



American Hospital
Association™

Advancing Health in America

2023

AMERICAN HOSPITAL ASSOCIATION

LEADERSHIP SUMMIT

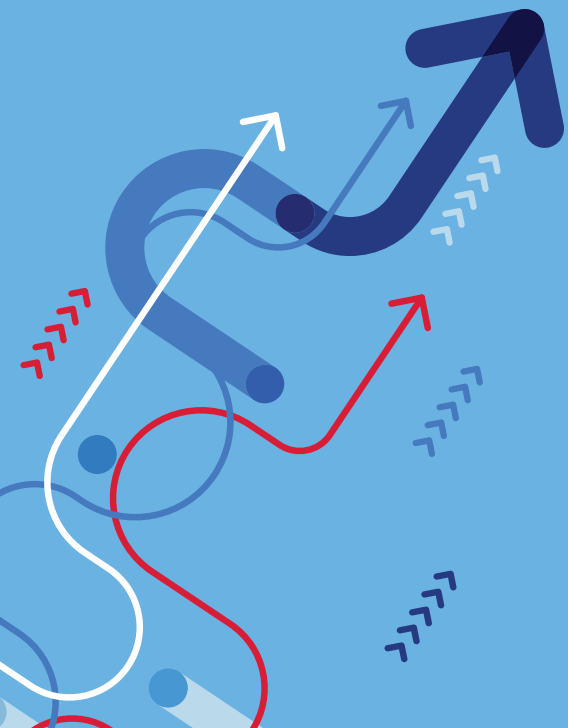
JULY 16-18, 2023 • SEATTLE, WA



SPONSORSHIP PROSPECTUS

LEAD | CONNECT | TRANSFORM
ACCELERATING THE FUTURE OF HEALTH CARE

Want to partner? Let's talk.
Contact us at marketing@aha.org



WHERE HEALTH CARE LEADERS MEET TO FACE THE FUTURE.



The American Hospital Association is pleased to present the **31st Annual AHA Leadership Summit**. This event attracts health care executives and industry experts who tackle the most compelling issues facing hospitals and health systems today.

YOUR COMPANY CAN JOIN senior executives from hundreds of the nation's leading hospitals and health systems at this unique forum where health care leaders discuss the issues that keep them up at night. Sponsorship of this event enables you to partner with the most trusted name in health care to reach a highly targeted, senior-level health care audience.

A variety of Leadership Summit sponsorship opportunities offer both broad exposure and targeted interaction with senior hospital executives. You can

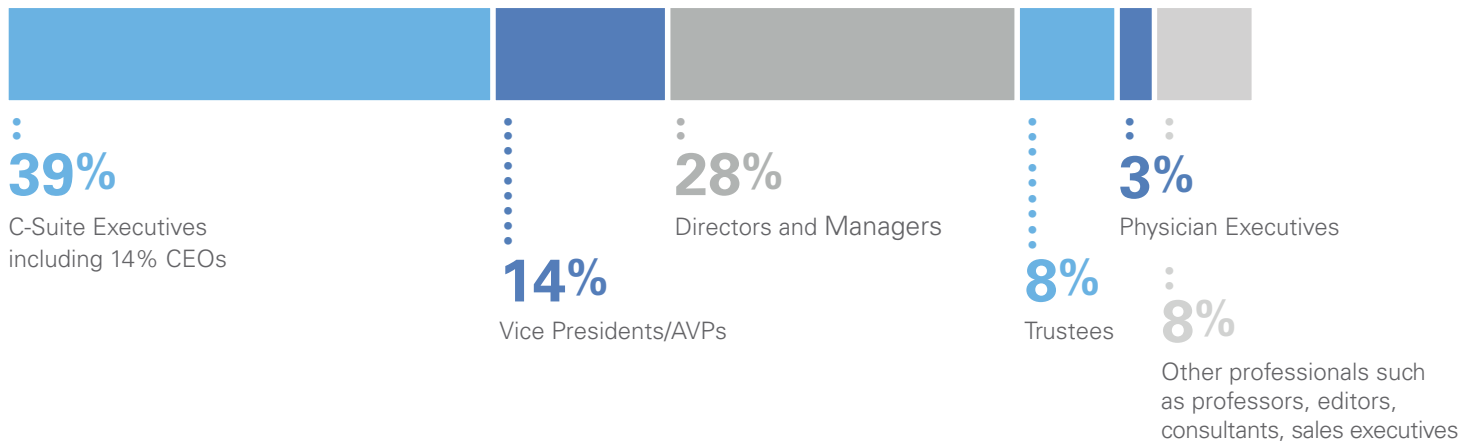
support the entire conference, sponsor plenary speakers, brand the conference mobile app, or make connections through numerous other opportunities.

