



SOCIAL SPONSORSHIP

OPPORTUNITY	DESCRIPTION	COST
Spectators Bar Sponsor Full Conference	Be the official sponsor at Spectators Bar for Heart attendees looking to unwind and reconnect. Your company name/logo would appear on bar napkins, coasters, table tents, and signage at Spectators.	\$4,000 Full Sponsor (Includes the cost of the coasters, napkins, table tents, signage) \$2000 Partial Sponsor (Includes Table Tent and Signage)
Coffee Bar Sponsor Full Conference	Help the Heart Attendees jump start their day with coffee on Saturday and Sunday at the coffee bar located next to the official registration booth.	\$2,000 (Includes signage and coffee provided through the Sheraton)
Craft Beer Tour in Exhibit Hall Friday 	Host the Craft Beer Tour located in the exhibit hall. Your company name/logo would appear on miniature beer mugs and signage at each tasting station and throughout the Exhibit Hall.	\$2,500 Beer Glasses \$2,500 Craft Beer 
Onsite Reception for Heart Attendees (Hotel Fees and Catering not included)	Promote your company by hosting a private reception within the Sheraton Hotel for Heart attendees on Friday night.	Diamond Included Platinum Included Gold \$750 Silver \$1250

EDUCATIONAL OPPORTUNITIES

OPPORTUNITY	DESCRIPTION	COST
Lunch and Learn (Hotel Fees and Catering not included)	The "Lunch and Learn" allows your company the opportunity to have one on one interaction with attendees of the HOAECC on Saturday of the HOAECC. The opportunity allows for a 50 minute lecture with a plated meal. HOAECC provides the room, tables, and AV equipment. The sponsor provides the lecture material and speaker. The sponsor will work with the hotel for determining meal options. Cost of food is not included. Included with Diamond Sponsorship	Included with Diamond Sponsorship





Heart Marketing and Branding Opportunities

DIGITAL AND PRINTED GRAPHICS OPPORTUNITIES

OPPORTUNITY	DESCRIPTION	COST	
Mobile App Sponsor	Your company name/logo will appear on the home screen of the App as the official sponsor of the Heart mobile App.	Diamond Platinum Gold Silver	\$1000 \$1250 \$1500 \$1750
Congress Guide Advertisement	Insert a Half or Full page Advertisement into the official HOAECC conference guide.	Diamond Platinum Gold Silver Bronze Exhibitors	Included Full Page \$50 Full Page Included Half Page \$100 Full Page \$75 Half Page Included Quarter Page Ad \$200 Full Page \$150 Half Page \$400 Full Page \$375 Half Page \$300 Full Page \$350 Half Page
Projected Branding Display 	Your message can be projected on to surfaces (walls and floors) in the Sheraton Hotel (up to three colors may be used).	All Sponsors Exhibitors	\$4500/day \$5000/day
Digital Truss Arch 	Display your branding message on a video monitor arch at the Congress.	All Sponsors Exhibitors	\$1250/day \$1500/day
LED Monitors 46" to 90" 	Your companies message will displayed on a video monitor at the Congress. (Options of 46" to 90" monitor)	Cost Varies with the size of the monitor: Prices Start at \$550/day	
LED Video Wall 	Display your message on a video monitor wall 9' by 16' (144 sq ft) at the Congress.	All Sponsors Exhibitors	\$10250/day \$11000/day





Heart Marketing and Branding Opportunities

DIGITAL AND PRINTED GRAPHICS OPPORTUNITIES (CONTINUED)

OPPORTUNITY	DESCRIPTION	COST
Website Banner Ad - 90 Day Contracts Available through MultiView Media http://mk.multibriefs.com/MediaKit/Pricing/hoacIs	Your company's message will be displayed as an interactive banner on the HOAECC website www.hoaecc.org .	\$2500
Escalator Signage Full Wrap (5 sides of Visible Signage) 	Display your company message on the escalator leading from the Sheraton lobby to the Heart of American registration desk and lecture rooms.	Diamond \$850/side Platinum \$950/side
Escalator Logo Wrap (3 Visible Signage areas) 	Display your company logo on the escalator from the Sheraton lobby leading to the Heart of America registration desk and lecture rooms.	Diamond \$700/side Platinum \$800/side
Column Panel Ads - 4ft/8ft (4 Available Areas) 	Display your message on column panels located in the Sheraton hotel lobby.	Diamond \$225/side Platinum \$250/side Gold \$300/side Silver \$350/side Bronze \$400/side Exhibitors \$750/side
Elevator Marquee Banners - 41 in x 80 in (4 available Lobby Level) 	The elevator doors of the Sheraton are a prime location to display your company's message.	Diamond \$225 Platinum \$275 Gold \$325 Silver \$375 Bronze \$425 Exhibitors \$725

