

# 2017 HBA Corporate Partner and sponsorship opportunities



**Our core purpose is to further the advancement and impact of women in the business of healthcare**

**Nearly 8,000 individual members**

**Nearly 120 Corporate Partners**

## About the HBA

The Healthcare Businesswomen's Association is a global nonprofit 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.

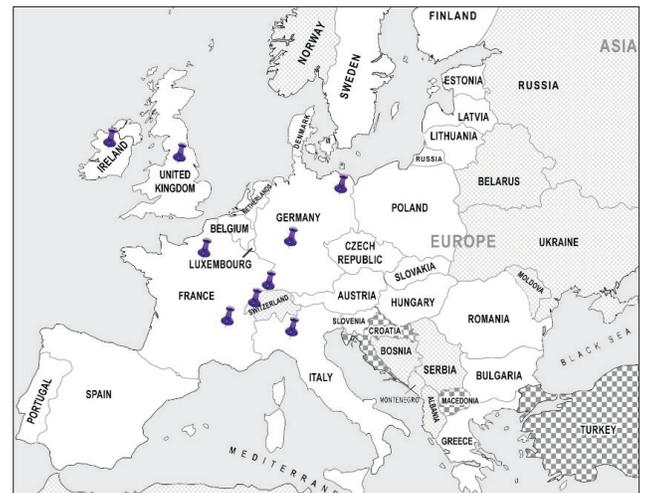
## Empower your organization

The HBA is a gateway to **further empower your organization** by connecting you with an exclusive group of companies that share your commitment to elevating women leaders and **driving toward gender parity** thereby increasing your business results.

Engaging with the HBA allows your company to become part of a business network that spans the full range of the healthcare industry. The HBA sets the global standard for excellence through its best-in-class awards and conferences.

Your company's commitment to maximizing the impact and influence of women leaders within the healthcare industry is enabling us to accelerate our goal of gender parity through gender partnership.

## HBA reach growing globally



For more information, visit [www.HBAnet.org](http://www.HBAnet.org)

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- Woman of the Year event (WOTY)
- Annual Conference

**Advertising opportunities:** *HBAAdvantage*

**ACE awards submission**



## Corporate Partner program

Through Corporate Partner status with the HBA, companies:

- visibly demonstrate their leadership in the healthcare community by acknowledging the importance of women leaders and the investment they have in their success.
- directly benefit as their staff strengthen contributions to the company by stepping out of conventional work roles to gain experience and knowledge of leadership, teamwork and industry changes with the HBA board and volunteer service.
- provide a community of support for employees with access to successful women role models and career-boosting tools.
- gain early notification to showcase their corporate headquarters and executive talent to the HBA's desirable membership, serving as a corporate host for HBA events.

Building Better  
Business Connections  
(3BC)

Flagship events

Career Conversations

Rising Stars and  
Luminaries

ACE awards

Membership

Red carpet

VIP receptions

Referrals and  
connections

Internal women's  
network

Industry visibility

Job postings



## Building Better Business Connections (3BC)

### 3BC community structure

**B**uilding **B**etter **B**usiness **C**onnections (**3BC**) is a community of executive leaders from HBA Corporate Partner organizations who come together to inspire and accelerate the leadership impact of women in healthcare by collaboratively learning and tackling shared business challenges.

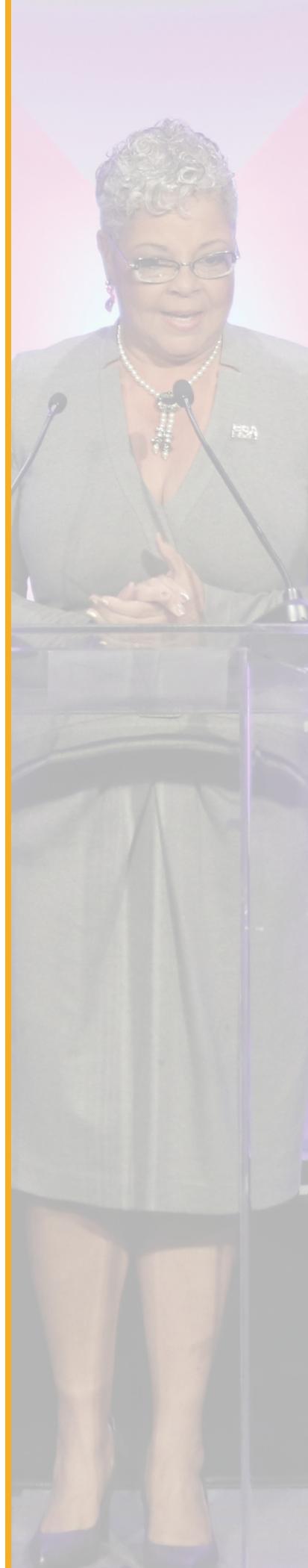
The **3BC** community is chaired by a senior leader who is well known and respected in the business of healthcare. The chair position rotates and provides high visibility, strategic networking and professional development opportunities. The chair is aided by a co-chair who provides support and succession planning. They in turn are guided by a steering committee, and supported by a small core team and summit operations group.

**3BC** holds executive summits, facilitated by an industry thought leader, that focus on organizational transformation through shared insights, best practices and in-depth discussions addressing business challenges.

Typical **3BC** summit attendees are senior leaders (senior directors, VPs, and above) from our Purple and Gold Corporate Partner organizations.

### Past 3BC summits

- Women Leaders Transforming the Future Through Gender Partnership
- Building and Growing Internal Women's Networks (IWN)
- Metrics that Matter: Strategies to Build the IWN Business Case for Change
- Blind Spot: Hidden Biases of Good People
- Creating a Sponsorship Culture
- Innovation: Diversity and Market Growth
- The Power of the Purse





## Flagship event: Annual Conference

### 2017 Annual Conference

6-8 November | Philadelphia

Each fall, the HBA hosts hundreds of leaders from all sectors of healthcare, including pharmaceutical, biotechnology, medical device, hospital, payers and service companies, who gather to build business connections for a sustainable leadership advantage, to learn from thought leaders to broaden perspectives and to expand their business acumen.

More than 1,000 attendees are expected for pre-conference seminars, exciting main-stage (plenary) presentations, interactive workshops, multiple network-building opportunities and social events, exhibit hall and more.

- Build business connections for a sustainable leadership advantage
- Learn from thought leaders to broaden your perspective
- 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 together for the advancement and impact of women in the business of healthcare



Annual Conference | Atlanta

## Flagship event: Woman of the Year

### 2017 Woman of the Year (WOTY) event

Thursday, 11 May 2017 | New York Hilton Midtown

The Woman of the Year (WOTY) award is given to an exceptional leader with an accomplished career in healthcare. The WOTY celebration, held at the New York Hilton Midtown, New York, draws more than 2,000 industry executives.

On Thursday, 11 May 2017, the 28th HBA Woman of the Year will be lauded, as well as more than 100 Corporate Partner-designated Rising Stars and Luminaries, the Honorable Mentor and STAR.

