Exhibitor PROSPECTUS

2021 HOME CARE AND HOSPICE CONFERENCE AND EXPO

New Orleans
Ernest N. Morial Convention Center

October 3–5

This year’s theme is

On Higher GROUND
New Orleans will become the epicenter of home care and hospice education and innovation October 3-5, when the industry’s largest and most forward-thinking conference and EXPO comes to town. Be there as owners, executives and decision-makers from every segment of the home care and hospice provider industry actively seek new products, services and cutting-edge technologies, that can help their companies achieve greater efficiency, profitability and market share.

Whatever your company’s position in the industry — startup, midsized or long-established multinational corporation — exhibiting means you’re counted among the industry’s category leaders and top influencers.

Attending the 2021 Home Care and Hospice Conference and EXPO as an exhibitor will put you front and center of those who will have the biggest impact on this growing population of older adults. This conference consistently draws an audience of over 1,500 professionals who have dedicated themselves to serving the needs of the home care and hospice community.

It is imperative that providers be able to keep up with the changes in rules and regulations, rapid growth and rising demand of their services. Through a relationship with your company, they will have access to the technical, medical, and consultative solutions they desperately need.

I look forward to assisting your team make the most of the 2021 NAHC Conference and EXPO!

See you in New Orleans!

Christopher Adams
Director of Business Partner Relations
National Association for Home Care and Hospice
Phone: (202) 547-7424 | Email: cta@nahc.org
CONFERENCE OVERVIEW

The Home Care and Hospice Conference and EXPO is hosted by the National Association for Home Care & Hospice (NAHC). NAHC is a nonprofit organization that represents the nation’s 33,000 home care and hospice organizations. NAHC also advocates for the more than two million nurses, therapists, aides and other caregivers employed by such organizations to provide in-home services to some 12 million Americans each year who are infirm, chronically ill, and disabled.

The Home Care and Hospice Conference and EXPO is the premier and largest educational and networking event for home care and hospice providers, owners, and industry leaders. The EXPO features over 150 companies represented each year, offering a wide variety of products, services and cutting-edge technologies. During the conference, Expo participants will have over 8 hours to educate, engage and network with both prospective and current clients, while building relationships through face-to-face interaction.

It’s important to note, that the hours in the Expo are exclusive, meaning attendees will be able to focus solely on meeting with you and learning more about your products and services. You can also offer a more in-depth look at your products and services by hosting a demonstration or schedule a learning lab session, which will be promoted to all attendees.

Product Categories

- Accreditation
- Business Services
- Communications Technology
- Computer Software/Hardware
- Consulting
- Data Analytics Benchmarking Software
- Education and Training
- Electronic Medical Records
- Healthcare Provider
- Home Care Provider
- Hospice Provider
- Insurance Services
- Medical Devices and Supplies
- Pharmaceutical
- Publisher
- Recruitment and Staffing
- Telehealth/Technology
- Wound Care
BENEFITS OF EXHIBITING

Exhibiting at the 2021 Home Care and Hospice Conference and Expo will allow you to:

- **Connect** with agency decision-makers and leaders
- Generate qualified **new leads and sales**
- **Host Learning Labs** to educate attendees
- **Survey current and potential customers** on their needs
- Launch **new products and services**
- **Conduct user-group meetings** about your products and services
- Identify what your competition is offering
- Network with **more than 1,000 industry peers**

**You’re an Attendee Too!**

All exhibitor registrations grant you access to a multitude of education sessions. This means in addition to exhibiting and attending the opening and closing networking events, you will be able to learn more about the latest in home care and hospice alongside our attendees. What better way to connect with prospective customers than to interact and engage with them throughout the day?

Note: Exhibitors will not receive CEU credits for attending education sessions.
CONFERENCE ATTENDEES

Who Attends the Conference?
The Home Care and Hospice Conference and EXPO draws attendees from a variety of home care and hospice agencies across the United States. Typical attendees include: home care and hospice professionals, CEOs, CFOs, CCOs, CIOs, controllers, vice presidents, business offices, directors of reimbursement, DME professionals, IT professionals, clinical professionals, managers, supervisors, nurses, and many more!

