

# ANNUAL INITIATIVE SPONSORSHIP

## INITIATIVE FOUNDER

# \$50,000

Everything in the Initiative Advocate

+ PLUS

2024 FHA Annual Meeting  
**GOLD** Level Sponsor

**PREMIER** Level Sponsor at Educational Initiative Conference or Meeting

Four (4) Sponsored Educational Webinar

Sponsor Acknowledgment Slide in **EVERY** FHA Member Webinar

Participate in Four (4) FHA Member Calls and Initiative Update Meetings

Provide information to and interact with FHA member committees, councils, or groups **Bi-Annually**

Up to Five (5) Contact Subscriptions to the FHA newsletter

**Full Page** Advertisement Space in Annual FHA Hospital Directory

Up to Five (5) Contact for Enrollment in FHA Sponsor Distribution List

## INITIATIVE ADVOCATE

# \$35,000

Everything in the Initiative Patron

+ PLUS

2024 FHA Annual Meeting  
**SILVER** Level Sponsor

**SUPPORTING** Level Sponsor at Educational Initiative Conference or Meeting

Three (3) Sponsored Educational Webinar

**Monthly** Sponsor Acknowledgment Slide FHA Member Webinars

Participate in Three (3) FHA Member Calls and Initiative Update Meetings

Provide information to and interact with FHA member committees, councils, or groups **Annually**

Up to Three (3) Contact Subscriptions to the FHA newsletter

**Half Page** Advertisement Space in Annual FHA Hospital Directory

Up to Three (3) Contact for Enrollment in FHA Sponsor Distribution List

## INITIATIVE PATRON

# \$20,000

Everything in the Initiative Associate

+ PLUS

2024 FHA Annual Meeting  
**BRONZE** Level Sponsor

**ASSOCIATE** Level Sponsor at Educational Initiative Conference or Meeting

Two (2) Sponsored Educational Webinar

**Quarterly** Sponsor Acknowledgment Slide FHA Member Webinars

Participate in One (1) FHA Member Calls and Initiative Update Meetings

Provide sponsored content in the FHA newsletter - Second Quarter

Up to Two (2) Contact Subscriptions to the FHA newsletter

Quarter Page Advertisement Space in Annual FHA Hospital Directory

Up to Two (2) Contact for Enrollment in FHA Sponsor Distribution List

## INITIATIVE ASSOCIATE

# \$10,000

Two (2) 2024 FHA Annual Meeting Registrations Provided

One (1) Educational Conference Registration Provided to Initiative Conference or Meeting

One (1) Sponsored Educational Webinar

Semi-Annual Sponsor Acknowledgment Slide FHA member webinars

Recognition in FHA Member Communications for Virtual Educational Events

Advertisement in the FHA Newsletter

One (1) Contact Subscription to the FHA newsletter

FHA website login credentials

Company Logo on FHA Website w/ link to Company Website

Company logo on FHA Annual Meeting and Education Conference registration website

Annual list of FHA Member Hospitals and Health Systems

Annual list of FHA member C-Suite data

One (1) Contact for Enrollment in FHA sponsor distribution list

## Explanation of Sponsor Benefits

FHA reserves the right to limit the number of available sponsorships.

### Initiative Sponsorship

FHA is seeking direct support for the following key initiative areas: Healthcare Workforce Management; Mental and Behavioral Health; Quality, Patient Safety and Clinical Performance Improvement; Managed Care; Cybersecurity, Data Support, and Technology Improvement; and Hospital Finance and Administrative Processes.

### Sponsorship amount

Annual initiative sponsorship is based on a 12-month period from the date of payment. Payment is due within 30-days of invoice.

