



American Hospital
Association™

Advancing Health in America

37TH
ANNUAL

AHA RURAL HEALTH CARE

LEADERSHIP CONFERENCE

FEBRUARY 11-14, 2024

ORLANDO, FL

SIGNIA BY HILTON ORLANDO BONNET CREEK

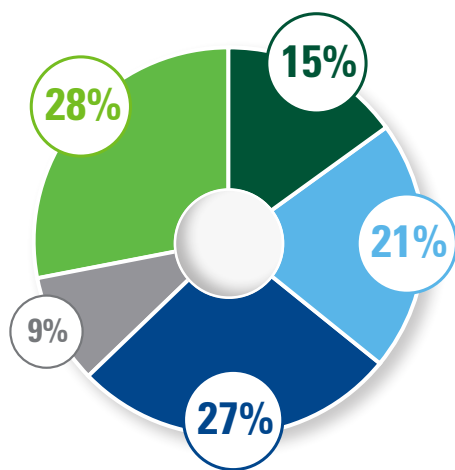
2024 SPONSORSHIP PROSPECTUS



37TH ANNUAL

AHA RURAL HEALTH CARE LEADERSHIP CONFERENCE

The Rural Health Care Leadership Conference is the American Hospital Association's annual offering for the rural audience. This conference is designed for health care leaders from rural hospitals, health care systems with a strong presence in rural communities, rural health clinics and community health organizations. Participants include administrators, trustees, physician executives, nursing administrators, public health officials and community leaders.



2023 CONFERENCE PARTICIPATION

1175 PARTICIPANTS FROM THE PROVIDER, ACADEMIC AND BUSINESS COMMUNITIES

15% CEOs/Administrators/Presidents

21% Other C-suite titles including COO, CMO, CNO, CFO, CIO and EVP, SVP and VPs

27% Board Members/Trustees

9% Directors and Managers

28% Others, including clinicians, consultants, academics, business representatives

BENEFITS OF CONFERENCE SPONSORSHIP

Sponsorship programs include corporate marketing and visibility, networking opportunities and access to decision makers.

- Contact participants directly with pre- and post-conference attendee lists, including email addresses.
- Access a faculty of nationally recognized leaders.
- Gain visibility through:
 - Logo on promotional materials (print if materials received by 9/1/2023 and online) targeted to 18,000 leaders from small and rural hospital organizations.
 - Logo on conference website with direct link to your corporate site.
 - Prominence in on-site materials and the conference mobile app.
- Attend the conference at no charge and gain access to valuable educational sessions where relationships can be built.
- Opportunities to introduce conference faculty depending on sponsorship level.
- Plan social events or on-site meetings to support your sponsorship.

SUPPORTING SPONSORSHIP

ALL SUPPORTING SPONSORS RECEIVE:

SUPPORTING SPONSOR

\$12,000

Three complimentary registrations – access to all educational sessions
Additional registrations at non-member rate



Advanced registration list – including email addresses



Final attendee list – including email addresses



Logo on pre-event promotions



Logo on on-site signage



Logo on Digital Conference Guide



Logo and link on Conference Mobile App



Recognition on Conference Website



Your choice of:

Option A: Display Table



Option B: Additional Complimentary Registrant



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 the 2024 AHA Rural Health Care Leadership Conference is limited to AHA Associates and Sponsors.



SPECIAL SPONSORSHIP OPPORTUNITIES

Each opportunity includes the supporting sponsor benefits, plus additional benefits as noted:

PARTNER PROGRAMMING SPONSOR (6 AVAILABLE) Design one educational session to occur during the conference. Session content must be non-commercial in nature, support the program’s theme and focus areas, and must be approved by the AHA. Partner develops presentation focused on a rural health topic and recruits hospital/health system panelists or notable SMEs with the option to include a sponsor executive as a session speaker. Sponsor will receive premium placement of logo/company name in promotional materials and sponsored session sign, as well as two additional complimentary registrations.	\$30,000
CONFERENCE LANYARD SPONSOR Includes sponsor logo on lanyards distributed to all attendees.	\$20,000
HOTEL KEYCARD SPONSOR Includes sponsor logo on hotel keycards for host hotel only.	\$20,000
REGISTRATION & DIGITAL CONFERENCE GUIDE SPONSOR Sponsor receives logo and acknowledgment on registration website, registration page on conference website, pre-conference attendee emails, and on-site registration signage; sponsor acknowledgment in Digital Conference Guide.	\$19,000
PLENARY SESSION SPONSOR (3 AVAILABLE) Sponsor receives logo on Plenary session listing in promotions and on-site materials; opportunity to introduce speaker on the main stage.	\$19,000
BREAKFAST SPONSOR (1 AVAILABLE) Includes sponsor logo on beverage napkins and on all signage for three breakfasts during the conference. Sponsor logo on Digital Conference Guide.	\$19,000
WELCOME RECEPTION SPONSOR Includes sponsor logo on napkins and signage; sponsor acknowledgement in the Digital Conference Guide.	\$18,000
LUNCH SPONSOR (1 AVAILABLE) Includes sponsor logo on beverage napkins and on all signage for two lunches during the conference. Sponsor logo on Digital Conference Guide.	\$18,000
BREAK SPONSOR (1 AVAILABLE) Includes sponsor logo on beverage napkins and on all signage for four breaks during the conference. Sponsor logo on Digital Conference Guide.	\$18,000