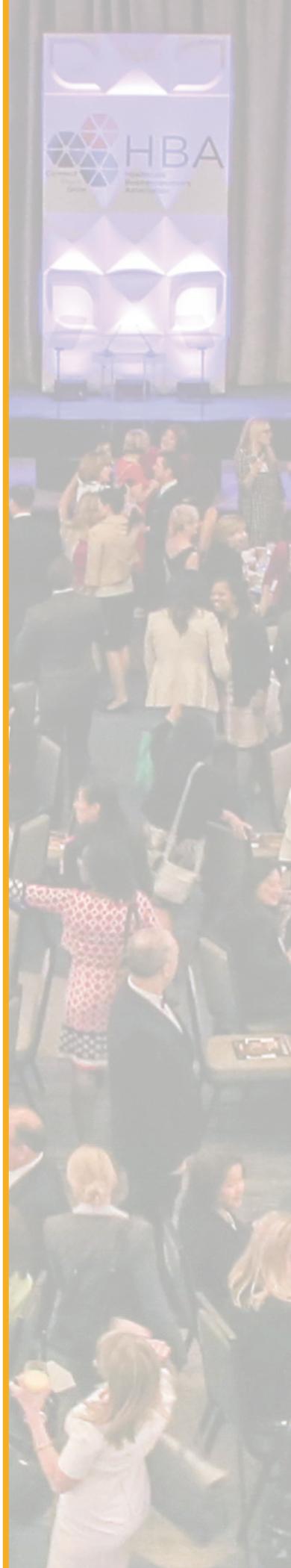
### Satellite WOTY

The Woman of the Year event has grown into a phenomenon that cannot be contained to only one ballroom or one city. We are thrilled to announce that we're planning on several satellite events live streaming the WOTY celebration so that the HBA community can celebrate the achievements of our award winners in several locations throughout the world.



Woman of the Year event | New York City

For complete WOTY event details visit  
<http://www.HBAnet.org/woman-of-the-year-0>





## Career Conversations

The HBA's career advancement and professional development webinar series, Career Conversations, continues in 2017 with four more programs. Your employees can gain information and insights that they can put to immediate use for themselves and your organization.

Each Career Conversations webinar features a renowned thought leader and a healthcare industry executive who have a lively and focused conversation on a key career or leadership topic. For example, learn how to lead through influence, develop your executive presence, increase your professional visibility and more.

Aligned with the HBA Leadership Competency Framework, each webinar includes one or more valuable resources (e.g., whitepapers, articles, checklists or other sustainable learning tools) to help viewers leverage and apply what they've learned in their professional setting. Healthcare business industry professionals will be able to benefit from these programs regardless of position, experience, functional area or industry sector.

### **Topics in 2017 include:**

- Negotiation Skills: How to Navigate Difficult Conversations so That Everyone Wins
- Perfect vs. Purposeful: Not Letting Perfect Get in the Way of Good Enough
- Transitioning Skills: Moving with Grace and Purpose
- How I Got Here: Characteristics of Successful Executive Women

Each Career Conversations webinar is 75 minutes, broadcast live and recorded; a link to the webinar recording is sent to registered participants.

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<http://www.HBAnet.org/career-conversations>

## 2017 ACE awards

To celebrate the 10<sup>th</sup> anniversary of the ACE (Advancement, Commitment, Engagement) award, recognizing **internal leadership programs that perform** by advancing and enhancing the careers of women in their respective organizations, the HBA is thrilled to announce that three ACE awards will be given in 2017.

### The ACE awards' goals are to:

- identify and publicize corporate initiatives that advance the careers of women
- recognize companies that optimize the contributions and value of women in their organizations
- inspire others to develop programs of their own
- track performance of companies with initiatives relative to those without

Every organization in the healthcare industry is encouraged to submit an ACE award application. This includes public and private companies of all sizes whether or not they are an HBA Corporate Partner.

### Winners receive a multitude of benefits:

- **Endorsement** of your company as a premier provider of breakthrough programming
- **Recognition** by industry experts, peer companies and key stakeholders
- **Visibility** through industry media coverage
- **Recruitment** of top female talent resulting from external recognition
- **Access** to new customers, investors and partners by raising credibility of your organization

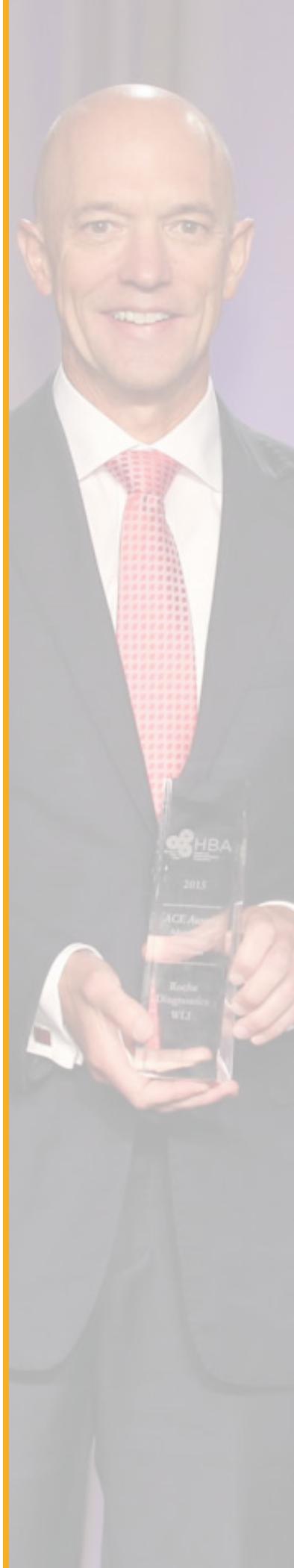
The ACE awards will be presented to the winning companies at the 2017 HBA Annual Conference.

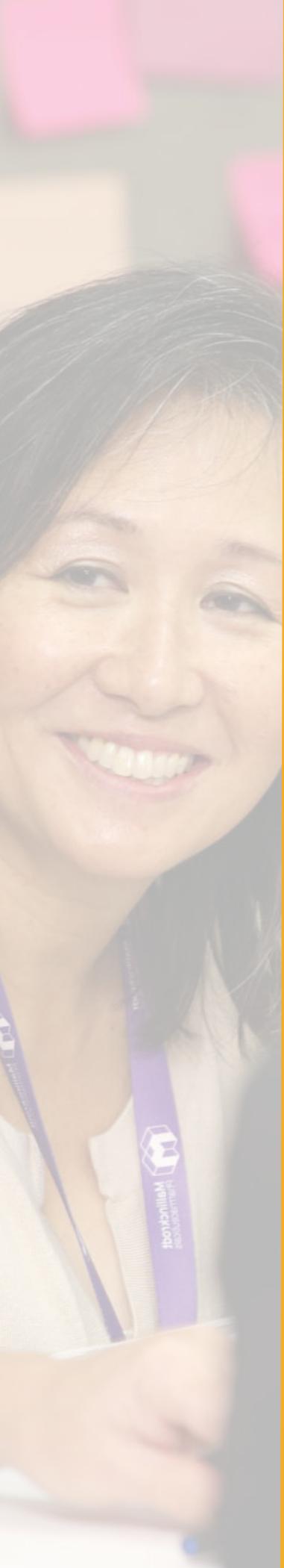
**Submissions due Thursday, 1 June 2017.** See pages 26-27 for more details.

