

Promote your brand
to compliance professionals,
decision makers, and influencers

Sponsor
Prospectus

Managed Care Compliance Conference

Feb 1–3, 2021

VIRTUAL CONFERENCE

hcca-info.org/2021managedcare



Reach your target audience

The HCCA Managed Care Compliance Conference is expected to attract 400+ professionals focused on management of compliance at health plans and provides a unique opportunity to promote your organization's product or service to a highly targeted audience.

The Managed Care Compliance Conference's sponsoring opportunities can help you to:

- Engage with potential clients by displaying your customized educational messaging.
- Keep your brand visible, serve your customers, and generate leads.

Who attends

- Chief Compliance & Ethics Officers
- Compliance & Ethics Managers/
Directors/Officers/Analysts
- Inside & Outside Counsel
- Internal Auditors
- Fraud Examiners
- Human Resource Managers
- Privacy Officers
- Staff Educators & Trainers
- Corporate Executives

Dates to remember

Friday, January 15, 2021

Creative elements due to production company

Thursday, January 21, 2021

Sponsor discounted registration forms due

Conference hours (CST)

Monday, February 1

9:30 AM – 4:45 PM

Tuesday, February 2

8:50 AM – 5:45 PM

Wednesday, February 3

8:55 AM – 3:45 PM

Attendees will have access to the platform 45 minutes prior to the start of the conference each day and throughout the day.

Speak at HCCA conferences

Exhibitors and sponsors are welcome to submit speaking proposals when the call for speakers is open for HCCA conferences. Submissions will be evaluated based on the merits of the proposed topic, the content, and the speaker(s). Sponsoring/exhibiting at the conference does not entitle an organization to a speaking slot, nor does it earn any preferences.

For more information about speaking at HCCA conferences,
visit hcca-info.org/Events/CallforSpeakers.aspx.

Virtual sponsorship opportunities

Increase your brand awareness with a sponsorship package

Sponsorship Levels

PLATINUM..... \$8,000 or more

GOLD..... \$5,000 or more

SILVER PLUS..... \$4,000 or more

SILVER..... \$3,000 or more

Sponsor pays package price and HCCA is responsible for all other sponsorship costs.

Virtual Sponsor Booth benefits include:

- Listing on HCCA conference website
- A virtual booth: attendee access through Sponsor Hall icon in Lobby
- Sponsors work directly with our platform provider to brand booth design that may include:
 - Company info
 - Logo
 - Video
 - Contact Info
 - Swag
- There is the ability within the platform to capture leads. Attendees are required to enter contact information in order to be eligible for a drawing for a gift card.
- Sponsor is responsible for providing all creative elements to the production company by 1/15/21.

All sponsorship opportunities include the following. Refer to each sponsorship for additional benefits:

- Virtual Sponsor Booth with benefits as listed (see box at left)
- Logo on all conference communications following commitment to sponsor
- Recognition in conference slide show
- Post-conference attendee postal mailing list with signature on HCCA List Use Agreement

PLATINUM sponsorship also includes:

- Visible clickable logo within the conference platform lobby
- Option to purchase up to two discounted full conference registrations at the discounted rate of \$475 each

GOLD & SILVER PLUS sponsorships also include:

- Visible clickable logo within the conference platform lobby
- Option to purchase one discounted full conference registration at the discounted rate of \$475

SILVER sponsorship also includes:

- Option to purchase one discounted full conference registration at \$475

Virtual sponsorship opportunities

Choose one or more of our sponsorship opportunities below

PLATINUM – \$8,000

Conference Social Event: Live Piano Show

A professional will provide entertainment on the piano, playing well known favorites as well as requests from the audience at the Conference Social Event on Tuesday evening from 4:45–5:45 PM. The platform page for this networking event will be branded to recognize the sponsor. Your company logo on all HCCA emails promoting the conference, the social event, and your logo can be used as a Zoom background during the performance.

