FHCA 2020 VIRTUAL NURSE LEADERSHIP PROGRAM

We Can Do It!

November 4-5, 2020
*On-demand sessions available through Nov. 20

SPONSORSHIP BROCHURE
FHCA Virtual Nurse Leadership Program

As our attendees continue to serve on the frontline of the COVID-19 pandemic, our priority remains on keeping everyone safe while still providing vital information and education on emerging long term care topics and trends. As a result, this year’s program will be offered in a different format to accommodate and support attendee participation online. The FHCA 2020 Virtual Nurse Leadership Program will provide both live and on-demand sessions featuring exceptional speakers as well as a platform for exhibitors to showcase their products and services for the long term care market. Join over 200 long term care clinical leaders as they convene for this popular annual event.

VIRTUAL SPONSORSHIP EXHIBITS

Exhibiting Virtually: How it works

Before the Live Virtual Nurse Leadership Program

Each exhibitor will be sent an invitation to set up their own virtual booth through the exhibitor platform. The company description, main contact email, phone number and website will already be loaded with the information that was submitted on the Exhibitor Contract.

In the Exhibitor Platform, the exhibitor will be able to:
• Upload company logo
• Upload any social media channel links
• Change main contact information

INSTRUCTIONS
A step-by-step tutorial will be sent to help walk the exhibitors through the process of setting up their virtual booth. The exhibitors will also receive instructions and suggestion on maximizing attendee engagement.

During the Live Joint Training

Scheduled times with the exhibitors will be posted for the attendees. While we are encouraging traffic during these times, the exhibitors should be prepared for engagement outside of the scheduled windows since on-demand sessions will be available. Points can be redeemed at any time throughout the live portion of the Virtual Nurse Leadership Program unless it applies to a specific deadline that is established by the exhibitor or Florida Health Care Association.

Schedule (Nov. 4 & 5)
11:00 a.m. to 12:30 p.m.  Live CE Session
12:30 to 2:30 p.m.   Engagement with Exhibitors
2:30 to 3:30 p.m.   Live CE Session

*Leaderboard closes at 3:30 p.m. on Thursday, Nov. 5.
Leaderboard & Points

Attendees will be encouraged to visit all of the virtual exhibitor booths to retrieve codes that can be redeemed for points. These points will be cumulated on a leaderboard that will be open during the live Nurse Leadership Program portion and will close by 4:00 p.m. of that day. The top leaders will win different prizes varying from gifts to large sums of cash!

Different levels of points will also be available. The first code that will be displayed on each exhibitor virtual booth will be the standard public booth code. This code will award the attendees a small point value (10 points) for just visiting the virtual booth.

A higher point engagement code will be assigned to each virtual booth to be distributed at the exhibitor's discretion. These codes are reserved for more meaningful interactions either cultivated through the attendee/exhibitor chat feature, direct email exchange, product webinar attendance, product demonstration attendance, etc. The attendee will be sent the higher point code by the exhibitor through the exhibitor chat function when the action is completed or fulfilled.

Door Prizes

A separate prize code will be posted with the door prize description. The attendees will have until 4:00 p.m. of Thursday, November 5, to enter the exhibitor’s prize code. The exhibitor can then view their lead retrieval list that captured every attendee who entered the prize drawing code. The exhibitor will then select at random their winner from their prize drawing list. The exhibitors are encouraged to use a free randomizer website to select their winner to keep the process fair and allow an equal chance of winning for all who entered the exhibitor's unique prize code. The exhibitor will then be responsible for communicating with the winner either through the platform's chat feature or by direct email communication to arrange for delivery of the prize. FHCA will not be responsible for notification or distribution of any prizes.

Chat Feature

Exhibitors will be able to chat with the attendees who have entered any of their exhibitor codes. Through the chat feature, exhibitors can engage in more meaningful conversations and reward those exchanges with the larger value point codes. Exhibitors can also communicate prize drawing winners through this feature as well.

Lead Retrieval

On the exhibitor platform, the exhibitor can view and export their lead lists that are generated from their exhibitor codes. The exhibitor is also able to record notes on specific attendees within the lead entry on the exhibitor platform. During the export of the lead list, the notes will be exported into the same .csv file within the attendee record. This will help streamline follow up interactions with the attendees on specific conversation topics that were discussed.
VIRTUAL SPONSORSHIP OPPORTUNITIES

All sponsorships are reserved on a first-come, first-serve basis as some levels have limited availability.

