



**A Comprehensive Guide for  
2017 SPONSORSHIP & UNDERWRITING  
Programs and Services**

## Mission to Care. Vision to Lead.

There is no organization better positioned to represent and advocate for the hospital community than the Florida Hospital Association.

- There is no organization better positioned to represent and advocate for the hospital community than the Florida Hospital Association (FHA). With over 200 hospitals and health systems, and 133 Corporate Members, FHA brings health care leaders together to solve the critical policy issue facing hospitals. Through representation and advocacy, education, and informational services, we support the mission of our members to provide the highest quality of care to the patients we serve.
- As a corporate underwriter or sponsor of FHA's educational programs, your organization has the opportunity to interact directly with health care leaders from across Florida. If you are looking to build or expand your business, drive sales or develop meaningful relationships with health care leaders, let FHA guide your team.
- Sponsorship and underwriting opportunities are now available for the 2017 FHA Annual Meeting. This gathering of over 500 hospital decision-makers and health care leaders from across the state is the single largest event of its kind in Florida. C-suite leaders, clinical professionals and hospital trustees make this the marquee hospital event for members and corporate partners.
- Register today to be a corporate underwriter or meeting sponsor and let us promote you to over 200 hospital and health systems across Florida. The information contained in this sponsorship kit will guide you through the benefits of partnering with FHA. This kit is a template, and opportunities to promote your organization can also be customized to meet your needs. We look forward to working with you and your leadership team.

### Underwriting Contact

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*Through representation and advocacy, education, and informational services, we support the mission of our members to provide the highest quality of care to the patients we serve.*

## A Snapshot of Florida's Hospitals



### Estimated total statewide economic contributions of Florida hospitals:

- 927,768 full-time and part-time jobs.
- The total employment impact of Florida hospitals in 2011 was 25.5 percent higher than estimated in 2009 and value added impacts were 29.3 percent higher.

### Florida hospitals represent 9.7 percent of the state's Gross Domestic Product:

- \$120.35 billion in industry output or sales revenues.
- \$73.19 billion in value added, representing personal and business income, and property income.
- \$50.80 billion in labor income to employees and business owners, and \$3 billion in indirect business taxes paid to local and state governments.



## Recognition Opportunities

### ■ **FHA Annual Meeting**

Each year, hospital CEOs and key executive leaders from the hospital community gather together for the Association's Annual Meeting. Together, these health care leaders learn about challenges and opportunities facing the hospital community. The networking and experience sharing that take place at the meeting create an appropriate forum for corporate underwriters and sponsors to meet and develop relationships with Florida's hospital leadership.

### ■ **FHA Hospital Days in the Legislature**

Annually, health care leaders meet in Tallahassee to advocate on behalf of the hospital community to elected leaders and policymakers. This meeting attracts hospital CEOs, trustees, CFOs, government relations executives, CNOs and other hospital executive leaders. Included in the meeting is a reception with members of the Florida Legislature.

### ■ **FHA Communications**

FHA publishes weekly newsletters, and a variety of research documents that are widely distributed to health care leaders.

FHA also produces the Florida Directory of Hospitals, which includes hospital leadership contact data for every hospital in the state. An Online Buyer's Guide has been developed to give FHA corporate members a resource to advertise products and services to hospitals.

### ■ **Underwriting vs. Sponsorships**

FHA can customize the scope of benefits for organizations interested in supporting the Association and its educational services. There are two types of recognition that are immediately available to any individual or corporation. They include Annual Underwriting and Meeting Sponsorships.

### ■ **Annual Underwriting**

Annual underwriters are recognized throughout the year, not only at select events or meetings. Organizations that choose the underwriting option are recognized at all FHA educational and membership meetings. A focus is placed on two key meetings: the FHA Annual Meeting and Hospital Days in the Legislature. These meetings are the largest gatherings of hospital leaders in the state and take place each spring and fall. A sample of the benefits is listed on the following pages, and a customized package can be developed for any underwriter.\*

### ■ **Meeting Sponsorships**

FHA organizes over 100 educational meetings each year, including the Annual Meeting and Hospital Days in the Legislature. FHA meetings provide numerous opportunities for sponsorships including: speakers, meals, breakout sessions and refreshment breaks. Educational programs are designed to meet membership needs in a variety of areas including: finance, corporate compliance, managed care, quality and patient safety, risk management, strategic and operational needs of hospitals, security/emergency management and public relations/marketing. These are just some of the programs offered each year.

\*FHA reserves the right to modify the benefits at any time.

## Platinum Underwriter

### \$50,000

- In addition to the benefits listed below, FHA's management team will develop a customized package of benefits to meet your organization's goals and objectives.