SPECIAL SPONSORSHIP OPPORTUNITIES CONT.

Each opportunity includes the supporting sponsor benefits, plus additional benefits as noted:

INNOVATORS CONNECTION PODCAST SPONSORSHIP (8 AVAILABLE)

\$18,000

The Innovators Connection Podcasts provide an opportunity for industry leaders to showcase their companies and expertise during a live, on-site recorded podcast.

Sponsors 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 Rural conference attendees. Presentation topics should be practical and benefits-oriented, offering unique solutions and applications for the challenges addressed through the Rural Health Care Leadership Conference curriculum. Sponsor can provide no more than two interviewees and includes hospital/health system panelists or notable SMEs with the option to include a sponsor executive as a session speaker.

Innovators Connection Podcast recording times will be listed in the Digital Conference Guide. Podcast recordings will also be featured on the AHA Rural Health Care Leadership Conference Mobile App. Innovators Connection Podcasts will be featured on an e-blast promotion upon release and sponsor will be provided with a link to share with their network. Podcasts will be listed on a AHA.org for extended exposure.

The Innovators Connection Podcast recording will take place in the Main Hall where interested attendees can grab something to eat or drink and listen in during recording.

Eight 15-minute podcasts are available. Podcast recordings are reserved in advance with reservations available on a first come, first serve basis.

CONFERENCE MOBILE APP SPONSOR

\$15,000

Includes sponsor logo on splash page, on all app-related communications to attendees, on dedicated signage throughout venue; sponsor acknowledgement in Digital Conference Guide; two app notification/pushes to attendees recognizing sponsor during event is included.

ASK YOUR ACCOUNT EXECUTIVE FOR MORE DETAIL

- Recreation Sponsor
- Cling, Reader Board and Screen Branding
- Unique Opportunities & Collaborations



LEARN MORE ON ADDITIONAL ADD-ONS ON NEXT PAGE.

SPECIAL ADD-ON OPPORTUNITIES

Each opportunity requires the separate purchase of a supporting or special sponsorship.

EXECUTIVE DIALOGUE

2 AVAILABLE*

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.

AHA will handle all event recruitment and management, and will facilitate the discussion which will result in a 5-page ebook shared in AHA Today with membership.



Previous topics have included:

- Engaging Your Community In Your Digital Strategy
- Building the Patient-Centered Continuum of Care of the Future
- Creating a Sustainable Health-First Model with Value-based Care
- Building the Health Ecosystem of the Future
- Redefining the Digital Front Door For a Frictionless Health Care Experience
- Maximizing the Value of Security Operations and Technology Investments
- AI-powered Ambient Intelligence

Learn more at aha.org/education-events/aha-virtual-executive-dialogues.

“

Excellent discussions around disruptors and pain points, as well as the strategy moving forward.

– Hospital CEO

”

“

There was wide diversity and a range of insights from each individual. This allowed each of us to **gain perspective about the industry** as a whole.

– Hospital Materials Manager

”

Cost: \$55,000

**Must be a Supporting/Special Sponsor or AHA Associate to purchase.
AHA Associate Program discounts available based on your tier.
Please note: Product offerings and meeting agenda are subject to change.*

ruralconference.aha.org



SPECIAL ADD-ON OPPORTUNITIES

Each opportunity requires the separate purchase of a supporting or special sponsorship.

