

2015 THA ANNUAL CONFERENCE AND EXPO TEXAS HOSPITAL ASSOCIATION



JAN. 22-23 • AUSTIN CONVENTION CENTER

SPONSORSHIP OVERVIEW

The Texas Hospital Association Annual Conference and Expo is the association's marquee event for Texas hospital leaders in clinical, administrative and governance positions. In 2015, the conference returns to the capital city Jan. 22-23 at the Austin Convention Center and stands to draw more participants than ever – through THA's partnerships with the Texas Healthcare Trustees, Texas Organization of Nurse Executives, Texas Association of Healthcare Financial Administration and American College of Healthcare Executives Texas chapters.

Reach more than 400 hospital decision-makers from across Texas at this premier health care event. The 2015 exhibit show has been expanded to offer more exhibit, sponsorship and networking options, with a wide array of pricing levels to meet any budget. **Choose your sponsorship level and reserve your space now.**

This show traditionally sells out exhibit space well ahead of the event date, and all sponsorships are on a first come, first served basis. **Booths also will be assigned on a first come, first served basis.**

Sponsorship Levels

DIAMOND – one available (\$45,000)

- 20' x 20' Exhibit booth in **premier location** in the Exhibit Hall;
- NEW!** Eight complimentary full conference registrations, including all meals, breaks and educational sessions;
- Exclusive sponsorship of the THA Board Dinner;
- Five executive invitations to the exclusive THA Board/HOSPAC Reception;
- Five executive invitations to the exclusive THA Board Dinner;
- NEW!** Exclusive sponsorship of top Keynote General Session with opportunity to introduce session speakers;
- NEW!** Banner ad/video on the front page of the conference app (banner ad or video to be provided by sponsor);
- NEW!** THA Game Night Sponsorship, which includes an after-hours themed networking party with drinks and games;
- NEW!** Exclusive 15-minute information session during conference in breakout room;
- NEW!** One complimentary hospitality suite at the Hilton Austin Hotel;
- NEW!** Exclusive Sponsorship of Internal C-suite executives can lounge in the Exhibit Hall;
- NEW!** Company presence on pre-conference promotional e-blasts;
- NEW!** Logo/artwork on printed pre-conference promotional materials;
- NEW!** Sponsored room amenity item to be dropped off in each attendee hotel room;
- Special recognition and award presentation at the Awards Banquet;
- NEW!** Sponsorship video or commercial (one minute) to play during the Awards Banquet (video or commercial to be provided by sponsor);
- One reserved table at the Awards Banquet (for 8-10 people);
- Grand Prize Raffle Passport sponsorship;
- Half-page advertisement in the on-site program;
- NEW!** Recognition in tweet from official THA Twitter feed;
- NEW!** Recognition on official THA Facebook page;
- Superior recognition throughout the conference for this premier level sponsorship level, including prominent artwork/logo display in event signage, top placement and recognition in conference printed materials, and acknowledgement through conference speaker scripts; and
- 20 percent discounted advertising rates for pre- and post-conference issues of *Texas Hospitals* magazine to promote your company, products and attendance at the THA Annual Conference and Expo. Readership includes more than 9,000 health care executives.

PLATINUM – two available (\$32,500)

- 20' x 20' exhibitor booth in **premier location** in the Exhibit Hall;
- NEW!** Six complimentary full conference registrations, including all meals, breaks and educational sessions;
- Sponsorship of the Thursday evening reception;
- Four executive invitations to the exclusive THA Board/HOSPAC Reception;
- Four executive invitations to the exclusive THA Board Dinner;
- NEW!** Banner ad/video on the front page of the conference app (banner ad or video to be provided by sponsor);
- NEW!** Exclusive sponsorship of a THA conference app message sent to all conference attendees reminding them to visit your booth;
- NEW!** THA Game Night Sponsorship, which includes an after-hours themed networking party with drinks and games;
- NEW!** Exclusive 15-minute information session during conference in breakout room;
- NEW!** Exclusive sponsorship of all key cards or lanyards given to all attendees;
- NEW!** Logo/artwork on printed pre-conference promotional materials;
- Special recognition and award presentation at the Awards Banquet;
- One reserved table at the Awards Banquet (for 8-10 people);
- Grand Prize Raffle Passport sponsorship;
- Half-page advertisement in the on-site program;
- Your company's brochure included in the registration kit;
- NEW!** Recognition in tweet from official THA Twitter feed;
- NEW!** Recognition on official THA Facebook page;
- Recognition throughout the conference for this premier sponsorship level, including outstanding artwork/logo display in event signage, premier placement and recognition in conference printed materials, and acknowledgement through conference speaker scripts; and
- 20 percent discounted advertising rates for pre- and post-conference issues of *Texas Hospitals* magazine to promote your company, products and attendance at the THA Annual Conference and Expo. Readership includes more than 9,000 health care executives.

