
SPONSORSHIP, EXHIBITOR & ADVERTISING GUIDE

90th NHA Annual Convention & Trade Show
October 25-27, 2017 | Embassy Suites - La Vista



NHA Convention & Trade Show *FAST FACTS*

- NHA Annual Convention trade show booth space typically sells out each year prior to registration deadline.
- NHA Annual Convention averages approximately 1,000 attendees each year.
- 90% of trade show exhibitors have exhibited at previous NHA conventions.
- 95% of convention attendees rate networking opportunities during the trade show as excellent or good.

NHA Nebraska
Hospital
Association

The influential voice of Nebraska's hospitals

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The NHA Annual Convention is Nebraska's largest statewide health care event, providing three days of one-on-one networking opportunities with Nebraska health care decision makers: CEOs, CFOs, COO, CNOs, human resource officers, purchasing, marketing, IT and safety/quality managers and many others. The NHA 2017 Annual Convention will be held October 25-27, 2017.

The NHA Annual Convention Trade Show is **Thursday, October 26** in the Windsor Ballroom of Embassy Suites Omaha-La Vista Hotel & Conference Center in La Vista. For maximized exposure, the Sponsors' Social is held during the Trade Show, featuring a cash bar and a variety of appetizers.

This is your BEST opportunity to meet health care executives from across Nebraska at one exciting event! See the sponsorship opportunities available to you in order to meet your marketing goals and budget. Select your sponsorship, trade show and advertising choice, **complete the enclosed registration form and send with payment by July 10.**

Nebraska Hospital Association
c/o Heather Bullock, Member Services & Events Manager
3255 Salt Creek Circle, Suite 100, Lincoln, NE 68504-4778

If you are interested in learning about the many benefits of being a Platinum, Gold, Silver, Bronze, Partner or Patron member of NHA Affiliate Membership Program, call Heather Bullock at (402) 742-8148 or visit nebraskahospitals.org/about_us/affiliate_members.html

NHA Convention "App"ortunities

Set your organization apart by taking advantage of our revolutionary exclusive sponsorship opportunity. Put your company in the palm of convention attendees' hands while being on the cutting edge of technology with the NHA Annual Convention mobile device app.

Our convention App engages attendees for nearly 90 days before, during and after the convention. This exclusive opportunity gives you maximum, high-quality exposure to nearly 1,000 attendees.

Convention App Sponsorship **\$1,500**

- Leading up to the convention, email sent to more than 2,000 individuals prior to the event with your company's logo as the app sponsor. This email announces the App and shares easy to follow "click and download" instructions.
- App News "alert" of your organization's personalized key message. Great for driving traffic to your trade show booth! Sent once during each session of the trade show on Thursday.
- The app is branded with your organization's logo, contact information and banner advertisement.
- Quarter page ad in the convention registration book.



App Banner Advertisement (20 available) **\$250**

- During the entire 90 days the app is live, your organization can have premium placement of your company's logo or graphic of choice on multiple pages of the App.
- Banner ad will rotate continuously amongst the app pages.
- Includes ability to have attendees click back to your website or your customized micro-site.
- App News "alert" of your organization's personalized key message. Great for driving traffic to your trade show booth! Sent once during each session of the trade show on Thursday.

The Caring Kind Luncheon **\$4,000**

- Exclusive sponsorship of Friday's awards luncheon honoring hospital employees with *The Caring Kind* award.
- Company logo prominently displayed during luncheon on event signage.
- Complimentary registration to attend NHA programs for two company representatives.
- Full page ad in the convention registration book.
- Company listing in convention registration book and listing on the NHA convention web page with link to company website.
- Participation in the Thursday Sponsors' Social.
- Mobile app recognition.

Wednesday Awards Banquet **\$3,500**

- **It's the NHA's 90th Anniversary! This is a great event to highlight your organization by joining in the celebration!**
- Exclusive sponsorship of awards banquet honoring hospital employees. Awards presented include Outgoing NHA Board Recognition, Outgoing Foundation Board Recognition, Outgoing NHA Services Board Recognition, Outgoing Bio-Electronics Board Recognition, Outgoing NHA Board Chair Recognition, Meritorious Service Award, Trustee of the Year Award, Leadership Institute Class XIV Graduates, Quest for Excellence Awards and Excellence in Service Award.
- Company logo prominently displayed during banquet on event signage.
- Half page ad in the convention registration book.
- Complimentary registration to attend NHA programs and the Awards Banquet for two company representatives.
- Company listing in convention registration book and listing on the NHA convention web page with link to company website.
- Participation in the Thursday Sponsors' Social.
- Mobile app recognition.

