



25TH

PRIVATE DUTY

National Conference & Expo

OCTOBER 17–19, 2022 CAESARS PALACE, LAS VEGAS, NV

**Exhibit and
Sponsorship
Opportunities**

Join us for the leading event for
private duty owners!

CONTACT

Regina Dexter

860-510-0100 x6061 | rdexter@decisionhealth.com

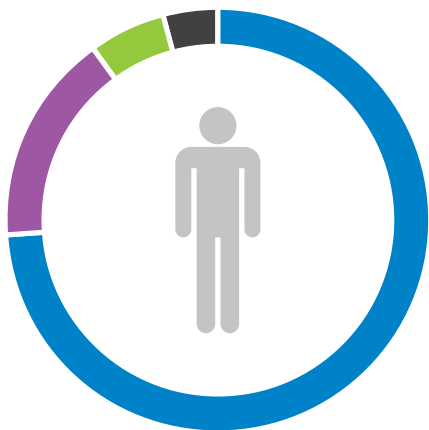
25TH PRIVATE DUTY National Conference & Expo

EXHIBITOR PROSPECTUS | OCTOBER 17–19, 2022 | CAESARS PALACE, LAS VEGAS, NV

The **Private Duty National Conference & Expo** is the premier event for private duty agency owners, offering them strategies and insights on how to grow and thrive in the private duty home care market. Attendees include agency owners, CEOs, presidents, VPs, directors, and other executives who are looking for proven tactics and new solutions to support and grow their businesses.

Private duty is the fastest growing segment of home care in America and our attendees need your tools and services!

ATTENDEE DEMOGRAPHICS



74% Owners, CEOs, presidents, administrators

16% VPs operations, HR, compliance

6% Regional directors

4% Community liaisons and other



“I found tremendous value in attending. I learned a lot and thought of many key things that I can do to help positively affect our business.”

“ ”

— SHARON R.

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Diamond Sponsorship

(One Available)

\$13,900

- 10x10 exhibit space, including one 6' skirted table, two chairs. Optional wireless internet and electricity for additional fee
- Exclusive welcome reception sponsorship (logo on napkins, signage, 2 minutes to address audience)
- Company logo and description (50 words) in program guide
- Acknowledgment in conference marketing
- One pre-event email to attendees
- Company logo and link on conference website with designation of sponsorship level
- One month medium rectangle on Post-Acute Advisor
- Tote bag sponsorship includes logo on bag plus insert
- Full-page ad in program guide
- One full conference pass
- One exhibit only pass
- Additional passes available at discounted rates
- Reserved table for 10 at lunch on day one
- Post or pre event eblast to Post-Acute Advisor audience
- Upgrade to 10x20: add \$2,900
- Includes native content posting on Post-Acute Advisor™

Platinum Sponsorship

(Two Available)

\$9,500

- 10x10 exhibit space, including one 6' skirted table, two chairs.
- Optional wireless internet and electricity for additional fee
- Exclusive sponsorship of one breakfast includes signage and logo on napkins
- Company logo and description (50 words) in program guide
- One pre-event email to attendees
- Company logo and link on conference website with designation of sponsorship level
- One month medium rectangle on Post-Acute Advisor
- Insert in tote bag
- Full-page ad in program guide
- One full conference pass
- One exhibit only pass
- Additional passes available at discounted rates
- Reserved table for 10 at lunch on day one
- Post or pre event eblast to Post-Acute Advisor audience
- Upgrade to 10x20: add \$2,900
- Includes native content posting on Post-Acute Advisor™

To reserve your space, please contact **Regina Dexter** at rdexter@decisionhealth.com or 860-510-0100 x6061

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Gold Sponsorship

(Three Available)

\$8,700

- 10x10 exhibit space, including one 6' skirted table, two chairs.
- Optional wireless internet and electricity for additional fee
- Exclusive sponsorship of one break includes napkins and signage
- Company logo and description (50 words) in program guide
- Company logo and link on conference website with designation of sponsorship level
- One-time use of attendee list for pre-conference direct mail
- Insert in tote bag
- Full-page ad in program guide
- One full conference pass
- One exhibit only pass
- Additional passes available at discounted rates
- Reserved table for 10 at lunch
- Upgrade to 10x20: add \$2,900
- Includes native content posting on Post-Acute Advisor™

Silver Sponsorship

(Four Available)

