



THE FLORIDA HOSPITAL ASSOCIATION

2024

Sponsor Prospectus





Mission to Care. Vision to Lead.

MISSION TO CARE. VISION TO LEAD

Founded in 1927, the Florida Hospital Association (FHA) is the voice of Florida's hospital community. 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. FHA members include administrators, business development personnel, all C-suite executives, managers, directors, presidents, vice presidents, supervisory staff, department leaders and more!

Our Member Hospitals Include:

- Acute Care Hospitals
- Long Term Acute Care Hospitals
- Rural Hospitals
- Rehabilitation Hospitals and Facilities
- Behavioral Health Facilities
- Military / Veterans Hospitals
- Children's Hospitals

Each year, the Florida Hospital Association (FHA) brings together health care leaders to solve critical policy issues facing our patients and communities. We work tirelessly to help improve the quality and clinical performance of hospitals across Florida. As a sponsor, your organization can directly interact with Florida's health care leaders. Build or expand your business, drive sales, or develop meaningful relationships with hospital executives through educational support with FHA. Learn more about our unique opportunities below.

The best way to align your organization with Florida's hospital industry is through direct support of FHA member programs and events.

- The Florida Hospital Association is the state's largest hospital association, representing more than 200 hospitals and health systems from across the state. Our members are as diverse as the state itself and include rural, urban, critical access, nonprofit, independent, teaching, children's, rehabilitation, and behavioral health hospitals.
- FHA offers numerous conferences, workshops, webinars, and other educational opportunities for our members to learn about the most pressing health care issues and share best practices. From improving discharge coordination and best practices for maternal health to workforce resilience and psychiatric and forensic bed capacity, our educational programming covers a wide range of topics. With both in-person and virtual offerings, FHA educational programming provides valuable, accessible content for every industry and hospital leader.
- If your company is looking to build or expand business, drive sales, or develop meaningful relationships with hospital leaders contact us today about your engagement and support of FHA activities in 2024.
- The information contained in this prospectus provides an overview of the sponsor benefits for FHA events. Opportunities exist to promote your organization through single events and annual exposure.

FHA exists to support the mission of our members to provide the highest quality of care to the patients they serve. Together, with the support of the health care industry we help drive meaningful change that benefits everyone.

FLORIDA HOSPITAL'S ECONOMIC IMPACT

As Florida's population continues to grow, the state's future economic success is intertwined with sustaining a vibrant, financially strong, and sophisticated health care system ready to deliver high-quality modern health care services today and into the future.

- 321 hospitals in Florida
- 11 million patients a year
- Florida hospitals had an annual economic output contribution of \$177.8 billion.
- They directly employed more than 322,000 Floridians.
- Total annual hospital payroll exceeded \$28 billion.
- Each hospital job supports 1.73 additional jobs in the state.
- Every \$1 spent by a hospital supports \$1.25 in additional business activity.
- \$1.6 billion in charity care provided

“Economic Contributions of Florida Hospitals and Affiliated Healthcare Businesses in 2021” by the University of Florida – IFAS economists Alan W. Hodges, Ph.D., and Christa D. Court, Ph.D., documents the immense economic contributions Florida's hospitals have through their roles as health care providers, employers, and purchasers.

[Download the report and related collateral here.](#)

Economic Contributions of FLORIDA HOSPITALS in 2021

Alan W. Hodges, Extension Scientist Emeritus
Christa D. Court, Assistant Professor
February 2023

Sponsored by:
Florida Hospital Association, Tallahassee, FL

FHA FLORIDA HOSPITAL ASSOCIATION
Mission to Care. Vision to Lead.

