

Iowa Hospital Association

2012

Sponsorships

great ideas  
begin  
with good  
networking



IOWA HOSPITAL  
ASSOCIATION

## Are you Making the Most of your Membership?

IHA offers many venues for you to connect with your target audience. Take advantage of your Associate Membership through one of the many IHA sponsorship opportunities listed below. Sponsorships are secured on a first-come, first-served basis beginning December 1, 2011.

## Mobile App Sponsorship **NEW**

Exclusive Sponsor \$3,000

Your company logo will be placed at the bottom of each screen of the mobile app and verbal recognition given to your organization during the welcoming remarks.

*This sponsorship is good for one year with the app being utilized during the 2012 Annual Meeting as well as the promotional lead-up to the event. The app allows attendees to view the full schedule of the event, create a customized schedule, view the speakers and sponsors as well as all of the exhibitors, and more.*

## 2013 Leadership Series

60+ Managers, Directors & Executives

Exclusive Series Sponsor \$10,000

*This series of six programs exists to develop critical leadership skills and competencies with the overarching objective of increasing retention of committed, quality staff in Iowa hospitals.*

*By sponsoring this series your organization will be recognized on the IHA website as well as in the series brochure and program materials. You will also have the opportunity to highlight your company at each program and send one member of your organization to the series at no cost!*

## Swinging for Scholars

July 12 | 160+ CEOs, Senior Executives & Hospital Trustees

Eagle Sponsor	\$5,000
Birdie Sponsor	\$3,000
Par Sponsor	\$2,000
Program Speaker (exclusive)	\$4,000
Annual Awards (2 available)	\$2,500
Buffet Lunch (exclusive)	\$3,500
Post-Golf Dinner (exclusive)	\$3,500
Tee Markers (2 available)	\$2,500
Prize Hole (4 available)	\$2,500
Golf Pro (exclusive)	\$2,500
Drink Tickets (exclusive)	\$2,500
Water Station (4 available)	\$2,000
Prizes Only (5 available)	\$1,000
Show Your Support	\$1,000

## Summer Leadership Forum

June 13-14 | 150+ CEOs, Senior Executives & Hospital Trustees

Keynote	
Exclusive	\$9,000
Co-Sponsored	\$4,500
Dinner Sponsor	
Exclusive	\$4,000
Co-Sponsored	\$2,000
Cocktail Reception & Entertainment	\$3,000
Golf Lunch (exclusive)	\$2,500
Golf Fee (exclusive)	\$2,000
Beverage Fee (exclusive)	\$2,000
Awards Sponsor (exclusive)	\$2,000
Prizes Only (3 available)	\$2,000

## Iowa Society for Healthcare Engineers (ISHE) Fall Conference

September 12-14 | 80+ Facility Management Professionals

**Conference Sponsor (4 available) \$1,500**

Includes —  
 Exhibit Booth (preferred placement)  
 Pop-Up Banner (max width 35"/provided by vendor)  
 Verbal Recognition at the Conference  
 Recognition in the Brochure

Thursday Breakfast (2 available)	\$250
Thursday Luncheon (2 available)	\$250
Friday Breakfast (2 available)	\$250
<b>8X10 Exhibit Booth</b>	<b>\$600</b>
Trade Show Reception (6 available)	\$250
Trade Show Beverages (exclusive)	\$400

## IHA Tee Off Golf Classic

April 18 | 60+ CEOs, Senior Executives & Hospital Trustees

Lunch and Beverage Cart	\$3,500
Prize Sponsor (5 available)	\$1,500

## IONL Trade Show

Exhibitors at the IONL Spring Trade Show will have an opportunity to meet nurse leaders and key decision makers from many of Iowa's hospitals and health systems.

