



2024 ARIZONA HOSPITAL LEADERSHIP CONFERENCE

Arizona Hospital and Healthcare Foundation

Sponsorship Prospectus



Oct. 16-18, 2024

Loews Ventana Canyon Resort
7000 N. Resort Drive | Tucson, AZ 85750

AzHHA Foundation Sponsor Liaison:

Laura Dickscheid, Vice President of Member Services
LDickscheid@azhha.org | 602-445-4318

WELCOME

Prospective sponsors:

We are pleased that you are considering sponsorship of our premier event, the AzHHA Foundation's 2024 Arizona Hospital Leadership Conference. This educational event is dedicated to supporting a vibrant healthcare delivery system, including a robust network of acute care, critical access, specialty, behavioral health and post-acute care hospitals.

As the parent of the AzHHA Foundation, the Arizona Hospital and Healthcare Association (AzHHA) maintains a purpose of *bringing together diverse voices to advance health and healthcare in Arizona*. We are first and foremost committed to our members in improving Arizona's healthcare system, and we welcome business partnerships that contribute to their clinical and operational success.

In addition to novel sponsor benefits which you will see highlighted in the matrix on pages 6-7, we have a new exclusive sponsorship opportunity for 2024: **Quality Awards Luncheon sponsor**. The luncheon will recognize and celebrate Arizona's leaders committed to advancing healthcare through exceptional quality performance, community engagement and a culture of continuous improvement. Find more information on page 4.

The AzHHA Foundation's 2024 Arizona Hospital Leadership Conference will be an inspirational gathering focused on continuing education, meaningful discussion and industry relationship building. We invite you to be a part of the experience.

We hope to see you at the beautiful Loews Ventana Canyon Resort in Tucson this Oct. 16 through 18.

Sincerely,



Ann-Marie Alameddin

President and Chief Executive Officer
Arizona Hospital and Healthcare Association



OVERVIEW | AzHHA AND THE AzHHA FOUNDATION

As the champion for healthcare leadership in Arizona for more than 80 years, AzHHA has been the nonprofit 501(c)(6) association giving Arizona hospitals a voice to collectively build better healthcare and health for Arizonans.

Our membership is strong and diverse. The roster includes healthcare and community organizations in all corners of the state, including 70 hospitals ranging in size from less than 20 beds to more than 750. In addition to acute care and critical access hospitals, AzHHA membership includes behavioral

health, specialty and post-acute care facilities. We are fortunate to also have members under the federal umbrella as either tribal or Veterans Administration hospitals.

The AzHHA Foundation is a 501(c)(3) affiliate of AzHHA through which it is able to provide healthcare and leadership education as well as grant-funded programs addressing a series of hospital-based services.

WHY SPONSOR THIS EVENT?

Join this year's Sponsorship Program and have the enhanced ability to reach more than 200 hospital and healthcare industry leaders. Choose from a bundled option at the Title, Platinum, Gold or Silver levels. Bronze level sponsorships are à la carte opportunities that may be added to a bundled package or purchased as a stand-alone sponsorship. You might even consider the new opportunity to be the sole sponsor of the Quality Awards Luncheon.

By sponsoring the AzHHA Foundation's 2024 Arizona Hospital Leadership Conference, you will have opportunities to:

- ▶ Attend conference sessions, including keynote and breakout sessions
- ▶ Gain corporate exposure and brand visibility with healthcare decision-makers
- ▶ Cultivate relationships with Arizona's hospital executives
- ▶ Achieve insight into Arizona's healthcare community, including strengths and issues
- ▶ Support hospitals' delivery of quality care

It is important to understand that this is an intimate experience and not a typical trade show event.

The number of sponsors is limited to maintain the personal nature of this experience while also maximizing opportunities for sponsors to have face-time engagement with attendees. In addition to hosting an exhibit table (not a traditional booth) located in the conference lobby that receives all foot traffic, sponsors are invited to lunch with healthcare leaders during Thursday's keynote and to network at Thursday evening's reception. **Only sponsoring vendors are permitted to attend the conference.**

Companies seeking business development opportunities may only attend as sponsors. Only Silver, Gold, Platinum, Quality Awards Luncheon and Title sponsors may host an exhibit table.



