

# 2024

## Louisiana Hospital Association Sponsorship Opportunities

Network with hospital executives in a variety of settings!

**Your Opportunity to Reach Key  
Hospital Decision Makers in Louisiana**

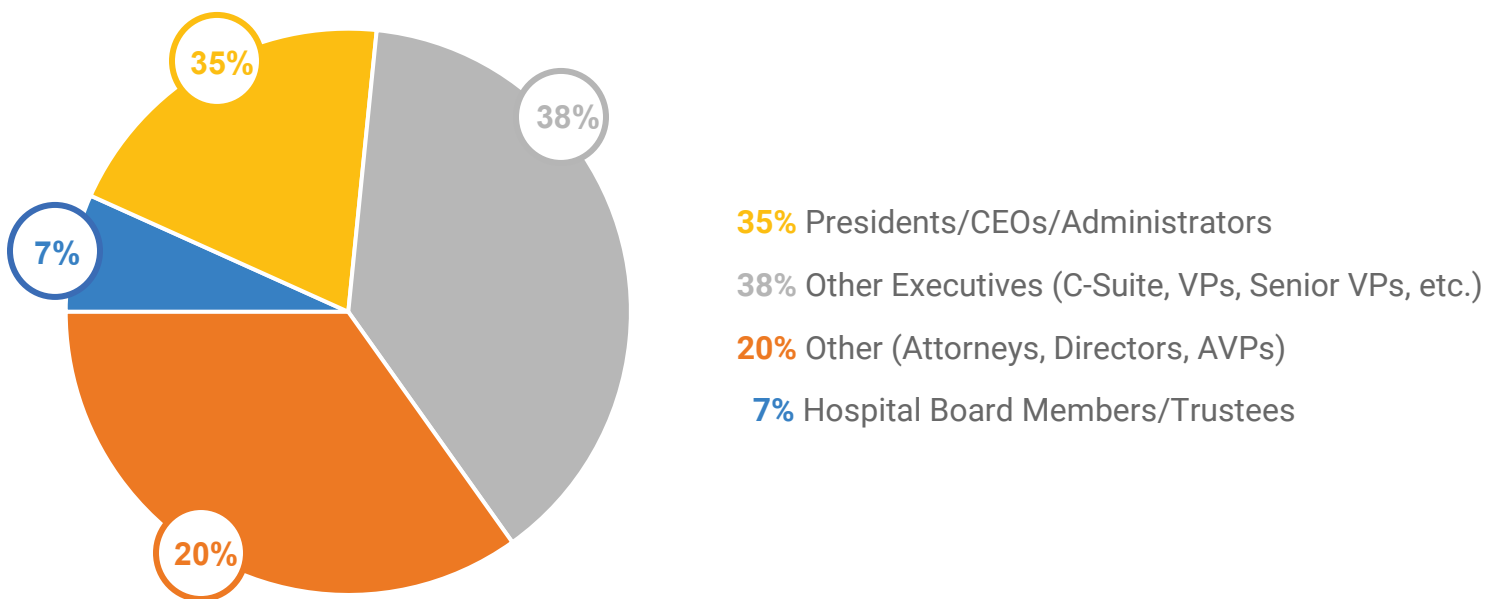


## WHY BECOME AN LHA SPONSOR?



With the LHA representing more than 150 of the leading hospitals and healthcare systems in the state, your organization, as an LHA sponsor, will gain access to an elite group of hospital and health system leaders. Our in-person events provide sponsors an opportunity to reestablish relationships and cultivate new connections within the healthcare community. The LHA offers a selection of sponsorship options that put you front and center with key hospital leaders.

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### 2023 Meeting Attendance



# LHA Sponsorships At-A-Glance

Sponsorship Packages	Diamond	Platinum	Gold	Silver
Sponsorship Cost	\$20,000	\$15,000	\$10,000	\$6,500
Conference Recognition	Winter Symposium and Summer Conference	Summer Conference	Summer Conference	Summer Conference
Conference Registrations	Up to <b>four</b> representatives at no cost for Winter Symposium and Summer Conference	Up to <b>three</b> representatives at no cost for Summer Conference	Up to <b>two</b> representatives at no cost for Summer Conference	<b>Limited to two</b> representatives at no cost for Summer Conference
Option to Purchase <b>Two</b> Additional Registrations at \$850/pp to Attend Summer Conference				
Option to Purchase <b>Two</b> Registrations at \$500/pp to Attend Winter Symposium				
Full-Page Color Ad in LHA Membership Directory*				
Company Listing in LHA Membership Directory				
Social Media Spotlight				
Promotional Item Distribution				Company's Promotional Items Included in Summer Conference Attendee Bags
Summer Conference Add-On Sponsorship Eligibility				
Exhibit Space	Winter Symposium and Summer Conference	Summer Conference	Summer Conference	
Half-Page Color Program Ad in Conference Materials*	Winter Symposium and Summer Conference	Summer Conference		
Website Recognition*	Logo Recognition for Sponsorship Term	Logo Recognition for Sponsorship Term		

