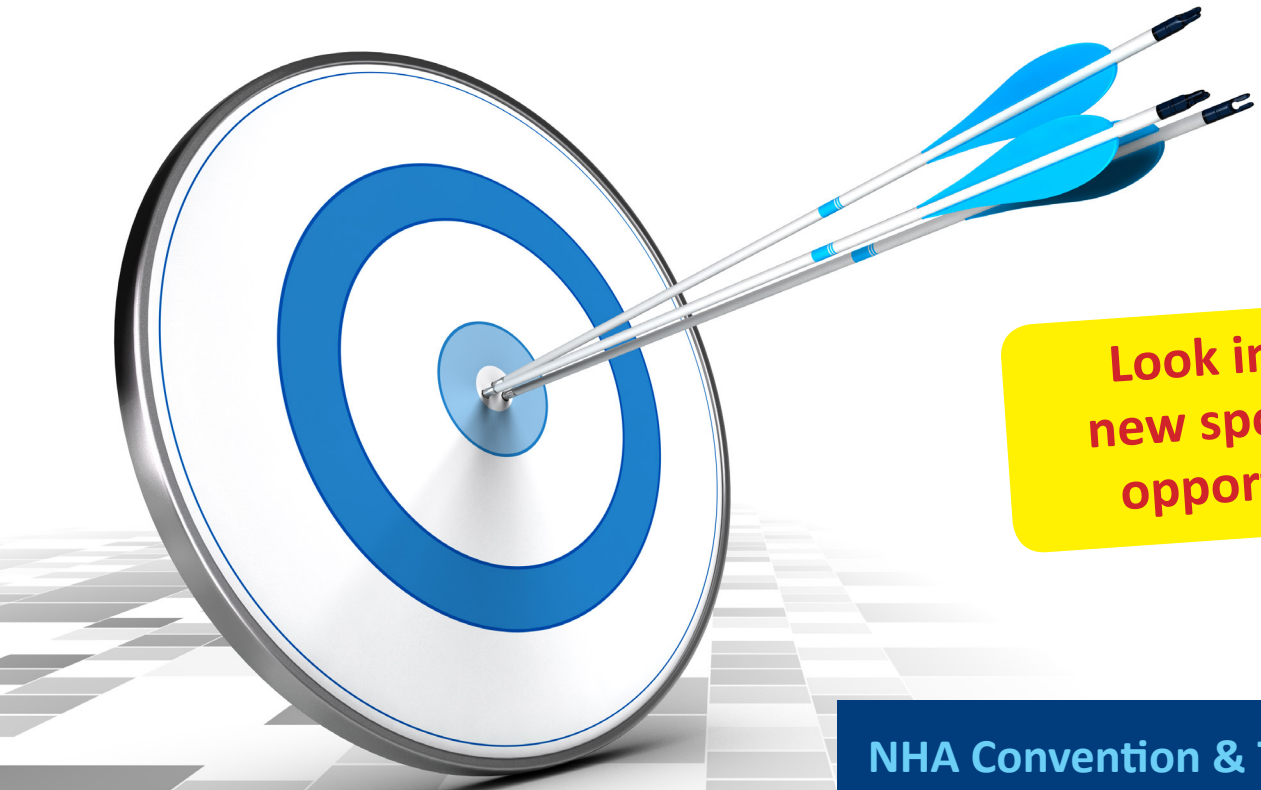
SPONSORSHIP, EXHIBITOR & ADVERTISING GUIDE 2018

91st NHA Annual Convention & Trade Show

October 24-26, 2018 | Embassy Suites - La Vista



Look inside for new sponsorship opportunities!

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

SPONSORSHIP, EXHIBITOR & ADVERTISING GUIDE

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 2018 Annual Convention will be held October 24-26, 2018.

The NHA Annual Convention Trade Show is **Thursday, October 25** 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 9, 2018.**

NHA Annual Convention Sponsorship
3255 Salt Creek Circle, Suite 100
Lincoln, NE 68504-4778

If you have questions or are interested in learning about the many benefits of being a member of the NHA Affiliate Membership Program, call Heather Bullock at (402) 742-8148.

