

# SAVE THE DATE!

## 2024 ANNUAL CONFERENCE



MICHIGAN  
**Home Care  
& Hospice**  
ASSOCIATION

**Exhibitor & Sponsor  
Prospectus**

COLLABORATION

**Climbing**

COMPASSION

the

EDUCATION

**Ladder**

RESPECT

of

ADVOCACY

**Excellence**

SUSTAINABILITY

**MAY 8-10, 2024**

**RADISSON IN KALAMAZOO**

# EXHIBIT INFORMATION

## Why should you attend?

Up to 250 home care agency decision-makers are expected to attend. The Michigan HomeCare & Hospice Association's (MHHA) Annual Conference attracts a wide variety of home health, hospice, palliative care, private duty, HME/Infusion, administrators, financial officers, billers, owners and clinicians from private, public and not-for-profit home care environments.

## Benefits

Excellent networking opportunities through:

- ◆ Non-conflicting exhibition hours;
- ◆ Conference Grand Opening Reception;
- ◆ Exhibitor/participant game (to get attendees to booth)
- ◆ Exhibitors joining attendees for lunch on Wednesday & Thursday;
- ◆ Booth staff from member exhibiting companies have access to educational programming;
- ◆ Recognition in the conference program book;
- ◆ Mailing list of attendees 2 weeks prior;
- ◆ Exhibitor Raffle - donate items to be raffled at Thursday Awards Luncheon .
- ◆ Participation at the MHHA Board of Directors welcoming reception Tuesday Evening

## Booth Pricing

**Early Bird Rate (postmarked on or before 2/9/24)**

\$620.00 member (8 X 10)      \$1005 nonmember (8 X10)

**Standard Rate (postmarked after 2/9/24)**

\$720.00 member (8 X 10)      \$1185.00 nonmember (8 X 10)

*Please call for information on multi-booth discounts*

## Payment and Cancellation Policy

Payment must accompany each application. Space will not be held until payment is received. Checks should be made payable to "MHHA." Notification of withdrawal must be made in writing and received on or before Friday, March 8, 2024, for a refund of 50% of exhibit fees. No refunds will be made after March 8, 2024.

## Eligibility

Products or services displayed must be related to the home care and hospice industry. All requests to exhibit will be considered. Booths are assigned on a first-come, first-served basis. Full payment and a signed contract must accompany each request to exhibit.

## Exhibitor Information

Included in registration:

- ◆ 8' X 10' draped, carpeted booth;
- ◆ 2' X 6' skirted table, 2 chairs, wastebasket;
- ◆ Company identification sign at booth;
- ◆ Tickets for Wednesday & Thursday's Luncheon;
- ◆ Two representatives per booth. Additional representatives can attend at \$130.00 each;
- ◆ Entrance to educational program for member exhibitors (booth staff only); and,
- ◆ A copy of the 2023 Annual Conference attendee list upon request.

## Electrical/Phone Lines

Electrical is available for a cost of \$25.00 (208 V) per day ( \$50 for the two days) \$15.00 (110 V) per day ( \$30.00 for two days). Please indicate on the Exhibit Registration form that electrical is needed and forward the payment to the MHHA office, not Radisson of Kalamazoo. Additional charges will apply if services are not requested before the conference date. If additional services are required (phone, internet etc.), those are also on the enclosed form.

## Subletting/Sharing of Space

The subletting or sharing of space is not permitted unless it is between divisions of the same company. Written requests for such arrangement must be approved by the Michigan HomeCare & Hospice Association.

## Overnight Room Reservations:

Make your overnight reservations at <https://www.choicehotels.com/reservations/groups/G9625388> Book your guest room reservation on-line today with your arrival and departure dates. Rates do not include 6% state tax, 5% city tax, or parking. If having any issues, please call 269/343-3333 during normal business hours. **Room block cut off date is April 16, 2024.** After that date, the \$159 room rates are not guaranteed.

