

# **2023** **Affiliate Membership Program**

**Strengthening health care by building alliances**

The Nebraska Hospital Association (NHA) is proud of its distinguished list of Affiliate Members. Together, we are focused on helping hospitals and health systems provide high-quality, accessible, and affordable health care for the citizens of Nebraska.

The NHA Affiliate Membership Program is designed to build and strengthen alliances and partnerships with companies that serve our hospital members by providing a wide variety of products and services. Through this membership opportunity, companies not only support the NHA through this non-dues revenue source but also support the hospitals in their missions with these valuable services. Several different types and levels of Affiliate Membership allow our partners to align their marketing strategies with an affordable dues commitment.

LIVING THE MISSION

Nebraska hospitals do much more than care for the sick and injured. Safe havens in times of pain, trouble, and hardship, hospitals are always there when needed—for emergencies, lifesaving treatments and life-enhancing education, welcoming new lives into the world, and helping patients and families at the end of life. Nebraska’s hospitals contribute to the quality of life and health, going well beyond the walls of the hospital.

Hospitals are the third largest employer in the state, providing income and security for thousands of families in urban and rural communities.

It is the mission of the Nebraska Hospital Association to serve its members by being the trusted leader to improve the health, well-being, and quality of life of all Nebraskans.

The NHA is governed by a 22-member board of directors that works closely with its membership to provide state and federal legislative advocacy, health care trends and regulatory information, educational programming, communication, data reports, and special services.

Members rely on the NHA for information, education, advice, and collaborative leadership to advance Nebraska hospitals’ ability to provide exceptional health care.

Hospitals are the stewards of good health. Through partnerships with representatives in the health care industry, legislators, government, and citizens, the NHA can assist in the development of strong, healthy communities.

SEND COMPLETED APPLICATION AND PAYMENT TO:

Nebraska Hospital Association  
Attn: Heather Bullock, executive office & events manager  
3255 Salt Creek Circle, Suite 100  
Lincoln, NE 68504-4778

Once application is received, the NHA board of directors will review your application at their next scheduled meeting. **Questions?** Contact Heather Bullock at (402) 742-8148 or e-mail [hbullock@nebraskahospitals.org](mailto:hbullock@nebraskahospitals.org).

FAST FACTS

The NHA offers five levels of Affiliate Membership:

- Platinum
- Gold
- Silver
- Bronze
- Partner

THERE ARE MANY NETWORKING OPPORTUNITIES AVAILABLE BY BECOMING AN NHA AFFILIATE MEMBER

The NHA hosts many networking opportunities for your company through events and educational programming throughout the year that are included as part of Affiliate Membership Program benefits.

Events include Spring Forum and the Annual Convention. Benefits of NHA Affiliate Membership also include exposure for your company in several NHA publications, including Nebraska Health Care Resource Directory, Healthier Nebraska quarterly magazine, Member Value Report, Newslink, Convention book, and the NHA website.

The NHA Annual Convention is Nebraska’s largest statewide health care event and trade show, providing one-on-one networking opportunities with health care decision-makers.

Convention attendees include: CEOs, CFOs, COOs, CNOs, human resources, purchasing, marketing, IT, safety/quality managers, engineers, social workers and many others.

- NHA Annual Convention trade show booth space typically sells out each year prior to registration deadline.
- NHA Annual Convention hosts an average of approximately 1,000 attendees each year.

BEYOND THE NUMBERS

The Nebraska Hospital Association represents 92 community hospitals and health systems in Nebraska.

- 64 Critical Access Hospitals (CAHs)
- 10 rural hospitals
- 15 urban hospitals
- 1 long-term acute care hospitals
- 2 rehabilitation hospitals

The contribution of Nebraska hospitals to their communities extends far beyond their role as cornerstones of health care. They are economic engines, providing stability and growth in the state—even when their own financial stability is affected.