Choose from a variety of ways to promote your company. Sign up today!

SPONSORSHIP, EXHIBITOR & ADVERTISING GUIDE

Wednesday Networking Lunch \$3,000

- Exclusive sponsorship of the Wednesday Networking Lunch, which will allow session attendees with the opportunity to introduce themselves through networking and discussion.
- Company logo prominently displayed on lunch signage.
- Half page ad in the convention registration book.
- Complimentary registration for two company representatives to attend NHA programs.
- Company listing in convention registration book and listing on the NHA convention web page with link to company website.
- Participation in the Thursday Sponsors' Social.
- Mobile app recognition.

Thursday Trade Show Lunch \$3,000

- Exclusive sponsorship of the Thursday Trade Show Lunch, allowing session attendees the opportunity to introduce themselves through networking and discussion of issues/ideas.
- Company logo prominently displayed on lunch signage.
- Half page ad in the convention registration book.
- Exhibit booth at trade show.
- Complimentary registration for two company representatives to attend NHA programs.
- Company listing in convention registration book and listing on the NHA convention web page with link to company website.
- Participation in the Thursday Sponsors' Social.
- Mobile app recognition.

Breakout Session Block Sponsor \$2,000

- Sponsorship of one breakout session block.
- Company logo prominently displayed on session signage.
- Half page ad in convention registration book.
- Complimentary registration for one company representative to attend NHA programs.
- Company listing in convention registration book and listing on the NHA convention web page with link to company website.
- Participation in the Thursday Sponsors' Social.
- Mobile app recognition.

Women's Leadership Luncheon \$2,000

- Exclusive sponsorship of the Women's Leadership Luncheon.
- Complimentary registration for one company representative to attend NHA programs and the Women's Leadership Luncheon.
- Company logo prominently displayed on lunch signage.
- Half page ad in the convention registration book.
- Company listing in convention registration book and listing on the NHA convention web page with link to company website.
- Participation in the Thursday Sponsors' Social.
- Mobile app recognition.

Keynote Session Sponsor \$2,000

- Sponsorship of one keynote session (one available on Thursday and one available on Friday.)
- Company logo prominently displayed on session signage.
- Quarter page ad in convention registration book.
- Complimentary registration for one company representative to attend NHA programs.
- Company listing in convention registration book and listing on the NHA convention web page with link to company website.
- Participation in the Thursday Sponsors' Social.
- Mobile app recognition.

Wednesday Breaks \$1,500

- Poster and table tents identifying your company as the Wednesday Breaks sponsor.
- Company logo prominently displayed during break hours on Wednesday.
- Company brochures and business cards prominently displayed during break hours.
- Complimentary registration for one company representative to attend NHA programs.
- Eighth page ad in the convention registration book.
- Company listing in convention registration book and listing on the NHA convention web page with link to company website.
- Participation in the Thursday Sponsors' Social.
- Mobile app recognition.

Thursday Breaks \$1,500

- Poster and table tents identifying your company as the Thursday Breaks sponsor.
- Company logo prominently displayed during break hours on Thursday.
- Company brochures and business cards prominently displayed during break hours.
- Complimentary registration for one company representative to attend NHA programs.
- Eighth page ad in the convention registration book.
- Company listing in convention registration book and listing on the NHA convention web page with link to company website.
- Participation in the Thursday Sponsors' Social.
- Mobile app recognition.

General Session Sponsor \$1,000

- Sponsorship of Thursday General Session.
- Company logo prominently displayed on session signage.
- Eighth page ad in convention registration book.
- Complimentary registration for one company representative to attend NHA programs.
- Company listing in convention registration book and listing on NHA Convention web page with link to company website.
- Participation in the Thursday Sponsors' Social.
- Mobile app recognition.

Friday Break \$1,000 (a.m. only)

- Poster and table tents identifying your company as the Friday Break sponsor.
- Company logo prominently displayed during break hours on Friday.
- Company brochures and business cards prominently displayed during break hours.
- Complimentary registration for one company representative to attend NHA programs.
- Eighth page ad in the convention registration book.
- Company listing in convention registration book and listing on NHA Convention web page with link to company website.
- Participation in the Thursday Sponsors' Social.
- Mobile app recognition.

