SPONSORSHIP & ENGAGEMENT GUIDE

MEND THE GAP

Revitalize. Recruit. Retain.

HEALTHCARE WORKFORCE SUMMIT

APRIL 22 – 23, 2027
Begins at 1 p.m. CT on April 22

FRANKLIN MARRIOTT COOL SPRINGS
700 Cool Springs Boulevard, Franklin, TN 37067

THA TENNESSEE HOSPITAL ASSOCIATION

TCWD TENNESSEE CENTER FOR HEALTH WORKFORCE DEVELOPMENT



CONNECT WITH TENNESSEE'S WORKFORCE AND HEALTHCARE LEADERS IN ONE PLACE.

200+
ATTENDEES

44+
HOSPITAL EXECUTIVES

46+
HEALTHCARE HUMAN RESOURCE PROFESSIONALS

23+
ACADEMIC PARTNERS

28+
PUBLIC AGENCY PARTNERS

100%
FOCUSED ON TENNESSEE'S WORKFORCE FUTURE

SPONSORSHIP LEVELS AND BENEFITS

ACCESS TO TENNESSEE'S HEALTHCARE AND ACADEMIC LEADERS	CHAMPION* $8,500	ADVOCATE* $5,500	PARTNER $2,500 *(Public Agencies & Universities Only)*
Sponsor a speaker at THA's Mend the Gap and introduce the speaker in front of attendees, script provided	✓		
Complimentary registrations (2 Champion, 1 Advocate & 1 Partner)	✓	✓	✓
1.5 days of exhibiting on April 22 (half-day) & 23 (full-day)	✓	✓	✓
RECOGNITION AS A SUPPORTER OF TENNESSEE'S HOSPITALS			
Logo and company description featured in one (1) quarterly Mend the Gap newsletter	✓		
Logo recognition on Mend the Gap event marketing and registration materials, subject to benefit level	✓	✓	✓
ACCESS TO INFORMATION			
List of registered attendees *(name, title and facility)*	✓	✓	✓
Receive Mend the Gap Newsletter	✓	✓	✓

$500 OFF IF YOU SIGN UP BEFORE FRIDAY, DECEMBER 11, 2026*
(excludes exclusive opportunities and applied once annually across programs)

STAND OUT FROM THE CROWD

These exclusive experiences allow your organization to create meaningful attendee experiences while maximizing visibility and engagement.

WORKFORCE WAKE-UP COFFEE BAR — $10,000



- Complimentary, made-to-order specialty coffee for all attendees throughout the conference
- High-visibility branding on the coffee cart, latte foam, and event materials, as applicable
- High-traffic visibility in a central gathering place
- Memorable attendee experience that keeps your brand top of mind



MEET UP & MEND THE GAP — $8,000

- Dedicated space for networking and recharging for 1.5 days
- Prominent branding on hydration stations and within the Meet Up area
- Showcase one (1) sponsor-provided branded item on the hospitality shelf (THA to approve)
- Support meaningful workforce conversations and connections

PROFESSIONAL IMAGE SPONSOR — $8,000



- Featured sponsor of the professional headshot experience
- Provide complimentary professional headshots for attendees
- Prominent branding at the headshot station and select promotional materials, including in the digital photo gallery or photo folder
- Support attendees in strengthening their personal and professional brand



MEND THE GAP MINGLE — $7,000

- Exclusive sponsorship of the conference networking reception on Thursday, April 22
- Opportunity to feature a signature sponsor-branded cocktail or mocktail
- Prominent branding on reception signage and beverage stations
- Supporting meaningful connections among workforce leaders and industry partners

WORKFORCE INNOVATION LAB — $6,000

- Hands-on VR nursing or EMS training demonstrations
- Interactive technology displays showcasing innovative workforce tools
- Dedicated simulation to highlight your organization
- Position your organization as a leader in workforce innovation





ARRIVAL SPONSOR — $6,000

- Official sponsor of the conference arrival experience
- Prominent branding at the venue entrance
- Logo placement at registration and attendee check-in areas
- Opportunity to provide a branded welcome item to attendees at registration (THA to approve)
- Enhance the attendee experience from the moment they arrive

CONNECTIVITY SPONSOR — $5,000

- Keep attendees connected with conference-wide Wi-Fi access
- Prominent branding on Wi-Fi signage and connectivity communications
- Support a seamless digital experience for attendees, speakers, and exhibitors



Exclusive Experience Considerations: Early sign-on discount does not apply. One complimentary registration is included for exclusive experiences. Custom enhancements or additions may be available for an additional fee and will need approval from THA's MRE Team.

QUESTIONS? Contact Adrienne Nordman at anordman@tha.com or Jessie Fulton at jfulton@tha.com.


Apprenticeship TN
YOUR WORKFORCE


MEND THE GAP
HEALTHCARE WORKFORCE SUMMIT
PROGRAM AT A GLANCE




THANK YOU
SPONSORS
VISIONARY
Qualivis
CHAMPION
masa
ADVOCATE
Gallagher
rh
TalentGro
PARTNER
Apprenticeship TN
BELMONT
hosa
RURAL HEALTH
TENNESSEE ACADEMY OF FAMILY PHYSICIANS
tbr



