

OPPORTUNITIES

SPONSORS

2017

CONFERENCE AND EVENT
SPONSORSHIP OPPORTUNITIES



Conference and event sponsorship with the Children's Hospital Association (CHA) provides value to companies by supporting your strategic marketing and brand building goals. Sponsors gain exposure and engage with executive decision makers from children's hospitals across the country. Our 2017 sponsorship model strives to connect an exclusive group of leading industry sponsors with the right children's hospital target audience in the right setting to deliver maximum value.

To accomplish this goal, CHA offers a limited number of sponsorship opportunities at its three major conferences: the Annual Leadership Conference, the Quality and Safety in Children's Health Conference and the Improving Performance Conference. Customized packages, which build on a company's conference sponsorship and visibility with our membership, are also available.



Annual Leadership Conference (ALC)

November 6-8, 2017 | New Orleans

The Annual Leadership Conference provides actionable solutions, best practice examples and innovative ideas from children's hospital leaders to support organizational transformation in pediatric care.

2016 ATTENDANCE: 493 attendees representing 144 children's hospitals

AUDIENCE: Executive leadership and key decision makers of children's hospitals, including: CEOs, CFOs, CMOs, CNOs, COOs, CSOs, and senior-level medical, nursing, financial, advocacy, ambulatory, quality, patient experience, transformation and business strategy and planning leaders. This conference is exclusive to CHA members.

SPONSORSHIP DEADLINE: August 31, 2017, or when all opportunities are filled.

NEW! Three levels of sponsorship offered in 2017 to meet your organization's brand, marketing, visibility and engagement goals with children's hospital leaders.

Executive Sponsor: \$50,000

Sponsor: \$30,000

Supporter: \$20,000

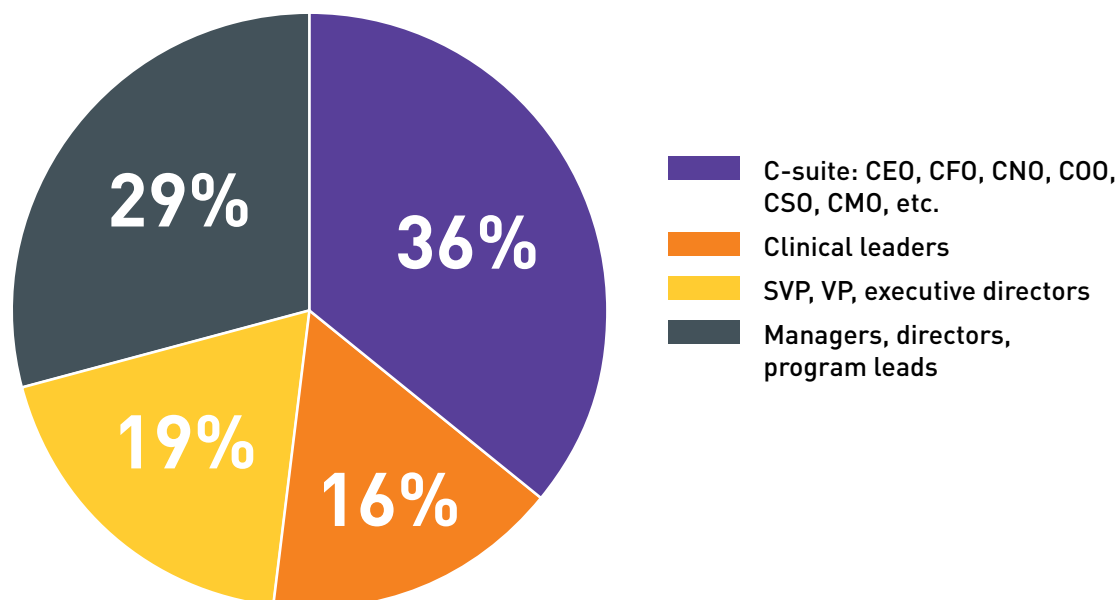
WHAT LEADERS SAID ABOUT THE 2016 ALC

100% thought the conference offered leading practices and innovative ideas to stimulate the leadership team

99% felt the conference was worth the investment and time away from the office

95% walked away with specific ideas to implement

2016 ALC Conference Attendees by Title/Function



Executive Sponsor – \$50,000

Add-on opportunities and customized packages also available.