MORE THAN 49,023 EMPLOYEES

NEARLY \$1.4 BILLION IN COMMUNITY BENEFITS PROVIDED

OVER \$6 BILLION IMPACT ON TOTAL LABOR COSTS

\$14.1 BILLION IMPACT ON TOTAL STATE ECONOMIC OUTPUT

Source: Nebraska Hospital Association's 2021 Nebraska Hospitals Community Benefits Report and 2019 Impact of U.S. Hospitals on State Economy

# SPONSORSHIP LEVELS

## Platinum Affiliate Membership - \$15,000

### BENEFITS YOU RECEIVE:

- One-time new membership announcement on NHA website home page spotlight for 30 days.
- Company logo permanently placed on the NHA website with link to your website and company listing on NHA Affiliate member web page with link to your company website.
- Company listing in the NHA Nebraska Health Care Resource Directory, including a brief company description and key contact.
- Full page ad in the NHA Nebraska Health Care Resource Directory with preferential placement.
- Company listing in the NHA Member Value Report.
- Subscription to Healthier Nebraska, a quarterly health care news magazine delivered to hospitals, trustees, legislators and other health care stakeholders in Nebraska.
- Opportunity to submit one article annually about your company to be included in Healthier Nebraska magazine.
- Subscription to NHA's electronic newsletters.
- Member rate to attend NHA educational programs and events.
- Opportunity to submit an education presentation Request for Proposal (RFP) for consideration for various NHA educational events. RFPs are reviewed by the NHA Education Advisory Group to determine selection.
- Platinum sponsor ribbon on name badge at each NHA meeting attended.
- Opportunity to have your company's educational events included in NHA's e-newsletters.

### NHA ANNUAL CONVENTION & TRADE SHOW

- Trade Show exhibit booth with preferential placement at the largest health care trade show in Nebraska. Also includes your company's information listed in Convention book.
- Platinum sponsor listing with your company's logo in NHA Convention registration book on the sponsor page.
- Platinum sponsor listing on the NHA website with link to your company's website.
- Platinum sponsor listing on welcome banner throughout Convention (separate from sponsor banner).
- Full page ad in the Convention registration book.
- Complimentary registrations for four company representatives to attend the NHA Convention programs.
- Opportunity to join the members of the NHA board of directors at their dinner prior to the beginning of NHA Convention for up to three company representatives.
- Exclusive sponsorship of one keynote speaker.

### NHA SPRING FORUM

- Complimentary registrations for four company representatives to attend the forum.
- Complimentary registrations for four company representatives to participate in welcome reception.
- Complementary exhibit space.
- Company recognition in the registration brochure and event signage.
- Company recognition on Spring Forum web page including your company logo and link to your website.
- Sponsorship of one speaker with company logo included in event brochure near speaker information.
- Sponsorship of one break.

### NHA ADVOCACY DAY

- Verbal company sponsorship recognition during program.
- Company recognition in registration brochure.
- Company recognition on the NHA Advocacy Day web page with link to your company's website.
- Complimentary registration for two company representatives.

### NHA LEADERSHIP INSTITUTE

- Sponsorship of the NHA Leadership Institute.
- Recognition in registration brochure and other Leadership Institute marketing materials.
- Company logo on Leadership Institute web page with link to your website.

### SPONSORSHIP OF HEALTH CARE CAREER SCHOLARSHIP (OPTIONAL)

- Sponsor a NHA hospital employee for an undergraduate and/or graduate health care career scholarship in your organization's name.
- The NHA will disseminate through its annual scholarship program with your organization's scholarship incorporated in the NHA scholarship brochure.
- The NHA will promote through its media outlets.

# SPONSORSHIP LEVELS

## Gold Affiliate Membership - \$10,000

### BENEFITS YOU RECEIVE:

- One-time new membership announcement on NHA website home page spotlight for 30 days.
- Company logo permanently placed on the NHA website with link to your website and company listing on NHA Affiliate Member web page with link to your company website.
- Company listing in the NHA Nebraska Health Care Resource Directory, including a brief company description and key contact.
- Half page ad in the NHA Nebraska Health Care Resource Directory with preferential placement.
- Company listing in the NHA Member Value Report.
- Subscription to *Healthier Nebraska*, a quarterly health care news magazine delivered to hospitals, trustees, legislators and other health care stakeholders in Nebraska.
- Opportunity to submit one article annually about your company to be included in *Healthier Nebraska* magazine.
- Subscription to NHA's electronic newsletters.
- Member rate to attend NHA educational programs and events.
- Gold sponsor ribbon on name badge at each NHA meeting attended.
- Opportunity to submit an education presentation Request for Proposal (RFP) for consideration for various NHA educational events. RFPs are reviewed by the NHA Education Advisory Group to determine selection.
- Opportunity to have your company's educational events included in NHA's e-newsletters.

