



2022

Louisiana Hospital Association Sponsorship Packet

Network with hospital executives in a variety of settings!

Your Opportunity to Reach Key Hospital Decision Makers in Louisiana

The Louisiana Hospital Association (LHA) Management Corporation invites you to become a sponsor. As a sponsor, you will gain access to an elite group of hospital and health system leaders, since the LHA represents more than 150 of the leading hospitals and healthcare systems in the state. The LHA offers a selection of sponsorship options that put you front and center with the key hospital leadership you want to reach.

DIAMOND: \$20,000/YEAR - BENEFITS AS A DIAMOND LEVEL SPONSOR INCLUDE:

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 Feb. 1-2, 2022 at the Renaissance Baton Rouge Hotel, and LHA's Summer Conference, which is being held July 18-20, 2022 at the Perdido Beach Resort in Orange Beach, AL.

- Recognition and listing in promotional materials, programs, and meeting signage for Winter Symposium and Summer Conference.
- Display area at Winter Symposium and Summer Conference. A 6-foot, draped table will be provided, and 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 display area.
- Registration (up to four representatives) at no charge for Winter Symposium and Summer Conference. (Outdoor event fees, such as golf or fishing, are not included.)
- Half page, full-color ad in Winter Symposium and Summer Conference meeting programs. **Note:** Artwork to be provided by sponsor.
- Named Sponsor of one major Association event. (Examples include, but are not limited to, Summer Conference welcome reception, golf tournament, dinner, or evening activity).
- Logo recognition for sponsorship term on LHA's homepage.
- Full-page, full-color ad on one of three cover placements (or two surface equivalent) in the 2022-2023 LHA Membership Directory. **Note:** Artwork to be provided by sponsor. In addition, company listing in the sponsor section of the 2022-2023 LHA Membership Directory with company's contact information.
- Sponsors featured on social media and in member newsletter. To provide our sponsors additional opportunities to highlight their services, we have created a section in *Impact Weekly*, the Association's electronic newsletter, that will feature one sponsor each week. In addition, we will highlight the sponsor of the week on social media. **To participate:** Email VP of Communications Michelle Clement at mclement@lhaonline.org the following information: 1) Overview of the organization with a summary of services (three to five sentences); 2) Company contact for hospital staff (name, title, phone number, and email address); 3) Company's Facebook and Twitter handles, if applicable; and 4) An updated high-resolution logo. **Note:** This opportunity is offered on a first come, first served basis. Sponsors will be featured in the order in which they are received.

PLATINUM (LIMIT 2): \$15,000/YEAR - BENEFITS AS A PLATINUM LEVEL SPONSOR INCLUDE:

Sponsorship at the Platinum level includes your company's presence and recognition at LHA's Summer Conference, which is being held July 18-20, 2022 at the Perdido Beach Resort in Orange Beach, AL. Sponsors at levels below Diamond may attend the Winter Symposium as meeting attendees; an additional registration fee of \$500/per person is required, and sponsorship fee must be paid by January 10, 2022.

- Recognition and listing in promotional materials, programs, and meeting signage for LHA's Summer Conference.
- Display area at the Summer Conference. A 6-foot, draped table will be provided, and 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 display area.
- Registration (up to three representatives) at no charge for Summer Conference. (Outdoor event fees, such as golf or fishing, are not included.)
- Half page, full-color ad in the Summer Conference meeting program. **Note:** Artwork to be provided by sponsor.
- Named Sponsor on one of the following: Conference Tote Bag for each Summer Conference participant **or** Summer Conference hotel room key cards. (Selected by sponsor on a first come, first served basis.)
- Logo recognition for sponsorship term on LHA's homepage.
- Full-page, full-color ad in the 2022-2023 LHA Membership Directory. **Note:** Artwork to be provided by sponsor. In addition, company listing in the sponsor section of the 2022-2023 LHA Membership Directory with company's contact information.
- Sponsors featured on social media and in member newsletter. To provide our sponsors additional opportunities to highlight their services, we have created a section in *Impact Weekly*, the Association's electronic newsletter, that will feature one sponsor each week. In addition, we will highlight the sponsor of the week on social media. **To participate:** Email VP of Communications Michelle Clement at mclement@lhaonline.org the following information: 1) Overview of the organization with a summary of services (three to five sentences); 2) Company contact for hospital staff (name, title, phone number, and email address); 3) Company's Facebook and Twitter handles, if applicable; and 4) An updated high-resolution logo. **Note:** This opportunity is offered on a first come, first served basis. Sponsors will be featured in the order in which they are received.

