

2015 SPONSORSHIP PROSPECTUS

ASHHRA 51st Annual Conference & Exposition

Strategic Leaders for Healthcare's Future

September 19-22, 2015 Orlando, Florida



Contact

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ASHHRA Sponsorship Prospectus

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Sponsorship Level	
a. Platinum	\$30,000 and Up
b. Gold	\$20,000 to 29,999
c. Silver	\$10,000 to 19,999
d. Bronze	\$ 4,000 to 9,999
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Attendees have to arrive early to get a seat at all the general sessions. The keynotes are the driving force.



The learning sessions fill up quickly. Attendees enjoy this portion of the conference most.



The Exposition is another learning opportunity for attendees. The exhibitors have the latest products and services for the health care HR professional.



Overview of Sponsorship Program

Dear Conference Supporter,

Maximize your conference experience by connecting with ASHHRA members and sponsor one of the many conference events, learning sessions and program activities. Each sponsorship offers unique visibility and benefits that are the perfect complement to your 2015 business objectives.

All sponsorships include:

- Recognition in conference materials, on the ASHHRA website and on sponsor signage
- Sponsor ribbons for all booth staff
- Listing in the conference mobile App
- First right of renewal for 2016 sponsorships

NOTE: Additional benefits are available based upon the type and level of sponsorship selected.

Priority points toward 2016 booth selection

Become a sponsor and accumulate points to be positioned for premium booth selection at next year's conference in Grapevine, Texas. Sponsor selections are chosen by a drawing. Each level has a separate drawing with priority given to level 6 down to level 1. Everyone who chooses to participate has a chance of being selected.

Sponsorship Level	Sponsorship Investment	# of Points
Level 6	\$25,000 and up	6 points
Level 5	\$20,000 - \$24,999	5 points
Level 4	\$15,000 - \$19,999	4 points
Level 3	\$10,000 - \$14,999	3 points
Level 2	\$5,000 - \$9,999	2 points
Level 1	\$3,000 - \$4,999	1 point

Other Sponsorship Opportunities

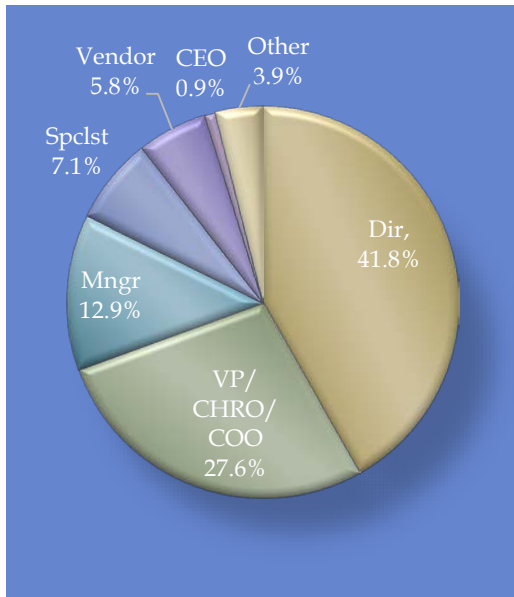
ASHHRA will consider other sponsorship ideas that companies might have, especially if the opportunity relates to attendee education and development, improving attendees' leadership skills, or improving the performance of their organizations.

For more information on sponsorship or advertising opportunities, please contact Ferdinand Libunao, marketing & communications manager | (312) 422-3724 | flibunao@aha.org.



Conference Highlights and Attendee Demographics

Decision Making Level



Areas of Responsibilities

HR Functions Where Attendees Spend their Time	% of Attendees
Employee Relations	45.1%
Administration	44.7%
Compensation and Rewards	40.3%
Recruitment	39.4%
HR Generalist	39.4%
Benefits	36.3%
Org. Devel./Org. Effect.	31.4%
EEO/Affirmative Action/Diversity	30.1%
Workforce Staffing	27%
Training	26.5%
HRIS/HRMS	19%
Labor Relations	15%
Health/Safety/Security	13.3%
Marketing/Communication	5.5%

