



2020

Louisiana Hospital Association Sponsorship Packet

Network with hospital executives in a variety of settings!

Your Opportunity to Reach Key Hospital Decision Makers in Louisiana

The Louisiana Hospital Association (LHA) Management Corporation invites you to become a sponsor. As a sponsor, you will gain access to an elite group of hospital and health system leaders, since the LHA represents more than 185 of the leading hospitals and healthcare systems in the state. The LHA offers a selection of sponsorship options that put you front and center with the key hospital leadership you want to reach.

Sponsorship at this level includes your company's presence and recognition at the two largest annual gatherings of hospital CEOs in Louisiana -- LHA's Winter Healthcare Leadership Symposium, which is being held Jan 21-22, 2020 at the Renaissance Hotel in Baton Rouge; and LHA's Summer Conference, which is being held July 20-22, 2020 at the Perdido Beach Resort in Orange Beach, Alabama.

DIAMOND: \$20,000/YEAR - BENEFITS AS A DIAMOND LEVEL SPONSOR INCLUDE:

- Recognition and listing in promotional materials, programs and meeting signage for Winter Symposium and Summer Conference.
 - Display area at Winter Symposium and Summer Conference. A 6-foot, draped table will be provided, and a background display may accompany the table (no larger than 8' high x 10' wide x 2' deep). Giveaways and promotional materials may be distributed directly from your display area.
 - Registration (up to four representatives) at no charge for Winter Symposium and Summer Conference (outdoor event fees such as golf or fishing not included).
 - Half page, full-color ad in Winter Symposium and Summer Conference meeting programs (artwork provided by sponsor).
 - Named Sponsor of one major association event. (Examples include but are not limited to: Summer Conference Welcome Reception, Golf Tournament, Dinner or evening activity).
 - Recognition for sponsorship term on LHA's homepage at www.lhaonline.org.
 - Full-page, full-color ad on one of three cover placements (or two surface equivalent) in the 2020-2021 LHA Membership Directory (artwork provided by sponsor) and listing in the sponsor section of the 2020-2021 LHA Membership Directory with company's contact information.
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Sponsorship at the Platinum level includes your company's presence and recognition at LHA's Summer Conference, which is being held July 20-22, 2020 at the Perdido Beach Resort in Orange Beach, Alabama. Sponsors at levels below Diamond may attend the Winter Symposium as meeting attendees; additional registration fee of \$500/per person is required, and sponsorship fee must be paid by January 10, 2020.

PLATINUM (LIMIT 2): \$15,000/YEAR - BENEFITS AS A PLATINUM LEVEL SPONSOR INCLUDE:

- Recognition and listing in promotional materials, programs and meeting signage for LHA's Summer Conference.
- Display area at the Summer Conference. A 6-foot, draped table will be provided, and a background display may accompany the table (no larger than 8' high x 10' wide x 2' deep). Giveaways and promotional materials may be distributed directly from your display area.
- Registration (up to three representatives) at no charge for the Summer Conference (outdoor event fees such as golf or fishing not included).
- Half page, full-color ad in the Summer Conference meeting program (artwork provided by sponsor).
- Named Sponsor on one of the following: Registration Materials Tote Bag for each Summer Conference participant, OR Summer Conference Hotel Room Key Cards.
- Recognition for sponsorship term on LHA's homepage at www.lhaonline.org.
- Full-page, full-color ad in the 2020-2021 LHA Membership Directory (artwork provided by sponsor) and listing in the sponsor section of the 2020-2021 LHA Membership Directory with company's contact information.

Sponsorship at the Gold and Silver levels include your company's presence and recognition at LHA's Summer Conference, which is being held July 20-22, 2020 at the Perdido Beach Resort in Orange Beach, Alabama. Sponsors at levels below Diamond may attend the Winter Symposium as meeting attendees; additional registration fee of \$500/per person is required, and sponsorship fee must be paid by January 10, 2020.

