

2023 Annual Education Sponsorships

Information/Benefits



THE FLORIDA HOSPITAL ASSOCIATION

EDUCATION FOUNDER

\$50,000

2023 FHA Annual Meeting Benefits
GOLD Level Sponsor

PREMIER Level Sponsor:
One Conference



Four

Sponsored educational webinars



All Year

Sponsor acknowledgment slide in FHA member webinars



Each Quarter

Provide sponsored content in the FHA Pulse newsletter



Five Contacts

Subscription to the FHA Pulse newsletter



Full Page

Advertisement space in annual FHA Hospital Directory



Five Contacts

Enrollment in FHA sponsor distribution list

EDUCATION ADVOCATE

\$35,000

2023 FHA Annual Meeting Benefits
SILVER Level Sponsor

SUPPORTING Level Sponsor:
One Conference



Two

Sponsored educational webinars



Monthly

Sponsor acknowledgment slide in FHA member webinars



First and Third Quarter

Provide sponsored content in the FHA Pulse newsletter



Three Contacts

Subscription to the FHA Pulse newsletter



Half Page

Advertisement space in annual FHA Hospital Directory



Three Contacts

Enrollment in FHA sponsor distribution list

EDUCATION PATRON

\$20,000

2023 FHA Annual Meeting Benefits
BRONZE Level Sponsor

ASSOCIATE Level Sponsor:
One Conference



One

Sponsored educational webinar



Quarterly

Sponsor acknowledgment slide in FHA member webinars



Second Quarter

Provide sponsored content in the FHA Pulse newsletter



One Contact

Subscription to the FHA Pulse newsletter



Quarter Page

Advertisement space in annual FHA Hospital Directory



One Contact

Enrollment in FHA sponsor distribution list

ALL LEVELS INCLUDE THESE BENEFITS

Recognition in FHA member communications for virtual educational events

Advertisement in the FHA Pulse newsletter

FHA 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

See reverse side for details.

Contact John Wilgis at john@fha.org for additional information

306 E COLLEGE AVE
TALLAHASSEE, FL 32301

850.222.9800
VISIT FHA.ORG



FLHospitalAssn



FloridaHospitals



Florida Hospital Association



flhospitalassociation

2023 Annual Education Sponsorships

2023 Information/Benefits



THE FLORIDA HOSPITAL ASSOCIATION

Explanation of Sponsor Benefits

Sponsorship amount

Annual educational sponsorships are based on a calendar year. Payment is due within 30-days of invoice.

2023 FHA Annual Meeting benefits:

Gold Level Benefits

- 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

2023 FHA Educational Conference benefits:

Premier Level Benefits

- Three (3) event registrations included
- Participation in One (1) Educational Panel
- One (1) Conference Sponsor Video
- Hallway Tabletop Display
- Company Logo in Printed and Electronic Conference Publications
- Company Logo on Pre-Event Communications
- Company Logo on Meeting Registration Website
- Conference Attendee Roster
- Thank You to sponsors on revolving event slides

Supporting Level Benefits

- Two (2) event registrations included
- One (1) Conference Sponsor Video
- Hallway Tabletop Display
- Company Logo in Printed and Electronic Conference Publications
- Company Logo on Pre-Event Communications
- Company Logo on Meeting Registration Website
- Conference Attendee Roster
- Thank You to sponsors on revolving event slides

Associate Level Benefits

- One (1) event registration included
- Hallway Tabletop Display
- Company Logo in Printed and Electronic Conference Publications
- Company Logo on Pre-Event Communications
- Company Logo on Meeting Registration Website
- Conference Attendee Roster
- Thank You to sponsors on revolving event slides

2023 Annual Education Sponsorships

2023 Information/Benefits



THE FLORIDA HOSPITAL ASSOCIATION

Sponsored educational webinars	No sales presentations allowed. All educational presentations subject to approval from, and in coordination with, 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 acknowledgement 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.		
Provide sponsored content in the FHA Pulse newsletter	FHA Pulse newsletter is published bi-weekly throughout the year – approximately six times each quarter. Each level sponsor 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 Pulse newsletter is published bi-weekly throughout the year – approximately six times each quarter. Sponsor logos and acknowledgement 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 Pulse newsletter	Annual sponsors will be registered to receive the FHA Pulse newsletter electronically as follows: Founder – up to 5 contacts of company's choosing; Advocate – up to 3 contacts of the company's choosing; and, Patron – 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. Displayed advertisement in black and white. Color and premium advertisement options are available at an additional charge.		
Enrollment in FHA sponsor distribution list	FHA maintains an electronic database and distribution list of all sponsors. Annual 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.		
	Full Page	Half Page	Quarter Page
	<ul style="list-style-type: none"> • Black and white • 8.625" x 11.125" Bleed; 7" x 9.5" Live • All Adobe products with supporting files (links and fonts included / embedded) 	<ul style="list-style-type: none"> • Black and white • 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) 	<ul style="list-style-type: none"> • Black and white • 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)
FHA website login credentials	Access to FHA website does not guarantee access to all materials produced by FHA.		
Company logo on FHA website w/ link to company website	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.		
Company logo on FHA Annual Meeting and Educational Conference registration website	All sponsor logos will be listed by sponsorship level on a dedicated webpage on the registration website once the sponsorship fee has been paid.		
Annual list of FHA member hospitals and health systems	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 will be provided each January.		
Annual list of FHA member C-Suite Data	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.		