



2017 NCHA Corporate Sponsorship Guide

# Make Value Added Connections

With North Carolina's Hospitals & Health Systems



North Carolina Hospital Association



## 2017 NCHA Corporate Sponsorship Guide

# Make Value Added Connections

The North Carolina Hospital Association represents more than 130 hospitals – teaching, rural, small community, suburban, specialty, and continuing care facilities – providing acute care, rehabilitative, behavioral, psychiatric and veterans’ services. We help our hospitals and health systems do what they do best– meet the health care needs of their communities. Beyond the traditional association services, our services include NCHA Strategic Partners, the NC Quality Center, the NC Center for Rural Health Innovation and Performance, and the Center for Affordable Health Care.

The NCHA Corporate Sponsorship Program is designed to provide companies yearlong exposure and interaction with top decision-makers from our member hospitals and healthcare systems.

Sponsorship with NCHA supports our mission of delivering quality and affordable health care in North Carolina. Our hospitals and health systems are transforming by focusing on care that is efficient, affordable, high quality and informed by the best information.

Sponsorship provides opportunities to make value added connections – together, we can improve health care in our state!

Benefits of sponsorships include:



### NETWORKING

Make meaningful business connections with key decision-makers from NC hospitals and healthcare systems.



### INVOLVEMENT

Learn and share cutting-edge ideas, innovative technologies and solutions with healthcare thought-leaders to help create a better healthcare future.



### EXPOSURE

Create awareness and strengthen relationships with NC hospitals, which spend \$22 billion+ a year on products and services.



North Carolina Hospital Association



# Three Marquee NCHA Events

*...with in-person networking, involvement & exposure.*

With sponsorship, your company may gain exposure at up to three annual NCHA meetings and through regular communication between NCHA and its members. Our events give sponsors a platform to build brand awareness with a targeted audience of healthcare decision makers, including C-suite and senior executives.

As an NCHA event sponsor, your company logo will appear prominently throughout our events, as well as online. Additionally, Diamond and Ruby level sponsors will have the opportunity to be considered as presenters, allowing your organization to demonstrate industry expertise and highlight successful work completed with your clients.

Our events are designed to be an ideal setting for networking and idea sharing. We encourage sponsors to join the dialogue and share strategies and best practices with a senior executive audience. Our goal is to help sponsors develop long-lasting, key relationships during our events.

## **NCHA Winter Membership Meeting - February 15-16, 2017**

**\*\* New Location\*\* Raleigh Marriott Crabtree Raleigh, NC**

This annual event targets member hospital administrative staff (CEO's, CFO's, COO's and senior management). Winter Meeting highlights current healthcare issues, and features nationally acclaimed speakers. This meeting incorporates valuable peer networking opportunities along with general sessions, an opening luncheon program and reception honoring the NC General Assembly. The 2016 meeting attracted more than 200 representatives from our member hospitals.

## **Trustee Program April 28-29, 2017**

**Location To Be Determined**

The NCHA Trustee Institute targets hospital trustees and medical staff leaders, as well as CEO's and CFO's. Trustee Institute is a resource to help hospital Board members expand their leadership roles and to learn from acknowledged experts about best practices and successful experiences in addressing the current healthcare environment. The 2016 meeting attracted more than 100 representatives from our member hospitals.

## **NCHA Summer Membership Meeting July 19-21, 2017**

**Myrtle Beach Marriott at Grande Dunes, Myrtle Beach, SC**

The NCHA Summer Meeting targets member hospital CEO's, CFO's and other senior hospital management. Participants include member hospitals, corporate sponsors and special invited guests of NCHA. This annual event is an opportunity for members and vendors alike to network at the opening Trade Show and participate in valuable education sessions and meal events. Diamond and Ruby level sponsors will have the opportunity to be considered as presenters during designated Breakout Sessions. The 2016 meeting attracted more than 200 representatives from our member hospitals.





# Summer Meeting Trade Show

*... the top venue for networking, involvement & exposure.*

The NCHA Summer Meeting trade show offers premium display tables and other vehicles to interact with attendees and help you make invaluable personal contacts. The 2017 trade show is at the Myrtle Beach Marriott at Grande Dunes Resort in Myrtle Beach, SC. The trade show opens the Summer Meeting on the evening of July 19 and includes an open bar and heavy hors d'oeuvres. The event continues the next morning providing a breakfast buffet.



