

ASHHRA 53RD ANNUAL CONFERENCE & EXPOSITION

SEPTEMBER 16 – 19, 2017

SEATTLE, WASHINGTON



Partnering Across
the Continuum of Care

The Changing Role of Healthcare Human Resources



ASHHRA17 CONFERENCE SPONSORSHIP and ADVERTISING

Table of Contents

	Page
• Overview	3
• Conference Highlights and Attendee Demographics	4
• Program and Event Sponsorship Options	5 - 6
• Sponsorship Benefits in Detail	7
• Sponsorship Agreement Form	8
• Advertising Opportunities	9
• Advertising Agreement Form	11

Contact

Ferdinand Libunao
Sr. Manager, Marketing & Communications
(312) 422-3724
flibunao@aha.org
ASHHRA.org/ASHHRA17

American Society for Healthcare Human Resources Administration (ASHHRA)
of the American Hospital Association (AHA)
155 N. Wacker Drive, Suite 400 | Chicago, Ill. 60606
www.ASHHRA.org



Overview

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 2017 business objectives.

All sponsorships include:

- Recognition in conference materials, ASHHRA conference website, conference mobile app and on signage throughout the conference areas
- Sponsor ribbons for all booth staff
- Photo opportunity with ASHHRA leadership
- Recognition on slideshow presentation at general sessions
- First right of renewal for 2018 sponsorships
- Priority points towards 2018 booth selection (*details below*)

Additional benefits are available based upon the type and level of sponsorship selected. Sponsors and advertisers must be exhibitors.

Sponsorship Levels

- I. Platinum: \$30,000 and Up
- II. Gold: \$20,000 to 29,999
- III. Silver: \$10,000 to 19,999
- IV. Bronze: \$4,000 to 9,999

Priority points toward 2018 booth selection

Become a sponsor and accumulate points to be positioned for premium booth selection at next year's conference in Pittsburgh, Pennsylvania. Exhibition is required in order to sponsor or advertise at the annual conference. 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

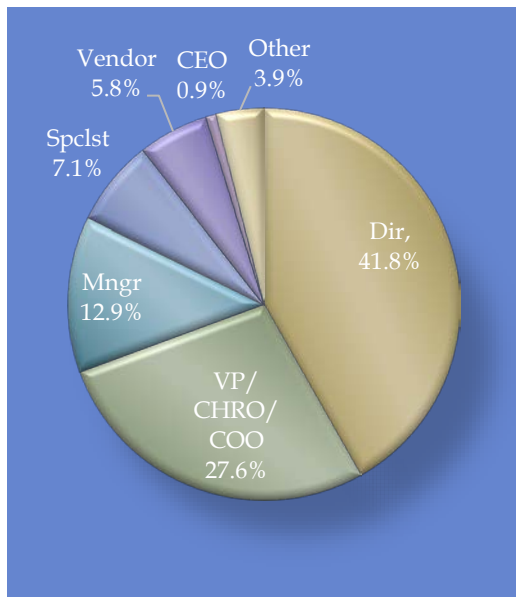
Other Sponsorship Opportunities

ASHHRA will consider other sponsorship ideas not listed in this prospectus, especially if the opportunity relates to attendee education and development, improving attendees' leadership skills, enhancing the attendees' conference experience or improving the performance of their organizations.

For more information on sponsorship or advertising opportunities, please contact Ferdinand Libunao, Senior Manager, Marketing & Communications: (312) 422-3724 | filibunao@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. Developmt./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%

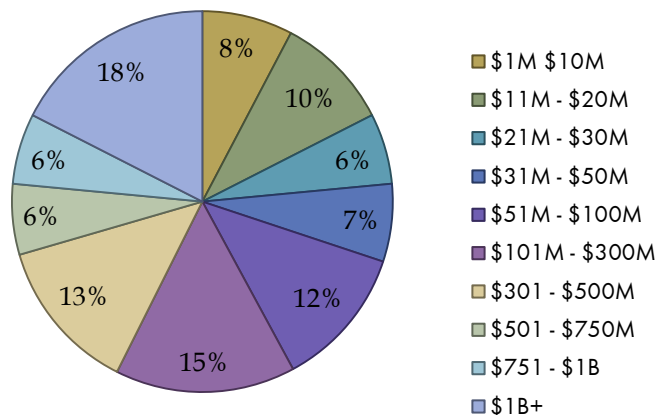
2016 Conference Statistics

- Total Conference Attendees: 756
- Number of Exhibit Booths: 242
- Attendee Feedback:
 - 79% of attendees plan to attend in 2017
 - Overall attendee satisfaction rating of 92%
 - Overall exhibitor satisfaction: 75% rated the show from fair to excellent

2017 Forecast

- Expected Attendance: 700 - 850
- Attendee Demographics:
 - Health care HR professionals, from managers to CEO level
 - HR department size: 5 - 1,500 employees
 - Annual budget: \$5M - \$1B
 - 80% from hospitals, 20% from other health care facilities
- Exhibit Booths: 240

Attendee Organization Annual Budget












For more information on sponsorship or advertising opportunities, please contact Ferdinand Libunao, Senior Manager, Marketing & Communications: (312) 422-3724 | flibunao@aha.org

SPONSORSHIP OPTIONS

Available Exclusively to ASHHRA17 Exhibitors

Right of first renewal is given to last year's sponsors. Deadline to make a decision is Feb. 24, 2017.





