ANNUAL EDUCATIONAL CONFERENCE
SPONSORSHIP AND EXHIBIT OPPORTUNITIES

35TH ANNUAL EDUCATIONAL CONFERENCE
25TH EVERETT V. FOX STUDENT CASE COMPETITION

ADVANCE
DEVELOP
ELEVATE

OCTOBER 7-9, 2020
Atlanta Marriott Marquis
Atlanta, Georgia
**A Special Thanks to Our**

**2019 CORPORATE PARTNERS**

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CommonSpirit Health
Kaiser Permanente

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**SUPPORTERS**

Al Campbell
Diversified Search
Neysa Dillon Brown
Patricia Maryland
Hope Mason
Carle Marie Memnon
2020 Annual Educational Conference
SPONSORSHIP OPPORTUNITIES

$100,000 & Above
Diamond Level
- Name displayed and full recognition given as a corporate sponsor
- One (1) double exhibit booth
- Fifteen (15) full conference registrations
- Two (2) reserved tables for ten (10) at the Gala & Awards Dinner
- Two (2) reserved tables for ten (10) at the President’s Luncheon
- Two (2) reserved tables for ten (10) at the Leadership Luncheon
- Fifteen (15) Tickets to the Thursday Evening Networking Event
- Opportunity to provide two (2) company promotional items for attendee bags
- Opportunity to offer greetings to attendees at one (1) selected conference event
- Opportunity to offer one (1) corporate speaker/panelist/moderator to the conference program
- Opportunity to offer two (2) educational experiences AND two (2) promotional notices to NAHSE membership within one year of the 2020 conference

$50,000
Platinum Level
- Name displayed and full recognition given as a corporate sponsor
- One (1) exhibit booth
- Eight (8) full conference registrations
- One (1) reserved table for ten (10) at the Gala and Awards Dinner
- One (1) reserved table for ten (10) at the President’s Luncheon
- One (1) reserved tables for ten (10) at the Leadership Luncheon
- Eight (8) tickets to the Thursday evening Networking Event
- Two (2) full-page advertisements in the conference program book
- Opportunity to provide two (2) company promotional items for attendee bags
- Opportunity to offer one (1) educational experience AND one (1) promotional notice to NAHSE membership within one year of the 2020 conference
- Full recognition as a NAHSE partner in the scholarship awards banquet program book

$20,000
Silver Level
- Name displayed and full recognition given as a corporate sponsor
- Four (4) full conference registrations
- Four (4) tickets to the Thursday evening Networking Event
- One (1) full-page advertisement in the conference program book
- Opportunity to provide one (1) company promotional item for attendee bags
- Full recognition as a NAHSE partner in the scholarship awards banquet program book

$10,000
Bronze Level
- Name displayed and full recognition given as a corporate sponsor
- Two (2) full conference registrations
- Two (2) tickets to the Thursday evening Networking Event
- One (1) half-page advertisement in the conference program book
- Full recognition as a NAHSE partner in the scholarship awards banquet program book

$5,000
Friend Level
- One (1) full conference registration
- One (1) ticket to the Thursday evening Networking Event
- Name on Supporters and Friends Page in Program Book

$2,500
Supporter
- Name on Supporters and Friends Page in Program Book

Standard Benefits
(for Bronze through Double Platinum)
- Designated as official corporate partner in conference publications, NAHSE newsletter and on website

Sponsors should note that depending on their level of sponsorship, the number of full conference registrations afforded them may be fewer in number than the number of seats available to them at the reserved meal tables (Leadership Luncheon, President’s Luncheon, and Gala) which are part of their sponsorship package. Sponsors are encouraged to invite new conference attendees, students, or other colleagues to join their table.

35th Annual Educational Conference • October 7-9, 2020 • Atlanta Marriott Marquis Hotel • Atlanta, GA
www.NAHSE.org
DIRECT PARTNERSHIP OPPORTUNITIES

(Please note that indicating an interest does not guarantee that you will sponsor that event. We will make every effort to accommodate your request, which can only be guaranteed once funds are received. You will be contacted to confirm availability and specific details.)

President’s Luncheon .......................................................... (1) ............ $75,000
A luncheon honoring current and past presidents of NAHSE with a keynote on leading topics in healthcare during which the president’s award is given to the person who has graciously offered their service to NAHSE and the field of healthcare.

Leadership/Membership Meeting Luncheon .................. (1) ............ $75,000
A luncheon for the NAHSE National President and Officers to provide a presentation on the state of the association.

