



**Health Care
Education Association**



Virtual Conference • September 22-24, 2021

**The Premier Meeting for Health Professionals
and Leaders Involved in Patient and
Community Health Education**



Health Care Education Association

Dear Colleague,

HCEA is celebrating its 24th Anniversary this year! We invite you to join us for our virtual conference September 22-24, 2021. Our conference theme ***Agility: Rapid Changes in Patient Education*** reflects this past year of unprecedented change, flexibility and growth in health care education practices.

For more information about the conference, please visit our website www.hcea-info.org.

At previous conferences, we have had wonderful vendor participation, and we encourage you to join us for a time of collaboration and networking at the premier conference for health care education professionals.

- Attendees are patient education professionals and leaders from across the country,
- Participants are patient education decision makers,
- Attendees are a valuable source of information,
- Virtual conference platform provides the perfect venue for you to connect with these experts.

Now more than ever, we need to form partnerships and find creative solutions that allow us to provide the highest quality education while remaining fiscally responsible.

- Please take a moment to review the available support opportunities for 2021 and consider becoming a returning or first-time sponsor.
- Feedback from past vendors includes appreciation for the opportunity to promote their products and services as part of a vendor panel in front of all conference participants – we know you will, too!
- Time is limited, so please act now.

Please contact Jessica Retzlaff, HCEA Executive Director, at HCEAdmin@hcea-info.org if you have any questions.

Sincerely,

Jessica Retzlaff
Executive Director
HCEAdmin@hcea-info.org
608-441-1054

Korinne Callihan, RN, MSN
Chair, Conference Planning Committee



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What's Included in Each Level of Support	Elite \$2500	Platinum \$1200	Gold \$750	Silver \$500	Bronze \$250
<p>Sponsor box mailed to attendees with logo displayed on all merchandise.</p> <ul style="list-style-type: none"> • Include mailers and messaging direct to attendees • Complimentary exhibit booth at virtual conference • Link to organization's web page from HCEA conference site and home page 	x				
<p>Presentation to attendees during conference on sponsor's product or program</p>	x	x			
<p>Sponsor virtual event of your choice:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Virtual Game Break <input type="checkbox"/> Coffee Break <input type="checkbox"/> SIG session 		x			
<p>Custom email (Facilitated by HCEA) prior to and during conference to all attendees</p>	x	x	x		
<p>Ad in conference program</p>	x	x	x	x	
<p>Recognition in program, HCEA news blast and HCEA home website</p>	x	x	x	x	x
<p>Virtual Table with Logo, Tab on Website and "take one" pdf</p>	x	x	x	x	x



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Reserve Your Space Now!

Please complete the registration form and either fax or e-mail it to the HCEA office.

Information:

Company Name:			
Address:			
City / State / Zip Code:			
Contact Person:			
Phone:		Fax:	
Email:			

Level of Support:

- Elite
 Platinum
 Gold
 Silver
 Bronze

Combination: _____

Payment can be made by check, Visa or MasterCard.

Credit Card Number _____

Visa MasterCard Expiration Date: _____ CVC Code: _____

Cardholder's Name: _____ Signature: _____

Check Enclosed (Payable to HCEA)

HCEA Federal Tax ID#: 23-2956629

Send or Fax to:

Health Care Education Association

2424 American Lane • Madison, Wisconsin • 53704-3102 • Fax: 608-443-2474

Cancellation fee is \$500 if notice is received prior to July 31, 2021. Refunds are not provided past that date.