SPONSORSHIP / SPONSOR	KEY BENEFITS	VALUE	STATUS
Healthcare Strategy Breakfast 	Address all attendees from main stage during general session.	\$26,000	
Healthcare Strategy Keynote 	Introduce speaker and address all attendees from main stage.	\$26,000	
Closing Ceremony Brunch 	Address all attendees from main stage during general session.	\$26,000	
Closing Ceremony Keynote 	Introduce speaker and address all attendees from main stage.	\$26,000	
Thought Leader Forum 	Gold level sponsorship with pre- and post-conference deliverables, such as recording of session for distribution to ASHHRA members.	\$25,000	
President's Reception 	A 'by invitation only' event hosted by the ASHHRA board president, current and past board members and stakeholders.	\$22,000	
Chapter Leadership Workshop (CLW)  <i>CareerBuilder</i>	Meet ASHHRA chapter presidents and facilitate a learning session at this workshop.	\$30,000	SOLD
Opening Ceremony  <i>Fidelity Investments</i>	Speaker introduction and recognition signs during general session.	\$30,000	SOLD
Opening Ceremony Keynote Speaker  <i>AARP</i>	Speaker introduction and recognition signs during general session.	\$30,000	SOLD
Welcome Bag <i>VALIC</i>	Sponsor logo on Welcome Bag distributed to all attendees.	\$22,000	SOLD
Welcome Reception  <i>Health Forum</i> <i>HealthCareerCenter.com</i>	Socialize with attendees and recognize the Gary Willis Leadership Awardees and New-to-the-Profession Grant recipients. The sponsor has a 10 minute speaking opportunity at the event.	\$20,000	SOLD
Conference WiFi <i>Cielo Healthcare</i>	Sponsor can specify the WiFi password.	\$15,000	SOLD
Hydration Station <i>VALIC</i>	Sponsor logo on hydration station covers provided in learning session rooms and throughout conference areas.	\$10,000	SOLD
Conference Notebook <i>Sibson Consulting</i> <i>Constangy, Brooks, Smith & Prophete LLP</i> <i>TIAA</i>	Sponsor logo on cover and full page sponsor ad within notebook. Limited to three sponsors.	\$7,000 each	SOLD
Badge Holders & Lanyards <i>Oxford Immunotec</i>	Sponsor logo and booth number on badge holders and lanyards.	\$11,000	SOLD
HR Delivery Learning Track  <i>Oxford Immunotec</i>	Sponsors can introduce Learning Session speaker(s) and up to two minutes to share a brief overview about their organization.	\$10,000	SOLD
Health Care Business Knowledge Learning Track  <i>TIAA</i>	Sponsors can introduce Learning Session speaker(s) and up to two minutes to share a brief overview about their organization.	\$10,000	SOLD
People Strategies Learning Track  <i>SkillSurvey</i>	Sponsors can introduce Learning Session speaker(s) and up to two minutes to share a brief overview about their organization.	\$10,000	SOLD
Community Citizenship Learning Track  <i>Lincoln Financial Group</i>	Sponsors can introduce Learning Session speaker(s) and up to two minutes to share a brief overview about their organization.	\$10,000	SOLD
Personal Leadership Learning Track  <i>SoFi at Work</i>	Sponsors can introduce Learning Session speaker(s) and up to two minutes to share a brief overview about their organization.	\$10,000	SOLD
Sunrise Yoga for Wellness <i>CareerBuilder</i>	Help conference attendees start the day the right way by sponsoring yoga in the morning.	\$10,000	SOLD
Exhibit Hall Lunch - Sunday	Sponsor logo prominently displayed near food stations, promoted post in mobile app during lunch and ad on PtoP brochure.	\$15,000	
Exhibit Hall Lunch - Monday <i>VALIC</i>	Sponsor logo prominently displayed near food stations, promoted post in mobile app during lunch and ad on PtoP brochure.	\$15,000	SOLD

For more information on sponsorship or advertising opportunities, please contact Ferdinand Libunao, Senior Manager, Marketing & Communications: (312) 422-3724 | flibunao@aha.org

