



# Sponsor and Exhibitor Prospectus

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# Background Information

*Healthy Families America (HFA) is a leading family support home visiting program, impacting 70,000+ families annually. During the COVID-19 crisis, sites have continued to provide essential services to families, including virtual home visits.*

## **About HFA Live: Making Connections:**

- At HFA Live: Making Connections, connections will be made as attendees participate in peer-to-peer learning; sharing best practices and innovations with other HFA colleagues. Inspiring content by nationally and internationally known keynote speakers will revitalize attendees to continue forward in their important work.

## **About Healthy Families America:**

- Developed over 25 years and based on extensive and ongoing research, our approach is relationship-based, culturally respectful, family-centered, and grounded in the parallel process: the relationships we build with parents and families serve as a model for the supporting, positive relationships we help them cultivate with their children.
- HFA has yielded positive results across a spectrum of communities of varying geographic, cultural, and socioeconomic backgrounds. HFA programs operate across the United States and internationally, and home visits are conducted in dozens of languages.

# Sponsor and Exhibitor Benefits

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## Authentic engagement

Through our exhibition opportunities and sponsorship packages, your company/brand will be viewed as a true value-add to our attendees, supporting the work they care about deeply, as well as offering solutions to some of their common challenges.

## Direct connection

Through our exhibitor booths, you have the ability to connect 1:1 with those most interested in what you have to offer.

As attendees, you also have the ability to interact with the conference content and learn more about your potential customers.

## Brand trust

We will screen exhibitors and sponsors to ensure they are representative of our values. This commitment to displaying brands who are in alignment with our values is an important value-add to both our attendees and our sponsors and exhibitors.

## Generated traffic

Sponsor logos and videos will be included in very prominent locations. Attendees in the virtual conference will be regularly directed to the exhibitor hall to win prizes and engage with you and your team.



# The Audience

## 2000+ attendees from HFA's National Network:

- Social workers
- Nurses
- Family Support & Resource Specialists
- Infant Mental Health Practitioners
- Nonprofit Leaders
- Supervisors and Managers
- State Leaders and Administrators
- Technical Assistance and Quality Assurance providers





## Representing almost 600 locations across 37 states:

For nearly 30 years, Healthy Families America (HFA) has worked toward a singular vision: all children receive nurturing care from their family that leads to a healthy, long, and successful life. We have nearly 600 affiliates in 37 states, Washington D.C., all 5 U.S. Territories, and Israel.



## Diverse agency representation:

HFA services are provided within the following types of agencies:

- Child Abuse Prevention
- CPS / Child Welfare
- Community Action Agency
- Family Resource Center
- Mental Health Provider
- School or Educational Organization
- Tribal Organization

More than 60% of locations offer services in both English and Spanish

# Exhibitor Packages

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**\$250**

One PDF at a general resource table in the exhibit hall

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**\$450**

PDF + video included at the general resource table in the exhibit hall

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**\$600: Exhibitor Booth**



## Exhibitor Booth

(image as sample only)

### Includes:

- Ability to upload multiple videos, resources, and other engaging content into your booth
- Ability to text and video chat 1:1 with those who come to your booth
- Ability to see who came to your booth while you were away
- Design your own avatar
- Exhibitors can give away prizes by collecting email addresses at booth and having raffles (as many do at in-person conferences)
- 1 registration to HFA Live
  - + Add-on each additional staff member to help you exhibit for \$50/ea.





## Support for Exhibitors

(image as sample only)

### Supporting your use of the technology:

- Tech support is provided throughout the virtual conference if you run into any problems.
- We will hold a training session for all exhibitors to review the features and tools you will have available to you throughout the conference.
- For materials in your booth:
  - You will receive a checklist of things, some of which you must include (like logo, etc), and some of which you have the option to include: videos, links, etc
  - You will send those to us in advance to pre-load into your booth

# Sponsorship Levels

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**LEADER OF LEARNING: \$2,500**

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**PARTNER IN PREVENTION: \$5,000**

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**CHAMPION OF CHILDREN: \$10,000**

# Leader of Learning: \$2,500

As a Leader of Learning, you will be sponsoring a breakout or chat room session. This opportunity includes:

- Logo and/or name featured at the start of the session
- Name displayed on agenda, event website, and post-event materials
- Access to a recording of the session you sponsored
- Sponsor logo included in lobby as part of scrolling feature
- Sponsor logo included on registration page
- Sponsor logo included in pre-conference email blasts
- Option to have exhibitor's table (all of exhibitor benefits)
- 1 registration to HFA Live

# Partner in Prevention: \$5,000

## **Only 3 opportunities available**

As a Partner in Prevention, you will be sponsoring one of our featured keynote sessions, partnering with us as we focus on the best and brightest ideas relevant to the prevention of childhood adversities.

This opportunity includes:

- Logo will be prominently displayed before and after keynote
- Sponsor logo and URL included with registration information online
- Sponsor highlight sent out as part of pre-conference email blast
- Sponsor logo and pdf included in attendee virtual Swag Bags
- Option to have exhibitor's table (all of exhibitor benefits)
- 2 registrations to HFA Live



# Champion of Children: \$10,000

## **ONLY 3 opportunities available**

As a Champion of Children, your sponsorship will support the learning we engage in, for the betterment of children and families in communities across the country. This opportunity will leverage your brand as we celebrate your contribution for a dedicated day during HFA Live.

- Logo will be prominently displayed for an entire day in the conference lobby
- Alert sent out to all attendees to visit sponsor website on your Champion of Children day
- Sponsor logo, URL and video included with registration information online
- Sponsor highlight sent out as part of pre-conference email blast
- Sponsor logo, pdf, video included in attendee virtual Swag Bags
- Option to have exhibitor's table (all of exhibitor benefits)
- Pre- or post-event targeted email to all registrants
- 4 registrations to HFA Live

ANIMATED

Your Logo  
Here

Your Logo  
Here

PROVIDING SOLUTIONS  
FOR A MORE CONNECTED,  
SUSTAINABLE WORLD



COMPANY STRATEGY

AUDITORIUM

LINE OF  
BUSINESS STRATEGY

LEADER'S  
LOUNGE

HELP DESK

Sponsor Ad Placement: Conference Lobby





**Your logo  
here**

**Sponsor Ad Placement: Auditorium**

# Ready to take the next step?



Reach out to our team [by email](#) or learn more by [visiting our website](#).