

2020

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 2020 EVENTS

Small and Rural Conference - Brentwood, Tennessee - March 26 and 27

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 luncheon to mix and mingle with THA members.

Summer Conference - Sandestin, Florida - July 8 through 11

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.

82nd Annual Meeting - Franklin, Tennessee - Oct. 14 through 16

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 welcome reception and membership luncheon.

IMPORTANT DEADLINE FOR 2020 TO SECURE YOUR SPOT: **FRIDAY, DECEMBER 13, 2019**

FOUR SPONSORSHIP LEVELS ARE AVAILABLE

PLATINUM

\$13,000

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

- THA Membership through Dec. 31, 2020
- 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
- Invitation 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 Friday, December 13, 2019!

LEVELS AND BENEFITS

	PLATINUM \$13,000	GOLD \$10,500	SILVER \$7,500	BRONZE \$4,000
Access to Events and THA Membership				
Small and Rural Conference				
Summer Conference				
Annual Meeting				
Recognition and Exposure				
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				
Access to Information				
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/shirt with company logo (<i>Summer Conference only</i>)	\$6,000
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 or Annual Meeting only</i>).....	\$2,000
Pads/paper with sponsor logo (<i>Summer Conference or 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.