



ADDING VALUE TO YOUR BUSINESS

2019 NCHA Corporate Sponsorship Guide

The North Carolina Healthcare Association's Corporate Sponsorship Program is designed to provide companies yearlong exposure and interaction with top decision-makers at our member hospitals and health systems.

Sponsorship benefits include:



Networking

Make meaningful business connections with key decision-makers from North Carolina hospitals and healthcare systems.



Industry Insights

Gain new insights into the needs of North Carolina's hospitals and health systems.



Exposure

Increase brand awareness with NC hospitals, which spend \$25 billion a year on products and services.

NCHA represents:

130+ Hospitals ... teaching, rural, small community, suburban, specialty, and continuing care facilities — providing acute care, rehabilitative, behavioral, psychiatric and veterans' services.

- 31 Multi-Hospital Systems**
- 12 Single Hospital Systems**
- 20 Critical Access Hospital**
- 16 Teaching Hospitals**
- 6 Level 1 Trauma Centers**
- 3 Level II Trauma Centers**
- 5 Level III Trauma Centers**

Questions?
Contact Pamala Rogers
progers@ncha.org
919-677-4127

“Thank you for putting on another great conference this year. I had a great time and felt like we had a lot of strong conversations with clients and prospective clients alike. Looking forward to next year!”

Joe Spivey

Senior Marketing
Consultant

Merritt Hawkins

Key Sponsorship Events 2019

February

20-21

NCHA Winter Membership Meeting

Feb. 20-21, 2019

Raleigh Marriott Crabtree Valley Hotel
Raleigh, North Carolina

July

17-19

NCHA Summer Membership Meeting

July 17-19, 2019

Pinehurst Resort
Pinehurst, North Carolina



Winter Meeting Meet & Greet

Diamond and Ruby Sponsors have exclusive access to NCHA members as exhibitors and hosts of the Meet & Greet event at NCHA's Winter Membership Meeting. Consider maximizing your visibility in 2019 by choosing our premium sponsorship levels.

Summer Meeting Trade Show

Our top venue for networking, involvement & exposure

The NCHA Summer Meeting trade show is the perfect opportunity to build brand awareness of your company and help you make invaluable personal contacts. The 2019 trade show is at the beautiful Pinehurst Resort — home of the famed No. 2 golf course, a three-time U.S. Open Site and a three-time winner of *Travel + Leisure Golf Magazine's* Best Golf Resort in America award.



The NCHA Summer Meeting targets member hospital CEOs, CFOs and other senior hospital management. Participants include member hospitals, corporate sponsors and special invited guests of NCHA. This annual event is an opportunity for members and vendors alike to network at the opening Trade Show and participate in valuable education sessions and meal events. The 2018 meeting attracted more than 200 representatives from our member hospitals.



2019 Sponsorship Packages

The NCHA Corporate Sponsorship Program provides four tiers with benefits for each level of participation and support. We offer a variety of marketing options that provide visibility and meet any budget. The annual sponsorship program runs from Jan. 1, 2019 through Dec. 31, 2019. NCHA is committed to assuring our sponsors know their marketing dollars have been spent wisely. Benefits vary, so read this sponsorship level information carefully. Please submit your sponsorship form and payment by Jan. 31, 2019 to begin receiving full benefits. Sign up early to guarantee your spot at the Summer Meeting Trade Show.

NCHA Corporate Sponsorship Levels

Our four-tiered sponsorship program includes exposure at multiple conferences and events, advertising, NCHA's weekly newsletter and more.

Diamond	\$25,000*
Ruby	\$12,500*
Emerald	\$6,000*
Sapphire	\$3,700

*Sponsorship levels offering exhibit booths are limited and awarded on a first-come basis. Only businesses with completed forms and payment will be considered.

Diamond Sponsorship \$25,000

List of basic benefits and check box for (4) additional items to complete package:

Winter Meeting Meet & Greet	Website Presence
Regional/District Meetings	LinkedIn Spotlight
Webinar Offerings	Name Recognition in Meeting
Foundation Related Events	Recognition on 2019 App
1 Winter Meeting Registration	Contact Info listed in Membership Directory
2 Summer Meeting Registrations	Printed Copy of Directory
1 Ad-hoc meeting Registration	Access to Weekly Newslines
White Paper mailer w/ pre-paid postage	Access to Daily Newslines

Choose 4 items from list to complete Diamond Package:

- CEO Sponsor lunch/dinner (limited space available)
- Complimentary Exhibit Booth at Summer Meeting
- Educational Speaking opportunities upon availability
- (3) 15 minute meetings with C-Suite Level Executive at membership meeting
- Display Digital Feature – 2 minute video of member hospital partnership success stories (not produced by NCHA)
- (1) Speaker Introduction at Winter or Summer Meeting (based on availability)
- Scrolling logo on slides during Annual Meetings
- Amenity (logo branded item) for attendee given at registration

Ruby Sponsorship \$12,500

List of basic benefits and check box for (2) additional items to complete package:

Winter Meeting Meet & Greet	Website Presence
Webinar Offerings	LinkedIn Spotlight
1 Winter Meeting Registration	Contact Info listed in Membership Directory
2 Summer Meeting Registrations	Printed Copy of Directory
Name Recognition in Meeting	Access to Weekly Newslines
Recognition on 2019 App	Access to Daily Newslines

Choose 2 items from list to complete Ruby Package:

- CEO Sponsor lunch/dinner (limited space available)
- Complimentary Exhibit Booth at Summer Meeting
- (2) 15 minute meetings with C-Suite Level Executive at membership meeting
- Display Digital Feature – 2 minute video of member hospital partnership success stories (not produced by NCHA)
- (1) Speaker Introduction at Winter or Summer Meeting (based on availability)
- Amenity (logo branded item) for attendee given at registration

Emerald Sponsorship \$6,000

List of basic benefits:

Complimentary Exhibit Booth at Summer Meeting	Name Recognition in Meeting Materials
1 Winter Meeting Registration	Access to Weekly Newslines
2 Summer Meeting Registrations	Access to Daily Newslines
Website Presence	Contact Info listed in Membership Directory
Recognition on 2019 App	Printed Copy of Directory

Sapphire Sponsorship \$3,700

List of basic benefits:

1 Winter Meeting Registration	Contact Info listed in Membership Directory
1 Summer Meeting Registration	Printed Copy of Directory
Website Presence	Amenity (logo branded item) at registration
Name Recognition in Meeting Material	

New A La Carte Items

- Keynote Speaker Sponsor \$10,000**
Introduction of Speaker
- Benevolence Sponsorship \$7,500**
Student Scholarships at Winter Meeting
Member Registration Scholarships
(Winter & Summer)
Engage members that don't have the budget to attend membership meetings based on need- applications will be submitted.
- Refreshment Sponsor \$1,500**
Signage displayed
- Band Entertainment Sponsor \$4,000**
Exclusive sponsor \$4,000
Individual sponsors \$1,000-\$4,000
(first come basis)
- Participation in Themed Reception Event TBD**
(Summer Meeting: Call for more Information)

Note: Payment must be received before benefits begin.

2019 Sponsorship Form

Sponsorship period effective January 1, 2019 - December 31, 2019

Company Information

Organization: _____

Primary Contact: _____

Email of contact person: _____

Address: _____

City _____

State _____ Zip: _____

Email: _____

Type of Business/Services : _____

Payment Options

Applications must be sent with a check, VISA, MasterCard, Discover or American Express number.

Method of Payment

Check payable to **NC Hospital Foundation**

Amount Enclosed \$ _____

Credit Card Amount authorized \$ _____

Visa MasterCard AMEX Discover

Credit Card #: _____

Exp. Date: _____ CSC: _____

Phone # _____

Name (as it appears on card): _____

Billing address and zip code of card: _____

Signature: _____

Mail checks and forms to:
NC Hospital Foundation
Attn: Pamala Rogers
PO Box 4449
Cary, NC 27519

Choose Your Sponsor Level

Diamond Sponsor (\$25,000)

Diamond Level select (4) additional items to complete package:

- CEO Sponsor lunch/dinner * (limited space available)
- Complimentary Exhibit Booth at Summer Meeting
- Educational Speaking opportunities upon availability
- (3) 15 minute meetings with C-Suite Level Executive at membership meeting
- Display Digital Feature – 2 minute video of member hospital partnership success stories (not produced by NCHA)
- (1) Speaker Introduction at Winter or Summer Meeting (based on availability)
- Scrolling logo on slides during Annual Meetings
- Amenity (logo branded item) for attendee given at registration

Ruby Sponsor (\$12,500)

Ruby Level select (2) additional items to complete package:

- CEO Sponsor lunch/dinner * (limited space available)
- Complimentary Exhibit Booth at Summer Meeting
- (2) 15 minute meetings with C-Suite Level Executive at membership meeting
- Display Digital Feature – 2 minute video of member hospital partnership success stories (not produced by NCHA)
- (1) Speaker Introduction at Winter or Summer Meeting (based on availability)
- Amenity (logo branded item) for attendee given at registration