Starbucks Coffee Break Sponsor*

Send a \$10 Starbucks Gift Card electronically to all attendees during the first day of the conference. Your company name on the email and on the invitation to download the gift card. Includes one Virtual Coffee Break static slide in each breakout room on Monday or Tuesday during one 15-minute scheduled break time.

Photo Booth via Snapbar

Place your brand on an innovative, web-based virtual photo booth. Gallery link of all photos is shareable to all attendees and includes your company logo. Attendees access through the Photo Booth icon in the Lobby, and the platform page will be branded to recognize sponsor. Sponsor logo on all HCCA emails promoting the conference and this social event.



Custom Chocolate*



Send a 3 oz. Custom chocolate with your logo in a gift box to all attendees. Includes a 1-color, 1-location imprint on gift box and custom chocolate with your logo, mailed to all conference attendees prior to the conference. Size: 2.75" x 4"; Imprint Area: 2.375" x 2.75"; Color: Gold.

Earbuds w/ Microphone*



Send a set to all attendees prior to the conference. Deluxe earbud set includes a built-in cable microphone that allows you to go hands-free with your media device. Easily answer or end a call with a single button on the microphone. This set also includes three interchangeable soft rubber earbud covers, a plastic case with cable storage, a standard 3.5mm audio jack, and a 38-inch earbud cable. Includes your logo in a 1-color, 1-location imprint on case cover. Size: 2.625" x 2.625"; Imprint Area: 1.5" x 1.5"; Colors: Royal, Red, Black, Lime, or White.

Heathered Cooling Gaiter w/ Filter*



Send to all attendees prior to the conference. 95% Polyester/ 5% Spandex. Can be worn as a face mask or bandana. Quick-drying. Reusable. Comes with 1 filter. Refill with standard size PM 2.5 filter. Includes a 1-color, 1-location imprint. Size: 14" h x 10" w; Imprint Area: 4" x 5"; Colors: Royal, Red, Gray, Green, or Black.

GOLD – \$5,000

Wellness Center

Attendees can take a break from session content to relax and watch a variety of short pre-recorded wellness videos — from Yoga to chair stretches to creating a healthy plate. Attendee access through the Wellness icon in the Lobby. Platform page will be branded to recognize the sponsor, and logo on all HCCA emails promoting the conference and this activity.

Piccles: A Virtual Engagement Tool



An interactive platform to draw a little picture with a lot of people, and together form a big picture. Your company logo on the side of the drawings compilation page and used in a unique access code for 2 ice breakers and 1 audience poll. Attendees access the drawing tool by taking a picture with a cell phone of a QR code on the coffee break screen that gives the ability to draw a simple picture using their cell phone. Pictures may be uploaded to form a big picture. Platform page for this networking event will be branded to recognize the sponsor. Sponsor logo included in all HCCA emails promoting the conference and this social event. [CLICK HERE](#) to learn about Piccles.

Cutest Pet Contest



Your company hashtag is used when attendees enter a cutest pet photo contest that can be shared during and post-event. Branded landing page for showcase of all entries. Attendees access through the Cutest Pet Contest icon in the Lobby, and the platform page will be branded to recognize sponsor. Sponsor logo on all HCCA emails promoting the conference and this social event.

SILVER PLUS – \$4,000

Trivia by CrowdPurr

Play a game of trivia with fellow attendees during the mid-conference breaks on Tuesday and Wednesday—one 10-minute round each day. Includes a custom logo on the "game board" and results pages, 3 questions each round where the answer relates back to the sponsor—ex. "who is the lunch break sponsor today?"—and product-related questions. Branding on all emails promoting the conference and this event.

SILVER – \$3,000

Virtual Coffee Break

Post about your HCCA virtual booth and sponsorship on social media and send an email communication to your clients by 2/1/21. Includes one Virtual Coffee Break static slide in each breakout room on Monday or Tuesday during one 15-minute scheduled break time.