### Previous ACE award winners:

- 2016:** Quest Diagnostics' Women in Leadership (WIL)
- 2015:** Roche Diagnostics' Women Leadership Initiative (WLI)
- 2014:** Baxter Women Leaders Business Resource Group (BWL)
- 2013:** Quintiles' Women Inspired Network (WIN)
- 2012:** Cardinal Health Women's Initiative Network (WIN)
- 2011:** Bayer Healthcare's Women's Leadership Initiative (WLI)
- 2010:** The WISE program from sanofi-aventis US (WISE)
- 2009:** Abbott's Women Leaders in Action (WLA)
- 2008:** Novartis Pharmaceuticals Women's Initiatives - EWIN/WIL
- 2007:** Johnson & Johnson Women's Leadership Initiative (WLI)

<http://www.HBAnet.org/ace-award>





## Bring the value of HBA membership to your organization

HBA global membership has grown to nearly 8,000 individual women and men representing leading biotech, healthcare products, managed care companies and pharmaceutical manufacturers; publishers, advertising, medical education and communications agencies, and other service providers. Association members have a strong commitment to helping each other advance their careers and look to the HBA for opportunities to work and network with women at all levels throughout the industry.

The HBA helps women connect to a professional community that is committed to learning and success in today's complex climate. The HBA empowers members as they develop and hone their personal leadership agenda, knowledge and business acumen. Association involvement helps members remain at the cutting edge of market trends and create a network of contacts that are instrumental in achieving career goals.

### Connect with like-minded professionals

- Expand industry connections and participate in discussions with access to the members-only HBA Community, featuring HBA online membership directory, exclusive forums and resource libraries
- Participate in affinity groups based on your interests such as Women in Science, Women in Transition, Digital Innovators, Fit to Lead and Women in Healthcare IT
- Advance your career with access to the Career Center job search and discounts on job postings
- Gain admission to exclusive member-only events

### Share your expertise

- Increase your knowledge and access to thought leaders with a significant member discount for all HBA events and webinars including local events, Woman of the Year event and the HBA Annual Conference
- Enhance your personal development or give back to others by participating in mentoring programs with peers and industry leaders
- Receive a print subscription to *HBAAdvantage* magazine (US addresses only)

### Grow your leadership skills

- Develop expertise while gaining visibility and contributing to the services offered by the HBA by participating on volunteer committees
- Refine skills through leadership roles (negotiation, generating consensus, influencing without authority, presentation skills, team building, team management skills and more)
- Receive recognition of leadership contributions through volunteer awards

<http://www.HBAnet.org/membership>

## Additional Corporate Partner benefits\*

### HBA referrals and connections

In keeping with the HBA's commitment to encourage career and business connections, this benefit allows for facilitated access to the HBA's repository of thought leaders, speaker references and resource materials for internal events and programs.

### Internal women's network (IWN) consultation

HBA leadership assistance to establish or enhance your internal network. The HBA further commits to gender parity in leadership positions and to share best practices so that all may benefit from strong female talent.

### Industry visibility

The HBA is a gateway to further empower your organization, elevate your visibility, strengthen industry relationships and increase your business results. Being an HBA Corporate Partner connects you with an exclusive group of companies that share your commitment to the advancement and impact of women leaders.

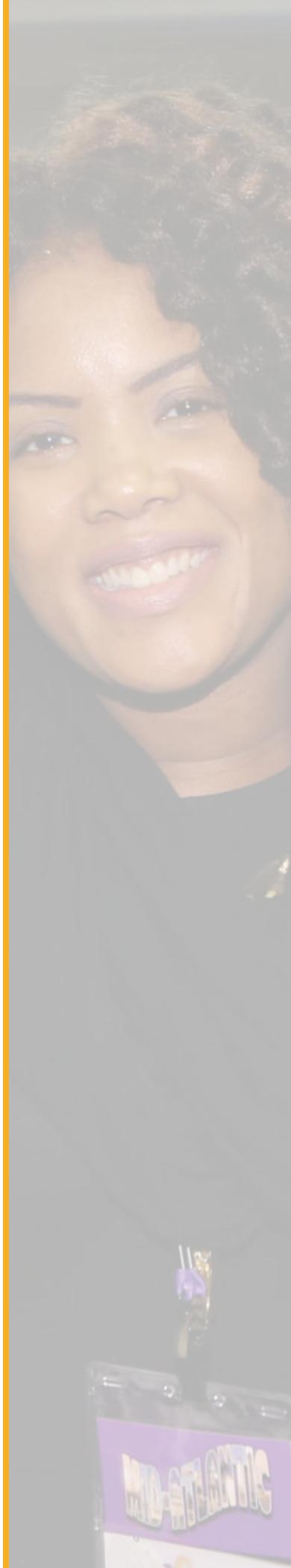
Companies that are part of the HBA community have a platform to be recognized for excellence in advancing women.

All HBA Corporate Partners are listed on the HBA website, at key HBA events and in select publications. Purple package companies have their logo on the HBA website.

### Job postings

The HBA Career Center, found on the HBA website, HBA Facebook page, and the HBA Community offers healthcare and life science companies access to highly qualified candidates. Access to over 76,000 resumes is included with all active job postings. The HBA Career Center offers bulk posting capabilities and discounts, and real time job posting statistics. All Corporate Partner packages include job postings.

*\*Level of benefit is package dependent, see page 12.*



## 2017 Corporate Partner packages summary

Benefit	Purple	Gold	Teal	Pearl
<b>Rising Stars/ Luminaries</b>	Two (2)	One (1)	One (1)	
<b>Memberships (new and/or renewing)</b>	100 individual memberships	30 individual memberships	Three (3) individual memberships	One (1) individual membership
<b>Annual Conference registrations</b>	Seven (7)	Five (5)	Advance purchase opportunity	One (1)
<b>WOTY table advance purchase</b>	✓	✓	✓	✓
<b>HBA website/ publications</b>	Logo	Listing	Listing	Listing
<b>VIP reception at Annual Conference</b>	Two (2) passes	Two (2) passes	Two (2) passes	
<b>Red carpet interview</b>	One (1)	One (1)		
<b>HBA Career Center job postings</b>	Ten (10)	Eight (8)	Five (5)	Five (5)
<b>ACE award submission fees waived</b>	✓	✓	✓	✓
<b>Internal women's network (IWN) consultation</b>	Ten (10) virtual hours Option to purchase an additional two hour briefing	Five (5) virtual hours Option to purchase an additional two hour briefing	Option to purchase	Option to purchase
<b>HBA referrals and connections</b>	Four (4) requests, up to eight (8) hours	Two (2) requests up to four (4) hours Option to purchase an additional four (4) requests	Two (2) requests up to four (4) hours Option to purchase an additional four (4) requests	Two (2) requests up to four (4) hours Option to purchase an additional four (4) requests
<b>3BC summit registration</b>	Ten (10) passes Option to host summit and receive additional ten (10) passes	Two (2) passes	Option to pre- purchase two (2) passes	Option to pre- purchase two (2) passes
<b>Career Conversations</b>	50 passes per webinar + two (2) years recordings	25 passes per webinar + one (1) year recordings	Four (4) webinars for price of three (3) 50 seats at each webinar	25% discount off group rate of 50 seats per webinar
<b>Package price</b>	\$47,000	\$23,500	\$7,000	\$3,500

IWN consultation requests must be made six (6) weeks in advance.

ACE award fees - \$500 admin fee and \$1,000 debrief fee.