continued

Sponsorship Levels *continued*

EMERALD – two available (\$15,000)

- 8' x 20' exhibitor booth in **prime location** in the Exhibit Hall;
- Five complimentary full conference registrations, including all meals breaks and educational sessions;
- Exclusive sponsorship of ACHE Breakfast (Friday), exclusive sponsorship of Networking Lunch in the Exhibit Hall (Thursday) or exclusive sponsorship of Rural and Community Hospital Track: Working Lunch and Keynote Speaker;
- Three executive invitations to the exclusive THA Board/HOSPAC Reception;
- Three executive invitations to the exclusive THA Board Dinner;

NEW! Exclusive sponsorship of conference Wi-Fi or water bottles given to all attendees;

NEW! Logo/artwork on pre-conference promotional materials;

- Special recognition and award presentation at the Awards Banquet;
- One reserved table at the Awards Banquet (for 10 people);
- Grand Prize Raffle Passport sponsorship;
- Half-page advertisement in the on-site program;

NEW! Recognition in tweet from official THA Twitter feed;

NEW! Recognition on official THA Facebook page;

- Special recognition in the event signage and on-site program; and
- 15 percent discounted advertising rates for pre- and post-conference issues of *Texas Hospitals* magazine to promote your company, products and attendance at the THA Annual Conference and Expo. Readership includes more than 9,000 health care executives.

RUBY – 10 available (\$10,000)

- 8' x 20' exhibitor booth in **prime location** in the Exhibit Hall;
- Four complimentary full conference registrations, including all meals, breaks and educational sessions;

NEW! Exclusive sponsorship of an in-booth bar during Thursday evening reception (all special pricing options offered on first come, first served basis);

- Quarter-page advertisement in the on-site program;
- Special recognition and award presentation at the Awards Banquet;
- Special recognition in the event signage and on-site program; and
- 15 percent discounted advertising rates for pre- and post-conference issues of *Texas Hospitals* magazine to promote your company, products and attendance at THA Annual Conference. Readership includes more than 9,000 health care executives.

PEARL – limited availability (\$5,000)

- 8' x 10' exhibitor booth in **prime location** in the Exhibit Hall;
- Three complimentary full conference registrations, including all meals (except for the Awards Banquet, a ticketed event), breaks and educational sessions;
- Recognition in the event signage and on-site program; and
- 10 percent discounted advertising rates for pre- and post-conference issues of *Texas Hospitals* magazine to promote your company, products and attendance at the THA Annual Conference and Expo. Readership includes more than 9,000 health care executives.

SAPPHIRE – (\$3,500)

- 8' x 10' exhibitor booth in the Exhibit Hall;
- Two complimentary full conference registrations, including all meals (except for the Awards Banquet, a ticketed event), breaks and educational sessions;
- Recognition in the event signage and on-site program; and
- 10 percent discounted advertising rates for pre- and post-conference issues of *Texas Hospitals* magazine to promote your company, products and attendance at the THA Annual Conference and Expo. Readership includes more than 9,000 health care executives.

FRIEND OF THA – (\$1,650) (does not include exhibit)

- One complimentary full conference registration including all meals (except for the Awards Banquet, a ticketed event), breaks and educational sessions; and
- Recognition in the event signage and on-site program.

TEXAS HEALTHCARE TRUSTEES

BILLBOARD EXHIBITS – 24 available (\$1,650)

- Your company's artwork on an 8' x 4' board displayed in a key traffic area;
- One complimentary full conference registration including all meals (except for the Awards Banquet, a ticketed event), breaks and educational sessions;
- Recognition in the event signage and on-site program; and
- Listing on THT's website, www.tht.org, and a link to your company's website.

