

Convention Bookstore Sponsor \$1,000

Convention attendees will have the opportunity to purchase books written by this year’s keynote speakers, the 2014 “One Book One Hospital” program titles and other health care administration books.

- Full color poster 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.
- Company listing on the NHA Convention Web page with link to company website.
- Participation in the Thursday Sponsors’ Social.

Convention Portfolio \$850

Each convention attendee is provided with a durable portfolio of convention materials.

- Company logo printed on portfolio.
- Eighth page ad in Convention registration book.
- Company listing in Convention registration book.
- Company listing on the NHA Convention Web page with link to company website.
- Participation in the Thursday Sponsors’ Social.

Literature Distribution \$450

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

Advertising

All companies and organizations are welcome to advertise in the NHA 2013 Annual Convention registration book. When you advertise in NHA publications, your message is seen by many Nebraska health care decision makers. Advertising is included in select sponsorships, but can also be purchased separately. If you are selecting a sponsorship which 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 enclosed Registration Form for advertising rates and specifications.



3255 Salt Creek Circle, Suite 100
Lincoln NE 68504
(402) 742-8140 • Fax: (402) 742-8191
Laura J. Redoutey, FACHE, President
www.nhanet.org

SPONSORSHIP, EXHIBITOR
& ADVERTISING GUIDE

86th NHA Annual Convention & Trade Show

October 23-25, 2013 | Embassy Suites - La Vista, NE



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: chief executive officers, chief financial officers, chief operating officers, chief nursing officers, human resource managers, purchasing, marketing, IT and safety/quality managers and many others.

The NHA Annual Convention Trade Show will be held Thursday, October 24 in the Windsor Ballroom of Embassy Suites in La Vista. Trade Show hours are 11:30 a.m.-1:30 p.m. and again from 5-7 p.m. Vendors are not expected to be at their booths from 1:30-5:00 p.m. For maximized exposure, the Sponsors' Social will be held during the Trade Show from 5-7 p.m., featuring a cash bar and a variety of delicious hors d'oeuvres.

This is your BEST opportunity to meet health care executives from across Nebraska at one exciting event! Please see the sponsorship opportunities available to you in order to meet your organization's marketing goals and budget. Please select your sponsorship, trade show and advertising choice, **complete the enclosed registration form and mail with payment by June 21, 2013** to:

Nebraska Hospital Association
c/o Heather Bullock, Member Services & Events Manager
3255 Salt Creek Circle, Suite 100
Lincoln, NE 68504-4778
Fax: (402) 742-8191

If you are interested in becoming a Platinum, Gold, Silver or Bronze sponsor of the NHA Annual Convention, you may do so by applying for NHA Upper Level Affiliate Membership. To learn more about the Affiliate Membership Program and to download an application form, visit www.nhanet.org/resources/affiliate.members.htm

NHA Convention "App"ortunities

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

Our convention App engages attendees for nearly 90 days before, during and after the convention. This opportunity gives you maximum, high-quality exposure to more than 800 attendees.



Convention App Sponsorship (1 available) **\$1,500**

- Leading up to the convention, email sent to over 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.
- Your personalized key message "alert" sent once Wednesday and during each session of the trade show on Thursday.
- The app is branded with your organization's logo, contact information and banner advertisement.
- Eighth 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.

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

- Exclusive sponsorship of Friday's awards luncheon honoring hospital employees including: Excellence in Service, Trustee of the Year, Quest for Excellence, Caring Kind award recipients, and Leadership Institute graduates.
- Company logo prominently displayed during luncheon on event signage.
- Convention registration to NHA programs for two company representatives.
- Full page ad in the Convention registration book.
- Company listing in Convention registration book.
- Company listing on the NHA Convention Web page with link to company website.
- Participation in the Thursday Sponsors' Social.

Chairman's Reception **\$3,000**

- Exclusive sponsorship of opening night reception.
- Company logo prominently displayed during social reception on event signage.
- Poster and table tents identifying your company as the Chairman's Reception sponsor.
- Convention registration to NHA programs for two company representatives.
- Full page ad in Convention registration book.
- Company listing in Convention registration book.
- Company listing on the NHA Convention Web page with link to company website.
- Participation in the Sponsors' Social on Thursday.

Trade Show Lunch **\$3,000**

- Exclusive sponsorship of the Thursday Trade Show lunch provided to all attendees.
- Company logo prominently displayed on event signage.
- Exhibitor space at Thursday Trade Show and participation in Sponsors' Social.
- Full page ad in the Convention registration book.
- Company listing in Convention registration book.
- Company listing on the NHA Convention Web page with link to company website.

Wednesday Networking Lunch **\$2,500**

- Exclusive sponsorship of the Wednesday Networking Lunch, which will allow Wednesday session attendees with the opportunity to introduce themselves through networking and discussion of issues/ideas.
- Complimentary admission for two company representatives to attend the Networking Lunch.
- Company logo prominently displayed on networking lunch signage.
- Half page ad in the Convention registration book.
- Company listing in Convention registration book.
- Company listing on the NHA Convention Web page with link to company website.
- Participation in the Sponsors' Social.

