

# PHA EXECUTIVE SUMMIT

September 16-18, 2019

**The Ritz - Carlton**

**Washington, D.C.**

**Industry Partnership Opportunities**

## What is the Executive Summit?

The PHA Executive Summit offers C-level executives, physician-owners and thought leaders in the physician-owned hospital industry an opportunity to learn and network with their peers in an exclusive, invitation-only event. The Executive Summit is a conference re-envisioned: educational programming focuses on the executive level and emphasizes one-on-one and small group interactions to create deeper, year-round connections. Corporate partners and physician-owned hospital executives alike rave about the unique opportunities that this event provided to make connections with an elite audience of decision-makers.

## What makes the Executive Summit Different?

- Education **designed for c-level executives and physician-owners**. Virtually every attendee is an executive and a decision-maker.
- Focus on what hospital executives really value: **more time to share ideas with peers and industry partners** via roundtables, panel discussions, and organized social events.
- **No exhibit hall**. Industry partners **participate, right alongside the executives in attendance**, in every roundtable, discussion, lecture, and social event.
- With sponsorships strictly limited to no more than 18 sponsoring companies, **your expertise, products and personality have a larger share of the spotlight**.
- **One half** of attendee survey respondents from the 2018 Executive Summit indicated that **Networking Opportunities** were their first priority. Over **two thirds** were **likely to recommend service/products** from sponsors to coworkers and colleagues.
- 100% of the sponsors from the 2018 Executive Summit rated the **quality of decision-makers** present as Excellent or Outstanding.

## Who Attends?

Only the CEOs, C-suite executives, and physician-owners from PHA member hospitals, along with a limited number of industry partners, are invited to attend this exclusive event. This event averages 140 participants, two-thirds of whom are executives or owners of physician-owned hospitals or hospital management executives.

**NEW for 2019:** for the first time, registration will be available to executives and physicians from non-PHA member facilities. We are excited to introduce you to these new potential customers in the nation's capital!

# PHA EXECUTIVE SUMMIT

## Partnership Levels:

PHA Industry Leader and Corporate Members receive a \$3,000 discount. Prices are listed as non-member/member. Partners at all levels may purchase one additional registration for \$1,500

### Platinum Executive Partner

\$33,000 / \$30,000 (1 available)

**Includes ten (10) complimentary full-event registrations.**

Platinum Executive Partner also receives:

- Keynote presentation sponsorship.
- One meal function AND one promotional item sponsorship.
- Opportunity to present a five-minute “lightning round” marketing/educational presentation.
- Opportunity to be paired with attendees for Capitol Hill visits on Wednesday.
- One literature insert in attendee padfolios.
- Full-page color advertisement in the event program.
- Logo and acknowledgement in mailed event marketing materials (submission deadlines apply), on the PHA website, and in emailed event promotions.
- And the Partner Recognition Package\*

### Premier Partner

\$13,000 / \$10,000 (8 available)

**Includes four (4) complimentary full-event registrations.**

Premier Partners also receive:

- Choice of one meal function or one promotional item sponsorship.
- Opportunity to present a five-minute “lightning round” marketing/educational presentation.
- Opportunity to be paired with attendees for Capitol Hill visits on Wednesday.
- One literature insert in attendee padfolios.
- Half-page color advertisement in the event program.
- And the Partner Recognition Package\*

### Executive Partner

\$18,000 / \$15,000 (3 available)

**Includes six (6) complimentary full-event registrations.**

Executive Partners also receive:

- One special event sponsorship.
- Choice of one meal function OR one promotional item sponsorship.
- Opportunity to present a five-minute “lightning round” marketing/educational presentation.
- Opportunity to be paired with attendees for Capitol Hill visits on Wednesday.
- One literature insert in attendee padfolios.
- Full-page color advertisement in the event program.
- Logo and acknowledgement in mailed event marketing materials (submission deadlines apply), on the PHA website, and in emailed event promotions.
- And the Partner Recognition Package\*

### Supporting Partner

\$8,000 / \$5,000 (8 available)

**Includes one (1) complimentary full-event registration.**

- Supporting Partners also receive the Partner Recognition Package\*

#### \*Partner Recognition Package

- Company description and logo in the event program (submission deadlines apply).
- Partner recognition on badges for on-site personnel.
- Recognition in all session rooms during breaks.
- Recognition on the PHA website and E-Pulse newsletter
- Post-show attendee mailing lists.

