

HACONNECT

18th NATIONAL CONFERENCE ON HYDROCEPHALUS

www.hydrocephalusconference.org

SPONSORSHIP AND EXHIBITOR PROSPECTUS



July 25-27th, 2024

Tampa Marriott Water Street
Tampa, Florida



Creating Connections. Empowering Patients.

The National Conference on Hydrocephalus, HA CONNECT, is a unique opportunity for exhibitors and sponsors to reach and connect with people throughout the community, including medical professionals, researchers, representatives of the health industry, corporations, and people affected by the condition. The goal of this conference is to provide the hydrocephalus community with tools and connections to address the medical, educational and social complexities of living with hydrocephalus and to learn from world-renowned medical professionals and researchers. HA CONNECT is also an opportunity for you to be a part of this learning experience for patients and families by empowering them to become informed advocates around the medical decisions affecting their care.

HA CONNECT has a global reach and is open to people of all ages. The two-and-a-half-day program will cover topics of interest to all members of the hydrocephalus community through interactive sessions, research updates, and educational seminars.

Hydrocephalus is a chronic medical condition caused by an excessive buildup of fluid in the brain. It affects infants to seniors. Currently, hydrocephalus can only be treated with brain surgery, and there is no cure. Our patient-centered conference empowers patients and caretakers to understand, seek out, and put into place care programs and services that will meet the unique needs of patients now and well into the future.

HYDROCEPHALUS
ASSOCIATION'S

MISSION & VISION

Our mission is to find a cure for hydrocephalus and improve the lives of those affected by the condition.

We will accomplish this by collaborating with patients, caregivers, researchers and industry, raising awareness and funding innovative, high-impact research to prevent, treat and ultimately cure hydrocephalus.

Our vision is a world without hydrocephalus.



Why Support HA CONNECT?

- 1 There is **no cure** for hydrocephalus.
- 2 Hydrocephalus is a **life-threatening condition** that affects approximately one million Americans.
- 3 **One out of every 770 babies** will develop hydrocephalus, making it as common as Down syndrome and more common than spina bifida or brain tumors.
- 4 **Anyone at any age** can develop hydrocephalus.
- 5 An **estimated 800,000 seniors** are believed to have normal pressure hydrocephalus (NPH) but are often misdiagnosed with Alzheimer's disease, Parkinson's disease, or dementia.
- 6 Often called **"treatable dementia,"** NPH is one of the few causes of dementia that can be controlled or reversed.
- 7 **Brain surgery is the only effective treatment** for hydrocephalus.
- 8 Hospital charges for hydrocephalus are over **\$2 billion per year**.
- 9 More than **36,000 shunt surgeries** are performed each year (one every 15 minutes) and more than half of them represent emergencies.

To learn more about the benefits of partnering with HA, please contact:

Linda Riley, *National Director of Development*
linda@hydroassoc.org

Hydrocephalus Association
4340 East West Highway, Suite 905
Bethesda, MD 20814

Become a Sponsor

- **Get your brand in front of the hydrocephalus community**, including families affected by hydrocephalus, medical professionals, and representatives of health industry corporations.
- **Help provide support, education, and advocacy** for those dealing with the complexities of hydrocephalus.
- **Build brand awareness** by boosting awareness of the condition and your organization.
- **Drive new customers and supporters to your company** through strategic marketing, branding, and partnerships.
- **Support efforts to find a cure** for hydrocephalus.