Video Footage		Company logo at beginning and end of video and multi-platform distribution. Option to speak on video.	\$10,000	
Cyber Café/Tech Bar	Voya Financial	Sponsor website is the homepage on the computers and sponsor logo displayed on the unit.	\$8,500	SOLD
Hotel Key Cards	MedJobCafe.com	Sponsor logo on hotel key card given to attendees.	\$8,250	SOLD
ASHHRA Resource Center (ARC)	TIAA	Sponsor logo prominently displayed on unit. Sponsor can also distribute company literature here.	\$8,250	SOLD
Charging Station		Station will be branded with sponsor logo and sponsor can socialize with attendees while they charge their device.	\$8,250	
Seattle Survival Kit		Sponsor logo on each Seattle kit placed in Welcome Bag.	\$8,000	
Seattle Mixer (Drink Tickets)		Sponsor logo on drink tickets.	\$6,000 (2 avail.)	
Chapter Management Awards		Sponsor underwrites the cost of awards. Sponsor's brochure is included with each award and promoted post in mobile app.	\$8,000	
Regional Breakfast	Oxford Immunotec	Exclusive sponsorship of the breakfast provides your company with a 10-minute speaking opportunity to address attendees.	\$40,000 (Exclusive)	SOLD
Volunteer Appreciation Gift		Sponsor logo on gift item provided to volunteer leaders (board, committees, volunteers).	\$7,500	
ASHHRA Center for Excellence (CFE)	HealthCare Associates Credit Union	Sponsor logo on booth kick panels and sponsor's literature will be displayed in the CFE.	\$6,500	SOLD
Board of Directors Dinner - Thursday	Health eCareers	Network with the 2017 and 2018 board members on a social level at the kick-off dinner to the ASHHRA board meeting.	\$6,000	SOLD
Board of Directors Breakfast - Friday	Oxford Immunotec	Sponsor given three minutes to address 2017 and 2018 board members before the meeting begins.	\$5,250	SOLD
Board of Directors Dinner - Friday	TIAA	A wrap-up of the board meeting – designated for ASHHRA board members to network and socialize over a meal.	\$6,000	SOLD
Coffee Service (Sept 17)	PwC	Sponsor logo at coffee stations and printed on napkins	\$5,000	SOLD
Coffee Service (Sept. 18)		Sponsor logo at coffee stations and printed on napkins	\$5,000	
Social Event		Silver level benefits for each of the three sponsors. Contact Ferdinand Libunao for details: filibunao@aha.org (312) 422-3724	\$10,000 Limited to 3 sponsors	3 Available

 Denotes speaking opportunity

SPONSORSHIP BENEFIT DETAILS Some benefits are customized to a specific sponsorship item.

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 throughout the conference areas	X	X	X	X
Company logo in the Onsite Program, Conference website and Mobile App	X	X	X	X
Company photo with ASHHRA leadership	X	X	X	X
Company logo on PowerPoint presentations in general sessions	X	X	X	X
Opportunity to distribute company flyer to event attendees in Welcome Bag	X			
One (1) Learning Session to present educational content*	X			
One (1) Pre-conference Attendee List and One (1) Post-Conference Attendee List	X			

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

*Platinum Sponsorship must be secured by February 28, 2017 for this benefit.

Platinum: 30,000 and Up
Gold: \$20,000 to 29,999
Silver: \$10,000 to 19,999
Bronze: \$4,000 to 9,999

For more information on sponsorship or advertising opportunities, please contact Ferdinand Libunao, Senior Manager, Marketing & Communications: (312) 422-3724 | filibunao@aha.org

SPONSORSHIP AGREEMENT FORM

2017 ANNUAL CONFERENCE

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

We request 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:

Step 1: Submit form

By Email: flibunao@aha.org | By Fax: (312) 422-4577

Step 2: Pay Invoice

We will generate an invoice upon receipt of this completed form. **Payment instructions will be included on the invoice.**

We accept payment via check and credit card. 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 12, 2017, all payments must be received by September 9, 2017.
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.

For more information on sponsorship or advertising opportunities, please contact
Ferdinand Libunao, Senior Manager, Marketing & Communications: (312) 422-3724 | flibunao@aha.org

ADVERTISING

2017 CONFERENCE ADVERTISING OPPORTUNITIES

Onsite Program

Type of Ad	Price	Status
Premier Placement Ads		
Bellyband - Ad strip wraps around program book	\$5,400	SOLD
Full Page - Outside Back Cover	\$4,800	OPEN
Full Page - Inside Front Cover	\$4,200	OPEN
Full Page - Inside Back Cover	\$4,000	OPEN
Full Page - Adjacent to Hotel Map	\$2,200	SOLD
Full Page - Adjacent to Exhibit Hall Map	\$2,200	SOLD
Full Page - Adjacent to Conference Schedule	\$2,200	SOLD
Standard Ads		
Full Page (2 Left)	\$1,850	OPEN
Half Page (6 Available)	\$1,500	OPEN
Enhanced Exhibitor Listing <i>New This Year</i> Distinguish your company on the conference Onsite Program with a highlight on your company listing.	\$600	OPEN 10 8 Left
Reservation Deadline: July 21, 2017 Artwork Deadline (Onsite Program): July 28, 2017		

