



**Please e-mail completed form to:**  
 WHILS Admin Team at [hba.whils@gmail.com](mailto:hba.whils@gmail.com).  
 Address questions to [hba.whils@gmail.com](mailto:hba.whils@gmail.com)  
 To speak to a team member, call:  
 Lorraine Gaglioti: (862) 210-0218  
 Lauren Peck: (908) 892-4981  
 Heather Van Ness (917) 680-4440

**Sponsorship and Advertising Commitment Form**  
*HBA NY/NJ Region 2017 Women's Healthcare Innovation and Leadership Showcase*  
*Half-day Afternoon/Early Eve - Wednesday, 14 June*  
**Rutgers Robert Wood Johnson Medical School**  
*Kessler Teaching Building, 675 Hoes Lane West, Piscataway, NJ*

**Company name:** \_\_\_\_\_  
 (Exactly as it should appear in printed event program and/or other materials)

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

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

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

Please e-mail your preferred logo to: [hba.whils@gmail.com](mailto:hba.whils@gmail.com)

**2017 HBA WHILS Sponsorship packages**

**Please check your selection below; see page two of this document for various package benefits.**  
 Your sponsorship will be invoiced separately, including a request for payment within 30-days. Full sponsorship benefits will accrue when your sponsorship has been paid in full. **Sponsorship invoices must be paid and logos must be received before May 22** for guaranteed inclusion in the WHILS 2017 Event Program. **Send logos to:** [hba.whils@gmail.com](mailto:hba.whils@gmail.com).

- |                                           |                                            |                                         |
|-------------------------------------------|--------------------------------------------|-----------------------------------------|
| <input type="checkbox"/> Diamond \$7,500  | <input type="checkbox"/> Event Bag \$3,750 | <input type="checkbox"/> Silver \$1,500 |
| <input type="checkbox"/> Platinum \$5,000 | <input type="checkbox"/> Gold \$2,750      | <input type="checkbox"/> Bronze \$1,000 |

**Advertising Packages**

**Advertising Specs (to-be-confirmed) – Program will be 8 ½” x 11”/full color**

**Advertising commitments due by May 22 and must be paid and artwork received before May 23** for guaranteed inclusion in the WHILS 2017 Event Program. **Send artwork to:** [hba.whils@gmail.com](mailto:hba.whils@gmail.com).

- |                                                  |                                                    |                                             |
|--------------------------------------------------|----------------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Back Cover \$1,000      | <input type="checkbox"/> Centerfold (1 page) \$550 | <input type="checkbox"/> Half Page \$200    |
| <input type="checkbox"/> Inside Back Cover \$750 | <input type="checkbox"/> Full Page \$400           | <input type="checkbox"/> Quarter Page \$100 |

**Sponsor signature** \_\_\_\_\_ **Date** \_\_\_\_\_

Signed sponsorship agreements are considered final and committed and paid funds are non-refundable.  
 The HBA reserves the right to change/modify all sponsorship opportunities.

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



**HBA**  
Healthcare Businesswomen's Association

# Women's Healthcare Innovation & Leadership Showcase (WHILS)

Half-day Afternoon/Early Eve - 14 June 2017

Rutgers Robert Wood Johnson Medical School  
Kessler Teaching Building, 675 Hoes Lane West, Piscataway, NJ

## WHILS 2017 Sponsorship Opportunities

Women's Healthcare Innovation & Leadership Showcase (WHILS) is a signature biennial conference of the Healthcare Businesswomen's Association NY/NJ Region. WHILS gathers expert stakeholders from across the spectrum of healthcare to discuss challenges and spotlight opportunities for innovation and change in women's healthcare along four strategic pillars: 1) basic and clinical research; 2) medical practice; 3) health literacy, and 4) access to care. WHILS 2017 will address an array of subjects, including the female lifecycle; harnessing women's voices; big data, artificial intelligence and wearables; high-impact and chronic diseases; wellness vs. disease care; and impactful collaborations.

### Why Sponsor WHILS 2017?

1. Guarantee your admission to limited capacity event
2. Increase overall understanding of the women's healthcare landscape
3. Raise awareness of the important work *your* organization is doing in women's healthcare
4. Network with pro-active professionals from across the spectrum of healthcare.
5. Refine insights and uncover opportunities for collaboration and growth.

