

99TH NHA ANNUAL CONVENTION & TRADE SHOW

SPONSORSHIP, EXHIBITOR & ADVERTISING GUIDE

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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 2026 Annual Convention will be held October 21-23, 2026.

The NHA Annual Convention Trade Show is Thursday, October 22nd in the Windsor Ballroom of Embassy Suites La Vista Conference Center. For maximized exposure, boxed lunches and the Sponsors' Social are held inside the Trade Show.

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, and send the completed enclosed registration form by [August 28, 2026](#).

If you have questions or want to learn about the benefits of the NHA Affiliate Membership Program, please contact [Heather Bullock](#).

CHOOSE FROM A VARIETY OF WAYS TO PROMOTE YOUR COMPANY AND SIGN-UP TODAY!

PRESENTING PARTNER

\$15,000

- Exclusive Presenting Partner of the NHA Annual Convention.
- Opportunity to welcome attendees with brief opening remarks. Verbal recognition from NHA each day of the Convention.
- Premium trade show exhibitor booth location.
- Prominent logo placement on Convention marketing materials, event signage, and attendee name badges.
- Five (5) full Convention registrations (a \$3,395+ value).
- Full-page advertisement in the Convention brochure.
- Sponsor recognition in the event brochure, website, social media, and newsletter promotions.
- Invitation to the Thursday Sponsors' Social.

KEYNOTE SESSION SPONSOR

(3 AVAILABLE)

\$12,000

- Exclusive sponsorship of one keynote session.
- Opportunity to introduce the keynote speaker.
- Five (5) all-inclusive Convention registrations (a \$3,395+ value).
- Full-page advertisement in the Convention brochure.
- Sponsor recognition in the event brochure, website, social media, and newsletter promotions.
- Invitation to participate in the Thursday Sponsors' Social.

GENERAL SESSION SPONSOR

(2 AVAILABLE)

\$10,000

- Exclusive sponsorship of one General Session.
- Opportunity to introduce the session speaker(s).
- Five (5) all-inclusive Convention registrations (a \$3,395+ value).
- Full-page advertisement in the Convention brochure.
- Sponsor recognition in the event brochure, website, social media, and newsletter promotions.
- Invitation to participate in the Thursday Sponsors' Social.

TRADE SHOW EXPERIENCE SPONSOR **\$6,500**

- Company logo prominently displayed on tradeshow signage.
- Exhibitor booth in the Trade Show.
- Feature on every bingo card provided to attendees and opportunity to assist NHA staff draw bingo winners.
- Two (2) complimentary Convention registrations.
- Half-page advertisement in the Convention brochure.
- Sponsor recognition in the Convention brochure, Convention website, social media, and newsletter promotions.
- Invitation to participate in the Thursday Sponsors' Social.

EVENT EMAILS SPONSOR

\$3,500

- Sponsorship of eight (8) of the NHA Annual Convention event emails before and after the event.
- Company logo displayed on event emails.
- One (1) complimentary convention registration.
- Quarter-page advertisement in the Convention brochure.
- Sponsor recognition in the event brochure, website, social media, and newsletter promotions.
- Invitation to participate in the Thursday Sponsors' Social.

LANYARD SPONSOR

\$3,500

- Company logo displayed alongside NHA logo on event lanyards.
- One (1) complimentary Convention registration.
- Quarter-page advertisement in the Convention brochure.
- Sponsor recognition in the event brochure, website, social media, and newsletter promotions.
- Invitation to participate in the Thursday Sponsors' Social.

REFRESHMENT STATION SPONSOR

(2 AVAILABLE)

\$3,500

- Sponsorship of the refreshment station for one full day of the Convention (Wednesday/Friday OR Thursday).
- Company logo displayed at the refreshment station.
- Opportunity to display company brochures during the sponsored break.
- One (1) complimentary Convention registration.
- Quarter-page advertisement in the Convention brochure.
- Sponsor recognition in the event brochure, website, social media, and newsletter promotions.
- Invitation to participate in the Thursday Sponsors' Social.

WI-FI LOGIN SPONSOR

\$3,500

- Company name featured as the event Wi-Fi network name.
- Company logo displayed on Wi-Fi instruction cards provided to attendees.
- One (1) complimentary convention registration.
- Quarter-page advertisement in the Convention brochure.
- Sponsor recognition in the event brochure, website, social media, and newsletter promotions.
- Invitation to participate in the Thursday Sponsors' Social.

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PARKING VALIDATION SPONSOR \$3,000

- Company logo displayed on parking validation materials (or parking signage, depending on implementation).
- One (1) complimentary Convention registration.
- Quarter-page advertisement in the Convention brochure.
- Sponsor recognition in the event brochure, website, social media, and newsletter promotions.
- Invitation to participate in the Thursday Sponsors’ Social.

PHOTO BOOTH SPONSOR \$2,500

- Sponsorship of the event photo booth located in the main hall.
- Company logo displayed on photo booth signage.
- One (1) complimentary convention registration.
- Eighth-page advertisement in the Convention brochure.
- Sponsor recognition in the event brochure, website, social media, and newsletter promotions.
- Invitation to participate in the Thursday Sponsors’ Social.

EVENT APP SPONSOR \$2,000

- Sponsorship of the event app for the NHA Annual Convention.
- Company logo displayed on the app home screen.
- One (1) complimentary convention registration.
- Eighth-page advertisement in the Convention brochure.
- Sponsor recognition in the event brochure, website, social media, and newsletter promotions.
- Invitation to participate in the Thursday Sponsors’ Social.