## Limitation of Liability

The Exhibit Hall will be secured by the Radisson in Kalamazoo when it is not open, but such service is not a guarantee against loss, damage, or injury of any kind. The exhibiting organization will be responsible for insuring its own property to its full value. Storage of exhibit materials will not be permitted behind booth draping. Michigan HomeCare & Hospice Association (MHHA), its service contractors, the management of the Radisson of Kalamazoo or any of the officers, staff members or directors of any of the aforesaid parties will not be responsible for any loss, damage, or injury whatsoever or however arising, which may occur to an exhibitor, his/her representative, or to their property or wares, arising from any cause whatsoever prior, during, or subsequent to the period of this exhibit. Each exhibitor, by signing an application to exhibit, expressly understands the Michigan HomeCare & Hospice Association and the Radisson of Kalamazoo are released from any and all claims for any such loss, damage, or injury. In the event of the failure or inability to fulfill this contract due to war, governmental action or order, act of God, fire, strikes, labor disputes, or any other causes beyond the control of MHHA, the agreement shall be immediately terminated, and in such event the exhibitor shall and does hereby waive any claim to damages or any other recovery.

## Raffle

The Michigan HomeCare & Hospice Association will sponsor a raffle during the lunch on the afternoon of Thursday, May 9th. Vendors are encouraged to provide items for the raffle. Raffles must be open to everyone attending the 2024 Conference (can not include alcohol). Exhibit representatives should bring their raffle prize to the MHHA registration desk before 12:15 p.m. on Thursday, May 9, 2024. Please see your exhibitor kit and onsite registration packet for additional information. **Completed game cards will be used for ALL raffle drawings.**

## Music

The use of live or recorded music is not permitted in the exhibit hall.

## Additional Exposure:

Receive added exposure for non-member vendors by purchasing a link on the MHHA webpage for an additional fee of \$150.00. MHHA will provide a direct link to your organization's webpage. MHHA Members receive this link complimentary or purchase of a sponsorship (see sponsor page further in prospectus).

## Booth Staffing

All representatives of exhibiting organizations must check in at the exhibit hall registration desk before setting up their exhibits. Exhibit booths must be staffed during all exhibit hours by authorized employees of the exhibiting company who are able to explain or demonstrate the products or services on display. Each representative of an exhibiting company must wear an official conference name badge at all times while in the exhibit area. Orders may be taken, but direct selling is prohibited. Exhibitors may not tear down or move materials during open exhibit hours. Exhibits must be removed by 3:30 p.m. on Thursday, May 9, 2024. It is expected that violators of this contract will respond to request for correction. Dismissal from the exhibit hall may result from violation of this contract as determined solely by MHHA or by the rules and regulations of the Radisson of Kalamazoo. In the event of such eviction, MHHA is not liable for any refunds of exhibition expenses.

## Safety Regulations

Exhibits must be completely contained within the booth, items extending into the aisle will be moved or removed by the show management. Exhibits must abide by all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety affecting participation in the exhibit hall.

## Contract

These official rules and regulations together with the Exhibit Application and Contract and the confirmation of assignment constitute the entire agreement for the right to use the space allotted. No verbal understanding will be recognized by MHHA.

# EXHIBIT INFORMATION

## At Your Service...

### Michigan HomeCare & Hospice Association:

Cindy Thelen, Director of Membership Services  
2140 University Park Drive, Suite 220,  
Okemos, MI 48864  
Phone: 517/349-8089 ext. 1 Fax: 517/349-8090  
E-mail: cindyt@mhha.org

### Radisson of Kalamazoo

MHHA Conference Services Manager  
Radisson of Kalamazoo  
100 W. Michigan Ave.  
Kalamazoo, Mi 49007  
Phone: 269/343-3333

### Payments:

All payments for Exhibitor/Sponsorship Opportunities should be made payable to:

Michigan HomeCare & Hospice Association (MHHA)  
2140 University Park Drive, Suite 220  
Okemos, MI 48864

### Exhibit Hall Hours

#### Tuesday, May 7, 2024

Board Welcoming Reception 7:00 p.m. — 8:30 p.m.

