

2014 SPONSORSHIP OPPORTUNITIES



AMERICA'S
ESSENTIAL
HOSPITALS



RAISE YOUR PROFILE: SPONSOR AMERICA'S ESSENTIAL HOSPITALS

As a sponsor of America's Essential Hospitals, you put your company front and center with key decision-makers, partners, and colleagues. Each year, hundreds of hospital, health system, and academic medical center leaders participate in our events and webinars.

There has never been a better time for your company to become more involved in our association. A quickly changing health care landscape demands stronger relationships with existing partners, contact with prospective customers, and timely industry information. Becoming a sponsor will help you access the resources and relationships you need to enhance your success.

Sponsors leverage our events to

- enhance brand image;
- elevate company visibility;
- reconnect with current business partners and broker new business with prospective customers;
- showcase new products, business ventures, and acquisitions;
- take advantage of our forward-looking educational initiatives; and
- demonstrate commitment to our shared mission.

For more information, contact Katie Zimmerman, marketing manager, at kzimmerman@essentialhospitals.org or 202-495-3360.

About America's Essential Hospitals: America's Essential Hospitals, formerly the National Association of Public Hospitals and Health Systems, is the leading association and champion for hospitals and health systems dedicated to high-quality care for all, including the most vulnerable. Since 1981, America's Essential Hospitals has initiated, advanced, and preserved programs and policies that help these hospitals ensure access to care. America's Essential Hospitals supports members with advocacy, policy development, research, and education.

Our more than 200 members are vital to their communities, providing primary through trauma care, disaster response, health professionals training, research, public health programs, and other services. They innovate and adapt to lead the broader health care community toward more effective and efficient care.

SPONSORSHIP OPPORTUNITIES: CONFIRMATION PAGE



When you sponsor America's Essential Hospitals, you invest in the future of hospitals that care for vulnerable populations and their work to promote innovative programs, foster new ideas, and connect health care leaders. Your sponsorship makes a difference by supporting our work to reduce health care disparities and improve care quality and access for all. Your support is an important and valued part of those efforts.

Complete the requested information below and select your sponsorship package. Return this form to Katie Zimmerman, marketing manager, at kzimmerman@essentialhospitals.org. Upon receipt of this form, America's Essential Hospitals will mail an invoice for payment.

Name: _____ Company: _____
 Title: _____
 Email address: _____ Phone number: _____
 Mailing address: _____
 City: _____ State: _____ ZIP: _____

<input type="checkbox"/>	VITAL2014 Event Partner	\$50,000
<input type="checkbox"/>	VITAL2014 Gage Awards Luncheon	\$40,000
SOLD	VITAL2014 Opening Keynote Speaker	\$20,000
SOLD	VITAL2014 Opening Reception	\$15,000
SOLD	VITAL2014 Tuesday Reception and Closing Keynote Speaker	\$25,000
SOLD	VITAL2014 Annual Gala	\$25,000
SOLD	VITAL2014 Education Breakout Sessions	\$20,000
SOLD	2014 Innovations Summit	\$15,000
SOLD	VITAL2014 Breakfasts	\$10,000
SOLD	VITAL2014 Lanyards	\$10,000
SOLD	VITAL2014 Key Cards	\$10,000
SOLD	VITAL2014 Mobile App	\$10,000
SOLD	VITAL2014 Networking	\$10,000
SOLD	VITAL2014 Registration Bags	\$10,000
SOLD	VITAL2014 Postconference Workshop	\$10,000
SOLD	VITAL2014 Cyber Cafe and Wireless Internet	\$7,500
SOLD	VITAL2014 Power Tower	\$7,500
<input type="checkbox"/>	VITAL2014 Poster Session and Rapid-Fire Presentations	\$7,500
<input type="checkbox"/>	VITAL2014 Premier Conference Support	\$7,500
<input type="checkbox"/>	VITAL2014 General Conference Support	\$5,000
<input type="checkbox"/>	VITAL2014 Video Screening: An Association History	\$5,000
<input type="checkbox"/>	Policy Assembly Dinner	\$5,000