The Caring Kind Luncheon $4,000

SOLD

- 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

- Exclusive sponsorship of awards banquet honoring hospital employees. Awards presented include NHA Board of Directors recognition, Meritorious Service Award, Trustee of the Year Award, Leadership Institute graduates, Quest for Excellence Awards and Excellence in Service Award.
- Company logo 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.

Keynote Session $3,500

- Sponsorship of one keynote session (one available on Thursday and one available on Friday.)
- Company logo prominently displayed on session signage.
- Half page ad in 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.

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.
- Quarter 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

SOLD

- 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.
- Quarter 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.

WiFi Login $3,000

NEW!

- Exclusive sponsorship of the convention WiFi. Your company name appears as the login for all attendees to use on all devices connecting to conference networks in the hotel.
- Company logo included in the conference program.
- Company logo on WiFi information given to every attendee.
- Complimentary registration for two company representatives to attend NHA programs.
- Quarter page ad in the convention registration book.
- Participation in the Thursday Sponsors' Social.
- Mobile app recognition.

SPONSORSHIP, EXHIBITOR & ADVERTISING GUIDE

NHA 365 Mobile App $3,000 NEW!

Extend your company's engagement with the NHA membership every day of the year! The NHA announces its new user-friendly 365 mobile app. Members have access to dozens of features to engage every day of the year, not just during convention. Set your organization apart by taking advantage of this **exclusive sponsorship opportunity**.

- Home screen displays your company's profile, one-click company contact and social media widgets for 365 days* (Sept. 1, 2018 to Aug. 31, 2019). App users will view your company's information each time they open the app.
- Recognition in all NHA Annual Convention materials as the 365 mobile app sponsor.
- Quarter page ad in the convention registration book.
- Participation in the Thursday Sponsors' Social.
- Recognition on NHA website home page for 365 days*.
- Recognition as sponsor for each NHA event for 365 days*.
- Half page ad in 2019 NHA Resource Directory.

365 Mobile App Carousel Ad (3 available) $500

- The 365 mobile app displays your company's rotating carousel image for 30 days prior to convention and 30 days post convention.
- Company listing in convention registration book and listing on NHA convention web page with link to company website.
- Participation in the Thursday Sponsors' Social.
- Eighth ad in the convention registration book.

General Session $2,000

SOLD

- 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.

Breakout Session Block $2,000

- Sponsorship of one breakout session block.
- 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 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!

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.
- 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.

Confirmation of Online Registrants $1,500 NEW!

- Exclusive sponsorship that adds your company's information on every online registration confirmation and includes a link to your website.
- Complimentary registration for one company representative to attend NHA programs.
- Company logo included in the conference program.
- Eighth page ad in the convention registration book.
- Participation in the Thursday Sponsors' Social.
- Mobile app recognition.

Tweet Wall $1,000

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

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

Trade Show Exhibitor
$1,000 Partner level affiliate members
$2,250 non-members

The NHA Annual Convention Trade Show is **Thursday, Oct. 25.** Trade Show hours are 11:30 a.m. - 1:00 p.m. and again from 4-6 p.m. There will also be a session break from 2:30-3 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 4-6 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 convention web page.

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 on NHA Convention web page with link to your website.
- Participation in the Thursday Sponsors' Social.
- Mobile app recognition.

SOLD

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 on NHA Convention web page with link to your website.
- Participation in the Thursday Sponsors' Social.
- Mobile app recognition.

SOLD

Thursday Breaks $750

- Signage identifying your company as the Thursday Breaks sponsor.
- 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 on NHA convention web page with link to your website.
- Participation in the Thursday Sponsors' Social.
- Mobile app recognition.

SOLD

Friday Break $500 (a.m. only)

- Poster and table tents identifying your company as the Friday Break sponsor.
- Company logo prominently displayed during break hours.
- 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 on NHA Convention web page with link to your website.
- Participation in the Thursday Sponsors' Social.
- Mobile app recognition.