GOLD: \$10,000/YEAR – BENEFITS AS A GOLD LEVEL SPONSOR INCLUDE:

- Recognition and listing in promotional materials, programs and meeting signage for LHA's Summer Conference.
- Display area at the Summer Conference. A 6-foot, draped table will be provided, and a background display may accompany the table (no larger than 8' high x 10' wide x 2' deep). Giveaways and promotional materials may be distributed directly from your display area.
- Registration (up to two representatives) at no charge for the Summer Conference (outdoor event fees such as golf or fishing not included).
- Full-page, full color ad in the 2020-2021 LHA Membership Directory (artwork provided by sponsor) and listing in the sponsor section of the 2020-2021 LHA Membership Directory with company's contact information.

SILVER: \$5,500/YEAR – BENEFITS AS A SILVER LEVEL SPONSOR INCLUDE:

- Recognition and listing in promotional materials, programs and meeting signage for LHA's Summer Conference.
- Registration (limited to two representatives) at no charge for the Summer Conference (outdoor event fees such as golf or fishing not included).
- Opportunity to include your company's promotional items in attendee packets. All giveaways must be pre-approved by the Association. Items become part of the general registration packet processed and delivered by the Association staff to meeting registrants and must be provided in number sufficient to offer one to each meeting participant.
- Full-page, full color ad in the 2020-2021 LHA Membership Directory (artwork provided by sponsor) and listing in the sponsor section of the 2020-2021 LHA Membership Directory with company's contact information.

ADD-ON SUMMER CONFERENCE SPONSOR OPPORTUNITIES

- **MUST BE A CURRENT PAID SPONSOR, OR**
- **A PAID REGISTRANT WHO IS AN LHA HOSPITAL, ASSOCIATE, OR CORPORATE MEMBER.**
- Breakfast Sponsor (2 available) @ \$2,500/ea: Company name or logo in program brochure and breakfast signage.
- Break Sponsor (1 available) @ \$1,500: Company name or logo in program brochure and break signage at LHA's Summer Conference.
- Bar Sponsor (2 available on July 20, 2020, Monday evening during Welcome Reception) @ \$2,500/ea: Company name or logo in program brochure and bar signage during Welcome Reception. Bar Sponsors may supply printed/logo cocktail napkins, cups and koozies for their sponsored bar (all costs, shipping etc. borne by sponsor)
- Bar Sponsor (2 available on July 21, 2020, Tuesday evening event) @ \$3,500/ea: Company name or logo in program brochure and bar signage during event. Bar Sponsors may supply printed/logo cocktail napkins, cups and koozies for their sponsored bar (all costs, shipping etc. borne by sponsor)

SEE NEXT PAGE FOR OTHER SINGLE EVENT SPONSORSHIP OPPORTUNITIES.

SINGLE EVENT SPONSORSHIPS:

For the following individual events, the conference location and space available for exhibits will determine the number of sponsorships offered for each. If you are interested in sponsoring an education program or society conference, contact LHA's Associate Vice President of Education Services Merle Francis at mfrancis@lhaonline.org or (225) 928-0026 ext. 208 for more information.

Society Meetings:

- ❖ Louisiana Organization of Nurse Leaders Spring Conference (April 22-24, 2020 at the Renaissance Hotel in Baton Rouge)
- ❖ Louisiana Society for Hospital Attorneys' Health Law Symposium (November 13, 2020 at the LHA Conference Center in Baton Rouge)

Education Conferences:

- ❖ Credentialing Boot Camp (June 16-17, 2020 at the LHA Conference Center in Baton Rouge)
- ❖ Emerging Healthcare Leaders (March 31-April 1, 2020 at the LHA Conference Center in Baton Rouge)
- ❖ Leadership Development Institute (October 21-22, 2020 at the LHA Conference Center in Baton Rouge)
- ❖ Hospital PR & Marketing Fall Program & Pelican Awards Luncheon (November 13, 2020 at the Renaissance Hotel in Baton Rouge)

Other Education Program Topics:

- ❖ Behavioral Health
- ❖ Coding
- ❖ Compliance
- ❖ Finance
- ❖ HCAHPS / Customer Service
- ❖ Health Plan Payor Day Series
- ❖ Human Resources
- ❖ Joint Commission/DNV
- ❖ LDH Updates
- ❖ Nursing
- ❖ Physician Leadership Academy
- ❖ Risk Management



LHA Management Corporation (*A for-profit subsidiary of the Louisiana Hospital Association*)
9521 Brookline Avenue, Baton Rouge, LA 70809-1431
225-928-0026 • 225-923-1004 Fax • www.lhaonline.org

Questions? Contact Celeste Smith, Director of Administration, 225-928-0026, csmith@lhaonline.org.