**“** As a NCHA Strategic Business Partner & Diamond Sponsor, we sponsor for the exposure to the executives. They come by to thank us with genuine appreciation, and that leads into great conversations.

**Russell Fankhauser**  
Truven Health Analytics

**“** The trade show reception is really great...good traffic...so many people...lots of members...and the NCHA staff is so helpful with anything we need.

**Kyle Allen**  
Sound Physicians



**“** We've been coming since 2011. Why? Because it's the only venue where we can interact with so many hospital executives, physicians, and educators that are so highly relevant to what we do. Its vitally important for us to be here and build those relationships.

**Britt Davis**  
Campbell School of Medicine



# 2017 Sponsorship Packages

The NCHA Corporate Sponsorship Program provides four tiers with benefits for each level of participation and support. The corporate sponsorship program will run for a 365-day period and is renewed annually. NCHA is committed to assuring our sponsors know their marketing dollars have been spent wisely. Benefits vary, so read through the attached sponsorship information carefully. Please submit your sponsorship form and payment by **Jan. 31, 2017** to begin receiving full benefits. Sign up early to guarantee your spot at the Summer Meeting Trade Show.

We offer tailored opportunities to meet your specific business objectives:

## **NCHA Strategic Partners preferred business program**

Set your company apart from the competition. Businesses endorsed by NCHA Strategic Partners have the highest visibility with ongoing marketing assistance by Strategic Partners' staff. To learn more about Strategic Partners, visit <http://www.nchastrategicpartners.org>.

## **NCHA's Corporate Sponsorship Program**

This four-tiered sponsorship program includes exposure at multiple conferences and events, advertising, NCHA's weekly newsletter and more.

<b>Diamond</b>	<b>\$20,000</b>
<b>Ruby</b>	<b>\$10,000</b>
<b>Emerald</b>	<b>\$5,500</b>
<b>Sapphire</b>	<b>\$3,500</b>

NCHA's Diamond and Ruby level corporate sponsors are eligible for consideration as presenters at an association education event in 2017. To be considered as a presenter, Diamond and Ruby level sponsors must complete a Call for Speakers form. The Call for Speakers will begin approximately 4 months in advance of each meeting. For consideration as a presenter at NCHA's Winter Membership Meeting, businesses must be confirmed as a 2017 Diamond or Ruby-level sponsor and submit a presentation proposal by **Oct. 15, 2016**. Our education focus continues to be centered on helping our members on their path to value-based health care. All other proposals for 2017 must be submitted no later than **Jan. 15, 2017**. Sponsorship does not guarantee a speaking slot. Preference is given to corporate sponsors who can demonstrate a high level of speaker effectiveness and content quality.

## **Subscriber Program**

This program includes a subscription to NCHA's weekly newsletter and a brief listing in the membership directory. NCHA Directory ads are separate from NCHA's Sponsorship program. Ads are sold in the fall for this annual publication by Naylor Publishing.



# 2017 NCHA Sponsorship Levels

Sponsorship period effective January 1 through December 31, 2017

## Diamond Sponsor \$20,000

- Winter Meeting – Meet & Greet
- Trustee Institute - Meet & Greet Welcome Reception
- Participation in Roundtable Meeting
- Top Banner Ad Space on NCHA Website
- NC Hospital Center Facility & Website Recognition
- Summer Meeting – Breakout Session (Opportunities to be considered to present educational information)
- Webinar Offerings
- Subscriber program (subscriber weekly email, daily newlinks, listing in NCHA directory)
- Marketing Materials provided at NCHA Meetings
- Exhibit booth included at Summer Meeting
- Advanced promotion for NCHA Summer Meeting
- Sponsor recognition in NCHA's Friday mailing (publication sent to C-Suite)
- Logo/Link in Sponsor Section of NCHA website
- Name recognition in annual education program materials
- 1 Winter Meeting Registrations
- 1 Trustee Meeting Registrations
- 3 Summer Meeting Registrations

