

## OPPORTUNITIES FOR

# SPONSORSHIP

Sponsor the TRUST! Help the TRUST put together some amazing events in 2018-2019, while giving your company visibility to local women business leaders.

### CHOOSE A SPONSORSHIP LEVEL:

*One or More*

#### **FORUM SPONSORSHIPS** **\$750 - \$15,000**

*See details on next page*

#### **SHOWCASE SPONSORSHIP** **\$5,000**

##### ***Exclusive***

Company Name on Event Signage and Promotional Materials  
5 Complimentary Sponsor Attendees  
Pre- and Post-Event Email to Attendees

#### **PREMIUM SPONSORSHIP** **\$2,500**

Company Name on Event Signage and Promotional Materials  
3 Complimentary Sponsor Attendees  
Pre-Event Email to Attendees

#### **CONTRIBUTING SPONSORSHIP** **\$1,000**

Company Name on Event Signage and Promotional Materials  
2 Complimentary Sponsor Attendees

#### **FOUNDATION SPONSORSHIP** **\$700**

Company Name on Event Signage and Promotional Materials  
1 Complimentary Sponsor Attendee

### CHOOSE AN EVENT:

*Corresponding to Your Sponsorship Level*

#### **TRUST FORUM**

Unique Sponsorship Levels Ranging from \$750-\$15,000  
The TRUST's flagship event: dinner, keynote presentation and awards ceremony at the Minneapolis Convention Center

#### **TRUST ANNUAL MEETING**

1 Showcase Sponsor, 1 Premium Sponsor  
Annual event that showcases accomplishments, welcomes new leadership and offers excellent networking opportunities

#### **MENTOR PROGRAM KICK-OFF**

1 Premium Sponsor, 1-2 Contributing Sponsors  
The annual kick-off of the TRUST's mentoring program that is focused on the professional development of mid-level health care women leaders in a 1:1 mentoring relationship.

#### **SUMMER NETWORKING EVENT**

1 Showcase Sponsor, 3 Premium Sponsors  
One of our most popular events offering opportunities for members to expand their network of women leaders in health care through a casual and unique networking opportunity.

#### **NEW MEMBER BREAKFASTS**

1 Foundation Sponsor per Breakfast  
Meet and network with new members of the TRUST in a small group setting to learn about the TRUST and how to get the most out of your membership.

#### **PINNACLE LEADERS DINNERS**

1 Premium, 2 Contributing Sponsors per Dinner  
Hear from a senior leader in health care during an intimate dinner setting that invites TRUST members to discuss topics focused on leadership and the advancement of women.

#### **HOLIDAY PARTY**

2 Showcase Sponsors, 1 Premium Sponsor  
The TRUST's annual Holiday event that offers excellent networking opportunities in a fun environment.

# FORUM SPONSORSHIP OPPORTUNITIES

	Tabletop Display	Number of Dinner Registrations	Staffed Tabletop Display Representatives	Ad in the Program Book	Verbal Recognition During Event	Promotional Material where Applicable	Signage at Event
<b>Keystone Sponsor – \$15,000</b>	1	30	2	1/2 Page	Yes	Yes	Yes
<b>Cornerstone Sponsor – \$10,000</b>	1	20	1	1/4 Page	Yes	Yes	Yes
<b>Capstone Sponsor – \$7,500</b>	0	10	0	1/4 Page	Yes	No	Yes
<b>Platinum Sponsor – \$5,000</b>	0	10	0	1/4 Page	No	No	Yes
<b>Emerald Sponsor – \$3,000</b>	0	10	0	None	No	No	Yes
<b>Lanyard Sponsor – \$2,500 (Exclusive - Company provided)</b>	0	10	0	None	No	No	Yes
<b>Tabletop Display – \$750 (10 available)</b>	1	2	2	None	No	Yes	Yes

\*Only sponsorships at the \$2,500 level or above include a Dinner Table for 10 at the Forum event. Additional Dinner Tables of 10 can be purchased for \$1,250 per table.

**Questions? Contact [blakef@whltrust.org](mailto:blakef@whltrust.org)**

## Additional Sponsorship Details:

### Lanyard Sponsor:

Exclusive logo recognition on attendee name badge lanyards. Sponsoring company to provide branded lanyards (approx. 1000) to the TRUST office no later than March 22, 2019.

### Tabletop Display: \$750 per table

A maximum of 10 companies will be allowed to present information in the Innovation Showcase located in the prefunction hallway at the Minneapolis Convention Center. These displays are solely education-based; marketing and sales of products are prohibited.

Companies displaying will be provided:

- one (1) 8ft skirted banquet table with 2 chairs
- two (2) company representatives will be allowed to staff the sponsored display
- includes dinner for sponsoring company representatives

Electricity will be an additional cost and must be ordered directly through the Convention Center.

## Why your company should sponsor the 2019 Forum:

- A high-profile presence with direct access to over 900 women thought leaders, key decision-makers, and C-level executives in the health care arena.
- Relationship building opportunities via dedicated networking.
- Partnering and collaborative opportunities with attendees and other sponsors.
- Build or reinforce brand awareness with this highly targeted focus on women health care leaders.
- Focused marketing and advertising campaigns in print, online, and in person to promote your company.
- A dedicated Forum page on the TRUST website offering visibility, outreach and thousands of views.
- Your competitors will be there!