#### Wednesday, May 8, 2024

Registration	7:00 a.m.
Booth Installation	10:00 a.m. — 3:30 p.m.
Opening Reception	4:30 p.m. — 7:00 p.m.

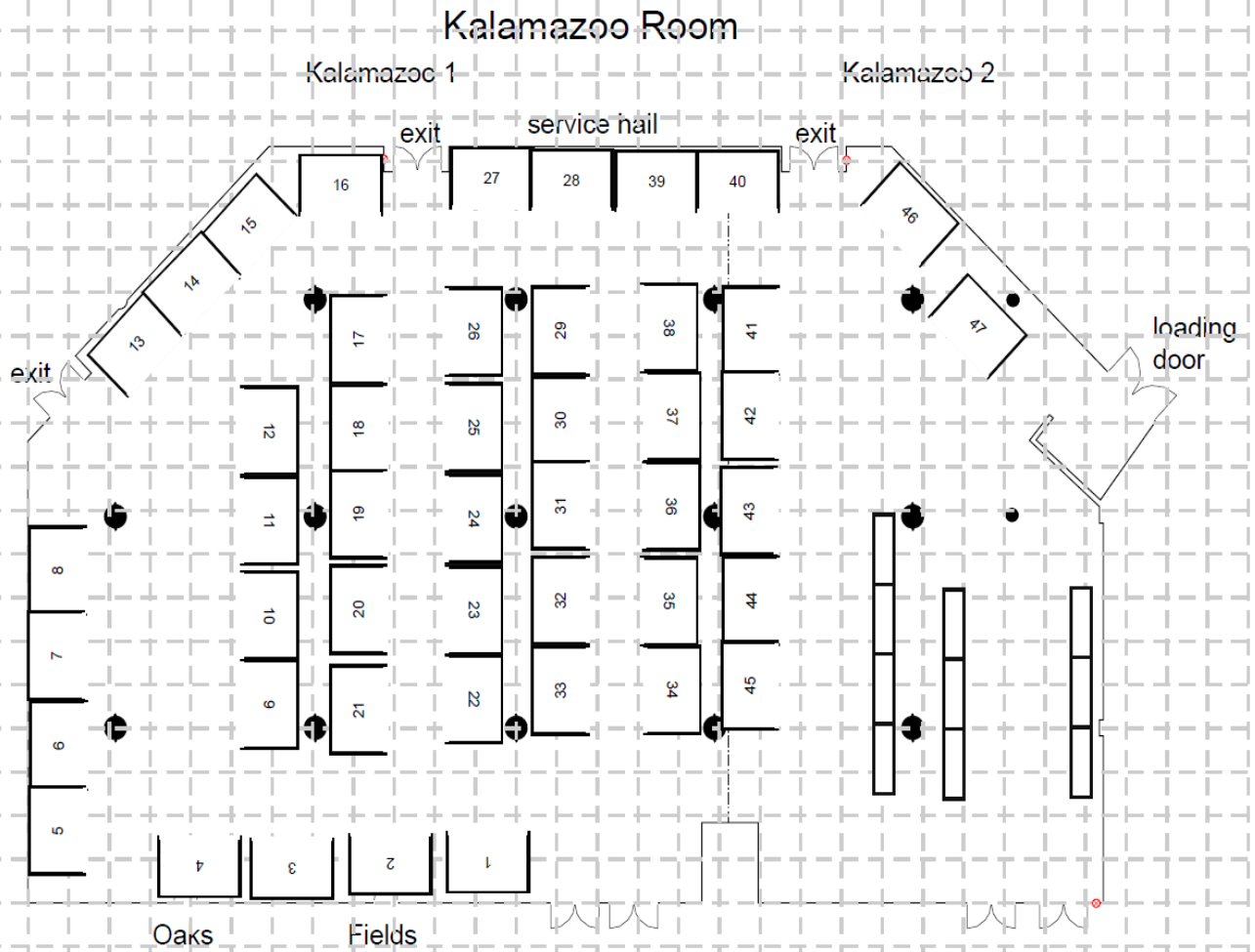
#### Thursday, May 9, 2024

Continental Breakfast	7:15 a.m. — 8:00 a.m.
Exhibit Hall Break	9:30 a.m. — 10:15 a.m.
Exhibit Marketplace	11:45 a.m. — 12:30 p.m.
Luncheon/Raffle	12:30 p.m. — 2:00 p.m.
Booth Dismantle	12:30 p.m. — 3:30 p.m.





# 2024 MHHA Annual Conference Exhibit Floor Plan



# Sponsorship Opportunities

## Bronze \$1,500

- Recognition in the conference program book;
- Company signage at program or event;
- Sponsor recognition on name badge;
- Sponsorship sign at company booth; and
- Opportunity to welcome attendees to the sponsored event.
- “Request a Follow-Up” button on the website/App
- Listed as a sponsor in the MHHA newsletter
- Complimentary weblink on the MHHA webpage
- Special recognition on conference promotional materials

## Gold (\$4500)

- Recognition in the conference program book;
- Company signage at program or event;
- Sponsor recognition on name badge;
- Sponsorship sign at company booth;
- Opportunity to welcome attendees to the sponsored event;
- One complimentary ½ page ad in the program book;
- One complimentary exhibit space;
- Complimentary weblink on the MHHA Webpage;
- Special recognition on conference promotional materials
- Social Media Ad
- Listed as a sponsor in the MHHA Newsletter
- “Request Follow-up” Button on website/ Ap
- 30 second video to be put on website and conference material
- Banner Graphic on the conference page on the MHHA website

## Silver \$3000

- Recognition in the conference program book;
- Company signage at program or event;
- Sponsor recognition on name badge;
- Sponsorship sign at company booth; and
- Opportunity to welcome attendees to the sponsored event
- “Request Follow-up” button on the website/App
- Listed as a sponsor in the MHHA newsletter