Regardless of sponsorship level chosen, *you are invited to participate in all activities*, which provide outstanding access to attendees, educational opportunities for your own executives, and visibility at this important, thought leadership meeting.

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ATTENDEE DEMOGRAPHICS: 1,300 ATTENDEES



SPONSORSHIP OPPORTUNITIES

WE OFFER A RANGE OF SPONSORSHIP OPTIONS to allow you to create the package that fits your needs and budget. Presented below are our Sponsorship Packages, which are available at three levels: **Track**, **Plenary** and **Supporting**. Each track or intensives sponsorship comes with a complimentary lead scanner so that you can track attendees at your sessions.

TRACK SPONSOR INCLUDES SUPPORTING SPONSORSHIP

8-10 COMPLIMENTARY REGISTRATIONS | \$42,000 | 5 AVAILABLE

- Align your brand with specific topics/issues to appeal to a target audience that is demonstrating a particular interest connected with your solution.

2023 SESSION TRACKS

Financial Stability: *Operating Excellence in Turbulent Times*

It's the People: *Overcoming Workforce Challenges to Build Resilient, High-Performing Teams*

Value-Based Today: *Improving Outcomes, Managing Risk*

Patient Centricity: *Driving Consumer Experience Through Digital Transformation*

Ignite: *Emerging Approaches to Health Care Strategy and Delivery*

PLENARY SPONSOR INCLUDES SUPPORTING SPONSORSHIP

6-8 COMPLIMENTARY REGISTRATIONS | \$30,000 | 4 AVAILABLE

- Gain high-level visibility by showcasing your organization to all attendees with plenary opening remarks.

SUPPORTING SPONSOR (OPTION A OR B)

3-5 COMPLIMENTARY REGISTRATIONS | \$15,000

- Get your brand in front of and network with key health care decision makers.
- Associate Program Discount available.
- Option of 10'x 10' Exhibit Booth/Three complimentary registrants (Option A) **or** Five complimentary registrations (Option B).



Check out our booth traffic-driving program for exhibitors
— **AHA Book Club!**
See page 9 for details.



Upgrade to an **AHA Associate** and enjoy additional benefits all year long!

Ask about the **AHA Associate Program** for businesses wishing for more access to AHA content and educational programming. Business community attendance at this year's AHA Leadership Summit is limited to AHA Associates, Sponsors and Exhibitors.

SPONSORSHIP PACKAGES

SPONSORSHIP PACKAGE	TRACK \$42,000	PLENARY \$30,000	SUPPORTING OPTION A \$15,000	SUPPORTING OPTION B \$15,000
Complimentary Summit registrations	8-10	6-8	3	5
Premium placement of logo/company name in promotional materials	●	●		
Logo on plenary session signs		●		
Logo on track sessions signs	●			
One lead scanner for tracking attendees at sponsored session	●			
Introduction of selected speakers	●	●		
Advance/final attendee registration lists including emails	●	●	●	●
Logo in Digital Conference Guide and logo and company description on Conference Mobile App	●	●	●	●
Logo on registration area banner	●	●	●	●
Company name and web link on conference website	●	●	●	●
10'x10' Exhibit Booth			●	
Associate Program discount available			●	●

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SPECIAL SPONSORSHIP OPPORTUNITIES

INCLUDES ALL THE BENEFITS OF A SUPPORTING SPONSORSHIP

Please note: Product offerings and meeting agenda are subject to change.

EDUCATIONAL SESSIONS

INVESTMENT

PARTNER PROGRAMMING SPONSOR **\$35,000**

6 Available

Sponsor creates one educational session in collaboration with the AHA to occur during the conference. Session content must be noncommercial in nature, support the program’s theme and focus areas, and be approved by the AHA. Partner develops presentation and recruits hospital/health system panelists or notable SMEs with the option to include an executive as a session speaker. Sponsor will receive premium placement of logo/company name in promotional materials and sponsored session sign.

Sponsor receives 2 additional complimentary registrations to their supporting allotment.

SPONSORED PANEL **\$25,000**

6 Available

Sponsor provides one active participant in an educational session developed by the AHA. The AHA will set the topic and session description and identify the AHA moderator and member speakers (approximately 2).

Sponsor receives the following:

- Sponsor can select one of six predetermined panel topics listed to the right.
- Sponsor provides one executive thought leader to participate in panel discussion (individual must be approved by the AHA).
- Sponsor participant included in the pre-event planning call with the AHA moderator and member speakers.

