

# VALUE ADDED CONNECTIONS

## 2020 Sponsorship Guide

Connect with NCHA to build valuable relationships  
& grow your business in 2020!



The North Carolina Healthcare Association's Corporate Sponsorship Program is designed to provide companies yearlong exposure and interaction with top decision-makers.

NCHA, a 501 (c)(3) nonprofit organization, represents North Carolina's hospitals, health systems and care providers — teaching, rural, small community, suburban, specialty, and continuing care facilities — providing acute care, outpatient care, ambulatory care, rehabilitative, behavioral, psychiatric and veterans' services. Our members provide a broad range of services — not just within their walls, but across the continuum and throughout their communities.

Sponsorship provides opportunities to make value added connections. Together, we can partner to improve the health of our communities.

## Sponsorship Benefits



### Networking

Make meaningful business connections with key decision-makers from North Carolina hospitals, healthcare systems and other care providers.



### Industry Insights

Gain new insights into the needs of North Carolina's hospitals and health systems and learn more about the issues impacting the healthcare field.



### Exposure

Increase brand visibility with NC healthcare leaders, whose organization's spend \$25 billion a year on products and services.



### Growth

Drive sales by building and reconnecting with your customer base with opportunities to share your new products and services.

Please submit your sponsorship form and payment by Jan. 31, 2020 to begin receiving full benefits.

Questions? Contact Pamala Rogers at 919-677-4127 or [progers@ncha.org](mailto:progers@ncha.org)

<https://www.ncha.org/corporate-sponsors/>

# Key Sponsorship Events 2020

FEB

20-21

## NCHA Winter Membership Meeting

February 20-21, 2020

Raleigh Marriott Crabtree Valley

JULY

15-17

## NCHA Summer Membership Meeting

July 15-17, 2020

Myrtle Beach Marriott Resort at Grande Dunes



NCHA's marquee annual events are designed to be an ideal setting for networking and idea sharing. Become a sponsor today to foster positive relationships with new and current customers. Gain access to North Carolina hospital CEOs, CFOs, other C-Suite members, trustees, department vice presidents, directors and more.

Also, gain valuable insight into our state's healthcare community through subscriptions to NCHA news and by attending content-rich conferences designed to enhance your understanding of the latest business models, technological innovations and trends.

## Winter Meeting Meet & Greet

Diamond and Ruby Sponsors have exclusive access to NCHA members as exhibitors and hosts of the Meet & Greet event at NCHA's Winter Membership Meeting in Raleigh. Consider maximizing your visibility in 2020 by choosing our premium sponsorship levels.

## Summer Meeting Trade Show

### Our top venue for networking, involvement & exposure

The NCHA Summer Meeting trade show is the perfect opportunity to build brand awareness of your company and help you make invaluable personal contacts. The 2020 trade show will be at the popular beach destination — The Myrtle Beach Marriott at Grande Dunes Resort in Myrtle Beach, SC.

The NCHA Summer Meeting targets member hospital CEOs, CFOs and other senior hospital management. Participants include member hospitals, corporate sponsors and special invited guests of NCHA. This annual event is an opportunity for members and vendors alike to network at the opening Trade Show and participate in valuable education sessions and meal events. The 2019 meeting attracted more than 200 representatives from our member hospitals, health systems and community health professionals.

The NCHA Corporate Sponsorship Program provides four tiers with benefits for each level of participation and support. We offer a variety of marketing options that provide visibility and meet any budget. The annual sponsorship program runs from Jan. 1, 2020 through Dec. 31, 2020. NCHA is committed to assuring our sponsors know their marketing dollars have been spent wisely. Benefits vary, so read this sponsorship level information carefully. Please submit your sponsorship form and payment by Jan. 31, 2020 to begin receiving full benefits. Sign up early to guarantee your spot at the Summer Meeting Trade Show.

## NCHA Corporate Sponsorship Levels

Our four-tiered sponsorship program includes exposure at multiple conferences and events, advertising, NCHA news and more.