\*Sponsor is responsible for providing properly-sized artwork and a high-resolution logo. ^Assigned by the Association

# Diamond Sponsor

Diamond Level Benefits

\$20,000

Limited Availability

Sponsorship at the Diamond level includes your company's presence and recognition at the two largest annual gatherings of Louisiana hospital CEOs – LHA's Winter Healthcare Leadership Symposium, which is being held Jan. 30-31, 2024, at the Renaissance Baton Rouge Hotel, and LHA's Summer Conference, which is being held July 22-24, 2024 at the Perdido Beach Resort in Orange Beach, AL.

- Recognition and listing in promotional materials, print programs, and meeting signage for Winter Symposium and Summer Conference
- Exhibit space at Winter Symposium **and** Summer Conference
  - Exhibit includes a 6-foot, draped table that will be provided. A background display may accompany the table (no larger than 8' high x 10' wide x 10' deep). Giveaways and promotional materials may be distributed directly from your exhibit.
- Registration (**up to four** representatives) at no cost for Winter Symposium and Summer Conference
  - Conference registration includes educational sessions, meals, and conference-related socials, such as the Welcome Reception and Tuesday evening's event.
  - Two additional attendees complimentary at \$850/per person. ACHE Session and outdoor event fees, such as golf and the Catamaran are not included in the complimentary registrations.
- Half-page, full-color ad in Winter Symposium and Summer Conference print programs\*
- Named sponsor of one major Association event at Summer Conference<sup>^</sup>
  - Examples include, but are not limited to, welcome reception, golf tournament, dinner, or evening activities.
- Eligible to purchase Add-On Sponsorships
  - See page 7 for details.
- Logo recognition for sponsorship term on LHA's website homepage\*
- Full-page, full-color ad on one of three cover placements (or two surface equivalent) in the 2024-2025 LHA Membership Directory\*<sup>^</sup>
- Company listing with contact information in the sponsor section of the 2024-2025 LHA Membership Directory
- Featured as a Sponsor Spotlight on social media and in LHA's member newsletter
  - This opportunity is offered on a first come, first served basis. Sponsors will be featured in the order in which they are received.

\*Sponsor is responsible for providing properly-sized artwork and a high-resolution logo. <sup>^</sup>Assigned by the Association

# Platinum Sponsor

Platinum Level Benefits

\$15,000

Limited Availability

Sponsorship at the Platinum level includes your company's presence and recognition at one of the largest annual gatherings of Louisiana hospital CEOs – LHA's Summer Conference, which is being held July 22-24, 2024, at the Perdido Beach Resort in Orange Beach, AL.

- Recognition and listing in promotional materials, print program, and meeting signage for Summer Conference
- Exhibit space at Summer Conference
  - Exhibit includes a 6-foot, draped table that will be provided. A background display may accompany the table (no larger than 8' high x 10' wide x 2' deep).
  - Giveaways and promotional materials may be distributed directly from your exhibit.
- Registration (**up to three** representatives) and event for Summer Conference
  - Conference registration includes educational sessions, meals, and conference-related socials, such as the Welcome Reception and Tuesday evening's event.
  - Two additional attendees can attend at \$850/per person. ACHE Session and outdoor event fees, such as golf and the Catamaran are not included in the complimentary registrations.
- Half-page, full color ad in Summer Conference print program\*
- Named sponsor on one of the following: Conference Tote Bag or hotel room key card/bracelet for each Summer Conference participant.
  - Item selected by sponsor on a first come, first served basis.
- Eligible to purchase Add-On Sponsorships
  - See page 7 for details.
- Logo recognition for sponsorship term on LHA's website homepage\*
- Full-page, full-color ad in the 2024-2025 LHA Membership Directory\*<sup>^</sup>
- Company listing with contact information in the sponsor section of the 2024-2025 LHA Membership Directory
- Option purchase two registrations at \$500/per person to attend LHA's Winter Symposium
- Featured as a Sponsor Spotlight on social media and in LHA's member newsletter
  - This opportunity is offered on a first come, first served basis. Sponsors will be featured in the order in which they are received.