## Partnership Levels:

	Platinum Executive Partner \$33,000/ \$30,000	Executive Partner \$18,000/ \$15,000	Premier Partner \$13,000/ \$10,000	Supporting Partner \$8,000 / \$ 5,000
Keynote Presentation Sponsorship	✓	X	X	X
Special Event Sponsorship	X	✓	X	X
Promo Item/Meal Sponsorship	✓ One of each	✓ Choice of one	✓ Choice of one	X
Sponsor Recognition Package	✓	✓	✓	✓
Ad in Onsite Program	✓ Full-page	✓ Full-page	✓ Half-page	X
Literature Insert	✓	✓	✓	X
Logo in Event Marketing	✓	✓	X	X
Lightning Round Presentation	✓	✓	✓	X
Capitol Hill Pairing	✓	✓	✓	X
Complimentary Event Registrations	10	6	4	1

## Special Events:

*Choice of One Included with Platinum and Executive Partnership*

### Monday Evening Welcome Reception

The welcome reception sponsor will receive custom logo imprinted cocktail napkins, recognition via signage, web, and print marketing materials, and the opportunity to make welcoming remarks to our guests in attendance.

### Tuesday Social Event

Tuesday afternoon will be dedicated to an off-site social event for attendees and corporate partners. Sponsors will have the opportunity to address attendees, provide promotional materials and receive signage, web, and print marketing recognition.

### Tuesday Breakfast Symposium

The Tuesday breakfast symposium sponsor may select the topic and speaker to present an educational session to our attendees. The sponsor will receive recognition via signage, web and print marketing materials, and the opportunity to introduce the speaker to our guests in attendance. The speaker and topic are subject to approval by PHA and must be educational and non-commercial in nature. Sponsor is responsible for all speaker-related travel costs.

## Education and Networking:

*Included with all Platinum, Executive, and Premier Partnerships*

### Lightning Round Presentation and Marketing Opportunity

Share the unique value that your company can provide to Executive Summit attendees in a fast-paced, interactive session. Executive and Premier sponsors will have up to five minutes to educate the audience on their topic of choice. Subject to submission deadlines and topic approval is required. Lightning Round submissions will be accepted beginning in June.

### Hill Visits – Pair with Attendees

Sponsors will have the opportunity to pair up with attendees for their day on the hill. This is a great chance to build relationship with attendees while spending the day with them. Pairings will be assigned based on sponsorship level and order in which contracts are received. Sponsor requests for a specific pairing will be considered but cannot be guaranteed. Rules of appropriate conduct within congressional offices will apply.

### Literature Inserts

Included with the Executive and Premier Partner packages: a flyer provided by your company, will be placed in the padfolio that each attendee receives at registration. Subject to availability: the total numbers of inserts will be limited to 12. Flyer size may be no larger than 8.5"x11"; brochures are accepted but must be no larger than 8.5"x11" in size when opened; no tchotchkes. Inserts must be pre-approved and may be no larger than one single sheet at 8.5"x11" (double-sided insert is acceptable).

## Promotional Items:

*Available with Platinum, Executive, and Premier Partnerships*

### Georgetown Cupcake Welcome Gift\*

Greet each PHA attendee with a gift from a world-famous Washington D.C. entrepreneur. Make a strong first impression with this unique room drop – customized with your company branded cupcake upon guests' arrival.

### Executive Padfolio\*

Place your message directly in front of attendees at the Summit and for months to come. Place your logo on the executive padfolio that attendees will receive with their registration materials at check-in.

### Wireless Smartphone Charger\*

Your logo appears on this wireless-charging pad, which will be given to every registered attendee. The Qi wireless-charging standard is compatible with iPhone generations 8 or later, Samsung Galaxy S6 or later, and most smartphones made in 2017 or later.

*\*Available exclusively to Platinum and Executive Partners.*

### Lanyards

Your company's name and logo will be displayed on attendee name badge lanyards for the entire Summit.

