

ANNUAL EDUCATIONAL CONFERENCE
SPONSORSHIP AND EXHIBIT OPPORTUNITIES

ADVANCE • DEVELOP • ELEVATE

The Future Is Now!



National Association of Health Services Executives

38th ANNUAL EDUCATIONAL CONFERENCE &
28th EVERETT V. FOX CASE COMPETITION

October 11-13, 2023

Atlanta Marriott Marquis | Atlanta, Georgia

A Special Thanks to Our **2022 CORPORATE PARTNERS**

DIAMOND

Kaiser Permanente
Ochsner Health System

DOUBLE PLATINUM

CommonSpirit Health
Deloitte Consulting LLP

PLATINUM

HCA Healthcare
Sentara Health
UPMC

GOLD

Ascension
Atrium Health
EY
FTI Consulting
Worksite Labs, Inc.

SILVER

Advocate Aurora Health
AMN Healthcare, Inc.
Catholic Health Association of United States
CHRISTUS Health
Froedtert Health
Johns Hopkins Health System
Mayo Clinic

BRONZE

Alvarez & Marsal Healthcare Industry
Group, LLC
American College of Healthcare Executives
Ann & Robert H. Laurie Children's Hospital
Atlantic Health System
Beth Israel Lahey Health
Bon Secours Mercy Health
Cancer Treatment Centers of America
Children's Health
Diversified Search
DSS Inc.
Hartford Healthcare
Husch Blackwell LLP

BRONZE

Kevin Lofton & Sabrina Shannon
LCMC Health
LifePoint Health
Methodist Le Bonheur Healthcare
Nashville Health Care Council
Team Health
The Chartis Group
UChicago Medicine
Witt/Kieffer

FRIEND

Al & Patricia Webb
Association of University Programs in Health
Administration (AUPHA)
DLE Group, Inc.
ECG Management Consultants
Elevance Health
Furst Group
Herbert Buchanan
Main Line Health
Maude Lofton – 4Ever Young Foundation
Northwell Health
Nuance Communications
Putnam Associates
RWJBarnabas Health
Virginia Commonwealth University
ZS

SUPPORTERS

RISE Family of Companies
SCP Health
UHC Solutions

NAHSE CHAPTERS SUPPORTERS

Baltimore
Birmingham
Chicago
Dallas/Ft. Worth
Florida
Greater Boston
Houston
Indy
Memphis
North Carolina
V.A. National

2023 Annual Educational Conference

SPONSORSHIP OPPORTUNITIES

\$100,000 & Above

Diamond Level

- Name displayed and full recognition given as a corporate sponsor
- One (1) double exhibit booth
- Twelve (12) full conference registrations
- Two (2) reserved tables for ten (10) at the Gala & Awards Dinner
- Two (2) reserved tables for ten (10) at the NAHSE Luncheon
- Two (2) reserved tables for ten (10) at the Leadership Luncheon
- Twelve (12) Tickets to the Thursday Evening Networking Event
- Two (2) full-page advertisements in the conference program book
- Opportunity to provide two (2) company promotional items for attendee bags
- Full recognition as a NAHSE partner in the scholarship awards banquet program book

\$75,000

Double Platinum Level

- Name displayed and full recognition given as a corporate sponsor
- One (1) double exhibit booth
- Ten (10) full conference registrations
- One (1) reserved table for ten (10) at the Gala and Awards Dinner
- One (1) reserved table for ten (10) at the NAHSE Luncheon
- One (1) reserved tables for ten (10) at the Leadership Luncheon
- Five (5) tickets to the Thursday evening Networking Event
- Two (2) full-page advertisements in the conference program book
- Opportunity to provide two (2) company promotional items for attendee bags
- Full recognition as a NAHSE partner in the scholarship awards banquet program book

\$50,000

Platinum Level

- Name displayed and full recognition given as a corporate sponsor
- One (1) exhibit booth
- Five (5) full conference registrations
- One (1) reserved table for ten (10) at the Gala and Awards Dinner
- One (1) reserved table for ten (10) at the NAHSE Luncheon
- One (1) reserved tables for ten (10) at the Leadership Luncheon
- Two (2) full-page advertisements in the conference program book
- Opportunity to provide two (2) company promotional items for attendee bags
- Full recognition as a NAHSE partner in the scholarship awards banquet program book

\$35,000

Gold Level

- Name displayed and full recognition as a corporate sponsor
- One (1) exhibit booth
- Four (4) full conference registrations
- One (1) reserved table for ten (10) at NAHSE Luncheon
- One (1) reserved table for ten (10) at Leadership Luncheon
- One (1) reserved table for ten (10) at the Gala and Awards Dinner
- One (1) full-page advertisement in the conference program book
- Opportunity to provide one (1) company promotional items for attendee bags
- Full recognition as a NAHSE partner in the scholarship awards banquet program book