Trade Show Exhibitor \$1,000 affiliate program members \$2,250 non-members

The NHA Annual Convention Trade Show is **Thursday, Oct. 26**. Trade Show hours are 11:30 a.m. - 1:30 p.m. and again from 5:15-7 p.m. Vendors are not expected to be at their booths from 1:30-5 p.m. For maximized exposure, the Sponsors' Social will be held during the 5:15-7 p.m. time frame, featuring a cash bar and a variety of delicious hors d'oeuvres. The trade show provides an opportunity to network with health care decision makers from hospitals throughout Nebraska. **Trade Show exhibit space is limited.** Exhibitor space is available on a first-come, first-served basis. The NHA reserves preferential booth placement for Affiliate Members. All exhibitors will be listed in the convention registration book, as well as provided a link to your company's website on the NHA Annual Convention event web page.

App Enhanced Exhibitor Listing \$50

- Enjoy "Featured Exhibitor" status and be listed at the top of the App's Exhibitor List, which can include your company logo, contact name, address, phone, website address, etc.
- Exhibitor listings stay on attendees' smartphones or handheld devices long after the conclusion of the convention.

Convention Bookstore Sponsor \$1,000

Convention attendees have the opportunity to purchase books written by this year's keynote speakers, the 2018 "One Book One Hospital" program titles and other titles.

- Full color signage at the bookstore location with your company logo identifying you as the bookstore sponsor.
- Your company brochures and business cards prominently displayed at bookstore location.
- Eighth page ad in the convention registration book.
- Company listing in convention registration book and listing on NHA Convention web page with link to company website.
- Participation in the Thursday Sponsors' Social.
- Mobile app recognition.

Convention Portfolio \$900

Each convention attendee is provided with a durable portfolio to hold convention materials.

- Company logo printed on portfolio.
- Eighth page ad in convention registration book.
- Company listing in convention registration book and listing on NHA Convention web page with link to company website.
- Participation in the Thursday Sponsors' Social.
- Mobile app recognition.

Tweet Wall \$500

NEW!

Attendees can view a live stream of Tweets during the convention on a monitor that is prominently displayed.

- Eighth page ad in convention registration book.
- Company listing in convention registration book and listing on NHA convention web page with link to company website.
- Signage by/near monitor with company logo.
- Participation in the Thursday Sponsors' Social.
- Mobile app recognition.

Literature Distribution \$475

Your company's business card and brochure will be included in the packets distributed to all Convention attendees.

Charging Station \$350 (24 USB ports & 12 standard outlets)

- Eighth page ad in convention registration book.
- Company listing in convention registration book and listing on NHA convention web page with link to company website.
- Signage by/near table with company logo.
- Participation in the Thursday Sponsors' Social.
- Mobile app recognition.

Advertising

All organizations are welcome to advertise in the NHA 2017 Annual Convention registration book. When you advertise in NHA publications, your message is seen by many health care decision makers. Advertising is included in select sponsorships, but can also be purchased separately. If you are selecting a sponsorship that includes advertising, you do not need to select an ad size on the registration form unless you would like to upgrade to a larger ad size. See the registration form for advertising rates and specifications.

NHA 2017 ANNUAL CONVENTION

October 25-27, 2017 • Embassy Suites Omaha-La Vista Hotel & Conference Center - La Vista

SPONSORSHIP, EXHIBITOR & ADVERTISING COMMITMENT FORM

Deadline: July 10, 2017

SPONSORSHIP SELECTION

- Convention App - \$1,500*
- Convention App Banner Ad - \$250
- The Caring Kind Awards Luncheon - \$4,000*
- Wednesday Awards Banquet - \$3,500*
- Wednesday Networking Lunch - \$3,000*
- Thursday Trade Show Lunch - \$3,000*
- Breakout Session Block Sponsor - \$2,000*
- Women's Leadership Luncheon - \$2,000*
- Thursday Keynote Speaker Sponsor - \$2,000*
- Friday Keynote Speaker Sponsor - \$2,000*
- Wednesday Breaks - \$1,500*
- Thursday Breaks - \$1,500*
- General Session Sponsor - \$1,000*
- Friday Break - \$1,000*
- Thursday Trade Show Exhibitor - \$1,000 (member)
\$2,250 (non-member)
- Convention Bookstore - \$1,000*
- Convention Portfolio - \$900*
- Tweet Wall - \$500*
- Literature Distribution - \$475
- Convention App Enhanced Exhibitor Listing - \$50
- Charging Station - \$350*

*Ad included with sponsorship. See ad specs listed below.