10X10 Exhibit Booth	\$500
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## Auxiliary & Volunteer Gift Shop Market

April 24 | 100+ Auxiliary Presidents & Board Members, Volunteer Coordinators & Leaders

10X10 Exhibit Booth	\$300
Break Sponsor (3 available)	\$300
Lunch Sponsor (2 available)	\$400

	<b>Program Sponsor</b> <i>Exclusive</i>	<b>Program Sponsor</b> <i>Co-Sponsored</i>	<b>Lunch Sponsor</b>	<b>Break Sponsor</b>
<b>CAH Forum</b> March 29   80+ CEOs & Senior Executives	\$2,000	\$1,000	\$1,000	\$500
<b>Iowa Rehabilitation Managers (IRM) Spring Conference</b> March 27   60+ Rehab Managers	\$1,000	\$500	\$1,500	\$600
<b>Iowa Society for Healthcare Purchasing/ Materials Management (ISHPMM) Spring Conference</b> March 30   30+ Purchasing & Materials Managers	\$1,000	\$500	\$600	\$300
<b>IHA Governance Forum</b> April 26   75+ Hospital Trustees & CEOs	\$3,000	\$1,500	\$1,000	\$500
<b>Foundation Professionals for Iowa Hospitals (FPIH) Spring Conference</b> April 13   80+ Marketing & Foundation Professionals	\$1,000	\$500	\$1,600	\$800
<b>Iowa Healthcare Educators (IHE) Spring Conference</b> April 18   75+ Education Coordinators & Trainers	\$1,000	\$500	\$1,000	\$500
<b>Behavioral Health Affiliates of Iowa (BHA) Summer Conference</b> June 22   40+ Behavioral Health Managers, Trauma Coordinators and Nurse Leaders.	\$1,000	\$500	\$750	\$350
<b>Iowa Society for Healthcare Human Resources Administration (ISHHRA) Spring Conference</b> April 25   70+ Human Resources Professionals	\$1,000	\$500	\$1,000	\$500
<b>Iowa Society for Healthcare Marketing Public Relations (ISHMPR) Spring Conference</b> April 30 - May 1   60+ Public Relations, Marketing & Foundations Directors	\$1,000	\$500	\$1,000	\$600
<b>Iowa Organization of Nurse Leaders (IONL) Spring Conference</b> June 8   200+ Nurse Managers, Directors & Executives	\$4,000	\$2,000	\$1,500	\$1,000 <i>Exhibit Hall</i>
<b>Iowa Society of Healthcare Attorneys (ISHA) Spring Conference</b> May 15   45+ Health Care Attorneys & Compliance	\$1,000	\$500	\$900	\$400
<b>Iowa Trauma Coordinators (ITC) Spring Conference</b> June 5   85+ Trauma Coordinators & ED Managers	\$1,000	\$500	\$900	\$400

## IHA Annual Meeting, Trade Show & Golf Outing

October 9-11 | 1,300+ CEOs, CFOs, COOs, CNOs, Senior Staff, Department Managers & Trustees

The IHA Annual Meeting is a tremendous benefit for Associate Members. It provides direct access to 1,300 plus participants as well as to education on the issues confronting hospitals and health care – all without paying a convention registration fee. And to move your firm even further ahead in the eyes of IHA members, reserve an exhibit booth and sign-up for a sponsorship. A variety of options are offered so that you can choose the one that fits your needs best.

### Annual Meeting Conference

#### Keynote Speaker (3 available)

Exclusive	\$18,000
Co-Sponsored	\$9,000

Recognition at the event, your company banner displayed during the keynote presentation, company name listed on the event website as well as in the brochure as well as advertisement space in the program agenda.

#### Chairman's Reception

Exclusive	\$8,000
Co-Sponsored	\$4,000

#### ACHE Category I Session

Exclusive	\$8,500
Co-Sponsored	\$4,250

Signage at the event, company name listed on the event website as well as in the brochure as well as advertisement space in the program agenda.

#### Pocket Agenda Ad Space

Half Page (4.5x3.5)	\$1,500
Full Page (5x8)	\$2,500
Bookmark (exclusive)	\$2,000

#### Welcome Item (4 available) \$2,500

This sponsorship will provide the funding for a welcome item to be distributed to each attendee that attends the program. As a sponsor, you will be recognized by the placement of your company logo on the item to be distributed.

#### Water Stations (2 available) \$1,500

#### Coffee Break (2 available) \$1,500

Company name listed on the event website as well as in the brochure and signage provide the day of.

#### "ROCK" Sponsors (5 available) \$1,000

You have been ROCK'd...this sponsorship says it all, "Random Occurrences of Conference Kindness." This sponsorship provides the funding for a nice gift to be presented randomly to attendees as a way of saying "Thanks for coming!" As a "ROCK" sponsor, you will be recognized by the placement of your company logo on the item.

