



2026

AMERICAN HOSPITAL ASSOCIATION

LEADERSHIP SUMMIT

JULY 12-14, 2026 • DENVER

WHERE HOSPITAL LEADERS TRANSFORM
THE FUTURE OF HEALTH CARE

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Want to partner? Let's talk.
Contact us at ahasummit@360livemedia.com

LEAD. CONNECT. TRANSFORM.

The **2026 AHA Leadership Summit** offers multiple opportunities to connect with senior hospital and health system leaders through tailored thought leadership opportunities and new connected experiences in our Innovation Hub. AHA Leadership Summit attendees are looking for practical solutions to today's toughest challenges — and for partners ready to help them redesign care for tomorrow.

97%

of attendees agree that the knowledge they gain at the AHA Leadership Summit **positively impacts their work.**



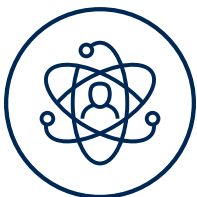
YOUR OPPORTUNITY TO TAKE THE **LEAD**

Engage directly with hospital and health systems leaders who are seeking innovative approaches for delivering better care and greater value, ensuring financial stability, addressing workforce challenges and improving the health care consumer experience through operational excellence, creative partnerships and redefined delivery models.



COME TO **CONNECT**

A variety of AHA Leadership Summit engagement opportunities offer broad exposure and targeted interaction with senior hospital executives and next-generation health care leaders. We don't restrict sponsor access to Summit programming. As an important member of the AHA ecosystem, you are invited and encouraged to participate in all AHA Leadership Summit activities which provide outstanding access to attendees, educational opportunities for your own executives and a high degree of visibility at this essential thought leadership meeting.



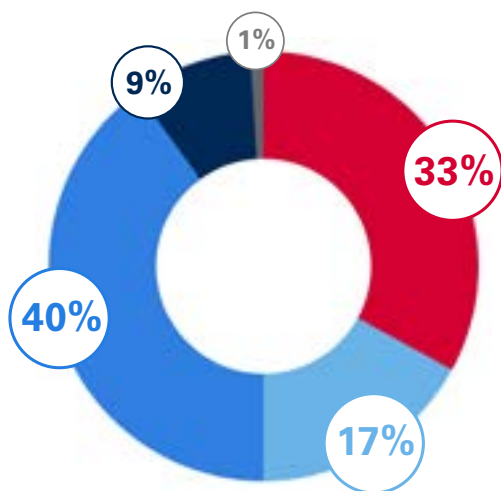
HELP **TRANSFORM** THE LANDSCAPE OF HEALTH CARE

Health leaders use the AHA Leadership Summit as a key source for inspiration and applicable strategies to support sustainable transformation in their organizations, systems and communities. Your organization can become part of the narrative by sharing services and solutions that address these critical focus areas:

- Transforming Care Delivery
- Value-Based Care
- Virtual Care and Telehealth
- Behavioral Health
- Workforce and Staffing
- Patient Engagement and Education
- AI and Predictive Technologies
- Capacity Management
- Point of Care Technology
- Leadership and Change Management

ATTENDEE DEMOGRAPHICS

1,100+ PARTICIPANTS FROM THE PROVIDER, ACADEMIC AND BUSINESS COMMUNITIES



Representation from provider audience:

33% C-Suite

17% CEO

40% VP/Director/Manager

9% Clinical Leader

1% Board Member



50%

of provider attendees
represent
CEO + C-Suite

MEET FACE-TO-FACE WITH KEY LEADERS FROM HUNDREDS OF HOSPITALS AND HEALTH SYSTEMS FROM ACROSS THE COUNTRY INCLUDING:

Ascension • Atlantic Health System • Atrium / Advocate Health • Baylor Scott & White Health • Cleveland Clinic • CommonSpirit Health • Corewell • Freeman Health System • Henry Ford Health • Intermountain Health • Main Line Health • Houston Methodist • Northwell Health • Mayo Clinic • Northwestern Medicine • Providence • Salinas Valley Health • Sanford Health • Stanford Health Care • St. Tammany Health System... and more!