PRESENTING \$50,000

Thank you to our 2024 Presenting Sponsors



PLATINUM \$25,000

In-person Program

- Special Recognition from the Podium in General Sessions (4)
- Visual Recognition at General Sessions (4)
- Exclusive Sponsorship of Breakout Sessions (6)
- Onsite Exhibit Space (Tier 2)
- Full Conference Registrations (6)
- Access to Attendee Registration List Opt-ins

HA CONNECT Mobile App

- Platinum Sponsor Page Placement
- Logo and Name Featured
- Embedded Video
- Social Media Links
- Additional Web Links (3)
- About Feature (Profile)
- Chat Feature Enabled
- Inclusion in Scrolling Banner: *AD, throughout conference (1)*
- Game Participation: *Challenge each day (1)*
- Opportunity to Request Follow Up with Attendees
- Customized Push Notifications (3)

Social Media and Communications

- Logo on Conference Sponsor Page (Tier 2)
- Logo and Link on HA Website Conference Page for One Year (Tier 2)
- Acknowledgment in Conference Materials: *Platinum Sponsor*
- Recognition in Conference Promotional Emails, Monthly e-Newsletter, Printed Newsletters and Press Releases: *Name and Logo Featured*
- Exclusive Facebook Post with Tag
- Media Opportunities During Pre-live and Post-Conference Coverage

SPONSORSHIP LEVELS

GOLD \$15,000

In-person Program

- Visual Recognition at General Sessions (4)
- Exclusive Sponsorship of Breakout Sessions (3)
- Onsite Exhibit Space (Tier 3)
- Full Conference Registrations (4)
- Access to Attendee Registration List Opt-ins

HA CONNECT Mobile App

- Logo and Name Featured
- Embedded PDF
- Social Media Links
- Additional Web Links (3)
- About Feature (Profile)
- Chat Feature Enabled
- Inclusion in Scrolling Banner: *AD, one day of conference (1)*
- Game Participation: *Challenge (1)*
- Opportunity to Request Follow Up with Attendees
- Customized Push Notification (2)

Social Media and Communications

- Logo on Conference Sponsor Page (Tier 3)
- Logo and Link on HA Website Conference Page for One Year (Tier 3)
- Acknowledgment in Conference Materials: *Gold Sponsor*
- Recognition in Conference Promotional Emails, Monthly e-Newsletter, Printed Newsletters and Press Releases: *Name Only*
- Exclusive Facebook Post with Tag

SILVER \$10,000

In-person Program

- Visual Recognition at General Sessions (4)
- Exclusive Sponsorship of Breakout Sessions (2)
- Onsite Exhibit Space (Tier 4)
- Full Conference Registrations (3)
- Access to Attendee Registration List Opt-ins

HA CONNECT Mobile App

- Logo Featured
- Embedded PDF
- Social Media Links
- Additional Web Links (2)
- About Feature (Profile)
- Inclusion in Scrolling Banner: *AD, Half Day of Conference (1)*
- Game Participation: *Challenge (1)*
- Opportunity to Request Follow Up with Attendees
- Customized Push Notification (1)

Social Media and Communications

- Logo on Conference Sponsor Page (Tier 4)
- Logo and Link on HA Website Conference Page for One Year (Tier 4)
- Acknowledgment in Conference Materials: *Silver Sponsor*
- Exclusive Facebook Post with Tag

BRONZE \$5,000

In-person Program

- Visual Recognition at General Sessions (4)
- Exclusive Sponsorship of Breakout Session (1)
- Onsite Exhibit Space (Tier 5)
- Full Conference Registrations (2)
- Access to Attendee Registration List Opt-ins

HA CONNECT Mobile App

- Logo Featured
- Social Media Links
- Additional Web Link (1)
- About Feature (Profile)
- Inclusion in Scrolling Banner: *AD, Half Day of Conference (1)*
- Game Participation: *Challenge (1)*
- Opportunity to Request Follow Up with Attendees

Social Media and Communications

- Logo on Conference Sponsor Page (Tier 5)
- Logo and Link on HA Website Conference Page for One Year (Tier 5)
- Acknowledgment in Conference Materials: *Bronze Sponsor*
- Exclusive Facebook Post with Tag

