



CONNECT



TEXAS

16TH NATIONAL CONFERENCE ON HYDROCEPHALUS

June 25-27, 2020

The Westin Houston, Memorial City
Houston, Texas



HYDROCEPHALUS ASSOCIATION'S MISSION

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.

Creating Connections, Raising Voices, Finding a Cure

The National Conference on Hydrocephalus is a unique opportunity for exhibitors and sponsors to reach individuals and families affected by hydrocephalus and the medical professionals who care for them. The goal of this conference is to provide 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 to connect with people throughout the community, including medical professionals, researchers, representatives of health industry corporations, and people affected by the condition.

The National Conference has a global reach and is open to people of all ages. The three-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. 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.



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

Aisha Morrison
National Director of Development
aisha@hydroassoc.org

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

WHY SUPPORT HA CONNECT

- 1 There is no cure for hydrocephalus.
- 2 Over one million Americans of all ages live with hydrocephalus.
- 3 An estimated 1 in 770 infants develop hydrocephalus.
- 4 Anyone at any age can develop hydrocephalus.
- 5 Some 700,000 seniors are believed to have normal pressure hydrocephalus (NPH), often misdiagnosed as Alzheimer's disease or Parkinson's.
- 6 NPH is one of the few causes of dementia that can be controlled or reversed with treatment.
- 7 The only effective treatment for hydrocephalus is brain surgery.
- 8 Brain surgeries related to hydrocephalus cost over \$2 billion per year. This does not include rehabilitative therapy or educational accommodation.
- 9 Every 15 minutes, someone in the U.S. has brain surgery related to hydrocephalus.



WHO SHOULD EXHIBIT & ADVERTISE

Shunt Manufacturers
Neurosurgery Medical Device Companies
Mobility Device Companies
Neurosurgery and Neurology Centers
Pain Management Clinics
Imaging Companies
Service Providers Supporting the Community
Insurance Companies
Local Assisted Living Facilities
Local Nursing Homes
Local Businesses, Restaurants and Coffee Shops

RATES

DIGITAL ADVERTISING RATES

Advertising in Conference App:

Company Profile: \$750

Push Notification: \$250

EXHIBIT RATES

Exhibitor: \$1500

Includes:

One (1) 6ft. table in the exhibit area

Two (2) full conference registrations

RESERVE YOUR SPONSORSHIP EARLY to receive full benefits of marketing opportunities. To advertise or register as a sponsor or exhibitor, please visit our [registration portal](https://www.hydrocephalusconference.org/registration).

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

www.hydrocephalusconference.org

PRESENTING SPONSOR \$50,000

- Special recognition from the podium during key sessions
- Naming opportunity for a major conference event
- Acknowledgment in all conference materials as a Presenting Sponsor
- Corporate logo placed on the homepage of the conference website
- Corporate logo placed on the HA website for one (1) year
- Corporate name and logo in promotional emails, monthly e-newsletter, printed newsletters and press releases
- Corporate profile featured in the conference app
- Four (4) daily prime time push notifications through the conference app
- Media opportunities during pre-, live, and post-conference coverage
- Speaking opportunity
- Complimentary large exhibit space in prime location
- Ten (10) conference registrations
- Opportunity to supply up to two (2) promotional items in the attendee conference bag and be the official sponsor of the bag

SPONSORSHIP LEVELS

PLATINUM \$25,000

- Special recognition from the podium
- Naming opportunity for a major conference event
- Acknowledgment in all conference materials as a Platinum Sponsor
- Corporate logo placed on the homepage of the conference website
- Corporate logo placed on the HA website for one (1) year
- Corporate name and logo in promotional emails, monthly e-newsletters, and printed newsletters
- Corporate profile featured in the conference app
- Three (3) daily prime time push notifications through the conference app
- Media opportunities during pre-, live, and post-conference coverage
- Six (6) full conference registrations
- Complimentary large exhibit space
- Opportunity to supply one (1) promotional item in the attendee conference bag

GOLD \$15,000

- Acknowledgment in all conference materials as a Gold Sponsor
- Corporate logo placed on the homepage of the conference website
- Corporate logo placed on the HA website for one (1) year
- Corporate name and logo in promotional emails, monthly e-newsletters, and printed newsletters
- Corporate profile featured in the conference app
- Two (2) daily prime time push notifications through the conference app
- Four (4) full conference registrations
- Complimentary medium exhibit space
- Opportunity to supply one (1) promotional item in the attendee conference bag



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Aisha Morrison, CFRE, MPA
National Director of Development

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

Phone: 240.483.4475
Email: Aisha@hydroassoc.org

SPONSORSHIP LEVELS (CONT)

SILVER \$10,000

- Corporate logo placed on the homepage of the conference website
- Corporate logo placed on the HA website for one (1) year
- Corporate profile featured in the conference app
- One (1) daily prime time push notification through the conference app
- Three (3) full conference registrations
- Complimentary exhibit space

BRONZE \$5,000

- Corporate logo placed on the HA website for one (1) year
- Corporate profile featured in the conference app
- One (1) push notification through the conference app
- Two (2) full conference registrations
- Complimentary exhibit space

COPPER \$2,500

- Corporate profile featured in the conference app
- Two (2) full conference registrations
- Complimentary exhibit space

ADDITIONAL OPPORTUNITIES

FAMILY SPONSORSHIP \$7,500

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

- Corporate logo placed on the HA website for one (1) year
- Corporate profile featured in the conference app
- One (1) push notification through the conference app
- Two (2) full conference registrations
- Complimentary exhibit space
- Photo opportunity with sponsored family for post-conference marketing

MEAL SPONSOR \$6,000

Provide a healthy meal at plenary sessions attended by all conference participants

- Corporate profile featured in the conference app
- Corporate logo placed on HA website for one (1) year
- One (1) push notification through the conference app
- Two (2) full conference registrations
- Includes branding in dining areas, recognition in conference app and emails

KIDS CAMP SPONSORSHIP \$5,000

Choose the day you would like to exclusively sponsor.

- Recognition as a Kids Camp Sponsor on conference materials
- Corporate profile featured in the conference app
- One (1) push notification through the conference app
- Corporate logo placed on HA website for one (1) year
- Two (2) full conference registrations
- Complimentary exhibit space
- Opportunity to supply staff volunteers and branded marketing material such as t-shirts, water bottles, lanyards, etc. to the kids during your sponsored day

COFFEE BREAK SPONSOR \$2,500

Provide coffee, tea and snacks at coffee breaks for all conference participants.

- One (1) push notification through the conference app
- Corporate profile featured in the conference app
- Two (2) full conference registrations
- Signage and special acknowledgment to announce coffee breaks

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