- Complimentary weblink on the MHHA webpage
- Special recognition on conference promotional materials
- Social Media Ad

## Platinum \$6000 +

- Recognition in the conference program book;
- Company signage at program or event;
- Sponsor recognition on name badge;
- Sponsorship sign at company booth;
- Opportunity to welcome attendees to the sponsored event;
- One complimentary full page ad on the back of program book;
- One complimentary exhibit space;
- Complimentary weblink on the MHHA Webpage,
- Special recognition on conference promotional materials
- Listed as a sponsor in the MHHA newsletter
- “Request Follow-up” Button on the website/App
- 2- 30 second video to be put on website and conference material
- Banner Graphic on the conference page on the MHHA Website
- Social Media Ad
- Sponsor Press Release
- Opportunity to introduce a presenter

Awards Luncheon (Thursday)	\$7,000.00	Grand Opening Reception (Wednesday)	\$3,000.00
Tuesday Pre-Conference Reception	\$2,000.00	Continental Breakfast (3 available)	\$3,000.00
Refreshment Breaks (5-6 available)	\$1,500.00	Hotel Key Cards	\$3,500.00
Conference Program Book	\$3,500.00	Breakout Session Speaker	\$800.00
Conference Tote Bag	\$4000.00	Neck Wallets Badge Holders	\$1,800.00
Conference Pens	\$1,000.00	Conference Pencils	\$500.00
General Support	\$500.00	General Session Speaker	\$5,000.00
Mobile Banner App Ad (3 available)	\$2000.00	Mobile App Text Ad	\$500.00
Wednesday Lunch	\$5,000.00	Weblink on Conference website	\$150.00
Tote Bag Insert	\$500.00		
Michigan Home Care Full Page Ad in Program Book	\$250.00		
Non-Member Full Page sponsorship in Program Book	\$500.00		
Michigan Home Care 1/2 Page Ad in Program Book	\$200.00		
Non-Member 1/2 Page sponsorship in Program Book	\$400.00		
Create Own Sponsorship		? - Call the MHHA office	

Contact Cindy Thelen (cindy@mhha.org) 517/349-8089, ext. 1 to discuss available sponsorship opportunities.