\*Sponsor is responsible for providing properly-sized artwork and a high-resolution logo. <sup>^</sup>Assigned by the Association

# Gold Sponsor

Gold Level Benefits

\$10,000

Limited Availability

Sponsorship at the Gold level includes your company's presence and recognition at one of the largest annual gatherings of Louisiana hospital CEOs – LHA's Summer Conference, which is being held July 22-24, 2024, at the Perdido Beach Resort in Orange Beach, AL.

- Recognition and listing in promotional materials, print program, and meeting signage for Summer Conference
- Exhibit space at Summer Conference
  - Exhibit includes a 6-foot, draped table that will be provided. A background display may accompany the table (no larger than 8' high x 10' wide x 2' deep).
  - Giveaways and promotional materials may be distributed directly from your exhibit.
- Registration (**up to two** representatives) at no cost for Summer Conference
  - Conference registration includes educational sessions, meals, and conference-related socials, such as the Welcome Reception and Tuesday evening's event.
  - Two additional attendees can attend at \$850/per person. ACHE Session and outdoor event fees, such as golf and the Cajun Maran are not included in the complimentary registrations.
- Eligible to purchase Add-On Sponsorships
  - See page 7 for details
- Full-page, featured in the 2024-2025 LHA Membership Directory\*<sup>^</sup>
- Company website and contact information in the sponsor section of the 2024-2025 LHA Membership Directory
- Option purchase two registrations at \$500/per person to attend LHA's Winter Symposium
- Featured as a Sponsor Spotlight on social media and in LHA's member newsletter
  - This opportunity is offered on a first come, first served basis. Sponsors will be featured in the order in which they are received.

\*Sponsor is responsible for providing properly-sized artwork and a high-resolution logo. <sup>^</sup>Assigned by the Association

# Silver Sponsor

Silver Level Benefits

\$6,500

Limited Availability

Sponsorship at the Silver level includes your company's presence and recognition at one of the largest annual gatherings of Louisiana hospital CEOs – LHA's Summer Conference, which is being held July 22-24, 2024, at the Perdido Beach Resort in Orange Beach, AL.

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- Recognition and listing in promotional materials, print program, and meeting signage for Summer Conference
  - Registration (**limited to two** representatives) at no cost for Summer Conference
    - Conference registration includes educational sessions, meals, and conference-related socials, such as the Welcome Reception and Tuesday evening's event.
    - ACHE Session and outdoor event fees, such as golf and the Catamaran are not included in the complimentary registrations.
  - Opportunity to include your company's promotional items in Summer Conference attendee tote bags
    - All giveaways must be pre-approved by the Association. Items become part of the general registration participant materials that are distributed by LHA staff to each meeting registrant upon check-in; therefore, sponsors are required to provide the Association with enough items to cover all meeting participants.
  - Eligible to purchase Add-On Sponsorships
    - See page 7 for details.
  - Full-page, full-color ad in the 2024-2025 LHA Membership Directory\*\*^
  - Company listing with contact information in the sponsor section of the 2024-2025 LHA Membership Directory
  - Option purchase two registrations at \$500/per person to attend LHA's Winter Symposium
  - Featured as a Sponsor Spotlight on social media and in LHA's member newsletter
    - This opportunity is offered on a first come, first served basis. Sponsors will be featured in the order in which they are received.
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# Summer Conference Add-On Sponsorships

Benefits Listed Below Each Sponsorship

\$2,500-\$5,000

Limited Availability

In order to take advantage of these opportunities, a company must:

1. Be a paid 2024 LHA sponsor and have a company representative registered to attend Summer Conference; or
2. Be a paid 2024 LHA member hospital, LHA Solutions Endorsed-Partner, Associate Member, or Corporate Member and have a company representative registered to attend Summer Conference.

## Summer Conference Tent Sponsor:

\$5,000

- 1 available on Tuesday, July 23 from 2:00 p.m. - 4:00 p.m.
- Perdido Beach Resort will set up a tent on the beach and will provide beach chairs and beverages. This sponsorship gives attendees a place to network and relax on Tuesday afternoon. For more information on what is included in this sponsorship, contact Meaghan Genre at [mgenre@LHAonline.org](mailto:mgenre@LHAonline.org).
- Company name or logo in print program and on signage during event
- Tent sponsors may provide, at their expense, logoed cocktail napkins, cups, and koozies for the event.
- If desired, the sponsor has the option to provide food, spirits, and beverages, which must be ordered through the Perdido Beach Resort, beyond what is included with this add-on sponsorship.

## Summer Conference Breakfast Sponsor:

\$3,500

- 1 available on Tuesday, July 23 or Wednesday, July 24
- Company name or logo in print program and on breakfast signage

## Summer Conference Break Sponsor:

\$2,500

- 2 1 available
- Company name or logo in print program and on break signage

## Summer Conference Welcome Reception Bar Sponsor:

\$3,500

- 2 available on Monday, July 22
- Company name or logo in print program and on bar signage during Welcome Reception
- Bar sponsors may provide, at their expense, logoed cocktail napkins, cups, and koozies for the event.