NEW SPONSORSHIP OPPORTUNITY IN 2024:

Quality Awards Luncheon

The annual AzHHA Quality Awards recognize and celebrate Arizona's leaders committed to advancing healthcare through exceptional quality performance, community engagement and a culture of continuous improvement.

2024 awards will be presented for:

- ▶ Top Overall Excellence
- ▶ Community Engagement
- ▶ Patient Safety and Quality, and
- ▶ Maternal Health Innovation.

Winners are selected from three classifications:

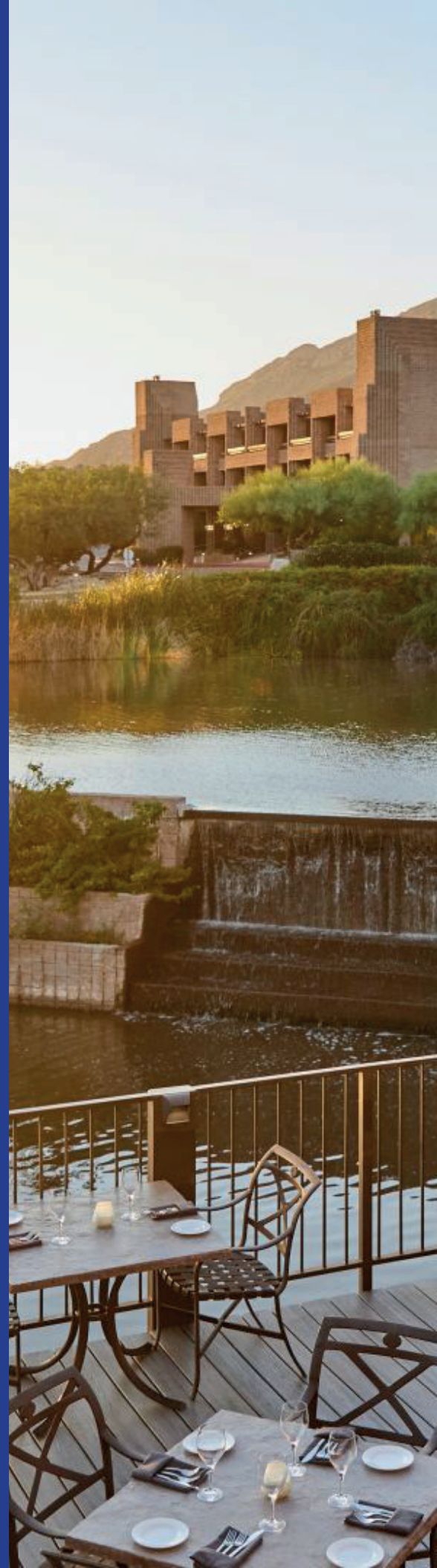
- ▶ Top critical access hospital/small rural hospital (≤ 100 beds)
- ▶ Top general acute care (101+ beds)
- ▶ Top federal hospital

NEW BENEFITS IN 2024

Title, Quality Awards Luncheon and Platinum sponsors will have options of

- ▶ presenting a 30-minute educational session on Thursday morning and/or
- ▶ hosting an educational webinar after the conference (but before Sunday, June 1, 2025).

This is your time to shine, to educate attendees on your industry and to showcase your services as they relate to meeting hospital needs!





TIMELINE

Pre-Conference

→ Friday, Sept. 13

Last day to submit Intent to Sponsor form with payment and receive all guaranteed sponsor benefits

→ Monday, Sept. 16

Print ads due to communications@azhha.org

→ Thursday, Oct. 10

Gift bag promotional items and raffle prizes due at AzHHA's office (2800 N. Central Ave., Suite 1450, Phoenix, AZ 85004)

Conference

→ Wednesday, Oct. 16

- Set up exhibit tables | 11 a.m. to noon
- Exhibit hours | Noon to 5 p.m.
- Board-hosted Sponsor Reception | 6 to 7 p.m.

