TENNESSEE HOSPITAL ASSOCIATION

ANNUAL MEETING

SPONSORSHIP & ENGAGEMENT GUIDE

TENNESSEE HOSPITAL ASSOCIATION

EVENT SNAPSHOT

ANNUAL MEETING

SEPTEMBER 16-17, 2027

Loews Nashville Hotel at Vanderbilt Plaza
2100 West End Ave, Nashville, TN 37203



MEASURE YOUR IMPACT

1.5-DAY
CONFERENCE EXPERIENCE

350+
ATTENDEES

125+
HEALTHCARE EXECUTIVES AND SENIOR LEADERS

70+
HOSPITAL AND HEALTH SYSTEMS REPRESENTED

50+
CLINICAL LEADERS IN ATTENDANCE

40+
HOSPITAL AND HEALTH SYSTEM CEOS ATTENDING

SPONSORSHIP LEVELS AND BENEFITS

ACCESS TO TENNESSEE'S HEALTHCARE LEADERS	PREMIER $9,500	SUPPORTING $6,500
Sponsor a speaker and introduce the speaker in front of attendees, script provided	✔	
One (1) day of exhibiting	✔	✔
Complimentary registrations *(2 Premier, 1 Supporting)*	✔	✔
RECOGNITION AS A SUPPORTER OF TENNESSEE'S HOSPITALS		
Logo and company description featured in THA's Daily News Clips for one (1) week	✔	
Logo recognition on Summer Conference marketing materials and social media platform, subject to benefit level	✔	✔
ACCESS TO INFORMATION		
List of registered attendees *(name, title and facility)*	✔	✔
Receive THA Member Update Newsletter	✔	✔

$500 OFF IF YOU SIGN UP FOR A LEVEL BEFORE FRIDAY, FEBRUARY 12, 2027
(excludes exclusive opportunities and applied once annually across programs)





COFFEE & CONNECTIONS — $8,000



Fuel meaningful conversations while keeping attendees energized throughout the conference.

- Align your brand with a premium coffee experience from the Frothy Monkey coffee bar, offering complimentary specialty coffee to attendees for the duration of the conference
- Custom-branded coffee sleeves featuring your organization's logo *(included, $1,000 value)*
- Recognition on coffee bar signage and event materials
- Associate your brand with one of the conference's most frequented destinations for refreshment



MEMBERSHIP RECEPTION — $8,000

Connect with healthcare leaders from across Tennessee during a high-impact networking event designed to foster meaningful conversations and lasting relationships.

- Featured sponsor of the Membership Reception
- Sponsor recognition on event signage and reception materials
- Opportunity to brand a curated cocktail or mocktail at the bar (approved by THA's MRE team)
- Increase brand recognition at a high-attendance event that encourages networking and relationship building

HOSPITALITY HOSPITAL — $6,000

Give attendees a dedicated space to relax, recharge, and refuel between sessions.

- Highlighted recognition in the Hospitality Hospital, a dedicated attendee retreat designed for rest and connection
- Comfortable seating, charging stations, and wellness-focused amenities
- Healthy snacks, hydration packets, and grab-and-go wellness items for attendees ($1,000 value)
- Position your brand as a champion of attendee well-being through a highly valued conference experience



ARRIVAL SPONSOR — $6,000



Create a memorable first impression as attendees arrive and begin their Annual Conference experience.

- Highlighted recognition as the Arrival Sponsor
- Sponsor-provided giveaway distributed at registration *(not included and with THA's MRE team approval)*
- Branded signage at the hotel arrival area, registration desk, and event materials
- Helps create a positive first impression while enhancing the attendee experience



HYDRATION STATION — $6,000

Keep attendees refreshed and energized with a dedicated hydration station available both days of the conference.

- Recognition as the Hydration Station Sponsor
- Branded signage displayed at the hydration station
- Infused water and electrolyte packets available to attendees
- Sponsor-branded reusable water bottles included and provided to attendees

SURPRISE & DELIGHT DROP — $6,000



Make a lasting impression with an exclusive in-room welcome amenity delivered to select executive attendees during their stay.

- Spotlighted sponsorship of a welcome amenity for up to 20 executive attendees staying at the host hotel
- Co-branded drop coordinated through the hotel with THA and sponsor recognition
- Opportunity to provide a custom gift or amenity, subject to approval by THA's MRE Team *(gift cost not included in sponsorship)*
- Position your brand as part of a unique attendee experience that begins before the conference even starts

CONNECTIVITY SPONSOR — $5,000



Keep attendees connected throughout the Annual Conference with reliable internet access supporting learning, networking, and engagement.

- Featured recognition as the Connectivity Sponsor
- Customized password featuring your organization's name *(8-32 characters)*
- Recognition in conference signage, materials, and attendee communications
- Brand visibility tied to one of the most frequently accessed amenities during the conference



POWER UP — $5,000

Keep attendees connected and charged with ONE (1) branded Veloxity charging station conveniently located throughout the event.

- Exclusive branding on one charging station kiosk wraps
- Custom digital screen recognition displayed on both stations
- High-visibility placement in attendee traffic areas
- Provides a valuable high-use amenity that keeps your brand in front of attendees throughout the meeting

LET'S BREAK! — $3,500



Offer attendees a casual opportunity to connect with peers and recharge over a light refreshment break.

- Recognition as the Let's Break Sponsor
- Sponsor logo displayed at the refreshment station
- Popcorn and juice service for attendees, provided by Loews banquets
- Visibility during a well-attended transition period when attendees gather, network, and recharge

Exclusive Experience Considerations: Early sign-on discounts do not apply. One complimentary registration included. Exhibiting tables are not included. Custom enhancements or additions may be available for an additional fee and will need approval by THA's Member Relations and Education team.

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


LOEWS


TENNESSEE HOSPITAL ASSOCIATION
AWARDS OF EXCELLENCE
2026