Scholarship & Awards Gala .................................................. $75,000
An evening recognizing those who participated in and won the Everett V. Fox Case Competition, those who won scholarships and awards and those who worked to make the educational conference a success.

Opening Night Reception .................................................. $35,000
The official welcome to the annual educational conference that introduces the theme and expectations for the conference and officially opens the exhibit hall. Attendees have an opportunity to network and visit exhibit booths.

Opening Session/Public Policy Forum ...................... (1) ............ $50,000
The official start of the educational conference that introduces the theme for the week and expectations of healthcare leaders in attendance. Sponsor will have the opportunity to offer Greetings to attendees and/or offer a speaker/panelist/moderator to the programming for this session, at NAHSE’s discretion.

Diversity Leadership Forum ............................................. (1) ............ $50,000
A forum to gain insights from Diversity and Inclusion thought leaders on their journey toward advancing the agenda of Health Equity and Access. Sponsor will have the opportunity to offer Greetings to the attendees and/or offer a speaker/panelist/moderator to the programming for this session, at NAHSE’s discretion.

Thursday Evening Networking ....................................... $25,000
An evening social event that allows conference attendees to network and socialize with past attendees and create new connections with first time attendees. Sponsor will have the opportunity to offer welcome greetings.

CEO/Senior Executive Reception ................................... (1) ............ $25,000
An exclusive event for senior executives to network with their peers.

Badges & Lanyards .......................................................... $15,000
Advertising opportunity to provide your company’s logo on the badges and lanyards that will be worn by all conference attendees during the entire conference.

CEO/Senior Executive Sessions (3 sessions) .... $25,000 per session
A forum where Senior Executives can meet, exchange ideas, share success stories and learn from each other in a safe, confidential and trusted environment. Sponsor will have the opportunity to be an integral part in the planning/programming for the sponsored session.

Hotel Key Cards ............................................................ (1) ............ $10,000
A unique advertising opportunity to promote your company on the key cards that are distributed to all conference attendees staying at the host hotel.

President’s Meet & Greet .............................................. (1) ............ $15,000
A late evening informal setting for conference attendees to relax and interact with one another and the National President.

Conference Attendee Bags ..........RESERVED ................. $15,000
Opportunity to have company logo on conference attendee bags.

NAHSE Snack Pack ....................................................... (1) ............ $7,500
A conveniently sized snack kit filled with name brand treats for conference attendees. Snack Pack labels will be customized with your company’s logo.

Women’s Forum .............................................................. $50,000
This forum is focused on the female leaders in the world of health care management and the unique circumstances they face. The forum is led by recognized and renowned female executives and leadership/career development experts.

Men’s Forum ................................................................. $25,000
This forum is focused on the male leaders in the world of health care management and the unique circumstances they face. The forum is led by recognized and renowned male executives and leadership/career development experts.

Health & Fitness ............................................................ $7,500
This program provides attendees an opportunity to maintain their physical fitness during the conference under the the direction of trained fitness professionals.

MobileApp/Event Guide ................................................. (1) ............ $10,000
Unique opportunity to brand conference attendees’ one-stop-shop for all things NAHSE Conference. Attendees can build their own schedule, navigate the exhibit hall, learn about speakers, network and participate in all activities — all through the app!

NAHSE Scholarship Awards – (3 Awards) .... $5,000 per scholarship
Provides financial assistance to support minority students pursuing careers in health care management or a related field. Sponsors will have the opportunity to present award to scholarship winner.

Charging Stations ......................................................... (2) ............ $5,000
Help conference attendees stay powered up and connected by sponsoring NAHSE’s cell phone charging station(s). Both your organization’s logo and written material (subject to space limitations) will be prominently displayed at the station.

NAHSE Headshot Lounge ............................................. $7,500
Participate in one of the Conference’s newest and most sought-after benefits to conference attendees – professional headshots! Both your organization’s logo and written material (subject to space limitations) will be prominently displayed at the station.

Community Service Day ................................................. $7,500
Serve the local community and support NAHSE by sponsoring the Conference’s closing event – the Saturday Community Service Project. Sponsor’s logo will be imprinted on the “swag” item (e.g. t-shirt, baseball cap, water bottle) of the day. Sponsor will also have the opportunity to provide welcome greetings and network with the service project participants.