IMPORTANT DATE

Reservation deadline: Artwork, contract and payment due by **Monday Nov. 10, 2014** for maximum exposure. Applications received by this date are guaranteed to be listed in on-site materials.

EXHIBIT HOURS:

Thursday, Jan .22.
8 a.m. - 6:15 p.m.

Friday, Jan. 23
7:30 a.m. - 1:45 p.m.

Move-in times: Wednesday, Jan. 21 - TBD

Move-out times*: Friday, Jan 23 - TBD

*Exhibitors may not setup, break down or move out displays during any scheduled meal breaks (breakfast, refreshments, lunch, etc.).

VENUE

Austin Convention Center
500 East Cesar Chavez St.
Austin, TX 78701-4121

LODGING

Hilton Austin Hotel
500 East 4th St.
Austin, Texas 78701

All sponsorship levels include the following benefits:

- Artwork/logo displayed in signage directly outside the Exhibit Hall, including your booth number if applicable;
- Opportunity to provide an item at any value to be raffled off at sponsor's discretion during conference;
- Logo on THA's website, www.tha.org, and a link to your company's website; and
- List of registrants prior to and after the event*.

*Registrant and attendee lists include name, title, organization, mailing address and phone number. Please note that THA privacy policy does not allow the sharing of email addresses.

Increase Your Visibility with Exhibitor Add-Ons

Want to maximize your exposure throughout the conference? Choose one of the following add-on items. These items are offered on a first come, first served basis (must be an exhibitor to purchase).

NEW! MEMBER SHOWCASE SPONSORSHIP – (\$5,000) one available

Sponsor the staged area where hospitals and vendors share their knowledge and experience with attendees. Gain brand recognition and have your company on hand to greet and network with attendees. Includes two complimentary full conference registrations, including all meals (except for the Awards Dinner, a ticketed event), breaks and educational sessions.

SPECIALTY COFFEE BAR – (\$3,000) one available

Located between the education ballrooms and Exhibit Hall, the Coffee Bar serves specialty coffees and hot beverages, and gives attendees a gathering place to relax and network. Sponsor receives recognition in the on-site program and on-site signage. Have your company representative on hand to greet and network with visiting executives.

NEW! IN-BOOTH HEADSHOT PHOTOGRAPHY – (\$3,000) one available

Offering in-booth headshot photography is a popular feature to help drive interest and activity to your booth. Attendees get their headshot taken in your booth, select the best shot and receive the image via email.

NEW! IN-BOOTH CARICATURE ARTIST – (\$3,000) one available

Increase booth traffic and Exhibit Hall fun with a real-life Caricature artist who sits inside or beside your booth. Artist will sketch attendees' faces and provide a complimentary take-home drawing.

NEW! IN-BOOTH PROFESSIONAL SHOE SHINE – (\$3,000) one available

Engage in meaningful conversations with attendees while they stop by your booth for a complimentary shoe shine.

NEW! MAGICIAN – (\$1,000) one available

Available only during Thursday, Jan. 22 reception for one hour.

A little magic never hurts. Increase traffic to your booth during the reception with a magician who does tricks inside or beside your booth. Event performers meet with exhibitors before the show and incorporate the exhibitor's product information into their acts to help complement sales initiatives.

NEW! 48" x 25" SIGN AD WITH BOOTH LOCATION – (\$1,000) limited availability

Create an ad that directly addresses a challenge hospitals are facing paired with your solution to the problem. The ad also will let hospital representatives know where your booth is located so they can stop by for a visit. Sponsor provides the artwork and THA prints the sign.

REGISTRATION KIT INSERT – (\$1,000)

One-page (front and back) company brochure inserted in attendees' registration kits. The deadline to submit insert is **Monday, Nov. 17.**

GRAND PRIZE RAFFLE PASSPORT – (\$1,000) limited availability

Generate more traffic to your booth by being a stamp holder for the Grand Prize Raffle Passport. This year, the passport will offer multiple prize giveaways including bed and breakfast stays, fishing excursions and wine tours. Your company logo/artwork is included on the passport. Additionally, receive recognition in the on-site program and signage.

Additional Sponsorships

Want to maximize your exposure and brand awareness? Take advantage of one of the following sponsorships. All are offered on a first come, first served basis.