HOW ARE WE MAKING THE CONNECTION?

Hospitals and health systems are reimagining how, where and by whom care is delivered, while innovating the structures and technologies that support it. Engage and connect with hospital leaders actively seeking solutions that improve care delivery and outcomes, solve workforce challenges and enhance patient experience today and in the future.

Our new **Innovation Hub** features continuous programming and activation opportunities in a central networking space featuring interactive discussions, rapid-fire presentations and dynamic exchanges with hospital leaders, innovators and solution partners. The 'heart of the Summit' is interactive and impact-driven — designed to support executive engagement and collaborative exchange.



NETWORKING OPPORTUNITIES

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

HOSTED BUYER FORUM Limited Availability



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 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 three-hour event will consist of brief presentations by the solution providers followed by the ability to network with the participants in a smaller group setting. Food and beverages will be provided to participants. We encourage everyone to keep the conversation going afterwards during the Innovation Hub Welcome Reception that follows the Forum.

Sponsor receives 2 complimentary registrations.

KNOWLEDGE EXCHANGES 4 Available



Knowledge Exchanges attract a C-suite audience to discuss a topic of the sponsor's choosing. These intimate gatherings typically featuring 7-10 C-suite 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.

Knowledge Exchange highlights will be featured in an e-book promoted on AHA.org, AHA Today and via social media. AHA will handle all event recruitment and management, and will facilitate the discussion.

Sponsor receives 2 complimentary registrations.

POST-EVENT COMPENDIUM Exclusive SOLD OUT



Position your brand in front of engaged conference attendees long after the event concludes. The Post-Event Compendium is a recap report distributed to all attendees, highlighting key insights, takeaways and thought leadership from the conference. The sponsor receives a dedicated full-page advertisement within the report, aligning your organization with high-value content and extending your visibility beyond the onsite experience. This opportunity offers lasting exposure and reinforces your brand as a partner in continued learning and industry impact.

Sponsor receives 1 complimentary registration.

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SPONSORSHIP OPPORTUNITIES

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SPONSOR BENEFITS

ALL SPONSORS RECEIVE:

- Pre- and Post-show Attendee Lists, Opt-In Only* (one-time use each)
- Logo and Link on Website
- Logo, Link and Company Description on Mobile App
- Logo on Walk-in Slide
- Logo and Link in at least one Pre-Conference Email
- Logo and Link in at-least one Post-Conference Email
- Opportunity to purchase Lead Retrieval

*Sponsors receive a badge allotment with sponsorship, a **\$5,000 value** per registration badge. Once a sponsor, additional badges can be purchased for \$1,500.*

THOUGHT LEADERSHIP

PARTNER PROGRAMMING

Only 1 Available!

Sponsor creates one educational 45-minute 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 complimentary registrations.

SPONSORED PANEL

Only 2 Available!

Sponsor provides one participant in an educational session developed by the AHA. The AHA will set the topic and session description and identify the AHA moderator and hospital speakers (approximately 2). All sessions receive CE/development credits through ACHE.

Sponsor receives 2 complimentary registrations.

Sponsor receives the following:

- Sponsor can select one of the 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 hospital speakers.

Panel Topics (Subject to Availability):

- Virtual Care & Telehealth
- Capacity Management
- Workforce & Staffing
- Primary Care & Care Coordination
- AI & Emerging Technology
- Hospital at Home (with emphasis on remote patient monitoring)
- Value-Based Care
- Care Pathways & Care Transitions
- Leadership & Change Management

SPONSORSHIP OPPORTUNITIES CONTINUED

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THOUGHT LEADERSHIP

ADD-ON! AHA CO-BRANDED CUSTOM CONTENT REPORT

The AHA Co-Branded Custom Content Report transforms your event participation into an editorial showcase that positions your organization as a leader in solving today's toughest health care challenges. We'll transform the insights shared at the event into a polished report that highlights your expertise, resonates with health care leaders and serves as a valuable tool for lead generation.