\$25,000

Silver Level

- Name displayed and full recognition given as a corporate sponsor
- Three (3) full conference registrations
- One (1) full-page advertisement in the conference program book
- Opportunity to provide one (1) company promotional item for attendee bags
- Full recognition as a NAHSE partner in the scholarship awards banquet program book

\$10,000

Bronze Level

- Name displayed and full recognition given as a corporate sponsor
- Two (2) full conference registrations
- One (1) half-page advertisement in the conference program book
- Full recognition as a NAHSE partner in the scholarship awards banquet program book

\$5,000

Friend Level

- One (1) full conference registration
- Name on Supporters and Friends Page in Program Book

\$2,500

Supporter

- Name on Supporters and Friends Page in Program Book

Standard Benefits

(for Bronze through Double Platinum)

- Designated as official corporate partner in conference publications, NAHSE newsletter and on website

Sponsors should note that depending on their level of sponsorship, the number of full conference registrations afforded them may be fewer in number than the number of seats available to them at the reserved meal tables (Leadership Luncheon, NAHSE Luncheon, and Gala) which are part of their sponsorship package. Sponsors are encouraged to invite new conference attendees, students, or other colleagues to join their table.

DIRECT PARTNERSHIP OPPORTUNITIES

(Please note that indicating an interest does not guarantee that you will sponsor that event. We will make every effort to accommodate your request, which can only be guaranteed once funds are Received. You will be contacted to confirm availability and specific details).

NAHSE Luncheon (1) \$75,000

A luncheon honoring current and past presidents of NAHSE with a keynote on leading topics in healthcare during which the president's award is given to the person who has graciously offered their service to NAHSE and the field of healthcare.

Leadership Luncheon (1) **SOLD \$75,000**

A luncheon for the NAHSE National President and Officers to provide a presentation on the state of the association.

Scholarship & Awards Gala (1) **SOLD \$75,000**

An evening recognizing those who participated in and won the Everett V. Fox Case Competition, those who won scholarships and awards and those who worked to make the educational conference a success.

Opening Night Reception (1) **SOLD \$35,000**

The official welcome to the annual educational conference that introduces the theme and expectations for the conference and officially opens the exhibit hall. Attendees have an opportunity to network and visit exhibit booths.

Opening Session (1) **SOLD \$50,000**

The official start of the educational conference that introduces the theme for the week and expectations of healthcare leaders in attendance. Sponsor will have the opportunity to offer Greetings to attendees and/or offer a speaker/panelist/moderator to the programming for this session, at NAHSE's discretion.

Thursday Evening Networking . **SOLD \$25,000**

An evening social event that allows conference attendees to network and socialize with past attendees and create new connections with first time attendees. Sponsor will have the opportunity to offer welcome greetings.

CEO/Senior Executive Reception (1) **SOLD \$25,000**

An exclusive event for senior executives to network with their peers.

Badges & Lanyards **SOLD \$15,000**

Advertising opportunity to provide your company's logo on the badges and lanyards that will be worn by all conference attendees during the entire conference.

CEO/Senior Executive Sessions (2 sessions) . . \$25,000 per session

A forum where Senior Executives can meet, exchange ideas, share success stories and learn from each other in a safe, confidential and trusted environment. Sponsor will have the opportunity to be an integral part in the planning/programming for the sponsored session.

Hotel Key Cards **SOLD \$10,000**

A unique advertising opportunity to promote your company on the key cards that are distributed to all conference attendees staying at the host hotel.

Conference Attendee Bags . . **SOLD \$15,000**

Opportunity to have company logo on conference attendee bags.

Health & Fitness **SOLD \$7,500**

This program provides attendees an opportunity to maintain their physical fitness during the conference.

MobileApp/Event Guide **SOLD \$10,000**

Unique opportunity to brand conference attendees' one-stop-shop for all things NAHSE Conference. Attendees can build their own schedule, navigate the exhibit hall, learn about speakers, network and participate in all activities – all through the app!

NAHSE Scholarship Awards – (3 Awards) . . \$5,000 Per Scholarship

Provides financial assistance to support minority students pursuing careers in health care management or a related field. Sponsors will have the opportunity to present to scholarship winner. **SOLD**

Charging Stations (2) \$5,000

Help conference attendees stay powered up and connected by sponsoring NAHSE's cell phone charging station(s). Both your organization's logo and written material (subject to space limitations) will be prominently displayed at the station.

NAHSE Headshot Lounge \$7,500

Participate in one of the Conference's newest and most sought-after benefits to conference attendees – professional headshots! Both your organization's logo and written material (subject to space limitations) will be prominently displayed at the station.