## Ruby Sponsor \$10,000

- Winter Meeting – Meet & Greet
- Trustee Institute - Meet & Greet Welcome Reception
- Side Ad Space on NCHA Website
- NC Hospital Center Facility & Website Recognition
- Summer Meeting – Breakout Session (Opportunities to be considered to present educational information)
- Webinar Offerings
- Marketing Materials provided at NCHA Meetings
- Exhibit booth included at Summer Meeting
- Advanced promotion for NCHA Summer Meeting
- Sponsor recognition in NCHA's Friday mailing (publication sent to C-Suite)
- Logo/Link in Sponsor Section of NCHA website
- Name recognition in annual education program materials
- 1 Winter Meeting Registrations
- 1 Trustee Meeting Registrations
- 2 Summer Meeting Registrations

## Emerald \$5,500

- Exhibit booth included at Summer Meeting
- Advanced promotion for NCHA Summer Meeting
- Sponsor recognition in NCHA's Friday mailing (publication sent to C-Suite)
- Logo/Link in Sponsor Section of NCHA website
- Name recognition in education program materials
- 1 Winter Meeting Registrations
- 2 Summer Meeting Registrations

## Sapphire \$3,500

- Sponsor recognition in NCHA's Friday mailing (publication sent to C-Suite)
- Logo/Link in Sponsor Section of NCHA website
- Name recognition in education program materials
- 1 Winter Meeting Registration
- 1 Summer Meeting Registration



# 2017 NCHA Sponsorship Levels

## A la Carte Items

- Keynote Speaker Sponsor .....\$5,000 (Up to 3 sponsors; Diamond only)
- Event Banquet Cost - AV, Awards, Video, etc. .... \$3,000 (Up to 3 sponsors; Diamond & Ruby only)
- Hotel Key Cards - Winter & Summer Meeting .....\$2,000 (Up to 2 sponsors)
- Student Scholarship Program - Winter Meeting.....\$1,800
- Wi-Fi Sponsor for Winter, Trustee, Summer meeting.....\$1,500
- Lower level Logo Ad space on NCHA website (rotating) ..... \$750
- Preferred Booth Location (top 3 choices) .....\$500
- Spouse/Guest - Summer Meeting Tradeshow/Awards Dinner...\$200
- List of attendees names & hospital .....\$150

NOTE: NCHA seeks dynamic speakers who can offer solution-oriented expertise on issues facing the healthcare industry. **Diamond and Ruby Sponsors being considered for speaking opportunities must complete a Call for Speakers form.** The Call for Speakers will begin approximately 4 months in advance of each meeting. For consideration as a presenter at NCHA's Winter Membership Meeting, businesses must be confirmed as a 2017 Diamond or Ruby-level sponsor and submit a presentation proposal by Oct. 15, 2016. All other proposals for 2017 must be submitted no later than Jan. 15, 2017. Our education focus continues to be centered on helping our members on their path to value-based health care.

\*\*Sponsorship does not guarantee a speaking slot, preference is given to corporate sponsors who can demonstrate a high level of speaker effectiveness and content quality that is consistent with the theme of the proposed meeting.

Sponsors may elect to cover 100 percent of the cost. If interested, please contact NCHA Strategic Partners. Sponsors must be confirmed by January 31, 2017. Upgrades of certain sponsorship levels are allowed throughout the year.