GOLD: \$10,000/YEAR – BENEFITS AS A GOLD LEVEL SPONSOR INCLUDE:

Sponsorship at the Gold Level includes your company's presence and recognition at LHA's Summer Conference, which is being held July 18-20, 2022 at the Perdido Beach Resort in Orange Beach, AL. Sponsors at levels below Diamond may attend LHA's Winter Symposium as meeting attendees; additional registration fee of \$500/per person is required, and sponsorship fee must be paid by January 10, 2022.

- Recognition and listing in promotional materials, programs, and meeting signage for LHA's Summer Conference.
- Display area at the Summer Conference. A 6-foot, draped table will be provided, and 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 display area.
- Registration (up to two representatives) at no charge for Summer Conference. (Outdoor event fees, such as golf or fishing, are not included.)
- Full-page, full-color ad in the 2022-2023 LHA Membership Directory. **Note:** Artwork to be provided by sponsor. In addition, company listing in the sponsor section of the 2022-2023 LHA Membership Directory with company's contact information.
- Sponsors featured on social media and in the member newsletter. To provide our sponsors additional opportunities to highlight their services, we have created a section in *Impact Weekly*, the Association's electronic newsletter, that will feature one sponsor each week. In addition, we will highlight the sponsor of the week on social media. **To participate:** Email VP of Communications Michelle Clement at mclement@lhaonline.org the following information: 1) Overview of the organization with a summary of services (three to five sentences); 2) Company contact for hospital staff (name, title, phone number, and email address); 3) Company's Facebook and Twitter handles, if applicable; and 4) An updated high-resolution logo. **Note:** This opportunity is offered on a first come, first served basis. Sponsors will be featured in the order in which they are received.

SILVER: \$5,500/YEAR – BENEFITS AS A SILVER LEVEL SPONSOR INCLUDE:

Sponsorship at the Silver Level includes your company's presence and recognition at LHA's Summer Conference, which is being held July 18-20, 2022 at the Perdido Beach Resort in Orange Beach, AL. Sponsors at levels below Diamond may attend LHA's Winter Symposium as meeting attendees; additional registration fee of \$500/per person is required, and sponsorship fee must be paid by January 10, 2022.

- Recognition and listing in promotional materials, programs, and meeting signage for LHA's Summer Conference.
- Registration (limited to two representatives) at no charge for the Summer Conference. (Outdoor event fees, such as golf or fishing, are not included.)
- Opportunity to include your company's promotional items in attendee conference bags. All giveaways must be pre-approved by the Association. Items become part of the general registration participant materials that are distributed by the Association staff to each meeting registrant upon check in; therefore, sponsors are required to provide the LHA with enough items to cover each meeting participant.
- Full-page, full-color ad in the 2022-2023 LHA Membership Directory. **Note:** Artwork to be provided by sponsor. In addition, company listing in the sponsor section of the 2022-2023 LHA Membership Directory with company's contact information.
- Sponsors featured on social media and in the member newsletter. To provide our sponsors additional opportunities to highlight their services, we have created a section in *Impact Weekly*, the Association's electronic newsletter, that will feature one sponsor each week. In addition, we will highlight the sponsor of the week on social media. **To participate:** Email VP of Communications Michelle Clement at mclement@lhaonline.org the following information: 1) Overview of the organization with a summary of services (three to five sentences); 2) Company contact for hospital staff (name, title, phone number, and email address); 3) Company's Facebook and Twitter handles, if applicable; and 4) An updated high-resolution logo. **Note:** This opportunity is offered on a first come, first served basis. Sponsors will be featured in the order in which they are received.

