

2024

NEW HORIZONS

SEPTEMBER 30 - OCTOBER 3

TRANSFORMATION

ASHEVILLE, NC



SPONSORSHIP OPPORTUNITIES

HCPA's 2024 New Horizons Conference

Sponsorship Opportunities

Monday, September 30 – Thursday, October 3

Asheville, North Carolina | Grand Bohemian Hotel Asheville

Hosted every three years by HCPA's Cleaning Products Division, experts from industry and academia come together at New Horizons to engage in workshops that explore the future of product formulation. Use this opportunity to increase your visibility among colleagues and elevate your brand through any of the sponsorship opportunities listed below.

Have a question or an idea that is not listed? Contact [Meredith Mangas](#), Vice President, Meetings & Conferences, to reserve your sponsorship or create a customized package.

- **Networking Reception and General Session (Monday Night) - \$5,000** **SOLD**
This is a unique opportunity to spotlight your company on night one at the Networking Reception and General Session. Benefits include:
 - Opportunity to offer promotional collateral or branded giveaways at the Registration Desk
 - Recognition at bar stations
 - Recognition at the General Session
 - Company logo on cocktail napkins
 - Company logo on the event website
 - Company logo on all on-site conference signage
 - Company logo in marketing emails
 - One (1) social media post to be shared on HCPA's LinkedIn and X (formerly Twitter) (company to provide content)
 - Sponsor ribbon on conference badge

- **Networking Breakfast - \$7,000 for three days or \$2,500 per day (Tuesday, Wednesday **SOLD** (Thursday available))**
Be the first thing attendees see when they start their day! Benefits include:
 - Recognition at breakfast station
 - Recognition at the General Session
 - Company logo on the event website
 - Company logo on all on-site conference signage
 - Company logo in marketing emails
 - Sponsor ribbon on conference badge

- **Networking Reception - \$4,500 (Tuesday (SOLD) or Wednesday (SOLD))**

Mix and mingle with attendees over a drink to let them know who your company is and what you have to offer. Benefits include:

- Opportunity to offer promotional collateral or branded giveaways at the Registration Desk
- Recognition at bar stations
- Recognition at the General Session
- Company logo on the event website
- Company logo on all on-site conference signage
- Company logo in marketing emails
- Sponsor ribbon on conference badge

- **Networking Lunch - \$4,000 (Wednesday)**

A lunch with all your industry colleagues is the perfect time to talk business. Benefits include:

- Opportunity to offer promotional collateral or branded giveaways at the Registration Desk
- Recognition at lunch station
- Recognition at the General Session
- Company logo on the event website
- Company logo on all on-site conference signage
- Company logo in marketing emails
- Sponsor ribbon on conference badge

Coffee Breaks (multiple opportunities) - \$1,000

There's nothing a conference attendee loves more than coffee and a snack in between sessions. You could be the one to thank for that! Benefits include:

- Recognition at coffee and snack break stations
- Recognition at the General Session
- Company logo on event website
- Company logo on all on-site conference signage
- Company logo in marketing emails

Supporting Sponsor - \$500

Benefits include:

- Recognition at the General Session
- Company logo on event website
- Company logo on all on-site conference signage
- Company logo in marketing emails

I'm In, Now What?

Please contact Meredith Mangas, Vice President, Meetings & Conferences, at mmangas@thehcpa.org or 202-833-7316 for more details or to reserve your sponsorship.