



YOUR LEADERSHIP VISION AND VOICE

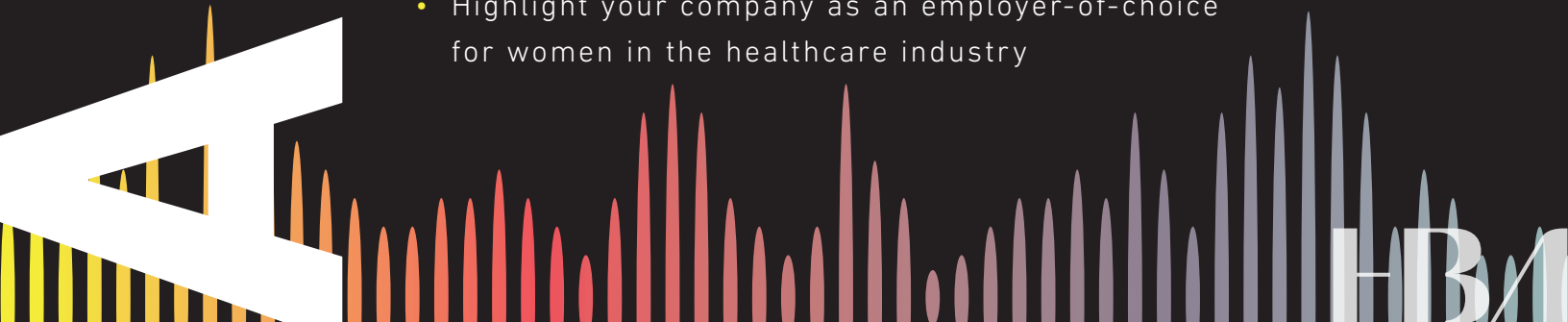
2020 HBA annual conference | 17-19 november | #HBAAC20 | HBA.net.org/2020AC

THE 2020 HBA ANNUAL CONFERENCE

is an industry “must-attend” event. This year, industry leaders will convene virtually over three days for networking, leadership and professional development. And, it doesn't stop there. Attendees will have **six-month access to the platform** to watch 80+ hours of content, which means extended visibility for your brand.

Don't miss this opportunity to position yourself as a gender parity advocate—all while promoting your products, services and industry value to influential stakeholders and key decision-makers.

SPONSORSHIP VALUE:

- The HBA markets and promotes our Annual Conference across our community of 60,000 healthcare influencers, in addition to exposure in several high-profile media outlets
 - Position your brand in front of a broad audience of healthcare leaders and decision-makers
 - Increase sales through brand visibility and thought-leadership
 - Show your support of the HBA's mission to achieve gender parity in the business of healthcare
 - Assist the HBA in providing valuable professional development and networking opportunities for its members
 - Highlight your company as an employer-of-choice for women in the healthcare industry
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HBA

AMPLIFY YOUR LEADERSHIP VISION AND VOICE

ANNUAL CONFERENCE ATTENDEE DEMOGRAPHICS*



59%

Over half of attendees are mid- to senior-level professionals

20% VP or higher

39% directors (various levels)

SPONSORSHIP OPPORTUNITIES

BRANDED	PREMIER	CHAMPION	SUPPORTER
\$25,000 / €22,000 <i>Only 1 available!</i>	\$18,000 / €15,840	\$10,000 / €8,800	\$5,000 / €4,400

PRESENCE

	BRANDED	PREMIER	CHAMPION	SUPPORTER
Banner advertisement in platform lobby	•			
Company logo in platform lobby		•		
Personal sponsor page within platform	•	•	•	•
Directory listing linked to your website	•	•	•	•
Logo visibility in opening slides	•	•	•	•
Private branded chat room	•	•	•	
Item in digital swag bag (i.e. coupon, flyer, company research publication, event bingo card, etc.)	•	•	•	•
Complimentary conference registrations	5	4	2	1

ACCESS

	BRANDED	PREMIER	CHAMPION	SUPPORTER
Email list of all registrants who opt-in	•	•		
Ability to capture data from your sponsor page visitors	•	•	•	•

CONTENT

	BRANDED	PREMIER	CHAMPION	SUPPORTER
Showcase your company's executives/leaders through participation on a panel (<i>limited availability</i>)	•			
Display a 30 second video/commercial before keynote sessions (<i>must be pre-approved by HBA</i>)	•			
Logo recognition on 2 educational breakout sessions (sponsor choice) OR 40-minute "Spotlight Sessions" plus 20-minute Q&A session (<i>content must be pre-approved by HBA – only four available</i>)		•		
Display a video on your personal sponsor page	•	•	•	

DIGITAL

	BRANDED	PREMIER	CHAMPION	SUPPORTER
Logo on conference microsite	•	•	•	•
Logo in conference marketing emails	•	•	name only	name only
Recognition on HBA's social media channels	•	•	•	•
"We're A Proud Sponsor" graphic for recognition on your social media channels	•	•	•	•

* Based on results of 2018 Annual Conference attendee survey

AMPLIFY YOUR LEADERSHIP VISION AND VOICE

HIGHLY
EXPERIENCED
ATTENDEE
BASE*



75%

of attendees have 10 or
more years of healthcare
industry experience

46% have > 20 years
43% are from pharma
20% are from biotech

ADDITIONAL OPPORTUNITIES TO ENHANCE YOUR EXPOSURE

Add-on opportunities only available to Annual Conference sponsors.

BREAK WELCOME MESSAGES

All attendees will be watching our keynotes and this opportunity allows your pre-recorded video message to announce a break between sessions. *(Three available)*

INVESTMENT: \$4,000 / €3,520

TIME KEEPER

Showcase your company by placing your logo front-and-center as attendees wait for keynote sessions to begin. *(One available)*

INVESTMENT: \$3,000 / €2,640

VIRTUAL SELFIE BOOTH

Attendees will be lining up to take pictures at the virtual selfie booth to share on their social channels and this opportunity allows your company to customize the experience through branded backgrounds, stickers, frames and more! *(One available)*

INVESTMENT: \$3,000 / €2,640

TRIVIA NIGHT

Tremendous opportunity for brand visibility while attendees connect and play games for Wednesday trivia night. *(One available)*

INVESTMENT: starting at \$1,500 / €1,320

YOGA SESSION

Namaste with the HBA. Show your logo throughout the AM yoga sessions. Sponsor can also provide a branded t-shirt for the yoga instructor to wear. *(Two available)*

INVESTMENT: \$1,500 / €1,320

HBA HUB CONTENT

Highlight your company's initiatives by including 20-minute pre-recorded video available on-demand in the HBA HUB. *(Ten available)*

INVESTMENT: \$1,000 / €880

HBA ANNUAL CONFERENCE ATTENDEES REPRESENT THE FOLLOWING COMPANIES AND MORE.