\$177.76 BILLION
in Annual Economic Output Contributions to the State of Florida

\$81.65 BILLION
in Wages, Benefits and Small Business Income

\$23.44 BILLION
in Tax Revenue to State and Local Governments to Support Other Essential Services Like:

LAW ENFORCEMENT FIRE AND RESCUE EDUCATION

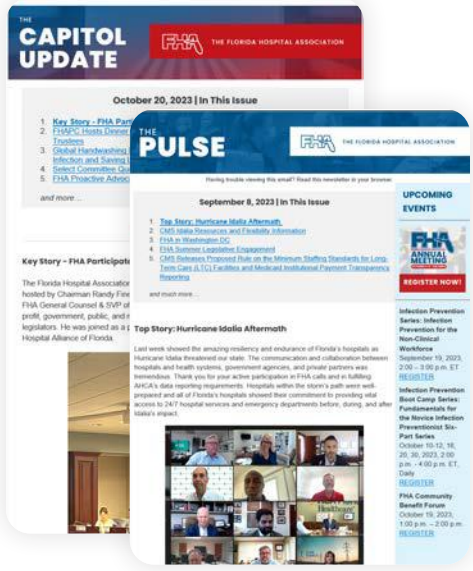
“Hospitals play an indispensable role in Florida as medical care providers and part of the public health infrastructure. This new economic impact data shines the same bright light on their role as economic engines and central to Florida's economic success story.”

FLORIDA HOSPITAL ASSOCIATION
PRESIDENT AND CEO MARY C. MAYHEW

RECOGNITION OPPORTUNITIES

FHA Annual Meeting

Each year, hospital CEOs and executive leaders gather for the FHA Annual Meeting. The networking and experience sharing creates an appropriate forum for industry and health care leaders to meet and develop relationships.



FHA Communications

FHA publishes a variety of communications and research documents that are widely distributed to health care leaders. Opportunities exist for health care industry representatives to provide thought leadership to share with FHA members.

Educational Conferences

FHA conducts many educational conferences each year. These events may be a single occurrence or provided annually. These are excellent opportunities for corporate support and engagement with hospital leaders around a central theme or area of interest.



Educational Webinars

FHA conducts the Partners in Education webinar series where support organizations may provide educational content centered on a topic of interest or initiative. FHA does not permit sales presentations.

Single Event Opportunities

- Some FHA events, both virtual and in person, provide a unique opportunity to explore specific subjects and topics of interest. While smaller in nature, highly targeted in content, and developed in response to an issue, corporate sponsors may take advantage of these additional opportunities demonstrating their support of FHA member key issues.

Annual Support Programs

- FHA has bundled a variety of sponsor benefits in an annual support program aimed at direct sponsorship of key initiative areas, like workforce, quality and clinical performance improvement, and hospital finance and administrative process improvement – just to name a few. This program maximizes your marketing spend across a 12-month period and provides the broadest range of member engagement benefits.

Academic Support

- FHA is dedicated to supporting the hospital executives of the future by creating opportunities for State University and College students and faculty to gain exposure to current health care industry trends, as well as network with Florida’s health care executive leaders.

Association Relationships

- FHA understands the competing nature of member-representative organizations. FHA works with other health care associations in Florida to provide mutually beneficial benefits to each other’s members. Opportunities to support these programs exist for any organization.

Fundraising Events

- FHA hosts corporate fundraising events for many areas of interest. These offer a smaller, more intimate environment for people to enjoy fellowship and fun while supporting a specific cause or issue.



Pictured above: The Innovation Hub from the 2023 FHA Annual Meeting, a social space for attendees and sponsors to network and connect.

2024 SPONSOR INFORMATION

INDIVIDUAL EVENT SPONSORSHIPS

2024 FHA Annual Meeting

One of the largest gatherings of hospital and health system professionals in the State of Florida, the FHA Annual Meeting will focus on the most urgent topics to hospitals and the trends driving health care options and delivery.

This premier conference is open to all hospital and health care professionals, including trustees, hospital executives, managed care and compliance professionals, clinical staff, government relations professionals, and more. Attendees hear from prominent thought leaders in the health care community.

