

# Create a Buzz...



## Marketing Opportunities with

**FLORIDA HOSPICE**  
& PALLIATIVE CARE ASSOCIATION



## ***There are things you can buy...***

### **WEBSITE ADVERTISING:**

We have designed our new 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. Our 'Location + Duration' pricing option gives you the flexibility to advertise to your target audience without straining your budget.

### **E-NEWSLETTER ADVERTISING:**

Our E-newsletter is a bi-weekly publication that is sent out to all FHPCA Board Members, along with a variety of hospice employees and self-subscribers. We archive all E-Newsletters on our website, as well as promote the publication on all of our social media outlets for additional coverage.

### **SPONSORING AND EXHIBITING:**

We offer a variety of sponsorship opportunities that are available year round.

- ⇒ Forum: annual conference and tradeshow
- ⇒ Illumination Webinars
- ⇒ Quarterly Board Meetings (*Patron and Corporate-Patron Members only*)

*These advertising opportunities are available for non-members, Associate members, and Patron members. Corporate– Patron members already receive these as a benefit of their level of membership to FHPCA.*

## ***And there are things you can provide...***

### **THE HOSPICE VOICE:**

The Hospice Voice, our online blog, is a great way to reach the general public and FHPCA members that visit our website. Articles are centered around expounding upon hospice, palliative care, and end-of-life issues so the general public can have a clear understanding on these subject matters. FHPCA Program members are submitting content for The Hospice Voice as well.

### **E-NEWSLETTER:**

Our E-newsletter is a bi-weekly publication sent out to all FHPCA Board Members, a variety of hospice employees and self-subscribers. 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.

### **ILLUMINATIONS WEBINARS:**

Each month FHPCA hosts an online webinar/s for our Hospice Program Members along with other registered participants. This is a great opportunity for Patron members to display their expertise by providing content and/or faculty for these events.

### **ANNUAL FORUM CONFERENCE:**

Every year FHPCA hosts our annual education conference, Forum. Along with sponsoring and exhibiting, Patron and Association Members can also participate in Forum by providing session content and faculty.

### **FHPCA COMMITTEES:**

Joining an FHPCA committee provides Associate members a chance to work alongside hospice leaders and help further FHPCA's mission of quality hospice in Florida.

*These advertising opportunities are only available for Patron and Corporate–Patron Members.*

## Website Specifics

### FOR ASSOCIATES, PATRONS, AND CORPORATE PATRONS

#### Specifics:

Ads must be 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.*

#### Pricing:

The 'Location + Duration' advertising option allows you to choose where and how long you want to advertise on FHPCA's website. This option is flexible enough to satisfy your business needs without straining your budget. Simply use the formula below to decide which choice works best for you.

Front Page(per ad) = \$100 for members/\$150 for non-members	+	Duration: \$25 per week	=	Cost of Ad
or				
Secondary Pages (per ad, per page) = \$50 for members/\$75 for non-members				

## E-Newsletter Specifics

### FOR ASSOCIATES, PATRONS, AND CORPORATE PATRONS

These ads are available for a two consecutive E-News publications, and must be press ready. Images must be submitted in .jpg (RGB) format. There are only 13 spots available for the year. **Price: \$100 for members/\$150 for non-members**

## Sponsorships Specifics

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

### FOR ASSOCIATES, PATRONS, AND CORPORATE PATRONS

- ⇒ **Forum—Annual Education Conference:** Reach a diverse audience of hospice decision makers and clinicians all at once by exhibiting or sponsoring at our annual conference and tradeshow. Below are some examples of the sponsorships available. We are happy to work with you on finding the right sponsorship opportunity for you.

Lunch Sponsors (Thu/Fri)

Lanyard sponsor

Room Key Sponsor

Reusable Water Bottle Sponsor

Bag Sponsor

Welcome Reception Sponsor

Thursday Night Party Sponsor

Plenary Session Sponsor

Break Sponsor (Thu/Fri)

Breakfast Sponsor

### FOR PATRONS AND CORPORATE PATRONS

- ⇒ **Illuminations—Monthly Online Webinars:** Show hospice leaders and staff your company's expertise by providing content and faculty for one of our monthly webinars. Soon our webinars will be available for resell on our website, and your company's sponsored webinar will be available to be viewed by additional audiences, state and nationwide.

### FOR PATRONS AND CORPORATE PATRONS

- ⇒ **FHPCA Quarterly Board Meetings:** Sponsor at any of our Quarterly Board Meetings and have an opportunity to direct your brand towards the key decision makers for hospice in Florida. Below are some examples of the sponsorships available.

Lunch Sponsor

Dinner Sponsor

Dessert Sponsor

Executive Roundtable Sponsor

Cocktail Sponsor

Room Key Sponsor

## *The Hospice Voice Specifics*

### FOR PATRONS AND CORPORATE PATRONS

The Hospice Voice, our online blog, is a great way to reach the general public and FHPCA members that visit our website. Articles are centered around expounding upon hospice, palliative care, and end-of-life issues so the general public can have a clear understanding on these subject matters.

Your company's logo, website, and mission statement will appear on the blog.

**Article length:** 500 words or less

**Content parameters:**

- ⇒ No sales pitch – this blog is an opportunity to provide the general public information relevant to hospice, palliative care, and the end-of-life.
- ⇒ FHPCA holds editor rights to all content submitted
- ⇒ One to two articles a month will be posted.

## *Committees Specifics*

### FOR PATRON AND CORPORATE PATRONS

FHPCA recently adopted a new strategic plan that integrates more deeply 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.

Here is a list of the committees available to Associate Members:



Funding Committee—*Year round committee*



Quality Committee: Care Models, Indicators, & Education—*Year round committee*  
⇒ Forum Committee—*This committee runs from August to May*

**For more information, please contact:**

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