There are a limited number of Executive Sponsors available in each industry category and no more than 10 Executive Sponsors overall. Categories close when the allotted number of sponsors per category is reached.

Benefits

Direct Engagement with Children’s Hospital Audiences

- Limited number of Executive Sponsors in your industry category niche
- Exhibit hall booth (10’ x 10’) (minimum size; may be larger dependent on exhibit hall space)
- At least three and a half (3.5) hours of exhibit hall networking opportunities
- Four (4) registrations for open sessions and events
- Meet and greet session for Executive Sponsors with CHA Board, attendee CEOs and senior CHA staff leadership
- Invitations to Chair’s Luncheon and Annual Meeting of the Membership
- Invitations to Tuesday evening reception

Recognition and Brand Awareness

- Recognized as sponsor/partial sponsor of one (1) of the following events: dessert reception, networking reception or opening reception
- Recognition in oral remarks at opening plenary session and introduction of one sponsor representative
- Recognition via walk-in slides during all plenary sessions
- Recognition in learning guide
- Recognition in onsite signage
- Recognition via badge ribbons with the organization’s sponsor status
- Sponsor recognition page on CHA website with sponsor’s logo and link to sponsor’s website
- 2017 use of exclusive ALC Executive Sponsor logo in sponsor promotional materials and in magazine ad
- One full-page ad in *Children’s Hospitals Today* fall issue and includes bonus distribution at ALC (sponsor contract and art deadlines must be met to be included)
- Recognition via CHA social media associated with the conference
- Special rate for advertising in CHA print and digital publications, including special ALC conference coverage newsletter



Industry Expertise

- Opportunity to partner with a children’s hospital to submit a presentation proposal for the ALC through the CHA call for proposals (opens March 2017)
- Briefing with senior CHA staff leadership

Additional Benefits

- Attendee profile (pre- and post-conference) includes name, title and hospital affiliation
- Discussions with CHA staff on how to leverage ALC sponsorship before and after conference
- Complimentary subscription to CHA's quarterly print and digital magazine, *Children's Hospitals Today*, and digital weekly e-newsletter

Add-on and other ALC sponsorship opportunities for Executive Sponsors

- Conference Wi-Fi: **\$10,000**
- Mobile App: **\$10,000**
- Device Charger Kiosk: **\$10,000**

Sponsor - \$30,000

Benefits

Direct Engagement with Children's Hospital Audiences

- Exhibit hall booth (10' x 10'), or mobile app or Wi-Fi or device charging kiosk (first come, first served)
- At least three and a half (3.5) hours of exhibit hall networking opportunities
- Two (2) registrations for open sessions and events
- Invitations to Chair's Luncheon and Annual Meeting of the Membership
- Invitations to Tuesday evening reception

Recognition and Brand Awareness

- Recognized as sponsor/partial sponsor of one (1) of the following events: break or breakfast
- Recognition in learning guide
- Recognition in onsite signage
- Recognition via badge ribbons with the organization's sponsor status
- Sponsor recognition page on CHA website with sponsor's logo and link to sponsor's website
- Recognition in oral remarks at a plenary session
- Recognition via walk-in slides during all plenary sessions
- 2017 use of ALC Sponsor logo in sponsor promotional materials and in magazine ads
- Special rate for advertising in CHA print and digital publications, including special ALC conference coverage newsletter

Industry Expertise

- Opportunity to partner with a children's hospital to submit a presentation proposal for the ALC through the CHA call for proposals (opens March 2017)