SOLD

Charging Station $350

(24 USB ports & 12 standard outlets)

- Eighth page ad in convention registration book.
- Company listing in convention registration book and 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.

SOLD

Advertising

All organizations are welcome to advertise in the NHA 2018 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.

Complete the enclosed registration form and send with payment by July 20, 2018 to:

NHA Annual Convention Sponsorship
3255 Salt Creek Circle, Suite 100
Lincoln, NE 68504-4778

Questions?

Contact Heather Bullock, member services & events manager, at 402-742-8148 or hbullock@nebraskahospitals.org.

Sponsorship, Exhibitor & Advertising Commitment Form

Deadline: July 20, 2018

SPONSORSHIP SELECTION

- ❑ The Caring Kind Awards Luncheon - $4,000* SOLD
- ❑ Wednesday Awards Banquet - $3,500*
- ❑ Thursday Keynote Speaker - $3,500*
- ❑ Friday Keynote Speaker - $3,500*
- ❑ Wednesday Networking Lunch - $3,000*
- ❑ Thursday Trade Show Lunch - $3,000* SOLD
- ❑ Wifi Login - $3,000*
- ❑ NHA 365 Mobile App - $3,000*
- ❑ 365 Mobile App Carousel Ad - $500*
- ❑ General Session - $2,000* SOLD
- ❑ Breakout Session Block - $2,000*
- ❑ Women's Leadership Luncheon - $2,000*
- ❑ Confirmation of Online Registrants - $1,500*
- ❑ Tweet Wall - $1,000*
- ❑ Thursday Trade Show Exhibitor - $1,000 (member) $2,250 (non-member)
- ❑ Convention Bookstore - $1,000* SOLD
- ❑ Convention Portfolio - $900* SOLD
- ❑ Thursday Breaks - $750* SOLD
- ❑ Friday Break - $500* SOLD
- ❑ Charging Station - $350* SOLD

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

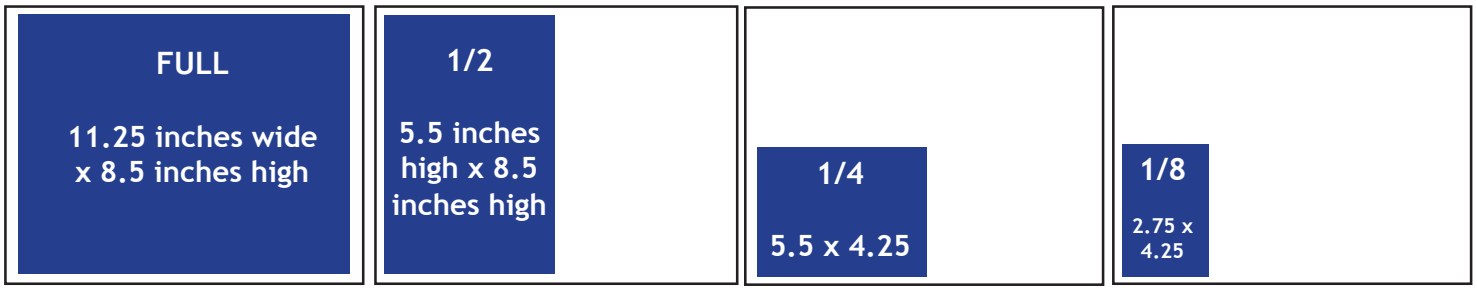
✦Cancellation Policy

If written notice of sponsorship cancellation is received by the NHA on or before August 10, 2018, a full refund less a $100 administrative fee will be made. If written notice of cancellation is received after August 10, 2018, no refund will be made.

ADVERTISING INFORMATION

		Member	Non-Member
❑ Full page	11.25 inches (wide) x 8.5 inches (high)	$1,000	$1,250
❑ Half page	5.5 inches (wide) x 8.5 inches (high)	$600	$750
❑ Quarter page	5.5 inches (wide) x 4.25 inches (high)	$400	$500
❑ 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 place 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 9, 2018**

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 9, 2018 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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The influential voice of Nebraska's hospitals