## Meal Functions:

*Available with Platinum, Executive, and Premier Partnerships:*

### Breakfast (1 available)

### Lunch (1 available)

### Coffee Break (2 available)

### Shuttle Bus

Your company's name and logo will be displayed on the shuttle buses that attendees take to the scheduled off-site tours and receptions

### Pens

Put your company's name and logo in the hands of your prospective customers throughout the Summit with branded pens to be distributed at check-in

### Whiskey Stone Set

Leave a lasting mark with your company's logo on this high-quality give away. 6 natural basalt stones and a velvet drawstring pouch housed in a natural pine gift box.

### Washington, DC Map

Attendees will receive a map of the Washington D.C. area with the region, including company's logo and a short message or recommendations.

### Notebooks

Your company's logo will be featured on the cover of this high-quality moleskine notebook, which will be given to each attendee at registration.

### Each Includes:

- ❖ Table near meal function to display company literature
- ❖ Logo and name recognition for all references in Summit marketing materials and Summit program
- ❖ Logo on event signage

## PARTNERSHIP RULES AND REGULATIONS

- 1. PAYMENT AND TERMS.** Full payment must accompany the partnership contract unless alternative payment options have been discussed, noted and mutually agreed to prior to contract signing. An official written agreement must be held between PHA and the partnering firm. Payment must be made directly to PHA by the partnering firm in the contract. All partnerships/underwriting/financial support of official PHA events must be handled through PHA. All contracts, payments and expenses will be controlled by PHA.
- 2. ELIGIBLE PARTNERS.** Partners will encompass those companies or other entities offering materials, products or services of specific interest to attendees as determined by PHA in its sole discretion. PHA also reserves the right to determine the eligibility of any company specific marketing campaign before distribution. Only the company whose name appears on the face of this contract may be placed in print and pre-outlined partnership recognition opportunities.
- 3. ALLOCATION OF SPACE. PARTNERSHIP PLACEMENT.** Partnership recognition locations are assigned based on the contract between PHA and the partnering company and is determined by price and seniority. PHA will assign partner recognition based on the written facts available at the time the partnership contract is assigned and accepted by PHA. PHA reserves the right to assign or reassign partnership recognition locations after the contract is signed if it is necessary.
- 4. SUB-LEASING. PARTNERSHIP SHARING.** No partner shall reassign, sublet or share the whole or any part of the partnership parameter allotted to the contracting firm. Registrations assigned to a partnering firm may only be used to register employees of firm. Rulings of PHA shall in all instances be final with regard to use of any partnering company and its compliance with the Rules and Regulations.
- 5. PARTNERSHIP PACKAGES.** Prices quoted include all items listed in the partnership proposal and signed contract.
- 6. RIGHT OF FIRST REFUSAL.** For 2019, PHA will offer all partnerships to the partnering company from the same event the year before prior to solicitation of new and or additional partners for a previously partnered item. If the previous partner company chooses not to partner the same event, PHA reserves the right to seek alternative partners at their own discretion. The first right of refusal has a term limit of two years. After that time, the partnership is placed back in the general pool for open bid.
- 7. CANCELLATION OF PARTNERSHIP.** A Partnership will be considered cancelled by the partner on the date that written notice of cancellation is received by PHA. THERE WILL BE NO REFUNDS.
- 8. DECORATIONS.** PHA shall have full discretion and authority over the placing, arrangements, and appearance of all items displayed by partner, and may require the replacing, rearrangement, or redecorating of any item or of any partnership announcement, and no liability shall attach PHA for costs that may devolve upon the partner thereby.
- 9. PRIVATE PARTIES/HOTEL SUITES/MEETING SPACE.** Private parties, suites, and meeting space are available at the official conference hotel. Companies wishing to host a private party or hold a suite at the conference hotel must be either an official partner and obtain preapproval from PHA. Under no circumstances will any events organized by said companies conflict or compete with any official conference programming unless pre- approved in writing by PHA. Partners cannot reserve meeting space. Meeting space is officially reserved for official functions only.
- 10. EXCLUSIVITY.** PHA reserves the right to offer exclusive partnership opportunities as it sees fit. Exclusivity will be defined on a case by case basis and will typically encompass only the company or companies confirmed by written contract for those items specified in the partnership contract.
- 11. PHOTOGRAPHY/DISCLOSURE.** The photographic rights for the events partnered or items the partnering company has agreed to is reserved to PHA. By signing the partnering contract, the partner company agrees to distribution of the undersigned company in outlined contractual circumstances as well as liberal discretion of PHA to utilize photography of their event and partner company name and logo presence for all other purposes as PHA sees fit.
- 12. DAMAGE TO PROPERTY.** The partner is liable for any damage caused to building floors, walls or columns or to other partners and or PHA's property.