# 2017 Sponsorship Benefit Matrix

Sponsorship Benefits Matrix	Diamond Sponsor \$20,000	Ruby Sponsor \$10,000	Emerald Sponsor \$5,500	Sapphire Sponsor \$3,500	Details
Subscriber program (subscriber email, daily newslinks, listing in NCHA directory)	•				Receive NCHA's weekly publications; a listing in NCHA's annual Membership Directory and daily email with links to healthcare news in NC and national papers.
Top Banner Ad Space on NCHA Website	•				Ad located top center on NCHA website rotating
Invitation to Roundtable Meeting	•				NCHA Strategic Partners Roundtable
Winter Meeting Meet & Greet	•	•			Space available for Diamond & Ruby Sponsors to convene
Trustee Meeting - Meet & Greet Welcome Reception	•	•			Cocktail tables
NC Hospital Center Facility	•	•			Signage displayed in NCHC lobby
Website Recognition	•	•			Sponsors displayed on NCHA website
Summer Meeting - Breakout Session	•	•			Opportunities to be considered to present educational information
Side Ad Space on NCHA Website		•			Ad located right side on NCHA website rotating
Webinar Offerings	2	1			Market webinars to NCHA members
Marketing Materials provided at registration for NCHA Winter Meeting, Trustee Meeting and Summer Meeting	•	•			Recognition in handouts at registration
Exhibit booth included at Summer Meeting	Priority Location	Priority Location	Exhibit Booth Included	<b>No</b> Exhibit Booth Included	10 x 8 booth (first come basis)
Advanced promotion for NCHA Summer Meeting	•	•	•	•	Listing of sponsors included with brochure mailing
Sponsor recognition in NCHA weekly newsletter (publication sent to C-Suite executives)	•	•	•	•	Listing of sponsor logos included in publication
Winter Meeting Registrations	1	1	1	1	Number of registrations for each meeting (non-transferrable)
Trustee Meeting Registrations	1	1	0	0	Number of registrations for each meeting (non-transferrable)
Summer Meeting Registrations	3	2	2	1	Number of registrations for each meeting (non-transferrable)
Logo/Link in Sponsor Section of NCHA website	•	•	•	•	Sponsor logo section of NCHA website
Name recognition in 3 annual education program materials - Winter Membership, Trustee Institute & Summer Meeting	•	•	•	•	Recognition in handouts at registration



# 2017 Sponsorship Benefit Matrix

A la Carte Items	Fee	Restrictions	Eligibility	Details
Keynote Speaker Sponsor	\$5,000	(up to 3 sponsors)	Diamond only	Name recognition in handouts, meeting room sign and special mention during meeting
Event Banquet Cost - AV, Awards, Video, etc.	\$3,000	(up to 3 sponsors)	Diamond & Ruby only	Event cost for banquet items
Hotel Key Cards - Winter & Summer Meeting	\$2,000	(up to 2 sponsors)	All	Name recognition, sign and special mention during meeting
Student Scholarship Program - Winter Meeting	\$1,800	2 sponsors	All	Cover fees for students from School of Public Health
Wi-Fi Sponsor for Winter, Trustee, Summer Meeting	\$1,500	(up to 2 sponsors)	All	Name recognition, sign and special mention during meeting
Lower level Ad space on NCHA website (rotating)	\$750		All	Logo Ad located lower level on NCHA website rotating
Preferred Booth location	\$500		All	Choose location you want
Spouse/Guest - Summer Meeting Tradeshow/ Awards Dinner	\$200		All	May add spouse or guest to attend Tradeshow & Awards Dinner
List of attendees names & hospital	\$150		All	List of names and hospital will be given one time 2 weeks prior to mtg

**PLEASE NOTE:** Sponsors may elect to cover 100% of the cost. If interested, please contact NCHA Strategic Partners. Sponsors must be confirmed by January 31, 2017 to receive full benefits. Upgrades of certain sponsorship levels are allowed throughout the year.



# 2017 NCHA Corporate Sponsorship Form

Sponsorship period effective January 1, 2017 - December 31, 2017  
To register online: <https://events.ncha.org/event/1477/register>

Organization: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Email of contact person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_ Telephone: \_\_\_\_\_

Marketing Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Type of Business/Description of Services : \_\_\_\_\_

We would like to participate at the following level:

- Diamond Sponsor (\$20,000)
- Emerald Sponsor (\$5,500)
- A la carte item \_\_\_\_\_ Cost \$ \_\_\_\_\_
- Preferred Booth Location (\$500) Top 3 choices \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_.
- Ruby Sponsor (\$10,000)
- Sapphire Sponsor (\$3,500) NO Exhibit Booth

(Must be in accordance with Sponsor level. Will be closed once capacity is met )

Payment Options: Please check one form of payment and fax registration form to 919/677-4200.