2024 FHA Annual Meeting Sponsorships are tiered, and range in price from \$5,000 to \$50,000. Sponsor benefits are scaled based on the level of support. Unique benefits like exclusive recognition, a general session presentation or panel participation, hotel upgrades, and FHA team liaisons are available at higher levels of support. Reserve your spot early and guarantee your seat at the event! More information will be available in early 2024.

Educations Conferences

FHA offers a robust slate of educational programming and events throughout the calendar year. Initiative events include Quality, Managed Care, Workforce, and Emergency Management Conferences. Becoming an educational conference sponsor is a great way to directly interact with FHA members while also gaining recognition as an industry leader in your specific field.

[2024 FHA Educational Sponsorships](#) are tiered and range in price from \$2,500 to \$10,000. Sponsor benefits are scaled there are opportunities for corporate sponsors to share thought leadership concepts in a presentation or as a panelist. Company display space is typically provided to all conference sponsors.

Virtual Events

FHA produces virtual events like the Infection Prevention and Medicare 101 educational series. These web-based meetings provide specific information to smaller groups over a shorter time span. Sponsors receive appreciation and are recognized for their support of the program and its material. Virtual event sponsorship is less than \$5,000 and provide opportunities for sponsors to share information about their organization with member participants. Serial virtual event sponsorships may be combined to maximize exposure to FHA members.

ANNUAL INITIATIVE FUNDING

A new program for FHA sponsors is focused on orienting our sponsors to specific areas of interest. This program includes a bundle of benefits across a 12-month period, blending event recognition and participation, company advertisement in newsletters and through FHA social channels, and the provision of thought leadership to FHA members. Direct initiative support allows company alignment with the right FHA member audience and the right information for problem solving and decision making.

Key initiative areas are workforce; quality, patient safety, and clinical performance improvement; mental and behavioral health; managed care; hospital finance and administrative process improve-

ment; emergency management; cybersecurity; and data and technology improvement. Other areas may be identified by FHA.

The [2024 Annual Initiative Sponsorships](#) are tiered and range in price from \$10,000 to \$50,000 per year. This is designed as a growth program offering a broad range of direct, member engagement benefits to each sponsor within each initiative. FHA believes this program offers companies the best return for their marketing spend.

ANNUAL ACADEMIC SPONSORSHIP

FHA continues to work directly with Florida's Universities, State Colleges, and technical programs that are educating the future clinicians and executive leaders of tomorrow. The best support FHA can offer these students and their faculty is direct interaction with FHA members while spotlighting the current trends in health care to students entering the workforce. The networking experience at FHA events helps connect the hospital community with various new talent pools of highly educated people. The new [2024 Annual Academic Sponsorship](#) flier outlines the opportunities for Florida's higher education community.

ASSOCIATION RELATIONSHIPS

Hospital, health system, and health care associations and trade groups are welcome to partner with FHA through an in-kind relationship of mutual support and member event promotion. FHA enjoys a working relationship with the Florida Organization of Nurse Leaders, HFMA Florida, Florida Center for Nursing, CyberFlorida, and more, and continues to look for ways to leverage each association's resources in key areas of focus. A sample [Letter of Commitment](#) outlines the standard terms and conditions for these relationships. Trade associations are encouraged to reach out to FHA to learn more about this program.

FUNDRAISING EVENTS

Opportunities to raise funds for specific causes and issues are top of mind to FHA's team. Sponsored VIP events like annual golf tournaments, fishing outings, and other sports-oriented events provide a framework for direct engagement with FHA members while enjoying the fellowship and shared fun. Sponsorships for these events vary in cost and benefits. As events are planned, detailed event information is shared broadly with FHA's sponsor family. Contact FHA today to learn how you can join these fundraising events.

CONTACT US!

FHA is grateful to the many companies who supported our educational programs in 2023 and we look forward to the continued success of FHA's corporate engagement in 2024!

For more information and to discuss how your organization can take advantage of these opportunities, please visit our [sponsor website](#) or contact John Wilgis, Vice President – Member and Business Relations at (850) 524-2037 or john@fha.org to set up a time to discuss your next move with the FHA!



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