### NHA ANNUAL CONVENTION & TRADE SHOW

- Trade Show exhibit booth with preferential placement at the largest health care trade show in Nebraska. Also includes your company's information listed in Convention book.
- Gold sponsor listing with your company's logo in NHA Convention registration book on sponsor page.
- Gold sponsor listing on the NHA website with link to your company's website.
- Gold sponsor listing on sponsor banner throughout Convention.
- Half page ad in the Convention registration book.
- Complimentary registrations for three company representatives to attend the NHA Convention programs.
- Sponsorship of Friday's continental breakfast.
- Opportunity to join the members of the NHA board of directors at their dinner prior to the beginning of NHA Convention for two company representative.

### NHA SPRING FORUM

- Complimentary registrations for three company representatives to attend the forum.
- Complimentary registrations for three company representatives to participate in welcome reception.
- Complementary exhibit space.
- Company recognition in the registration brochure and event signage.
- Company recognition on Spring Forum web page including your company logo and link to your website.

### NHA ADVOCACY DAY

- Verbal company sponsorship recognition during program.
- Company recognition in registration brochure.
- Company recognition on the NHA Advocacy Day web page with link to your company's website.
- Complimentary registration for one company representative.

### SPONSORSHIP OF HEALTH CARE CAREER SCHOLARSHIP (OPTIONAL)

- Sponsor a NHA hospital employee for an undergraduate and/or graduate health care career scholarship in your organization's name.
- The NHA will disseminate through its annual scholarship program with your organization's scholarship incorporated in the NHA scholarship brochure.
- The NHA will promote through its media outlets.

# SPONSORSHIP LEVELS

## Silver Affiliate Membership - \$7,000

### BENEFITS YOU RECEIVE:

- One-time new membership announcement on NHA website home page spotlight for 30 days.
- Company logo for six months on the NHA website with link to your company’s website.
- Company listing on NHA website Affiliate Member page with link to your company website.
- Company listing in the NHA Nebraska Health Care Resource Directory, including a brief company description and key contact.
- Quarter page ad in the NHA Nebraska Health Care Resource Directory.
- Company listing in the NHA Member Value Report.
- Subscription to *Healthier Nebraska*, a quarterly health care news magazine delivered to hospitals, trustees, legislators and other health care stakeholders in Nebraska.
- Opportunity to submit one article annually about your company to be included in *Healthier Nebraska* magazine.
- Subscription to NHA’s electronic newsletters.
- Member rate to attend NHA educational programs and events.
- Silver sponsor ribbon on name badge at each NHA meeting attended.
- Opportunity to submit an education presentation Request for Proposal (RFP) for consideration for various NHA educational events. RFPs are reviewed by the NHA Education Advisory Group to determine selection.

### NHA ANNUAL CONVENTION & TRADE SHOW

- Trade Show exhibit booth at the largest health care trade show in Nebraska. Includes your company’s information listed in Convention book.
- Silver sponsor listing with your company’s logo in NHA Convention registration book on sponsor page.
- Silver sponsor listing on the NHA website with link to your company’s website.
- Silver sponsor listing on sponsor banner throughout Convention.
- Quarter page ad in the Convention registration book.
- Complimentary registrations for two company representatives to attend the NHA Convention programs.

### NHA SPRING FORUM

- Complimentary registrations for two company representatives to attend the forum.
- Complimentary registrations for two company representatives to participate in welcome reception.
- Complementary exhibit space.
- Company recognition in the registration brochure and event signage.
- Company recognition on the NHA Spring Forum web page with link to your website.

### SPONSORSHIP OF HEALTH CARE CAREER SCHOLARSHIP (OPTIONAL)

- Sponsor a NHA hospital employee for an undergraduate and/or graduate health care career scholarship in your organization’s name.
- The NHA will disseminate through its annual scholarship program with your organization’s scholarship incorporated in the NHA scholarship brochure.
- The NHA will promote through its media outlets.