Yes, I would like to upgrade my sponsorship package! Pricing and details are available on page 6.
 Please add: ☐ VITAL2014 Hospitality Suite ☐ Webinar

SPONSORSHIP OPPORTUNITIES: EVENT DETAILS



VITAL2014 (formerly the annual conference)

VITAL2014, the association's annual conference, is the premier national event for hospital leaders and clinicians who provide high-quality care to all, including our nation's most vulnerable patients. More than 300 top executives and decision makers from the healthcare community are expected to attend this year's conference. The program focuses on current policy issues; strategies and tools for improving access and quality of care for vulnerable patients; leadership; operations; and the future of health care. VITAL2014 will be held in San Antonio, Texas, June 25-27.

Innovations Summit

Join more than 100 key stakeholders and experts from the health care industry this fall to support America's Essential Hospitals efforts to advance innovation and excellence in health care for America's communities.

HCAHPS Distance Learning Network

The HCAHPS Learning Network: Patient Experience College will engage members to improve HCAHPS performance in one domain at their individual hospitals. Up to 25 teams will participate in eight webinars, in addition to coaching calls and supplemental activity during this valuable program.

Policy Assembly (formerly the legislative event)

In December, nearly 100 member hospital leaders will come together in Washington, D.C., to champion key issues critical to serving the most vulnerable populations.

We recognize that companies within our broad community of sponsors have unique needs. Therefore, we offer different levels of participation. Whether for a single event or an entire year, our sponsorship team will work with you to tailor an opportunity or package that meets your objectives and your budget. If you are interested in supporting an activity or event not listed here or if you require more information, contact Katie Zimmerman, marketing manager, at kzimmerman@essentialhospitals.org or 202-495-3360.

SPONSORSHIP OPPORTUNITIES: PACKAGE DETAILS



VITAL2014 Event Partner

Complimentary event registration – Four (4) complimentary registrations to VITAL2014 and additional conference registrations at the member rate

Visibility – Opportunity to present during the learning lounge programming at the conference

Free webinar - Opportunity to conduct one (1) webinar during the year on a topic approved by the association

Premium display area – 6-foot display table at the conference

Registration list – Electronic file of the VITAL2014 registration list (one sent before the conference and a final list sent after the conference)

Program advertising – Complimentary full-page advertisement in the conference program

Registration bag insert – Opportunity to place one (1) item in the conference registration bags

Onsite signage and recognition – Logo placement on:

- The LCD screen at the learning lounge between presentations
- Sponsor appreciation signage in the registration area at the conference
- Looping slides shown on fly screens before general sessions and between education breakout sessions

Online Visibility – Logo and link to your homepage placed on the conference webpage and the association sponsorship webpage, and included on all marketing materials related to the conference

Official sponsor logo – Logo provided for use with promotion of the conference and your sponsorship

Exclusive meeting with association leadership – Opportunity to hold one (1) strategic meeting with association leadership

VITAL2014 Gage Awards Luncheon

Complimentary event registration – Three (3) complimentary registrations to VITAL2014 and additional conference registrations at the member rate

Visibility – Opportunity to address attendees during the awards luncheon at the conference

Premium display area – 6-foot display table at the conference

Registration list – Electronic file of the VITAL2014 registration list (one sent before the conference and a final list sent after the conference)

Program advertising – Complimentary full-page advertisement in the conference program

Registration bag insert – Opportunity to place one (1) item in the conference registration bags

Onsite signage and recognition – Logo placement on:

- Signage and fly screens for the awards luncheon
- Gage Awards project poster one-pager
- Awards luncheon program
- Sponsor appreciation signage in the registration area at the conference
- Looping slides shown on fly screens before general sessions and between education breakout sessions

Online Visibility – Logo and link to your homepage placed on the conference webpage and the association sponsorship webpage, and included on all marketing materials related to the conference

Official sponsor logo – Logo provided for use with promotion of the conference and your sponsorship

Exclusive meeting with association leadership – Opportunity to hold one (1) strategic meeting with association leadership

SPONSORSHIP OPPORTUNITIES: PACKAGE DETAILS



VITAL2014 Poster Session and Rapid-Fire Presentations

Complimentary event registration – One (1) complimentary registration to VITAL2014 and additional conference registrations at the member rate