\$5,000

Your company logo/artwork displayed on one of the following items:

- Conference folders; or
- Conference bags.

\$3,000

Your company logo/artwork displayed on one of the following items:

- Conference pens; or
- Conference notepads.

Want us to customize a different item to give to attendees? We can do that. For more information about sponsorships or advertising, contact Joby Strachan at jstrachan@tha.org or 512/465-1020.



TEXAS HOSPITAL ASSOCIATION

The 2015 THA Annual Conference and Expo will be held in conjunction with:



An Independent Chapter of Texas



Sponsor Contract

2015 THA Annual Conference and Expo

Artwork, contract and payment due by **Nov. 10, 2014**, to be listed in on-site materials.

NOTE: If you previously submitted this form, but would like to make updates or changes to your application, please email jstrachan@tha.org.



TEXAS HOSPITAL ASSOCIATION

SPONSOR/EXHIBITOR: (Please print)

Company Name _____
(EXACTLY as you wish it to appear in conference printed materials)

Contact Name _____

Address _____

City _____ State _____ ZIP _____

Telephone (area code) _____ Fax (area code) _____

Email _____ Website **WWW.** _____

SPONSOR OPTIONS:

Note: Selection does not guarantee availability. Sponsor levels are limited and are offered on a first come, first served basis based on date both contract and payment are received. Full payment is required to reserve a selected level.

Select Sponsor Level:

- ☐ Diamond (~~\$45,000~~) **SOLD OUT**
- ☐ Platinum (~~\$32,000~~) **SOLD OUT**
- ☐ Emerald (~~\$15,000~~) **SOLD OUT**
- ☐ Ruby (~~\$10,000~~) **SOLD OUT**
- ☐ Pearl (~~\$5,000~~) **SOLD OUT**
- ☐ Sapphire (~~\$3,500~~) **SOLD OUT**
- ☐ Friend of THA (\$1,650)
- ☐ THT Billboard Exhibit (\$1,650)

Select Sponsorships:

- ☐ Conference Folders (\$5,000)
- ☐ Pens (\$3,000)
- ☐ Notepads (\$3,000)

Select Exhibitor Add-Ons

- ☐ Member Showcase Sponsor (\$5,000)
- ☐ Speciality Coffee Bar (\$3,000)
- ☐ In-booth Headshot Photography (\$3,000)
- ☐ In-booth Caricature Artist (\$3,000)
- ☐ ~~In-booth Professional Shoe Shine (\$3,000)~~ **SOLD OUT**
- ☐ Magician (\$1,000)
- ☐ Sign Ad with Booth Location 48"x25" (\$1,000)
- ☐ Registration Kit Insert (\$1,000)
- ☐ ~~Grand Prize Raffle Passport (\$1,000)~~ **SOLD OUT**

NOTES/REQUESTS:

Awards Banquet Ticket

- ☐ Individual Ticket (\$95 per person)*
- *Purchasing 8-10 tickets to the Awards Banquet?
Ask us to reserve a table for you!

PAYMENT

Full payment is **required** to reserve a selected level.

Summary of selections

Sponsor level amount: \$ _____

Sponsorships amount: \$ _____

Exhibitor add-on amount: \$ _____

Awards Banquet Ticket*: \$ _____

Total amount due: \$ _____

SEND CONTRACT TO:

Texas Hospital Association

Attn: Joby Strachan

Fax: 512/853-4564

Phone: 512/465-1020

☒ Review terms and conditions on page two. You must acknowledge these terms and conditions before your application will be submitted.

☐ I have read and acknowledge the terms and conditions.

QUESTIONS CONTACT:

Joby Strachan

Phone: 512/465-1020

Email: jstrachan@tha.org

IF PAYING BY CHECK, SEND PAYMENT AND COPY OF CONTRACT TO:

Texas Hospital Association
P.O. Box 95353
Grapevine, TX 76099-9733

SEND ARTWORK TO:
artwork@tha.org

CONTACT / BILLING INFORMATION:

Name _____ Title _____

Organization _____ Telephone (area code) _____

Address _____ City/State/ZIP _____

Email Address _____ ☐ Check Enclosed (payable to: THA) ☐ MasterCard ☐ VISA ☐ AmEx