**Virtual Tabletop Exhibit** - $500 FHCA Members | $750 Nonmembers

The following virtual platform assets are included in the Virtual Tabletop Exhibit:

- Company Name
- Contact Email
- Phone Number
- Website
- Company Description
- Ability to Upload Logo & Social Media Channels
- Lead report
- Attendee/Exhibitor Chat feature
- Two redeemable point codes: basic Public Booth Code worth 10 points; one customized engagement code worth 25 points
- Access to education sessions for viewing (Continuing education credits not included)
- Nurse Leadership Program website sponsor listing
- Pre- and post- program attendee list

**Bronze Sponsorship - $750** Virtual Tabletop Exhibit Not Included

The following virtual platform assets and advertising are included with the Bronze Sponsorship:

- **Enhanced Booth Design:** (pending all assets are submitted by submission deadline of October 16 in order to meet virtual platform production schedule)
  - Header Graphic
  - Three redeemable point codes: basic Public Booth Code worth 10 points; one customized engagement code worth 25 points; one engagement code worth 35 points
  - Ability to have one asset added to your booth as well as a header graphic
  - Assets can include but are not limited to flyers, brochures, webinar recordings or links, demos, white papers, meet the team, podcasts, virtual happy hour, virtual coffee chat
- Preferential placement at the top in Exhibitor Listing within platform (Bronze sponsors will be listed alphabetically towards the top after the Silver sponsors)
- Name Placement as Bronze Sponsor:
  - FHCA Nurse Leadership webpage
  - Virtual Nurse Leadership platform rotating sponsor gif
  - Mailed program sent to all attendees
- Name Recognition in custom gift sent to all registered attendees
- Inclusion in sponsor highlight email
- Focus Advertising
  - 190w x 300h px in high res jpeg format
  - Submission Deadline: October 16, 2020 to run for a mixture of two weeks in total
Silver Sponsorship - $1250  Virtual Tabletop Exhibit Not Included

The following virtual platform assets and advertising are included with the Silver Sponsorship:

- **Enhanced Booth Design:** (pending all assets are submitted by submission deadline of October 16 in order to meet virtual platform production schedule)
  - Header Graphic
  - Four redeemable point codes: basic Public Booth Code worth 10 points; one customized engagement code worth 25 points; one engagement code worth 35 points; one engagement code worth 50 points
  - Ability to have up to three assets added to your booth as well as a header graphic
    - Assets can include but are not limited to flyers, brochures, webinar recordings or links, demos, white papers, meet the team, podcasts, virtual happy hour, virtual coffee chat
  - Preferential placement at the top in Exhibitor Listing within platform (Silver sponsors will be listed alphabetically towards the top after the Gold sponsors)

- Logo Placement as Silver Sponsor:
  - FHCA Nurse Leadership webpage
  - Virtual Nurse Leadership platform rotating sponsor gif
  - Mailed program sent to all attendees

- Logo Recognition in custom gift sent to all registered attendees

- Inclusion in sponsor highlight email

- FHCA Nurse Leadership Program Website Sidebar Advertising
  - 672w x 560h px in high res jpeg or png format (no flashing graphics)
  - Submission Deadline: October 16

- Focus Advertising
  - 190w x 300h px in high res jpeg format
  - Submission Deadline: October 16, 2020 to run for a mixture of two weeks in total

- 1/2-page ad in attendee mailed program
  - Ad specs and deadline to be sent after sponsorship reservation
Gold Sponsorship - $1,750 Virtual Tabletop Exhibit Not Included

The following virtual platform assets and advertising are included with the Gold Sponsorship:

- **Enhanced Booth Design:** (pending all assets are submitted by submission deadline of October 16 in order to meet virtual platform production schedule)
  - Header Graphic
  - Five redeemable point codes: basic Public Booth Code worth 10 points; one customized engagement code worth 25 points; one engagement code worth 35 points; one engagement code worth 50 points; one engagement code worth 75 points
  - Ability to have up to five assets added to your booth as well as a header graphic
    - Assets can include but not limited to flyers, brochures, webinar recordings or links, demos, white papers, meet the team, podcasts, virtual happy hour, virtual coffee chat
  - Preferential placement at the top in Exhibitor Listing within platform (Gold sponsors will be listed alphabetically at the top)
- **Logo Placement as Silver Sponsor:**
  - FHCA Nurse Leadership webpage
  - Virtual Nurse Leadership platform rotating sponsor gif
  - Mailed program sent to all attendees
  - Logo Recognition in custom gift sent to all registered attendees
  - Inclusion in sponsor highlight email
- **FHCA Nurse Leadership Program Website Sidebar Advertising**
  - 672w x 560h px in high res jpeg or png format (no flashing graphics)
  - Submission Deadline: October 16
- **FHCA Website Homepage**
  - 600w x 500h px in high res jpeg or png format (no flashing graphics)
  - Submission Deadline: October 16, 2020 to run through November 30, 2020
- **Focus Advertising**
  - 190w x 300h px in high res jpeg format
  - Submission Deadline: October 16, 2020 to run for a mixture of four weeks in total
- **Full page ad in attendee mailed program**
  - Ad specs and deadline to be sent after sponsorship reservation
November 4-5, 2020

SPONSORSHIP FORM

Florida Health Care Association provides quality education on current, pertinent topics to long term care professionals throughout the year. Sponsorships for the single-day seminars are limited based on space availability. Contact Jenny Early at jearly@fhca.org or (850) 224-3907 to begin the discussion to secure your spot at the FHCA 2020 Virtual Nurse Leadership Program.

CONTACT INFORMATION (please print clearly AS IT SHOULD APPEAR on all materials)

Contact Name ______________________________ Email __________________________

Company ________________________________________________________________

Mailing Address __________________________________________________________

City __________________________ State ________ Zip _________

Phone_____________________________ Website__________________________________

For Logistical Communications:

Courtesy Contact _______________________________ Courtesy Email _____________________

PRODUCTS/SERVICES DESCRIPTION

PRINT a description of your company’s products and/or services to be used in publication materials (25 words or less) ________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

Florida Health Care Association
PAYMENT INFORMATION

(check enclosed (make payable to FHCA)
Charge my: □ American Express □ Mastercard □ Visa □ Discover
Card Number ____________________________ Exp. Date ____________
Cardholder’s Name (please print) ____________________________
Email for Receipt ____________________________
Authorized Amount $__________________________

Mail checks to FHCA, P.O. Box 1459, Tallahassee, FL 32302-1459 or fax payments to (850) 681-2075.

SPONSORSHIP SELECTION

Select all that apply:

Virtual Tabletop Exhibit  Sponsorship Levels

☐ Member: $500  ☐ Bronze Sponsorship: $750
☐ Nonmember: $750  ☐ Silver Sponsorship: $1250

POLICIES

• Payment must accompany this form. Registrations and sponsorships will be taken on a first-come, first-serve basis.
• The deadline for registrations is October 16, 2020 in order to be included in the virtual platform.
• Cancellations must be received in writing via email and be approved by FHCA.
• A $200 administrative fee will be assessed to each sponsorship cancellation received on or before October 16, 2020.
• No refunds will be issued for any cancellations received after October 16, 2020.
• FHCA reserves the right to accept or reject without reason any Exhibit Contract received. FHCA also reserves the right to cancel this contract, whenever it discovers that exhibitor’s product is not as described in this contract or is incompatible with the purposes of the FHCA 2020 Virtual Nurse Leadership Program. Contract for the virtual exhibit space may also be cancelled if FHCA deems the exhibitor’s demeanor inappropriate or disruptive.
• Force Majeure Policy: Should the FHCA 2020 Virtual Nurse Leadership Program be cancelled due to unforeseeable circumstances such as but not limited to acts of God (such as fire, natural disaster, weather related events, etc.), issues arising from COVID-19, power or internet failure that prevent the FHCA Virtual Nurse Leadership Program from happening at the date in which originally planned, FHCA will make every attempt to reschedule and your registration fee will be applied to the rescheduled date. If FHCA is unable to reschedule the Virtual Joint Trainings, your registration fee will be refunded within (6) six weeks of the Virtual Joint Trainings being cancelled.

As the authorized representative of my company, I have read the entire terms of the Contract and the rules and regulations contained in the FHCA Nurse Leadership Program, which are incorporated herein by reference, and agree to accept and abide by all of this Contract and the rules and regulations outlined.

Signature ____________________________

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Signature ____________________________