HOSTED BUYER FORUM SPONSORSHIP

10 AVAILABLE*

The Hosted Buyer Program is a curated marketplace of health buyers, influencers and solution providers designed to provide highly efficient, targeted connections. The program is designed for senior executives and decision-makers to evaluate health solutions 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, health systems representing integrated health systems, academic medical centers, city-county, government, with an emphasis on rural hospitals. Hosted buyers are incented to participate by exchanging time to meet with solution providers for waived registration fees.

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The solution providers will present a “pitch” to the buyers in a round-robin format followed by a networking engagement where AHA member participants will join solution provider representatives in round-table discussions. After the presentation both the solution providers and the buyers will have an opportunity to proceed to the AHA Associate and Sponsor Reception for additional networking, drinks and appetizers.

We are currently looking for solution providers to cover the following topics. Please check with your account executive on inventory as there are two slots available for each of the below topics and they are filling up fast:

- Workforce
- Care Anywhere (Telehealth & Hospital-at-Home)
- Innovation & Technology
- Consumer Experience
- Financial Stability
- Digital & Analytics

Cost: \$12,000

**Must be a Supporting/Special Sponsor or AHA Associate to purchase.*

AHA Associate Program discounts available based on your tier.

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

SPECIAL ADD-ON OPPORTUNITIES

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CONVERSATION STARTERS

10-15 TABLE/SLOTS OPEN*

Conference attendees will have the opportunity to join informal discussions on key issues in rural health care. Each table will have a host to welcome participants and guide the conversation.

Topics will vary from perennial challenges like rural physician recruitment, integrating behavioral health, and tackling the opioid crisis to great ideas for building a culture of innovation, nurturing the chair/CEO relationship, improving leadership resilience, and putting the fun back into the workplace. With management of the discussion handled by the table host, participants will be encouraged to share their best strategies and toughest problems — all while making important connections with each other.

We're seeking lively, enthusiastic sponsors to serve as *Conversation Starter* hosts alongside our conference faculty and AHA leaders. **All discussions must be non-commercial in nature and approved by the AHA.**

PREDETERMINED TOPICS

1. Improving access, coverage and affordability
2. Elevating health equity and eliminating disparities
3. Strategies for a resilient workforce
4. Governance topics
5. Integrating behavioral health services
6. Improving access to substance use services
7. Telehealth
8. Growing the next generation of leaders
9. Emergency disaster planning
10. Creating a culture of innovation
11. Improving health care access and quality for American Indians and Alaskan Natives
12. Post-acute care strategies
13. Assuring quality through performance measurement and reporting
14. Cybersecurity for rural hospitals and health systems

Cost: \$4,000 per table

**Must be a Supporting or Special sponsor to purchase. AHA cannot guarantee attendees per table. Please note: Product offerings and meeting agenda are subject to change.*

SPONSOR-GENERATED TOPIC

Topic(s) will need to be approved by the AHA.

Cost: \$5,000 per table

SPECIAL SPONSORSHIP OPPORTUNITY

EXCLUSIVE SUPER SUNDAY SPONSOR!

1 AVAILABLE*

The Super Sunday Reception at the AHA Rural Health Care Leadership Conference in Orlando is the perfect opportunity for your organization to seamlessly blend networking with the excitement of the Super Bowl. As the exclusive sponsor, make meaningful connections with rural health care leaders and take center stage during the most anticipated sporting event of the year, featuring:

- A watch party at the hotel, featuring a live stream of the game
- Interactive games to encourage networking
- Food and beverages
- Fantastic prizes in two raffles that you get to choose (optional)
- Up to 200 attendees expected

WHY JOIN THE SUPER SUNDAY FUN?



EXCLUSIVE EXPOSURE: Enjoy a prominent spot in promotional emails, the conference app and on the event website. Let your logo take the spotlight on on-site signage, game pieces and at the check-in table. Present a brief asset at the reception (subject to AHA approval).

NETWORK AND INTERACT: Make new connections and strengthen existing ones. Welcome reception attendees and distribute game pieces and QR codes. Announce the lucky prizewinners, creating memorable moments.

FOLLOW-UP OPPORTUNITY: Receive the post-reception attendee list for a one-time follow-up to extend your reach.

TERRIFIC BRANDING: Engage in the QR Code Traffic Driver activity, amplifying your brand's exposure.

VALUE: Includes a Supporting Sponsorship with a table in the Exhibit Hall.

Join us for the Super Sunday Reception and showcase your brand during the year's most anticipated sporting event while connecting with rural healthcare leaders.

SECURE YOUR EXCLUSIVE SPONSORSHIP NOW

For more information, contact Ryan Engstrom at rengstrom@aha.org.
ruralconference.aha.org