#### Participation in FHA Annual Meeting

- Seven (7) complimentary registrations for the Annual Meeting
- “Platinum Underwriter” name badge ribbon(s)
- Verbal and visual recognition of underwriting at the Annual Meeting
- Company logo displayed on audio-visual screen during the Annual Meeting
- Customized newspaper sleeves delivered to all participating member rooms or a suitable substitute
- Complimentary round of golf in FHAPC Golf Classic with FHA Board of Trustees Chair or Board member
- Underwriting recognition at all receptions and networking breaks
- Special VIP breakfast with FHA members of underwriter's choice (based on availability)
- Your company's logo, contact information and company description in the Annual Meeting program
- Full-page, color ad in the Annual Meeting program
- List of registrants prior to the event

#### FHA Corporate Membership

Complimentary FHA Corporate Membership for up to 5 subsidiaries (\$7,500 value)

#### Participation in FHA Hospital Days in the Legislature

- Invitation to attend Hospital Days in the Legislature
- Recognition as underwriter of Hospital Days
- Participate in legislative reception for health care leaders
- Verbal recognition by FHA Board Chair at opening of legislative meeting
- Inclusion of marketing materials in registration packets
- Underwriting recognition signage at legislative meeting
- “Platinum Underwriter” name badge ribbon(s)

#### FHA Web Site

- Company logo displayed on FHA's Corporate Underwriting Web page
- URL link from underwriting page to your company's Web site

#### FHA News Clips

Promotion of the corporate underwriter page of the FHA Web site via a daily email to health care leaders across the state (on a rotating basis)

#### FHA Education Meetings

- Complimentary registration in all FHA general education meetings
- Inclusion of corporate logo on printed materials
- Opportunity to host one key education meeting directly related to your company's service offered
- Signage at all FHA education meetings
- Opportunity to host regional educational meetings specific to an initiative

#### Webinars

- Underwriting recognition on all FHA webinars
- Host webinar, which includes a case study of scope of work completed with a member hospital

## Gold Underwriter

### \$25,000

Benefits include:

#### Participation in FHA Annual Meeting

- Five (5) complimentary registrations for the Annual Meeting
- “Gold Underwriter” name badge ribbon(s)
- Verbal and visual recognition of underwriting at the Annual Meeting
- Company logo displayed on audio-visual screen during the Annual Meeting
- Your company’s logo, contact information and description in the Annual Meeting program
- Full-page, color ad in the Annual Meeting program
- List of registrants prior to the event
- Complimentary round of golf in the FHAPC Golf Classic

#### Participation in FHA Hospital Days in the Legislature

- Invitation to attend Hospital Days in the Legislature
- Participate in legislative reception for health care leaders
- Verbal recognition by FHA Board Chair at opening of legislative meeting
- Inclusion of marketing materials in registration packets
- Underwriting recognition signage at legislative meeting
- “Gold Underwriter” name badge ribbon(s)

#### FHA Corporate Membership

Complimentary FHA Corporate Membership for up to 3 subsidiaries (\$4,500 value)

#### FHA Education Meetings

- Complimentary registration in all FHA general education meetings
- Inclusion of corporate logo on printed materials
- Opportunity to host one key education meeting directly related to your company’s service offered
- Signage at all FHA education meetings
- Opportunity to host regional educational meetings specific to an initiative

#### FHA News Clips

Promotion of the corporate underwriter page of the FHA Web site via a daily email to health care leaders across the state (on a rotating basis)

#### FHA Web Site

- Company logo displayed on FHA’s Corporate Underwriting Web page
- URL link from underwriting page to your company’s Web site

## Silver Underwriter \$10,000

*Benefits include:*

### Participation in FHA Annual Meeting

- Three (3) complimentary registrations for the Annual Meeting
- “Silver Underwriter” name badge ribbon(s)
- Verbal and visual recognition of underwriting at the Annual Meeting
- Company logo displayed on audio-visual screen during annual meeting
- Your company’s logo, contact information and description in the Annual Meeting program
- Half-page, color ad in the Annual Meeting program

### Participation in FHA Hospital Days in the Legislature

- Participate in legislative reception for health care leaders
- Underwriting recognition signage at legislative meeting
- “Silver Underwriter” name badge ribbon(s)

### FHA Education Meetings

- Complimentary registration in all FHA general education meetings
- Inclusion of corporate logo on printed materials
- Signage at all FHA education meetings
- Opportunity to host regional educational meetings specific to an initiative

### FHA Corporate Membership

Complimentary FHA Corporate Membership (\$1,500 value)

### FHA Web Site

- Company logo displayed on FHA’s Corporate Underwriting Web page
- URL link from underwriting page to your company’s Web site

## **Sponsorships**    FHA ANNUAL MEETING | October 18-20, 2017 Hyatt Regency Grand Cypress, Orlando, Florida

*Note: More than one company may sponsor an event. For an exclusive sponsorship, contact Rich Rasmussen (rich@fha.org).*

### **FHA Annual Meeting Sponsorship Opportunities & Benefits**

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#### **\$5,000 – Grand Event Sponsor Package**

Three (3) complimentary registrations for the Annual Meeting  
Complimentary one-year FHA Corporate Membership (\$1,500 value)  
Participate in FHA Partners in Education Webinar Series  
Sponsor Recognition of a reception and refreshment break  
Signage at the FHA Annual Meeting  
Recognition at the FHA Annual Meeting  
Recognition in the FHA Annual Meeting program  
One hard copy set of FHA member address labels