Topics (Inventory limited to one each of six areas below):

- Managing population health
- Patient experience
- Health equity
- Reducing administrative burden
- Driving innovation through culture
- Workforce well-being

NETWORKING EVENTS

INVESTMENT

NETWORKING RECEPTION **\$30,000**

Gain great visibility by sponsoring the popular and well-attended evening reception. Includes multiple logo impressions, and signage throughout the venue.

Sponsor receives 3 additional complimentary registrations to their supporting allotment.

SPECIAL SPONSORSHIP OPPORTUNITIES CONTINUED

INCLUDES ALL THE BENEFITS OF A SUPPORTING SPONSORSHIP

Please note: Product offerings and meeting agenda are subject to change.

NETWORKING EVENTS

INVESTMENT

EXHIBIT HALL WELCOME RECEPTION \$28,000

Get great exhibit hall exposure by sponsoring the attendee reception in the hall. Sponsor acknowledgement in conference guide and on signage, and sponsor logo on napkins.

Sponsor receives 3 additional complimentary registrations to their supporting allotment.

CONTINENTAL BREAKFAST \$20,000

Includes sponsorship of two (2) breakfast times and acknowledgement in Digital Conference Guide and on signage throughout event, logo on tabletop tent cards, logo on napkins.

EXHIBIT LUNCH \$18,000

Includes sponsorship of one (1) lunch and acknowledgement in Digital Conference Guide and on signage throughout event, logo on tabletop tent cards.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

INVESTMENT

HOTEL KEYCARD \$32,000

Sponsor receives logo on hotel keycards provided to attendees at hotel check-in at the two HQ hotels only: Sheraton Grand Seattle* and Hyatt Regency.

Sponsor receives 3 additional complimentary registrations to their supporting allotment.

**Some guests at the Sheraton may use an app for keyless check-in.*

CONFERENCE REGISTRATION & DIGITAL GUIDE \$30,000

Sponsor receives the following:

Registration: Logo and acknowledgment on registration website, registration page on conference website, preconference attendee emails and on-site registration structure.

Digital Conference Guide: Logo acknowledgement on front cover and 4-color full-page ad on back cover.

Sponsor receives 3 additional complimentary registrations to their supporting allotment.

WIRELESS INTERNET \$25,000

Sponsor company logo appears on Wi-Fi login/splash page and signage.

Sponsor receives 3 additional complimentary registrations to their supporting allotment.

SPECIAL SPONSORSHIP OPPORTUNITIES CONTINUED

INCLUDES ALL THE BENEFITS OF A SUPPORTING SPONSORSHIP
Please note: Product offerings and meeting agenda are subject to change.

ADDITIONAL SPONSORSHIP OPPORTUNITIES	INVESTMENT
<p>CONFERENCE LANYARDS \$23,000</p> <p>Sponsor receives the following benefits:</p> <p>Sponsor logo printed on name badge lanyards distributed to attendees at registration.</p>	
<p>MOBILE APP \$22,000</p> <p>Sponsor logo on the mobile app splash page, in pre-event app promotions, and on-site signage and conference guide. Two (2) push notifications recognizing sponsor included.</p> <p>Sponsor receives 3 additional complimentary registrations to their supporting allotment.</p>	
<p>COFFEE BREAKS \$20,000</p> <p>Includes sponsorship of four (4) breaks and acknowledgement in Digital Conference Guide and on signage throughout event, logo on tabletop tent cards, and logo on napkins.</p>	
<p>CONFERENCE AREA BANNERS & CLINGS</p> <p>Pricing available on request</p> <p>The Seattle Convention Center includes multiple promotional banners, escalator clings, window clings and carpet cling options. Please contact your sales executive for specifics.</p>	

ADDITIONAL OPPORTUNITIES

AVAILABLE TO SUPPORTING SPONSORS AND ABOVE ONLY

Please note: Product offerings and meeting agenda are subject to change.

EXECUTIVE DIALOGUES

INVESTMENT: \$55,000



Executive Dialogues attract a C-suite audience to discuss a topic of the sponsor's choosing. These intimate gatherings (limited to 7 attendees) give sponsors the chance to gain timely, relevant industry insights as well as an opportunity to make new connections. We will work with you to select a topic based on your needs and our field insight.

Executive Dialogue highlights will be featured in an e-book promoted on AHA.org and AHA Today, and via social media.

AHA will handle all event recruitment and management, and will facilitate the discussion.

Available only to Supporting Sponsors and above and must be a Gold or Platinum Associate Program member.

Discount available for Platinum Associates.

