

2018 HBA European Leadership Summit
People, Purpose and Passion: The Pathway to Success
11-12 October, 2018 Berlin, Germany
Sponsorship Opportunities Brochure

hbanet.org



About the Healthcare Businesswomen's Association (HBA)

The Healthcare Businesswomen's Association (HBA) is a global non-profit organization comprised of individuals and organizations from across the healthcare industry committed to:

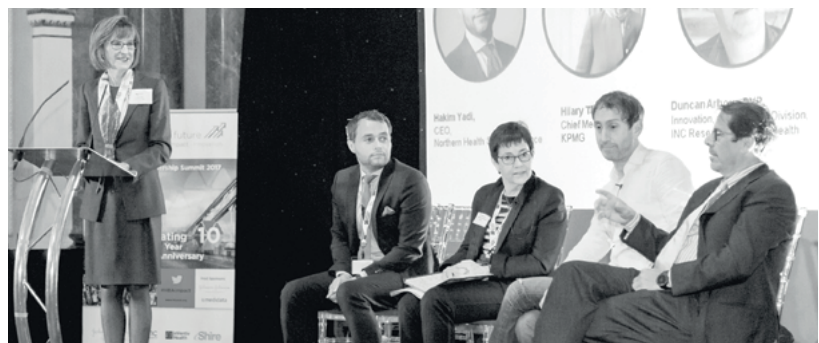
- Achieving gender parity in leadership positions
- Facilitating career and business connections
- Providing effective practices that enable organizations to realize the full potential of their female talent.

The HBA accomplishes its mission through strong business networks, education, research, advocacy and recognition for individuals and companies. The HBA is in its fourth decade and now has 10,000 individual members and over 120 corporate partners served by various chapters and affiliates across the U.S. and Europe. For more information please visit: www.HBAnet.org/Europe.

The 2018 HBA European Leadership Summit

Following a successful summit in London last year, the HBA are pleased to announce the 2018 European Leadership Summit will take place on the 11-12 October in Berlin, Germany.

This year's theme will focus on entrepreneurship in healthcare and life science.



Attendees will have the opportunity to learn how to identify their **purpose**, how to influence and manage **people**, and how to share their **passion** through the art of storytelling – all of which are critical leadership skills needed to succeed and form our summit title **People, Purpose and Passion: The Pathway to Success**.

The summit will provide a chance to participate in interactive workshops, listen to TED-style talks from successful young entrepreneurs, and expert keynote speakers who will be talking about the innovative leadership styles that can be accomplished through entrepreneurship. Attendees will also hear the results from the HBA Entrepreneurs Affinity Group on women entrepreneurs in healthcare and the HBA analysis on the gender inequality pay gap.

Sponsorship at the 2018 HBA European Leadership Summit

Event sponsors can gain premium exposure with industry leaders and participants and facilitate long-term relationships with summit attendees at value rates. Sponsorship ensures your organization gets targeted exposure and participant attention and help to:

- Build business connections for a sustainable leadership advantage
- Learn from thought-leaders to broaden your perspective in the industry
- Develop actionable insights for yourself, your team and your organization
- Be a part of the convening of top women in healthcare across sectors as we work to further the advancement and impact of women in the business of healthcare.

In an effort to provide our valued engagement partners with an overview of the association's events, products, tools and sponsors, we have developed an overview of engagements that are available. Sponsorships are available at all price points starting at €5,000. These sponsorship opportunities give companies tremendous visibility.

As the HBA is a non-profit organization, we rely heavily on the support from our volunteers and sponsors to continue to actively champion our mission and commitments.

2018 Summit Sponsorship Packages

Following the success from 2017, this year's summit will attract approximately 300 senior healthcare professionals from across Europe. This closed and intimate environment allows stronger networking opportunities and spotlights sponsors increasing viability.

Sponsorship package*	Platinum package	Key note speaker package	Gold package	Silver package	Coffee break package 11 October	Coffee break package 12 October
Price (Euro)	€15,000	€12,000	€10,000	€8,000	€5,000	€5,000
Programs						
Speaker at summit presentation/ workshop within the program	✓	✓	-	-	-	-
Acknowledgement in the opening address	✓	✓	✓	✓	✓	✓
Communications						
Logo on Roll-up banner	✓	✓	✓	✓	✓	✓
Logo on summit registration page (with link to company web-site)	✓	✓	✓	✓	✓	✓
Marketing materials						
Full page ad in final program	✓	✓	✓	✓	-	-
1/2 page ad in final program	-	-	-	-	✓	✓
Leaflets and gifts in bags						
* Company information package (leaflets etc.) to be included in conference bag	✓	✓	✓	✓	✓	✓
* Distribution of free gifts in the conference bag	✓	✓	✓	✓	✓	✓
Registration passes						
Complimentary registration passes	15	12	10	5	3	3
Discount on registration passes 25%	15	12	-	-	-	-
Coffee and Lunch						
Sponsor lunch	-	-	-	-	-	-
Sponsor coffee break	-	-	-	-	✓	✓
** Custom package	-	-	-	-	-	-

* Provided by sponsors and requires approval by HBA

** If you cannot find above packages that meet your interest or you want to learn more about how you can sponsor such a great event, please contact Marina Gilic, gilicmarina@gmail.com.

We look forward to welcoming you at the European Leadership Summit 2018!