

# SPONSORSHIP PROGRAM

CONNECT AND ENGAGE WITH TENNESSEE'S HOSPITAL LEADERS



TENNESSEE HOSPITAL ASSOCIATION

## WHY SHOULD I BE A THA SPONSOR?

All of THA's conferences are designed with sponsors in mind — granting access to interact directly with influential decision makers. The events below create an opportunity for sponsors to connect face-to-face with hospital leaders and share information about their products and services.

## THA'S 2019 EVENTS

### Small and Rural Conference - Brentwood, Tennessee - March 28 and 29

Small and Rural Conference is an event that focuses on the needs, challenges and successes of small and rural hospitals in the state. Platinum sponsors will receive full access, including a reception and luncheon to mix and mingle with THA members. **Deadline: Friday, March 1, 2019**

### Summer Conference - Sandestin, Florida - July 10 through 13

Summer Conference is an exclusive gathering for THA members to learn, find inspiration and gain insights into how they can solve unique problems and issues that occur in the healthcare industry. Platinum and Gold sponsors will receive complimentary conference registration and access to the welcome reception and family beach dinner. **Deadline: Tuesday, April 30, 2019**

### 81<sup>st</sup> Annual Meeting - Franklin, Tennessee - Oct. 16 through 18

Annual Meeting is THA's largest premiere event, and brings presenters and guests together who speak to the power of hospitals and the efforts to improve them. Sponsors will receive access through a one (Bronze) or two-day (Platinum, Gold, Silver) pass, including complimentary tickets to the welcome reception and membership luncheon. **Deadline: Friday, August 2, 2019**

## FOUR SPONSORSHIP LEVELS ARE AVAILABLE

PLATINUM

\$13,000

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

- THA Membership through Oct. 31, 2019
- Recognition on THA.com, Annual Meeting mobile app and sponsor name badges
- Access to attendee list (names and titles) for each registered conference
- Logo on marketing/registration materials and strategic signage at event
- Complimentary tickets to the Annual Meeting Welcome Reception and Membership Luncheon

GOLD

\$10,500

SILVER

\$7,500

BRONZE

\$4,000

Receive a \$500 discount toward sponsorship if secured by Thursday, Jan. 31!

## LEVELS AND BENEFITS

	PLATINUM \$13,000	GOLD \$10,500	SILVER \$7,500	BRONZE \$4,000
<b>Access to Events and THA Membership</b>				
Small and Rural Conference				
Summer Conference				
Annual Meeting				
<b>Recognition and Exposure</b>				
Introduce a speaker at an Annual Meeting session and share a two-minute introduction about sponsoring company*				
Logo on attendees' hotel keycards for both Summer Conference and Annual Meeting				
Case study featured in member e-newsletter ^				
Call for presentations, including webinar or speaking engagement at a select education event ^				
Logo and company description featured in THA Daily News Clips for one week				
Name badge and logo recognition on Annual Meeting marketing and registration materials, subject to benefit level				
<b>Access to Information</b>				
List of attendees for each registered conference (names and titles)				
Receive weekly THA Member Update and daily News Clips				

### Add-On Sponsorship Enhancements

Welcome giveaway/golf shirt with company logo ( <i>Summer Conference only</i> ).....	\$4,000
Designer sunglasses with logo imprint on cleaning cloth ^ ( <i>Summer Conference only, limited to 3 sponsors</i> ) .....	\$4,000
Lanyard with sponsor logo ( <i>Summer Conference and Annual Meeting only</i> ).....	\$2,000
Pads/paper with sponsor logo ( <i>Summer Conference and Annual Meeting only</i> ).....	\$2,000
Reserve a prime area of the beach with an exclusive signage opportunity ( <i>Summer Conference only</i> ).....	\$2,000

\*Early bird bonus for first four Platinum sponsors.

^ THA reserves the right to approve.

Benefits can be customized to fit sponsor's needs.