## 2017 Corporate Partner package - purple

### **Building Better Business Connections (3BC)**

senior executive community access (online and in-person)

- Participate in the community
- Ten (10) included individual registrations
- Opportunity to host summit(s) and include an additional 10 attendees

### **Career Conversations**

(quarterly webinar series)

- 50 seats to each of the four annual HBA Career Conversations webinars
- Unlimited access<sup>1</sup> to released series recordings from prior two (2) calendar years

### **HBA referrals and connections**

- Facilitated access to the HBA's repository of thought leaders speaker references and resource materials for internal events and programs
- Package provides for four (4) requests, representing up to eight (8) virtual hours of subject matter expertise<sup>2</sup>

### **Internal women's network consultation**

- HBA leadership assistance to establish or enhance your internal network
- Package provides for up to 10 (ten) virtual hours<sup>2</sup> of consultation. Choose two (2) of three (3) options:
  - Internal women's network best practices briefing
  - Internal women's network event strategy - checklist and brainstorming
  - Framework for the business case for internal women's network
- The HBA recommends including an in-person, two (2) hour briefing on IWN best practices and industry trends by HBA senior executive/team for an internal audience of up to 15 people priced at \$2,500

### **Industry visibility**

- Logo on the HBA website and included in select HBA publications
- One red carpet interview at WOTY event. Copy of recorded interview provided for internal use
- Two invitations to the VIP reception at the HBA's Annual Conference

### **WOTY table advance purchase**

- Advance purchase opportunity of unlimited number of non-refundable preferred elite (\$3,200/table), elite (\$3,000/table) or select tables (\$2,850/table) at WOTY by 30 December 2016. (WOTY event winners handled as exceptions)
- If a Purple Corporate Partner purchases 10 tables or more, they receive a 10% discount on the purchase.

### **Membership**

(new and/or renewing)

- 100 pre-paid memberships for contract year named-and-claimed by 31 May 2017 for new or renewing members
- When all 100 are applied by 15 February 2017, partner to receive 10 additional pre-paid memberships for new or renewing members
- \$50 off all other new and renewal memberships

### **Annual Conference**

- Seven (7) included registrations

### **Rising Stars and Luminaries**

- Two (2) - with the option to name either one (1) Rising Star and one (1) Luminary, or two (2) Rising Stars or two (2) Luminaries at the 2017 WOTY event

### **ACE award**

- Submission fees waived

### **Job postings**

- Up to 10 job postings on the HBA's career opportunities website

### **Purple package price**

\$47,000

<sup>1</sup> Unlimited access to Career Conversations webinar recordings to occur within calendar year of contract.

<sup>2</sup> Hours to include research, documentation and communications time.

## 2017 Corporate Partner package - gold

### **Building Better Business Connections (3BC)**

senior executive community access (online and in-person)

- Participate in the community
- Two (2) included individual registrations

### **Career Conversations**

(quarterly webinar series)

- 25 seats to each of the four annual HBA Career Conversations webinars
- Unlimited access<sup>1</sup> to released series recordings from the prior calendar year

### **HBA referrals and connections**

- Facilitated access to the HBA's repository of thought leaders, speaker references and resource materials for internal events and programs
- Package provides for two (2) requests, representing up to four (4) virtual hours of subject matter expertise<sup>2</sup>
- The HBA recommends expanding utilization to address four (4) requests, utilizing eight (8) hours of subject matter expertise per year for an additional \$1,000

### **Internal women's network consultation**

- HBA leadership assistance to establish or enhance your internal network
- Package provide for up to five (5) virtual hours<sup>2</sup> of consultation.
- Choose one (1) of three (3) options:
  - Internal women's network best practices briefing
  - Internal women's network event strategy - checklist and brainstorming
  - Framework for the business case for internal women's network
- The HBA recommends including an in-person, two (2) hour briefing on IWN best practices and industry trends by HBA senior executive/team for an internal audience of up to 10 people priced at \$2,500

### **Industry visibility**

- Listing on the HBA website and included in select HBA publications
- One (1) red carpet interview at WOTY event. Copy of recorded interview for internal use
- Two (2) invitations to the VIP reception at the HBA's Annual Conference

### **WOTY table advance purchase**

- Advance purchase opportunity of unlimited number of non-refundable preferred elite (\$3,200/table), elite (\$3,000/table) or select tables (\$2,850/table) at WOTY by 30 December 2016. (WOTY event winners handled as exceptions)

### **Membership**

(new and/or renewing)

- 30 pre-paid memberships for contract year named-and-claimed by 31 May 2017 for new or renewing members
- \$50 off all other new and renewal memberships

### **Annual Conference**

- Five (5) included registrations

### **Rising Stars and Luminaries**

- One (1) - with the option to name either a Rising Star or a Luminary at the 2017 WOTY event

### **ACE award**

- Submission fees waived

### **Job postings**

- Up to eight (8) job postings on the HBA's career opportunities website

### **Gold package price**

\$23,500

<sup>1</sup> Unlimited access to Career Conversations webinar recordings to occur within calendar year of contract.

<sup>2</sup> Hours to include research, documentation and communications time.

## 2017 Corporate Partner package - teal

### **Building Better Business Connections (3BC)**

senior executive community access (online and in-person)

- Option to pre-purchase two (2) individual registrations to the annual summit at \$500 each

### **Career Conversations**

(quarterly webinar series)

- Special pricing – buy three (3) CCs get the fourth in the annual series free (50 seats per webinar)
- Option to purchase unlimited access<sup>1</sup> to released series recordings from the prior calendar year for \$1,500 or prior two (2) calendar years for \$3,000

### **HBA referrals and connections**

- Facilitated access to the HBA's repository of thought leaders, speaker references and resource materials for internal events and programs
- Package provides for two (2) requests, representing up to four (4) virtual hours of subject matter expertise<sup>2</sup>.
- Option to pre-purchase resources for four (4) requests, or up to eight (8) virtual hours of subject matter expertise for an additional \$ 1,000

### **Internal women's network consultation**

- Option to purchase IWN virtual consultation hours with HBA senior executive/team to hear/learn of industry best practices. Four (4) or six (6) hour sessions priced at \$1,000 or \$1,500, respectively

### **Industry visibility**

- Listing on the HBA website and included in select HBA publications
- Two (2) invitations to the VIP reception at the HBA's Annual Conference

### **WOTY table advance purchase**

- Advance purchase opportunity of unlimited number of non-refundable preferred elite (\$3,200/table), elite (\$3,000/table) or select tables (\$2,850/table) at WOTY by 30 December 2016. (WOTY event winners handled as exceptions)

### **Membership**

(new and/or renewing)

- Three (3) pre-paid memberships for contract year named-and-claimed by 31 May 2017 for new or renewing members
- \$50 off all other new and renewal memberships

### **Annual Conference**

- Advance purchase opportunity of unlimited number of non-refundable Annual Conference registrations at early bird rate (\$1,195) by 16 December 2016

### **Rising Stars and Luminaries**

- One (1) - with the option to name either a Rising Star or a Luminary at the 2017 WOTY event

### **ACE award**

- Submission fees waived

### **Job postings**

- Up to five (5) job postings on the HBA's career opportunities website

### **Teal package price**

\$7,000

<sup>1</sup> Unlimited access to Career Conversations webinar recordings to occur within calendar year of contract.

<sup>2</sup> Hours to include research, documentation and communications time.