Sponsorship Packages - Multiple Levels, Meaningful Benefits							
2017	Gift	Admits	Exhibits (12-16 Available)	PR/Marketing Recognition	Onsite Signage / Recognition	Program Ad Space	Bag Insert
Corporate Founding <i>SOLD</i>	\$10,000	10	1 Table	Yes	<ul style="list-style-type: none"> <li>Alongside HBA &amp; Rutgers</li> <li>Closing Reception</li> </ul>	Full Page Facing Agenda	Yes
<b>Diamond</b> (1 available)	\$7,500	8	1 Table	Yes	<ul style="list-style-type: none"> <li>Poster Session/ Announce Winners</li> <li>Bottled Water</li> </ul>	Premium Full Page	Yes
<b>Platinum</b> (3 remain)	\$5,000	6	--	Yes	<ul style="list-style-type: none"> <li>Breakout Session</li> <li>Introduce Session</li> <li>Wine for Reception</li> </ul>	Full Page	Yes
<b>Event Bag</b>	\$3,750	4	---	Yes	<ul style="list-style-type: none"> <li>Logo on Event (Swag) Bag</li> </ul>	Full Page	Yes
<b>Gold</b> (1 remaining)	\$2,750	4	--	Yes	<ul style="list-style-type: none"> <li>Snack During ½ hr Afternoon Break</li> </ul>	Full Page	Yes
<b>Silver</b> (2 remain)	\$1,500	2	--	Yes	<ul style="list-style-type: none"> <li>Reception Dessert</li> </ul>	1/2 Page	Yes
<b>Bronze</b> (2 available)	\$1,000	2	--	Yes	<ul style="list-style-type: none"> <li>Snack during Registration</li> </ul>	1/4 Page	Yes
Advertising - Printed Event Program (8 ½" x 11" / full color)							
<i>Front Cover Inside - SOLD</i>		Back Cover \$1,000		Centerfold (1 page - 1 avail) \$550		Half Page \$200	
<i>Centerfold (2 page) - Not Avail.</i>		Inside Back Cover \$750		Full Page \$400		Quarter Page \$100	

**Past WHILS Programs:** 2015: <http://bit.ly/2015WHILSProg>  
2013: <http://bit.ly/1jevGeW>

**For in-kind contributions and giveaways, contact:**  
Lauren Peck: (908) 892-4981 / [lpeck@hbanet.org](mailto:lpeck@hbanet.org)

**2017 Women's Healthcare Innovation and Leadership Showcase**  
**Advertising Spec Sheet**

Thank you for choosing to advertise your organization in the program guide for HBA NY/NJ's 2017 Women's Healthcare Innovation and Leadership Showcase (WHILS) on June 14, 2017.

Please find below all details you will need to complete and submit your organization's advertisement for inclusion in the guide. The full program guide will measure 8.5"x 11" and will be printed in full color.

**Deadline for advertisement submission:**

Final ad artwork due before May 23, 2017 in order to be guaranteed inclusion in the event program guide.

**Ad Submission:**

Please submit final ad material to [hba.whils@gmail.com](mailto:hba.whils@gmail.com)

- *All ads are subject to approval by the HBA*
- *If you have additional questions regarding art and layout, please contact Annie Tam- 408-636-3056, or Katlyn Merkel- 814-404-8477*

**Ad Specifications:**

**Ad Sizing:**

- Full page: 8" wide x 10" tall
- Half page: 8" wide x 5" tall
- Quarter page: 4" wide x 5" tall

**Safety/Bleed:** Material intended to bleed must be furnished with a minimum of 1/8" image area beyond trim line

**Color:** 4-color process

**File Submission:** Electronic files only. Art must be received in the native file with fonts and pictures. All pictures must be received at 300 dpi or better.

**Media accepted:** E-mail a high-resolution file. Label media with advertiser, contact person and phone number. MAC- or PC-formatted media accepted. Please use only ZIP or SIT compression when needed.

**Desktop file formats:** Illustrator, EPS or PDF formats preferred.