



2017 Homecare Homebase Users Conference

We are excited to announce a return to Addison for the 2017 HCHB Users Conference. Located in the growing North Dallas area, the hotel offers impeccable service and modern details with the Texas hospitality you've come to expect. The Westin Galleria is attached to Galleria Dallas and sits between the beautiful Park Cities and the vibrant entertainment district known as Addison. The standards are right in line with those Homecare Homebase sets for itself and the unmatched service we provide to our customers.

General Event Details

What: Homecare Homebase 2017 Users Conference
When: Wednesday, June 14th – Friday, June 16th
Where: Dallas, TX
Venue: Westin Galleria Dallas

Description: Homecare Homebase customers will participate in a variety of product update sessions, informational and training-oriented events and executive management seminars. Participants will include agency owners/administrators, technical executives and clinical and financial directors and managers. This is a much-anticipated event for our customers; it will provide them with exposure to our product roadmap and future plans, high-level education and hands-on practical information.

Attendance: Homecare Homebase anticipates 350+ customers attend this event.

Dress/Attire: All Users Conference sessions and events are business casual.

Opportunities: As a Partner of Homecare Homebase there are two unique ways you can participate in the Users Conference.

PARTNER FORUM:

Most prominently, Partners participate in the Partner Forum held on Wednesday, June 14th and Thursday, June 15th. You will again have the opportunity to exhibit at the Kick-Off/Welcome Reception on Wednesday evening, June 14th to maximize the time spent with customers.

This Kick-Off/Welcome Reception is open to all attendees and Partners in the exhibiting area and will offer cocktails and appetizers. It should be a fun, lively way to kick-off exhibiting. We will continue to host the exhibits all day Thursday, June 15th.

ATTEND SESSIONS:

This year we will once again be offering Partners the ability to attend sessions with our users. Additional details on this can be found below.

Partner Forum

As a Partner of HCHB you are uniquely positioned to offer an integrated or solutions-oriented service to our customers. This event is by “invitation only.”

By joining us in Dallas for the Partner Forum portion of our Users Conference you can expect:

1. Exclusive access to our customer base. Only select Partners will be allowed to participate in this event due to the nature of the conference and a limited number of spaces are available. **Spaces will be provided on a first-come, first-served basis.**
2. “Exhibit” space and an opportunity to meet face-to-face with our customers during the Partner Forum Kick-Off Reception on Wednesday, June 14th (from 5:00PM to 7:00PM) and Thursday, June 15th (from 9:30AM to 4:30PM). **Schedule subject to change.**

Exhibit space will include a 6-foot table with table cloth and two chairs. You are not required to bring a traditional exhibit or booth, but you are welcome to bring materials compatible with a 6-foot table space. If needed, AV & Electrical can also be provided at an additional cost. Prices vary based on need and can be arranged through the hotel. Information will be provided.

Please note - your table/booth MUST BE STAFFED during the Partner Forum hours. Partners not participating at their table will be removed from the Partner Forum.

Breakfast and Lunch is included for all Partners on Thursday.

3. Inclusion in the “Partner” section of the resources information handed out to each attendee, including a one-page summary of your services and how you partner with HCHB, as well as sales and general contact information included on the Attendee Website and handed out with each attendee’s registration packet.

Our goal is to provide a robust set of information to our customers about our Partners that ensures they know what you do, how it integrates or partners with HCHB and how to contact you.

You will receive information on how to provide your content for the Partner Section separately.

4. Ability to participate in the Partner Game to drive traffic at the Partner Forum. All partners will be eligible to participate as part of the game and if you choose to do so you can submit a prize for winners.

The HCHB marketing team can work with you to determine what types of prizes are appropriate and the logistics for the prize give-a-way.

5. Your Partner Forum participation includes 2 name badge registrations for your team. Additional name badges can be added for \$100 per person for up to 6 people total. Partners wishing to bring more than 6 staff members will need to contact the HCHB Marketing Team for approval.

Attending Sessions as a Partner

We are happy to again offer session attendance for any Partner who wishes to attend the Users Conference educational opportunities. Session registration will be open to all invited Partners, which will allow you or members of your team to register to attend the various sessions offered over our three-day conference. The conference runs from approximately 1:00PM on Wednesday, June 14th through approximately Noon on Friday, June 16th. There are sessions throughout this time.

Please note this is **NOT** required, Partners do not have to also attend sessions if they are participating in the Partner Forum, it's simply an additional opportunity to network and learn a little more about the HCHB Solution.

Each Partner who plans on attending sessions will need to complete a Non-Disclosure Agreement that will prevent the sharing of any information heard/gathered/seen at the Users Conference about future development or functionality plans, solution information or educational content with non-HCHB users and/or competitors. This is a requirement for attending sessions and is non-negotiable.

This will be part of the registration process, but we wanted to outline this expectation as part of this general information document. This Non-Disclosure Agreement will also need to be completed specifically for this event and is an addition to any other NDA or Confidentiality Agreement you may have completed in the past.

We also reserve the right to ask Vendor Participants to forgo sessions that are hosted by competitors or contain content that would give that vendor insight into a competitor's intellectual property. These situations will be handled as they arise.

For any Partners wishing to discuss the Non-Disclosure Agreement or any other information in more detail they may contact Tricia Collom, VP Marketing at tcollom@hchb.com or (214) 239-6726.

Pricing

Pricing will vary based on your level of involvement. Please see below for the various options and pricing.

PARTNER FORUM PRICING TABLE

	OPTION 1 Partner Forum Only	OPTION 2 Session Registration Only	BEST DEAL! OPTION 3 Partner Forum + Session Registration
Wednesday			
Session Registration	NA	\$850 per attendee	\$600 per attendee
Networking Reception	Included	Included	Included
Thursday			
Breakfast	Included	Included	Included
Partner Forum Exhibit Space - 6ft table, skirt, chairs + 2 name badges	\$1,750	NA	\$1,750
Partner Forum - Extra Name Badges (up to 4 additional)	\$100 each	NA	\$100 each
Lunch	Included	Included	Included
Keynote Presentation	Included	Included	Included
Thursday Entertainment Event	Included	Included	Included
Friday			
Breakfast	NA	Included	Included

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There are savings for Partners who wish to participate in both the Partner Forum and register for sessions. The session registration fee is discounted to \$600 per attendee. The standard conference rates apply for anyone wishing to attend sessions only, which are \$850 for the first registered attendee and \$775 for each additional attendee registered.

Partner Attendance at Events

The HCHB Users Conference policy on partner attendance at events is to include all partners at all events. We feel the most important aspect of this conference is the feeling of community and partnership that is created throughout the many activities, we'd like everyone to feel included and part of the overall event. Sponsors will always get exclusive recognition and the opportunity to "own" their events, with various benefits and tangible items afforded them for their sponsorship, but we will let each of the events be open to all conference attendees and participants.

We do ask that all Partners act in good faith and professionally towards all other Partners. We expect our partners to respect the "sponsor" of an event and not hand out their own materials or gift-items, branded items, etc. We are happy to have everyone attend and participate in these great networking and team building activities, but reserve the right to ask anyone who is not acting in good faith or who is actively campaigning against another Partner or Sponsor to leave the event.

We strive to provide a quality sponsorship for each of our Partners, while also providing a non-pressured atmosphere for our customers. We know you can understand the balance we are looking to achieve at our Users Conference and appreciate your cooperation.

If you have any questions regarding the Partner Forum or any of the available sponsorship opportunities, please contact:

Janna Schulze

Marketing Event Manager

Homecare Homebase

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