Breakout Session Block Sponsor **\$2,000**

- Sponsorship of one breakout session block. (5 available)
- Company logo prominently displayed on session signage.
- Half page ad in Convention registration book.
- Free Convention registration to NHA programs for one company representative.
- Company listing in Convention registration book.
- Company listing on the NHA Convention Web page with link to company website.
- Participation in the Thursday Sponsors' Social.

Women's Leadership Luncheon **\$2,000**

- Exclusive sponsorship of the Thursday Women's Leadership Luncheon.
- Complimentary admission for two company representatives to attend 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.
- Company listing on the NHA Convention Web page with link to company website.
- Participation in the Thursday Sponsors' Social.

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, October 23.
- Company brochures and business cards prominently displayed during break hours.
- Quarter page ad in the Convention registration book.
- Company listing in Convention registration book.
- Company listing on the NHA Convention Web page with link to company website.
- Participation in the Thursday Sponsors' Social.

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, October 24.
- Company brochures and business cards prominently displayed during break hours.
- Quarter page ad in the Convention registration book.
- Company listing in Convention registration book.
- Company listing on the NHA Convention Web page with link to company website.
- Participation in the Thursday Sponsors' Social.

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, October 25.
- Company brochures and business cards prominently displayed during break hours.
- Eighth page ad in the Convention registration book.
- Company listing in Convention registration book.
- Company listing on the NHA Convention Web page with link to company website.
- Participation in the Thursday Sponsors' Social.

Trade Show Exhibitor **\$1,000 members** **\$1,250 non-members**

The NHA Annual Convention Trade Show will be held on Thursday, October 24 at Embassy Suites in La Vista. Trade Show hours are 11:30 a.m.-1:30 p.m. and again from 5-7 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 5-7 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 trade show 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, name, address, phone, website, company description, URLs, etc.
- Exhibitor listings stay on attendees' smartphones or devices long after the convention is over.

NHA 2013 ANNUAL CONVENTION

October 23-25, 2013 • Embassy Suites - La Vista

SPONSORSHIP, EXHIBITOR & ADVERTISING COMMITMENT FORM

Deadline: June 21, 2013

SPONSORSHIP SELECTION

- ☐ Convention App - \$1,500*
- ☐ Convention App Rotating Banner Ad - \$250
- ☐ Caring Kind Luncheon - \$4,000*
- ☐ Chairman's Reception - \$3,000*
- ☐ Wednesday Networking Lunch - \$3,000*
- ☐ Trade Show Lunch - \$3,000*
- ☐ Breakout Session Block Sponsor - \$2,000*
- ☐ Women's Leadership Luncheon - \$2,000*
- ☐ Wednesday Breaks - \$1,500*

- ☐ Thursday Breaks - \$1,500*
- ☐ Friday Break - \$1,000*
- ☐ Bookstore - \$1,000*
- ☐ Convention Portfolio - \$800
- ☐ Literature Distribution - \$450
- ☐ Trade Show Exhibitor ♦ - \$1,000 members
\$1,250 non-members
- ☐ Convention App Enhanced Exhibitor Listing - \$50

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

♦ Trade Show Exhibit Space Cancellation Policy

If written notice of trade show exhibit space cancellation is received by the Association on or before August 23, 2013, a full refund less a \$100 administrative fee will be made. If written notice of cancellation is received after September 13, 2013, no refund will be made and any outstanding balance will be due the Association.

ADVERTISING SPECIFICATIONS

		Affiliate Member	Non-Member
<input type="checkbox"/> Full page.....	11.25" (w) x 8.5" (h)	\$1,000.....	\$1,250
<input type="checkbox"/> Half page	5.5" (w) x 8.5" (h)	\$650.....	\$850
<input type="checkbox"/> Quarter page	5.5" (w) x 4.25" (h)	\$450.....	\$550
<input type="checkbox"/> Eighth page	2.75" (w) x 4.25" (h)	\$300.....	\$400

Note: The publication size is 9 x 12 with no bleed. Ad dimensions are different than the NHA Health Care Resource Directory.

All ads must be:

- High resolution (300 dpi or higher)
- Black and white
- Correct size of ad specified
- Sent on CD/DVD or e-mailed as a AI, EPS, PDF, JPEG or TIFF

Please include:

- All native files, font, graphics used—including those used in illustration program files. Make PDFs high resolution with fonts embedded.
- Which platform, program and version of the program in which the ad was created.

If you have any questions about sponsorship opportunities, please contact Heather Bullock, Member Services & Events Manager, at (402) 742-8148. If you have questions about advertising specifications, contact Kim Larson, Director of Marketing, at (402) 742-8143 or klarson@nhanet.org.

(over)

SPONSORSHIP, EXHIBITOR & ADVERTISING COMMITMENT FORM

CONTACT INFORMATION

Sponsor Company Name _____

Contact Person & Title _____

Address _____

City, State, Zip _____

Phone _____ Fax _____ E-mail _____

PAYMENT INFORMATION

Sponsorship \$ _____

Trade Show Exhibitor \$ _____

Advertising \$ _____

Registration Total \$ _____

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

☐ Pay by credit card: ☐ Visa ☐ MasterCard

Name on Card: _____

Credit Card #: _____

Expiration Date: _____

Signature: _____

SIGN HERE!

This form serves as your sponsorship, trade show 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 June 21, 2013 to:

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

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

NHA Nebraska
Hospital
Association

The influential voice of Nebraska's hospitals