



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

**Associate Member
and
Supporter
Benefits Guide**

2025



Welcome

Friends of the Association,

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

As we enter our 46th 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 Supporters will also receive those same discounts, in addition to a number of other benefits depending on the level chosen. Supporter levels range from Bronze Supportership at \$3,000 to Diamond Supportership at \$15,000, with multiple levels in between. There is opportunity for every company, and every budget size, to become involved.

We anticipate that 2025 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 2025 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.

Supportership

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

Membership Communication

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.

Hospice and Palliative Care Directory

Associate Members receive a complimentary copy of the 2025 directory and will be listed in the directory as an Associate Member. Associate Members have the opportunity to purchase advertising space in the directory. Supporters receive ad space as part of their benefits package.

Event Pricing

Associate Members may attend any of our educational events (workshops, seminars, conferences) at the member rate.

Trade Show Booth

Associate Members may participate in the Trade Show at our Fall conference at a reduced price. Supporters receive a booth at our Fall Conference as part of their benefits package.

Supportership Program Benefits

All supporterships 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 Fall Conference	20'X20' Up to 4	20'X10' Up to 3	20'X10' Up to 2	10'X10' Up to 2	10'X10' 1
• Registration for Fall Conference	✓	✓	✓	✓	✓
• 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 Fall Conference	✓	✓			
• Table top at Fall 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

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

Supporters may attend in-person board meetings.

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

Advertising Information

2025 Directory of Hospice and Palliative Care Organizations in Arkansas & Consumer Guide

DEADLINES

Advertisement is due August 15, 2025. 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 August 15, 2025 TO:

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

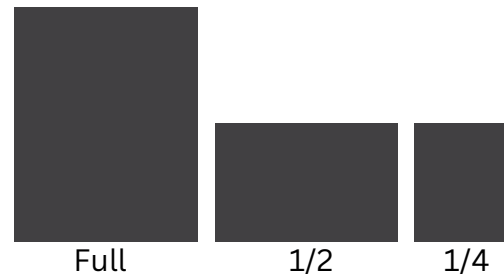
Membership Rates

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 1, 2025.

LOOK AHEAD

to our **2025 Events** and **Educational Sessions**

Regional Meet-ups - Join HPCAA as we travel around Arkansas during the 1st quarter of 2025.

HPCAA Spring Training

HPCAA Fall Conference - September 22 & 23

Stay tuned for details on all events!

Visit www.hpcaa.com/education for a complete list of educational opportunities.

Connect
with us



Proud to have you on our team.

Join as a Supporter or Associate Member today!

2025 Checklist

- 2025 Associate Member / Supporter Application and payment
- Company Logo (PDF or high quality JPEG format)
- Print-ready PDF advertisement due by August 15, 2025 (if applicable)