# WHY SPONSOR AT THE FORUM?

The TRUST's annual signature education and networking event just gets bigger and better every year. In 2018, almost 900 women and men in health care came together for an inspiring program and great networking. You will want to join us on Tuesday, April 9, 2019 for another outstanding event that recognizes and celebrates women in Minnesota health care. This year we're celebrating the TRUST's 40<sup>th</sup> anniversary.

## 2019 Keynote Speaker: Archelle Georgiou



Dr. Archelle Georgiou is a physician, health care industry expert, reporter and author. Between 1995 and 2007, she was a senior executive and the chief medical officer of UnitedHealthcare. In 2008, she launched Georgiou Consulting—a business platform she uses to coordinate a diverse portfolio of relationships, clients and projects that ultimately improve health and the health care system.

She is adjunct faculty at the University of Minnesota's Carlson School of Management and also serves as an executive in residence and industry advisor for the school's Medical Industry Leadership Institute. The strategy: infuse a culture of patient-centric care into the thinking of future industry leaders.

One of her greatest passions is using the media to educate consumers. Since 2007, she has been an on-air medical expert and covered more than 1,000 different topics from research, technology and clinical care to health insurance and health care policy. Currently, she has a weekly news segment on KSTP-TV in the Twin Cities. She has also appeared on Fox Business Network, CNN, *Good Morning America*, and *Katie's Take* with Katie Couric.

Georgiou developed the CARES Model, a five-step approach that consumers can use to make health care decisions that balance the best medical care with their personal, professional, social and economic preferences. In February 2017, she published her first book, *Health Care Choices: 5 Steps to Getting the Medical Care You Want and Need* (Rowman & Littlefield).

She graduated from the Johns Hopkins School of Medicine and was board-certified in internal medicine before pivoting her career to managed care.

## Highlights of the 2019 Forum include:

- Keynote Speaker Archelle Georgiou.
- The Innovation Showcase will feature some of the most exciting companies in Minnesota.
- The recipients of the TRUST Awards will be announced.
- The TRUST Jean Harris and 21st Century Pinnacle Leader Award winners will be presented.
- Attendees will have the opportunity to network and celebrate with nearly 1,000 leaders in the health care industry.



Yes! We would like to be a Sponsor for the Women's Health Leadership TRUST. This form can also be filled out at: [www.whltrust.org](http://www.whltrust.org). Payment MUST accompany this form to guarantee your sponsorship.

## Sponsor Information

Contact Name: \_\_\_\_\_  
 Organization: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City \_\_\_\_\_ State/Zip: \_\_\_\_\_  
 Phone: (\_\_\_\_\_) \_\_\_\_\_  
 Fax: (\_\_\_\_\_) \_\_\_\_\_  
 Email: \_\_\_\_\_

## Payment Information

Total Payment Enclosed: \$ \_\_\_\_\_  
 Method of Payment:  
 Check enclosed, payable to "Women's Health Leadership TRUST"  
 VISA  MasterCard  American Express  Discover  
*If paying by credit card, all of the following information is required.*  
 Card Number: \_\_\_\_\_  
 Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_  
 Cardholder Name (print): \_\_\_\_\_  
 Cardholder Phone: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State/Zip: \_\_\_\_\_  
 Cardholder Signature: \_\_\_\_\_

*Cancellation Policy: All Sponsorship cancellations received at least 15 business days prior to the event will receive a refund less a \$50 processing fee; cancellations received less than 15 days prior to the event will not receive a refund.*

*To protect your data, the PDF form will not be accepted via email. Please mail or fax your form.*

*Registration and Payment Policy: Exhibit and sponsorship registration must be completed online or via PDF form with full payment to be considered complete.*

Mail or Fax form to:  
**WHL TRUST**  
 1000 Westgate Drive, Suite 252  
 St. Paul, MN 55114  
 Fax: 651.290.2266

## Register Online at [www.whlTRUST.org](http://www.whlTRUST.org)

For questions please contact Blake Finger, [blakef@whltrust.org](mailto:blakef@whltrust.org).

### Please Indicate Event:

- TRUST Forum
- Annual Meeting
- Mentor Program Kick-Off Event
- Summer Networking Event
- New Member Breakfast
- Pinnacle Leaders Dinner

### Please Indicate Sponsor Level:

#### Forum:

- Keystone Sponsor - \$15,000
- Cornerstone Sponsor - \$10,000
- Capstone Sponsor - \$7,500
- Platinum Sponsor - \$5,000
- Emerald Sponsor - \$3,000
- Lanyard Sponsor - \$2,500
- Dinner Table for 10 - \$1,250
- Tabletop Display - \$750

#### Other:

- Showcase Sponsor - \$5,000
- Premium Sponsor - \$2,500
- Contributing Sponsor - \$1,000
- Foundation Sponsor - \$700

(For office use only)

initials		fin.
date		
CK/CC		
amt. paid		
bal. due		