Additional Benefits:

- Attendee profile (pre-and post-conference) includes name, title and hospital affiliation
- Complimentary subscription to CHA's print and digital quarterly magazine, *Children's Hospitals Today*

Add-on and other ALC sponsorship opportunities for Sponsors

- Meet and greet session for Sponsors with CHA Board, attendee CEOs and senior CHA staff leadership: **\$5,000**
- Sponsorship of the ALC mobile app, Wi-Fi or device charging kiosk (first come, first served): **\$10,000**

Supporter - \$20,000

Benefits

Direct Engagement with Children's Hospital Audiences

- At least three and a half (3.5) hours of exhibit hall networking opportunities
- One (1) registration for open sessions and events
- Sponsorship of one of the following: mobile app, Wi-Fi or device charging kiosk (first come, first served)
- Invitation to Chair's Luncheon and Annual Meeting of the Membership
- Invitation to Tuesday evening reception

Recognition and Brand Awareness

- Recognition via walk-in slides during all plenary sessions
- Recognition in learning guide
- Recognition in onsite signage
- Recognition via badge ribbons with the organization's sponsor status
- Sponsor recognition page on CHA website with supporter's logo and link to supporter's website
- 2017 use of ALC Supporter logo in sponsor promotional materials and in magazine ads
- Special rate for advertising in CHA print and digital publications, including special ALC conference coverage newsletter

Industry Expertise

- Opportunity to partner with a children's hospital to submit a presentation proposal for the ALC through the CHA call for proposals (opens March 2017)

Additional Benefits

- Attendee profile (pre- and post-conference) includes name, title and hospital affiliation
- Complimentary subscription to CHA's print and digital quarterly magazine, *Children's Hospitals Today*

Quality and Safety in Children's Health Conference

March 20-22, 2017 | Orlando

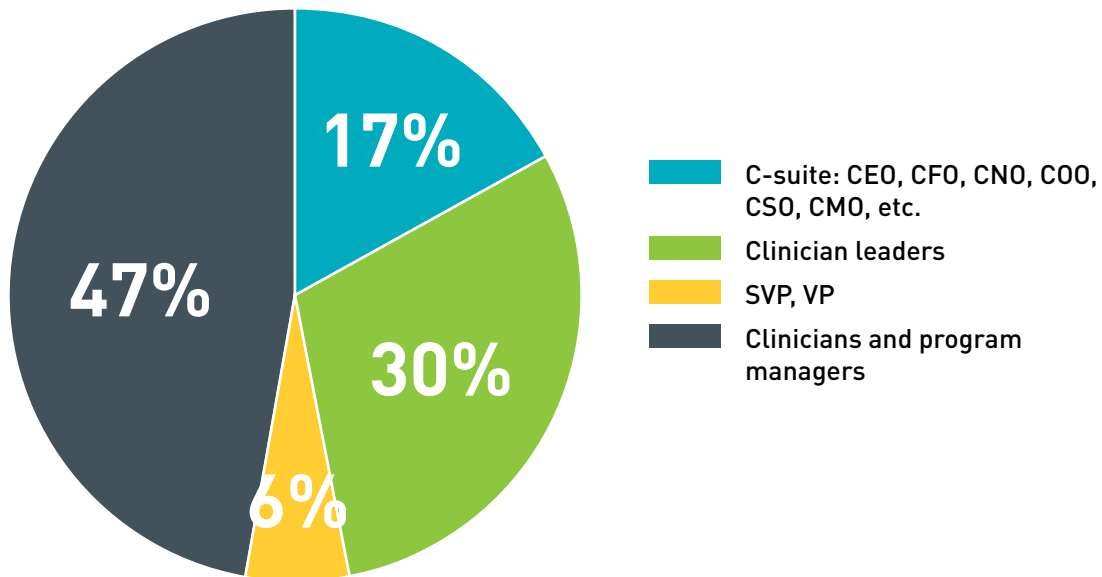
This conference focuses on children's hospitals working together to improve quality and patient safety for all children throughout the health care system. This meeting is open to members and non-members.

