



HEALTHCARE  
FACILITIES  
symposium and expo



September 24-26, 2024 Conference  
September 24-25, 2024 Exhibits  
[hcarefacilities.com](http://hcarefacilities.com)



# Healthcare Facilities Symposium & Expo Media Kit

Austin Convention Center ~ Austin, TX

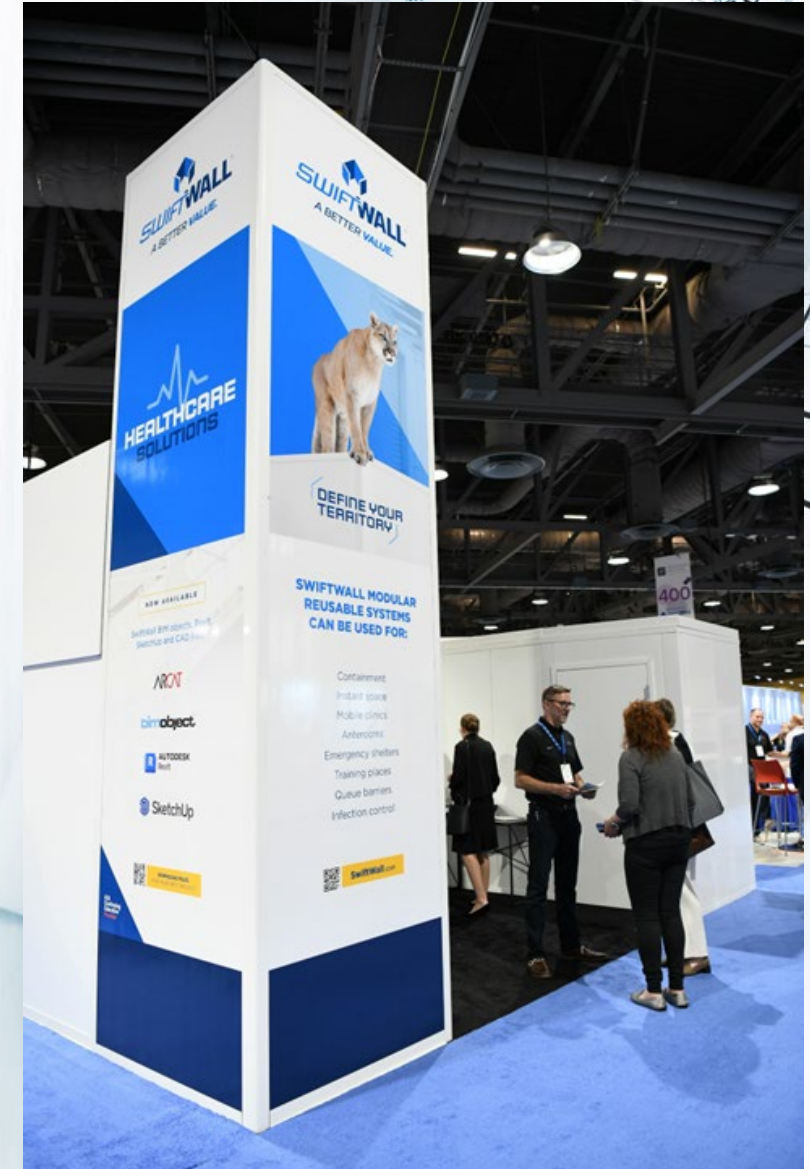
# Sponsorship Opportunities

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

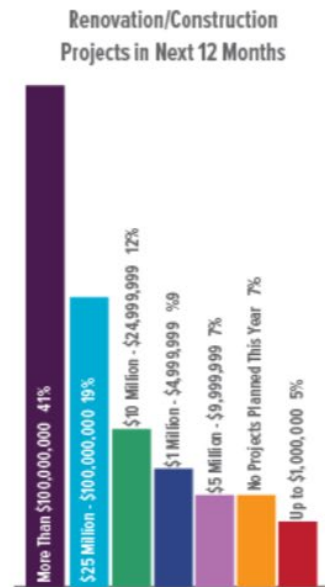
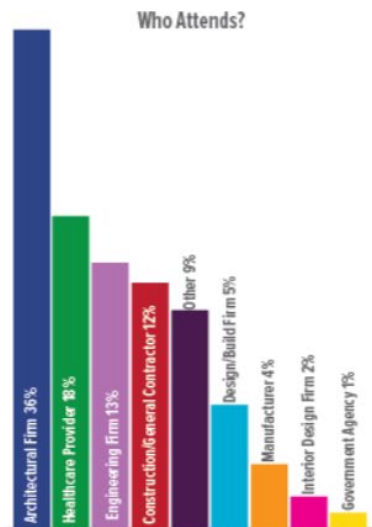
Sponsoring is an opportunity to present your products and services to healthcare owners and the AEC industry from all across the country.