→ Thursday, Oct. 17

- Exhibit hours | 8 a.m. to 5 p.m.
- Promo sessions for Title, Quality Awards Luncheon and Platinum sponsors | 8 to 9:30 a.m.
- Lunch for all conference attendees/sponsor networking opportunity
- Networking Reception for all attendees with buffet dinner | 5:30 to 7 p.m.

→ Friday, Oct. 18

- Exhibit hours | 8:30 a.m. to noon
- Raffle drawing | 11:30 a.m.

Post-Conference

→ By Tuesday, Dec. 31

Sponsorship Acknowledgment letters sent to all sponsors

Subject to minor changes. Consult with the AzHHA Foundation before making decisions based on this prospective timeline of events.

SPONSORSHIP LEVELS AND BENEFITS

	Title sponsor	NEW in 2024! Quality Awards Luncheon
	\$15,000 Limit: 1	\$15,000 Limit: 1
Attend any and all conference sessions	✓	✓
Distinctive name badge with sponsor ribbon recognition	✓	✓
Attendance at board-hosted Sponsor Reception on Wednesday evening	✓	✓
Company listing with hyperlinked logo on conference sponsor webpage (AzHHA website), sorted according to sponsorship level	✓	✓
Opportunity to offer sponsored raffle prize awarded on last day of conference	✓	✓
Branded item placement in gift bag	✓	✓
Exhibitor table (6'X30" - not a booth)	✓	✓
Ad in printed conference program (specs to be provided by AzHHA)	cover page logo and full-page ad on inside front cover	logo on Awards program and full-page ad on inside back cover of conference program
Recognition on sponsor page of conference app	✓	✓
Hyperlinked logo to remain on conference webpage until Sunday, June 1, 2025	✓	✓
Complimentary conference registration (does not include hotel/travel expenses)	3	3
List of conference registrant names and email addresses	✓	✓
Highlight in one Connection (AzHHA's weekly newsletter)	✓	✓
Recognition on social media with tag that notes sponsorship level	✓	✓
NEW! Option to host an educational webinar after conference (must occur by Sunday, June 1, 2025)	✓	✓
NEW! Recognition plaque - upon request	✓	✓
NEW! Option to host 30-minute educational/promotional segment in breakout room on Thursday morning	✓	✓
NEW! Category (industry) exclusivity	✓	✓
Rotating logo on overhead projector during conference breaks	✓	
Verbal recognition during keynote session by sponsorship level by AzHHA CEO	✓	
Banner on conference app	single call-out	single call-out
Introduction of a general session speaker (limit two minutes)	✓	
Introduction of the Quality Awards (limit two minutes) and award hand-out		✓
Introduction of one breakout session (limit two minutes)		
Logo placement in welcome message sent to registrants before conference	✓	
Logo placement in Quality Awards communications		✓
List of Quality Awards Luncheon registrant names and email addresses		✓

AzHHA FOUNDATION 2024 ARIZONA HOSPITAL LEADERSHIP CONFERENCE

Platinum	Gold	Silver
\$10,000 Limit: 5	\$7,500 Limit: 10	\$5,000 Limit: 10
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
full-page ad	half-page ad	quarter-page ad
✓	✓	✓
✓	✓	
2	1	must be purchased at sponsor rate
✓	✓	
✓		
✓		
✓		
✓		
✓		
✓		
✓	✓	
✓	✓	
grouping		
✓		

Bronze level

à la carte sponsorship opportunities

Attend any and all conference sessions
Distinctive name badge with sponsor ribbon recognition

- ▶ **Wi-fi sponsor** **\$3,500** | Limit 1

Includes branded password and logo in signage and conference bag insert
- ▶ **Board breakfast sponsor** **\$1,500** | Limit 3

Includes logo in signage at breakfast table and in PPT slide, as well as verbal recognition at board meeting
- ▶ **Charging station sponsor** **\$1,000** | Limit 2