### 2024 FHA Annual Meeting benefits:

#### Gold Level Benefit

- Three (3) annual meeting registrations included.
- Dedicated FHA Team Liaison
- Hospitality Space in Innovation Hub (not including food and beverage)
- Company Logo on Pre-Event Communications
- Invitation to VIP Reception
- Sponsor Recognition at Welcome Reception
- Company Logo on Meeting Registration Website
- FHA Roster of Attendees
- Logo on Sponsor Banner
- Thank You to Sponsors on revolving event slides

#### Silver Level Benefits

- Two (2) annual meeting registrations included
- Company Logo on Pre-Event Communications
- Invitation to VIP Reception
- Sponsor Recognition at Welcome Reception
- Company Logo on Meeting Registration Website
- FHA Roster of Attendees
- Logo on Sponsor Banner
- Thank You to Sponsors on revolving event slides

#### Bronze Level Benefits

- One (1) annual meeting registration included
- Sponsor Recognition at Welcome Reception
- Company Logo on Meeting Registration Website
- FHA Roster of Attendees
- Logo on Sponsor Banner
- Thank You to Sponsors on revolving event slides

### 2024 Annual Meeting Registrations

Initiative Associates will receive two (2) registrations for the 2024 FHA Annual Meeting.

# ANNUAL INITIATIVE SPONSORSHIP

## 2024 FHA Annual Meeting benefits:

Premier Level Benefits	Supporting Level Benefits	Associate Level Benefits
<ul style="list-style-type: none"> <li>• Three (3) event registrations included</li> <li>• Participation in One (1) Educational Panel</li> <li>• One (1) Conference Sponsor Video</li> <li>• Hallway Tabletop Display</li> <li>• Company Logo in Printed and Electronic Conference Publications</li> <li>• Company Logo on Pre-Event Communications</li> <li>• Company Logo on Meeting Registration Website</li> <li>• Conference Attendee Roster</li> <li>• Thank You to sponsors on revolving event slides</li> </ul>	<ul style="list-style-type: none"> <li>• Two (2) event registrations included</li> <li>• One (1) Conference Sponsor Video</li> <li>• Hallway Tabletop Display</li> <li>• Company Logo in Printed and Electronic Conference Publications</li> <li>• Company Logo on Pre-Event Communications</li> <li>• Company Logo on Meeting Registration Website</li> <li>• Conference Attendee Roster</li> <li>• Thank You to sponsors on revolving event slides</li> </ul>	<ul style="list-style-type: none"> <li>• One (1) event registration included</li> <li>• Hallway Tabletop Display</li> <li>• Company Logo in Printed and Electronic Conference Publications</li> <li>• Company Logo on Pre-Event Communications</li> <li>• Company Logo on Meeting Registration Website</li> <li>• Conference Attendee Roster</li> <li>• Thank You to sponsors on revolving event slides</li> </ul>

### 2024 Initiative Conference / Meeting Registrations

Initiative Associates will receive one (1) registration for the 2024 initiative conference or meeting.

### Sponsored educational webinars

No sales presentations allowed. All educational presentations must be in coordination with and subject to approval from, the FHA Education Department. Sponsors are expected to provide webinar registration, web hosting, speakers, and speaker information. FHA agrees to co-market sponsored education webinars to member hospitals and health systems. Sponsor will provide a summary of attendance after each webinar.

### Sponsor acknowledgment slide in FHA member webinars

An FHA designed Power Point slide will be displayed pre-event and at the end of FHA hosted webinars highlighting all sponsors by level. FHA reserves the right to determine the frequency and method of sponsor acknowledgment on FHA member webinars.

### Recognition in FHA member communications for virtual educational events

FHA may use any of the following mechanisms to communicate sponsor information to FHA members and non-members: electronic mailings, newsletter information, direct mailing, social media, presentation slides, banner advertisements, or video presentations.

# ANNUAL INITIATIVE SPONSORSHIP

## Participate in FHA member calls and initiate update meetings

Founder, Advocate, and Patron Initiative Sponsors may participate in select Initiative conference calls or virtual meetings where updated information is provided within a 12-month period. Founders are eligible to participate in up to 4 Initiative updates, Advocates are eligible to participate in up to 2 Initiative updates, and Patrons are eligible to participate in 1 Initiative update. Associate Sponsors are not eligible for this benefit.