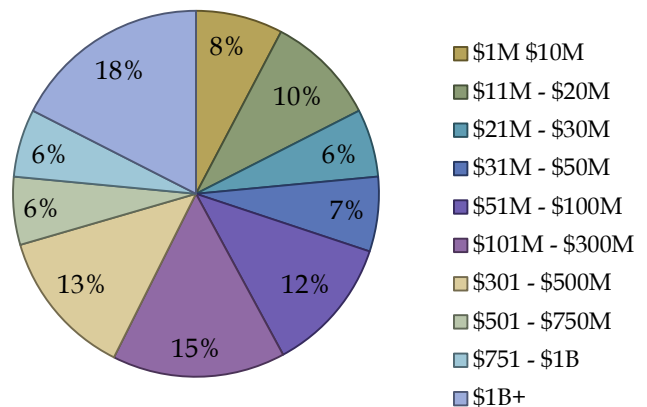
2014 Conference Statistics

- Total Conference Attendees: 700
- Number of Exhibit Booths: 242
- Attendee Feedback:
 - 79% of attendees plan to attend in 2015
 - Overall attendee satisfaction rating of 92%
 - Overall exhibitor satisfaction: 75% rated the show from fair to excellent

2015 Forecast

- Attendance: 1,050
- Attendee Demographics:
 - Health care HR professionals, from managers to CEO level
 - HR department size: 5 – 1500 employees
 - Annual budget: \$5M - \$1B
 - 80% from hospitals, 20% from other health care facilities
- Exhibit Booths: 240

Organization Annual Budget





Mobile App Sponsorship

Conference Mobile App

Sponsorship opportunities are now available for the ASHHRA Conference Mobile Application (App). This is a great attention-grabbing tool! You can display your logo and message on attendees' smart phones and tablets. The App will be available to attendees prior to the conference and accessible after the conference through December 31, 2016.

2014 Statistics

- ✓ 53% of attendees downloaded the App
- ✓ 25% unique users accessed the web App
- ✓ 85% of attendees believed the App was a valuable resource

App Features

- Attendee, exhibitor, and sponsor search
- Banner ads on each screen
- Messaging capability
- Social media alerts via Facebook and Twitter
- Technical support

"Helping you make your smart phone smarter."

SPLASH SCREEN	SPONSORED ADS	PROMOTED POSTS	PUSH NOTIFICATIONS
Make a splash with attendees! This is the first screen they see each time they open the app! <i>(Exclusive Ad)</i>	Showcase your logo here and get exposure from app users. Link to your company's website. <i>(Four ads available)</i>	Pinned to the top of the activity feed for 30 minutes, like Twitter, send a message to attendees, scheduled in advance	Similar to text but sent in the app, send a message to attendees (140 characters of text)
\$8,000 SOLD	\$1,500 each SOLD	\$300/message +100/add on SOLD	\$200/message +100/add on SOLD





MOBILE APP SPONSORSHIP OPTIONS

Type of Sponsorship	Cost of Sponsorship	Status
Splash Screen (<i>exclusive</i>)	\$8,000	SOLD
Sponsored Ad (<i>4 ads available</i>)	\$1,500	SOLD
Promoted Posted*	\$300	SOLD
Push Notifications*	\$200	SOLD
Stream Twitter feeds on a monitor in common area of conference	Complimentary	
Utilize Search Screen (<i>No action required</i>)	Complimentary	
Get Listed on Sponsors Screen (<i>No action required</i>)	Complimentary	
Technical Support (<i>No action required</i>)	Complimentary	

* Add images and web links for an additional fee.

Additional Information:

1. **How to Order:** Complete the Sponsorship Agreement Form on page 14 and fax or email it to the location indicated on the form.
2. A web version of the mobile App will be available to non-smartphone users.
3. The web version of the App will be available during the conference.





PROGRAM and EVENT SPONSORSHIP OPTIONS

(NOTE: Right of first refusal for sponsorship options is given to last year's sponsors.
Your deadline to make a decision is March 31, 2015.)