Please complete the following information and return by Friday, March 8, 2024 with chosen method of payment to:  
**Michigan HomeCare & Hospice Association**  
**ATTN: Cindy Thelen**  
**2140 University Park Drive, Suite 220**  
**Okemos, Michigan 48864**

# 2024 Exhibitor Application & Contract

Please complete this form and return with payment to MHHA, 2140 University Park Drive, Suite 220, Okemos, MI 48864. Application with credit card payment may be faxed to 517/349-8090 or by going to [www.mhha.org](http://www.mhha.org) to register and make payment on-line.

Company Name (As you would like it to appear on booth) \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_ E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

2 Representatives Staffing Booth & E-mail Address: \_\_\_\_\_

Additional Representatives (\$130 each): \_\_\_\_\_

List companies you do not wish to be placed near (MHHA does not guarantee this accommodation):  
\_\_\_\_\_  
\_\_\_\_\_

Products/Services to be exhibited: \_\_\_\_\_

Booth # Preference: 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_ 4th \_\_\_\_\_

**TOTAL:**  
Booth(s) \$ \_\_\_\_\_

Additional Reps. \$ \_\_\_\_\_

Web Link \$ \_\_\_\_\_ Web Address: \_\_\_\_\_

Electrical/Phone \$ \_\_\_\_\_

Internet \$ \_\_\_\_\_

Amount Enclosed \$ \_\_\_\_\_

## PAYMENT METHOD (check one):

Check enclosed OR, charge my:  Visa  MasterCard  Discover  American Express

Credit Card No: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Printed Name on the Card: \_\_\_\_\_ Authorized Signature on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

All Contracts require a signature. Please read rules and regulations before signing. I have thoroughly read this prospectus, and agree to comply with all rules and regulations contained within this document.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# Sponsorship Registration Form

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Sponsorship of: \_\_\_\_\_

## Sponsorship Selection:

- Bronze \$1,500**  
 Weblink  
 Company Logo

- Silver \$3000**  
 Weblink  
 Company Logo  
 Social Media Ad

- Gold (\$4500)**  
 Weblink  
 Company Logo  
 Social Media Ad  
 30 Second Video (no larger than 1080p & MP4 encoded, T-Tube)  
 Banner Graphic (728x90 Pixels)  
 1/2 Page Program Book Ad

- Platinum \$6000 +**  
 Weblink  
 Company Logo  
 Social Media Ad  
 2—40 Second Video (not > than 1080p & MP4 encoded, T-Tube)  
 Banner Graphic (728x90 Pixels)  
 Full Page Program Book Ad

Amount Enclosed: \_\_\_\_\_

## Method of Payment:

- Check Enclosed       Visa       MasterCard       Discover       American Express

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

**Thank you for your support!**

**Any program book sponsorship artwork can be e-mailed to [cindy@mha.org](mailto:cindy@mha.org) by  
March 15, 2024**

Please complete this page and mail or fax along with payment, by March 15, 2024 to:  
Michigan HomeCare & Hospice Association  
ATTN: Cindy Thelen  
2140 University Park Drive, Suite 220, Okemos, Michigan 48864  
Fax: 517/349-8090



# **MICHIGAN HOMECARE & HOSPICE ASSOCIATION (MHHA) ASSOCIATE MEMBERSHIP APPLICATION**

**New Member**

**Renewal**

**To be eligible to join in the Associate Member category, your organization must qualify according to the MHHA by-laws definition:**

*Associate Membership:* Businesses that provide goods or services to home care industry providers but do not provide goods and services directly to the end users are eligible as Associate members. Associate members may also be local, regional and national associations that have an interest in home care delivery in the state of Michigan, but do not directly provide that care. Holding companies and organizations formed to provide group contracting and/or services for a coalition of home care industry service providers are ineligible for membership. The Board of Directors shall determine whether any applicant shall be denied membership on the basis of this provision. Each associate membership shall have one vote in association elections.