HEART MARKETING AND BRANDING OPPORTUNITIES

DIGITAL AND PRINTED GRAPHICS OPPORTUNITIES (CONTINUED)

OPPORTUNITY	DESCRIPTION	COST
Hotel Entry Window Signage (3 panes available) 	Display your company's message and logo to all Heart attendees on the entry windows as they enter the lobby of the Sheraton hotel.	Diamond \$425/pane Platinum \$525/pane Gold \$625/pane
Conference Level Window Signage 66in x 102 in (4 panes available) 	The windows across from the main lecture rooms is a prime location for advertising your company.	Diamond \$500/pane Platinum \$550/pane Gold \$600/pane Silver \$650/pane
Exhibit Hall Entry Window Signage (3 panes available at 51in x 60 in) 	Display your company's message on windows as you enter the Exhibit Hall.	Diamond \$350/pane Platinum \$400/ pane Gold \$450/pane Silver \$500/pane Bronze \$550/pane Exhibitors \$700/pane
Mezzanine Bridge Window Signage Various Combinations Available (4 sections available-6 panes per section 318 in x 152 in per section- bottom section in photo) 	Display your message across the Mezzanine windows visible from the Sheraton Lobby. On the Skywalk that connects the lecture rooms to the Exhibit Hall.	Diamond \$3250/section Platinum \$3350/section Gold \$3450/section Silver \$3550/section Bronze \$3650/section

HEART MARKETING AND BRANDING OPPORTUNITIES

REGISTRATION SPONSORSHIP	OPPORTUNITY	DESCRIPTION	COST	
	Lanyards	Your company's name and logo will be promoted throughout the conference when it appears on the required Heart of America badges.	\$2,500.00	
	Informational Fliers in Registration Packets	Place a single page promotional brochure in each of the registration packets.	Diamond Platinum Gold Silver Bronze Exhibitors Deadline Feb 1st	Included Included \$100/sheet \$200/sheet \$300/sheet \$400/sheet
	Email to Heart of America Member List (2200 Members in the Midwest)	Opportunity to have The Heart send your company's email to all the 2200 Heart of America Members prior to the Heart of America Convention.	Diamond Platinum Gold All Others	Included Included \$500 \$2000
	Sponsor the HOAECC Satchel/ Bag 1200 Bags	Your Logo will be placed on the HOAECC Satchel/Bag that is given to each attendee at registration.	\$5000	

HOTEL OPPORTUNITIES	OPPORTUNITY	DESCRIPTION	COST	
	Room Drop (Available for Friday, Saturday or both nights: 550-600 rooms per night)	Provide a promotional item delivered directly to each attendee's room staying at the Sheraton Hotel. Price of the promotional item <u>not</u> included.	Diamond Platinum Gold Silver Bronze Exhibitors	\$2000/nt \$2050/nt \$2100/nt \$2150/nt \$2200/nt \$3000/nt
	Room Key Cards (1300 Cards)	Your company name and logo will be printed on each of the room keys used by Heart attendees staying at the Sheraton during the conference.	Diamond Platinum	\$2500 \$2600
	In-Room Mirror Clings (Available for Friday, Saturday or both nights: 550-600 rooms per night)	Your company name/logo will appear on a 10in x 10in mirror cling inside each attendee's hotel room. Price of the mirror cling <u>is</u> included.	Diamond Platinum Gold Silver Bronze Exhibitors	\$3200/nt \$3400/nt \$3600/nt \$3800/nt \$4000/nt \$5000/nt
	Door Hangers and Door Drops (Available for Friday, Saturday or both nights: 550-600 rooms per night)	Promote your company through a promotional door hanger or door drop that is placed on each hotel room door knob. Price does <u>not</u> include the cost of the door hanger.	Diamond Platinum Gold Silver Bronze Exhibitors	\$650/night \$700/night \$750/night \$800/night \$850/night \$1000/night