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#### **\$2,500 – ACHE Face-to-Face Education Program**

One (1) complimentary registration for the Annual Meeting  
Signage at the FHA Annual Meeting and ACHE Face-to-Face Education Program  
Recognition in the FHA Annual Meeting program  
Verbal recognition at the ACHE Face-to-Face Education Program  
One hard copy set of FHA member address labels

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#### **\$3,000 – ACHE Annual Business Meeting and Dinner for Florida Membership**

One (1) complimentary registration for the Annual Meeting  
Signage at the FHA Annual Meeting and ACHE Annual Business Meeting and Dinner  
Recognition in the FHA Annual Meeting program  
Verbal recognition at the ACHE Annual Business Meeting and Dinner  
One hard copy set of FHA member address labels



## FHAPC Annual Golf Classic

FHA ANNUAL MEETING | October 18-20, 2017  
Hyatt Regency Grand Cypress, Orlando, Florida

The Florida Hospital Association Political Committee (FHAPC) welcomes you to the 2017 Golf Classic at the FHA Annual Meeting. This annual tradition serves as the kick-off to FHA's largest membership gathering. Last year, more than 122 players and sponsors participated in the tournament.

Hospital CEOs and health care leaders from around the state tee it up for this afternoon outing. If you have any questions, please contact Rich Rasmussen or Shirley Gilkeson at (850) 222-9800.

## FHAPC Golf Classic Sponsorship Opportunities & Registration

### \$10,000 - Benefactor Package Benefits

- Sponsorship of the 19th Hole*
- Sponsorship of the beverage cart*
- Breakfast and Dinner with a hospital CEO*
- Two (2) FHA Corporate Memberships (\$3,000 value)*
- Five (5) complimentary registrations to FHA Annual Meeting (\$2,500 value)*
- Complimentary registration to FHA Hospital Days in the Legislature*
- Opportunity to host regional educational meetings specific to an initiative*
- Attend all FHA meetings and events at member rates*
- Host a hospital executive team of two or three players. First right of refusal for CEO.*
- Serve as honorary marshal for the golf tournament*
- Signage at the course and on a hole*
- Recognition at the golf tournament lunch*
- Signage at the FHA Annual Meeting*
- Recognition at the FHA Annual Meeting*
- Placement of corporation logo gifts in golf "goody" bags*
- Recognition in FHA Annual Meeting program*
- One set of FHA Annual Meeting handouts and a roster of the FHA Annual Meeting participants*
- One hard copy set of FHA member address labels*



## FHAPC Golf Classic Sponsorship Opportunities & Benefits *continued*

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### **\$5,000 - Gold Tournament Package Benefits** *(A limited number of sponsorships are available.)*

*Three (3) complimentary registrations to the FHA Annual Meeting (\$1,500 value)*

*Free FHA Corporate Membership (\$1,500 value)*

*Attend all FHA meetings and events at member rates*

*Breakfast or dinner with a hospital CEO or C-suite leader (based on availability)*

*Host a hospital executive team (paired with a hospital executive)*

*Signage at the course and at a hole*

*Recognition at the golf tournament lunch*

*Signage at the FHA Annual Meeting*

*Recognition at the FHA Annual Meeting*

*Placement of corporation logo gifts in “goody” bag*

*Recognition in the FHA Annual Meeting program*

*One set of FHA Annual Meeting handouts and a roster of the FHA Annual Meeting participants*

*One hard copy set of FHA member address labels*

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### **\$3,500 - Eagle Sponsor Benefits\***

*Host a hospital executive team (paired with a hospital executive)*

*Signage at the course and at a hole*

*Recognition at the golf tournament lunch*

*Signage at the FHA Annual Meeting*

*Recognition at the FHA Annual Meeting*

*Placement of corporation logo gifts in “goody” bag*

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### **\$2,000 - Team Sponsor Benefits\***

*Host a hospital executive team (paired with a hospital executive)*

*Signage at the course and at the hole*

*Recognition at the FHA Annual Meeting*

*Placement of corporation’s logo gifts in “goody” bag*

*\*Sponsorship opportunity for FHA Corporate Members only.*

**FHAPC Golf Classic**  
Sponsorship Opportunities & Benefits *continued*

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**\$1,500 - Birdie Sponsor Benefits\***

- Signage at the course*
  - Signage at a hole*
  - Recognition at the FHA Annual Meeting*
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**\$1,000 - Hole Sponsor Benefits\***

- Signage at the course*
  - Signage at a hole*
  - Recognition at the FHA Annual Meeting*
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**In-Kind - Goody Bag Item(s) or Prize(s) Sponsor Benefit\***

- Company will donate items for the players*
- Company will donate a prize*
- (i.e., golf bag, golf club, logo clothing, electronics, etc.)*

*\*Sponsorship opportunity for FHA Corporate Members only.*



**Mission to Care. Vision to Lead.**

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Regional Office

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