Early Careerists/ Student Sponsorship Opportunities

Young Healthcare Professional Development Forum \$30,000

A dynamic forum that gives early careerists and students the opportunity to connect with senior executives concerning their career journey. Sponsors will have the opportunity to offer greetings.

Career/Residency Position Fair & Reception \$10,000

Allows young professionals the opportunity to learn about fellowship and residency positions available at several hospital and healthcare facilities throughout the United States. Organizations have an opportunity to interview prospective candidates.

Student Networking Reception(1) \$20,000

Opportunity for students who attend the conference to make connections with other students that could potentially become lifelong colleagues and friends. Sponsor will have the opportunity to offer welcome greetings.

2023 GOLF TOURNAMENT SPONSORSHIPS

\$10,000 sponsorship, the Title Partner will receive: **SOLD**

- Exclusive billing as Title Partner – The event will be named “Company” NAHSE Golf Tournament
- Golf publicity will include Title Partner name and logo in all promotional material
- Company supplied banners displayed at the event and awards luncheon
- Opportunity to display product or service to event participants
- Mention as Title Partner on Golf Program cover
- Recognition as Partner at luncheon, with opportunity photo to present mock check for post publicity
- Company supplied marketing material (items/literature) in event gift bags (golf shirts, balls, visors)
- Company receives 4 foursomes to participate in Golf Tournament

In consideration of a \$5,000 sponsorship, the Major Partner will receive:

- Company billed as a Major Partner. Event will be named the NAHSE Golf Tournament Partnered by “Company” (non-exclusive)
- Golf publicity will include Major Partner name and logo in all promotional material
- Company supplied banners displayed at the event and awards luncheon
- Partnership of Two Golf Holes with appropriate signage on course
- Opportunity to display product or service to event participants
- Recognition as Major Partner at luncheon, with photo opportunity to present mock check for post publicity
- Company supplied marketing material (items/literature) in event gift bags (golf shirts, balls, visors)
- Company receives 3 foursomes to participate in Golf Tournament

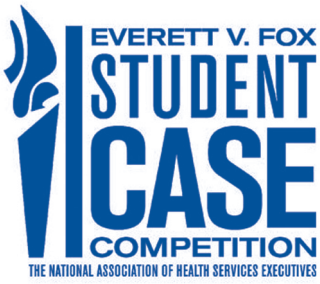
In consideration of a \$2,500 sponsorship, the Contributing Partner will receive:

- Company billed as a Contributing Partner
- Golf publicity will include Contributing Partner name and logo in all promotional material
- Company supplied banners displayed at the event and awards luncheon
- Partnership of One Golf Hole with appropriate signage on course
- Opportunity to display product or service to event participants
- Recognition as Contributing Partner at Award Luncheon
- Company supplied marketing material (items/literature) in event gift bags (golf shirts, balls, visors)
- Company receives 2 foursomes to participate in Golf Tournament

In consideration of a \$2,000 sponsorship, the Hole Partner will receive:

- Company billed as a Hole Partner
- Signage on designated hole on the course
- Recognition as Hole Partner at Award Luncheon
- Company supplied marketing material (items/literature) in event gift bags (golf shirts, balls, visors)
- Company receives 1 foursome to participate in Golf Tournament





ABOUT THE CASE COMPETITION

The National Association of Health Services Executives expanded its scholarship program in 1996 to include the Annual Everett V. Fox Student Case Analysis and Presentation Competition, known as the “Case Competition”. The Case Competition is a scholarship program that utilizes the case study methodology of teaching to provide graduate students with an educational experience that enhances their problem analysis and presentation skills. Graduate programs in Health Administration, Business Administration and Public Health are invited to form a team of one to three students. Approximately 30 student teams will be given a unique case study and charged with applying their creativity, knowledge and experience to analyze the diverse and real situations facing the healthcare organization featured in the case.

The teams are given specific facts and raw data related to the case, from which they are expected to reach decisions as outlined in the case assignment. Past cases have been modeled after organizations such as The Mayo Clinic, Catholic Health Initiatives, Trinity Health, Hospital Corporation of America, UnitedHealth Group, G.E. Healthcare and most recently Kaiser Permanente. The teams present their findings and recommendations before panels of judges representing leaders in the healthcare field.

