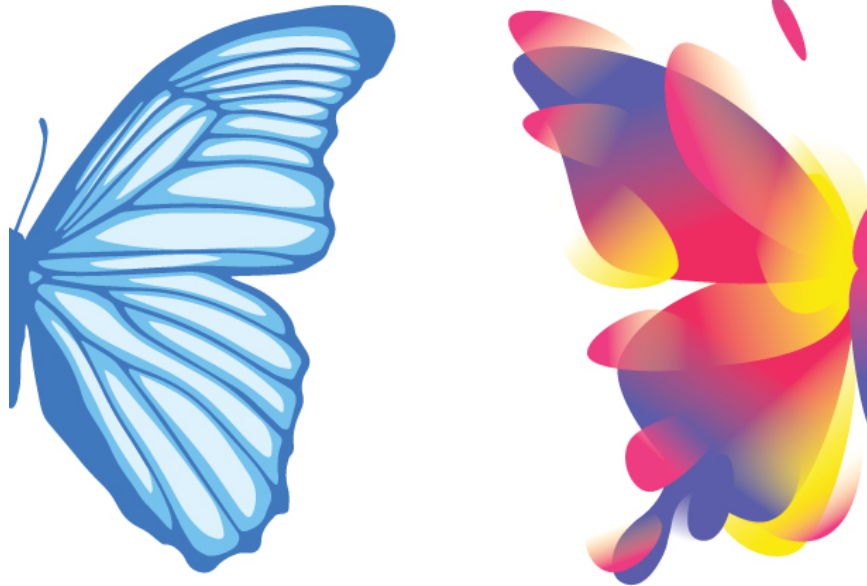


CONNECT • INNOVATE • TRANSFORM



ASHHRA 55th ANNUAL CONFERENCE & EXPOSITION  
SEPT 21 – 24, 2019 CHICAGO



### Contact

Ferdinand Libunao  
Senior Manager, Marketing & Communications  
(312) 422-3724  
flibunao@aha.org  
ASHHRA.org/ASHHRA19

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

Updated 1/28/2019



# SPONSORSHIP and ADVERTISING PROSPECTUS

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# 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.

## Sponsorship Benefits:

- 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*)

## Booth Selection Priority Points

Become a sponsor and accumulate points to be positioned for premium booth selection at next year's conference in Chicago. **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.

## 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.

## Sponsorship Levels

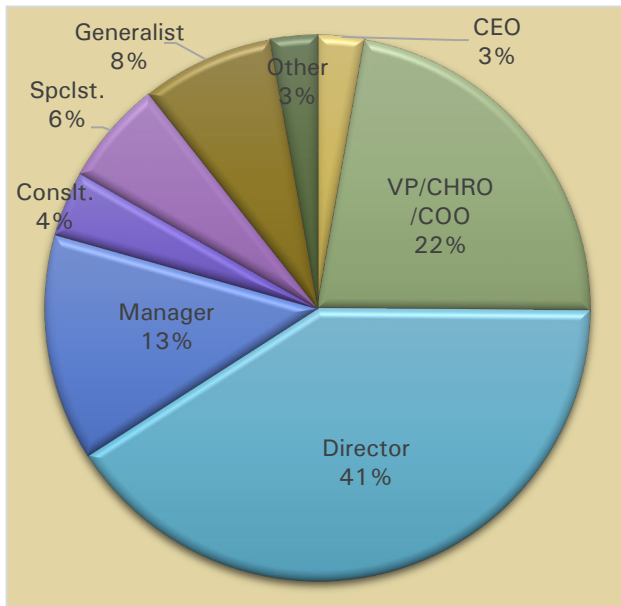
Additional benefits are available based upon the type and level of sponsorship selected. Sponsors and advertisers must be exhibitors.