Includes logo and name recognition in signage at charging station
- ▶ **Refreshment sponsor** **\$1,000** | Limit 5

Includes logo and name recognition in signage at refreshment station(s)



TERMS AND CONDITIONS

To become a sponsor of AzHHA Foundation's 2024 Arizona Hospital Leadership Conference, the Intent to Sponsor form must be completed. A phone call or email attesting to the company's interest in or intent to sponsor will not confirm the sponsorship. The form is electronic and can be accessed at www.surveymonkey.com/r/AzHHA2024Sponsor. Upon submission, a confirmation email will be sent from AzHHA Foundation staff and an invoice with W-9 issued to the person noted as the accounts payable representative.

A complete Intent to Sponsor form is a binding contract. This form must be completed and payment submitted in full before sponsorship can be confirmed. The terms and conditions articulated below are an essential part of the Sponsorship Agreement. By submitting an Intent to Sponsor form, you agree to abide by them. Please retain this information for your records.

Benefits

The benefits outlined in this prospectus will not be applied to the sponsor until payment is received in full. Attempts to secure payment will be limited should the original invoice not be paid within 15 days of issuance.

Sponsors eligible to receive the conference registrant list agree not to sell or otherwise redistribute the list, in whole or in part.

AzHHA and the AzHHA Foundation reserve the right to review and approve all promotional session and webinar content, benefits conferred to Title, Quality Awards Luncheon and Platinum sponsors.

Deadlines

To receive benefits assigned to your sponsorship level, the Intent to Sponsor form must be submitted and payment received in full by Friday, Sept. 13, 2024. **No benefit will be administered without receipt of payment in full. Benefits are not guaranteed if payment is not received by Friday, Sept. 13, 2024.**

The AzHHA Foundation reserves the right to release and resell any sponsorship package not paid in full within 15 business days of receiving an electronic invoice from the AzHHA Foundation. Verbal or emailed commitments will not hold the event for your company.

Management

All sponsor contributions are voluntary. Sponsorships are accepted on a first-come, first-served basis based on the date and time of the receipt of the electronic Intent to Sponsor form. The AzHHA Foundation reserves the right to accept or reject sponsors based on their compatibility with AzHHA's mission and purpose. AzHHA and the AzHHA Foundation reserves the right to determine appropriate items for distribution and use of sponsor logos or name recognition on conference materials.

Registration and attendance

Complimentary conference registrations are listed on the sponsor benefits matrix on pages 6-7. Title and Quality Awards Luncheon sponsors shall each receive three (3) complimentary registrations. Platinum sponsors shall receive two (2). Gold sponsors shall receive one (1). Silver and Bronze sponsors do not receive complimentary registrations.

Sponsors can register at a reduced fee of \$450. With the exception of Title and Quality Awards Luncheon sponsors, there is a registration/attendance limit of two (2) individuals per sponsoring company.

Payment

Sponsorship payment is due within 15 business days of receipt of an electronic invoice. If payment is not received, sponsorship consideration is not guaranteed.

- ACH payments are preferred.
- Credit card payments will incur a charge fee.
- Checks should be made payable to the **Arizona Hospital and Healthcare Foundation** and may be sent to 2800 N. Central Ave., Suite 1450, Phoenix, AZ, 85004. Please indicate on the check that this payment is for sponsorship of the 2024 Arizona Hospital Leadership Conference for your records and ours.

Questions regarding payment options may be directed to accountspayable@azhha.org.

Sponsor will receive a statement by Tuesday, Dec. 31, 2024, detailing the estimated value of goods and services received in return for the sponsorship contribution.



Contact person

Sponsors are encouraged to assign one authorized representative to communicate with the AzHHA Foundation on all matters pertaining to their sponsorship. This is considered the primary administrative point of contact (POC) as noted on the Intent to Sponsor form. Other key contacts on the Intent to Sponsor form include the accounts payable POC to whom the invoice will be sent and the primary business representative POC who is the on-site representative at the conference. The AzHHA Foundation will send outgoing communications to the contact person specified as the primary administrative POC on the Intent to Sponsor form. The AzHHA Foundation is not responsible for relaying information among different corporate branches, departments or locations of sponsoring companies.