CREDIT CARD Please charge my:  Master Card  Visa or  American Express

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVV/CVC: \_\_\_\_\_ Phone # \_\_\_\_\_

Cardholder's Name (as it appears on card): \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

Billing address and zip code of card: \_\_\_\_\_

CHECK Enclosed is a check in the amount of \$ \_\_\_\_\_

Checks should be made payable to NCHA and returned with this form to:

NCHA, Attn: Pamala Rogers, PO Box 4449, Cary, NC 27519

To receive full benefits, submit registration form and payment by Jan. 31, 2017. A confirmation will be sent once payment is received. Questions? Contact Pamala Rogers at 919/677-4127 or [progers@ncha.org](mailto:progers@ncha.org).

Only registrations accompanied with payment will be processed.



# NCHA Corporate Sponsorship Guidelines

## 1. SPONSOR FEES & PAYMENT

Applications must be submitted with payment IN FULL for sponsorships. Deposit of payments does not constitute acceptance of application. Benefits shall begin once payment is received. In the event of cancellation by sponsor, the cancellation policy below shall apply.

## 2. CANCELLATION

In the event it is necessary for exhibiting sponsors to cancel their space rental agreement, an administrative expense of \$500 per booth will be assessed on all requests. All cancellation requests must be made in writing. This administrative fee of \$500 will be applied to any cancellations received after May 31. After June 15 no refunds will be made.

## 3. EXHIBIT BOOTH POLICY

Exhibit space is provided by NCHA for the purpose of member information and education only. The sale of products on site by exhibiting sponsors is NOT permitted. Giveaway items ARE permissible during show hours. Exhibiting sponsors must maintain their displays within the allotted 10' x 8' space. Each booth contains one 6 foot table and 2 chairs. All backdrops, displays, tables or promotional setups may not extend into adjacent booths or walkways or obstruct traffic flow during show hours. Exhibit booths must be staffed by a designated representative throughout the entire tradeshow. As proof of registration, name badges must be worn for all meeting related events. NCHA will confirm booth assignments by June 30.

## 4. EXHIBIT BOOTH DISPLAY

Exhibiting sponsors shall not assign, sublet, or share the allotted space. Displays, the distribution of materials, or the demonstration of products are restricted to the exhibit area designated. Outside exhibits are strictly prohibited.

## 5. INSTALLATION & REMOVAL OF EXHIBITS

Arrangements for shipping, storage, and delivery of materials to the show site are the responsibility of the exhibiting sponsor. Shipment of display materials for delivery to the meeting site should be done by your preferred carrier to the contracted drayage company, Hollins Exposition Services. The information packet from Hollins will be emailed in May and includes procedures for shipping and return of any materials after the conference. **Shipments directly to the hotel will not be accepted.**

## 6. MEETING SCHEDULE

All exhibiting sponsors will honor the meeting schedule set by NCHA and at no time during the conference schedule a conflicting event involving the NCHA membership. The meeting brochure and agenda, current list of participating sponsors and the exhibit hall layout with booth assignments will be emailed to all confirmed exhibiting sponsors in June. **The registrant list will be provided on site.**

## 7. LIABILITY

Neither NCHA nor Hotel shall be liable for loss or damage to exhibiting sponsor property. Exhibiting sponsors are expected to carry their own insurance for coverage of property and personnel involved in this conference. The exhibiting sponsor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to displays, equipment and other property brought upon the premises of the Hotel, and shall indemnify and hold harmless Hotel, NCHA, and any authorized representative, agent or employee of the foregoing of any and all losses, damages and claims.

## 8. SPEAKER OPPORTUNITIES

NCHA seeks dynamic speakers who can offer solution-oriented expertise on issues facing the healthcare industry. Diamond & Ruby Sponsors being considered for speaking opportunities must complete a Call for Speakers form. To be considered as a presenter at NCHA's Winter Membership Meeting, businesses must be confirmed as a 2017 Diamond or Ruby-level sponsor and submit a presentation proposal by **Oct. 15, 2016**. All other proposals for 2017 must be submitted no later than **Jan. 15, 2017**. Sponsorship does not guarantee a speaking slot. Preference is given to corporate sponsors who demonstrate high level of speaker effectiveness and content quality.