### Annual Meeting Golf Outing - October 8

Due to the number of golfers at this event, only golf sponsors will be allowed to golf with attendees.

Post-golf Dinner (exclusive)	\$4,000
Golf Fee (exclusive)	\$3,500
Beverage Fee (exclusive)	\$2,500
Prizes Only (6 available)	\$2,000

## Annual Meeting Trade Show

#### Exhibit Hall Breakfast (2 available) \$2,000

Breakfast is the most important meal of the day, which is why your company name will be the first thing attendees will see as they stop and enjoy warm pastries!

Signage at the event and company name listed on the event website as well as in the brochure.

#### Exhibit Hall Lunch (2 available) \$2,000

Signage at the event and company name listed on the event website as well as in the brochure.

#### Exhibit Hall Desserts (2 available) \$2,500

Did someone say warm cookies? The last break of the day happens to take place in the Exhibit Hall and involves a variety of melt-in-your mouth cookies for attendees to enjoy!

Signage at the event and company name listed on the event website as well as in the brochure.

#### Fruit Cart (exclusive) \$1,000

Signage at the event and company name listed on the event website as well as in the brochure.

#### IONL Reception Sponsorship (2 available) \$1,000

This reception is exclusively for members of IONL (Iowa Organization of Nurse Leaders). This organization provides direction and leadership for the advancement of nursing practice and patient care in hospitals and multi-hospital systems.

Recognition and signage at the event, one representative from your company is invited to attend the reception as well as your company name listed on the event website as well as in the brochure.

#### CEO Gifts at the Trade Show (2 available) \$500

Each year IHA presents a gift to a lucky CEO (they must be present to win) during the last trade show break.

Signage at the event and company name listed on the event website as well as in the brochure. Company representative to present the prize.

#### Popcorn Cart (2 available) \$1,000

Everyone loves popcorn! As attendees visit each booth at the trade show they will smell the aroma of popcorn and will just have to stop by the popcorn cart for a free bag of popcorn.

Signage at the event and company name listed on the event Web site as well as in the brochure.

Trade show booth space is available only to IHA Associate Members.

8x10 booth (limited to 50)	\$2,500
8x8 booth (limited to 8)	\$2,000

## IHA District Meetings Golf Sponsorship

Dates TBD | 75+ CEOs, Senior Executives and Hospital Trustees

Exclusive Sponsorship \$5,000

# Iowa Hospital Association 2012 Sponsorships

## TWO WAYS TO SIGN UP

Fax: 515.698.5131 or 515.283.9366

Mail: IHA, 100 E Grand, Ste 100  
Des Moines, IA 50309-1835

Name \_\_\_\_\_

Organization Name \_\_\_\_\_

Telephone No. (\_\_\_\_\_) \_\_\_\_\_ Fax No. (\_\_\_\_\_) \_\_\_\_\_

E-mail Address \_\_\_\_\_

Please note that all sponsorships and trade shows are assigned on a first-come, first-served basis beginning December 1, 2011.