- 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

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

# Conference Highlights and Attendee Demographics

Decision Making Level



## 2018 Conference Statistics

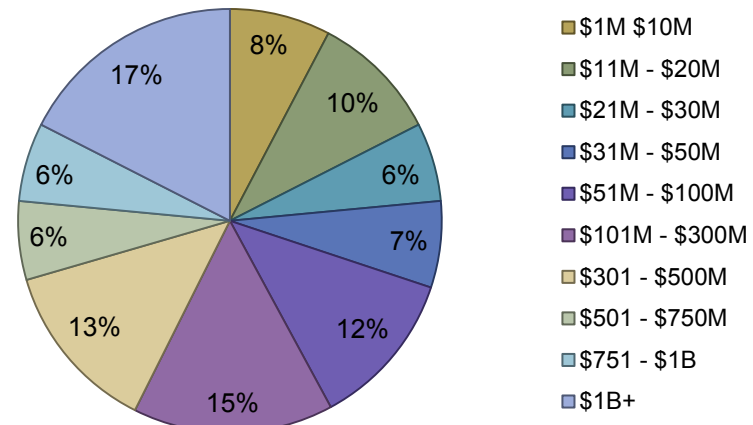
- Total Conference Attendees: 744
- Number of Exhibiting Companies: 178
- Number of Exhibit Booths: 230
- Attendee Feedback:
  - 92.3% of attendees would recommend attending
  - 88.8% are likely to attend in 2019

## 2019 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
- Exhibit Booths: 240

Type of Organization	% of Attendees
Academic Medical Facility	8.29%
Acute Care Facility	3.87%
Behavioral Health Group	1.10%
Clinic	7.18%
Health System	32.60%
Hospice Care Facility	1.10%
Hospital	22.65%
Long Term Care Facility	2.21%
Physician Practice	2.76%
Other	18.23%

Attendee Organization Annual Budget



# SPONSORSHIP OPTIONS

## Available Exclusively to ASHHRA19 Exhibitors

Right of first renewal is given to last year's sponsors. Deadline to make a decision is Feb. 23, 2018.

STATUS	SPONSORSHIP	KEY BENEFITS	VALUE	SPONSOR(S)
<b>SOLD</b>	Opening Ceremony 📢	Speaker introduction and recognition signs during general session.	\$30,000	Fidelity Investments
<b>SOLD</b>	Opening Ceremony Keynote Speaker 📢	Speaker introduction and recognition signs during general session.	\$30,000	Fidelity Investments
	<b>Chapter Leadership Workshop (CLW)</b> 📢	Meet ASHHRA chapter leaders and present at this workshop.	\$30,000	
	<b>Monday Breakfast</b> 📢	Address all attendees from main stage during general session.	\$26,000	
	<b>Monday Keynote</b> 📢	Introduce speaker and address all attendees from main stage.	\$26,000	
	<b>Closing Ceremony Brunch</b> 📢	Address all attendees from main stage during general session.	\$26,000	
	<b>Closing Ceremony Keynote</b> 📢	Introduce speaker and address all attendees from main stage.	\$26,000	
	<b>Thought Leader Forum</b> 📢	Pre- and post-conference deliverables, such as recording of session for distribution to full ASHHRA membership.	\$25,000	
	<b>Welcome Reception</b> 📢	Socialize with attendees and recognition during event. (2 available)	\$10,000 each	
<b>HOLD</b>	President's Reception 📢	A 'by invitation only' event hosted by the ASHHRA board president, current and past board members and stakeholders.	\$22,000	
<b>SOLD</b>	Welcome Bag	Sponsor logo on Welcome Bag distributed to all attendees.	\$22,000	VALIC
	<b>Conference WiFi</b>	Sponsor can specify the WiFi password and visibility in learning session rooms	\$15,000	
	<b>Hydration Stations</b>	Sponsor logo on hydration station covers provided in learning session rooms and throughout conference areas.	\$10,000	
<b>SOLD</b>	Conference Scholarship	Sponsor registration, hotel and transportation for ten conference attendees.	\$20,000	VALIC
	<b>Conference Notebook</b>	Sponsor logo on cover and full page sponsor ad within notebook. (3 sponsors)	\$7,000 each	
<b>SOLD</b>	Conference Lanyards	Sponsor logo and booth number on conference lanyards.	\$11,000	IRI Consultants
	<b>Learning Session Room</b> 📢	Sponsor can introduce speaker(s) and share a brief overview about their organization.	\$10,000	
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	<b>Learning Session Room</b> 📢	Sponsor can introduce speaker(s) and share a brief overview about their organization.	\$10,000	
	<b>Sunrise Yoga</b>	Help conference attendees start the day the right way by sponsoring morning yoga.	\$10,000	