**Please note: Organizations that sell home care products or services to patients (end users) are ineligible as Associate members, but may qualify as a regular Service Line Member.**

Your Associate membership fee entitles your organization to select **ONE** service line membership reflecting your interests. Employees of your organization are permitted to participate only on the committees associated with the selected service line, and your organization will receive monthly mailings pertaining to *only* the selected service line. If your organization has an interest in other service lines, you may select additional service line memberships by paying an additional \$500 per selection. All MHHA members are welcome to participate on the Public Policy Committee and may attend any workshop offered, regardless of the service line selected.

***Associate Membership Benefits:*** As an Associate Member of Michigan HomeCare & Hospice Association (MHHA), you will receive:

- ◆ Discounts on registrations at all MHHA workshops and conferences;
- ◆ Monthly *Bulletin Board Newsletter*;
- ◆ Opportunities to join & participate in MHHA Committees within selected service line;
- ◆ Membership on the Public Policy Committee;
- ◆ Home Care Advocacy representation at the state and national levels
- ◆ Discounts on publications and videos;
- ◆ Recognition as a supporter of MHHA; and much more!

**Membership in the Association increases your networking opportunities through contact with other MHHA members.**

The MHHA membership year runs one year from date of application.

# MHHA Associate Membership Application

ORGANIZATION: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

TELEPHONE #: \_\_\_\_\_ FAX #: \_\_\_\_\_

COUNTIES SERVED: \_\_\_\_\_

CHIEF EXECUTIVE OFFICER (CEO): \_\_\_\_\_

CEO E-MAIL: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

CONTACT E-MAIL: \_\_\_\_\_

VOTING MEMBER: \_\_\_\_\_

## We are selecting the following service line(s):

Certified Home Health/Hospice       Private Duty       Palliative       HME/Infusion Pharmacy

## Consulting/Products:

Accreditation       Billing       Clinical       Financial       Management       Other:  
 Information Technology/Information Systems       Legal       Insurance       Medical Supplies

## Associate Membership .....\$500.00 Annual Dues per Service Line Selected

### Payment Method:

Enclosed is our check payable to the Michigan HomeCare & Hospice Association (MHHA)

### Credit Card Payment:

Visa       MasterCard       Discover       American Express

Credit Card No.: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Authorized Signature on Card: \_\_\_\_\_

*I understand that by providing my mailing address, e-mail, telephone and fax number, I hereby consent to receive any and all communications sent by or on behalf of the Michigan HomeCare & Hospice Association solely via regular mail, e-mail, telephone and fax. I also certify that all information contained in this application is correct and valid to the best of my knowledge. I further certify that I have read the Michigan HomeCare & Hospice Association Code of Ethics and Article III Membership Insert and pledge that this organization understands and will adhere to the Code of Ethics. I further certify that I have read the bylaws definition of Associate Member, and verify that my organization qualifies as an Associate Member.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(Return to Michigan HomeCare & Hospice Association, 2140 University Park Drive, Suite 220, Okemos MI 48864; fax 517/349-8090)

# Thank You to our 2023 MHHA Annual Conference Exhibitors and Sponsors!



HOME HEALTH NOTIFY  
REDEFINING REAL-TIME CARE



HEALTHPRO  
HERITAGE  
at Home  
A Rehab & Health Innovations Company



BRIDGING GAPS IN PATIENT CARE BETWEEN HOSPITALS AND CLINICS



Michigan HomeCare & Hospice Association  
2140 University Park Drive, Suite 220  
Okemos, MI 48864