2016 ATTENDANCE: 395 attendees representing 100 hospitals

AUDIENCE: Quality and patient safety leaders; administrators and clinicians; CMOs and medical and physician leaders; CNOs and nursing leaders; patient care professionals and leaders; VP operations and clinical group leaders.

SPONSORSHIP DEADLINE: January 11, 2017, or when all opportunities are filled.

2016 Quality Conference Attendees by Title/Function



WHAT ATTENDEES SAID ABOUT THE 2016 QUALITY CONFERENCE:

98% thought the conference provided actionable ideas to improve patient safety and quality of care

96% felt the conference was worth the investment and time away from the office

94% left the conference with ideas to implement

90% will attend again in 2017

Sponsor - \$10,000

A unique opportunity with a dedicated demonstration and exhibition location for companies offering innovative, value-driven services, products and expertise in pediatric health care. Limited to a maximum of ten (10) companies.

Benefits

Direct Engagement with Children's Hospital Audiences

- Draped table top display/materials station
- Two (2) registrations for open sessions and events
- Invitations to luncheon
- Invitations to Tuesday evening reception

Recognition and Brand Awareness

- Recognition in oral remarks at opening plenary session and introduction of one sponsor representative
- Recognized as sponsor/partial sponsor of one of the following events or services: dessert reception, networking reception, opening reception, Wi-Fi, device charger or mobile app
- Recognition in learning guide
- Recognition in onsite signage
- Recognition via badge ribbons with the organization's sponsor status
- Sponsor recognition page on CHA website with sponsor's logo and link to sponsor's website
- Recognition via walk-in slides during all plenary sessions
- 2017 use of Quality Conference Sponsor logo in sponsor promotional materials and in magazine ads
- Half-page ad in winter issue of *Children's Hospitals Today* and includes bonus distribution at the Quality Conference (sponsor contract and art deadlines must be met to be included)
- Special rate for advertising in CHA print and digital publications, including special Quality Conference coverage newsletter

Additional Benefits

- Attendee profile (pre- and post-conference) includes name, title and hospital affiliation
- Complimentary subscription to CHA's print and digital quarterly magazine, *Children's Hospitals Today*

Improving Performance Conference

October 10, 2017 | Indianapolis

This conference connects experts from many disciplines in the children's hospitals to each other and to their opportunities to improve quality, cost and outcomes in children's hospitals.

2016 ATTENDANCE: 227 attendees representing 43 hospitals

AFFINITY GROUP AUDIENCES: Emergency room, radiology, lab and operating room directors; infection prevention and facilities directors; pharmacy directors and pharmacy purchasers; accreditation and regulatory professionals; and supply chain managers.

SPONSORSHIP DEADLINE: July 31, 2017, or when all opportunities are filled.

***Exclusive Reception Sponsor - \$20,000
(or two sponsors at \$10,000 each)***

Benefits

- Two registrations per sponsor for open sessions and events
- Educational materials table (note: not an exhibit booth)
- Attendee profile (pre- and post- conference) includes name, title and hospital
- Recognition in conference materials
- Recognition in onsite signage
- Recognition via badge ribbons with the organization's sponsor status
- Recognition via walk-in slides at plenary and/or affinity group sessions
- 2017 use of Exclusive Reception Sponsor logo in sponsor promotional materials
- Special rate for advertising in CHA print and digital publications
- Complimentary subscription to CHA's print and digital quarterly magazine, *Children's Hospitals Today*

Contact us

For questions about event and conference sponsorships, corporate partner opportunities and support for CHA programmatic initiatives, please contact:

Laura Feldman

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Children's Hospital Association
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To learn more about additional advertising opportunities that can be customized to meet your unique marketing objectives, please contact:

Holly Townsend

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