Participation coordination will be made through the FHA Education Department in conjunction with the FHA Initiative staff member lead. No sales presentations or information is allowed. Sponsors must refrain from soliciting their services during such events. Not all initiative calls / meetings are open for participation.

## Provide information to and interact with FHA member committees, councils, or groups

Initiative Founder and Advocate Sponsors may provide educational information to specific FHA Committees, Councils, or groups in a 12-month period. Participation will be coordinated with the FHA Education Department and the FHA Initiative staff member lead. Founders are eligible to share information twice a year and Advocates are eligible to share information once a year. Patron and Associate Sponsors are not eligible for this benefit.

Coordination will be made through the FHA Education Department in conjunction with the FHA Initiative staff member lead. Sponsors must refrain from soliciting their services during such events. No sales presentations or information is allowed. The information provided must be relevant to current issues for that initiative area. Not all FHA Committee, Council or group meetings are open for participation.

## Provide sponsored content in the FHA newsletter

FHA newsletters are typically published weekly throughout the year. Founder, Advocate, and Patron sponsors may submit content (up to 300 words) to be included in the newsletter at the defined intervals, and at the FHA Communications director's editorial decision. FHA reserves the right to edit content submitted to meet the needs of the audience.

## Advertisement in the FHA Pulse newsletter

FHA newsletters are typically published weekly throughout the year. Sponsor logos and acknowledgment will be included, and FHA reserves the right to determine the frequency and method of sponsor advertisement and recognition, in coordination with each sponsor.

## Subscription to the FHA newsletter

Annual Initiative sponsors will be registered to receive FHA newsletters electronically as follows: Founder – up to 5 contacts of company's choosing; Advocate – up to 3 contacts of the company's choosing; Patron – up to 2 registered contacts; and Associate – 1 registered contact. Subscription contacts may be changed, and sponsors may unsubscribe at any time.

## Advertisement space in annual FHA Hospital Directory

FHA Hospital Directory advertisement is conducted with the publisher. Founder, Advocate, and Patron sponsors will receive an ad based on the specifications below. Associate sponsors may purchase any size ad directly through the publisher.

### Full Page

- Full Color
- 8.625" x 11.125" Bleed; 7" x 9.5" Live
- All Adobe products with supporting files (links and fonts included / embedded)

### Half Page

- Full Color
- Horizontal (W x H) – 7" x 4.583"
- Vertical (W x H) – 4.583" x 7"
- All Adobe products with supporting files (links and fonts included / embedded)

### Quarter Page

- Full Color
- Horizontal (W x H) – 4.583" x 3.333"
- Vertical (W x H) – 3.333" x 4.583"
- All Adobe products with supporting files (links and fonts included / embedded)

# ANNUAL INITIATIVE SPONSORSHIP

<b>FHA website login credentials</b>	Access provides the ability to register for various educational events. Access to FHA website does not guarantee access to all materials produced by FHA.
<b>Company logo on FHA website w/ link to company website</b>	All sponsor logos and links to company websites will be listed by sponsorship level on a dedicated FHA webpage once the sponsorship fee has been paid.
<b>Company logo on FHA Annual Meeting and initiative conference registration website</b>	All sponsor logos will be listed by sponsorship level on a dedicated webpage on the registration website once the sponsorship fee has been paid.
<b>Annual list of FHA member hospitals and health systems</b>	A complete list of hospital and health system members will be provided including hospital name(s), system name, hospital type, address, website, and phone number each January.
<b>Annual list of FHA member C-Suite Data</b>	A list of FHA member CEO, CFO, CNO, CMO, CIO, and CQO including name, title, hospital and health system, and city will be provided (based on data availability) to sponsors each January.
<b>Enrollment in FHA sponsor distribution list</b>	FHA maintains an electronic database and distribution list of all sponsors. Annual Initiative sponsor information (company and contacts) will be entered into the database. Primary, secondary, and tertiary contacts will be enrolled in the FHA sponsor distribution list. Contacts may be changed at any time.