## 2017 Corporate Partner package - pearl

<b>Building Better Business Connections (3BC)</b> senior executive community access (online and in-person)	<ul style="list-style-type: none"><li>• Option to pre-purchase two (2) individual registrations to the annual summit at \$500 each</li></ul>
<b>Career Conversations</b> (quarterly webinar series)	<ul style="list-style-type: none"><li>• Option to purchase unlimited access to prior CC series at 25% discount as follows: Unlimited access<sup>1</sup> to released series recordings from prior calendar year for \$1,225 or prior two (2) calendar years for \$2,250</li></ul>
<b>HBA referrals and connections</b>	<ul style="list-style-type: none"><li>• Facilitated access to the HBA's repository of thought leaders, speaker references and resource materials for internal events and programs</li><li>• Package provides for two (2) requests, representing up to four (4) virtual hours of subject matter expertise<sup>2</sup></li><li>• Option to pre-purchase resources for four (4) requests, or up to eight (8) virtual hours of subject matter expertise for an additional \$ 1,000</li></ul>
<b>Internal women's network consultation</b>	<ul style="list-style-type: none"><li>• Option to purchase IWN consultation hours with HBA senior executive/team to hear/learn of industry best practices. Four (4) or six (6) hour sessions priced at \$1,000 or \$1,500, respectively</li></ul>
<b>Industry visibility</b>	<ul style="list-style-type: none"><li>• Listing on the HBA website and included in select HBA publications</li></ul>
<b>WOTY table advance purchase</b>	<ul style="list-style-type: none"><li>• Advance purchase opportunity of unlimited number of non-refundable preferred elite (\$3,200/table), elite (\$3,000/table) or select tables (\$2,850/table) at WOTY by 30 December 2016. (WOTY event winners handled as exceptions)</li></ul>
<b>Membership</b> (new and/or renewing)	<ul style="list-style-type: none"><li>• One (1) pre-paid membership for contract year named-and-claimed by 31 May 2017 for new or renewing members</li><li>• \$50 off all other new and renewal memberships</li></ul>
<b>Annual Conference</b>	<ul style="list-style-type: none"><li>• One (1) included registration</li><li>• Advance purchase opportunity of unlimited number of non-refundable conference registrations at early bird rate (\$1,195) by 16 December 2016</li></ul>
<b>Rising Stars and Luminaries</b>	<ul style="list-style-type: none"><li>• Not included in the pearl package</li></ul>
<b>ACE award</b>	<ul style="list-style-type: none"><li>• Submission fees waived</li></ul>
<b>Job postings</b>	<ul style="list-style-type: none"><li>• Up to five (5) job postings on the HBA's career opportunities website</li></ul>
<b>Pearl package price</b>	\$3,500

<sup>1</sup> Unlimited access to Career Conversations webinar recordings to occur within calendar year of contract.

<sup>2</sup> Hours to include research, documentation and communications time.

**Sponsorship opportunities**



## 2017 year-long flagship events sponsorship Woman of the Year and Annual Conference

<b>Year-long flagship events sponsorship benefits</b>	<b>Ruby (\$50,000)</b>
HBA Advantage advertising*	Full-page Spring and Fall
Logo in HBA bi-weekly newsletter	26 times
Logo on HBA website	Year-long
Company recognition from podium	WOTY and Annual Conference
Logo on table tents	WOTY and Annual Conference
Signage	WOTY and Annual Conference
Onsite program of events	WOTY and Annual Conference
Selection from associated list of branded opportunities	WOTY and Annual Conference
WOTY table - Preferred Elite (10 seats)	WOTY (1)
Ballroom balcony banner	WOTY (1)
VIP reception passes	Annual Conference (2)
Annual Conference registration	Annual Conference (2)
Event banner	Annual Conference (1)
Exhibit booth	Annual Conference (1)

### 2017 flagship branded opportunities

**Registration area:** signage at the Woman of the Year event registration/ticket kiosks and registration desk at Annual Conference

**Lanyards:** logo on WOTY and Annual Conference lanyards

**Name badges:** opportunity to have company logo printed on attendee name badges for WOTY and Annual Conference

**Rising Star/Luminary package:** logo on Rising Star and Luminary communications. Sponsor of Salute to the Stars reception at the Woman of the Year event (invitation-only reception for 2017 Rising Stars and Luminaries) and the breakfast at the Annual Conference (invitation-only reception for all past Rising Stars and Luminaries) with the opportunity to provide give-aways.



Woman of the Year event | New York City

## 2017 WOTY sponsorship opportunities

Woman of the Year event sponsorship benefits	Emerald (\$30,000)	Diamond (\$15,000)	Gold (\$10,000)	Topaz (\$7,500)	Silver (\$5,000)	Bronze (\$2,500)
Spring HBAAdvantage advertising	Full-page (2)	Full-page	Half-page	Half-page		
Company recognition from podium	✓	✓				
WOTY table - Preferred Elite (10 seats)	2	1	1			
Logo on table tents	✓	✓	✓	✓	✓	✓
Event signage	✓	✓	✓	✓	✓	✓
Ballroom balcony banner	✓	✓	✓			
Logo in onsite program of events	✓	✓	✓	✓	✓	✓
Selection from the associated list of branded opportunities	✓					

## 2017 WOTY branded opportunities

**Event program:** prime ad placement on the back cover of Woman of the Year event program

**Bar stations:** sponsor branded napkins at all bar stations during the morning and afternoon networking receptions (10:00 – 11:45 AM and 2:00 – 3:00 PM)

**Coffee break:** sponsor branded coffee sleeves to be placed at coffee stations in Americas Hall during the morning networking reception (10:00 – 11:45 AM)