Application for 2020 Sponsorship

I would like to apply for the following Sponsorship Category (all annual sponsorships):

DIAMOND-\$20,000 PLATINUM-\$15,000 GOLD-\$10,000 SILVER-\$5,500

ADDITIONAL SUMMER CONFERENCE RECOGNITION (MUST MEET CURRENT SPONSOR OR MEMBERSHIP REQUIREMENTS)

Breakfast Sponsor \$2,500 Break \$1,500 Bar-Welcome \$2,500 Bar-Casino Night \$3,500

Please note:

- **Diamond and Platinum:** Sponsors need to supply a high resolution jpeg (PC format) of Company Name & Logo for use on our website: www.lhaonline.org.
- Please complete "Ad Space Specifications and Due Dates for Sponsors" on reverse.
- The information you list below will be used in the various publications and signage as described in the sponsorship brochure. **Be certain to fill in the information completely and exactly as you would like it published.**

Authorizing Signature (required):  _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip code: _____

Website: _____ Phone: (____) _____

Main Contact Name: _____ **Title:** _____

Email: _____ **Phone:** (____) _____

Address: (If Different Than Company) _____

City: _____ State: _____ Zip code: _____

Logistics & Ad Contact Information: (Person LHA should remind about deadlines etc.)

Name: _____ **Title:** _____

Email: _____ **Phone:** (____) _____

Make checks payable to LHA Management Corp, 9521 Brookline Ave, Baton Rouge, LA 70809
OR pay by credit card and return via secure fax 225-923-1004 (*please do NOT email credit card info*).

Credit Card #: _____ **Exp Date:** _____ **CVV#:** _____

Name as It Appears on Card: _____

Address: _____

City: _____ **State:** _____ **Zip code:** _____

Signature (Required): _____

Questions? Contact Celeste Smith, Director of Administration, 225-928-0026, csmith@lhaonline.org.

Ad Specifications and Due Dates

- All artwork is to be provided by the advertiser by the specified due dates.
- Ad placement is at the discretion of the Association.
- Format for all ads: High Resolution PDF file (300+dpi, **no bleed**)
- All ads are to print in full color (4 color process). Ads **MUST** be saved CMYK.

Winter Leadership Symposium: **Diamond Sponsors Only**

- Overall page size for program is 8½” wide x 11” high (portrait orientation).
- Sponsor’s Ad Size: 7¾” wide x 5” high (standard, **no bleed**)
- Diamond sponsors have the option of running the same ad for Winter Symposium and Summer Conference. If you would like to do this, please let us know when submitting the Winter Symposium ad.
- **Deadline for submission is January 6, 2020.**

Annual Meeting & Summer Conference: **Diamond & Platinum Sponsors Only**

- Overall page size for the program is 8 ½” wide x 11” high (portrait orientation).
- Sponsor’s Ad Size: 7 ¾” wide x 5” high (standard, **no bleed**)
- **Deadline for submission is June 1, 2020.**

LHA Membership Directory: **ALL**

- Ad size is 5” wide x 7 ¾” high (no bleed).
- Jacket Covers are reserved for Diamond Sponsors and rotate annually. You will be informed by June if you will have a cover ad. Bleed option is only available for cover ads.
- **Deadline for submission is August 3, 2020.**

Jacket Covers (3 available) (some restrictions apply)	5 7/8” wide x 8” high (no bleed)	Diamond Only Assigned by LHA
Full Page	5” wide x 7 ¾” high (no bleed)	Included in Diamond, Platinum, Gold and Silver Sponsors

Please submit full color ads to Michelle S. Clement, Associate Vice President of Communications & Public Relations, at mclement@lhaonline.org. If you have any questions, call Michelle at 225-928-0026 ext. 211.