PLATINUM SPONSOR			
Sponsorship Item	Sponsor Description	Value	Status
Motivational Breakfast 📢 Approx. Attendance: 600 – 700 Date & Time: Monday, Sept. 21 <i>Morning</i>	During the motivational breakfast, attendees will enjoy a delicious breakfast while listening to a speech that will inspire them to lead.	\$50,000 or two co-sponsors at \$25,000 each	SOLD
Exhibitor and Attendee Appreciation Social 📢 Approx. Attendance: 400 – 600 Date & Time: Sunday, Sept. 20 <i>Late Afternoon</i>	Attendees and exhibitors will meet back in the exhibit hall to relax, visit booths, and socialize after a day of learning and networking. Enjoy light food and drinks with your colleagues and business partners.	\$30,000	SOLD
Closing Ceremony Brunch 📢 Approx. Attendance: 500 – 600 Date & Time: Tuesday, Sept. 22 <i>Morning</i>	In addition to a hearty meal and conference wrap-up, a brief awards ceremony will be held to recognize outstanding ASHHRA members.	\$30,000	SOLD
Chapter Leadership Workshop 📢 Approx. Attendance: 50 – 75 Date & Time: Saturday, Sept. 19 <i>Morning</i>	Meet ASHHRA chapter presidents across the country who are directors and VPs in hospitals and health care facilities, and also facilitate a learning session at this workshop.	\$30,000	SOLD

📢 Denotes speaking opportunity



PROGRAM and EVENT SPONSORSHIP OPTIONS *(continued)*

GOLD SPONSOR			
Sponsorship Item	Sponsor Description	Value	Status
President's Reception 📢 Approx. Attendance: 75 - 100 Date & Time: Saturday, Sept. 19 <i>Evening</i>	A 'by invitation only' event where the ASHHRA board president will meet and greet long-standing corporate partners, supporters, present and past board members and stakeholders.	\$20,000	SOLD
Opening Ceremony 📢 Approx. Attendance: 600 - 700 Date & Time: Sunday, Sept. 20 <i>Morning</i>	Attendees will be challenged to prepare for an evolution in health care HR. Attendees will receive an overview of conference learning sessions, events and exhibits. They will also hear from the dynamic keynote speaker. This is the most highly attended event at the conference.	\$20,000	SOLD
Opening Ceremony Keynote Speaker 📢 Approx. Attendance: 600 - 700 Date & Time: Sunday, Sept. 20 <i>Morning</i>	This is an opportunity for a sponsor to introduce the keynote speaker. Use your 10 minutes to talk about the keynote and take a little of that time to talk about the mission of your organization.	\$20,000	SOLD
Closing Ceremony Keynote Speaker 📢 Approx. Attendance: 500 - 600 Date & Time: Tuesday, Sept. 22 <i>Morning</i>	The sponsor will have the opportunity to introduce the closing ceremony speaker.	\$20,000	SOLD
Conference Welcome Bag <i>Used throughout the conference and beyond</i>	All conference materials will be included in the ASHHRA Conference Welcome Bag, which is packaged in a reusable multi-purpose bag branded with the sponsor's logo.	\$20,000	SOLD

📢 Denotes speaking opportunity



PROGRAM and EVENT SPONSORSHIP OPTIONS *(continued)*

SILVER SPONSOR			
Sponsorship Item	Sponsor Description	Value	Status
WiFi in Registration area and Learning Session rooms Date & Time: Sept. 19 – 22	Expand your brand presence as your company name and logo will be visible throughout the conference as an acknowledgement of your sponsorship. <u>You can specify the wireless network's username and password</u> (i.e., your company name and tagline).	\$15,000	OPEN
Learning Session Beverages & Reusable beverage container Date & Time: Sept. 19 – 22	Enhance your presence at the conference by sponsoring water stations, which will be provided at various locations in between learning session presentations. Your logo will be imprinted on an eco-friendly water bottle placed in each Welcome Bag for extended brand visibility.	\$15,000 or two co-sponsors at \$7,500 ea.	SOLD
Conference Notebook with Schedule of Events Date & Time: Sept. 19 – 22 <i>Used during the conference and beyond</i>	A notebook for attendees to take notes will be included in the conference Welcome Bag. The conference daily schedule and learning sessions will be in the notebook; the sponsor's logo will be placed on the cover and a full page sponsor ad will be strategically bound within the notebook.	\$12,000 Or 2 Co-Sponsors at \$6,000 ea.	SOLD
Badge Holders & Lanyards Date & Time: Sept. 19 – 22 <i>Used throughout the conference</i>	Attendees are required to wear their name badge for the duration of the conference, giving your company's name thousands of impressions.	\$10,000	SOLD
Learning Session Tracks 🗣️ Date & Time: Sept. 20 – 22	Add your company name and logo to a Learning Session Track. Introduce the Learning Session speaker(s) and share a brief overview of your organization (one to two minutes per session). Tracks include <i>HR Delivery, Health Care Business Knowledge, People Strategies, Community Citizenship and Personal Leadership.</i>	\$10,000 ea.	SOLD
Sunrise Yoga for Wellness Date & Time: Sept. 20 – 22	Help conference attendees start the day the right way by sponsoring yoga in the morning.	\$10,000	SOLD