**Please sign below noting you are in agreement with the above Exhibiting Sponsor Rules and Guidelines.**

Print Name \_\_\_\_\_

Title \_\_\_\_\_

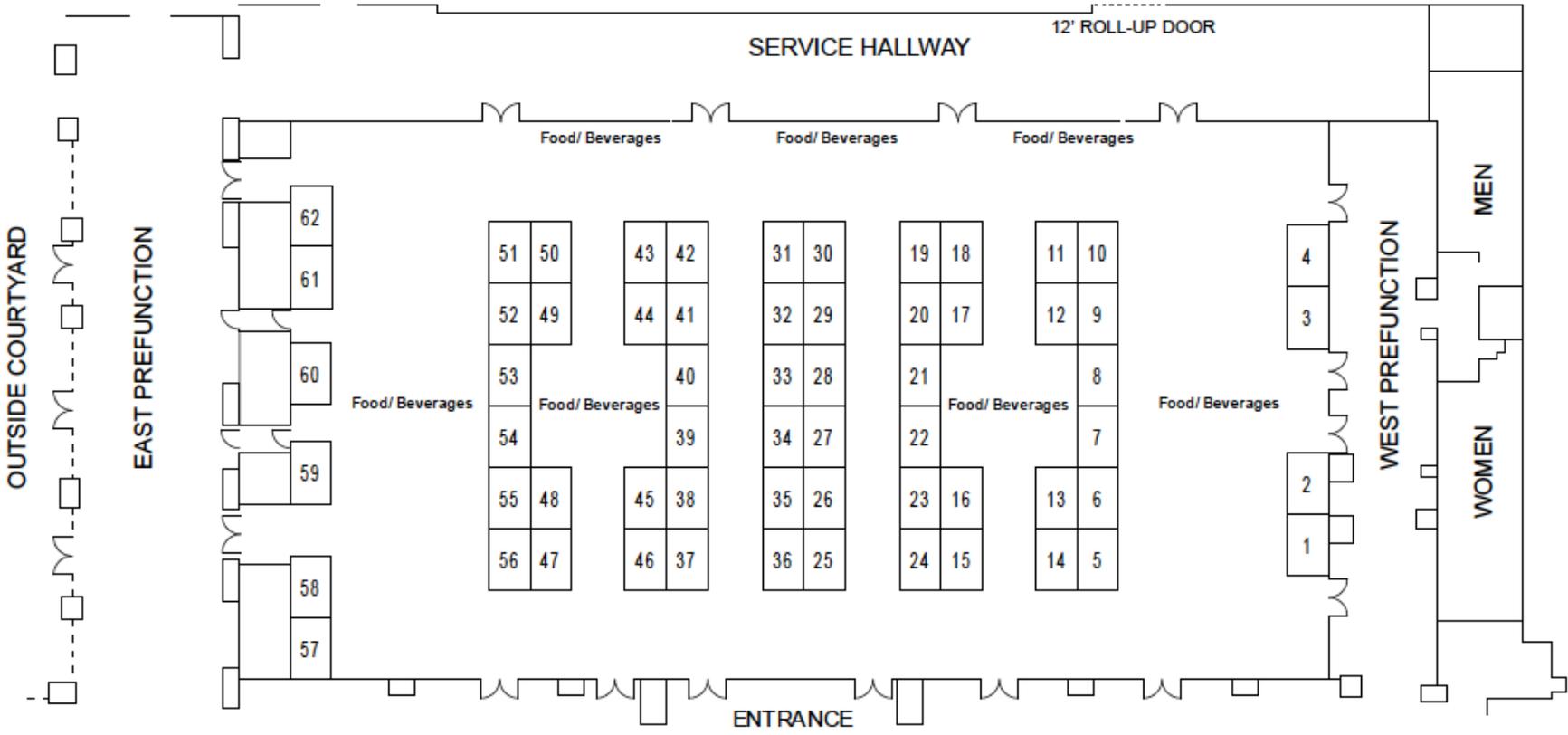
Signature \_\_\_\_\_

Company \_\_\_\_\_

Date \_\_\_\_\_

\*Return with Sponsor Form to :  
NCHA, PO Box 4449- Cary, NC 27519-4449 or  
Fax 919-677-4200  
Questions? Contact Pamala Rogers at 919-677-4127 or  
progers@ncha.org.

# Scattered Food & Beverage Stations Throughout the Room



**NC Hospital Association 2017 Summer Trade Show  
Myrtle Beach Marriott at Grand Dunes**