# SPONSORSHIP LEVELS

## Bronze Affiliate Membership - \$5,000

### BENEFITS YOU RECEIVE:

- One-time new membership announcement on NHA website home page spotlight for 30 days.
- Company listing on NHA website Affiliate Member page with link to your company website.
- Company listing in the NHA Nebraska Health Care Resource Directory, including a brief company description and key contact.
- Eighth page ad in the NHA Nebraska Health Care Resource Directory.
- Company listing in the NHA Member Value Report.
- Subscription to *Healthier Nebraska*, a quarterly health care news magazine delivered to hospitals, trustees, legislators and other health care stakeholders in Nebraska.
- Opportunity to submit one article annually about your company to be included in *Healthier Nebraska* magazine.
- Subscription to NHA’s electronic newsletters.
- Bronze sponsor ribbon on name badge at each NHA meeting attended.
- Member rate to attend NHA educational programs and events.
- Opportunity to submit an education presentation Request for Proposal (RFP) for consideration for various NHA educational events. RFPs are reviewed by the NHA Education Advisory Group to determine selection.

### NHA Annual Convention & Trade Show

- Trade Show exhibit booth at the largest health care trade show in Nebraska. Includes your company’s information listed in Convention book.
- Bronze sponsor listing with your company’s logo in NHA Convention registration book on sponsor page.
- Bronze sponsor listing on the NHA website with link to your company’s website.
- Bronze sponsor listing on sponsor banner throughout Convention.
- Eighth page ad in the Convention registration book.
- Complimentary registration for one company representative to attend the NHA Convention programs.

### NHA Spring Forum

- Complimentary registrations for one company representative to attend the forum.
- Complimentary registrations for one company representative to participate in welcome reception.
- Complementary exhibit space.
- Company recognition in the registration brochure and event signage.
- Company recognition on the NHA Spring Forum web page with link to your website.

### Sponsorship of Health Care Career Scholarship (optional)

- Sponsor a NHA hospital employee for an undergraduate and/or graduate health care career scholarship in your organization’s name.
- The NHA will disseminate through its annual scholarship program with your organization’s scholarship incorporated in the NHA scholarship brochure.
- The NHA will promote through its media outlets.

### ANY LEVEL OF AFFILIATE MEMBERSHIP HAS THE OPPORTUNITY TO CHOOSE FROM MANY ADDITIONAL SPONSORSHIPS AT THE NHA ANNUAL CONVENTION:

- |  |                                 |                               |
|--|---------------------------------|-------------------------------|
| • NHA Convention mobile app and banner ads | • Trade Show Luncheon           | • Advertising                 |
| • The Caring Kind Awards Luncheon          | • NHA Awards Banquet            | • Convention Charging Station |
| • Networking Luncheon                      | • Keynote and Breakout Sessions | • Breaks                      |
|  | • Trade Show Exhibitor space    | • Convention WIFI             |



# SPONSORSHIP LEVELS

## Partner Affiliate Membership - \$1,500

### BENEFITS YOU RECEIVE:

- One-time new membership announcement on NHA website home page spotlight for 30 days.
- Company listing on NHA website with link to your website.
- Company listing in the NHA Nebraska Health Care Resource Directory, including a brief company description and key contact.
- Company listing in the NHA Member Value Report.
- Subscription to *Healthier Nebraska*, a quarterly health care news magazine delivered to hospitals, trustees, legislators and other health care stakeholders in Nebraska.
- Subscription to NHA's electronic newsletters.
- Member rate to attend NHA educational programs and sponsor events.
- Opportunity to submit an education presentation Request for Proposal (RFP) for consideration for various NHA educational events. RFPs are reviewed by the NHA Education Advisory Group to determine selection.
- Sponsor ribbon on name badge at each NHA meeting attended.
- Partner Affiliate Members also have the opportunity to purchase an advertisement for inclusion in the NHA Resource Directory and the NHA Convention book for an additional fee (member rates).

