

2019 HBA Sponsorship/Advertising Prospectus

2019 HBA ANNUAL CONFERENCE SHERATON SAN DIEGO HOTEL AND MARINA 11-12 NOVEMBER

HBA's Annual Conference is an industry "must-attend" event. More than 1,000 healthcare industry leaders will convene over two days for networking, leadership and professional development. Don't miss this opportunity to position yourself as a gender parity advocate—while promoting your products, services, and industry value to influential stakeholders and key decision-makers.

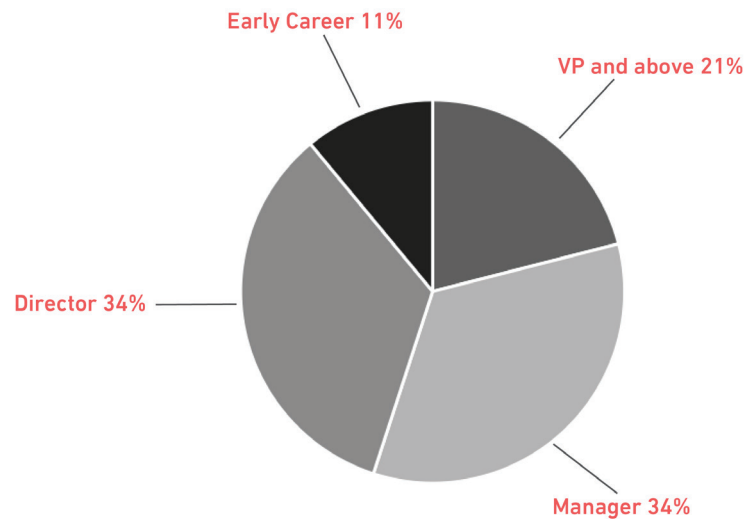
REASONS TO SPONSOR

- Position your brand in front of 1,000 healthcare industry influencers and decision-makers
- Increase sales through brand visibility and thought leadership
- Show your support of 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

ANNUAL CONFERENCE ATTENDEE DEMOGRAPHICS*

- Over half (54 percent) of attendees are mid- to senior-level professionals – 21 percent are VP or higher; 34 percent are directors
- Nearly 75 percent of attendees have 10 or more years of healthcare industry experience; about 32 percent of these have >20 years
- 83 percent of attendees surveyed say that they strengthened their professional network by attending Annual Conference
- 78 percent say the conference will help them to advance their organization's goals

* Based on results of 2017 Annual Conference attendee survey.



HBA ANNUAL CONFERENCE ATTENDEES REPRESENT THE FOLLOWING COMPANIES AND MORE



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CONFERENCE SPONSORSHIP OPPORTUNITIES

See below for a listing of sponsorship opportunities available at the HBA Annual Conference. All sponsorships include conference registration(s), logo recognition and a listing in the mobile event App.

General session: Exclusive sponsor of session with keynote presentation, includes ability to introduce speaker and provide a giveaway to attendees (at expense of sponsor/ requires HBA approval)
Price: \$25,000 – includes two registrations

Opening night networking reception: Exclusive sponsor of opening night networking reception in the Experience Hall, includes ability to create signature drink and provide giveaway to attendees (at sponsor cost/with HBA approval)
Price: \$25,000 – includes two registrations

Conference App: Conference App branded with your logo on a splash page, plus enhanced company listing within App
Price: \$20,000 – includes two registrations

HBA Hub networking lounge: Attendee registration area branded with your company logo, includes opportunity to provide a giveaway to attendees (sponsor provided and approved by HBA)
Price: \$20,000 – includes two registrations

HBA Innovation Stage: Exclusive presenting sponsor of Innovation Stage in the Experience Hall, provides opportunity for branding and ability to present on stage
Price: \$20,000 – includes two registrations

Charging stations: Your company logo on prominently located charging stations for phones and tablets
Price: \$15,000 – includes one registration

Conference WiFi: Your company name/logo placed on splash page for log-in, your company name as the log-in password
Price: \$15,000 – includes one registration

Photo booth: Photo booth with props and on-demand printing, your company logo will be displayed at booth, and on printed photo frames
Price: \$15,000 – includes one registration

Portfolio/notebook: Your logo on high quality portfolio/notebook for attendees
Price \$15,000 – includes one registration

Professional headshot station: Your logo on signage at headshot station for attendees and in follow-up email
Price \$15,000 – includes one registration

Branded USB 3-in-1 chargers: Your company logo printed on USB chargers provided to attendees at registration
Price: \$12,000 – includes one registration

Event program back cover ad: Back cover advertisement for on-site event program (the only ad in the program)
Price: \$12,000 – includes one registration

Lanyards: Lanyards branded with your company logo provided with all attendee badges at registration
Price: \$12,000 – includes one registration

Luncheon sponsor: Sponsor of one lunch during the conference, your company logo will be on signs outside the ballroom, on a slide on stage and will be recognized by the speaker as the sponsor of the lunch
Price: \$12,000 – includes one registration

Breakfast sponsor: Your company logo on signage at breakfast, plus branded napkins with your logo
Price: \$10,000 – includes one registration

Branded luggage tags: Your company logo on luggage tags provided to conference attendees at registration
Price: \$8,500 – includes one registration

Coffee break: Your company logo on coffee break signs, with logo on coffee cup sleeves
Price: \$8,000 – includes one registration

Dessert reception: Your company logo on signage at the dessert reception in the Experience Hall, plus branded napkins with your logo
Price: \$8,000 – includes one registration

Morning kickstarter: Your company logo on signage for morning yoga and/or fitness walk sign-ups, and at meeting location
Price: \$7,500 – includes one registration

Conference supporter: Your company logo on event signage, a listing in the mobile event App and logo on conference microsite on HBA.net.org
Price: \$1,500

Customized sponsorship packages are available.
Please email CorporatePartners@HBA.net.org for more information.



www.HBAnet.org | [#HBAimpact](https://twitter.com/HBAimpact)