<b>Social Event</b>	Silver level benefits for each sponsor. Contact Ferdinand Libunao for details: <a href="mailto:fiibunao@aha.org">fiibunao@aha.org</a>   (312) 422-3724 (5 available)	\$12,000 each	
<b>Exhibit Hall Lunch – Sunday</b>	Sponsor logo prominently displayed near food stations, promoted post in mobile app during lunch and ad on PtoP brochure.	\$15,000	
<b>Exhibit Hall Lunch – Monday</b>	Sponsor logo prominently displayed near food stations, promoted post in mobile app during lunch and ad on PtoP brochure.	\$15,000	
<b>Hotel Key Cards</b>	Sponsor logo on hotel key card given to attendees.	\$15,000	
<b>Videos</b>	Company logo at beginning and end of video, and multi-platform distribution. Option to speak on video.	\$10,000	
<b>Coffee Service 2 – Exhibit Hall (Sun., 9/22)</b>	Sponsor logo at coffee stations and on napkins in exhibit hall (morning)	\$9,000	
<b>Coffee Service 3 – Exhibit Hall (Sun. 9/22)</b>	Sponsor logo at coffee stations and on napkins in exhibit hall (afternoon)	\$9,000	
<b>Coffee Service 5 – Exhibit Hall (Mon. 9/23)</b>	Sponsor logo at coffee stations and on napkins in exhibit hall (afternoon)	\$9,000	
<b>Cyber Café/Tech Bar</b>	Sponsor website is homepage on the computers and sponsor logo on the unit.	\$8,500	
<b>ASHHRA Resource Center</b>	Sponsor logo prominently displayed on unit. Sponsor can distribute company collateral	\$8,250	
<b>Charging Station</b>	Station will be branded with sponsor logo and sponsor can socialize with attendees while they charge their device.	\$8,250	
<b>Chicago Kit</b>	Sponsor logo on each Chicago Kit placed in Welcome Bag.	\$8,000	
<b>Expo Mixer (Drink Tickets)</b>	Sponsor name on drink tickets. (2 available)	\$8,000	
<b>Expo Mixer Bar</b>	Sponsor signage next to bar and possibility of having bar adjacent to sponsor.	\$8,000	
<b>Chapter Management Awards</b>	Sponsor underwrites the cost of awards. Sponsor’s brochure is included with each award and promoted post in mobile app.	\$8,000	
<b>Regional Breakfast</b> 📢	Exclusive sponsorship of the breakfast provides your company with a 10-minute speaking opportunity to address attendees.	\$40,000 (Exclusive)	
<b>Volunteer Appreciation Gift</b>	Sponsor logo on gift item provided to board, committees, volunteer leaders.	\$7,500	
<b>HOLD</b> ASHRA Center for Excellence (CFE)	Sponsor logo on booth kick panels and sponsor’s literature will be displayed in the CFE.	\$6,500	HealthCare Associates Credit Union
<b>Board Dinner - Thursday</b> 📢	Network with the 2019 and 2020 board members on a social level.	\$6,000	
<b>Board Breakfast - Friday</b> 📢	Sponsor has three minutes to address board members before the meeting begins.	\$5,250	
<b>HOLD</b> Board Dinner – Friday 📢	Network with the 2019 and 2020 board members on a social level.	\$6,000	TIAA
<b>HOLD</b> Coffee Service (Sat., 9/21)	Sponsor logo at coffee stations and on napkins by learning sessions (afternoon).	\$6,500	PwC
<b>Coffee Service 1 (Sun., 9/22)</b>	Sponsor logo at coffee stations and on napkins by learning sessions (morning)	\$6,500	
<b>Coffee Service 4 - (Mon. 9/23)</b>	Sponsor logo at coffee stations and on napkins by learning sessions (morning)	\$6,500	
<b>Gary Willis Leadership Award (GWLA)</b>	Sponsor logo on awards presented to two award recipients.	\$5,000	

📢 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 item in Welcome Bag	X			
One (1) Learning Session to present educational content*	X			
One (1) Preconference Attendee List and One (1) Post-Conference Attendee List	X			

### Sponsorship Levels

**Platinum:**  
30,000 and Up

**Gold:**  
\$20,000 to 29,999

**Silver:**  
\$10,000 to 19,999

**Bronze:**  
\$4,000 to 9,999

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

\*Platinum Sponsorship must be secured by January 15, 2019, for this benefit.