Sponsors' primary POC at the AzHHA Foundation/AzHHA is Laura Dickscheid, vice president of member services, LDickscheid@azhha.org, 602-445-4318. The secondary POC is the event management consultant, Amy Richardson, AmyMRichardson@hotmail.com, 480-227-8660.

Exhibitor table

Exhibit space, including a 6' X 30" table and two chairs, will be provided for the purpose of member information and education. Eligible sponsors (Title, Quality Awards Luncheon, Platinum, Gold and Silver levels) must maintain their displays within the allotted space. Backdrops, displays, tables or promotional setups may not extend into adjacent booths or walkways or obstruct traffic flow.

Exhibiting sponsors must have their setup completed by noon on Wednesday, Oct. 16, 2024. Breakdown of display table or poster(s) may not occur until 15 minutes after the final session starts on Friday, Oct. 18, 2024. All sponsor materials must be removed from the conference venue by the exhibiting sponsor.

Arrangements for shipping, storage and delivery of materials to and from the conference site are the responsibility of the exhibiting sponsor and will need to be coordinated with Loews Ventana Canyon Resort. A form will be provided to establish the shipping relationship.

Power, monitors and internet service will be coordinated by an outside entity. A separate form will be provided to establish this service relationship.

Refunds and cancellations

If written notice of cancellation is received by the AzHHA Foundation prior to Wednesday, July 31, 2024, a refund less \$250 administrative fee will be made. After Wednesday, July 31, 2024, no refunds will be made and the outstanding balance will be due to the AzHHA Foundation.

Attestations

Sponsors represent and warrant that they:

1. Have sufficient resources and capacity to provide the products and services that are being promoted under this agreement.
2. Maintain all licenses and permits required by law and are the rightful owner and licensee of all products and services that are being promoted under this agreement.
3. Have never been the subject of a lawsuit, governmental investigation or action and are not now subject to any threatened or existing claim, lawsuit, governmental investigation, inquiry or action.
4. Have never been excluded, suspended, barred from participation in or subject to penalties from any governmental program, including but not limited to the Medicare or Medicaid programs.

Insurance requirements and liability

By submitting the Intent to Sponsor form, you are confirming that AzHHA and its affiliates, including but not limited to the AzHHA Foundation, shall have no liability regarding you or your property/exhibit, and that your company has insurance that is sufficient to cover you and your property in case of an accident.

Neither AzHHA nor the AzHHA Foundation is responsible to exhibitors for damages, losses or claims for exhibitor's participation in the Arizona Hospital Leadership Conference. Exhibitors assume responsibility for losses, damages and claims because of injury or damage to exhibitor's displays, equipment, injury to someone or other property brought on the conference site. Exhibitors will indemnify and hold harmless AzHHA, the AzHHA Foundation and its employees from such losses, damages and claims. Exhibitors are required to have insurance against damage and loss of exhibit materials and liability insurance against injury to a person(s) and property of others. The AzHHA Foundation may request proof of insurance.



COMMENTS FROM 2023 SPONSORS:



“We were extremely pleased with the opportunity to engage with this audience and discuss potential solutions [with hospital leaders]. The staff was kind, responsive and helpful. We also appreciated the opportunity to attend meals and engage with stakeholders during these informal opportunities.”



“The attendance of Arizona hospital leadership was very good. The people who work for AzHHA are great. Great venue.”

“We loved the smaller audience, in a more intimate setting. The net effect was much closer contact and deeper conversations with executives.”



INTENT TO SPONSOR FORM

www.surveymonkey.com/r/AzHHF2024Sponsor



AzHHA Foundation Sponsor Liaison:

Laura Dickscheid, Vice President of Member Services

LDickscheid@azhha.org | 602-445-4318