



HOSPICE & PALLIATIVE CARE
ASSOCIATION OF ARKANSAS
advancing the promise of care

Associate Member and Partner Benefits Guide

2026



Welcome

Friends of the Association,

Partners and Associate Members are an essential part of the Hospice and Palliative Care Association of Arkansas (HPCAA).

As we enter our 47th year, your partnership is more important than ever. HPCAA, our state's only member association for hospice and palliative care, was founded in 1979 with the purpose of furthering end-of-life care. All association members can be confident that HPCAA remains strongly committed to advancing hospice and palliative care for all Arkansans.

Our association desires to partner with the highest level of professional services in order to equip our provider members with the best and most timely information and services so that our communities can receive the highest quality hospice and palliative care. With your help, HPCAA will continue to serve the hospice and palliative care community in Arkansas.

HPCAA Associate Members will receive discounted rates for trainings and events throughout the year. Our Partners will also receive those same discounts, in addition to a number of other benefits depending on the level chosen. Partnership levels range from Bronze Partner at \$3,000 to Diamond Partner at \$15,000, with multiple levels in between. There is opportunity for every company, and every budget size, to become involved.

We anticipate that 2026 will be a year of great opportunity. We are well-positioned for our meaningful mission with our most important resource – our members. HPCAA sincerely appreciates your valued support and looks forward to working with each and every one of you in 2026 to ensure that HPCAA and its members achieve the highest level of success and growth possible.

Warmly,

Blair Presley

Blair Presley, LCSW
Executive Director

About HPCAA

Established in 1979, the Hospice and Palliative Care Association of Arkansas is the state’s only member organization for hospice and palliative care providers. The HPCAA represents the majority of hospice and palliative care providers across the state and is committed to ensuring access to high quality hospice and palliative care for all Arkansans. The HPCAA promotes awareness of hospice and palliative care, provides educational opportunities for both members and the community alike, and ensures representation and advocacy on end-of-life issues at state and federal levels.

Associate Membership

Associate Membership allows organizations that supply goods and/or services to hospice and palliative care providers to be members of HPCAA. Applications must be approved by the HPCAA Board of Directors. Associate Members can join HPCAA for \$1,000 per calendar year. Membership dues must be paid in full at the time the application is submitted.

Partnership

HPCAA also offers a partnership program for organizations that provide goods and/or services to hospice and palliative care providers. Levels of partnership range from \$3000 - \$15,000 per calendar year and include a number of different benefits. All levels of partnership include Associate Membership and a booth at our annual conference.

Membership Communication	Hospice and Palliative Care Directory	Event Pricing	Trade Show Booth
Associate Members are included on the HPCAA membership mailing list to be notified of meetings and events sponsored by HPCAA and will receive our eNewsletter.	Associate Members receive a complimentary copy of the 2026 directory and will be listed in the directory as an Associate Member. Associate Members have the opportunity to purchase advertising space in the directory. Partners receive ad space as part of their benefits package.	Associate Members may attend any of our educational events (workshops, seminars, conferences) at the member rate.	Associate Members may participate in the Trade Show at our annual conference at a reduced price. Supporters receive a booth at our annual conference as part of their benefits package.

Partnership Program Benefits

All partnerships include the annual Associate Membership dues (\$1,000).

	Diamond \$15,000	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$3,000
EVENTS					
• Booth at Annual Conference	✓	✓	✓	✓	✓
• Registration for Annual Conference	Up to 4	Up to 3	Up to 2	Up to 2	1
• Recognition at events	✓	✓	✓	✓	✓
• Invitation to yearly member/ supporter recognition event	✓	✓	✓	✓	✓
• Name badge ribbons designating supporter level	✓	✓	✓	✓	✓
• Logo on conference bag	✓	✓	✓		
• 5-minute presentation to attendees at Annual Conference	✓	✓			
• Table top at Annual Conference	✓				
EDUCATION					
• Recognition in promotional materials	✓	✓	✓	✓	✓
• Recognition in registration materials for each education event	✓	✓	✓	✓	✓
• Recognition on signage or impression for each education event (in-person and virtual)	✓	✓	✓	✓	✓
• Opportunity for a 10-minute presentation at a board meeting	✓	✓			
• Opportunity to sponsor a speaker / activity at an in-person event	✓				
ADVERTISING					
• Ad in HPCAA Directory	Full page	Full page	1/2 page	1/2 page	1/4 page
• Recognition in HPCAA eNewsletter	✓	✓	✓	✓	✓
• Recognition in Board Meeting	✓	✓	✓	✓	✓
• Recognition on HPCAA website	✓	✓	✓	✓	✓
• Spotlight on social media	quarterly	bi-annually	bi-annually	annually	annually

