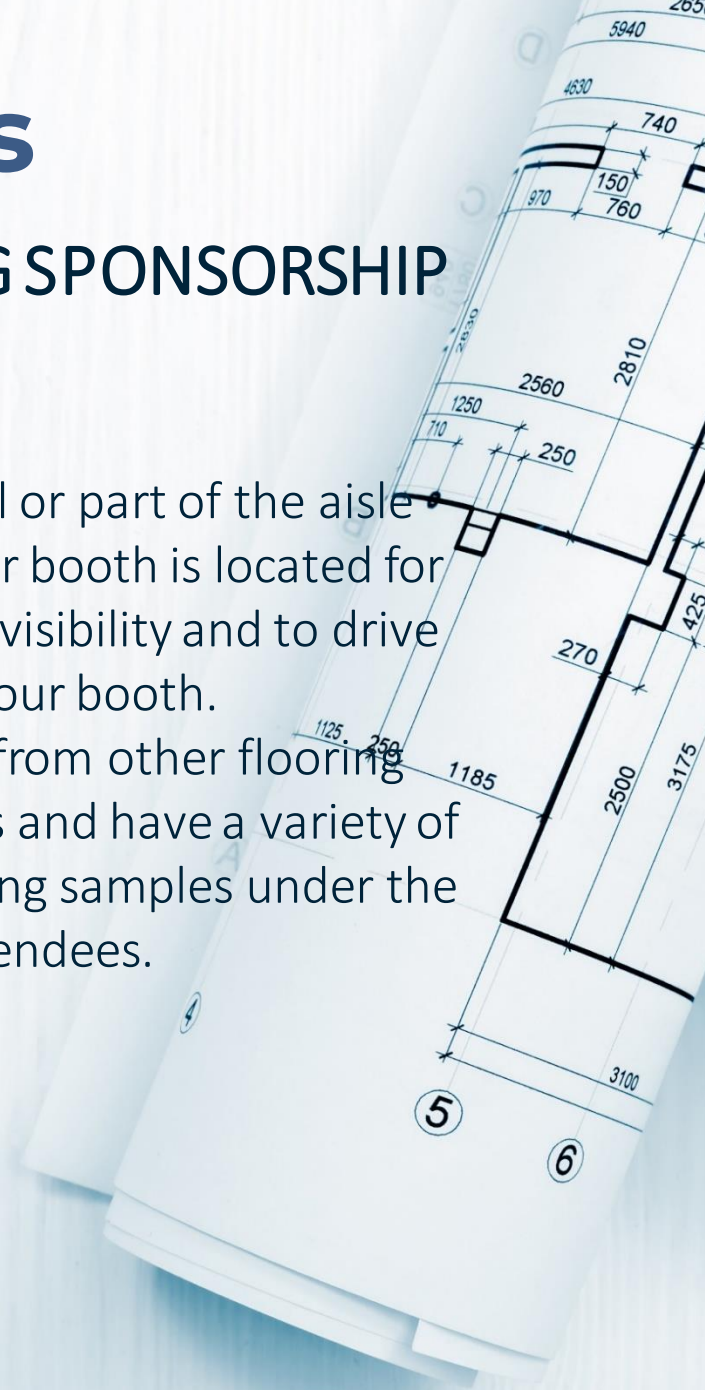
DESIGN SOLUTIONS THEATER – 2 THEATERS

AVAILABLE - \$3,000/theater

- Sponsor can place 30 chairs for the Design Solutions Theater which is a high traffic educational area of the show floor.
- Sponsorship includes a 3 x 6 sign with your logo noting the sponsorship.
- Sponsor can produce and place handouts on seat or on a table in rear of theater.
- Sponsor responsible for in/out shipping and assembly of units.

FLOORING SPONSORSHIP **\$2,500**

- Sponsor all or part of the aisle where your booth is located for maximum visibility and to drive traffic to your booth.
- Stand out from other flooring companies and have a variety of your flooring samples under the feet of attendees.



Countdown to HFSE Newsletter

\$1,500 per email

- Be featured in informative and important weekly emails sent to all pre-registered attendees. It's a fantastic opportunity to drive traffic to your booth or Design Team Gallery.
- 6 email opportunities to have your message and brand in front of HFSE's attendees.
- Banner Specs: 600 wide x 150 tall



Event Guide Advertising

One of the most cost-effective ways to promote your brand and messaging. Attendees utilize the Event Guide during the show and year-round.