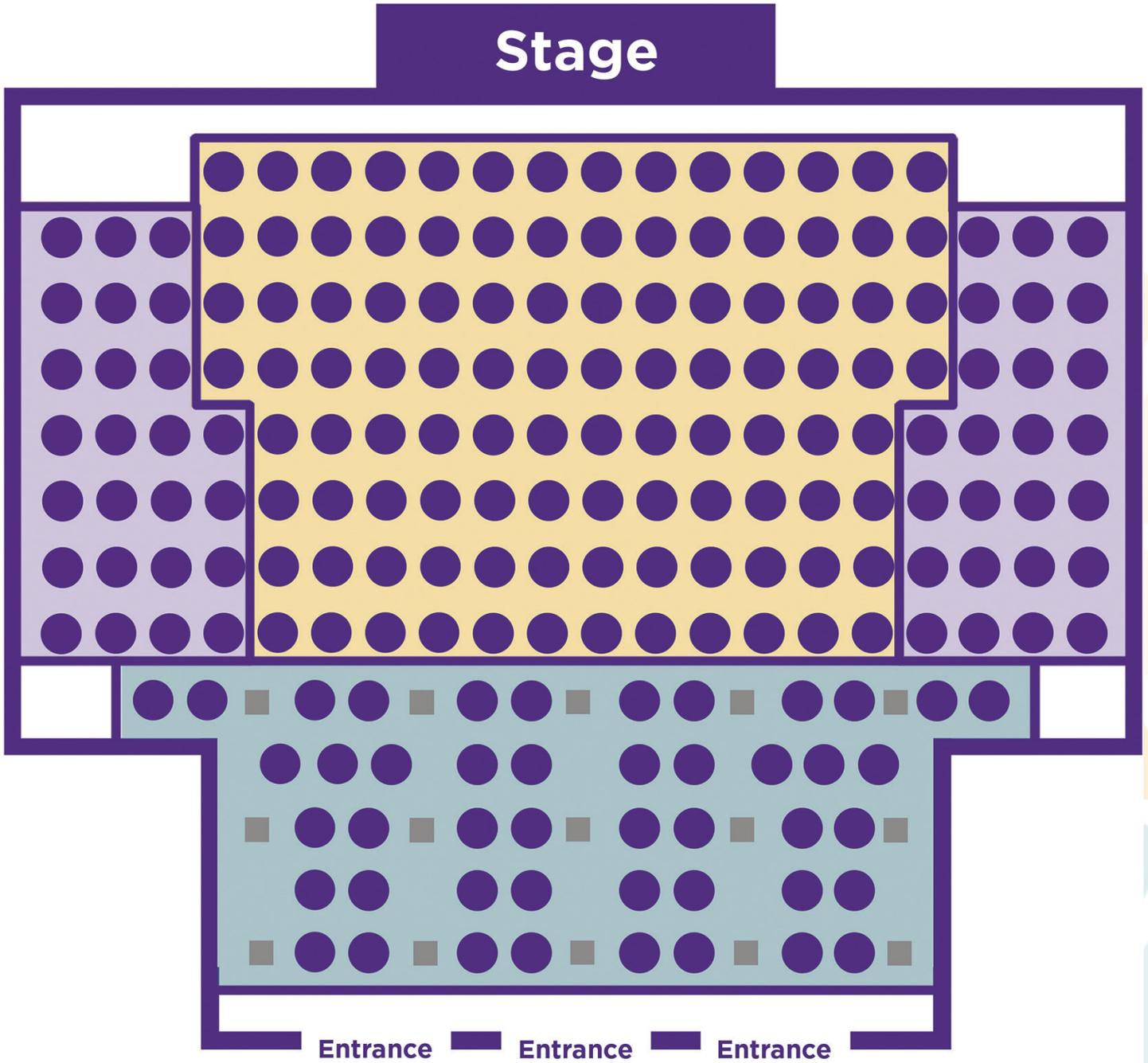
**Networking lounge:** signage and opportunity to provide a give-away in the Americas Hall during the morning networking reception

**Satellite WOTY:** branding as exclusive sponsor of Satellite WOTY with logo on slides and Satellite WOTY communications



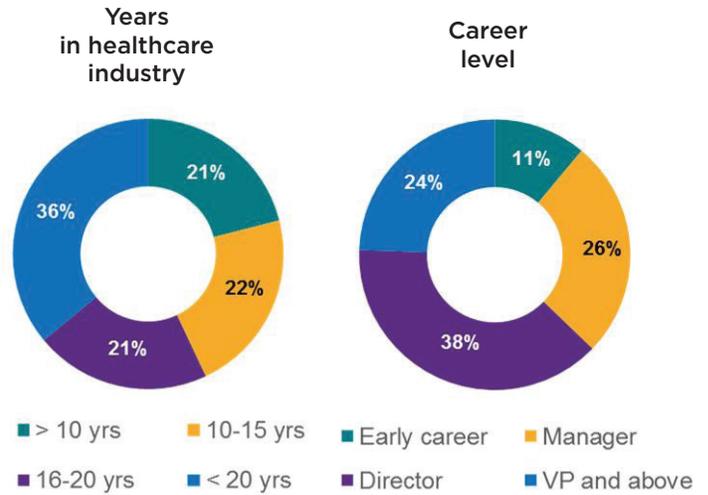
2017 WOTY seating chart

Preferred elite      Elite      Select



## Annual Conference demographics

Year to year, approximately 85% to 90% of conference attendees are HBA members, and most are women. The majority of registrants are mid- to senior-level professionals, and more than three-quarters of attendees have 10 or more years of experience in the healthcare industry. Registrants represent many sectors of the healthcare industry, with degrees ranging from the baccalaureate to doctoral level. Individuals with clinical degrees—MD, NP, RN, PharmD, RPh—typically work within industry (vs. as practicing healthcare professionals). Following are key demographic and other data reported by 2015 attendees who completed the post-conference evaluation.



Type of organization		Functional area		Decision making/ Purchasing authority in current position	
Pharmaceuticals	41%	Sales and support	14%	Services	34%
Consulting	7%	Operations	11%	Talent recruitment	33%
Biotechnology	6%	Marketing	10%	Internal meetings/ shows	29%
Medical devices	6%	Management	6%	Operations	29%
Manufacturing/supplier	5%	Medical/clinical affairs	6%	Talent development	29%
Diagnostic	3%	Business development	6%	Marketing/sales	28%
Marketing/advertising/PR	3%	Research and development	5%	Contractor/contract organizations	26%
Technology/data services	3%	Finance	4%	External meetings/ shows	19%
Contract research organization	2%	HR/recruiting	4%	Advertising/media	14%
Hospital/medical facility	2%	Project management	4%	Technology	13%
HR/recruiter/staffing	2%	Education/training	3%	Products	13%
Medical education	2%	Compliance/regulatory	3%	Procurement	10%
		Market research	2%	Clinical/research and development	8%
		Quality	2%	Other	7%

## 2017 Annual Conference sponsorship opportunities

Annual Conference sponsorship benefits	Emerald (\$30,000)	Diamond (\$15,000)	Gold (\$10,000)	Topaz (\$7,500)	Opal (\$3,500)
Fall HBA Advantage advertising	Full-page	Full-page	Half-page	Half-page	
Logo on HBA website	✓	✓	✓	✓	✓
Company recognition from podium	✓	✓			
Conference registration passes	2	1	1	1	
Logo on table tents	✓	✓	✓	✓	✓
Signage	✓	✓	✓	✓	✓
Banner	✓				
Listing in onsite program of events	✓	✓	✓	✓	✓
VIP reception passes	2	2	2	1	1
Exhibit booth*	✓	✓	✓	✓	✓
Selection from the associated list of branded opportunities	✓	✓	✓	✓	

\*Includes two exhibit personnel passes which do not permit access to conference sessions.

**Custom sponsorships available upon request.** For more information, contact **Theresa Straub, manager, corporate relations, at [sponsorship@hbanet.org](mailto:sponsorship@hbanet.org)**. Sponsorships are subject to change without notification.



## 2017 Annual Conference branded opportunities

### Emerald level branded opportunities

**General session sponsor:** (four (4) available): welcome attendees and introduce speaker (three (3) minutes), receive signage on tables, at the entrance to the event and the opportunity to provide a giveaway.

**Opening welcome reception:** the sponsoring company can welcome attendees; the HBA provides signage throughout the HBA exhibit hall and logos on bars and napkins.

### Diamond level branded opportunities

**Event program:** sponsor receives prime ad placement on the conference program back cover.

**Coffee break:** sponsor to receive branded coffee sleeves or cups to be placed at all coffee stations throughout the conference.

**Hotel room keys:** to be distributed as attendees check-in.

**Professional headshot station:** opportunity for attendees to have their professional headshot taken. Sponsor to receive signage recognition.

**Wireless internet access in meeting space:** sponsor to customize the network name and access password.

**Workshop tracks (select one):** sponsor to receive logo on evaluation form and signage at selected track: Career, Industry Acumen, Leadership and Executive Forum.