<b>Diamond</b>	<b>\$25,000*</b>
<b>Ruby</b>	<b>\$12,500*</b>
<b>Emerald</b>	<b>\$6,000*</b>
<b>Sapphire</b>	<b>\$3,700</b>

\*Sponsorship levels offering exhibit booths are limited and awarded on a first-come basis. Only businesses with completed forms and payment will be considered.

## Diamond Sponsorship \$25,000

List of core benefits and select (4) additional items to complete package.

Winter Meeting Meet & Greet	Name Recognition on 2020 App
Sponsor Winter Meeting Reception	Scrolling logo on slides at Annual Meetings
Table Display inside Winter Meeting Reception	Printed Copy of Directory
Benefit for Better Health at Summer Meeting	Contact Info listed in Membership Directory
2 Winter Meeting Registrations	Website Presence (logo w/ link to company website)
2 Summer Meeting Registrations	Subscription to Weekly Newslines
1 Ad-hoc meeting Registration	Subscription to Daily Newslinks
Advertising Opportunity prior to NCHA webinar presentations (first come basis only)	LinkedIn Spotlight
Name Recognition on Meeting Materials	Webinar Offerings

Choose 4 items from list to complete Diamond Package

- Designated Tables at Winter Meeting Luncheon (seated with Leadership)
- Complimentary Exhibit Booth at Summer Meeting
- Educational Speaking opportunities upon availability
- (3) 15 minute meetings with C-Suite Level Executive at Summer Meeting
- Digital Feature – 2 minute video of hospital partnership success stories (provided by sponsor)
- Speaker Introductions at NCHA Meetings plus 2 minute intro of Sponsor (based on availability)
- Amenity (logo branded item) for attendee given at registration (provided by sponsor)

## Ruby Sponsorship \$12,500

List of core benefits and select (2) additional items to complete package.

Winter Meeting Meet & Greet	Scrolling logo on slides at Annual Meetings
Sponsor Winter Meeting Reception	Contact Info listed in Membership Directory
Benefit for Better Health at Summer Meeting	Printed Copy of Directory
1 Winter Meeting Registration	Website Presence (logo w/ link to company website)
2 Summer Meeting Registrations	Subscription to Weekly Newslines
Name Recognition on Meeting Materials	Subscription to Daily Newslines
Name Recognition on 2020 Meeting App	LinkedIn Spotlight

Choose 2 items from list to complete Ruby Package

- Complimentary Display Table at Winter Meeting Reception
- Complimentary Exhibit Booth at Summer Meeting
- Opportunity to submit Webinar Offerings
- (2) 15 minute meetings with C-Suite Level Executive at Summer Meeting
- Digital Feature – 2 minute video of hospital partnership success stories (provided by sponsor)
- (1) Speaker Introductions at NCHA Meetings plus 2 minute intro of Sponsor (based on availability)
- Amenity (logo branded item) for attendee given at registration (provided by sponsor)

**Throughout the course of the year, NCHA will give priority to our Diamond & Ruby Level Sponsors. Early access for registration will be permitted, as well as additional opportunities to sponsor other programs and services offered by the NCHA. Targeted audience includes, but is not limited to senior level hospital executives and hospital board members. Ad Hoc meeting sponsorship may become available ranging from \$1,000 to \$5,000 for sponsor levels.**

**List of 2020 Events/Topics to date:**

**NCHA Winter Meeting  
NCHA Summer Meeting  
Benefit for Better Health at Summer Meeting (Foundation event)  
Benevolence Sponsor (Student Scholarships at Winter Meeting)  
Keynote Speaker Sponsors  
Patient Safety Organization Event Sponsors  
Subject Matter Workgroup Lunch Sponsors**

## Emerald Sponsorship \$6,000

List of core benefits and select (1) additional items to complete package.

1 Winter Meeting Registration	Contact Info listed in Membership Directory
2 Summer Meeting Registrations	Printed Copy of Directory
Recognition on Meeting Materials	Subscription to Weekly Newslines
Recognition on 2020 Meeting App	Subscription to Daily Newslinks
Website Presence	

Choose 1 item from list to complete Emerald Package

- Complimentary Display Table at Winter Meeting Reception (limited space available)
- Complimentary Exhibit Booth at Summer Meeting
- Benefit for Better Health at Summer Meeting

## Sapphire Sponsorship \$3,700

List of core benefits in the Sapphire package.

