

SPONSORSHIP PROGRAM

CONNECT AND ENGAGE WITH TENNESSEE'S HOSPITAL LEADERS



TENNESSEE HOSPITAL ASSOCIATION

WHY SHOULD I BE A THA SPONSOR?

Through THA's conferences and events, sponsors are able to interact directly with hospital leaders and decision makers about their products and services that address the needs of today's hospitals and health systems.

THA'S 2018 EVENTS

Small and Rural Conference - Brentwood, Tennessee - March 15 and 16

Small and Rural Conference is an annual two-day event for healthcare professionals focused on the needs, challenges and successes of small and rural hospitals in the state.

Summer Conference - Sandestin, Florida - July 11 through 14

Summer Conference offers insight into how hospitals and healthcare organizations can lead the way in addressing new challenges and needs across the industry, while offering networking opportunities with colleagues. THA members hear from national and state experts in the areas of interest to healthcare leaders.

80th Annual Meeting - Franklin, Tennessee - Oct. 17 through 19

Annual Meeting is THA's largest membership meeting which focuses on educational and networking opportunities for healthcare professionals. The three-day conference kicks off with the Tennessee Center for Patient Safety's Leadership Summit, a day focused on quality improvement efforts in the states' hospitals. The conference recognizes the work of the industry and the integral role hospitals play in shaping individual lives and communities.

FOUR SPONSORSHIP LEVELS ARE AVAILABLE

BRONZE

\$3,500

SILVER

\$7,500

GOLD

\$10,500

PLATINUM

\$13,000

While specific benefits vary, **ALL** sponsors receive:

- Associate institutional membership in THA through Oct. 31, 2018
- Recognition on THA.com, Annual Meeting mobile app and sponsor name badges
- Access to list of attendees (names and titles) for each registered conference
- Logo on marketing/registration materials and strategic signage during event
- Free registration with entry to select THA keynote sessions
- Complimentary tickets to the Annual Meeting Welcome Reception on Oct. 17 and Membership Luncheon on Oct. 18.

Secure your sponsorship by Dec. 31, 2017 to receive a \$500 discount on Bronze, Silver, Gold and Platinum levels only.

BRONZE SPONSOR

..... \$3,500

THA 80th Annual Meeting benefit:

- Counter displaying company name and logo in a prime location for **one day**: Oct. 17 or 18

SILVER SPONSOR

..... \$7,500

THA 80th Annual Meeting benefit:

- Counter displaying company name and logo in a prime location for **two days**: Oct. 17 or 18

Early Bird bonus for first two Silver Sponsors:

Recognition at select THA Annual Meeting beverage break

Logo and company description featured in THA Daily News Clips for one week

GOLD SPONSOR

..... \$10,500

THA 80th Annual Meeting benefit:

- Counter displaying company name and logo in a prime location for **two days**: Oct. 17 and 18
- The opportunity to choose **one** item: lanyard with sponsor logo **or** pads/paper with sponsor logo at select THA sessions

Logo and company description featured in THA Daily News Clips for one week

One case study published

in the THA Member Update weekly e-newsletter (*must be approved by THA*)

Marketing opportunities

submitted through a call for presentations and approved by THA, which may include a webinar or speaking engagement at a select educational event

PLATINUM SPONSOR

..... \$13,000

Exclusivity within product/service area *

THA Small or Rural Conference:

- Single booth space (if sponsor agreement reached by March 1)
- Logo on marketing/registration materials
- Strategic signage

THA Summer Conference:

- Logo on marketing/registration materials
- Strategic signage
- One complimentary conference registration and one golf registration for July 11

THA 80th Annual Meeting benefits:

- Counter displaying company name and logo in a prime location for **two days**: Oct. 17 and 18
- Tickets to Oct. 18 Chairman's Reception

Early Bird bonus for first four Platinum Sponsors:

Speaker introduction during a THA Annual Meeting education session and a two-minute introduction about your company and its products

Remaining Platinum Sponsors will receive the opportunity to choose from:

- Hotel keycard with sponsor logo
- Welcome Reception beverage ticket with sponsor logo

Logo and company description featured in THA Daily News Clips for one week

Two case studies published

in the THA Member Update weekly e-newsletter (*must be approved by THA*)

Marketing opportunities

submitted through a call for presentations and approved by THA, which may include a webinar or speaking engagement at a select educational event

* THA's allied and affiliate membership groups obtain sponsorships for their respective programs, which are held concurrently with THA Annual Meeting.

THA SUMMER CONFERENCE SPONSORSHIP

Sponsorship Fee: \$3,000, plus one paid conference registration fee at \$495.

Attend the THA Summer Conference as a sponsor and maximize your exposure. This event is designed with YOU in mind—granting you access to interact directly with some of Tennessee’s top healthcare leaders. Only THA Solutions Group vendors and Platinum or Summer Conference sponsors may attend.

One Summer Conference registration and golf outing fee is included for confirmed Platinum sponsors only. THA Solutions Group vendors and Summer Conference sponsors are eligible to register at the discounted THA member rate.

Benefits of Sponsorship Include:

- Network with senior executives and board members in a family-friendly environment
- Display your company name and logo on prominent signage
- Recognition in all digital and printed conference materials
- Opportunity to provide an approved giveaway at the conference

A La Carte Enhancements

THA Solutions Group vendors and Platinum or Summer Conference sponsors may add a la carte items. Signage featuring company logo will be included at applicable events and programs.

Welcome giveaway/golf shirt with company logo	\$4,000
<i>(THA reserves the right to select shirt and logo placement.)</i>	
Maui Jim sunglasses with logo imprint on cleaning cloth.....	\$4,000
THA Welcome Reception.....	\$1,500
Golf Outing	\$1,500
Family Beach Dinner	\$1,500
Family Beach Dinner Entertainment	\$1,000
Continental Breakfast (all 3 days).....	\$1,000
Golf Breakfast and Boxed Lunches	\$500

Additional Summer Conference Sponsorship Details

Sponsorship will be considered on a first-come, first-served basis. Verbal commitments to an event will not hold a sponsorship. Sponsorships must be paid prior to the start of the conference or within three weeks of a signed agreement — whichever occurs first.

THA reserves the right to release and resell sponsorships not paid in full within three weeks of receiving a signed agreement.

Registration Deadline: Friday, April 20, 2018.

***Learn More: Please contact Lisa Wright at
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