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](mailto:ann@jdevents.com) | 203-307-2695



# HFSE Community Demographics



## Large Budgets and Buying Power

**93%** of 2023 attendees were involved with a project within the next 12 months and

**72%** of those projects are valued at **\$10 Million+**

**41%** of those projects are valued at more than **\$100 Million**

# Sponsorship Packages

## Platinum Sponsorship Branding \$17,500 - 3 Available

Total spend of \$17,500, 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
- Logo on welcome slide at Opening Ceremonies and Recognition from the Master of Ceremonies
- Pre-show custom email to the opt-in pre-registered attendee list
- Post-show custom email to the opt-in attendee list
- (1) Banner Ad (728 x 90) Run of Site (ROS) advertising on the HFSE Website.

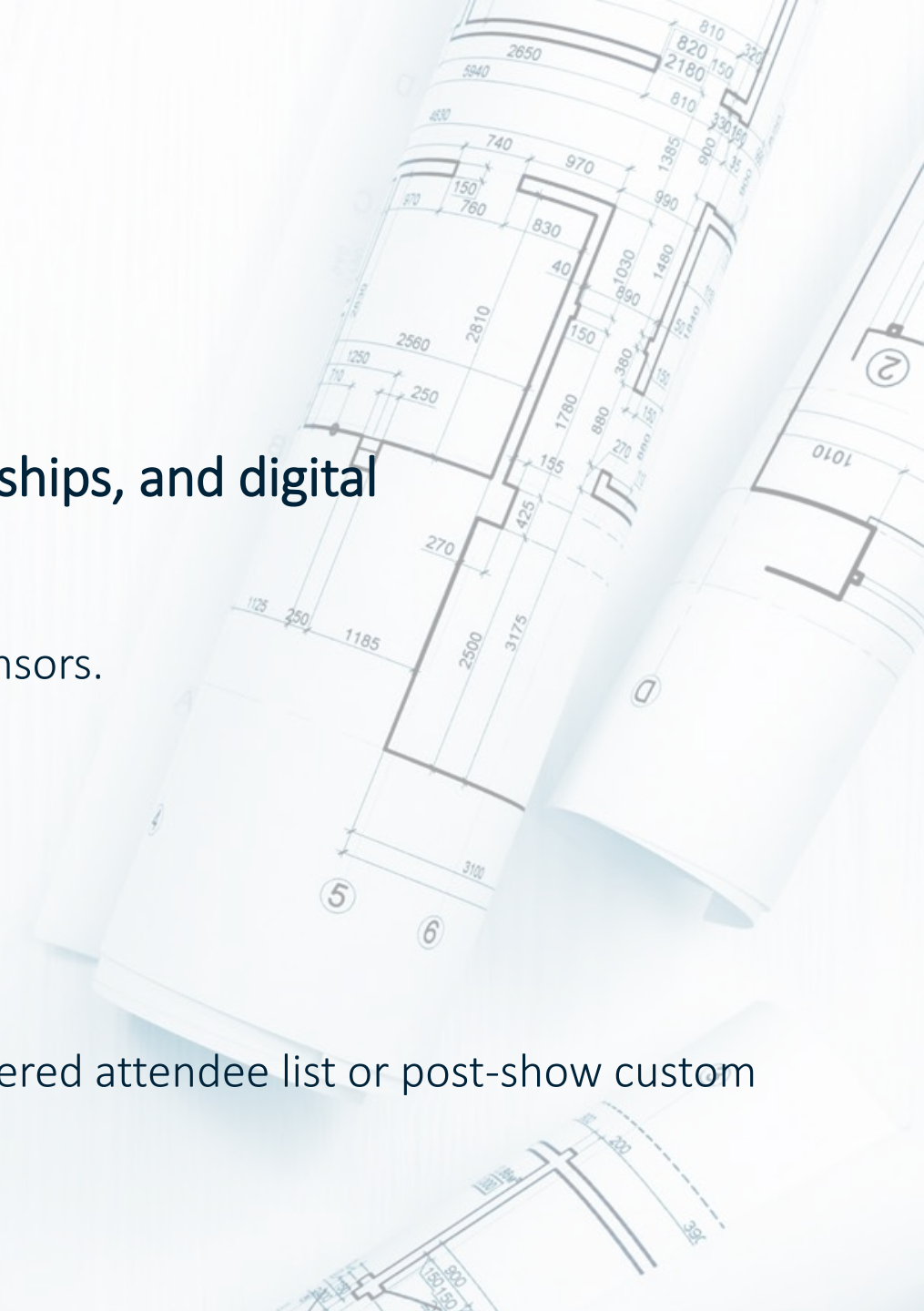


# Sponsorship Packages

## Gold Sponsorship Branding \$15,000 - 5 Available

Total spend of \$15,000, 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 \$12,500

Total spend of \$12,500, 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
- Half Page Ad in Event Guide



# Keynote Sponsorships

Day 1 and Day 2 - \$7,500 **Sold!**

Closing (Day 3) - \$4,000

*Choose among three insightful keynote presentations from industry thought leaders that are thought provoking and inspirational and available to sponsor.*

*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 (to be approved by show management).
- Opportunity to introduce keynote speaker.
- Logo on welcome screen at beginning of keynote in ballroom



# Networking Breakfast Sponsorships

Day 1 - \$3,750 - **Sold!**

Day 2 - \$4,000

Day 3 - \$2,500

*Conferees come together for breakfast to kick off their day on Tuesday, Wednesday and Thursday of the event.*

*As a breakfast sponsor, your organization will receive great exposure in front of high-level, qualified attendees.*

- 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 (to be approved by show management).





# Awards Lunch Sponsorship

## Awards Lunch on Day 1 - \$4,000

*The Symposium Distinction Awards is an annual program that recognizes design teams, projects and individuals who have made a profound contribution to the healthcare design industry and recognizes the best and most innovative new products within the healthcare design and construction industry.*

*As the Awards Lunch Sponsor, your organization will be associated with this special program. By aligning your brand with this prestigious group of award winners, you'll receive great exposure in front of high-level, qualified attendees. The lunch is a plated affair for all conference attendees and speakers on day one.*

- Logo on lunch 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 in lunch area (to be approved by show management).
- Sponsor is not allowed to submit an entry for the awards program so there is no conflict of interest
- Sponsor may welcome attendees in a 2-minute introduction.