1 Winter Meeting Registration	Website Presence
1 Summer Meeting Registration	Contact Info listed in Membership Directory
Recognition on Meeting Materials	Printed Copy of Directory
Amenity (logo branded item) for attendee given at registration	

## NCHF Corporate Giving Program

The NC Healthcare Foundation (NCHF), the 501(c)(3) affiliate of the North Carolina Healthcare Association, offers additional ways to give through philanthropic efforts, meetings, workshops, webinars and many other opportunities. Your gift helps support the Foundation's vision to create a North Carolina where high-quality healthcare is equitable and accessible for all. Strengthen your business image by linking your company to important initiatives addressing behavioral health needs, rural health care improvements, the opioid epidemic, access to health care, equity, and more.

**\*\*Receive a \$500 discount toward sponsorship if secured by Dec. 31, 2019. Please submit your sponsorship form and payment by Jan. 31, 2020 to begin receiving full benefits. Sign up early to guarantee your spot at the Summer Meeting Trade Show in Myrtle Beach, SC.**

**\*\*Payment must be received before benefits begin.**

**Sponsorship period effective January 1, 2020 - December 31, 2020**

## Company Information

Organization: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Email of contact person: \_\_\_\_\_

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

City \_\_\_\_\_

State \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Type of Business/Services : \_\_\_\_\_

\_\_\_\_\_

## Payment Options

Applications must be sent with a check, VISA, MasterCard, Discover or American Express number.

### Method of Payment

Check payable to **NC Healthcare Foundation**

Amount Enclosed \$ \_\_\_\_\_

Credit Card Amount authorized \$ \_\_\_\_\_

Visa  MasterCard  AMEX  Discover

Credit Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CSC: \_\_\_\_\_

Phone # \_\_\_\_\_

Name (as it appears on card): \_\_\_\_\_

\_\_\_\_\_

Billing address and zip code of card: \_\_\_\_\_

\_\_\_\_\_

Signature: \_\_\_\_\_

Mail checks and forms to:  
**NC Healthcare Foundation**  
Attn: Pamala Rogers  
PO Box 4449  
Cary, NC 27519

## Choose Your Sponsor Level

### Diamond Sponsor (\$25,000)

Diamond Level select (4) additional items to complete package:

- Designated Tables at Winter Meeting Luncheon (seated with Leadership)
- Complimentary Exhibit Booth at Summer Meeting
- Educational Speaking opportunities upon availability
- (3) 15 minute meetings with C-Suite Level Executive at Summer Meeting
- Digital Feature – 2 minute video of hospital partnership success stories (provided by sponsor)
- Speaker Introductions at NCHA Meetings plus 2 minute intro of Sponsor (based on availability)
- Amenity (logo branded item) for attendee given at registration (provided by sponsor)

### Ruby Sponsor (\$12,500)

Ruby Level select (2) additional items to complete package:

- Complimentary Display Table at Winter Meeting Reception
- Complimentary Exhibit Booth at Summer Meeting
- Opportunity to submit Webinar Offerings
- (2) 15 minute meetings with C-Suite Level Executive at Summer Meeting
- Digital Feature – 2 minute video of hospital partnership success stories (provided by sponsor)
- (1) Speaker Introductions at NCHA Meetings plus 2 minute intro of Sponsor (based on availability)
- Amenity (logo branded item) for attendee given at registration (provided by sponsor)

### Emerald Sponsor (\$6,000)

Emerald Level select (1) additional item to complete package:

- Complimentary Display Table at Winter Meeting Reception (limited space available)
- Complimentary Exhibit Booth at Summer Meeting
- Benefit for Better Health at Summer Meeting

### Sapphire Sponsor (\$3,700) NO Exhibit Booth

**Total Cost of Sponsorship** \$ \_\_\_\_\_

To receive full benefits, submit registration form and payment by Jan. 31, 2020. A confirmation will be sent once payment is received. Questions? Contact Pamala Rogers at 919-677-4127 or [progers@ncha.org](mailto:progers@ncha.org).  
Only registrations accompanied with payment will be processed.