Registration list – Electronic file of the VITAL2014 registration list (one sent before the conference and a final list sent after the conference)

Program advertising – Complimentary half-page advertisement in the conference program

Registration bag insert – Opportunity to place one item in the conference registration bags

Onsite signage and recognition – Logo placement on:

- Signage for the poster session and rapid-fire Presentations, as well as on the session LCD screen
- Sponsor appreciation signage in the registration area at the conference
- Looping slides shown on fly screens before general sessions and between education breakout sessions

Online visibility – Logo and link to your homepage placed on the conference webpage and the association sponsorship webpage, and included on all marketing materials related to the conference and the mobile app

Official sponsor logo – Logo provided for use with promotion of the conference and your sponsorship

VITAL2014 Premier Conference Support

Complimentary event registration – One (1) complimentary registration to VITAL2014 and additional conference registrations at the member rate

Registration list – Electronic file of the VITAL2014 registration list (one sent before the conference and a final list sent after the conference)

Program advertising – Complimentary half-page advertisement in the conference program

Registration bag insert – Opportunity to place one item in the conference registration bags

Onsite signage and recognition – Logo placement on:

- Sponsor appreciation signage in the registration area at the conference
- Looping slides shown on fly screens before general sessions and between education breakout sessions

Online visibility – Logo and link to your homepage placed on the conference webpage and the association sponsorship webpage, and included on all marketing materials related to the conference and the mobile app

Official sponsor logo – Logo provided for use with promotion of the conference and your sponsorship

VITAL2014 General Conference Support

Complimentary event registration – One (1) complimentary registration to VITAL2014 and additional conference registrations at the member rate

Registration list – Electronic file of the VITAL2014 registration list (one sent before the conference and a final list sent after the conference)

Program advertising – Complimentary quarter-page advertisement in the conference program

Onsite signage and recognition – Logo placement on:

- Sponsor appreciation signage in the registration area at the conference
- Looping slides shown on fly screens before general sessions and between education breakout sessions

Online visibility – Logo and link to your homepage placed on the conference webpage and the association sponsorship webpage, and included on all marketing materials related to the conference and the mobile app

Official sponsor logo – Logo provided for use with promotion of the conference and your sponsorship

SPONSORSHIP OPPORTUNITIES: PACKAGE DETAILS



VITAL2014 Video Screening: An Association History

Complimentary event registration – One (1) complimentary registration to VITAL2014 and additional conference registrations at the member rate

Registration list – Electronic file of the VITAL2014 registration list (one sent before the conference and a final list sent after the conference)

Program advertising – Complimentary quarter-page advertisement in the conference program

Onsite signage and recognition – Logo placement on:

- Signage for the video screening
- Sponsor appreciation signage in the registration area at the conference
- Looping slides shown on fly screens before general sessions and between education breakout sessions

Online visibility – Logo and link to your homepage placed on the conference webpage and the association sponsorship webpage, and included on all marketing materials related to the conference and the mobile app

Official sponsor logo – Logo provided for use with promotion of the conference and your sponsorship

Policy Assembly Dinner

Complimentary event registration – Two (2) invitations to attend the members-only 2014 Policy Assembly

Visibility – Opportunity to welcome attendees to the dinner

Registration list – Electronic file of the Policy Assembly registration list (one sent before the event and a final list sent after the event)

Onsite signage and recognition – Logo placement on sponsor appreciation signage at the dinner

Online visibility – Logo and link to your homepage placed on the event webpage and the association sponsorship webpage

Official sponsor logo – Logo provided for use with promotion of the event and your sponsorship

SPONSORSHIP OPPORTUNITIES: PACKAGE DETAILS



VITAL2014 Hospitality Suite: \$5,000

(available to VITAL2014 \$15,000+ sponsors; limited number available)

Enjoy a hospitality suite for company use (meetings, phone calls, etc.) at VITAL2014.

Webinar: \$5,000

(available to \$25,000+ sponsors; only three available)

Opportunity to conduct one webinar during the year on a topic approved by the association.