🗣️ Denotes speaking opportunity



PROGRAM and EVENT SPONSORSHIP OPTIONS *(continued)*

BRONZE SPONSOR			
Sponsorship Item	Sponsor Description	Value	Status
<p>Exhibit Hall Lunches (1 or 2) Approx. Attendance: 700 – 800</p> <p>Date & Time: Sept. 20 – 21</p>	<p>During exhibit hours, lunch will be served in the exhibit hall. Use this opportunity to continue the conversations you were having in your booth or simply network with the attendees. Your company's logo will be prominently displayed near the food stations for broad visibility.</p> <p>NEW THIS YEAR: Sponsor exclusively and your company can have a promoted post on the conference mobile app during the entire lunch time. You will also get an EXCLUSIVE ad space on the Passbook to Prizes that can direct attendees to your booth!</p>	<p>\$8,000 ea Or \$16,000 exclusive for each day</p>	<p>1 OPEN</p>
<p>ASHHRA Resource Center (ARC)</p> <p>Date & Time: Sept. 19 – 22 <i>Open throughout the conference</i></p>	<p>It is packed with tools and resources that attendees can view onsite. The ARC is located near the registration area, which is one of the conference's highest traffic areas. You can distribute your company's literature here, too!</p>	<p>\$7,500</p>	<p>SOLD</p>
<p>ASHHRA Charging Station</p> <p>Date & Time: Sept. 19 – 22 <i>Open throughout the conference</i></p>	<p>As attendees download Apps, presentations, and make business calls, their cell phones and tablets often run low on power. While they are powering up their devices, the sponsor has the opportunity to meet the attendees. The station will be branded with the sponsor's logo.</p>	<p>\$7,500</p>	<p>SOLD</p>
<p>Chapter Management Awards</p>	<p>Members from each region of the country will be recognized at the Regional Breakfasts and at the Closing Ceremony for their hard work and commitment to the health care HR profession and their community. This sponsor will underwrite the cost of these awards.</p>	<p>\$7,500</p>	<p>SOLD</p>
<p>Hotel Key Cards</p>	<p>Each time a conference attendee unlocks their door at the Orlando World Center Marriott hotel, they will see the sponsor's logo on the key card.</p>	<p>\$8,000</p>	<p>SOLD</p>
<p>Logo Wear <i>for ASHHRA Staff, Board of Directors, Annual Conference Committee and Host Committee</i></p>	<p>Throughout the conference, these individuals will visibly display your company's logo on their apparel each day while assisting attendees.</p>	<p>\$6,000</p>	<p>SOLD</p>