Specialty Advertising

Type of Ad	Ad Description	Price
Passbook to Prizes (PTP) Reservation Deadline: July 21, 2017 Payment Deadline: Aug. 4, 2017 Question Deadline: Aug. 4, 2017	Draw attendees to your booth through the Passbook to Prizes (PTP) issued to each attendee. During exhibit hall hours, attendees must visit each booth participating in the PTP to get their passbook stamped. To help foster dialogue, the attendee must ask the question you submit before you stamp their passbook. Completed passbooks will be entered into a drawing for a chance to win fabulous prizes. Limited spots are available on the PTP so be sure to secure your spot! <i>NOTE: Spots are held based on: Payment of booth reservation; receipt of signed Advertising Agreement Form and Payment of PTP. Forms received after all spots are sold out will be added to a waiting list.</i>	\$600 ea <i>Includes company name, booth number and a question submitted by participating company. (Question is limited to 150 CHARACTERS of text, including spaces).</i>
Welcome Bag Insert (5 maximum)	All full conference registrants receive the Welcome Bag, and this is an opportunity for you to distribute your company flier in each bag. A limited number of inserts provides maximum visibility. <i>NOTE: Insert is limited to one piece, measuring no more than 8.5 x 11 inches. Insert requires ASHRA approval, and specified quantity must arrive at receiving warehouse by Sept. 2, 2017.</i>	\$5,000

For more information on sponsorship or advertising opportunities, please contact Ferdinand Libunao, Senior Manager, Marketing & Communications: (312) 422-3724 | filibunao@aha.org

Conference Mobile App

Advertising opportunities are available for the ASHHRA Conference Mobile Application (App). This attention-grabbing tool will be available to attendees prior to the conference and accessible after the conference through September 30, 2018. A web version will also be available.

2016 Statistics

- ✓ 78% of attendees downloaded the App
- ✓ 28% unique users accessed the Web App
- ✓ 89% of attendees indicated the App was a valuable resource

SPLASH SCREEN	SPONSORED APP SECTION	PROMOTED POSTS	PUSH NOTIFICATIONS
This is the first screen attendees see each time they open the app! <i>(Exclusive Ad)</i> SOLD	This high-visibility ad showcases your logo to app users with a link to your website. <i>(4 available) 3 left</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)
\$8,500	\$1,500 each	\$350/message +\$100/Image +\$100/link	\$300/message +\$100 link



Type of Advertising	Price	Status
A la Carte Selection		
Splash Screen <i>(Exclusive)</i>	\$8,500	SOLD
Sponsored App Section <i>(4 ads available) only 3 left!</i>	\$1,500	
Promoted Post*	\$350	
Push Notifications*	\$300	
Stream Twitter feeds on a monitor in common area of conference	Complimentary	
Utilize Search Screen (No action required)	Complimentary	
Technical Support (No action required)	Complimentary	

*Add image and/or web link for an additional \$100 each.

For more information on sponsorship or advertising opportunities, please contact Ferdinand Libunao, Senior Manager, Marketing & Communications: (312) 422-3724 | flibunao@aha.org

ADVERTISING AGREEMENT FORM

2017 ANNUAL CONFERENCE

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

Invoices must be paid within 30 days after receipt of agreement form. Advertising specifications will be issued once reservation is made.

Advertising Selection(s):		Total Advertising 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:

Step 1: Submit form

By Email: filibunao@aha.org | By Fax: (312) 422-4577

Step 2: Pay Invoice

We will generate an invoice upon receipt of this completed form. **Payment instructions will be included on the invoice.** We accept payment via check and credit card. Please **do not** email or fax your credit card information.

Terms and Conditions

1. All invoices should be paid no later than 30 days after receiving invoice from ASHHRA. After August 12, 2017, all payments must be received by September 9, 2017.
2. All advertisements must be pre-approved by ASHHRA at least 30 days before the conference. ASHHRA reserves the right to decline any advertisements.
3. The sponsor is responsible for providing ASHHRA with an updated logo and to notify ASHHRA if the logo is revised.
4. No refunds on advertisements 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 paid amount into the next year only with no guarantee of securing the same item.

For more information on sponsorship or advertising opportunities, please contact
Ferdinand Libunao, Senior Manager, Marketing & Communications: (312) 422-3724 | filibunao@aha.org