

2016 SPONSORSHIP
AND CORPORATE AFFILIATE
MEMBERSHIP BROCHURE



AMERICA'S
ESSENTIAL
HOSPITALS



WHY SPONSOR OR JOIN?

Put your company front and center with key decision-makers, partners, and colleagues. Each year, hundreds of hospital, health system, and academic medical center leaders participate in our events and programs.

There has never been a better time for your company to become more involved with America's Essential Hospitals. A quickly changing health care landscape demands strong relationships with existing partners, contact with prospective customers, and timely industry information. Becoming a sponsor or corporate affiliate member will help you access the resources and relations you need to:

- reconnect with current business partners and broker new business with prospective customers
- elevate company visibility
- showcase new products, business ventures, and acquisitions
- demonstrate commitment to our shared mission
- enhance brand image
- take advantage of our forward-looking educational initiatives

We recognize that companies within our broad community have unique needs. Therefore, we offer different levels of participation. Whether for a single event or an entire year, our team will work with you to tailor an opportunity or package that meets your objectives and your budget.

For more information, contact Katie Zimmerman at kzimmerman@essentialhospitals.org or 202-495-3360.

America's Essential Hospitals is the leading association and champion for hospitals and health systems dedicated to high-quality care for all, including the most vulnerable. Since 1981, America's Essential Hospitals has initiated, advanced, and preserved programs and policies that help these hospitals ensure access to care. America's Essential Hospitals supports members with advocacy, policy development, research and education.

Our more than 250 members are vital to their communities, providing primary through trauma care, disaster response, health professionals training, research, public health programs, and other services. They innovate and adapt to lead the broader health care community toward more effective and efficient care.

SPONSORSHIP OVERVIEWS

SPRING POLICY ASSEMBLY

In March, more than 100 member hospital leaders will come together to champion key issues critical to serving the most vulnerable populations. Read more at policyassembly.essentialhospitals.org.

VITAL2016

VITAL2016, the association's annual conference, is the premier national event for hospital leaders who provide high-quality care to all, including our nation's most vulnerable. More than 300 top executives and decision makers, as well as administrators and clinicians, are expected to attend VITAL2016. The program focuses on current policy issues; strategies and tools for improving access and quality of care for vulnerable patients; leadership; operations; and the future of healthcare. VITAL2016 will be held in Boston, June 15-17. Read more at vital.essentialhospitals.org.


ESSENTIAL WOMEN'S LEADERSHIP ACADEMY

The Essential Women's Leadership Academy is a new, 12-month leadership training designed to build a community of confident and empowered women executives who lead essential hospitals in addressing the challenges of our nation's most vulnerable populations. The summit will be held July 27-29, at America's Essential Hospitals in Washington, DC.

MEMBERSHIP OVERVIEW

CORPORATE AFFILIATE MEMBERSHIP

Demonstrate your company's commitment to America's Essential Hospitals and the vulnerable populations served by our more than 250 hospital and health system members. Corporate affiliate membership are available to organizations providing goods or services for essential hospitals. Two levels, premier and basic, are available.



VITAL2016 SPONSORSHIP OPPORTUNITIES

VITAL2016 SPONSORSHIP OPPORTUNITIES INCLUDE THE FOLLOWING:

VITAL2016 celebration	\$35,000
VITAL2016 awards luncheon	\$30,000
VITAL2016 opening keynote speaker	\$20,000
VITAL2016 closing keynote speaker	\$20,000
VITAL2016 receptions	\$15,000
VITAL2016 education sessions	\$15,000
VITAL2016 networking breaks and breakfasts	\$10,000
VITAL2016 key cards	\$10,000
VITAL2016 name badge lanyards	\$10,000
VITAL2016 registration bags	\$10,000
VITAL2016 mobile charging kiosk	\$10,000
VITAL2016 mobile app	\$10,000

ALL VITAL2016 SPONSORS WILL ENJOY THE FOLLOWING BENEFITS:

- **Visibility** – opportunity to be recognized on stage with other sponsors at a general session
- **Event registration** – additional registrations, in addition to complimentary registrations, at the member rate
- **Onsite signage and recognition** – logo placement on signage for the sponsored event, activity, or item; sponsor appreciation signage in the registration area at the conference; on looping PowerPoint slides shown before the general sessions; in the VITAL2016 program book
- **Registration list** – electronic file of VITAL2016 attendees, including email addresses (one list sent prior to the event and a final list sent after the event)
- **Registration bag insert** – opportunity to place one (1) item in the conference registration bags
- **Online visibility** – logo and link to your homepage on the sponsorship webpage, the conference webpage, on all marketing materials related to VITAL2016, and in the VITAL2016 mobile app
- **Sponsor logo** – logo provided for use with promotion of VITAL2016 and your sponsorship
- **Hospitality suite** – enjoy a hospitality suite for company use (meetings, phone calls, etc.) at VITAL2016, pending availability

SELECT VITAL2016 SPONSORSHIPS OFFER ADDITIONAL BENEFITS, INCLUDING THE FOLLOWING:

	Additional visibility	Complimentary event registration	Display area	Program book ad	Additional logo placement
Celebration	<ul style="list-style-type: none"> welcome attendees to the celebration two reserved tables for up to 10 people at the celebration 	three (3)	premium	full-page	celebration wristbands
Awards luncheon	<ul style="list-style-type: none"> introduce the master of ceremonies at the luncheon two reserved tables for up to 10 people at the luncheon 	three (3)	premium	full-page	awards luncheon programs
Opening general session	<ul style="list-style-type: none"> introduce the opening keynote speaker one reserved table for up to 10 people at the opening session 	three (3)	premium	full-page	
Closing general session	<ul style="list-style-type: none"> introduce the closing keynote speaker one reserved table for up to 10 people at the closing session 	three (3)	premium	full-page	
Receptions	<ul style="list-style-type: none"> welcome attendees to the exclusive Tuesday reception 	two (2)	standard	half-page	
Education sessions	<ul style="list-style-type: none"> two reserved spots to attend the VITAL2016 site visit on Wednesday, June 15 	two (2)	standard	half-page	
Networking breakfasts and breaks		one (1)	standard	quarter-page	
Key cards		one (1)	standard	quarter-page	key cards
Name badge lanyards		one (1)	standard	quarter-page	lanyards
Registration bags		one (1)	standard	quarter-page	registration bags
Mobile charging kiosk		one (1)	standard	quarter-page	power tower
Mobile app		one (1)	standard	quarter-page	rotating banner in mobile app

IN-PERSON EVENT SPONSORSHIP OPPORTUNITIES

IN ADDITION TO VITAL2016, OTHER IN-PERSON EVENT SPONSORSHIP OPPORTUNITIES INCLUDE THE FOLLOWING:

Spring Policy Assembly dinner	\$5,000
Essential Women's Leadership Academy Summit	\$25,000

ALL SPONSORS WILL ENJOY THE FOLLOWING BENEFITS:

- **Visibility** – opportunity to welcome attendees
- **Registration list** – electronic file of attendees, including email addresses (one list sent prior to the event and a final list sent after the event)
- **Registration folder insert** – opportunity to place one (1) flyer in the event registration folders
- **Online visibility** – logo and link to your homepage on the sponsorship webpage, the event webpage, and on all marketing materials related to sponsored item

SELECT SPONSORSHIPS OFFER ADDITIONAL BENEFITS, INCLUDING THE FOLLOWING:

	Additional Visibility	Onsite signage and recognition	Event invitation
Spring Policy Assembly dinner			<ul style="list-style-type: none"> • one (1) invitation to attend the dinner with reserved seating at a VIP table
Essential Women's Leadership Academy	<ul style="list-style-type: none"> • invitation to participate in the Academy online community and post on relevant topics • opportunity to meet Academy participants in attendance at VITAL2016 	<ul style="list-style-type: none"> • summit handouts • looping PowerPoint slides shown at the summit 	<ul style="list-style-type: none"> • two (2) invitations to attend the the private summit with reserved seating at a VIP table

CORPORATE AFFILIATE MEMBERSHIP OPPORTUNITIES

CORPORATE AFFILIATE MEMBERSHIP OPPORTUNITIES INCLUDE THE FOLLOWING:

Basic corporate affiliate membership	\$5,000
Premier corporate affiliate membership	\$15,000

ALL CORPORATE AFFILIATE MEMBERS WILL ENJOY THE FOLLOWING BENEFITS:

- one complimentary registration to VITAL, the association's annual conference, and additional registrations at a discounted member rate (a savings of up to \$1,905)
- recognition at America's Essential Hospitals events
- year-round publication of your company's profile, including a link to your website, on essentialhospitals.org
- listing in America's Essential Hospitals' membership directory
- subscription to monthly *Best of America's Essential Hospitals* newsletter

PREMIER CORPORATE AFFILIATE MEMBERS WILL ENJOY ADDITIONAL BENEFITS, INCLUDING THE FOLLOWING:

- opportunity to discuss industry trends through participation in a business advisory council
 - two calls per year and one in-person meeting during VITAL
 - council consists of premier corporate affiliate members, association leadership, and essential hospital leaders from the association's board of directors
- introduction letter to member CEOs from America's Essential Hospitals president and CEO
- a second complimentary registration to VITAL, the association's annual conference

CONFIRMATION PAGE

When you sponsor or join America's Essential Hospitals, you invest in the future of hospitals that care for vulnerable populations and their work to promote innovative programs, foster new ideas, and connect health care leaders. Your partnership makes a difference by supporting our work to reduce health care disparities and improve care quality and access for all.

Complete the requested information below and select your requested package. Return this form to Katie Zimmerman, marketing manager, at kzimmerman@essentialhospitals.org. Upon receipt of this form, America's Essential Hospitals will mail an invoice for payment.

Name: _____ Title: _____

Company: _____

Email address: _____ Phone number: _____

Mailing address: _____

City: _____ State: _____ ZIP: _____

SOLD	Spring Policy Assembly dinner	\$5,000
SOLD	VITAL2016 celebration	\$35,000
<input type="checkbox"/>	VITAL2016 awards luncheon	\$30,000
SOLD	VITAL2016 opening general session	\$20,000
<input type="checkbox"/>	VITAL2016 closing general session	\$20,000
<input type="checkbox"/>	VITAL2016 receptions	\$15,000
<input type="checkbox"/>	VITAL2016 education sessions	\$15,000
SOLD	VITAL2016 networking breaks and breakfasts	\$10,000
SOLD	VITAL2016 key cards	\$10,000
<input type="checkbox"/>	VITAL2016 name badge lanyards	\$10,000
SOLD	VITAL2016 registration bags	\$10,000
SOLD	VITAL2016 mobile charging kiosk	\$10,000
SOLD	VITAL2016 mobile app	\$10,000
SOLD	Essential Women's Leadership Academy	\$25,000

<input type="checkbox"/>	Premier corporate affiliate membership	\$15,000
<input type="checkbox"/>	Basic corporate affiliate membership	\$5,000