# Networking Lunch Sponsorship

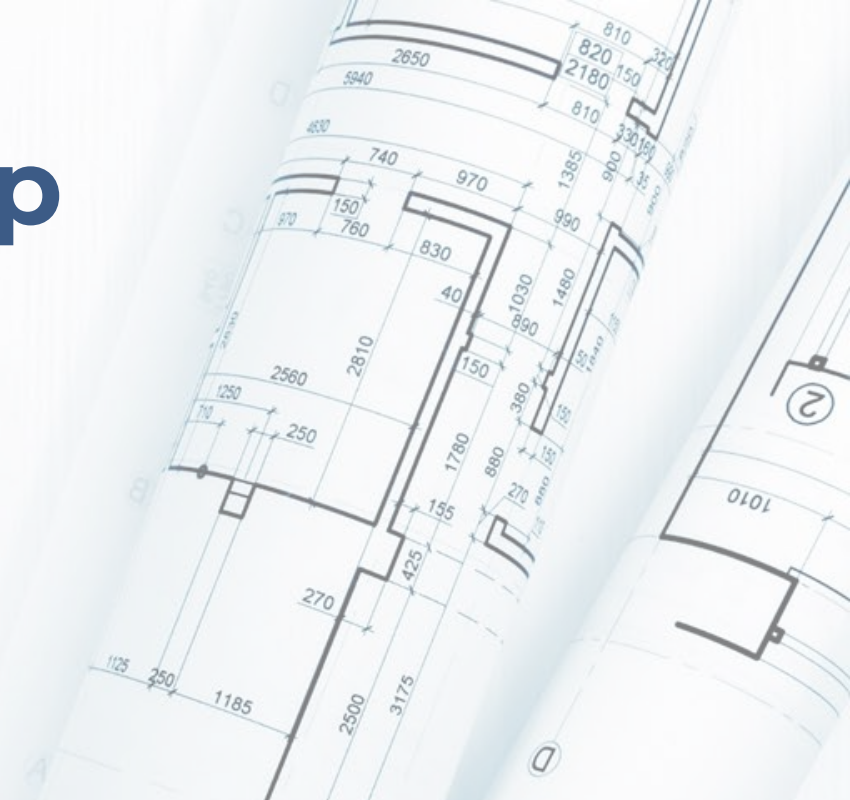
Day 2 Lunch - \$3,750

*Networking Lunch on Exhibit Floor!*

*The day 2 networking lunch in the exhibit hall brings together conferees, expo hall attendees, speakers and exhibitors.*

*Reach your target audience, drive traffic to your booth and get great exposure and brand awareness.*

- Logo on lunch 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 in lunch area (to be approved by show management).



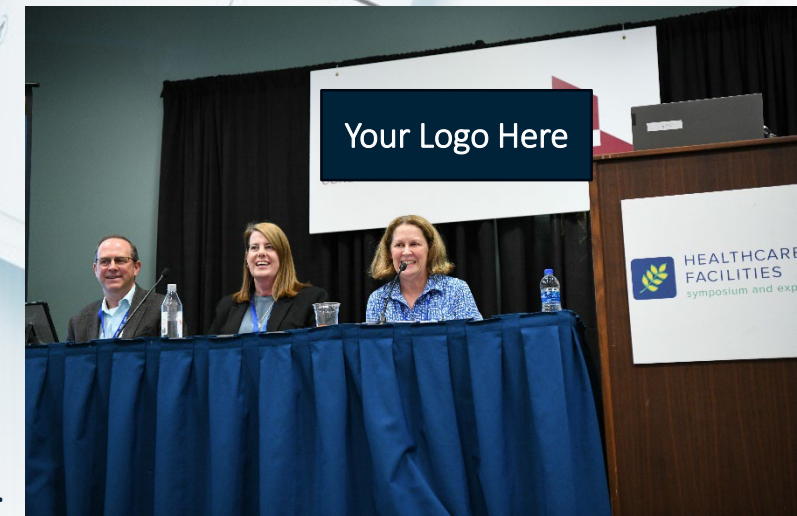
# Conference Room Sponsorships

\$3,000 - Up to 6 available – *2 Sold/4 Available*

*Receive maximum exposure to high-level attendees by sponsoring a conference session room. This opportunity puts your organization in the forefront for 3 days from September 24-26, 2024 in Austin, TX with your brand listed alongside our high-level education on the onsite signage, on every session associated with your session room listed in the Event Guide and the website. That's a lot of eyes on your brand!*

*Reach your target audience by aligning your brand with HFSE's world class educational programming. Drive traffic to your booth and get great exposure and brand awareness in front of high-level, qualified attendees.*

- 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 or promotional item supplied by sponsor,
- for seat drop during one session per day (to be approved by show management).



# Coffee Break Sponsorship

\$3,000 - **Sold!**

*Sponsor 3 Coffee Breaks over 3 Days*

*The coffee break sponsor receives branding visibility during three coffee breaks taking place over three days from September 24-26, 2024.*

*This is a great way to drive traffic to your booth and get great exposure and brand awareness with HFSE attendees.*

- 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.
- Opportunity to provide banded napkins, coffee cups, branded mints or other promotional item supplied by sponsor and placed on tables during coffee break (to be approved by show management).