Early Careerists/ Student Sponsorship Opportunities

Everett V. Fox Student Case Competition .... $5,000-$75,000
A case study competition for graduate students which provides the opportunity for them to use and showcase their analytical and presentation skills as well as the knowledge of the healthcare field to prospective employers. Industry leaders judge and award scholarships to the winners of the competition (see page 6). Sponsors may have the opportunity to serve as Judges for the Competition.

Young Healthcare Professional Development Forum .... $30,000
A dynamic forum that gives early careerists and students the opportunity to connect with senior executives concerning their career journey. Sponsors will have the opportunity to offer greetings.

Career/Residency Position Fair & Reception ................. $10,000
Allows young professionals the opportunity to learn about fellowship and residency positions available at several hospital and healthcare facilities throughout the United States. Organizations have an opportunity to interview prospective candidates.

Student Networking Reception ......................... (1) ............ $7,500
Opportunity for students who attend the conference to make connections with other students that could potentially become lifelong colleagues and friends. Sponsor will have the opportunity to offer welcome greetings.
2020 GOLF TOURNAMENT SPONSORSHIPS

In consideration of a $10,000 sponsorship, the Title Partner will receive:

- Exclusive billing as Title Partner – The event will be named “Company” NAHSE Golf Tournament
- Golf publicity will include Title Partner name and logo in all promotional material
- Company supplied banners displayed at the event and awards luncheon
- Opportunity to display product or service to event participants
- Recognition as Title Partner on Golf Program cover
- Recognition as Partner at luncheon, with photo opportunity to present mock check for post publicity
- Company supplied marketing material (items/literature) in event gift bags (golf shirts, balls, visors)
- Company receives 4 foursomes to participate in Golf Tournament

In consideration of a $5,000 sponsorship, the Major Partner will receive:

- Company billed as a Major Partner. Event will be named the NAHSE Golf Tournament Partnered by “Company” (non-exclusive)
- Golf publicity will include Major Partner name and logo in all promotional material
- Company supplied banners displayed at the event and awards luncheon
- Partnership of Two Golf Holes with appropriate signage on course
- Opportunity to display product or service to event participants
- Recognition as Contributing Partner at award luncheon
- Company supplied marketing material (items/literature) in event gift bags (golf shirts, balls, visors)
- Company receives 2 foursomes to participate in Golf Tournament

In consideration of a $2,500 sponsorship, the Contributing Partner will receive:

- Company billed as a Contributing Partner
- Golf publicity will include Contributing Partner name and logo in all promotional material
- Company supplied banners displayed at the event and awards luncheon
- Partnership of One Golf Hole with appropriate signage on course
- Opportunity to display product or service to event participants
- Recognition as Contributing Partner at Award Luncheon
- Company supplied marketing material (items/literature) in event gift bags (golf shirts, balls, visors)
- Company receives 2 foursomes to participate in Golf Tournament

In consideration of a $2,000 sponsorship, the Hole Partner will receive:

- Company billed as a Hole Partner
- Signage on designated hole on the course
- Recognition as Hole Partner at Award Luncheon
- Company supplied marketing material (items/literature) in event gift bags (golf shirts, balls, visors)
- Company receives 1 foursome to participate in Golf Tournament

Company supplied marketing material (items/literature) in event gift bags (golf shirts, balls, visors)
Company receives 3 foursomes to participate in Golf Tournament
Company supplied marketing material (items/literature) in event gift bags (golf shirts, balls, visors)
Company receives 2 foursomes to participate in Golf Tournament
Company receives 1 foursome to participate in Golf Tournament

Photo Credit: ACVB Marketing | Melissa McAlpine
The National Association of Health Services Executives expanded its scholarship program in 1996 to include the Annual Everett V. Fox Student Case Analysis and Presentation Competition, known as the “Case Competition.” The Case Competition is a scholarship program that utilizes the case study methodology of teaching to provide graduate students with an educational experience that enhances their problem analysis and presentation skills. Graduate programs in Health Administration, Business Administration and Public Health are invited to form a team of one to three students. Approximately 30 student teams will be given a unique case study and charged with applying their creativity, knowledge and experience to analyze the diverse and real situations facing the healthcare organization featured in the case.

The teams are given specific facts and raw data related to the case, from which they are expected to reach decisions as outlined in the case assignment. Past cases have been modeled after organizations such as The Mayo Clinic, Catholic Health Initiatives, Trinity Health, Hospital Corporation of America, UnitedHealth Group, G.E. Healthcare and most recently Kaiser Permanente. The teams present their findings and recommendations before panels of judges representing leaders in the healthcare field.