Logo	\$500
Additional Listing	\$500
Full Page Ad	\$1,595
Half Page Ad	\$800
Inside Front Cover	\$2,000
Inside Back Cover	\$2,000
Back Cover	SOLD



EXHIBITORS

**HEALTHCARE FACILITIES**
symposium and expo

FEC Heliports 221

<http://www.fecheliports.com>
FEC Heliports is the world's leading designer, manufacturer and installer of ground and rooftop heliports. We have our own in-house engineers and an experienced installation team, along with expert consultants to make the heliport portion of your project as easy as possible. We can help you with site selection, budgetary costs and certification of your heliport. We're #1 for a reason! Give us a call and find out why!

FiberTite Roofing Systems 120


<http://www.fibertite.com>
FiberTite Roofing Systems provide operational security to the world's most powerful brands with an innovative, high performance coated fabric membrane. Its unique four-layer technology sets the performance standard in roofing with a proprietary, proven formula utilizing Elvaloy® Ketone Ethylene Ester (KEE), and provides unmatched puncture, chemical and UV resistance.

Filterbuy 106

<http://filterbuy.com/resources/air-filter-sizes/>
At Filterbuy, we manufacture and distribute 600 different air filter sizes, we also have a team dedicated to making custom air filters of any size. Because we know that when it comes to clean air, there isn't a one-size fits all solution. Our mission is to offer your facility premium product at a competitive price, delivered directly from our factory to your door.

Forbo Flooring Systems 424

<http://www.forboflooringna.com>
With over 150 years of experience, Forbo Flooring Systems is a trusted global supplier of high-quality floor coverings that include all-natural linoleum, highly durable textile options, cushioned luxury vinyl, slip-resistant alternatives, and entrance system products. Forbo is committed to environmentally responsible production, sustainable practices, and far-reaching customer service.




MEET US ON SEPTEMBER 27-28
**HEALTHCARE FACILITIES
SYMPOSIUM & EXPO**
BOOTH 312

**DESIGN, INNOVATION AND QUALITY
IN ALL THE RIGHT PLACES.**

We understand the unique demands of healthcare facilities. Our products go beyond excellent design to incorporate smart thinking and exceptional performance that stand the test of time, even in the most challenging environments.

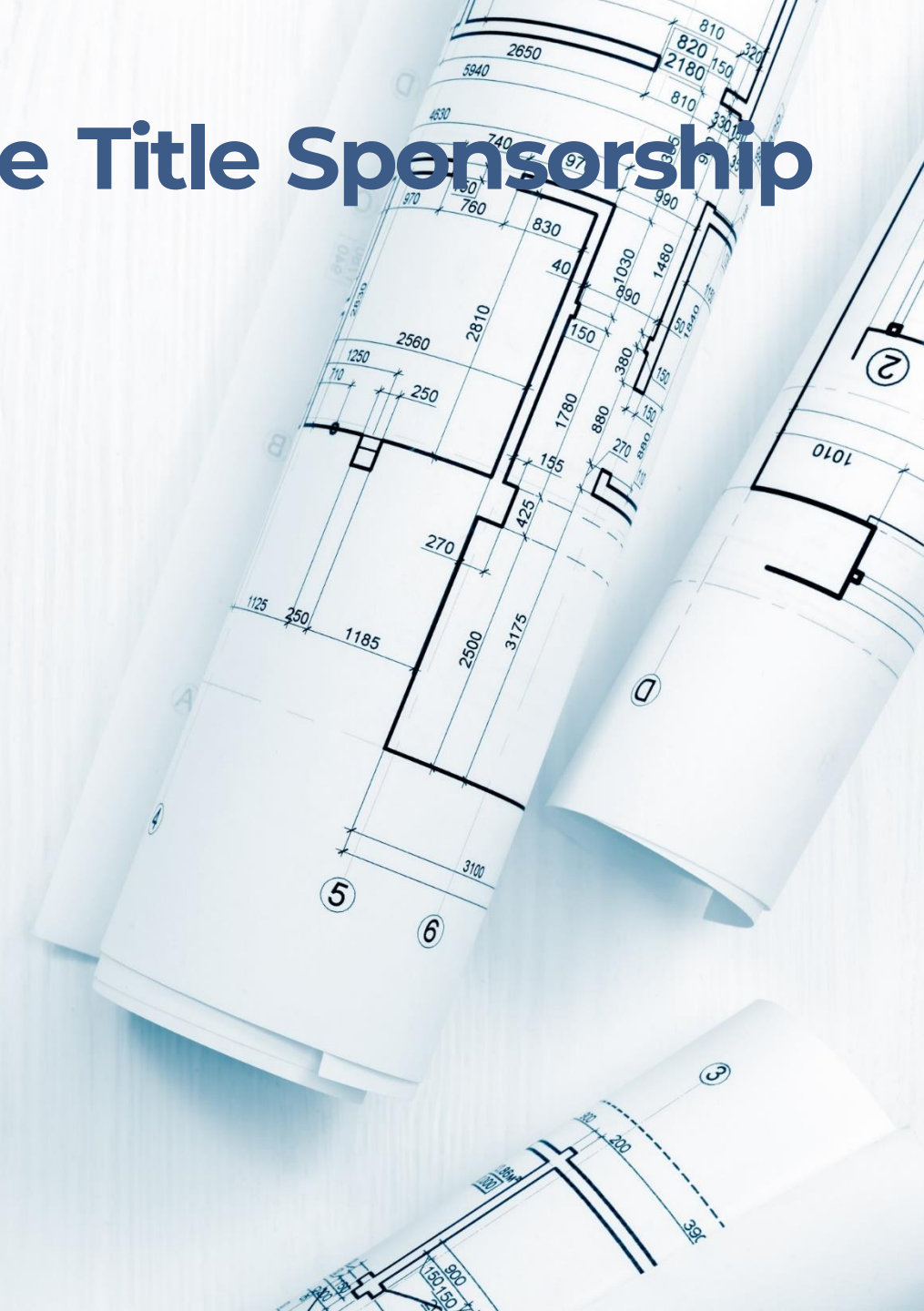
Visit deltafaucet.com/commercial for more information.