**Professional chair massages:** sponsor receives signage at entrance to activity and booth with placement adjacent to massage area. Massage staff can wear sponsor branded clothing such as polo shirts or caps featuring the sponsor company's name. Opportunity to provide a giveaway.

**Infused water stations:** sponsor to provide water bottles which will be distributed to attendees at registration. Infused water stations will be provided throughout the conference where attendees can fill-up their water bottles and stay hydrated. Sponsor signage provided at each water station.

**Networking lounge:** Located in the HBA exhibit hall, sponsorship includes branded signage and opportunity to provide a giveaway.

**Photo booth:** attendees will take photos in front of an HBA backdrop. Sponsor logo will be printed on all print-outs (one per person) and displayed on an electronic version of the photo which can be shared by email/on social media. Sponsor has the opportunity to provide a giveaway.



## 2017 Annual Conference branded opportunities



### Gold level branded opportunities

#### **Distributed at registration (select):**

- Branded ear buds
- Branded tote bags
- Branded luggage tag
- Branded 3-in-1 USB charger cable
- Branded mini hand sanitizer bottles
- Branded notebook and pen
- Branded phone cleaning cloth
- Branded water cups

**Breakfast sponsor (two available):** Buffet breakfast; sponsor to receive signage and opportunity to provide a giveaway

#### **Cell phone charging stations:**

Located in the HBA exhibit hall branded with sponsor logo.

**Conference email:** Sponsor branding on daily email to attendees during event (total of three emails).

**Twitter live stream:** Four monitors featuring the #HBAimpact Twitter stream will be located in a high-traffic area just outside of the Main Stage presentation ballroom. Sponsor branding will wrap the monitors surrounding the plasma screen.

### Topaz level branded opportunities

**Power walk:** sponsor receives signage at entrance to activity and listing in onsite program of events.

#### **Pre-conference orientation webinar:**

Pre-event webinar to take place approximately one week prior to Annual Conference; sponsor receives visibility on outgoing communications and on slidedeck of presentation.

**Yoga:** sponsor receives signage at entrance to activity and listing in onsite program of events (Thursday and Friday mornings).

**VIP reception:** Corporate Partner and sponsor delegates have the opportunity to mix and mingle; sponsor to receive signage at event.

## Advertising opportunities

### HBAAdvantage magazine

Distributed to nearly 8,000 HBA members

Featured in a digital format on the HBA website

Featured in a digital format on PharmaVOICE.com

Distributed at the Annual Conference flagship event to 1,000+ attendees

Distributed at WOTY flagship event to 2,500 attendees

Spring and Fall publications included with Ruby level sponsorship

#### 2017 rates:

Full-page, four-color ad \$5,500

Half-page, four-color ad \$3,000

#### Advertising deadlines:

Spring publication: 1 April

Fall publication: 1 September

The *HBAAdvantage* is a great resource to promote your business to professionals from across the healthcare continuum—from scientists to pharmaceutical executives to entrepreneurs.

Our publication is mailed to all HBA members in the US, posted on the HBA website, visited by over 100,000 people each year, and on the PharmaVOICE website where the average issue is downloaded 8,000 times.

Often, the entire issue or selected articles are also reprinted for use by HBA chapters and at HBA programs.



## Submit for the ACE awards

ACE submissions should describe how a company's program makes a business case for implementing internal corporate initiatives that advance women's careers in their respective organizations. (If a program is not dedicated exclusively to women, please describe the ways it specifically impacts the advancement of women within the company.) The ACE award judging panel will allow a degree of flexibility for organizations that provide what they believe are meaningful, measurable results.

**Please respond to the questions listed within each of the five criteria below:**

### 1. Business performance

- What are the program's goals and objectives? How has the program affected overall business performance?
- Does it serve to distinguish the organization and/or provide a competitive advantage? If so, how?

### 2. Stewardship

- How high, broad and deep is executive commitment to the program, both formal and informal?
- How embedded is the belief in and commitment to the program throughout the organization?

### 3. Execution

- How has the program been "operationalized" – that is, how effectively has it been communicated, rolled out, designed, adopted, etc.?
- Has the program's potential positive impact on the business been succinctly and effectively communicated?
- Do all or most employees understand the program, what it means for them and their role in its success?
- To what degree has the program been integrated into multiple facets of the business?

### 4. Sustainability

- How long has the program existed?
- What has been done to ensure the survival of the program beyond the time when its original sponsors are no longer involved?
- What characteristics of the program suggest that it will continue to affect the organization positively and be relevant beyond initial years? Have mechanisms been created so that it can adapt to changes in the organization/industry over time?

### 5. Measurable results

- What quantitative benchmarks has the program achieved?
- What is the impact of the program on women in your organization? Document the increases the number of women who have advanced at various levels:
  - C-level, vice president, managing director, etc.
  - In line versus staff roles
  - With P&L responsibility
- Do women in your company experience greater job satisfaction based upon the success or impact of the program?
- Have women participating in the program attained a desired qualification, certification or degree?
- Include the total number of employees and the number of employees in the target population

## Winning company requirements

The ACE awards will be presented to the winning companies at the 2017 HBA Annual Conference. Representatives from the companies with the winning programs should be present to accept the ACE Award.

- The companies are asked to develop a 3-5 minute video before the conference highlighting the program and its participants, which will be shown at the event. The HBA will work with the companies on PR and video requirements.
- The winning companies are also invited to submit a poster describing their initiative to be displayed at the 2017 HBA Annual Conference.
- The winning companies will also be invited to share their experience as ACE award winners at the 2017 HBA Annual Conference.

**Each award will be based on the size of the company submitting for the honor:**

**Small company:** revenue up to \$25M and/or up to 100 employees

**Medium company:** revenue \$26M - \$100M and/or 101 - 1,000 employees

**Large company:** revenues over \$100M and/or over 1,000 employees

Each company that submits an application for the ACE award but is not selected will be granted a debrief consultation offering the company an in-depth consultation sharing the expert judges' feedback and advice on how to improve the submission for subsequent years. Email your submission to [ace@hbanet.org](mailto:ace@hbanet.org). Payment (if required) should be sent to the HBA on or before the deadline of 1 June 2017.

The award submission fee is \$1,000 USD for small and medium size companies and \$1,500 for large companies. The fee includes an administration/judging fee of \$500 and a debrief consultation fee which is waived for HBA Corporate Partner organizations. Visit HBA's website [www.hbanet.org](http://www.hbanet.org) to learn if your organization is a Corporate Partner.

Contact Marianne Fray, HBA director and head of corporate development with program questions - [mfray@hbanet.org](mailto:mfray@hbanet.org) or visit [www.hbanet.org](http://www.hbanet.org)

*Applications are treated confidentially.*



2015 ACE award winner, Roche Diagnostics' Women Leadership Initiative (WLI), at the 2015 HBA Annual Conference held in Atlanta, GA



**HBA**  
Healthcare Businesswomen's Association

Please email this completed form to Jacqui Sawers at [corporatepartners@hbanet.org](mailto:corporatepartners@hbanet.org). For more information, email [corporatepartners@hbanet.org](mailto:corporatepartners@hbanet.org) or call 415-728-5352

**2017 HBA Corporate Partner package application**  
**Calendar year: January 2017 – December 2017**

**Company name:**

*(exactly as it should appear in print)*

**Billing contact\*:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

*(exactly as it should appear on an invoice)*

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Company contact\*\*:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

\* The **billing contact** is the person authorized to sign and make payments on the Corporate Partner's account.