* PLEASE NOTE: Attendees will need to "opt in" and provide email and/or mailing address in order to receive item.

Get to know HCCA

About us

HCCA's vision is to be the preeminent healthcare compliance association, promoting the lasting success and integrity of healthcare organizations across the country. Our organization is 12,500+ members strong—and growing!

Since 1996, HCCA has been championing ethical practice and compliance standards and providing the necessary resources for healthcare compliance professionals and others who share these principles.

Major functions

1. To promote the highest standards in healthcare compliance programs—from their introduction and development to continuing maintenance.
2. To provide a forum for interaction and information exchange among healthcare compliance professionals.
3. To create high-quality educational opportunities for the compliance community.

Learn more and join
hcca-info.org/join

Our services

- 50+ national and regional conferences around the country
- Web conferences covering hot topics, allowing you to learn without leaving your desk
- Educational products, including books, videos, and other training materials
- *Compliance Today*, HCCA's monthly magazine for members
- *Compliance Weekly News* (CWN), HCCA's weekly email newsletter
- Opportunity to join HCCAnet, our thriving online social network for healthcare compliance professionals
- Member discounts on conferences, certification, and healthcare compliance products
- Certification through the Compliance Certification Board (CCB)[®]—Certification options include Certified in Healthcare Compliance (CHC)[®], Certified in Healthcare Compliance-Fellow (CHC-F)[®], Certified in Healthcare Privacy Compliance (CHPC[®]) and Certified in Healthcare Research Compliance (CHRC)[®]

Sponsorship application

Virtual Managed Care Compliance Conference • February 1–3, 2021

Exhibitor/Sponsor Information

Organization _____

Street Address _____

City/Town _____

State/Province _____

Zip/Postal Code _____

Country _____

Phone _____

Email _____

Contact Person's Full Name _____

Contact Person's Job Title _____

Billing Contact

Billing Contact's Full Name _____

Billing Contact's Job Title _____

Billing Contact's Email _____

Terms and Conditions

By submitting this form you agree to the full terms and conditions, including use of your information, viewable at hcca-info.org/2021managedcare.

Payments: All payments must be paid in full 30 days prior to the conference date.

Payment/Cancellation Fee: A 50% deposit is required for all sponsorships. Deposits are non-refundable. No refunds will be made less than 30 days from the start of the conference.

Authorized Signature

This agreement shall not be binding unless it is signed by an authorized representative of the applicant's firm. By signing below, I hereby certify that I have read and will abide by the "Terms and Conditions."

Authorized Signature

OFFICE USE ONLY

Date received _____ By _____ Invoice _____

Sponsorship Opportunities

PLATINUM LEVEL
\$8,000 each

Conference Social Event:
Live Piano Show

Starbucks Coffee
Break Sponsor

Photo Booth via Snapbar

Custom Chocolate

Earbuds w/ Microphone

Heathered Cooling
Gaiter w/ Filter

GOLD LEVEL
\$5,000 each

Wellness Center

Piccles: A Virtual
Engagement Tool

Cutest Pet Contest

SILVER PLUS LEVEL
\$4,000 each

Trivia by CrowdPurr

SILVER LEVEL
\$3,000 each

Virtual Coffee Break

SPONSORSHIP TOTAL = \$ _____

Payment

TODAY'S DEPOSIT \$ _____ (out of TOTAL \$ _____)

Mail this form to Health Care Compliance Association,
6462 City West Parkway, Eden Prairie, MN 55344 USA

Fax this form to 952.988.0146

Email this form to helpteam@hcca-info.org — Due to PCI compliance, do not provide credit card information via email. You may email this form (without credit card information), then call HCCA at 888.580.8373 with payment information.

Invoice me

Check enclosed (payable to HCCA)

Wire transfer requested

Credit card: I authorize HCCA to charge my:

Visa Mastercard Discover American Express

50% deposit Payment in full

Credit Card Account Number

Credit Card Expiration Date

Cardholder Name

Cardholder Signature