**13. ADMISSION.** Admission to the Executive Summit is by invitation only. All Physician Owned Hospitals will receive an invitation to participate. The number of invitations shall be regulated by PHA to ensure an appropriate balance of POH leaders and Industry supporters. Industry Supporter (vendors, partners, etc) invitations are contingent upon purchase and payment of a partnership opportunity. Registrations are as follows. Partnerships that include registrations, membership, advertising etc. shall be written on a case by case basis and is based on the sole discretion of PHA. PHA will make every effort to uphold fair business practices when assigning benefit packages equal to the proposed price. PHA shall have sole control over admission policies at all times.

**14. PARTNER CONDUCT.** The distribution of samples, souvenirs, and publications, etc. may be conducted by the partner only with written approval of PHA. The partner shall conduct and operate its partnership (if a physical element exists) so as not to annoy, endanger or interfere with the rights of other exhibitors, partners and attendees. Any practice resulting in complaints from any other exhibitor, partner or any attendee, who in the opinion of PHA interferes with the rights others or exposes them to annoyance or danger, may be prohibited by PHA.

**15. CANCELLATION OR POSTPONEMENT OF EVENT AND OR INITIATIVE OUTLINED IN PARTNERSHIP CONTRACT.** In the event that the premises in which the event or outlined partnership initiative is or is to be conducted shall become, in the sole discretion of PHA, unfit for occupancy, or in the event the holding of the event and or partnership initiative or the performance of PHA under the contract (of which these Rules and Regulations are a part) are substantially or materially interfered with by virtue of any cause or causes not reasonably within the control of PHA, said contract and/or event or initiative (or any part thereof) may be terminated by PHA. PHA shall not be responsible for delays, damage, loss, increased costs or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of PHA. If PHA terminates said contract (or any part thereof) as aforesaid, then PHA may retain such part of a partner fee as shall be required to recompense it for expenses incurred up to the time such contingency shall have occurred, and there shall be no further liability on the part of either party. For purposes hereof, the phrase "cause or causes not reasonably within the control of PHA" shall include, but shall not be limited to, fire; casualty; flood; epidemic; earthquake; explosion or accident; blockade embargo; inclement weather; government restraints; restraints or orders of civil defense or military authorities; acts of public enemy; riot or civil disturbance; strike; lockout, boycott or other labor disturbance; inability to secure sufficient labor; technical or other personnel failure; impairment or lack of adequate transportation facilities; inability to obtain, condemnation, requisition or commandeering of necessary supplies or equipment; local, state or federal laws, ordinances, rules orders, decrees, or regulations whether legislative, executive or judicial, and whether constitutional or unconstitutional; or Act of God.

**17. LIMITATION ON LIABILITY.** The partner agrees to indemnify, defend and hold harmless PHA, the event facility, the owner of such facility, and the city in which this event is being held, and their respective officers, agents and employees, from and against all bodily and personal injury, loss, claims, or damage to any person or any property arising in any way from the partnering company, its employees, agents, licensees, contractors or customers. PHA shall not be responsible for loss or damage to displays or goods belonging to partners, whether resulting from fire, storms, acts of god, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes.

**18. RESOLUTION OF DISPUTES.** In the Event of a dispute or disagreement between: the partner and PHA or between two or more partners; all interpretations of the rules governing the partnership contract, actions, or decisions concerning this dispute or disagreement by PHA intended to resolve the dispute or disagreement shall be binding on the partner.