# ADVERTISING

2018 CONFERENCE ADVERTISING OPPORTUNITIES

## Onsite Program

TYPE OF AD	PRICE	STATUS
<b>Premier Placement Ads</b>		
Bellyband – Ad strip wraps around program book	\$5,400	<b>HOLD</b>
Full Page – Outside Back Cover	\$4,800	<b>OPEN</b>
Full Page – Inside Front Cover	\$4,200	<b>OPEN</b>
Full Page – Inside Back Cover	\$4,000	<b>OPEN</b>
Full Page – Adjacent to Hotel Map	\$2,400	<b>OPEN</b>
Full Page – Adjacent to Exhibit Hall Map	\$2,400	<b>OPEN</b>
Full Page – Adjacent to Conference Schedule	\$2,400	<b>HOLD</b>
<b>Standard Ads</b>		
Full Page (3 Available)	\$1,850	<b>OPEN</b>
Half Page (6 Available)	\$1,500	<b>OPEN</b>
<b>Enhanced Exhibitor Listing</b> Distinguish your company on the conference Onsite Program with a highlight on your company listing. (10 maximum)	\$600	<b>OPEN</b>
Reservation Deadline: August 10, 2019   Artwork Deadline: August 13, 2019		

## Welcome Bag Insert

(5 available)

<p>All full conference registrants receive the Welcome Bag. Distribute your company info in each bag. A limited number of inserts provides maximum visibility. Insert is limited to one piece, measuring no more than 8.5 x 11 inches. Insert requires ASHHRA approval, and 900 pieces must arrive at receiving warehouse between Aug. 20 and Sept. 17.</p>	<p><b>\$5,000</b></p>
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## Passbook to Prizes (PTP)

<ul style="list-style-type: none"> <li>• Reservation Deadline: <b>July 31, 2019</b></li> <li>• Payment Deadline: <b>Aug. 3, 2019</b></li> <li>• Question Deadline: <b>Aug. 10, 2019</b></li> </ul>	<p>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 so be sure to secure yours!</p> <p><i>NOTE: Spots are held based on: Payment of booth reservation; receipt of signed Agreement Form and full payment of PTP. Forms received after all spots are sold out will be added to a waiting list.</i></p>	<p><b>\$675 each</b> <i>(Before May 3, 2019)</i></p> <p><b>\$775 each</b> <i>(Effective May 4, 2019)</i></p> <p><i>Includes company name, booth number and a question submitted by participating company. (Question is limited to 150 CHARACTERS of text, including spaces).</i></p>
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## 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 1, 2020. A web version will also be available.

### 2018 Statistics

- ✓ 72% of attendees downloaded the App
- ✓ 85% of attendees indicated the App was a valuable resource

	SPLASH SCREEN	SPONSORED APP SECTION	PROMOTED POSTS	PUSH NOTIFICATIONS
	<p>The first screen attendees see each time they open the app! <i>(Exclusive Ad!)</i></p> <p><i>Over 21,000 impressions in 2018</i></p>	<p>Have your own section in the mobile app to promote your content, website or other info about your company, within the app navigation. <b>(3 available)</b></p>	<p>Schedule a post in the activity feed ahead of time and it will be pinned to the top of the activity feed for 30 minutes,</p> <p><i>Avg. 500+ views per post</i></p>	<p>Similar to text but sent in the app, send a message to attendees (140 characters of text)</p>
<p>Price <i>Until July 8, 2019</i></p>	\$8,500	\$1,500 each	<p>\$450 / message Optional:</p> <ul style="list-style-type: none"> <li>• +\$100 / Image</li> <li>• +\$100 / link</li> </ul>	<p>\$500 / message Optional:</p> <ul style="list-style-type: none"> <li>• +\$100 / link</li> </ul>
<p>Price <i>Effective July 9, 2019</i></p>	\$9,500	\$1,800	<p>\$550 / message Optional:</p> <ul style="list-style-type: none"> <li>• +\$150 / Image</li> <li>• +\$150 / link</li> </ul>	<p>\$600 / message Optional:</p> <ul style="list-style-type: none"> <li>• +\$150 / link</li> </ul>





# AGREEMENT FORM

## 2019 ANNUAL CONFERENCE

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

Item Selection(s):		Total Amount:	
Company Name (exactly it should appear in print):			
Booth #:		Phone #:	
Company Contact:			
Title of Contact:			
Mailing Address:			
City:	State:		Zip:
Email:		Website:	
Authorized By:			
By signing, you agree to all Terms and Conditions described in this document.			Date:
Signature:			

### Step 1: Submit Form

ASHHRA will generate an invoice upon receipt of this completed form.

Email: [flibunao@aha.org](mailto:flibunao@aha.org)

Fax: (312) 422-4577

### Step 2: Pay Invoice

Payment instructions will be included on the invoice. Check and credit card payments are accepted.

Please **do not** email or fax credit card information.