What Products and Services Are They Looking For?
- Accreditation Services
- Business Services
- Communications Technology
- Computer Software/Hardware
- Consulting
- Education and Training
- Insurance
- Medical Devices and Supplies
- Telehealth/Technology
- Recruitment and Staffing
- Pharmaceuticals
- Wound Care

Ways to Promote & Connect
This is your opportunity to connect with home care and hospice leaders who have the authority to make final decisions for their organization. The 2021 Home Care and Hospice Conference and EXPO is your direct link to being seen by the people who are most interested and are in need of what you have to offer.

During the three-day event, you have the opportunity to reach more than 1,000 home care and hospice leaders.

ROLE IN AGENCY’S DECISION-MAKING PROCESS

- Research: 4.2%
- Final Decision-Maker: 30.5%
- Recommendation: 22.6%
- Significant Influence: 25.7%
- No Role in Purchasing: 16.7%

This is a perfect opportunity to reach your target market and showcase your brand, all in one place.

HOW SOON THEY EXPECT TO MAKE A MAJOR PURCHASE

- 0-3 Months: 72%
- 3-6 Months: 4%
- 6-9 Months: 17%
- 12 Months: 5%
- Other: 6%
EXHIBIT
BOOTH
RATES

Rental of exhibit space includes:

- Conference badges (2 per 10’x10’ booth)
- 8 hours of exclusive exhibit hall time
- Company listing and logo in the Mobile App
- Company listing on the NAHC website
- Opportunity to participate in EXPO gamification activities designed to drive attendee traffic to participating exhibitors
- Access to meals and networking events

EARLY BIRD
Early Bird registration rates expire: June 30, 2021

REGULAR BOOTH (10’x10’)
Member $2,600
Allied* $1,550
Nonmember $3,050

CORNER BOOTH
Member $2,700
Allied* $1,650
Nonmember $3,150

REGULAR
Regular registration rates begin: July 1, 2021

REGULAR BOOTH (10’x10’)
Member $2,800
Allied* $1,650
Nonmember $3,250

CORNER BOOTH
Member $2,900
Allied* $1,750
Nonmember $3,350

LARGER BOOTH
Two or more booths are priced by adding the prices of each booth being purchased.

* Allied Rate applies to nonprofit industry associations, state home care or hospice associations, government agencies, and schools of nursing. These groups must also be NAHC Allied Members to exhibit at the Allied Rate.

Reserve Your Booth Today!

Christopher Adams
Director of Business Partner Relations
National Association for Home Care & Hospice
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Click here to see the current EXPO FLOOR PLAN
EXPO HALL DATES AND HOURS

LOCATION
New Orleans Ernest N. Morial Convention Center
900 Convention Center Blvd.
New Orleans, LA 70130
www.mccno.com

Installation
Friday, October 1 8:00 am – 5:00 pm
Saturday, October 2 8:00 am – 5:00 pm
Sunday, October 3 8:00 am – 3:00 pm

Expo Grand Opening Reception
Sunday, October 3 5:00 pm – 7:30 pm

Expo Open
Monday, October 4 12:00 pm – 3:30 pm
Tuesday, October 5 11:30 pm – 2:30 pm

Dismantle
Tuesday, October 5 2:31 pm – 8:00 pm
Wednesday, October 6 8:00 am – 11:00 am

Schedule is subject to change.
Click here to see the current EXPO FLOOR PLAN
NAHC BUSINESS PARTNER MEMBERSHIPS
– AN ENDURING PARTNERSHIP

Exhibiting at the 2021 Home Care and Hospice Annual Conference and EXPO will enable you to reach the largest number of industry providers, owners, and operators in the country, but don’t let your branding outreach stop there! NAHC’s Business Partner Membership is designed with your organization in mind.

We strive to help the home care and hospice community access essential products and services, grow, and experience a greater return on investment (ROI). Your company will gain recognition and prestige among its peers in home care and hospice, learn from the business leaders of this growing and vital industry, receive valuable discounts on your marketing tools, and network at our conferences.