**19. AMENDMENT TO RULES.** Any matters not specifically covered by the preceding rules shall be subject solely to the discretion of PHA. PHA shall have full power in the matter of interpretation, amendment and enforcement of all said rules and regulations, and any such amendments when made and brought to the notice of the exhibitor shall be and become part hereof as though duly incorporated herein and subject to each and every one of the terms and conditions herein set forth.

**20. DEFAULT.** If the partner defaults in any of its obligations under this contract or violates any of its obligations or covenants under this contract, including without limitation any partnership Rule or Regulation promulgated pursuant to the contract, PHA may, in addition to any other remedies provided for herein or otherwise available to PHA at law or in equity, without notice, terminate this agreement and retain all monies received on account as liquidated damages. PHA may thereupon direct the partner or forthwith to remove its employees, agents and representatives, and all of its articles of merchandise and other personal property from the specified partnered event and location.

**21. AGREEMENT TO RULES.** The partner, for itself and its employees, agents and representatives, agrees to abide by the foregoing rules and by any amendments that may be put into effect by PHA.

**22. ACCEPTANCE.** Once the partner signs the Partnership Contract and returns it to PHA, all Rules and Regulations are officially in affect. This agreement shall not be binding until accepted by PHA.

# PHA EXECUTIVE SUMMIT

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## Application/Contract for Industry Partnership

Return to PHA Exhibits 2025 M Street NW, Suite 800, Washington, DC 20036 or [info@physicianhospitals.org](mailto:info@physicianhospitals.org)

For questions, please call (202) 367-1113 or email [greg@physicianhospitals.org](mailto:greg@physicianhospitals.org)

### Sponsorship Packages

Prices displayed are member/non-member.  
Visit [physicianhospitals.org/join](http://physicianhospitals.org/join) to become a corporate member.

- Platinum Executive \$30,000/\$33,000
- Executive \$15,000/\$18,000
- Premier \$10,000/\$13,000
- Supporting \$5,000/\$8,000

### Special Events\*

Executive Partners select one:

- Welcome Reception
- Social Event Tuesday
- Breakfast Symposium Tuesday

### Food Functions

Executive and Premier Partners Select one function OR promo item. Platinum Executive select one of each:

#### Meals

- Tuesday Lunch
- Wednesday Breakfast

#### Breaks

- Tuesday AM
- Tuesday PM

### Promotional Items

Executive and Premier Partners Select one function OR promo item. Platinum Executive select one of each:

- Georgetown Cupcake Welcome Gift\*
- Executive Padfolio\*
- Wireless Smartphone Charger\*
- Lanyards
- Shuttle Bus
- Pens
- Whiskey Stone Set
- Washington, DC Map
- Notebooks

**TOTAL:** \_\_\_\_\_

### Company Information

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Suite: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Website Address: \_\_\_\_\_

### Primary Contact

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Direct Phone: \_\_\_\_\_

Email (Most correspondence is via email): \_\_\_\_\_

### AGREEMENT SECTION: All applicants MUST sign below for application to be processed

By signing below, the individual signing this contract represents and warrants that he/she is duly authorized to execute this binding contract and agrees to receive e-mail and fax correspondence from PHA at the contact information provided on this form. Full payment of total sponsorship must accompany application. Notice of acceptance or rejection will be sent within 30 days of receipt of application. Upon acceptance, this application will become a binding contract between applicant and PHA. **All sales are final and nonrefundable.**

**Cancellation Policy:** A Partnership will be considered cancelled by the partner on the date that written notice of cancellation is received by PHA. There will be no refunds.

**I have read, understand, and agree to all of the terms and conditions of this document and to the PHA Partner Guidelines and Regulations which are posted online at [physicianhospitals.org](http://physicianhospitals.org).**

**APPLICANT SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**Print Name:** \_\_\_\_\_ **Print Title:** \_\_\_\_\_

### Payment Information

All prices are in U.S. Dollars. We are not able to accept credit cards for sponsorship payments. Make check or money order payable to PHA and mail along with your application to:

**PHA Exhibits**  
2025 M Street NW, Suite 800  
Washington, DC 20036

### For PHA Use:

Date Received: \_\_\_\_\_

Payment Received: \_\_\_\_\_

Acceptance Letter: \_\_\_\_\_