### IMPORTANT

1. All invoices must be paid no later than **30 days** after the issue date. *Invoices generated after Aug. 12, 2019, must be paid by Sept. 8, 2019. See TERMS AND CONDITIONS for penalty schedule.*
2. The sponsor is responsible for providing ASHHRA with an updated logo and to notify ASHHRA if the logo is revised.
3. Cancellations will not be accepted after ASHHRA's receipt of the signed Agreement Form; no refunds will be made.

## TERMS AND CONDITIONS

ASHHRA annual conference sponsors/advertisers/exhibitors ("Vendors") must adhere to the following rules and regulations:

1. **Payment and Cancellation** – This document constitutes a contract and agreement to pay the above total. Benefits will not begin until payment is received in full. **Cancellations will not be accepted after ASHHRA's receipt of the signed Contract; no refunds will be made. All fees are due within thirty (30) days of invoice date**, unless other arrangements have been confirmed. Invoices paid after the thirty-day period are subject to penalty, based on the following schedule and invoice value: 0-60 days at 1%; 61-90 days at 5%; 91-120 days at 15%; 121-365 days at 40%; more than 365 days at 100%. Failure to pay an invoice may result in submitting open invoices to a collection agency. Additionally, a sponsor or advertiser may be excluded from participating in any ASHHRA events or activities.
2. **Benefits** – Benefits are subject to adherence to submission deadlines. Benefits are not transferable and are not redeemable for cash credits. If purchasing multiple sponsorships and/or advertisements, benefits will be determined by the total of all items purchased and not on a per-sponsorship basis.
3. **Communications**
  - a) *Digital* – Vendors will not post solicitous messaging, sales promotions or unprofessional notations on the conference mobile app. It is the sole discretion of ASHHRA to remove messages that do not comply with our guidelines and/or remove privileges entirely.
  - b) *Mail* – Vendors will not send excessively solicitous messages to conference registrants. ASHHRA prohibits Vendors from sending any solicitous advertising (emails, mail, other) falsely conveying that they are representing ASHHRA or are endorsed by ASHHRA. ASHHRA reserves the right to exclude any Vendors from future conferences.
  - c) *Literature distribution* – ASHHRA prohibits the distribution of literature in guest rooms, meeting rooms, exhibit hall or public spaces at the conference hotel, unless otherwise approved by ASHHRA.
  - d) *ASHHRA Logo* – The ASHHRA logo and ASHHRA conference logo may not be used without the express written permission of ASHHRA. ASHHRA will provide an official logo for use.
4. **Assignment** – Sponsorships and advertisements will be assigned and confirmed only after payment is received in full. Right of first renewal is given to current sponsor until the given deadline date. After that date, the sponsorship/advertising opportunity is released and made available.
5. **Limited Liability** – The liability of ASHHRA for any act, error or omission for which it may be legally responsible shall not exceed the cost of any cash payment. ASHHRA will not, in any event, be liable for consequential damages, including but not limited to lost income or profits.
6. **Change, Cancellation, or Substitution of Benefits** – ASHHRA reserves the right to change, cancel or substitute any sponsorship and/or advertising opportunity or benefit at any time. Vendor will be notified.
7. **Attendee and Member Mailing List Privacy** – All ASHHRA mailing lists are for one-time use only and do NOT include email addresses. The preconference attendee mailing list will be sent approximately three weeks prior to the conference and the post-conference attendee mailing list will be sent approximately two weeks after the conference. Each list must only be used in reference to the ASHHRA annual conference, and not to promote another event. Multiple uses and transfer to / sharing with other companies are subject to a penalty of up to ten times the purchased value of the mailing list per mailing.
8. **Exhibitor/Sponsor Hospitality Events, Focus Groups and Meetings** – All events must be approved by ASHHRA. Vendors are to conduct social and hospitality functions in a manner that is consistent with the professional and educational nature of ASHHRA annual conference. Events can not conflict with conference program hours and related events.
9. **Right of Refusal** - ASHHRA reserves the right to refuse advertising deemed to be inappropriate to the mission of the society. Sponsors are encouraged to submit copy as early as possible to facilitate prompt review.
10. **Promotional Material** – All Vendor promotional material included in sponsorship package must be approved by ASHHRA prior to production. Vendor must adhere to ASHHRA conference shipping and distribution guidelines.
11. This document represents the entire understanding and contract between parties involved and shall be governed by the laws of the State of Illinois. Any person executing this agreement represents that he or she is fully authorized to do so and agrees to be bound to all terms and conditions by signing this Contract. I have read and agree to abide by all rules and regulations included herein and which are part of this contract. Acceptance of this contract by show management constitutes a contract and agreement to pay the above total.