



Advertising & Sponsorship



◆ Sponsoring ◆

Below are some examples of the types of sponsorship opportunities available to FHPCA Affiliate Members. If you have a creative sponsorship in mind that is not listed below, we would be happy to work with you to make it possible.

QUARTERLY BOARD MEETINGS

(Patron & Corporate-Patron Members only)

Direct your brand towards the **key decision makers for hospice** in Florida through any one of our sponsorship opportunities. Below are some examples of the sponsorships available.

Breakfast • Lunch • Dinner • Dessert • Cocktails • Room Key Sponsor • Executive Roundtable

RESEARCH SUPPORT PARTNER

New for 2018, join FHPCA's **award-winning research grant program** by sponsoring an individual grant to be given to a local Florida hospice provider in the coming year.

◆ Advertising ◆

HOSPICE EXECUTIVE E-NEWSLETTER

This monthly publication is sent to the **Board of Directors** and **subscribed leadership**. All publications are archived on the internal Board of Directors membership portal. Only one ad spot is available per publication (twelve available for the year). *Price per ad, per issue: \$200 for members / \$250 for non-members.*

HOSPICE PROFESSIONAL E-NEWSLETTER

This monthly publication is sent to **hospice professionals state and nationwide**. We archive all E-Newsletters on our website, as well as promote the publication on all of our social media outlets for additional coverage. One ad per publication available. *Price per ad, per issue: \$100 for members / \$150 for non-members.*

Ad specifications: Files must be press ready and sent in .jpeg (RGB) or .png format. Files cannot be larger than 1MB. The image size for The Hospice Executive and The Hospice Professional is 260x (portrait) and 600px (landscape). Analytics will be provided for both publications.

WEBSITE ADVERTISING

We have designed our website with you in mind by ensuring advertising space on all of our webpages. Some of our pages are designed to attract hospice program members, while others are of interest to the general public.

The 'Location + Duration' advertising option allows you to choose where and how long you want to advertise on FHPCA's website. Simply use the formula below to decide which choice works best for you. Ads must be 200w x 90h px, press ready, and provided in .jpeg format. Your ads can be linked to your website or document. The ad space available is small, we recommend you limit the amount of words used.

Front Page (per ad)
\$100 mbrs / \$150 non-mbrs

OR

Secondary Page (per ad)
\$50 mbrs / \$75 non-mbrs

+

Duration
\$50 per week

=

COST OF AD

◆ *Distribute Your Content & Be Involved* ◆

(FOR FHPCA MEMBERS ONLY)

THE HOSPICE VOICE BLOG

(Patrons & Corporate-Patrons Only)

The Hospice Voice, our online blog, is a great way to **reach the general public** and **FHPCA members** that visit our website. Articles are focused on explaining hospice, palliative care, and end-of-life issues so the general public or healthcare professionals can have a clear understanding about these subject matters. Your company's logo, website, and mission statement will appear at the bottom of each post you write. Articles submitted to the blog will also be posted in our monthly E-newsletter publication.

Article length: 500 words or less. Content parameters: No sales pitch, content should be educational only. FHPCA holds editor rights, and the ability to refuse content not related or deemed insufficient for the blog.

HOSPICE PROFESSIONAL NEWSLETTER

(Patrons & Corporate-Patrons Only)

Our monthly hospice professional E-newsletter is sent to a variety of **hospice employees and professionals from around the state and nation**. Patron members can contribute news about their company, or can submit original articles on topics related to hospice, palliative care, and/or end-of-life. Does your company already publish original content? Submit your company's original content to info@floridahospices.org for consideration in our E-Newsletter and online blog.

ANNUAL FORUM CONFERENCE

Exhibiting at Forum is a unique way to reach many types of **hospice professionals from across the state of Florida and United States** in one place. Sponsorships are also available as an opportunity to collaborate with FHPCA and stand out from the crowd. Increase your visibility and exposure through one of the many opportunities offered at this event.

◆ ◆ **May 31 – June 1, 2018 at Hyatt Regency Grand Cypress** ◆ ◆

Visit our Exhibitor & Sponsor page at www.floridahospices.org/forum

FHPCA COMMITTEES

(Patrons & Corporate-Patrons Only)

Joining an FHPCA committee provides Patron Members a chance to **work alongside hospice leaders** and help further FHPCA's mission of quality hospice in Florida. FHPCA integrates the involvement of our Board Members by requiring all to serve on at least one of our committees. This is a great opportunity to build lasting relationships through active involvement.

Committees available to Affiliate Members:

- Research & Innovation Committee
- Quality & Regulatory Affairs Committee
- Forum Committee

***Interested? Questions?
Want More Information?***

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