



## 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 home care providers. These providers include Medicaid and Medicare-certified Home Health, Personal Care, Pediatric Private Duty, 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 flagship 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 2024 Annual Conference to engage with existing & potential clients.
- ✓ Complimentary registration(s) at VIP Welcome Reception with Board of Directors.
- ✓ Corporate logo placement & advertisement in 2024 MNCHA Annual Conference Program.
- ✓ Brand recognition on MNCHA website, weekly e-blasts, and bimonthly newsletter(s).
- ✓ Dedicated post on MNCHA social media channels.
- ✓ Complimentary MNCHA Associate Membership for 2024 to build relationships with members.
- ✓ Opportunity to host a 2024 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*



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### 2024 MNCHA Corporate Sponsorship Packages

Benefits	Platinum \$11,500	Gold \$9,000	Silver \$7,000	Bronze \$3,000
Availability	1	2	5	Unlimited
<b>Year-Round Benefits</b>				
Associate Membership	Yes	Yes	Yes	Yes
Webinar Sponsor 2024	Yes	Yes		
Corporate logo & link on MNCHA website	Yes	Yes	Yes	Yes
Corporate logo & link in weekly member "Stay Informed" email	Yes- 1 month	Yes- 1 month	Yes- 1 month	Yes- 2 weeks
Social Media call out on multiple channels	Yes	Yes	Yes	Yes
E-Newsletter Advertisement	Vertical Ad / 6 issues	Horizontal Ad / 6 issues	Square Ad / 6 issues	
Presentation at Board of Directors Meeting	Yes			
Happy Hour Event Sponsor	Yes			
Quarterly Symposium Sponsor	Yes/1	Yes/1		
<b>Annual Conference Benefits</b> <i>Tuesday, May 14, 2024</i>				
Exhibit Table	Yes - Premium	Yes - Premium	Yes - Standard	Yes - Standard
VIP Reception & Dinner Invitation(s)	Yes-2	Yes-2	Yes-1	
Keynote Session	Yes			
Awards Reception		Yes		
Meal Sponsorship		Yes - Breakfast or Lunch	Yes - Refreshers	
Breakout Sessions			Yes	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

The 2024 Annual Conference will be held on Tuesday, May 14, 2024.

Exhibit Booth – Premium (Two company representatives)	\$2,250
Exhibit Booth – Standard (Two company representatives)	\$2,000
Additional Company Representative	\$325
VIP Reception & Dinner Sponsorship <i>Monday, May 13, 2024 at 6 PM.</i> <i>*Includes two invitations to the dinner*</i>	\$3,500
Keynote Session <i>*If not sold as a part of a corporate sponsorship package*</i>	\$5,000
Award Reception <i>*If not sold as a part of a corporate sponsorship package*</i>	\$3,500
Breakout Session (Per Session) <i>*If not sold as a part of a corporate sponsorship package*</i>	\$750
Meal Sponsorship – Breakfast <i>*If not sold as a part of a corporate sponsorship package*</i>	\$1,750
Meal Sponsorship – Lunch <i>*If not sold as a part of a corporate sponsorship package*</i>	\$2,250
Meal Sponsorship – AM/PM Refreshers <i>*If not sold as a part of a corporate sponsorship package*</i>	\$1,250



## Maryland-National Capital Homecare Association



### Digital Advertising

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

Open Rate: 35%

Click Rate: 4%

E-Newsletter Advertisement	Per Issue	Six Issues
Vertical - 300x600 pixels	\$275	\$1,485
Horizontal - 728x90 pixels	\$225	\$1,225
Square - 250x250 pixels	\$175	\$955

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

Website Presence	One Year
Corporate Logo and Hyperlink	\$500

Sponsor a weekly “Stay Informed” email to all members and contacts.

*Includes logo, link to company website, and 50-word blurb.*

“Stay Informed” Email	Per Email
Sponsored Promotional Email	\$500