SPONSORSHIP LEVELS CONTINUED

COPPER \$2,500

In-person Program

- Visual Recognition at General Sessions (4)
- Onsite Exhibit Space (Tier 6)
- Full Conference Registrations (2)
- Access to Attendee Registration List Opt-ins

HA CONNECT Mobile App

- Name Featured
- Social Media Links
- Additional Web Link (1)
- About Feature (Profile)
- Opportunity to Request Follow Up with Attendees

Social Media and Communications

- Logo on Conference Sponsor Page (Tier 6)
- Logo and Link on HA Website Conference Page for One Year (Tier 6)
- Acknowledgment in conference materials: *Copper Sponsor*

ADDITIONAL SPONSORSHIP OPPORTUNITIES

VIP EVENT PARTNER \$10,000

- Recognition as VIP EVENT Partner
- Recognition as Partner on all VIP EVENT materials
- Signage and Special Acknowledgment at VIP EVENT
- Recognition from microphone as VIP EVENT Partner – opportunity to speak
- Opportunity to provide gift item to VIP EVENT attendees
- Logo and link on HA Website Conference page for one year
- Corporate profile in the conference app – logo, description, links
- Push Notification in App as VIP EVENT Partner
- AD in app (1)
- Onsite Exhibit Space
- Recognition as an Exhibitor on Conference materials
- Full conference registrations (2)

MEAL \$5,000

- Recognition on conference materials
- Logo and Link on HA Website Conference page for one year
- Corporate profile in the conference app
- Full conference registrations (2)
- Onsite Exhibit Space (Tier 5)
- Signage and Special Acknowledgment

FAMILY \$7,500

Support local families through scholarships! Many families of children with hydrocephalus cannot attend the conference due to financial restrictions. By supporting families, you will provide an educational opportunity to a family that would not otherwise be able to attend.

- Recognition on conference materials
- Logo and Link on HA Website Conference page for one year
- Corporate profile in the conference app
- Inclusion in Scrolling Banner: *AD, one day of conference (1)*
- Full conference registrations (2)
- Onsite Exhibit Space (Tier 4)
- Photo opportunity with sponsored family
- Signage and Special Acknowledgment

COFFEE BREAK \$2,500

- Provide coffee, tea and snacks at a coffee break for all conference participants
- Recognition on conference materials
- Full conference registration (1)
- Signage and Special Acknowledgment



EXHIBITOR OPPORTUNITIES

HA CONNECT provides an outstanding opportunity for exhibitors and sponsors to reach individuals and families affected by hydrocephalus and the medical professionals who care for them. This is a wonderful forum for participants to learn about our conference sponsors, industry partners, health care companies and other organizations working within the hydrocephalus community.

EXHIBITOR \$1,500

Includes:

Table in the Exhibit Area (1)

Full Conference Registrations (2)

DIGITAL ADVERTISING \$250-750

Advertising in Conference App:

Company Profile: \$750

Game Participation Challenge (1): \$750

Push Notification (1): \$250

Reserve your sponsorship early to receive full benefits of marketing opportunities. To advertise or register as a sponsor or exhibitor, please contact linda@hydroassoc.org.

Visit our website for more information and to sign up to receive updates. hydrocephalusconference.org

WHO SHOULD EXHIBIT & ADVERTISE

Shunt Manufacturers

Neurosurgery Medical Device Companies

Mobility Device Companies

Neurosurgery and Neurology Centers

Rehabilitative Medicine Clinics including Physical, Occupational, and Speech Therapy

Headache and Pain Management Centers

Acupuncturists, Massage Therapists, and other Holistic Practitioners

Imaging Companies

Insurance Companies

Nonprofit Organizations

Service Providers Supporting the Community including specialties like ADA Centers/ Organizations, Educational Consultants, Legal and Financial Services Providers

Local Assisted Living Facilities and Nursing Homes

Local Businesses, Restaurants, Coffee Shops, Summer Camps, etc.



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To learn more about the benefits of partnering with HA, please contact:

Linda Riley
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