\$6,900

- 10x10 exhibit space, including one 6' skirted table, two chairs.
- Optional wireless internet and electricity for additional fee
- Co-sponsorship of lunch includes signage
- Company logo and description (50 words) in program guide
- Company logo and link on conference website with designation of sponsorship level
- One-time use of attendee list for pre-conference direct mail purposes
- Insert in tote bag
- Half page ad in program guide
- One full conference pass
- One exhibit only pass
- Additional passes available at discounted rates
- Includes native content posting on Post-Acute Advisor™

Bronze Sponsorship

(Four Available)

\$4,995

- 10x10 exhibit space, including one 6' skirted table, two chairs.
- Optional wireless internet and electricity for additional fee
- Company logo in program guide
- Company logo and link on conference website with designation of sponsorship level
- One-time use of attendee list for pre-conference direct mail
- Half page ad in program guide
- One full conference pass
- One exhibit only pass
- Additional passes available at discounted rates

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Exhibit \$3,995

- One 10x10 Exhibit Space
 - > One 6' skirted table
 - > Two chairs
 - > Optional wireless internet and electric for additional fee
- Company listed on conference web page
- Company listed in program guide
- One conference pass
- One exhibit only pass
- Additional passes available at discounted rates
- Attendee networking list (name, title, company only delivered one week prior to event)

Additional Opportunities

\$1,200 Exhibitor Spotlight: 10 minute scheduled session on exhibit floor during exhibit hours

\$500 Insert in conference tote bag

\$1,200 Lanyard sponsorship

\$2,500 Wi-Fi sponsorship

\$2,500 Water bottle sponsorship

\$790 Pre email deployments to 2,000 private duty owners

\$500 Pre or post email deployment to attendee list (limited to 4)


\$500 Pre attendee mailing list for one time use

\$750 Full page ad in conference guide

\$500 Half page ad in conference guide

App Usage Overview

 **257**
active users

 **13,643**
in app actions

 **53**
average number of actions per user

Focus groups, dinner roundtables, and other networking activity available: [call for rates](#)

Conference App Opportunities

\$350 Promoted post in App (4 available)

\$500 Push notification in App (4 available)

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Hotel Accommodations

Caesars Palace
3570 S Las Vegas Blvd.
Las Vegas, NV 89109

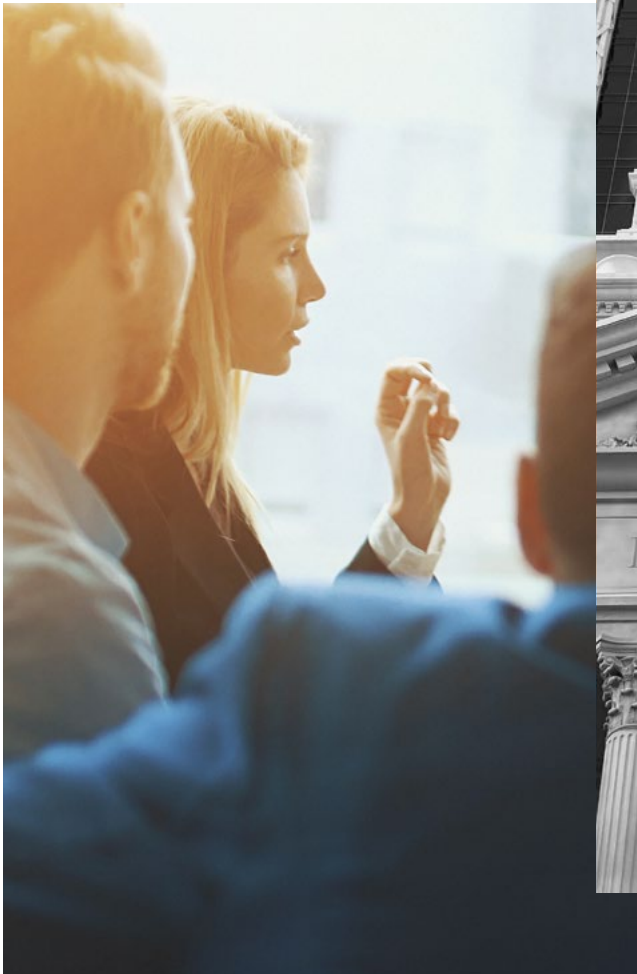
Electricity & Internet

Please reference the exhibitor kit for information on electricity and internet.

“I got some great ideas to take home and put into practice, both in the sessions and from talking to some of the exhibitors.”

“ ”

— JOSEPH R.