### SPRING FORUM & ANNUAL CONVENTION TRADE SHOWS

- Listing as Partner Affiliate Member in NHA Convention book.
- Partner Affiliate Members have the opportunity to purchase an exhibitor booth to participate in the Spring Forum and the Annual Convention Trade Shows for an additional fee of \$1,000 per event as space allows (first come, first served). If you choose not to become an Partner Affiliate Member and still would like to participate in the Convention Trade Show, you may purchase an exhibitor booth for \$2,500 if space is available. Exhibit space is limited and priority is given to Platinum, Gold, Silver and Bronze Affiliate Members, as their benefits packages each include exhibitor space.

### SPONSORSHIP OF HEALTH CARE CAREER SCHOLARSHIP (OPTIONAL)

- Sponsor a NHA hospital employee for an undergraduate and/or graduate health care career scholarship in your organization's name.
- The NHA will disseminate through its annual scholarship program with your organization's scholarship incorporated in the NHA scholarship brochure.
- The NHA will promote through its media outlets.

### SOMETHING TO CONSIDER

If you choose to become a Partner Affiliate Member, note that a Bronze Affiliate Membership includes an exhibitor booth at both Spring Forum and the Annual Convention events, along with many more benefits for only \$3,500 more (exhibit space at each NHA event is \$1,250 for Partner Level Affiliates). Silver Affiliate Membership includes an exhibitor booth along with **even more** benefits. Contact Heather Bullock at (402) 724-8148 or email hbullock@nebraskahospitals.org.

## REQUEST FOR PROPOSALS

As a member of the NHA Affiliate Membership Program, you have the opportunity to submit a Request for Proposal (RFP) to present an educational session to the NHA membership during the calendar year. This is NOT a guarantee that the submitted proposal will be accepted and incorporated into the year's educational offerings. Presentation topics proposed must be of interest to our members and in line with our mission. There are no honorariums or travel expenses paid for education presentations.

All proposals are reviewed by the NHA Research and Educational Foundation's Education Advisory Group for final determination of acceptance. This group consists of a cross-section of individuals from NHA member hospitals including CEOs, CFOs, DONs, human resource and education staff, as well as management and clinical staff from across the state. The Advisory Group makes selections based upon programming they feel will be the most targeted, timely and beneficial in addressing the educational needs of hospitals during the year.

We are looking for new and innovative educational offerings/speakers for a variety of venues:

- Full day, stand-alone educational sessions.
- Half day, stand-alone educational sessions.
- Breakout presentations at the NHA Annual Convention and NHA Spring Forum.
- Webinar presentations for NHA members and/or hospitals in other states across the country via a network of the 50 state hospital associations.

# Events & Programs

## ADVOCACY DAY (MARCH 15, 2023 - CORNHUSKER MARRIOTT, LINCOLN)

To accomplish its mission and serve its members, the NHA proactively positions itself as the most respected, knowledgeable and influential resource for the development of health care policy by providing strong leadership, communicating effectively and strategically collaborating with policymakers, NHA members and other stakeholders. NHA Advocacy Day is a half-day workshop designed to provide hospital CEOs, advocacy team members, trustees, key hospital staff, state senators and their staff, leaders of HHS and other state health care advocates with important information about state and federal legislative issues. The event culminates at a luncheon with Nebraska's state senators. The event is held annually in the spring during the Legislative session.

## SPRING FORUM (MAY 24-25, 2023 - YOUNES CONFERENCE CENTER, KEARNEY)

The NHA Spring Forum is a smaller annual event than the Annual Convention and has historically been targeted at the C-Suite at Critical Access Hospital member hospitals. This event is held in conjunction with the summer meeting of the Nebraska Chapter of the Healthcare Financial Management Association (HFMA). The Spring Forum includes individualized tracks of education for CEOs, CFOs and HR.

## ANNUAL CONVENTION & TRADE SHOW (OCTOBER 25-27, 2023 - EMBASSY SUITES, LA VISTA)

The NHA Annual Convention is the largest gathering of health care professionals in the state and brings together hundreds of health care professionals to gain insight on leadership, new technology and industry trends, quality excellence and human motivation. Health care professionals network with business colleagues and make contacts at the trade show. With more than 100 exhibitors, this is your BEST opportunity to network and make contacts with health care decision makers from across Nebraska at one exciting event! The Convention features keynote sessions by nationally known speakers and individual breakout meetings conducted by a variety of professional membership groups. The NHA Annual Convention offers more than a dozen sponsorship opportunities other than the trade show to promote your company's expertise. The event is held annually in the fall.