THE INNOVATORS CONNECTION PODCAST 8 Available

INVESTMENT: \$10,000



THE INNOVATORS CONNECTION PODCASTS provides an opportunity for industry leaders to showcase their companies and expertise during a live, on-site recorded podcast.

Vendors are invited to share new knowledge, fresh ideas and creative solutions during a 15-minute podcast recording to debut innovative products, services and resources for Summit attendees.

Presentation topics should be practical and benefits-oriented, offering unique solutions and applications for the challenges addressed through the Leadership Summit curriculum. Sponsor can provide no more than two interviewees and includes hospital/health system panelists or notable SMEs with the option to include an executive of their organization.

Exclusive benefits include:

- Email promotion upon release to AHA Leadership Summit attendees
- Promoted via AHA Today (reaches 39,000 people) and via AHA's Social Media accounts
- Podcast promoted on Conference Mobile App and listed on Digital Conference Guide
- Listed on the AHA Leadership Summit website for additional exposure
- Sponsors can link directly to the podcast to use in their own promotions

The Innovators Connection Podcast recording will take place center stage in the Exhibit Hall. Eight 15-minute podcasts are available. Podcast recordings are reserved in advance on a first-come, first-served basis.

Available to Supporting Sponsors and above or AHA Associates.

ADDITIONAL OPPORTUNITIES CONTINUED

AVAILABLE TO SUPPORTING SPONSORS AND ABOVE ONLY

Please note: Product offerings and meeting agenda are subject to change.

HOSTED BUYER FORUM **8 Available**

INVESTMENT: \$10,000



The Hosted Buyer Forum is a curated marketplace of health buyers, influencers and solution providers designed to provide highly efficient, targeted connections. The Forum is designed for senior executives and decision-makers to evaluate health solution providers as potential partners for their organizations. Hosted Buyer is a stress-free way for buyers to learn, network, engage, and assess a wide array of companies from across the ecosystem.

Participants will be individuals from: hospitals, integrated health systems, academic medical centers, rural, urban, ex-urban, city-county, government, etc. The individuals are incentivized to participate in the Hosted Buyer Forum by a waived registration fee.

The two-hour event will consist of brief presentations by the solutions providers followed by the ability to network with the participants in a smaller group setting. After the Forum is complete participants are encouraged to join the Associate and Sponsor Reception for additional networking.

Available to Supporting Sponsors and above or AHA Associates.

NEW OPPORTUNITY FOR 2023!

AHA MARKET SCAN DIGITAL TRAILBLAZERS SPECIAL REPORT **INVESTMENT: \$20,000**



AHA Market Scan Digital Trailblazers special reports explore how health care organizations are transforming care delivery and improving the patient experience through digital health investments, product development and partnerships. Each installment will highlight several AHA members' most recent activities and results in a specific area of digital transformation, as well as provide actionable takeaways for readers.

This special report highlighting AHA Leadership Summit will offer a full-page editorial spotlight sponsorship opportunity with the ability to embed charts, data or video. This content will be seamlessly integrated into the report, positioning your services alongside health care leaders in transformation. Sponsors can link directly to the report to use in their own promotions.

Promotion of the special report will include in AHA Market Scan, direct email, AHA Today newsletter, social media, and posting on the AHA website. Sponsors will receive reporting on performance and leads.

No other sponsorship required. Please note: Product offerings and meeting agenda are subject to change.

EXHIBITS

EXHIBITOR BOOTH

INVESTMENT: \$5,000



LIMITED BOOTH SPACE IS AVAILABLE

Booths are assigned on a first-come, first-served basis.

- 10'x10' booth space

No other sponsorship required. Please note: Product offerings and meeting agenda are subject to change.

COMPLIMENTARY BOOTH DRIVER

AHA BOOK CLUB



EXHIBITORS AT THE 2023 AHA LEADERSHIP SUMMIT ARE INVITED TO PARTICIPATE IN THE AHA BOOK CLUB, an engaging booth driver that will [elevate your traffic](#).

HERE'S HOW IT WORKS:

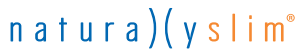
All Summit attendees will receive an AHA Book Club card at registration, and be invited to visit participating booths to learn about the listed exhibitor's solution and have their card stamped.

The AHA Book Club will be promoted in advance via email, and each exhibitor will receive a sign to display at their booth. The first 100 attendees to stop by the AHA Book Club table to "check out" and tell us what they've learned will be able to select a best-selling book on leadership and innovation.

There is no charge to participate.

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PAST LEADERSHIP SUMMIT SPONSORS



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