# Sponsorship Rules & Guidelines

## 1. SPONSOR FEES & PAYMENT

Applications must be submitted with payment IN FULL for sponsorships. Deposit of payments does not constitute acceptance of application. Benefits will not begin until payment is received. In the event of cancellation by sponsor, the cancellation policy below shall apply.

## 2. CANCELLATION

In the event it is necessary for exhibiting sponsors to cancel their space rental agreement, an administrative expense of \$500 per booth will be assessed on all requests. All cancellation requests must be made in writing. This administrative fee of \$500 will be applied to any cancellations received after May 31. After June 15, no refunds will be made.

## 3. EXHIBIT BOOTH POLICY

Exhibit space is provided by NCHA for the purpose of member information and education only. The sale of products on site by exhibiting sponsors is NOT permitted. Giveaway items ARE permissible during show hours. Exhibiting sponsors must maintain their displays within the allotted 8' x 8' space. Each booth contains one 6 foot table and 2 chairs. All backdrops, displays, tables or promotional setups may not extend into adjacent booths or walkways or obstruct traffic flow during show hours. Exhibit booths must be staffed by a designated representative throughout the entire trade show. As proof of registration, name badges must be worn for all meeting related events. NCHA will confirm booth assignments by June 30.

## 4. EXHIBIT BOOTH DISPLAY

Exhibiting sponsors shall not assign, sublet, or share the allotted space. Displays, the distribution of materials, or the demonstration of products are restricted to the exhibit area designated. Outside exhibits are strictly prohibited.

## 5. INSTALLATION & REMOVAL OF EXHIBITS

Arrangements for shipping, storage, and delivery of materials to the show site are the responsibility of the exhibiting sponsor. Shipment of display materials for delivery to the meeting site should be done by your preferred carrier to the contracted drayage company, Hollins Exposition Services. The information packet from Hollins will be emailed in May and includes procedures for shipping and return of any materials after the conference. Shipments directly to the hotel will not be accepted.

## 6. MEETING SCHEDULE

All exhibiting sponsors will honor the meeting schedule set by NCHA and at no time during the conference schedule a conflicting event involving the NCHA membership. The meeting brochure and agenda, current list of participating sponsors and the exhibit hall layout with booth assignments will be emailed to all confirmed exhibiting sponsors in June. The registrant list will be provided on site.

## 7. LIABILITY

Neither NCHA nor Hotel shall be liable for loss or damage to exhibiting sponsor property. Exhibiting sponsors are expected to carry their own insurance for coverage of property and personnel involved in this conference. The exhibiting sponsor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to displays, equipment and other property brought upon the premises of the Hotel, and shall indemnify and hold harmless Hotel, NCHA, and any authorized representative, agent or employee of the foregoing of any and all losses, damages and claims.

## 8. SPEAKER OPPORTUNITIES

NCHA seeks dynamic speakers who can offer solution-oriented expertise on issues facing the healthcare industry. To be considered as a presenter at an NCHA meeting, Diamond and Ruby level sponsors must complete a Call for Speakers form. For consideration as a presenter at NCHA's Winter Membership Meeting, businesses must be confirmed as a 2019 Diamond or Ruby level sponsor and submit a presentation proposal. Submissions must be of interest specifically to hospital and health system staff and must be educational, not promotional, in nature. Sponsorship does not guarantee a speaking slot. Preference is given to corporate sponsors who can demonstrate a high level of speaker effectiveness and content quality.

Please sign below noting you are in agreement with the above Exhibiting Sponsor Rules and Guidelines.

Print Name \_\_\_\_\_

Company \_\_\_\_\_

Title \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Return with Sponsor Form to :

NCHA, PO Box 4449- Cary, NC 27519-4449  
or fax 919-677-4200

**Questions? Contact Pamala Rogers at  
919-677-4127 or [progers@ncha.org](mailto:progers@ncha.org).**