HOSTED HIGHLIGHT TALK

5 Available **SOLD OUT**

Showcase your expertise through a high-impact, TED-style Highlight Talk during AHA's Innovation Showcase, designed to spark ideas and conversation. This 10-minute, expertly curated presentation gives sponsors the opportunity to feature a top expert sharing focused insights, innovative solutions, strategic roadmaps, or real-world case studies. Hosted within the Innovation Hub during the Welcome Reception, participation in the Showcase positions your brand as a thought leader while engaging an audience eager for actionable takeaways.

Sponsor receives 1 complimentary registration.

NETWORKING EVENTS

SUMMIT SOIREE

Exclusive **SOLD OUT**

Elevate your brand at one of the Summit's most anticipated offsite experiences: the Summit Soiree at the iconic Denver Art Museum. This exclusive opportunity allows you to activate your presence in a dedicated, high-touch environment, perfect for deepening relationships with hospital and health system leaders while reinforcing your brand in a setting that sparks creativity and conversation. Sponsorship includes acknowledgement in the Digital Conference Guide, multiple logo impressions and signage throughout the venue.

Sponsor receives 2 complimentary registrations.

INNOVATION HUB WELCOME RECEPTION

Exclusive **SOLD OUT**

Make a memorable first impression with senior health care leaders by sponsoring the conference's Welcome Reception, a high-impact, high-visibility opportunity to put your brand at the center of opening-night networking. Sponsorship includes acknowledgement in the Digital Conference Guide, multiple logo impressions and signage throughout the venue.

Sponsor receives 2 complimentary registrations.

SPONSORSHIP OPPORTUNITIES CONTINUED

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BRAND AWARENESS

CONFERENCE LANYARDS

Exclusive **SOLD OUT**

Sponsor logo printed on name badge lanyards distributed to attendees at registration.

Sponsor receives 2 complimentary registrations.

CONFERENCE REGISTRATION & DIGITAL GUIDE

Exclusive

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 2 complimentary registrations.

INNOVATION HUB HEALTHY SNACKS STATION

3 Available

Support attendee wellness and energy by sponsoring a Healthy Snack Bar located within the Innovation Hub. This activation offers a refreshing and nourishing break — whether through fresh smoothies, gourmet nuts or a curated assortment of grab-and-go snacks. The sponsor receives prominent branding on the snack station, serving area and surrounding signage, delivering consistent visibility as attendees refuel throughout the day. This sponsorship encourages repeat visits, longer dwell time and positive brand association with health, balance and attendee care.

Sponsor receives 2 complimentary registrations.

INNOVATION HUB COFFEE CAFE

2 Available

Fuel attendees throughout the Innovation Hub by sponsoring an Express Coffee Bar or Cold Brew Station located within the Innovation Hub. This high-traffic activation provides attendees with a convenient grab-and-go caffeine boost while creating a natural gathering point in the Hub. The sponsor receives prominent branding on the coffee bar or cold brew station, cups and surrounding signage, ensuring repeated brand exposure as attendees return for refills and breaks. This sponsorship offers meaningful face-to-face engagement and strong brand recall tied to a highly valued attendee amenity.

Sponsor receives 1 complimentary registration.

NEW OPPORTUNITIES FOR 2026

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

WELCOME LOUNGE Exclusive

The Welcome Lounge serves as the front door to the conference experience—an inviting, upscale space where senior leaders gather, connect, and get oriented before diving into the program. Designed as a refined and comfortable environment, the lounge offers a place for attendees to check in, recharge, and engage in meaningful conversations with peers in a relaxed, hospitality-driven setting.

As the sponsor, your organization will be positioned as the host of the conference welcome experience, creating a powerful first impression with the event’s most influential audience. The lounge will feature premium branding opportunities, comfortable seating, refreshments, and light concierge-style amenities, ensuring consistent, high-quality engagement with executive-level attendees during peak arrival and networking times.

