

2021 European Leadership Summit

Virtual - 16-18 June

Sponsorship Opportunities Brochure

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 nearly 10,000 individual members and over 150 Corporate Partners served by various chapters and affiliates across North America and Europe. For more information please visit: www.HBAnet.org/.

The 2021 HBA European Leadership Summit

The HBA is pleased to announce the 2021 European Leadership Summit will take place on the 16-18 June. The event will run virtually with half day programmes across all three days in order to protect the safety of delegates and sponsors.

This year's theme will focus on the **future of leadership**. Attendees will have the opportunity to participate in interactive workshops, listen to TED-style talks, and hear from expert keynote speakers who will be talking about the steps they are undertaking within their organizations to be prepared for the future of workforce and leadership.

Please watch [2019 summit testimonials](#) to understand why this is such an empowering meeting with great learning and networking opportunities.



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Why sponsor the 2021 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 helps to:

- Build business connections for a sustainable leadership advantage
- Learn from thought leaders to broaden your perspective in the industry
- Gain lasting exposure as the Summit content will be available for attendees to access for up to 12 months after the event dates.
- Develop actionable insights for yourself, your team and your organization
- Be part of a group of men and women leading the advancement and impact of women in the business of healthcare.
- Showcase your company's efforts for gender parity.

In an effort of to strengthen our relationships with our valued partners, we have developed an overview of possible engagement. Sponsorships are available at all price points starting at €5,000. 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.



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2021 HBA Europe Leadership Summit sponsorship packages:

All sponsorships include complimentary registrations based on allocation per sponsor level, acknowledgement pre-during-after the event and logo recognition on website and virtual platform within your dedicated environment.

Sponsor level:	Platinum	Gold	Silver	Bronze *
Price	20,000.00 €	15,000.00 €	10,000.00 €	5,000.00 €
Complementary registrations	30	14	10	4
Speaker benefit	Keynote plus Corporate Brunch Keynote Speaker	One speaker for panel or one moderator	One speaker for a panel or one moderator, or a Corporate Brunch moderator	Keynote speaker during the selected event*
Sponsor Environment with content to be designed around speakers, teams at the event	High customisation. Unlimited number of documents	Middle	Lower	
Acknowledgement in opening	✓	✓	✓	✓
Main sponsor of event recognition through splash screen to appear each time we log onto the platform	✓			
Column advertising – Banner on the right on the home page	✓	✓		
Banner advertising Fixed logo (banner in the middle with fixed logo)	✓			
Outbound meetings – exhibitors could reach out to anyone	✓	✓	✓	✓
Inbound meetings – delegates could reach out to exhibitors	✓	✓	✓	✓
Access to networking via powerful matchmaking feature	✓	✓	✓	✓
Possibility to video call with participants	✓	✓	✓	✓
Access to the platform for up to 1 year after the event	✓	✓	✓	✓
Web page customisation	✓	✓	✓	✓
Company logo & description on event page	✓	✓	✓	✓
Company social media links on event page & sponsor page	✓	✓	✓	✓
Dedicated eblast sent to all attendees following the event	✓			
Banner in one eblast (sent to entire HBA database)	✓	✓	✓	
Material for social media campaign (visibility of the sponsor during the event – HBA tag, link to video)	✓	✓	✓	
Logo on summit registration page with link to company internet site	✓	✓	✓	✓

Rates excl applicable VAT. And VAT treatment will follow the local regulation.

*Bronze packages are allocated to the invitation-only Corporate Partner Brunch. Sponsors of the Corporate Partner Brunch will be acknowledged during the Summit Opening and can benefit from the features identified above.