\*\* The **company contact** is the Point of Contact for all HBA matters and ensures that time-sensitive communications go to the correct person(s) within your organization.

**2017 HBA Corporate Partner package**

Please check selection below.

<input type="checkbox"/> Purple \$47,000	<input type="checkbox"/> Teal \$7,000
<input type="checkbox"/> Gold \$23,500	<input type="checkbox"/> Pearl \$3,500

**2017 HBA Corporate Partner package options:**

<b>WOTY Tables and 3BC Event</b>	<b>Cost</b>
<b>WOTY Preferred Elite Table</b> Non-refundable option to pre-purchase unlimited tables at the early bird rate through 30 December 2016  <i>Purple Corporate Partner purchases of 10 tables or MORE, receive a 10% discount on the total purchase.</i> <i>WOTY event winners handled as exceptions.</i>	<input type="checkbox"/> \$3,200 x ____ = \$
<b>WOTY Elite Table</b> Non-refundable option to pre-purchase unlimited tables at the early bird rate through 30 December 2016	<input type="checkbox"/> \$3,000 x ____ = \$
<b>WOTY Select Table</b> Non-refundable option to pre-purchase unlimited tables at the early bird rate through 30 December 2016	<input type="checkbox"/> \$2,850 x ____ = \$

3BC Summit tickets for in-person event Special pricing, non-refundable option for Teal and Pearl CPs, limit two (2)	<input type="checkbox"/> \$500 each x ____ = \$
<b>Career Conversations Group Sales</b>	
Special pricing Teal CPs: Buy 4 in the annual 2017 series (50 seats each) for the price of 3	<input type="checkbox"/> \$2,500
Special pricing for Teal CPs: Unlimited one-year access to Career Conversations recordings Prior calendar year access \$1,500 Prior two calendar years' access \$3,000	<input type="checkbox"/> \$1,500 Or <input type="checkbox"/> \$3,000
Special 25% discount pricing for Pearl CPs: Unlimited one-year access to Career Conversations recordings Prior calendar year access \$1,225 Prior two calendar years' access \$2,250	<input type="checkbox"/> \$1,225 Or <input type="checkbox"/> \$2,250
<b>HBA resources</b>	
Pre-purchase resources for 4 requests, or up to 8 virtual hours of subject matter expertise for additional cost (Gold/Teal/Pearl packages come with 2 requests up to 4 hours)	<input type="checkbox"/> \$1000
In-person, 2 hour briefing on IWN best practices and industry trends by HBA senior executive/team for an internal audience of up to 15 people for additional cost (Purple package provides up to 10 hours of virtual consultation)	<input type="checkbox"/> \$2,500
In-person, 2 hour briefing on IWN best practices and industry trends by HBA senior executive/team for an internal audience of up to 10 people (Gold package provides for up to 5 virtual hours of consultation)	<input type="checkbox"/> \$2,500
<b>Annual Conference special pricing Teal or Pearl CPs</b>	
Non-refundable option to pre-purchase unlimited Conference registrations at "early bird" rate by 30 December 2016	<input type="checkbox"/> \$1,195 x ____ = \$
Total Options	\$

Package Price \$ \_\_\_\_\_  
Options \$ \_\_\_\_\_  
**Total payment \$ \_\_\_\_\_**

Please indicate your industry sector below:

<input type="checkbox"/> Pharmaceuticals	<input type="checkbox"/> Biotechnology	<input type="checkbox"/> Medical Device/diagnostics	<input type="checkbox"/> Consulting
<input type="checkbox"/> Services (marketing, IT)	<input type="checkbox"/> Managed care	<input type="checkbox"/> Medical delivery	<input type="checkbox"/> Other (please specify)

Please indicate which HBA chapters you have facilities for employee support (check all that apply):

<input type="checkbox"/> Atlanta	<input type="checkbox"/> Florida	<input type="checkbox"/> Phoenix
<input type="checkbox"/> Austin	<input type="checkbox"/> Greater Philadelphia	<input type="checkbox"/> Research Triangle Park, NC
<input type="checkbox"/> Boston	<input type="checkbox"/> Indiana	<input type="checkbox"/> San Francisco Bay Area
<input type="checkbox"/> Chicago	<input type="checkbox"/> Kansas City	<input type="checkbox"/> Seattle
<input type="checkbox"/> Dallas-Fort Worth	<input type="checkbox"/> Metro	<input type="checkbox"/> Southern California
<input type="checkbox"/> Denver	<input type="checkbox"/> Mid-Atlantic	<input type="checkbox"/> St. Louis
<input type="checkbox"/> Europe	<input type="checkbox"/> Ohio	

Please return completed form to [corporatepartners@hbanet.org](mailto:corporatepartners@hbanet.org)



Please email this completed form to Theresa Straub at [sponsorship@hbanet.org](mailto:sponsorship@hbanet.org). For more information, email [sponsorship@hbanet.org](mailto:sponsorship@hbanet.org) or call 973.575.0606, extension 719

**2017 HBA flagship events sponsorship reservation form**  
**Woman of the Year deadline: April 1, 2017**  
**Annual Conference deadline: September 15, 2017**

**Company name:** \_\_\_\_\_  
*(exactly as it should appear in print)*

**Sponsor contact:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Company address:** \_\_\_\_\_  
*(exactly as it should appear on an invoice)*

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**2017 HBA sponsorship level**

Please check selection below.

**Year-long flagship events sponsorship**

Ruby \$50,000

**Woman of the Year (WOTY) sponsorships**

- Emerald \$30,000
- Diamond \$15,000
- Gold \$10,000
- Topaz \$7,500
- Silver \$5,000
- Bronze \$2,500

**Annual Conference (AC) sponsorships**

- Emerald \$30,000
- Diamond \$15,000
- Gold \$10,000
- Topaz \$7,500
- Opal \$3,500

**Additional considerations/ choice of sponsorship inclusions:**

If your package includes a branded item to be chosen from a supplied list of options in the sponsorship brochure (subject to availability), please list your preferred option of choice here:

\_\_\_\_\_  
\_\_\_\_\_

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Advertisements in the Spring and Fall *HBA*Advantage magazine:**

- Full-page, four-color ad \$5,500
- Half-page, four-color ad \$3,000

**Advertising**

**Specs:**

Full-page 9" w x 11" h. All live area must be at least ¼" away from trim edge.

Bleed sizes: Full-page 9 ¼" w x 11 ¼" h. Half-page (horizontal): 8 ⅝ x 5 ¼

**Instructions:**

Supply ads as digital files. High-resolution flattened PDF files are preferred. We also can accept Illustrator files and 300 dpi JPEG files. Other file formats cannot be accepted. Please prepare files with a line screen of 200.

**Send Spring ad materials directly to Theresa Straub at [sponsorship@hbanet.org](mailto:sponsorship@hbanet.org) by April 1, 2017.**  
**Send Fall ad materials directly to Theresa Straub at [sponsorship@hbanet.org](mailto:sponsorship@hbanet.org) by September 15, 2017.**

All sponsorships are considered final and are non-refundable. The HBA reserves the right to change/modify all sponsorship opportunities.

**For HBA internal use:** \_\_\_\_\_