This sponsorship delivers prestige, visibility, and association with leadership, innovation, and connection—all in a space that naturally attracts strong traffic and sets the tone for the entire event.

Sponsor receives 2 complimentary registrations.

SPEAKER READY LOUNGE Exclusive

The Speaker Ready Lounge serves as a dedicated hospitality space for conference speakers to prepare, connect, and recharge prior to their sessions. This private, access-controlled meeting room is designed as a VIP lounge environment and is furnished with rounds, mirrors, and light snack and beverage service to create a comfortable and elevated experience throughout the event. As the exclusive sponsor, your brand will be prominently recognized within the room and aligned with a premium, speaker-focused setting. Option to provide collateral drop.

Sponsor receives 2 complimentary registrations.

INNOVATION HUB ACTIVATIONS 3 Available

Host a branded activation within the Innovation Hub designed to attract, engage, and energize attendees throughout the hall. Sponsors may select from high-impact experiences including a golf simulator, Zen lounge, or hosted bar—each strategically placed on the perimeter of the hall to drive traffic and interaction. This sponsorship offers prominent brand visibility through on-site signage and recognition, positioning your organization at the center of attendee engagement within one of the conference’s most active spaces. Activation selection is based on availability and spans duration of Innovation Hub hours.

3 Activations are available:

- Golf Simulator**
- Hosted Bar**
- Zen Lounge*

****Sponsor receives 2 complimentary registrations.**

***Sponsor receives 1 complimentary registration.**

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NEW OPPORTUNITIES FOR 2026 CONTINUED

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RECHARGE LOUNGES 15 Available

Sponsor the Recharge Lounge within the Innovation Hub to create a welcoming destination for connection and conversation. This thoughtfully designed, lounge-style space features comfortable seating, decorative accents, and end tables—inviting attendees to pause, recharge, and engage in casual, meaningful interactions throughout the day.

Prominent sponsor visibility is delivered through a branded ½-meter graphic board and subtle brand integration throughout the lounge, ensuring consistent exposure in a high-dwell environment. By aligning your brand with thoughtful hospitality, attendee care, and high-quality executive engagement, the Recharge Lounge is an ideal activation for relationship-driven sponsors.

Sponsor receives 1 complimentary registration.

HOSTED SOLUTION STATION 20 Available

Position your brand at the center of innovation with a Hosted Solution Station in the Innovation Hub. This opportunity offers a refined setting for high-value, one-on-one engagement with C-suite and senior executive attendees seeking strategic solutions.

Sponsors receive prominent branding on the station's back wall and a turnkey setup that includes two chairs, a monitor, and storage—ideal for focused conversations and tailored demonstrations. Designed for meaningful connection rather than volume traffic, this opportunity allows sponsors to engage influential decision-makers in a purposeful, consultative environment.

Sponsor receives 1 complimentary registration.

IDEA EXCHANGE MEET-UP ZONE Exclusive SOLD OUT

The Idea Exchange Meet-Up Zone is a structured yet informal networking experience during the Monday Networking Lunch, held Monday, July 13, from 12:00–1:30 p.m. in the Innovation Hub. The Zone features table-based discussions organized by professional roles, fostering peer-to-peer idea sharing, meaningful dialogue, and practical takeaways. As the sponsor, your organization will be recognized as the convener of these role-based conversations, with prominent signage and a central position in peer engagement and relationship building.

Sponsor receives 1 complimentary registration.

ADD-ON! PRIVATE MEETING ROOM 5 Available

Private Meeting Rooms provide sponsors with a dedicated, quiet space to host client meetings, internal team discussions, breakfast briefings, or small receptions throughout the event. Each room includes a standard initial room set and a branded entrance sign. Sponsors are responsible for coordination and costs associated with any room resets or additional services, including furniture, electrical, and food and beverage. Attendee events held during official meeting hours are limited to 10 participants. Sponsors are not permitted to host anything during official AHA General Session times.

Sponsor receives 2 additional complimentary registrations.

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