# Symposium Party Sponsorship

\$6,500 Exclusive - **Sold!**

*The Symposium Party takes place during our grand opening of the exhibit floor. This is where all attendees, speakers and exhibitors gather for an exciting networking event where drinks and light appetizers are provided in a fun, lively setting in the exhibit hall. Our special raffle also takes place during the Symposium Party.*

- 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 banded napkins, coffee cups, branded mints or other promotional item supplied by sponsor and utilized during the Symposium Party (to be approved by show management).



# Ice Cream Social Sponsorship

*In the exhibit hall on Day 2*

~~Exclusive \$3,000~~ | Up to 2 Co-Sponsors - \$1,750  
**1 Sold / 1 Available**

*The Ice Cream Social takes place in the exhibit hall on Wednesday afternoon and is a fun social event where attendees enjoy a sweet ice cream treat.*

*This is a great way to drive traffic to your booth and get great exposure and brand awareness with HFSE attendees.*

- 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.
- Opportunity to provide banded napkins or branded aprons for staff, supplied by sponsor and utilized during the Ice Cream Social (to be approved by show management).



# Happy Hour Sponsorship

*Happy Hour Gold Sponsor – Exclusive - \$8,500 - **Sold!***

*Supporting Sponsor – up to 5 - \$3,750 – **2 Sold/ 3 Available***

*The Happy Hour is a highlight of the event on Wednesday evening where all attendees, speakers and exhibitors gather for an exciting networking event where drinks and light appetizers are provided in a fun, lively setting in Austin.*

- Happy hour serving beer, wine, possible signature drink and light bites.
- Venue – TBD within a 1-mile radius of the Austin Convention Center.
- Signage with sponsor logos located in prominent location at the Austin 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.
- Opportunity to provide one promotional item supplied by sponsor and utilized during the Happy Hour (to be approved by show management).



# Onsite Branding Opportunities

*Notebooks, Pens, Water Bottles or other attendee distribution item*

*This is a great way to drive traffic to your booth and get great exposure and brand awareness with HFSE attendees.*

\$2,000

- 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 emails.
- Company logo prominently displayed throughout the registration area.
- Logo on Event Guide and website sponsor page.

## Badges - \$5,000 - **Sold!**

- All attendees must wear a badge for the 3 days of the event providing your organization with great visibility with your logo being seen over and over again.
- Company logo (2 color) printed on every badge.
- Logo on Event Guide and website sponsor page.

## Lanyards - \$5,000 - **Sold!**

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



# Expo Hall Traffic Driver

Aisle Sign Sponsorship With Floor Plan Logo

Exclusive - \$5,000 | 1 Aisle - \$2,000 – **Aisle #400 - SOLD**

*Your brand will be seen over and over again as attendees refer to the aisle signs as they navigate the exhibit hall.*

*This is a great way to drive traffic to your booth and have your organization stand out above your competition.*

- Exclusive Includes All Aisles – Your company logo appears on both sides of the aisle signs, in all aisles of the exhibit hall.
- Single Aisle – Your company logo appears on both sides of the aisle sign, in the one exhibit hall aisle being sponsored.
- Logo on Event Guide and HFSE website sponsor page
- **BONUS:** Your booth will be highlighted with your company name and logo on the floor plan in the Event Guide (printed brochure handed out to all attendees).



# 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

## 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.



# Scavenger Hunt Sponsorship

Exclusive - \$3,000

- 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)



# Hydration Sponsorship

**\$5,000 Exclusive**

- Our branded water refilling stations provide water for thirsty attendees.
- 10 water units will be placed in key, high traffic areas of the show - entrances, around the show floor, conference session area, keynotes, etc.
- Signage with sponsor logo near each Water Cooler Station.
- Opportunity to provide sponsor branded logo cups.
- 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



# Raffle Prize Bucket Traffic Driver in Your Booth Sponsorship

\$600

- We hold an annual raffle each year, during the Symposium Party, in the Exhibit Hall on Tuesday, September 25<sup>th</sup> from 4:00-6:00 pm, where participants purchase raffle tickets and bid for multiple prizes by dropping tickets into a bucket associated with a prize.
- Prizes are donated by our raffle committee, to raise money and give back to a well deserving organization. Since 2006 HFSE has donated over \$200,000 to charities across the country.
- Example of past prizes include: Apple products, David Yurman Jewelry, TVs, Vacations, Tickets to Sporting Events, Kate Spade Bags, Amazon Gift Cards, Kitchen Aid Mixers, etc.
- 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.