CHARGING STATION SPONSOR \$1,500

- Sponsorship of the convention charging station.
- Company logo displayed on charging station signage.
- One (1) complimentary convention registration.
- Eighth-page advertisement in the Convention brochure.
- Sponsor recognition in the event brochure, website, social media, and newsletter promotions.
- Invitation to participate in the Thursday Sponsors’ Social.

TRADE SHOW EXHIBITOR \$2,475 Partner Level Affiliate Members | \$4,975 Non-Members

The NHA Annual Convention Trade Show will be held on **Thursday, October 22**, with exhibit hours during lunch and the evening Sponsors’ Social. Exhibitors are not expected to staff their booths outside of scheduled trade show hours. Designed to maximize attendee engagement, both boxed lunches and the Sponsors’ Social will take place on the trade show floor, providing valuable networking opportunities with hospital leaders and health care decision-makers from across Nebraska. **Exhibit space is limited** and assigned on a first-come, first-served basis. The NHA reserves preferential booth placement for Affiliate Members and NHA Services Partners. All exhibitors will be recognized in the Convention Guidebook.

ADVERTISING

All organizations are welcome to advertise in the NHA 2026 Annual Convention brochure. When you advertise in NHA publications, your message is seen by many health care decision makers. Advertising is included in select sponsorships, and 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 below for advertising rates and specifications.

ADVERTISING SIZE CHART

Full Page 7.5" (w) x 10" (h)	FULL 7.5" x 10"	1/2 7.5" x 5.25"	1/2 3.75" x 10" 1/4 3.75" x 5" 1/8 3.75" x 2.5" 1/8 3.75" x 2.5"	1/4 3.75" x 5"
Half Page 7.5" (w) x 5.25" (h)				
Quarter Page 3.75" (w) x 5" (h)				
Eighth Page 3.75" (w) x 2.5" (h)				

ADVERTISING DESIGN SPECIFICATIONS

- All ads must be submitted as high-resolution files in one of the following formats: **PDF, EPS, AI, PNG, or JPG**.
- Design files must have a **.25 inch gutter** around outside page border, not between ads.
- Files in other formats or incorrect sizes will be **rejected**, and you will be contacted to resubmit in the correct format and dimensions.
- Please include your company name in the file name (e.g., **ABCCompany-NHA-ad-2025.eps**).
- Submitted files must be high resolution — **300 dpi/ppi or higher is preferred**. Low-resolution files will not be accepted.
- Ads that do not conform to the contracted size might require revision, and you may be **contacted to adjust your ad** to meet specifications. Alternatively, the production department may **enlarge, reduce, or float** the ad at their discretion.
- Ads are accepted in **full color, black and white, or grayscale**.
- For best clarity and readability, use **black text sized at 9 pt or larger**.
- Be sure to embed all fonts or include them with your file if a specific font is required. You may also **rasterize or convert fonts to outlines** to prevent output errors.

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Commitment Form

SPONSOR REQUIREMENTS

Commitment Form Deadline

Email the completed Sponsorship Commitment Form to Heather Bullock, no later than **August 28, 2026** to secure your sponsorship.

Marketing Materials Deadline

All marketing materials (e.g., company logo, advertisement, etc.) must be received no later than **August 28, 2026** to ensure inclusion on conference materials and event promotions. Materials received after this date may not be included in certain conference materials.

Payment Requirement

All sponsorship, exhibitor, and advertising fees must be paid in full prior to the event in order to participate.

CONTACT INFORMATION

Sponsor Company Name _____

Contact Name & Title _____

Address _____

City, State, Zip _____

Phone _____ Email _____

SPONSORSHIP SELECTION

- ☐ Presenting Partner | \$15,000*
- ☐ Keynote Session Sponsor (3 Available) | \$12,000*
- ☐ General Session Sponsor (2 Available) | \$10,000*
- ☐ Trade Show Experience Sponsor | \$6,500*
- ☐ Event Emails Sponsor | \$3,500*
- ☐ Lanyard Sponsor | \$3,500*
- ☐ Refreshment Station Sponsor (2 Available) | \$3,500*
- ☐ Wi-Fi Login Sponsor | \$3,500*
- ☐ Parking Validation Sponsor | \$3,000*
- ☐ Photo Booth Sponsor | \$3,000*
- ☐ Event App Sponsor | \$2,000*
- ☐ Charging Station Sponsor | \$1,500*

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

ADVERTISEMENT SELECTION

- | Member Selections | Non-Member Selections |
|---|---|
| ☐ Full Page \$1,300 | ☐ Full Page \$1,900 |
| ☐ Half Page \$900 | ☐ Half Page \$1,200 |
| ☐ Quarter Page \$700 | ☐ Quarter Page \$1,000 |
| ☐ Eighth Page \$500 | ☐ Eighth Page \$800 |

PAYMENT INFORMATION

Sponsorship \$ _____

Trade Show Exhibitor \$ _____

Advertising \$ _____

Commitment Total \$ _____

TRADE SHOW EXHIBITOR SELECTION

- | Member Selection | Non-Member Selection |
|--|--|
| ☐ Exhibitor \$2,475 | ☐ Exhibitor \$4,975 |

SIGN HERE!

Once reviewed, NHA staff will confirm your sponsorship request, provide payment options, and share instructions for uploading the necessary files. By signing below, you verify this agreement between your company and the Nebraska Hospital Association, and this form will serve as your sponsorship, exhibitor, and advertising contract. Participation is contingent upon all sponsorship, exhibitor, and advertising fees being paid in full prior to the event.

Signature _____ Date _____