Mobile App and Mobile Website Title Sponsorship

\$5,000 Exclusive!

- Attendees and Exhibitors will use the HFSE Mobile App to get informed and stay connected before, during, and after the Event! Attendees will plan their schedule, locate exhibitors, review venue information and interact with fellow attendees.
- Build awareness and drive traffic to your booth with a Mobile App Banner Ad or become our exclusive sponsor of the Mobile App.
- Logo with mobile app promotion on HFSE website, Event Map and signage at the show.
- Welcome message for new visitors to the mobile app/mobile website with logo. Message is limited to 30 characters.
- 1 Banner (728 x 90) Run of Site (ROS) advertising on Mobile App/Mobile Website which can appear on any page.
- Logo on Event Guide and website sponsor page



Mobile App and Mobile Website Advertising

\$750 (10 Opportunities)

- Attendees and Exhibitors will use the HFSE Mobile App to get informed and stay connected before, during, and after the Event! Attendees will plan their schedule, locate exhibitors, review venue information and interact with fellow attendees.
- Build awareness and drive traffic to your booth with a Mobile App Banner Ad
- 1 Banner (728 x 90) Run of Site (ROS) advertising on Mobile App/Mobile Website which can appear on any page.



Digital Advertising

**Leaflet Advertising – up to 12 available
\$650 exhibitor/\$750 non-exhibitor**

- Advertise in the Leaflet, a bi-monthly e-newsletter featuring articles submitted by Symposium Advisory Board members and speakers, industry views from Medical Construction & Design Magazine, editorial content, recent tweets from @hcarefacilities and white papers.
- Your logo will be featured on the HFSE website as a Digital Content Partner.

