



HPA

2027 | TECH RETREAT

2027 HPA Tech Retreat Sponsorships

February 14 - 18, 2027
La Quinta Resort & Club
Palm Springs, CA

Tiered Packages

Platinum

Gold

Silver

Thought Leadership

Highlights include sponsorship of:

- Networking lunches
- Daily roundtables
- Sunday activities

Benefits include:

- HPA Tech Retreat tickets
- Copy of attendee list
- Company logo across digital event marketing
- Company logo on physical event signage throughout venue
- Opportunity to provide white papers or literature at the event

A La Carte Opportunities

Special Attractions

Private exhibition space adjacent to and within the Innovation Zone

Opportunity to host private demos Sunday through Thursday

Experiential

Support various **on-site activations**, including:

- Spirit tastings
- Resort putting green
- Cooking demos
- After party

Private Events

Client or team dinners hosted on property — *limited availability*

Suite Sponsors

Private suites as exhibition space, with ability to host events

Located conveniently across from conference sessions

Branding

Opportunity for **conference-wide branding**:

- Lanyards
- Registration gift
- Attendee swag



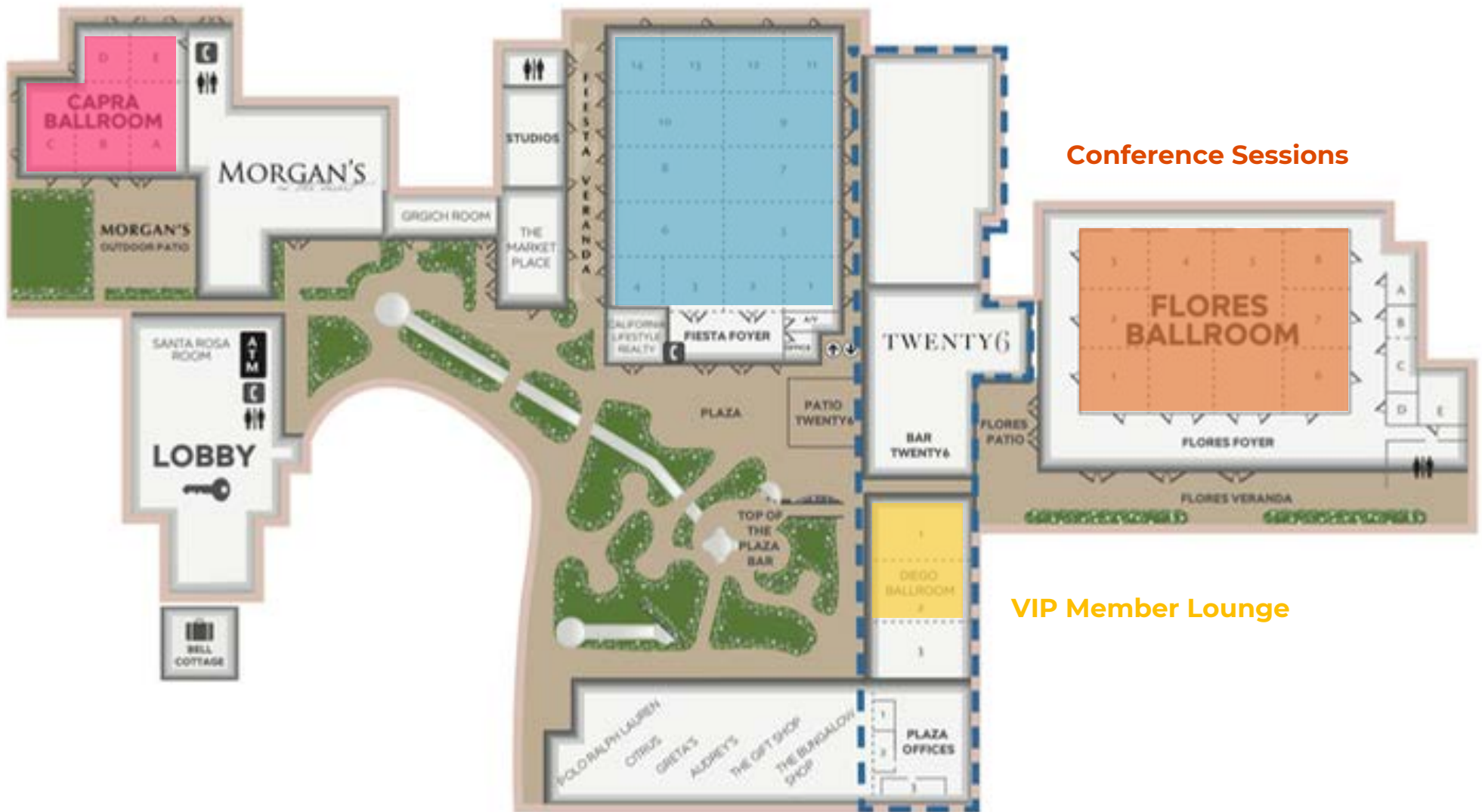
2027 HPA Tech Retreat Layout

Daily Roundtables

Innovation Zone

Conference Sessions

VIP Member Lounge





Innovation Zone Layout

67 Total Spaces

6 Applied Tech (12'x8'*)

18 Plus (10'x8')

43 Standard (10'x8')

8 Start-Up Tables

- 3 Private Space (26'x53')
- 2 Private Spaces (29'x27')
- 1 Private Space (26'x53')

Dedicated Demo Space
Private Suites

800+ sq. ft.
premium poolside locations

