



## Maryland-National Capital Homecare Association



As the recognized leader, educator, and advocate for the home care sector in the State of Maryland and Washington, D.C., the **Maryland-National Capital Homecare Association (MNCHA)** invites you to engage, network, and support our community-based non-profit and for-profit health care providers. These providers include Medicaid and Medicare-certified Home Health, Private Duty Home Care, and Durable Medical Equipment businesses.

### **MNCHA's Mission**

*We lead, educate, and advocate for the home care community.*

### **MNCHA's Vision**

*We are leading the delivery of ground-breaking home care solutions to empower people to live their best lives at home.*

Our goal is to help our members and prospective members receive timely and reliable answers amid a dynamic regulatory climate, obtain direct support with solving the industry's most critical challenges, provide forums to promote communication and shared problem-solving, and advocate for their unique business needs through collaborative partnerships.

Our membership includes over 80 companies, with more than 70% in the home health or private duty sector. This sector includes over 460 owners, decision-makers, clinicians, and staff. The remainder of our membership includes DME businesses and Industry Partners and Suppliers. MNCHA's total subscriber network is comprised of more than 2000 contacts!

With the Annual Conference serving as MNCHA's single largest in-person event of the year, attendees come to meet with exhibitors and sponsors to learn about new products and services that can help them optimize their businesses. Corporate sponsor benefits include:

- ✓ Exhibit at 2023 Annual Conference to engage with existing & potential clients.
- ✓ Complimentary registration(s) at VIP Welcome Reception with Board of Directors.
- ✓ Corporate logo placement & advertisement in 2023 MNCHA Annual Conference Program.
- ✓ Brand recognition on MNCHA website, weekly e-blasts, and quarterly newsletter(s).
- ✓ Dedicated post on MNCHA social media channels.
- ✓ Complimentary MNCHA Associate Membership for 2023 to build relationships with members.
- ✓ Opportunity to host a 2023 webinar for MNCHA subscriber network.
- ✓ Opportunity to host a quarterly MNCHA Networking Event.

Please contact me to align your marketing strategy with our corporate sponsorship program to build your support of home care industry leaders and professionals.

Caitlin Houck, RN, MS  
Executive Director  
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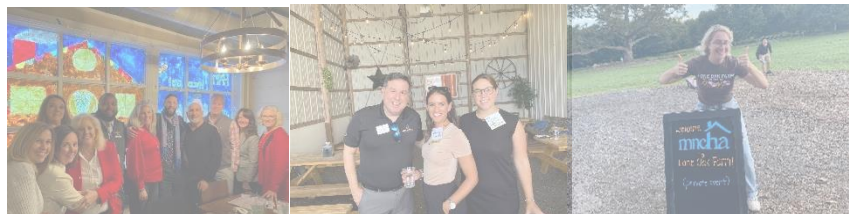
*Home Health | Private Duty | Durable Medical Equipment*



## Maryland-National Capital Homecare Association

### 2023 MNCHA Corporate Sponsorship Packages

Benefits	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$3,500
Availability	1	2	4	8
<b>Year-Round Benefits</b>				
Associate Membership	Yes	Yes	Yes	Yes
Networking Happy Hour during 2023	Yes	Yes		
Webinar 2023	Yes	Yes	Yes	
Corporate logo & link on MNCHA website	Yes	Yes	Yes	Yes
Corporate logo & link in weekly member "Stay Informed" email	Yes	Yes		
Social Media call out on multiple channels	Yes	Yes	Yes	Yes
E-Newsletter Advertisement	Yes-2/year	Yes-2/year	Yes-1	Yes-1
<b>Annual Conference Benefits</b>				
Exhibit Table	Yes - Premium	Yes - Prime	Yes - Prime	Yes - Exhibit Hall
VIP Leaders Dinner	Yes-2	Yes-2	Yes-1	Yes-1
Keynote Session	Yes			
Award Ceremony		Yes		
Meal Sponsorship	Yes - Lunch	Yes - Breakfast		Yes - Refreshers
Breakout Sessions			Yes	
Recognition from the podium	Yes	Yes	Yes	Yes
Recognition in printed materials & on the conference website	Yes	Yes	Yes	Yes





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### A La Carte Pricing

Exhibit Booth - Premium (Two company representatives)	\$2,250
Exhibit Booth - Prime (Two company representatives)	\$2,000
Exhibit Booth - Standard (One company representative)	\$1,750
Welcome Reception	\$3,500
Keynote Session	\$5,000
Award Ceremony	\$3,500
Breakout Session (Per Session)	\$750
Meal Sponsorship - Breakfast	\$1,750
Meal Sponsorship - Lunch	\$2,250
Meal Sponsorship - AM/PM Refreshers	\$1,250
Additional Company Representative	\$325





## Maryland-National Capital Homecare Association

### Digital Advertising

Stay in front of practice leaders and potential clients with an advertisement in our quarterly newsletter.

E-Newsletter Advertisement	Per Issue	Four Issues
Horizontal - 728x90 pixels	\$275	\$1,485
Vertical - 300x600 pixels	\$225	\$1,215
Square - 250x250 pixels	\$175	\$945

Show your support of MNCHA with your corporate logo and hyperlink on our website.

Website Presence	One Year
Corporate Logo and Hyperlink	\$500

Let us send your exclusive corporate promotional email to our members and contacts.

Sponsored Email	Per Email	Quarterly Email
Sponsored Promotional Email	\$500	\$1,700