## Flooring Sponsorship \$2,500 – **Aisle #400 - SOLD**

- 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.



# Design Solutions Theater Sponsorship

Design Solutions Theater – 2 Theaters Available  
\$3,000/Theater

*Two Design Solution Theaters in the exhibit hall come alive on Wednesday, September 25<sup>th</sup> when the industry's major architecture design firms provide presentations every 20 minutes through-out the day, about their most exciting healthcare projects in short, informative sessions. Sponsor a theater and have your brand associated with some of the biggest names in healthcare architecture and design.*

*Reach your target audience, drive traffic to your booth and get great exposure and brand awareness in front of high-level attendees.*

- Logo on Design Solutions Theater signage
- Logo on screen in theater in between presentations.
- Opportunity to provide handouts or promotional item to be placed on seat or table in rear of the theater.
- Logo on Design Solutions Theaters session schedule page on HFSE website
- Logo on Event Guide sponsor page
- Logo on sponsor page of website.





# Countdown to HFSE Newsletter

\$1,500 per email

July - **SOLD**

- 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.
- 4 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.

- Premium Company Listing With Logo in the Event Guide and Website \$600
- Additional Listing \$500
- Full Page Ad \$1,595
- Half Page Ad \$800
- Inside Front Cover \$2,000
- Inside Back Cover \$2,000
- Back Cover \$2,500

**EXHIBITORS**

**HEALTHCARE FACILITIES**  
symposium and expo

**HKS DG 1**  
[www.hksinc.com](http://www.hksinc.com)  
HKS is a global firm of architects, interior designers, researchers, urban designers, nurses, anthropologists and more, united around serving our clients with limitless thinking. Every project is infused with a distinct sense of place, a connection to the surrounding community and a recognition of the healing properties of nature.

**Kennon Products 423**  
[www.kennonhealthcare.com](http://www.kennonhealthcare.com)  
Kennon launched the Soft Suicide Prevention Door in 2009, becoming the industry standard. New for 2022 is the redesigned Kennon Door 2.0 - thinner, lighter, safer, and meets Joint Commission requirements for fire resistance, with NFPA-286 certification. Kennon Door 2.0 is the only SSPD with this certification.

**Hord Coplan Macht DG 15**  
<https://www.hcm2.com/>  
Hord Coplan Macht is an integrated firm offering planning, architecture, landscape architecture, interior design and environmental graphic design with offices in Baltimore, Maryland; Charlotte, North Carolina; Denver, Colorado; Hilton Head Island, SC; and the DC Metro area. We combine the goals of creating functional yet inspiring spaces with the principles of innovation, thoughtful design, technical strength, collaboration and financial responsibility to uphold our clients' best interests and deliver high performing environments for the future.

**Kohler Company 111**  
Since 1873, Kohler Co. has been improving the level of gracious living by providing exceptional products and services for our customers. Explore their differentiated commercial plumbing solutions focused on human centric design, innovation, hygiene, and sustainability.

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](http://deltafaucet.com/commercial) for more information.

**DELTA**  
COMMERCIAL

# Mobile App and Mobile Website Title Sponsorship



**\$5,000 Exclusive! - Sold!**

- 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 Guide and signage at the show.
- 1 Banner, Run of Site (ROS) advertising on Mobile App
- Logo on Event Guide and website sponsor page

**THE HEALTHCARE  
FACILITIES  
SYMPOSIUM & EXPO  
MOBILE SITE**

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Search for sessions, build  
your schedule, find  
exhibitors, and network with  
fellow attendees.  
Visit <https://hcarefacilities.myshowapp.com>

Scan here to get started ...