- |          |   |                     |  |
|----------|---|---------------------|--|
| March 27 | <b>IRM Spring Conference</b><br>Program Sponsor<br>Exclusive <input type="checkbox"/> \$1,000<br>Co-Sponsored <input type="checkbox"/> \$500<br>Lunch Sponsor <input type="checkbox"/> \$1,500<br>Break Sponsor <input type="checkbox"/> \$600  | April 24            | <b>Auxiliary &amp; Volunteer Gift Shop Market</b><br>10X10 Booth <input type="checkbox"/> \$300<br>Break Sponsor <input type="checkbox"/> \$300<br>Lunch Sponsor <input type="checkbox"/> \$400  |
| March 29 | <b>CAH Forum</b><br>Program Sponsor<br>Exclusive <input type="checkbox"/> \$2,000<br>Co-Sponsored <input type="checkbox"/> \$1,000<br>Lunch Sponsor <input type="checkbox"/> \$1,000<br>Break Sponsor <input type="checkbox"/> \$500            | April 25            | <b>ISHHRA Spring Conference</b><br>Program Sponsor<br>Exclusive <input type="checkbox"/> \$1,000<br>Co-Sponsored <input type="checkbox"/> \$500<br>Lunch Sponsor <input type="checkbox"/> \$1,000<br>Break Sponsor <input type="checkbox"/> \$500  |
| March 30 | <b>ISHPMM Spring Conference</b><br>Program Sponsor<br>Exclusive <input type="checkbox"/> \$1,000<br>Co-Sponsored <input type="checkbox"/> \$500<br>Lunch Sponsor <input type="checkbox"/> \$600<br>Break Sponsor <input type="checkbox"/> \$300 | April 30 -<br>May 1 | <b>ISHMPR Spring Conference</b><br>Program Sponsor<br>Exclusive <input type="checkbox"/> \$1,000<br>Co-Sponsored <input type="checkbox"/> \$500<br>Lunch Sponsor <input type="checkbox"/> \$1,000<br>Break Sponsor <input type="checkbox"/> \$600  |
| April 26 | <b>IHA Governance Forum</b><br>Program Sponsor<br>Exclusive <input type="checkbox"/> \$3,000<br>Co-Sponsored <input type="checkbox"/> \$1,500<br>Lunch Sponsor <input type="checkbox"/> \$1,000<br>Break Sponsor <input type="checkbox"/> \$500 | May 15              | <b>ISHA Spring Conference</b><br>Program Sponsor<br>Exclusive <input type="checkbox"/> \$1,000<br>Co-Sponsored <input type="checkbox"/> \$500<br>Lunch Sponsor <input type="checkbox"/> \$900<br>Break Sponsor <input type="checkbox"/> \$400  |
| April 13 | <b>FPIH Spring Conference</b><br>Program Sponsor<br>Exclusive <input type="checkbox"/> \$1,000<br>Co-Sponsored <input type="checkbox"/> \$500<br>Lunch Sponsor <input type="checkbox"/> \$1,600<br>Break Sponsor <input type="checkbox"/> \$800 | June 22             | <b>BHAI Summer Conference</b><br>Program Sponsor<br>Exclusive <input type="checkbox"/> \$1,000<br>Co-Sponsored <input type="checkbox"/> \$500<br>Lunch Sponsor <input type="checkbox"/> \$750<br>Break Sponsor <input type="checkbox"/> \$350  |
| April 18 | <b>Tee Off Golf Classic</b><br>Lunch and Beverage Cart <input type="checkbox"/> \$3,500<br>Prize Sponsor (5 available) <input type="checkbox"/> \$1,500   | June 8              | <b>IONL Spring Conference</b><br>Program Sponsor<br>Exclusive <input type="checkbox"/> \$4,000<br>Co-Sponsored <input type="checkbox"/> \$2,000<br>Lunch Sponsor <input type="checkbox"/> \$1,500<br>Exhibit Hall Break <input type="checkbox"/> \$1,000<br>10x10 Exhibit Booth <input type="checkbox"/> \$500 |
| April 18 | <b>IHE Spring Conference</b><br>Program Sponsor<br>Exclusive <input type="checkbox"/> \$1,000<br>Co-Sponsored <input type="checkbox"/> \$500<br>Lunch Sponsor <input type="checkbox"/> \$1,000<br>Break Sponsor <input type="checkbox"/> \$500  | Dates TBD           | <b>2013 Leadership Series</b><br>Exclusive Series Sponsor <input type="checkbox"/> \$10,000<br><br><b>Mobile App Sponsorship</b><br>Exclusive Sponsor <input type="checkbox"/> \$3,000   |

**NEW**

- June 5 ITC Spring Conference**  
 Program Sponsor  
 Exclusive  \$1,000  
 Co-Sponsored  \$500  
 Lunch Sponsor  \$900  
 Break Sponsor  \$400

- Dates TBD District Meetings Golf Sponsorship**  
 Exclusive Golf Sponsor  \$5,000

- June 13-14 Summer Leadership Forum**  
 Keynote  
 Exclusive  \$9,000  
 Co-Sponsored  \$4,500  
 Dinner Sponsor  
 Exclusive  \$4,000  
 Co-Sponsored  \$2,000  
 Cocktail Reception & Entertainment  \$3,000  
 Golf Lunch (exclusive)  \$2,500  
 Golf Fee (exclusive)  \$2,000  
 Beverage Fee (exclusive)  \$2,000  
 Awards Sponsor (exclusive)  \$2,000  
 Prizes Only (3 available)  \$2,000