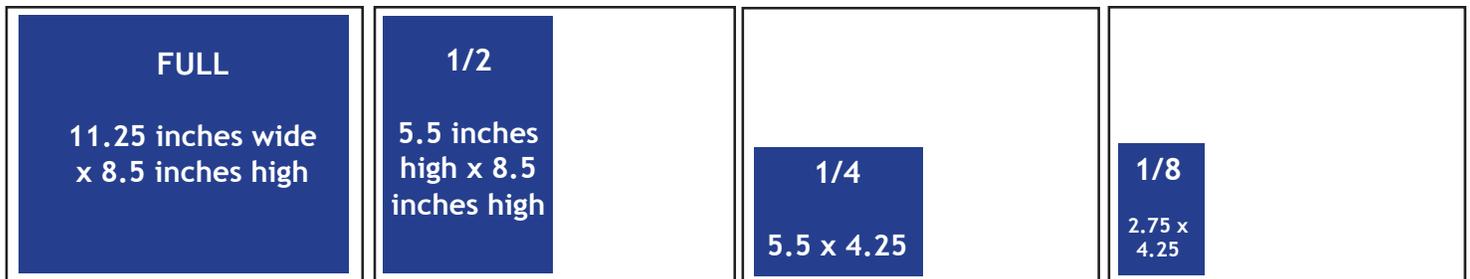
◆ Cancellation Policy

If written notice of sponsorship cancellation is received by the NHA on or before August 11, 2017, a full refund less a \$100 administrative fee will be made. If written notice of cancellation is received after August 11, 2017, no refund will be made.

ADVERTISING INFORMATION

| | Member | Non-Member |
|---|--------------|------------|
| <input type="checkbox"/> Full page11.25 inches (wide) x 8.5 inches (high) | \$1,000..... | \$1,250 |
| <input type="checkbox"/> Half page5.5 inches (wide) x 8.5 inches (high) | \$600..... | \$750 |
| <input type="checkbox"/> Quarter page5.5 inches (wide) x 4.25 inches (high) | \$400..... | \$500 |
| <input type="checkbox"/> Eighth 2.75 inches (wide) x 4.25 inches (high) | \$300..... | \$400 |

ADVERTISING SIZE CHART



PUBLICATION SPECIFICATIONS

- 9 inches x 12 inches landscape orientation
- .25 inch gutter around outer border - no bleed. Ads placed next to each other with no inner gutter
- Ads to be sent in black and white or grayscale
- Send ads prior to print deadline: **July 21, 2017**

Email your company's COLOR LOGO (high resolution, AI or EPS preferred, but will accept PDF or JPG).

ADVERTISING DESIGN SPECIFICATIONS

- All ads should be furnished as high resolution PDF, EPS, AI, PSD or JPG.
- Any ad or image sent in a different format or incorrect size will be recreated to our specifications or you will be contacted to recreate.
- Please include your company name in the file name (ex: ABCCompany-NHA-ad.jpg)
- Files submitted must be high resolution (300 dpi or higher preferred). Low resolution files are not acceptable for reproduction.
- Advertising that does not conform to the specifications of the contracted size may be enlarged, reduced or floated at the discretion of the production department, or we will contact you to revise ad to meet specifications.
- Black and white or grayscale only.
- All ads received in color will be converted.
- For clarity and readability, it is recommended that you use black type sized at 9 pt or larger.
- Embed all fonts or send them with your file if you want a specific font. Rasterize or convert fonts to a graphic to prevent font output errors.

If you have any questions about sponsorship opportunities, please contact Heather Bullock, member services & events manager, at (402) 742-8148 or hbullock@nebraskahospitals.org.

If you have questions about advertising specifications, contact Kim Larson, director of marketing, at (402) 742-8143 or klarson@nebraskahospitals.org.

SPONSORSHIP, EXHIBITOR & ADVERTISING COMMITMENT FORM

CONTACT INFORMATION

Sponsor Company Name _____

Contact Name & Title _____

Address _____

City, State, Zip _____

Phone _____ Email _____

Additional contact email address _____

PAYMENT INFORMATION

Sponsorship \$ _____

Thursday Trade Show Exhibitor \$ _____

Advertising \$ _____

Commitment Total \$ _____

Pay by check: (Please make payable to NHA Foundation)

Pay by credit card: Visa MasterCard Discover

Name on Card: _____

Credit Card #: _____

Expiration Date: _____

Signature: _____

SIGN HERE!

This form serves as your sponsorship, exhibitor and advertising contract. Please sign and date below to verify the agreement between your company and the Nebraska Hospital Association.

Signature _____ Date _____

Send ad, payment and completed registration form by July 10, 2017 to:

Mail: Heather Bullock
Nebraska Hospital Association
3255 Salt Creek Circle, Suite 100
Lincoln, NE 68504-4778

Phone: (402) 742-8148
Fax: (402) 742-8191
E-mail: hbullock@nebraskahospitals.org



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