**Having Trouble?**  
Go to registration or ask anyone from  
show management for help. Show  
Management will be wearing blue  
polos with the HFSE logo

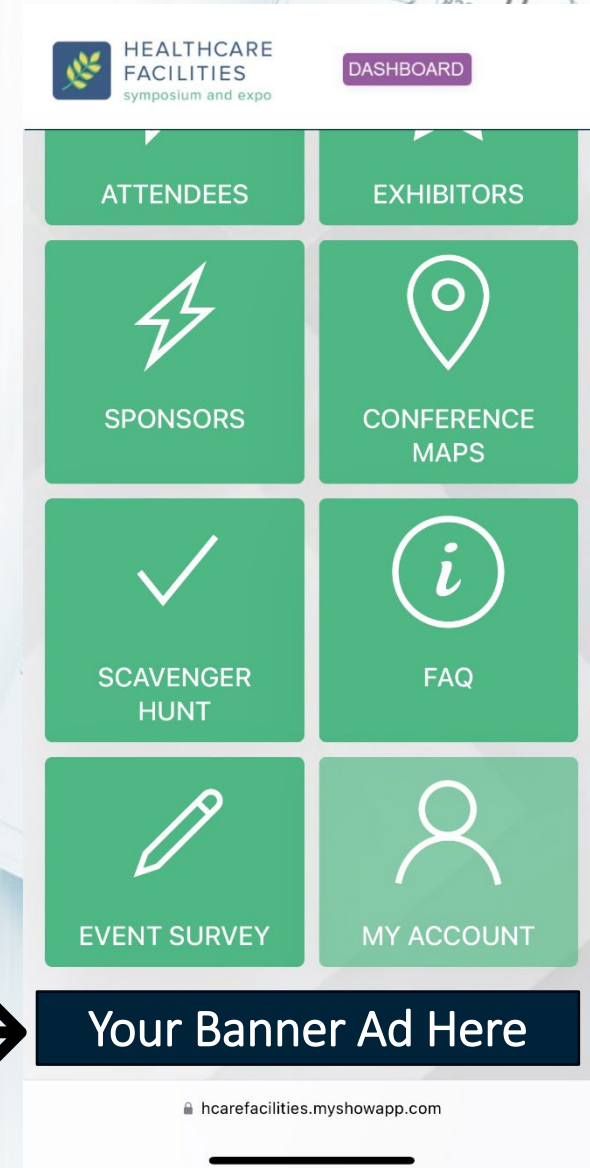
Sponsored By

**Your Logo Here**

# 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 e-Newsletter Advertising – up to 12 available \$650 exhibitor/\$750 non-exhibitor

- Advertise in the Leaflet, a bi-monthly e-newsletter featuring articles submitted by the 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.

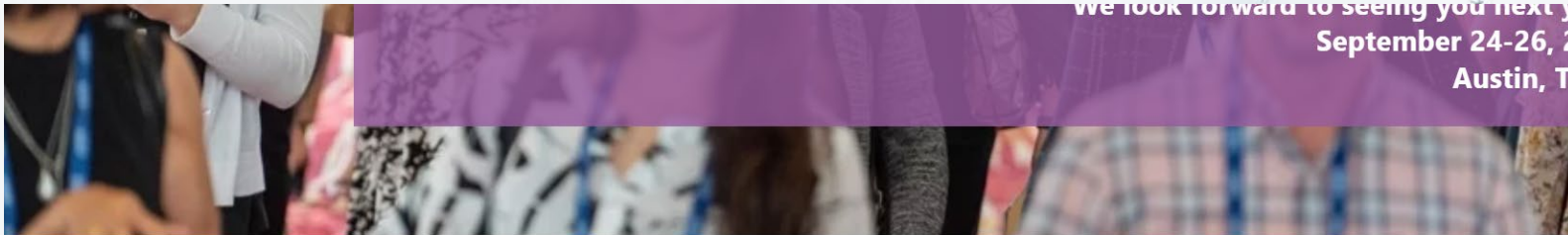
## Solutions Spotlight Email Promotion – 6 times a year \$700 exhibitor/\$800 non-exhibitor (Basic Image) or \$900 exhibitor/\$1,000 non-exhibitor (Video)

- 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.



Your Ad Here



# Digital Content Promotion

Custom Webinar

\$3,500 per Webinar

Bundle of 2 Webinars \$6,000

- 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](http://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

**\$2,000 exhibitor/\$3,000 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](http://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.