PROGRAM and EVENT SPONSORSHIP OPTIONS *(continued)*

BRONZE SPONSOR *(continued)*

Sponsorship Item	Sponsor Description	Value	Status
ASHHRA Center for Excellence	The ASHHRA Center for Excellence will be open during exhibit hall hours and serves as the information station for attendees. The sponsor's logo will be imprinted on the booth kick panels and sponsor's literature will be displayed throughout the center.	\$5,000	SOLD
Special Recognition Reception Date & Time: Saturday, Sept. 19 <i>Late afternoon</i>	ASHHRA will recognize new members, first time attendees, mentoring program participants, and new-to-the-profession members immediately following the pre-conference sessions. The sponsor will have the opportunity to deliver the 10-minute welcome at the start of the event.	\$8,000	SOLD
Cyber Café Date & Time: Sept. 19 – 22 <i>Open throughout the conference</i>	The Cyber Café is a very busy place where attendees can check their email, access their social networks or check out the sponsor's website.	\$7,500	SOLD
Regional Breakfasts 📢 Approximate Attendance: 30-50 per region Date & Time: Sunday, Sept. 20 Region 1: CT, ME, MA, NH, RI, VT Region 2: NJ, NY, PA Region 3: DE, DC, KY, MD, NC, VA, WV Region 4: AL, FL, GA, MS, PR, SC, TN Region 5: CAN, IL, IN, OH, WI Region 6: IA, KS, MN, MO, NE, ND, SD Region 7: AR, LA, OK, TX Region 8: AZ, CO, ID, MT, NM, UT, WY Region 9: AK, CA, HI, NV, OR, WA	ASHHRA membership is divided into nine distinct regions. Each region will meet to discuss key issues relating to their region, welcome new members and new conference attendees, as well as honor ASHHRA chapter award recipients. Sponsorship of a breakfast provides your company the opportunity to focus on a regional market.	\$4,000 per region	SOLD
Board of Directors Dinner I 📢 Approximate Attendance: 20 Date & Time: Thursday, Sept. 17 <i>Evening</i>	This is the kick-off dinner to the ASHHRA board meeting. Network with the 2015-2016 board members on a social level.	\$5,000	SOLD
Board of Directors Breakfast 📢 Approximate Attendance: 20 Date & Time: Friday, Sept. 18 <i>Morning</i>	This meeting is designated for ASHHRA board members to talk about the strategic direction of ASHHRA as well as overall conference objectives.	\$4,000	SOLD



🔊 Denotes speaking opportunity

PROGRAM and EVENT SPONSORSHIP OPTIONS *(continued)*

BRONZE SPONSOR <i>(continued)</i>			
Sponsorship Item	Sponsor Description	Value	Status
Board of Directors Lunch 🔊 Approximate Attendance: 20 Date & Time: Friday, Sept. 18	A continuation of the board meeting - designated for ASHHRA board members to talk about fourth quarter strategies year-end goals.	\$4,000	SOLD
Board of Directors Dinner II 🔊 Approximate Attendance: 20 Date & Time: Friday, Sept. 18 <i>Evening</i>	A wrap-up of the board meeting - designated for ASHHRA board members to network and socialize over a meal.	\$5,000	SOLD
Board of Directors Dinner III 🔊 Approximate Attendance: 20 Date & Time: Saturday, Sept. 19	This is the pre-conference kick-off meeting to discuss strategies for conference appointments and meeting personal conference objectives.	\$5,000	SOLD
Coffee Service at Learning Sessions Approximate Attendance: 500-700 Date & Time: Sunday, Sept. 19 <i>Afternoon</i>	ASHHRA conference attendees enjoy their coffee, so help them stay at the top of their game by sponsoring a coffee break during the afternoon learning sessions.	\$5,000	SOLD
Coffee Service at Learning Sessions Approximate Attendance: 500-700 Date & Time: Monday, Sept. 20 <i>Afternoon</i>	ASHHRA conference attendees enjoy their coffee, so help them stay at the top of their game by sponsoring a coffee break during the afternoon learning sessions.	\$5,000	SOLD
Conference Learning Session Evaluation Forms	ASHHRA relies on conference feedback in planning for future conferences. Sponsor the conference evaluation forms and get your logo imprinted on each learning session evaluation form.	\$4,000	SOLD

🔊 Denotes speaking opportunity

NOTES:

1. ASHHRA will consider other sponsorship opportunities, especially if the opportunity relates to attendee education and development, improving their performance as leaders, or improving the performance of their organizations.
2. **'FREE Night' on Monday, Sept. 21** (no sponsored social event). This is an opportunity for companies to hold events and network with attendees. All events must be planned to start after the schedule of events for the day.