OTHER NOTES

Partners are Associate Members of HPCAA.

Partners may attend HPCAA events and classes at HPCAA member rate.

Partners may purchase additional advertising space in the directory for a fee.

Advertising Information

2026 Directory of Hospice and Palliative Care Organizations in Arkansas & Consumer Guide

DEADLINES

Advertisement is due September 18, 2026. All ads must be sent to Blair Presley at executivedirector@hpcaa.org. Premium positions are available on a first come, first serve basis. All spaces must be reserved with a completed advertising agreement to reserve space.

HPCAA Supporters

The following ad space is included with supportership for the following levels:

Diamond: \$15,000 (Full Page)

Platinum: \$10,000 (Full Page)

Gold: \$7,500 (1/2 Page)

Silver: \$5,000 (1/2 Page)

Bronze: \$3,000 (1/4 Page)

Supporters who choose to upgrade the ad size included in their supportership package must pay the difference in the cost.

HPCAA Associate Members

HPCAA Associate Members may purchase ad space at Member Rates. Advertising is exclusive to Members of HPCAA – no exceptions.

**PLEASE PROVIDE ADVERTISING INFORMATION,
ARTWORK, AND PAYMENT BY September 18, 2026
TO:**

Hospice and Palliative Care Association of Arkansas
P.O. Box 242272
Little Rock, AR 72223
executivedirector@hpcaa.org

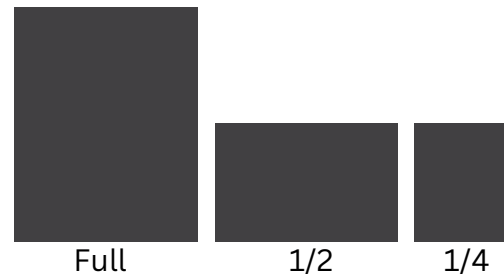
Membership Rates

Standard Positions:

Full page: \$950

1/2 page: \$650

1/4 page: \$350



AD SIZES

Full Page

- Live Area: 7.5"w by 10"d
- Trim Size: 8.5"w by 11"d
- Bleed Size: 8.75"w by 11.25"d

1/2 Page (horizontal)

- 7.5"w by 4.875"d

1/4 Page

- 3.75"w by 4.875"d

If you would like assistance in creating your ad, please contact us. If you require assistance, please notify Blair Presley no later than August 31, 2026.

Conference Sponsorship Opportunities

Conference Sponsor **\$2500**

Includes:

- Sponsorship of conference
- Trade show booth (\$650 value), with two exhibitors
- One complimentary conference registration (\$450 value)
- Company logo on conference materials

Keynote Sponsor **\$2000**

Two sponsorships available.

Includes:

- Exclusive sponsorship of one keynote
- Option to introduce keynote speaker
- Trade show booth (\$650 value), with one exhibitor
- Company logo on conference materials

T-shirt Sponsor **\$1500**

One sponsorship available.

Includes:

- Exclusive sponsorship of conference t-shirt, available for purchase
- Trade show booth (\$650 value), with one exhibitor
- Company logo on conference materials and at merch table

Sweet Tooth Sponsor **\$1500**

One sponsorship available.

Includes:

- Exclusive sponsorship of afternoon sweet treat on Day 1 of conference
- Option to speak during snack break.
- Trade show booth (\$650 value), with one exhibitor
- Company logo on conference materials