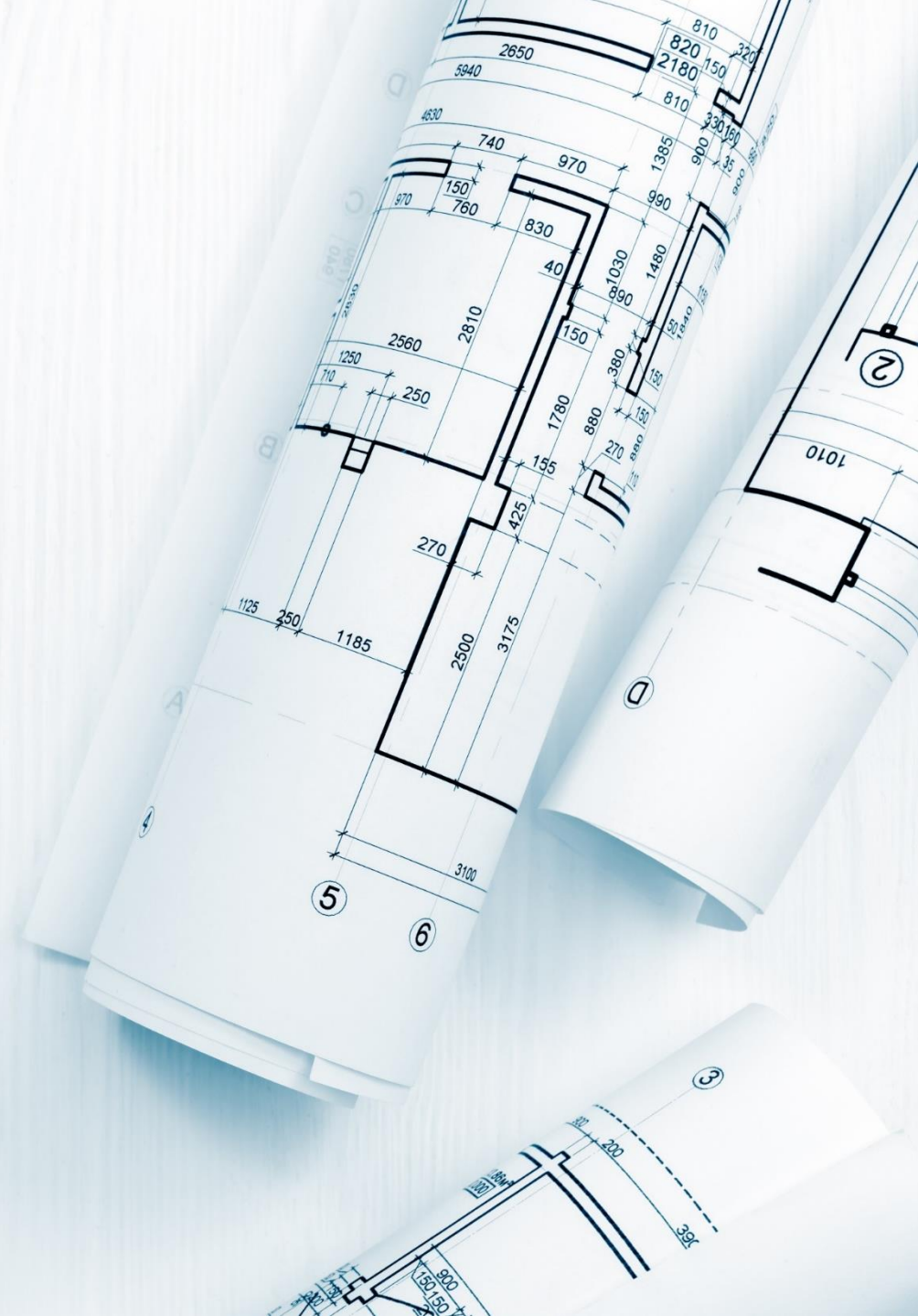
Solutions Spotlight Email Promotion – 6 times a year
\$650 exhibitor/\$750 non-exhibitor (Basic) or
\$900 exhibitor/\$1,000 non-exhibitor (Enhanced with video)

- Feature your product or solution in a shared Solutions Spotlight email Promotion which showcases a limited number of innovative products and solutions to the HFSE community.
- The email includes your product image, headline, target URL and description.
- Your logo will be featured on the HFSE website as a Digital Content Partner.

Digital Advertising

HFSE Website Banner Advertising \$750/month

- Build brand awareness and drive traffic to your booth or Design Team Gallery with an HFSE Website Banner Ad
- (1) Banner Ad (728 x 90) Run of Site (ROS) advertising on the HFSE Website.
- Ad can appear on any web page.



Digital Content Promotion

Custom Webinar

\$5,000 per webinar

2 webinars for \$8,000

3 webinars for \$11,000

- This is an opportunity for your subject matter expert to provide a relevant online webinar presentation to our healthcare design and construction community. Position your organization as a thought leader, create brand share, while generating leads.
- Gain exposure to potential clients while having their undivided attention, providing valuable information including case studies, best practices, and lessons learned, not only demonstrating your organization as an industry expert but separating your organization from your competition.
- Sponsorship includes 60-minute webinar presentation and on demand archived version on hcarefacilities.com, branding and visibility, lead report of registrant's full contact information, 3 custom registration questions, and post-webinar survey.
- Our webinar team will handle the logistics, marketing and promotion and will walk you through the process.
- Your logo will be featured on the HFSE website as a Digital Content Partner.

Digital Content Promotion

Custom Email

\$2,500 exhibitor/\$3,500 non-exhibitor

- Provide a custom email and get your compelling message into the hands of our Healthcare Facilities Symposium audience.
- This is an excellent way to promote your products and services to healthcare decision makers—driving traffic to your website and sales team.
- This email is exclusive to your organization—you own the messaging, branding and content.
- Your logo will be featured on the HFSE website as a Digital Content Partner.

White Paper Promotion

\$1,000 exhibitor/\$1,500 non-exhibitor

- White paper opportunities include promotion and hosting of a white paper on hcarefacilities.com for six months.
- Additional bonus distribution in a minimum of one Leaflet e-Newsletter.
- Lead report provided monthly with full contact information including email addresses.