

**Focus on the present;
prepare for the future**



Sponsorships



**Get recognized by top providers
as a leader in the HME industry.**

www.hmesummit.com

Sponsoring the HME News Business Summit provides you extensive brand exposure to the industry's top providers. As a sponsor, you have C-level executives with buying power at your fingertips.

being held at the Charlotte Marriott City Center, a hotel in the heart of the city and walking distance to the some of its best attractions.

Now in its 7th year, the HME Summit continues to attract the best thought leaders in the industry. We combine top-notch education with dynamic networking opportunities, creating the perfect environment to form partnerships, find solutions and strategize for success. It's also the perfect environment for sponsors to influence providers and gain new business.

The Summit has a limited number of sponsorship opportunities available for companies who understand the value of being identified with content-rich, cutting edge information before an audience of top HME executives. We hope you'll join us as a sponsor.

This year the Summit takes place in Charlotte, North Carolina, a vibrant city with Southern charm and culture. With attractions ranging from the Nascar Hall of Fame to the Mint Museum to the EpiCentre with fabulous restaurants, bars and shopping, Charlotte has something for everyone. The HME Summit is

**Sponsorships are limited.
Reserve your's today!**

Contact: Rick Rector, publisher, *HME News*
207-840-0600 x267 • rrector@hmenews.com



Platinum Sponsorship

PRINT MARKETING

- Two full page ads in the State of the Industry White Paper
- Top logo position on the sponsor page of the State of the Industry White Paper
- Highlighted as Platinum Sponsor in all Summit print ads in *HME News*
- Logo included on all Summit advertising materials
- Brochure/literature placement in all Summit conference bags

E-MARKETING

- Poster ad with link on all pages of Summit Web site
- Announcement as Platinum Sponsor in the HME NewsWire
- E-mail broadcast to all registrants announcing sponsorship of Networking Reception
- Logo included in HME News Business Summit Insider e-Newsletter
- Company representative to be interviewed at the Summit for a future clip on HME News TV
- Logo included in Summit e-Media advertising

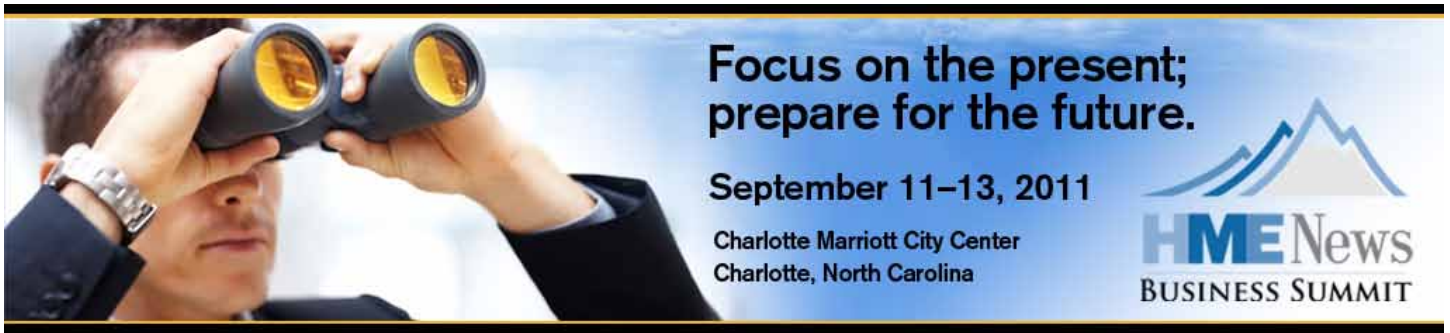
EVENT BRANDING

- Sponsor of the Networking Reception
- Highlighted logo at Summit Sessions
- Special full page write-up/Advertorial in Summit Conference Program
- Logo included on printed Summit materials and signage
- Logo included on Networking Reception signage
- Logo placement on lanyards
- Promotional item placement in all Summit conference bags

BONUS BENEFITS

- 4 registrations to Summit
- Post-show mailing list of attendees
- Sponsorship "First Right of Refusal" for 2012 Summit

*Only one Platinum Sponsor
Price: \$25,000*



Gold Sponsorship

PRINT MARKETING

- One full page ad in the State of the Industry White Paper
- Second logo position on the sponsor page of the State of the Industry White Paper
- Highlighted as Gold Sponsor in all Summit print ads in *HME News*
- Logo included on all Summit advertising materials
- Brochure/literature placement in all Summit conference bags

E-MARKETING

- Skyscraper ad with link on all pages of Summit Web site
- Announcement as Gold Sponsor in the HME NewsWire
- E-mail broadcast to all registrants announcing sponsorship of Opening Night Reception
- Logo included in HME News Business Summit Insider e-Newsletter
- Company representative to be interviewed at the Summit for a future clip on HME News TV
- Logo included in Summit e-Media advertising

EVENT BRANDING

- Sponsor of the Opening Night Reception
- Highlighted logo at Summit Sessions
- Special full page write-up/Advertorial in Summit Conference Program
- Logo included on printed Summit materials and signage
- Logo included on Opening Night Reception signage
- Promotional item placement in all Summit conference bags

BONUS BENEFITS

- 3 registrations to Summit
- Post-show mailing list of attendees
- Sponsorship "First Right of Refusal" for 2012 Summit

*Only one Gold Sponsor
Price: \$15,000*



Silver Sponsorship

PRINT MARKETING

- One half page ad in the State of the Industry White Paper
- Logo included on the sponsor page of the State of the Industry White Paper
- Highlighted as Silver Sponsor in all Summit print ads in *HME News*
- Logo included on all Summit advertising materials
- Brochure/literature placement in all Summit conference bags

E-MARKETING

- Button ad with link on all pages of Summit Web site
- Announcement as Silver Sponsor in the HME NewsWire
- E-mail broadcast to all registrants announcing your sponsored event
- Logo included in HME News Business Summit Insider e-Newsletter
- Company representative to be interviewed at the Summit for a future clip on HME News TV
- Logo included in Summit e-Media advertising

EVENT BRANDING

- Sponsor of one of the networking luncheons or continental breakfasts
- Highlighted logo at Summit Sessions
- Special half page write-up/Advertorial in Summit Conference Program
- Logo included on printed Summit materials and signage
- Logo included on your sponsored event signage
- Promotional item placement in all Summit conference bags

BONUS BENEFITS

- 2 registrations to Summit
- Post-show mailing list of attendees
- Sponsorship "First Right of Refusal" for 2012 Summit

Limited to three sponsors

Price: \$10,000



Bronze Sponsorship

PRINT MARKETING

- One quarter page ad in the State of the Industry White Paper
- Logo included on the sponsor page of the State of the Industry White Paper
- Highlighted as Bronze Sponsor in all Summit print ads in *HME News*
- Logo included on all Summit advertising materials
- Brochure/literature placement in all Summit conference bags

E-MARKETING

- Announcement as Bronze Sponsor in the HME NewsWire
- Logo included in HME News Business Summit Insider e-Newsletter
- Company representative to be interviewed at the Summit for a future clip on HME News TV
- Logo included in Summit e-Media advertising

EVENT BRANDING

- Sponsor of one of the continental breakfasts or snack breaks
- Highlighted logo at Summit Sessions
- Logo included on printed Summit materials and signage
- Logo included on your sponsored event signage
- Promotional item placement in all Summit conference bags

BONUS BENEFITS

- 1 registration to Summit
- Post-show mailing list of attendees

Price: \$5,000