The Case Competition is made possible through the generous sponsorship of healthcare organizations across the country. With the support of our Case Competition sponsorship partners, NAHSE has provided over \$800,000 in scholarship awards to deserving students. As a corporate sponsor of the Annual Everett V. Fox Student Case Competition, your organization will realize the following immediate and long-term benefits:

- Participation in the professional development of minority graduate students in pursuit of careers in healthcare management
- A unique opportunity to recruit future minority healthcare leaders
- Strategic visibility at the National Annual Educational Conference which provides your organization with an opportunity to reach distinct target markets that are potential customers for your products and services
- Recognition of sponsorship with your organization noted in the conference marketing materials (i.e., brochure, program, website, etc.) including signage at the event



2022 EVERETT V. FOX STUDENT CASE COMPETITION WINNERS

- **1st Place**
The Ohio State University
- **2nd Place**
University of North Carolina
Chapel Hill
- **3rd Place**
University of Illinois Chicago
- **4th Place**
Boston University Questrom
School of Business
- **5th Place**
Trinity University



NATIONAL ASSOCIATION OF HEALTH SERVICES EXECUTIVES (NAHSE)

38th ANNUAL EDUCATIONAL CONFERENCE

KEY DATES TO REMEMBER

SEPTEMBER 15, 2023

Sponsorship Participation Form Due to NAHSE's national headquarters

ASAP

Camera ready advertisement and official company logo due to NAHSE's national headquarters

SEPTEMBER 20, 2023 Deadline to submit Sponsor Attendee Registration Form

ADVERTISING INFORMATION

All advertisements must conform to the listed specifications.

Advertisements must be received in NAHSE's National Headquarters by August 11, 2023. Send information meeting the mechanical requirements below via email to bglover@nahse.org.

MECHANICAL REQUIREMENTS

When providing your company logo for reproduction in NAHSE publications or on NAHSE Conference signage, vectorized.eps files are required in order to produce the clearest image. Logos submitted in any other format are most likely to be highly distorted and blurred when reproduced.

- Live Matter Size – 7" x 10"
- Full Page with Bleeds – 8.75" x 11.25"
- Full Page without Bleeds – 8" x 10.5"
- Half Page – 8" x 5" only
- Color or black & white photocopies, facsimiles, and incomplete electronic files will not be accepted!

HOTEL INFORMATION

ATLANTA MARRIOTT MARQUIS

265 Peachtree Center Ave., NE • Atlanta, GA 30303

The Atlanta Marriott Marquis has reserved a block of rooms for NAHSE conference attendees at a rate of \$244.00 single/double occupancy, group room rate will be subject to the prevailing room tax at the time reservation is booked, plus a \$5.00 per night State of Georgia Hotel fee. Book your reservation by **September 15, 2023** to receive the group rate.

For more information on sponsorship, please contact NAHSE Headquarters at
202.772.1030 or nahsehq@nahse.org





NATIONAL ASSOCIATION OF HEALTH SERVICES EXECUTIVES (NAHSE)

38th ANNUAL EDUCATIONAL CONFERENCE

SPONSORSHIP • EXHIBIT • ADVERTISING FORM

YES! We want to be a sponsor. . . .

COMPANY _____

NAME & TITLE OF CONTACT _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

ENCLOSED IS OUR CHECK FOR \$ _____ (CHECKS PAYABLE TO NAHSE)

WE CANNOT ATTEND BUT WISH TO CONTRIBUTE \$ _____

PLEASE CHARGE TO THE FOLLOWING CREDIT CARD: AMEX VISA MC

CARD NUMBER _____ EXPIRATION DATE _____ SECURITY CODE _____

SIGNATURE _____

SPONSORSHIP OPTIONS: *(please check)*

DIAMOND \$100,000 & ABOVE DOUBLE PLATINUM \$75,000 PLATINUM \$50,000 GOLD \$35,000
 SILVER \$25,000 BRONZE \$10,000 FRIEND \$5,000 SUPPORTER \$2,500

WE ARE INTERESTED IN DIRECT PARTNERSHIP OPPORTUNITY OF THE FOLLOWING – SEE PAGE 5

EXHIBIT ONLY OPTION: EXHIBIT BOOTH \$2,000 x _____ SPACE(S) \$ _____

ADVERTISING ONLY OPTION: FULL PAGE COLOR \$1,500 HALF PAGE COLOR \$1,000

FEES: SPONSORSHIP FEE: \$ _____ EXHIBIT FEE: \$ _____ ADVERTISEMENT FEE: \$ _____ TOTAL FEE(S): \$ _____

METHOD OF PAYMENT: *(make check, money order payable to NAHSE Annual Educational Conference)*

Check Enclosed Money Order Please Send Invoice AMEX VISA MASTERCARD

CARD NUMBER _____ EXPIRATION DATE _____ SECURITY CODE _____

BILLING ADDRESS _____ BILLING ZIP CODE _____

NAME AS IT APPEARS ON CARD _____

CARDHOLDER'S SIGNATURE _____

Please mail this completed form with payment to **NAHSE/Annual Educational Conference**

1050 Connecticut Avenue, NW, 5th Floor | Washington, DC 20036 | P: (202) 772-1030 | F: (202) 772-1072