

Choose the path designed for sole proprietors and entrepreneurial companies eager to leverage the extensive strategic network and industry-wide exposure opportunities the HBA provides.

**THE RED PACKAGE** enables company leaders to participate in HBA's flagship events, including the Annual Conference and the Woman of the Year award program, and provides cost-effective sponsorship opportunities to increase their exposure.

This package is also ideal for companies new to the HBA—those looking to understand the true value the HBA can provide their company and their employees. Many companies use the RED package to establish their initial relationship with the HBA and grow their involvement and engagement from this starting point.

RED package partners enjoy the access and exposure the HBA affords their leaders across the broad healthcare and life-sciences industry.

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#### THE RED PACKAGE INCLUDES

**Five one-year HBA memberships** for company employees and these five members will receive access to **three select professional development webinar recordings**.

**One registration to the HBA's Annual Conference** and a 50 percent discount off the price of an exhibit hall booth.

Exclusive opportunity for advance purchase of up to **five seats** at the HBA's annual Woman of the Year award event.

#### Industry-wide recognition as a corporate partner by way of, but not limited to:

- Exposure on HBA's website, using company-branded logo linked to the company website
- Welcome recognition in HBA's social media channels and opportunities for periodic social media callouts
- Articles or features in HBA's digital and print media
- Visibility in the HBAAddsValue—HBA's bimonthly newsletter for corporate partners