Business Partner Member Benefits Include:

- Discounted rates on exhibit booth and advertising rates
- Discounted rates on NAHC conferences and events
- Commercial support opportunities of NAHC-hosted webinars
- Prominent listing in the NAHC Business Partner Marketplace
- Expert advice from NAHC’s legislative, regulatory, and legal staff
- Up-to-the-minute news provided by the daily NAHC Report
- Exclusive access to member-only resources and in-depth industry analysis

Learn more about our Business Partner Membership and join today!

www.nahc.org/membership

For additional information contact National Association for Home Care & Hospice Membership Department
Phone: (202) 547-7424
Email: membership@nahc.org
RECENT EXHIBITORS & TESTIMONIALS

3M Health Care
AARP
ABENA North AMERICA
ABILITY Network
Acclivity Health Solutions
Accreditation Commission for Health Care (ACHC)
Accurata
Acquisition Services
Acuity Professional Placement Solutions
Acurata
Advanced TeleHealth Solutions
Aegis Therapies
AgencyData
Aging With Dignity
AlayaCare
AlertMedia
Allheart
Alora Healthcare Systems
Amazon Business
American HealthCare Capital
American Occupational Therapy Association
American Time and Labor Co.
AmWINS Program Underwriters
AppliedVR
AxisCare
Axxess
BKD
BlackTree Healthcare Consulting
Braff Group (The)
Briggs Healthcare
Brightree
Brink’s Business Expense Card
Brother Mobile Solutions
Byram Healthcare
Calmoseptine
Cardinal Healthcare at Home
Care Kit / Home Health Analytics
CareVoyant
Casamba
CClariti.com
CellTrak Technologies
Center to Advance Palliative Care
CHAP, Inc.
CheckWriters
Cincinnati Insurance Co.
CipherHealth, LLC
Client Sidekick LLC
ClinLogica
Codes Correct
Coloplast Corporation
Complia Health
Connect America Medical Alert
Corridor
Current
Dale Medical Products
Data Soft Logic Corporation
DB HealthTech Consulting
Decision Health
Delta Health Technologies
DermaRite
Doctor Alliance
DrFirst
Elsevier
Enclara Pharmacia
Enterprise Fleet Management
eSolutions
Essensa
Eventium
Forcura

“The NAHC EXPO provides many opportunities to network with top executives from home care and hospice agencies from across the US, resulting in overall sales growth. We find this show a very powerful tool for visibility, presence and expanding our brand.”

– Melissa Polly, MatrixCare

“The NAHC Annual Conference and Expo is by far one of the premier conventions within the post-acute space. This event allows my firm to be front and center and stay connected with the top leaders in the home health and hospice field as well as receive the most up to date and relevant information affecting this industry today.”

– Tiffany Karlin
Mueller Prost
“As the largest industry event for the homecare segment, the NAHC Conference and EXPO is vital for communicating your brand strategy to our target audience. While getting current and prospective customers in the exhibit space is important, the value of the NAHC Conference and EXPO also lies in scheduling surround events that give you opportunities for more intimate conversations. NAHC works with us to arrange meeting rooms to facilitate these events. The end result is that the NAHC Annual Meeting is our largest source of tradeshow leads annually.”

– Holly Cowan
NetSmart
“The NAHC Conference and EXPO not only attracts hundreds of attendees, it attracts quality attendees that are serious decision makers looking for change and new solutions. NAHC strategically selects amazing locations to host their conferences, pulling in the local culture and vibe. These locations provide an amazing ambiance as well as many locations for networking opportunities. NAHC is a must for your annual conference calendar.”

– Jill Schexnayder
KanTime

McBee is proud of the value that our partnership with NAHC provides. Their events offer beneficial opportunities to network and build relationships, all while growing our brand. With their energized approach and the leadership of Bill Dombi, we are excited for the future of our long-standing partnership with NAHC.”

– Mike Dordick
McBee Associates, Inc.