## Summer Conference Casino Night Bar Sponsor:

\$4,500

- 2 1 available on Tuesday, July 23
- Company name or logo in print program and on bar signage during event
- Bar sponsors may provide, at their expense, logoed cocktail napkins, cups, and koozies for the event.



# Single Event Sponsorships

Benefits Listed Below Each Sponsorship

\$750-\$2,500 Range

Limited Availability

If you are interested in a single event sponsorship, contact LHA Associate Vice President of Education Services Merle Francis at [mfrancis@LHAonline.org](mailto:mfrancis@LHAonline.org) or (225) 928-0026 ext. 208 for more information. For the following single event sponsorships, the location and space available for exhibits will determine the number of sponsorships offered for each event. Single sponsorships have limited availability and will be honored on a first come, first served basis.

## Rural Healthcare Leadership Conference:

\$2,500

- November 6-7, 2024, at the Renaissance Hotel in Baton Rouge
- Event Sponsor: 20 Available
- Sponsorship includes exhibit space, recognition and listing in promotional materials and on meeting signage, and two complimentary registrations.

## Louisiana Organization of Nurse Leaders Spring Conference:

See Listing

- March 27-29, 2024
- Event brochure with [sponsorship opportunities](#).

## Louisiana Society for Hospital Attorneys' Health Law Symposium:

\$750

- December 6, 2024, at the LHA Conference Center in Baton Rouge
- Event Sponsor: 2 Available
- Sponsorship includes exhibit space, a 15-minute opportunity to speak to attendees during the lunch break, and one complimentary registration.

## Human Resources Symposium:

\$750

- May 21, 2024, at the LHA Conference Center in Baton Rouge
- Event Sponsor: 2 Available
- Sponsorship includes exhibit space, a 15-minute opportunity to speak to attendees during the lunch break, and one complimentary registration.

**SOLD OUT**

## Physician Leadership Academy – 100 Series:

\$2,500

- April 17, June 26, Sept. 18 & Nov. 6, 2024, at the LHA Conference Center in Baton Rouge
- Day Sponsor: 4 Available (one sponsor per session in the series)
- Note: Organizations can only sponsor one day of this series.
- Sponsorship includes exhibit space, a 15-minute opportunity to speak to attendees during the lunch break, and one complimentary registration.

## Physician Leadership Academy – 300 Series:

\$2,500

- March 20, April 24, June 12, Aug. 14, & Oct. 16, 2024, at the LHA Conference Center in Baton Rouge
- Day Sponsor: 4 Available (one sponsor per session in the series)
- Note: Organizations can only sponsor one day of this series.
- Sponsorship includes exhibit space, a 15-minute opportunity to speak to attendees during the lunch break, and one complimentary registration.

## PR & Marketing Fall Program & Golden Pelican Awards Luncheon:

See Listing

- November 14, 2024
- Event Sponsor: Multiple Available
- An event brochure will be released in 2024 for sponsorship opportunities.

# Single Event Sponsorships Continued

Benefits Listed Below Each Sponsorship

\$750-\$2,500 Range

Limited Availability

## Emerging Healthcare Leaders:

\$1,000

- March 5-6, 2024, at the LHA Conference Center in Baton Rouge
- Event Sponsor: 2 Available
- Sponsorship includes exhibit space, a 15-minute opportunity to speak to attendees during the lunch break, and one complimentary registration.

## Leadership Development Institute:

\$1,500

- October 9-10, 2024, at the LHA Conference Center in Baton Rouge
- Event Sponsor: 2 Available
- Sponsorship includes exhibit space, a 15-minute opportunity to speak to attendees during the lunch break, and one complimentary registration.

## Other Education Program Event Sponsors:

\$750

- Event Sponsor: 1 Available Per Program
- Sponsorship includes exhibit space, a 15-minute opportunity to speak to attendees during the lunch break, and one complimentary registration.
- Event Topics Include:
  - Behavioral Health
  - Case Management Updates
  - Coding
  - Compliance
  - Facilities and Plant Management
  - Finance
  - HCAHPS/Customer Service
  - Joint Commission/DNV
  - LDH Updates
  - Nursing
  - [Other Opportunities Available!](#)

If you are interested in a single event sponsorship, contact LHA Associate Vice President of Education Services Merle Francis at [mfrancis@LHAonline.org](mailto:mfrancis@LHAonline.org) or (225) 928-0026 ext. 208 for more information.