Card Number _____ Expiration Date _____

Print Name Shown on Card _____ Signature Required _____
(must be signed to charge)

Billing Address _____ City/State/ZIP _____
(if different from above)

Sponsor Contract Terms and Conditions

Complimentary Registrations: Sponsoring companies qualify for a designated number of complimentary full conference registrations, which include all meals (except for the Awards Banquet, which is a ticketed event), breaks and educational sessions. The number of complimentary registrations by sponsorship option is:

Diamond Level - Eight (8), Platinum - Six (6), Emerald - Five (5), Ruby - Four (4), Pearl - Three (3), Sapphire - Two (2), THT Billboard Exhibits - One (1), Friend of THA - One (1), Member Showcase Sponsor - Two (2).

Exhibit Space: Diamond and Platinum sponsors receive 20'x20' booth spaces, Emerald and Ruby sponsors receive 8'x20' exhibitor booth spaces, Pearl and Sapphire sponsors receive 8'x10' exhibitor booth spaces. Booth space includes pipe and drape dividers, two (2) chairs and trash can. All exhibits must fit within the designated space. Freestanding exhibits may not extend further than 3' from the back of the exhibit space and must not block or obscure exhibits on either side. Additional exhibitor services are available through Freeman. Sponsors will receive exhibitor packets from Freeman with pricing and additional service options.

THT Billboard Exhibit Sponsors: Please contact Amy Eskew at 512/465-1013 or aeskew@ttht.org of Texas Healthcare Trustees to submit your billboard artwork. All materials are due by **Jan. 8, 2015**.

Sponsor Recognition: To be recognized in the on-site conference program and conference signage, agreement must be received by THA with full payment by **Nov. 10, 2014**. If applicable, artwork, including logos, must be received by THA by **Nov. 10**. Attendee List: Sponsors will receive a list of registrants prior to event and list of attendees after event (per THA privacy policy, attendee emails are not provided).

Website Listings: All sponsors will be listed on the 2015 conference pages of the THA website, and linked to the sponsor's website URL specified on the sponsor application form.

Contributions: All sponsor contributions are voluntary. Sponsorships are accepted on a first come, first served basis based on date and time of the receipt of the contract. THA reserves the right to limit the number of program sponsors, and may reject any sponsorship for any reason. THA reserves the right to refuse any sponsor that conflicts with the sponsorship public policies or applicable law. Fees collected prior to such refusal shall be returned to the sponsor within 45 days.

Cancellations: All sponsor cancellations must be submitted to THA exhibits management in writing. Cancellations received by THA on or before **Nov. 10, 2014**, will be assessed a fee of 50 percent of the total sponsorship cost. No refunds will be given on cancellations received after this date. Notwithstanding any provisions to the contrary herein contained, THA shall not be liable for any delay or inability to perform any obligation under this Agreement resulting from governmental emergency orders, judicial or governmental action, sabotage, riots, vandalism, labor strikes, or disputes, acts of God, fires, electrical failure, major computer hardware or software failures, acts of third parties, or any other cause, if such delay or inability to perform is beyond their reasonable control.

Conduct of Exhibitors: The purpose of the THA Annual Conference and Expo is to educate persons employed in the health care field in the utilization and development of new products, equipment and/or services. This does not preclude the stimulation by exhibitors of interest in and demand for such products and/or services on the exhibit floor; however, actual selling or order-taking is expressly prohibited. All business activities of the exhibitor must be within the exhibitor's allocated exhibit space. In keeping with the nature of a health care professional meeting, undignified promotional methods and/or materials considered to be objectionable by the Association are expressly prohibited.

If food products are permitted to be served, the preparation of such foods cannot cause odors considered to be offensive or objectionable to other exhibitors or registrants. In no event shall foodstuffs or beverages of any kind be served in individual servings larger than a bite-size sample of food or four ounces of non-alcoholic liquid, respectively.

Social functions sponsored by exhibitors must be scheduled at a time or place where they will not conflict with official conference activities scheduled by the Association.

The Association is not responsible for loss or damage to the exhibitor for any cause and urges the exhibitor to exercise precautions to discourage damage or loss to the exhibit.

All sponsors must be paid in full prior to booth setup.
A sponsor with an outstanding balance will not be permitted to exhibit.

I have read and understand the contract terms and conditions.

INITIAL HERE _____