SPONSORSHIP BENEFITS IN DETAIL

List chart below outlines the benefits you receive with each sponsorship level. Please note some of the benefits are customized to a specific sponsorship item.

SPONSORSHIP BENEFITS FOR ALL LEVELS		SPONSORSHIP LEVELS			
EVENT SPONSORSHIP BENEFITS	PLT	GLD	SLV	BRZ	
Ten minute speaking opportunity 📢	X				
Five to seven minute speaking opportunity 📢		X			
Three to five minute speaking opportunity 📢			X		
Two to three minute speaking opportunity 📢				X	
Company logo on signage at event entrance	X	X	X	X	
Company logo listed in the onsite program book next to all event sponsorships	X	X	X	X	
Company logo on ASHHRA conference website as soon as the sponsorship is confirmed	X	X	X	X	
Opportunity to distribute company flyer to event attendees	X				
Company photo with ASHHRA leadership and placed on the website following the conference	X	X	X	X	
Company flyer in conference Welcome Bag	X				
Company logo on signage	X	X	X	X	
Opportunity to include your promotional item in Welcome Bag	X				
Company logo on PowerPoint presentations in opening ceremony	X	X	X	X	
Company name and sponsored item in Sponsors section of mobile app	X	X	X	X	
PROGRAM SPONSORSHIP BENEFITS	PLT	GLD	SLV	BRZ	
Company logo on notebook cover (Notebook sponsor(s) only)			X		
Computer equipment at Cyber Café location (Cyber Café sponsor only)			X		
Company logo on conference promo items (Lanyard, Wearable's, Décor and Keycard sponsors only)			X	X	
Opportunity to distribute literature or a promotional item at the back of the room for each session in the track (Learning Session sponsor only)			X		
Acknowledgement of your sponsorship at the beginning of each session within the track (Learning session sponsors only)			X		
Company logo on napkins at lunch (Exhibit Hall lunch, social and President's Reception)			X	X	
Company logo printed on the Welcome Bag (Bag sponsor only)		X			
10 Welcome Bags for your use (Welcome Bag sponsor only)		X			
Company logo printed on select booths (Resource Center, Center for Excellence and Cyber Café)				X	
Company logo on table tents placed at food and beverage stations throughout the exhibit hall (Exhibit Hall Meals sponsor only)		X	X	X	

📢 See the sponsorship options for the specific events that allow an opportunity to speak.



2015 SPONSORSHIP AGREEMENT FORM

To confirm your sponsorship, complete and return the form to the address below.

It is requested that invoices be paid within 30 days after receipt of invoice from ASHHRA.

Sponsorship Selection(s):		Total Sponsorship Amount:
Company Name: (Exactly as you want it to appear in print)		
Booth #:	Phone #:	
Company Contact:		
Title of Contact:		
Mailing Address:		
City:	State:	Zip:
Email:	Website:	
Authorized By:		
Signature:	Date:	

How to submit this form:

By Mail: ASHHRA of the AHA, Attn: Ferdinand Libunao, Marketing & Communications Manager, P.O. Box 75315, Chicago, IL 60675-5315 | **By Fax:** (312) 422-4577 | **By Email:** flibunao@aha.org

Methods of Payment:

By Check:

Please make check payable to ASHHRA of the AHA and mail with a copy of the invoice to:
ASHHRA of the AHA, Attn: Ferdinand Libunao, P.O. Box 75315, Chicago, IL 60675-5315

By Credit Card:

For your security, please return this form to Ferdinand Libunao by fax or email. ASHHRA will then call you for your credit card number. *NOTE: Please do not email or fax your credit card information.*

Terms and Conditions

1. All sponsorships should be paid no later than 30 days after receiving invoice from ASHHRA. After August 10, 2015, all payments must be received by September 10, 2015.
2. The sponsor is responsible for providing ASHHRA with an updated logo and to notify ASHHRA if the logo is revised.
3. No refunds on sponsorships will be given after payment has been received. However, if a cancellation request is made 60 days prior to the start of the conference; the sponsor may carry over the sponsorship dollars into the next year only with no guarantee of securing the same sponsored item.