

HCOP 16th Annual Winter Conference

January 27-28, 2023
Ojai Valley Inn and Resort
Ojai, California

**EXHIBITOR & SPONSOR
PROSPECTUS**



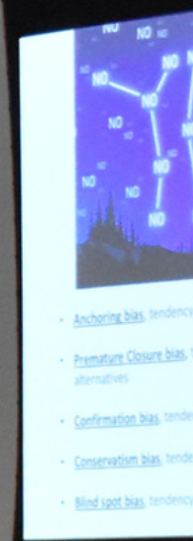
About Headache Cooperative of the Pacific

The Headache Cooperative of the Pacific (HCOP) was formed in the summer of 2007 in response to a growing desire for better communication and education among healthcare providers who treat headache patients.

Modeled after the very successful Headache Cooperative of New England (HCNE) and under the guidance of its Founding President, Steven Graff-Radford, DDS (deceased), and Founding Director Alan Rapoport, MD, HCOP has been incorporated as a non-profit organization whose mission is to promote communication and spread headache information among headache caregivers and researchers, to provide headache education for non-headache specialists, and to increase understanding of headache in the community. Membership is open to all types of headache caregivers and we encourage our patients to form community support groups.



Attendee Profile



- Anchoring bias, tendency to
- Premature Closure bias, tend
- alternatives
- Confirmation bias, tendency
- Conservatism bias, tendency
- Blind spot bias, tendency to

HCOP 2023 is open to all healthcare professionals who are focused on improving the quality of patient care for those individuals who suffer from headaches. Some of those attendees are:

- **Neurologists**
- **Emergency medicine physicians**
- **Family practice physicians**
- **Internal medicine physicians**
- **Obstetricians/Gynecologists**
- **Pain management physicians**
- **Dentists**

Others in attendance include scientists, researchers, medical educators, nurse practitioners, physician assistants, psychiatrists, and psychologists.

HCOP Mission Statement



Why you should
exhibit at this
meeting



**Smaller
setting allows
one-on-one
interaction
with
attendees**



**Over 75% of the
attendees are
prescription-writing
physicians**



**An Exhibit Hall designed
to maximize visibility
and foot traffic by
incorporating Food and
beverage service in the
exhibit hall.**



**Complimentary hotlink
listing on the HCOP
website www.hcop.com**



Level Support Opportunities

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Bronze Level Sponsor - \$50,000

- One (1) 6ft Tabletop Exhibit Space
- One Complimentary Registration
- Final Program and Website Recognition
- Sponsor's Banner on Mobile App
- Pre-Event Mailing List (only to those that have consented to receive emails)
- Inclusion in an email blast to Registrants promoting Sponsor's participation (sent by HCOP)
- Virtual Booth on Mobile App/Web App– Logo, Link to Website, Contact Information

Silver Level Sponsor - \$60,000

- Everything the Bronze Level Sponsor receives above, PLUS:
- Two Complimentary Registrations (instead of 1)
- 5% off any additional support opportunities

Gold Level Sponsor - \$75,000

- Everything the Silver Level Sponsor receives, PLUS:
- Three Complimentary Registrations (instead of 2)
- Priority selection of Exhibit Space
- 15% off any additional support opportunities

Platinum Level Sponsor - \$90,000

- Everything the Gold Level Sponsor receives above, PLUS:
- Six (6) Complimentary Registrations (instead of 3)
- Two (2) 6ft Tabletop Exhibit Spaces (instead of one)
- Two Pre-Event Mailing Lists (instead of 1) (only to those that have consented to receive emails)
- Post-Event Mailing List (only to those that have consented to receive emails)
- EXCLUSIVE promotional email blast sent by HCOP to all registered attendees
- Two Email blasts to Registrants (instead of 1) (only to those that have opted-in to receive emails). PDF format required, and final asset needs to be approved by HCOP
- 25% off any additional support opportunities

LEVEL SUPPORT OPPORTUNITIES

2023 RECOGNITON	PLATINUM \$90,000+	GOLD \$75,000+	SILVER \$60,000	BRONZE \$50,000+
Exhibit Space (6 ft. Table)	2	1	1	1
Priority Selection of Exhibit Space	✓	✓		
Complimentary Registration	6	4	2	1
Final Program & Website Recognition	✓	✓	✓	✓
Pre-Event Mailing List (to those that have consented to receive emails)	2	1	1	1
Post-Event Mailing List (to those that have consented to receive emails)	✓			

LEVEL SUPPORT OPPORTUNITIES

2023 RECOGNITION	PLATINUM \$90,000+	GOLD \$75,000+	SILVER \$60,000	BRONZE \$50,000+
Inclusion in promotional Email Blast sent by HCOP	✓	✓	✓	✓
EXCLUSIVE Email blast promoting sponsor (sent by HCOP)	✓			
Virtual Booth on Mobile App/Web App	✓	✓	✓	✓
Sponsor's Banner on Meeting App	✓	✓	✓	✓
Discount on additional support opportunities	25%	15%	10%	5%

Additional Support Opportunities at HCOP 2023

We invite you to select from the following additional support opportunities available for HCOP 2023. All support and exhibit opportunities are offered on a first-come, first-served basis.