The Case Competition is made possible through the generous sponsorship of healthcare organizations across the country. With the support of our Case Competition sponsorship partners, NAHSE has provided over $800,000 in scholarship awards to deserving students. As a corporate sponsor of the Annual Everett V. Fox Student Case Competition, your organization will realize the following immediate and long-term benefits:

- Participation in the professional development of minority graduate students in pursuit of careers in healthcare management
- A unique opportunity to recruit future minority healthcare leaders
- Strategic visibility at the National Annual Educational Conference which provides your organization with an opportunity to reach distinct target markets that are potential customers for your products and services
- Recognition of sponsorship with your organization noted in the conference marketing materials (i.e., brochure, program, website, etc.) including signage at the event

SPONSORSHIP OPPORTUNITIES

Title Sponsor
($75,000 – Double Platinum)

In addition to the benefits included at the Double Platinum Level, your organization will receive the following:

- The subtitle naming of the Case for the Competition
- The subject matter of the written case for the Annual Case Competition
- A premium seat on the Judges Panel for the Final round
- One seat at each of the Judge Panel for the Preliminary and Semi-final rounds
- Opportunity to announce the First Place Winner at Awards & Gala Dinner

2019 EVERETT V. FOX STUDENT CASE COMPETITION WINNERS

- 1st Place
  University of Pittsburgh
- 2nd Place
  University of Michigan
- 3rd Place
  University of Minnesota
SPONSORSHIP OPTIONS:  (please check)

[ ] DIAMOND  $100,000 & ABOVE
[ ] DOUBLE PLATINUM  $75,000
[ ] PLATINUM  $50,000
[ ] GOLD  $35,000
[ ] SILVER  $20,000
[ ] BRONZE  $10,000
[ ] FRIEND  $5,000
[ ] SUPPORTER  $2,500

We are interested in direct partnership opportunity of the following – see page 5

EXHIBIT ONLY OPTION:

[ ] 8 X 10 BOOTH  $1,850 x ______ SPACE(S)  $________

ADVERTISING ONLY OPTION:

[ ] FULL PAGE COLOR  $1,500
[ ] HALF PAGE COLOR  $1,000

FEES: SPONSORSHIP FEE: $_______  EXHIBIT FEE: $_______  ADVERTISEMENT FEE: $_______  TOTAL FEE(S): $_______

METHOD OF PAYMENT:  (make check, money order payable to NAHSE Annual Educational Conference)

[ ] Check Enclosed  [ ] Money Order  [ ] Please Send Invoice  [ ] AMEX  [ ] VISA  [ ] MASTERCARD

CARD NUMBER __________________________  EXPIRATION DATE ________________  SECURITY CODE ________

BILLING ADDRESS __________________________  BILLING ZIP CODE ________

NAME AS IT APPEARS ON CARD __________________________

CARDHOLDER’S SIGNATURE __________________________
KEY DATES TO REMEMBER

JULY 31, 2020
Sponsorship Participation Form Due to NAHSE’s national headquarters

AUGUST 14, 2020
Camera ready advertisement and official company logo due to NAHSE’s national headquarters

SEPTEMBER 1, 2020
Deadline to submit Sponsor Attendee Registration Form

ADVERTISING INFORMATION

All advertisements must conform to the listed specifications.

Advertisements must be received in NAHSE’s National Headquarters by August 14, 2020. Send information meeting the mechanical requirements below via email to bglover@nahse.org.

MECHANICAL REQUIREMENTS

When providing your company logo for reproduction in NAHSE publications or on NAHSE Conference signage, vectorized .eps files are required in order to produce the clearest image. Logos submitted in any other format are most likely to be highly distorted and blurred when reproduced.

- Live Matter Size – 7” x 10”
- Full Page with Bleeds – 8.75” x 11.25”
- Full Page without Bleeds – 8” x 10.5”
- Half Page – 8” x 5” only
- Color or black & white photocopies, facsimiles, and incomplete electronic files will not be accepted!

HOTEL INFORMATION

ATLANTA MARRIOTT MARQUIS
265 Peachtree Center Ave., NE • Atlanta, GA 30303

The Atlanta Marriott Marquis has reserved a block of rooms for NAHSE conference attendees at a rate of $223.00 single/double occupancy, group room rate will be subject to the prevailing room tax at the time reservation is booked. Book your reservation by September 11, 2020 to receive the group rate.

For more information on sponsorship, please contact NAHSE Headquarters at 202.772.1030 or nahsehq@nahse.org