- July 12 Swinging for Scholars**  
 Eagle Sponsor  \$5,000  
 Birdie Sponsor  \$3,000  
 Par Sponsor  \$2,000  
 Program Speaker (exclusive)  \$4,000  
 Annual Awards (2 available)  \$2,500  
 Buffet Lunch (exclusive)  \$3,500  
 Post-Golf Dinner (exclusive)  \$3,500  
 Tee Markers (2 available)  \$2,500  
 Prize Hole (4 available)  \$2,500  
 Golf Pro (exclusive)  \$2,500  
 Drink Tickets (exclusive)  \$2,500  
 Water Station (4 available)  \$2,000  
 Prizes Only (5 available)  \$1,000  
 Show Your Support  \$1,000

- September 12-14 ISHE Fall Conference & Trade Show**  
 Conference Sponsor  \$1,500  
 10x10 Exhibit Booth  \$600  
 Thursday Breakfast (2)  \$250  
 Thursday Luncheon (2)  \$250  
 Trade Show Reception (6)  \$250  
 Trade Show Beverages (1)  \$400  
 Friday Breakfast (2)  \$250

- October 9-11 IHA Annual Meeting and Trade Show**  
**Annual Meeting Conference**  
 Keynote Speaker (3 available)  
 Exclusive  \$18,000  
 Co-Sponsored  \$9,000  
 Chairman's Reception  
 Exclusive  \$8,000  
 Co-Sponsored  \$4,000  
 ACHE Category I Session  
 Exclusive  \$8,500  
 Co-Sponsored  \$4,250  
 Pocket Agenda Ad Space  
 Half Page  \$1,500  
 Full Page  \$2,500  
 Bookmark  \$2,000  
 Water Stations (2 available)  \$1,500  
 Welcome Item (4 available)  \$2,500  
 Coffee Break (2 available)  \$1,500  
 IONL Reception (2 available)  \$1,000  
 "ROCK" Sponsors (5 available)  \$1,000

- Annual Meeting Trade Show**  
 Exhibit Hall Breakfast (2 available)  \$2,000  
 Exhibit Hall Lunch (2 available)  \$2,000  
 Exhibit Hall Desserts (2 available)  \$2,500  
 CEO Gifts at the Trade Show  \$500  
 Popcorn Cart (2 available)  \$1,000  
 Fruit Cart (exclusive)  \$1,000  
 8x10 booth (limited to 50)  \$2,500  
 8x8 booth (limited to 8)  \$2,000

**October 8 IHA Annual Meeting Golf Outing**

- Annual Meeting Golf Outing**  
 Post-golf Dinner (exclusive)  \$4,000  
 Golf Fee (exclusive)  \$3,500  
 Beverage Fee (exclusive)  \$2,500  
 Prizes Only (6 available)  \$2,000

**Deposit Policy**

A deposit of a minimum of 25% must accompany this application form to secure a sponsorship and exhibit booth. If paying by check, a check must be received within 5 business days of receiving the faxed in form. Full payment must be received within 12 weeks prior to the event. No further deadline notification will be made.

**Cancellation/Refund Policy**

All cancellations must be received in writing (petersc@ihaonline.org). If a cancellation is received within 12 weeks of the event, a full refund will be made MINUS a processing fee of 25%. No refund will be made for cancellations received 12 or fewer weeks prior to the event.

I have read and agree to the policies governing the sponsorships/trade shows that are listed within this application/contract. I understand that these policies are incorporated into this contract by reference and that this application becomes a contract when accepted and confirmed by the Iowa Hospital Association.

\_\_\_\_\_  
 Signature

**Payment Information**

- Check (payable to IHA)  
 Credit Card

For IHA Office Use Only

Date Received \_\_\_\_\_ Check # \_\_\_\_\_ Check Total \$ \_\_\_\_\_

- Charge 25% Deposit  
 Charge Full Amount  
 American Express  
 MasterCard  
 Discover  
 VISA

Cardholder Name (please print) \_\_\_\_\_

Credit Card No. \_\_\_\_\_ Security Code \_\_\_\_\_

Expiration Date \_\_\_\_\_ Cardholder's Phone No. (\_\_\_\_\_) \_\_\_\_\_

Cardholder Signature \_\_\_\_\_