Emerald Sponsor (\$6,000)

Sapphire Sponsor (\$3,700) NO Exhibit Booth

Keynote Speaker Sponsor (\$10,000)

Benevolence Sponsorship (\$7,500)

Band Entertainment Sponsor (\$4,000)

May be (1) Exclusive Sponsor or \$1000-\$4000 1st come basis

Refreshment Sponsor (\$1,500)

Participation in Themed Reception Event (TBD)

Call for more information

Total Cost of Sponsorship \$ _____

To receive full benefits, submit registration form and payment by Jan. 31, 2019. A confirmation will be sent once payment is received. Questions? Contact Pamala Rogers at 919-677-4127 or progers@ncha.org. Only registrations accompanied with payment will be processed.

Sponsorship Rules & Guidelines

1. SPONSOR FEES & PAYMENT

Applications must be submitted with payment IN FULL for sponsorships. Deposit of payments does not constitute acceptance of application. Benefits will not begin until payment is received. In the event of cancellation by sponsor, the cancellation policy below shall apply.

2. CANCELLATION

In the event it is necessary for exhibiting sponsors to cancel their space rental agreement, an administrative expense of \$500 per booth will be assessed on all requests. All cancellation requests must be made in writing. This administrative fee of \$500 will be applied to any cancellations received after May 31. After June 15, no refunds will be made.

3. EXHIBIT BOOTH POLICY

Exhibit space is provided by NCHA for the purpose of member information and education only. The sale of products on site by exhibiting sponsors is NOT permitted. Giveaway items ARE permissible during show hours. Exhibiting sponsors must maintain their displays within the allotted 8' x 8' space. Each booth contains one 6 foot table and 2 chairs. All backdrops, displays, tables or promotional setups may not extend into adjacent booths or walkways or obstruct traffic flow during show hours. Exhibit booths must be staffed by a designated representative throughout the entire trade show. As proof of registration, name badges must be worn for all meeting related events. NCHA will confirm booth assignments by June 30.

4. EXHIBIT BOOTH DISPLAY

Exhibiting sponsors shall not assign, sublet, or share the allotted space. Displays, the distribution of materials, or the demonstration of products are restricted to the exhibit area designated. Outside exhibits are strictly prohibited.

5. INSTALLATION & REMOVAL OF EXHIBITS

Arrangements for shipping, storage, and delivery of materials to the show site are the responsibility of the exhibiting sponsor. Shipment of display materials for delivery to the meeting site should be done by your preferred carrier to the contracted drayage company, Hollins Exposition Services. The information packet from Hollins will be emailed in May and includes procedures for shipping and return of any materials after the conference. Shipments directly to the hotel will not be accepted.

6. MEETING SCHEDULE

All exhibiting sponsors will honor the meeting schedule set by NCHA and at no time during the conference schedule a conflicting event involving the NCHA membership. The meeting brochure and agenda, current list of participating sponsors and the exhibit hall layout with booth assignments will be emailed to all confirmed exhibiting sponsors in June. The registrant list will be provided on site.

7. LIABILITY

Neither NCHA nor Hotel shall be liable for loss or damage to exhibiting sponsor property. Exhibiting sponsors are expected to carry their own insurance for coverage of property and personnel involved in this conference. The exhibiting sponsor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to displays, equipment and other property brought upon the premises of the Hotel, and shall indemnify and hold harmless Hotel, NCHA, and any authorized representative, agent or employee of the foregoing of any and all losses, damages and claims.

8. SPEAKER OPPORTUNITIES

NCHA seeks dynamic speakers who can offer solution-oriented expertise on issues facing the healthcare industry. To be considered as a presenter at an NCHA meeting, Diamond and Ruby level sponsors must complete a Call for Speakers form. For consideration as a presenter at NCHA's Winter Membership Meeting, businesses must be confirmed as a 2019 Diamond or Ruby level sponsor and submit a presentation proposal. Submissions must be of interest specifically to hospital and health system staff and must be educational, not promotional, in nature. Sponsorship does not guarantee a speaking slot. Preference is given to corporate sponsors who can demonstrate a high level of speaker effectiveness and content quality.

Please sign below noting you are in agreement with the above Exhibiting Sponsor Rules and Guidelines.

Print Name _____

Company _____

Title _____

Signature _____

Date _____

Return with Sponsor Form to :

NCHA, PO Box 4449- Cary, NC 27519-4449
or fax 919-677-4200

**Questions? Contact Pamala Rogers at
919-677-4127 or progers@ncha.org.**

<https://www.ncha.org/sponsorship-guide/>