## LEADERSHIP INSTITUTE (YEAR-LONG PROGRAM)

In our commitment to strengthen and promote the leadership skills of Nebraska hospital employees, the NHA Research and Educational Foundation developed the NHA Leadership Institute in 2004. The NHA Leadership Institute provides up-and-coming leaders within hospitals the necessary skills to become exceptional leaders and puts them on the pathway to senior management positions. Experts from the Bellevue University Corporate Learning Department serve as faculty for the Leadership Institute. Each year, approximately 40 health care professionals from across Nebraska come together for a year-long program designed to instruct, inspire and invigorate. Participants establish peer-to-peer connections and lifelong bonds with classmates and faculty.

## CONNECT WITH NEBRASKA HOSPITALS

We pride ourselves in keeping the most updated information on our member hospitals. On our website, we include each member hospital's website address, mailing address, phone number and CEO name. When staff changes are announced for a member hospital, we are notified and we update our databases accordingly and announce in our weekly e-newsletter, Newslink.

If you are looking to send out targeted mailings to our member hospitals, please contact Heather Bullock, executive office & events manager, at (402) 742-8148 or hbullock@nebraskahospitals.org, to discuss opportunities for us to help.

# NHA Annual Convention Marketing Samples

With hundreds of attendees, the NHA Annual Convention provides optimal exposure for your company in many ways!



NHA Annual Convention book

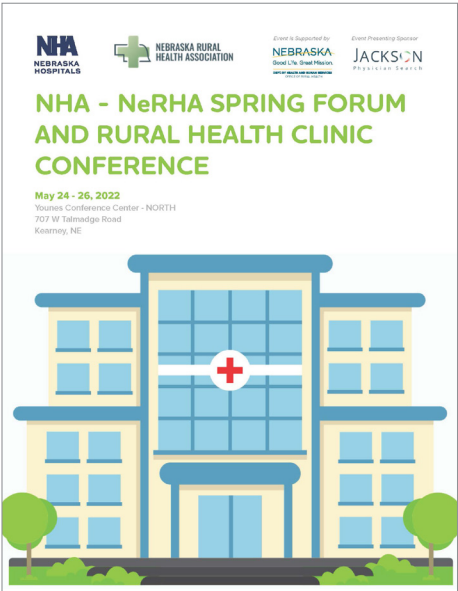


Exhibit booth at largest health care trade show in Nebraska

Sponsorship of keynote speaker, breakout session, etc.



# NHA Spring Forum Marketing Samples



NHA Spring Forum brochure





## Samples of Other Benefits

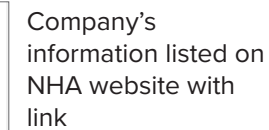


Company listing included



1/8 page ads

nebraskahospitals.org | Page 2



**2022 Member Value Report**  
THE TRUSTED VOICE AND INFLUENTIAL ADVOCATE OF  
HEALTH CARE IN NEBRASKA.



Sponsorship recognition on signage, marketing materials and website

AFFILIATE MEMBERSHIP BENEFITS AT-A-GLANCE

Benefits received based on membership level:

|   | PLATINUM                              | GOLD                                 | SILVER          | BRONZE         | PARTNER                |
|---|---------------------------------------|--------------------------------------|-----------------|----------------|------------------------|
| One-time new membership announcement on NHA website home page spotlight for 30 days.  |                                       |                                      |                 |                |                        |
| Company listing on NHA website with link to your company website.   |                                       |                                      |                 |                |                        |
| Company listing in NHA Nebraska Health Care Resource Directory, including a brief company description and key contact.                          |                                       |                                      |                 |                |                        |
| Ad in NHA Nebraska Health Care Resource Directory.  | Full page ad - preferential placement | 1/2 page ad - preferential placement | 1/4 page ad     | 1/8 page ad    | ad can be purchased    |
| Company listing in the NHA Member Value Report.   |                                       |                                      |                 |                |                        |
| Subscription to Healthier Nebraska, a quarterly health care news magazine delivered to hospitals, trustees, legislators and other stakeholders. |                                       |                                      |                 |                |                        |
| Subscription to the NHA's electronic newsletters: Newslink, Legislature Lately and e-Bulletin.  |                                       |                                      |                 |                |                        |
| Member rate to attend NHA educational programs and events.  |                                       |                                      |                 |                |                        |
| Sponsor ribbon on name badge at each NHA meeting attended.  |                                       |                                      |                 |                |                        |
| Opportunity to submit an education presentation Request for Proposal for consideration for various NHA educational events.                      |                                       |                                      |                 |                |                        |
| Opportunity to submit one article about your company to be included in Healthier Nebraska magazine.   |                                       |                                      |                 |                |                        |
| Company logo on the NHA home page with link to your company's website.  | Permanent                             | Permanent                            | 6 months        |                |                        |
| Sponsorship of health care career scholarship (optional)  |                                       |                                      |                 |                |                        |
| NHA ANNUAL CONVENTION & TRADE SHOW  |                                       |                                      |                 |                |                        |
| Company listing in NHA Convention registration book as an NHA Affiliate Member.   |                                       |                                      |                 |                |                        |
| Sponsor level listing in NHA Convention registration book on sponsor page.  |                                       |                                      |                 |                |                        |
| Trade Show booth. Includes your company's information listed in Convention registration book.   | preferential placement                | preferential placement               |                 |                | booth can be purchased |
| Ad in NHA Convention registration book.   | Full page ad                          | 1/2 page ad                          | 1/4 page ad     | 1/8 page ad    | ad can be purchased    |
| Complimentary registration for company representative(s) to attend the NHA Convention.  | 4 registrations                       | 3 registrations                      | 2 registrations | 1 registration |                        |
| Sponsor level listing on the NHA website with link to your company's website.   |                                       |                                      |                 |                |                        |
| Sponsor level listing on welcome banner throughout Convention.  |                                       |                                      |                 |                |                        |
| Sponsorship of a coffee break or continental breakfast at NHA Convention.   | Wednesday coffee breaks               | Friday continental bkfst             |                 |                |                        |
| Opportunity to join members of the NHA board of directors at their dinner prior to NHA Convention for company representative.                   | 2 representatives                     | 1 representative                     |                 |                |                        |
| Exclusive sponsorship of one keynote speaker.   |                                       |                                      |                 |                |                        |
| NHA SPRING FORUM  |                                       |                                      |                 |                |                        |
| Complimentary registration for company representative(s) to attend the meeting.   | 4 registrations                       | 3 registrations                      | 2 registrations | 1 registration |                        |
| Complimentary registration for company representative(s) to participate in welcome reception.   | 4 registrations                       | 3 registrations                      | 2 registrations | 1 registration |                        |
| Exhibit space.  |                                       |                                      |                 |                | space can be purchased |
| Recognition in the registration brochure and event signage.   |                                       |                                      |                 |                |                        |
| Recognition on Spring Forum web page including link to company website  | logo included                         | logo included                        | logo included   |                |                        |
| Sponsorship of one Spring Forum speaker. Company logo included in event brochure.   |                                       |                                      |                 |                |                        |
| NHA ADVOCACY DAY  |                                       |                                      |                 |                |                        |
| Sponsorship of NHA Advocacy Day   | sponsorship included                  | sponsorship included                 |                 |                |                        |
| Verbal recognition during program.  |                                       |                                      |                 |                |                        |
| Recognition in registration brochure, event signage and in materials handed out at event.   |                                       |                                      |                 |                |                        |
| Recognition on the NHA Advocacy Day web page.   | 2 registrations                       | 1 registration                       |                 |                |                        |
| Complimentary registration for company representative.  |                                       |                                      |                 |                |                        |
| NHA LEADERSHIP INSTITUTE  |                                       |                                      |                 |                |                        |
| Sponsorship of the NHA Leadership Institute.  |                                       |                                      |                 |                |                        |
| Recognition in registration brochure and other Leadership Institute marketing materials.  |                                       |                                      |                 |                |                        |
| Company logo on Leadership Institute web page with link to your website.  |                                       |                                      |                 |                |                        |

Colored boxes indicate what benefits each level receives.

Sponsorship available for purchase