Welcome Dinner

Friday, January 27, 2023

from 6:30 pm to 8:30 pm

Sole Supporter: \$75,000



The Welcome Dinner will be held the first night of the conference and is open to ALL attendees. The Welcome Dinner sole supporter receives the following in consideration of their support:

- Three (3) complimentary full conference registrations
- Name recognition on signage at the dinner location
- Name recognition on conference acknowledgment of support
- Name recognition in the HCOP 2023 meeting program
- Name recognition on the HCOP website with a link to your company website



Continental Breakfast in the Exhibit Hall

Saturday, January 28, 2023

Sole Supporter: \$10,000

Support the continental breakfast on Saturday, January 28 from 7:00 a.m. to 8:00 a.m. in the Exhibit Hall and increase your company's visibility with attendees. The Continental Breakfast supporter receives the following in consideration for their support:

- One (1) complimentary full conference registration
- Name recognition on signage at the breakfast location in the Exhibit Hall
- Name recognition on conference acknowledgment of support
- Name recognition in the HCOP 2023 meeting program and on the meeting website
- Company name on the HCOP website with a link to your company website

Lunch in the Exhibit Hall

TWO Opportunities at \$15,000 each



Support lunch on Friday, January 27, from 12:30 p.m. to 1:00 p.m. or on Saturday, January 28 from 12:00 p.m. to 1:00 p.m. in the Exhibit Hall and increase your company's visibility with attendees. The lunch supporter receives the following in consideration for their support:

- Two (2) complimentary full conference registrations
- Name recognition on signage at the lunch location in the Exhibit Hall
- Name recognition on conference acknowledgment of support
- Name recognition in the HCOP 2023 meeting program and on the meeting website
- Company name on the HCOP website with a link to your company website

Support one or more coffee breaks (dates are below) so all attendees can enjoy networking and a visit to the Exhibit Hall between educational sessions. The Coffee Break supporters receive the following in consideration of their support (per break):

- One (1) complimentary full conference registration (per sponsored break)
- Name and logo recognition on signage at the break location in the Exhibit Hall
- Name recognition on conference acknowledgment of support
- Name recognition in the HCOP 2023 meeting program and on the meeting website
- Company name on the HCOP website with a link to your company website

FOUR Opportunities at \$5,000 each

Friday, January 27

- ☐ 11:00 a.m. to 11:15 a.m.
- ☐ 3:15 p.m. to 3:45 p.m.

Refreshment Breaks in the Exhibit Hall



Saturday, January 28

- ☐ 10:30 a.m. to 11:00 a.m.
- ☐ 3:00 p.m. to 3:30 p.m.

Zen Sessions

\$5,000 EACH

Support a morning yoga and/or an afternoon brain breaks. If sponsored, these will be available to attendees Friday and Saturday morning.

Supporter will receive signage recognition at the zen session location and on the mobile app.

Supporter will also be given the opportunity to provide remarks at the beginning and/or end of each zen session.



Conference Blanket

Sole Supporter: \$15,000

It's always so cold in the General Session room! Why not support the conference blankets and have your company name, along with the conference name, imprinted on the blankets and distributed to all attendees at registration? The Conference Blanket supporter receives the following in consideration for their support:

- One (1) complimentary full conference registration
- Name recognition on conference acknowledgment of support
- Name recognition in the HCOP 2023 mobile & web app and HCOP website

Conference Wi-Fi

Sole Supporter: \$15,000

Support this essential service in the General Session Room and the Exhibit Hall for all attendees during the conference. The Conference Wi-Fi sole supporter receives the following in consideration for their support:

- One (1) complimentary full conference registration
- Name recognition on conference acknowledgment of support
- Name recognition in the HCOP 2023 mobile & web app and HCOP website

Conference Lanyards

Sole Supporter: \$12,500

Support the conference lanyards and have your company name imprinted on the lanyards and distributed to all attendees at registration. The Conference Lanyard supporter receives the following in consideration for their support:

- One (1) complimentary full conference registration
- Name recognition on the lanyards
- Name recognition on conference acknowledgment of support
- Name recognition in the HCOP 2023 mobile & web app and HCOP website

Hotel Key Cards

Sole Supporter: \$10,000

Have your logo imprinted on all hotel key cards given out to HCOP 2023 attendees staying at the Ojai Valley Inn and Resort during the meeting. The Hotel Key Card supporter receives the following in consideration for their support:

- Corporate logo on the key cards of all HCOP 2020 attendees staying at the Ojai Valley Inn and Resort
- One (1) complimentary full conference registration
- Name recognition on conference acknowledgment of support



Product Theater - \$30,000

Product theaters are designed to provide exhibitors the ability to present new research findings on products, provide product details, and give demonstrations. Posted in the industry section of the meeting, product theaters are solely promotional in nature and continuing medical education credits may not be offered.

Only 1 available at 7:30 AM on 1/27/23



Post-Meeting Podcast - \$10,000

Extend the reach of your research and bring the latest developments to attendees. Available to Platinum and Gold level sponsors, your post-meeting podcast will be available in the industry section of the annual meeting.

Level Support- Exclusive Sponsorships

The opportunities on this page are only for those sponsors that support the HCOP conference at the Platinum, Gold or Silver level.

Exhibit Opportunities



Single Table-Top Exhibit

Standard Exhibitor - \$15,000

Non-profit Exhibitor - \$7,500

Premium Table-Top Exhibit

Premium Exhibitor - \$20,000

What's included?

- 6' x 30" skirted exhibit table (Standard = 1 table; Premium = 2 tables)
- 2 chairs and trash can at exhibit space
- Name recognition on the HCOP website and conference signage
- Complimentary Exhibit Hall ONLY registrations (2 for standard, 4 for premium exhibitor)
- Complimentary FULL conference Registration (2 for standard, 4 for premium exhibitor)
- Recognition in the conference mobile app
- Extended Visibility for 6 months Post Conference on mobile app (3 months on web app)

To complete the application, please go to:

<https://tmgclients.wufoo.com/forms/2023-hcop-support-exhibit-space-application-copy/>