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2022 CONFERENCE

OCTOBER 17–19, 2022
CAESARS PALACE, LAS VEGAS
privatedutyconference.com

Regina Dexter
860-510-0100 x6061
rdexter@
decisionhealth.com

EXHIBITOR CONTACT INFORMATION

Company name _____
Point person _____
Phone _____
Email _____
Title _____
Signature (person completing form) _____
Date: _____

SPONSORSHIP OPPORTUNITIES

_____ \$ _____
_____ \$ _____
_____ \$ _____
_____ \$ _____
Total Cost \$ _____

Booth Space Request

1st Choice _____, 2nd Choice _____, 3rd Choice _____

Notes: _____

Would you like to learn more about year-round lead generation opportunities? Yes _____ No _____

EXHIBITOR DIRECTORY INFORMATION

(Exactly as you wish it to appear in the Exhibitor Directory and on signage)

Company _____
Street address _____
City _____ State _____ ZIP _____
Phone _____
Web address _____

EXHIBITOR MATERIAL REQUIREMENTS

Company Logo: Please provide your company's color logo in .eps or .ai format. (Logo due with signed application)

PAYMENT INFORMATION

Name _____
Street address _____
City _____ State _____ ZIP _____

☐ Check enclosed. (Make checks payable to DecisionHealth)

Billing address:

DecisionHealth
PO Box 5094
Brentwood, TN 37024-5094

Credit card: Someone will contact you via phone for the number and expiration date once application is received.

☐ American Express ☐ MasterCard ☐ VISA ☐ Discover

TERMS AND CONDITIONS

BILLING AND CANCELLATIONS: Invoices for 50% of total are issued upon receipt of signed order and are payable upon receipt of invoice. The balance will be billed five months prior to event date. Sponsorship is non-cancellable by Sponsor. In the event that the Company cancels the event or terminates this contract for any reason upon notice to Sponsor, the Company's sole liability to Sponsor, and Sponsor's exclusive remedy, shall be a refund of any fees paid by Sponsor.

LIABILITY: Neither the Company nor its agents or representatives shall be responsible for any injury, loss or damage that may occur to Sponsor or to Sponsor's employees or agents or the property belonging to any such party. Sponsor shall indemnify and hold the Company and its officers, directors, employees, and agents, and the exhibit hall for the event (the "Facility") and all agents and employees thereof, and event contractor and its employees and agents ("Indemnitees") forever harmless from any damages incurred, or charges imposed for violations of any law or ordinance, arising from the actions or negligence of Sponsor or those operating under Sponsor's control. Sponsor shall indemnify and hold harmless the Indemnitees against any losses,

costs, damages, liability, or expenses (including attorney's fees) arising from or by reason of any accident or bodily injury or other occurrences to any property or persons, including the Sponsor, its agents, employees, and business associates, which arise from or by reason of Sponsor's and its agents' use of the Facility.

FORCE MAJEURE: In the event that the performance by the Company or the Facility is unavailable for the entire event, or a portion of the event, as a result of fire, flood, tempest, inclement weather, or other such cause or as a result of governmental intervention, malicious damage, acts of God, war, strike, lock-out, labor dispute, riot, curtailment of transportation, or other cause or agency over which the Company has no control, or should the Company decide that because of any such cause that it is necessary to cancel, postpone or re-site the event, or reduce show time, the Company shall not be liable to refund, indemnify, or reimburse Sponsor for any expenses, damages, or losses, direct or indirect, arising as a result thereof. In the event of such cancellation, the Company will refund sponsorship fees paid to it unless the event is rescheduled.

DISCLAIMER: The Company does not guarantee the accuracy of or endorse the views or opinions given by any speaker or attendee at the conference, nor does it warrant that it is complete and accurate. Nothing at the conference constitutes a recommendation to buy or sell securities of any kind.

GOVERNING LAW: This Agreement and any disputes arising under it shall be governed by the laws of the State of Tennessee, without giving effect to its conflict of laws principles. You consent to the exclusive forum, jurisdiction, and venue of the Courts of the State of Tennessee in any and all legal actions relating to this Agreement.

MISCELLANEOUS: Sponsor shall observe all union contracts in effect between the Company, the event contractor, the Facility, and various labor organizations. Sponsor shall obtain, at its own expense, adequate insurance covering Sponsor's participation in the event. Sponsor may not assign this contract without the prior written consent of the Company. Any and all matters not specifically covered herein are subject to the sole discretion of the Company.