ADD-ON SPONSORSHIP OPPORTUNITIES FOR LHA SUMMER CONFERENCE

Add-On Sponsorships are only available to organizations that meet the following criteria: 1) is a current paid sponsor; or 2) is a paid registrant that is an LHA member hospital, associate, or corporate member.

- **Breakfast Sponsor (2 Available) @ \$2,500/ea:** Company name or logo in printed program and breakfast signage.
- **Break Sponsor (1 Available) @ \$1,500:** Company name or logo in printed program and break signage at LHA's Summer Conference.
- **Bar Sponsor (2 Available on Monday, July 18, 2022, during the evening welcome reception) @ \$2,500/ea:** Company name or logo in printed program and bar signage during Welcome Reception. Bar sponsors may supply printed/logo cocktail napkins, cups, and koozies for their sponsored bar (all costs, shipping, etc. borne by sponsor).
- **Bar Sponsor (2 Available on Tuesday, July 19, 2022, for the evening event) @ \$3,500/ea:** Company name or logo in printed program and bar signage during event. Bar sponsors may supply printed/logo cocktail napkins, cups, and koozies for their sponsored bar (all costs, shipping, etc. borne by sponsor).

SINGLE EVENT SPONSORSHIPS:

For the following individual events, the conference location and space available for exhibits will determine the number of sponsorships offered for each. If you are interested in sponsoring an annual conference or education program, contact LHA Associate Vice President of Education Services Merle Francis at mfrancis@lhaonline.org or (225) 928-0026 ext. 208 for more information.

OTHER ANNUAL CONFERENCES:

- **Louisiana Organization of Nurse Leaders Spring Conference: March 30-April 1, 2022 at the Renaissance Hotel in Baton Rouge**
- **Rural Healthcare Leadership Conference: November 2-3, 2022 at the Renaissance Hotel in Baton Rouge**
- **Louisiana Society for Hospital Attorneys' Health Law Symposium: November 11, 2022 at the LHA Conference Center in Baton Rouge**

EDUCATION CONFERENCES:

- **Credentialing Boot Camp: February 9-10, 2022 at the LHA Conference Center in Baton Rouge**
- **Human Resources Symposium: March 23, 2022 at the LHA Conference Center in Baton Rouge**
- **Emerging Healthcare Leaders: April 13-14, 2022 at the LHA Conference Center in Baton Rouge**
- **Leadership Development Institute: October 19-20, 2022 at the LHA Conference Center in Baton Rouge**
- **Hospital PR & Marketing Fall Program & Pelican Awards Luncheon: November 4, 2022 at the Renaissance Hotel in Baton Rouge**

OTHER EDUCATION PROGRAM TOPICS:

- Behavioral Health
- Coding
- Compliance
- Finance
- HCAHPS/Customer Service
- Health Plan Payor Day Series
- Human Resources
- Joint Commission/DNV
- LDH Updates
- Nursing
- Physician Leadership Academy



LHA MANAGEMENT CORPORATION

A For-Profit Subsidiary of the Louisiana Hospital Association
9521 Brookline Avenue, Baton Rouge, LA 70809-1431
(225) 928-0026 • Fax: (225) 923-1004 • www.LHAonline.org

2022 SPONSORSHIP APPLICATION

**Note: Sponsorships are annual and must be renewed each year.
Event dates, times, and locations are subject to change.**

I would like to apply for the following Sponsorship Category:

Diamond: \$20,000 Platinum: \$15,000 Gold: \$10,000 Silver: \$5,500

ADDITIONAL SUMMER CONFERENCE RECOGNITION

Note: Must meet current sponsor or membership requirements.

Breakfast Sponsor: \$2,500 Break: \$1,500
 Bar (Welcome Reception): \$2,500 Bar (Casino Night): \$3,500

IMPORTANT REMINDERS:

- **ALL SPONSORS** need to supply a high-resolution company logo in .jpeg or .png format.
- The information you list below will be used in the various publications and signage as described in the sponsorship brochure. **Fill in the information completely and exactly as you would like it published.**
- If you are paying via credit card, your completed application **must be returned via secure fax at (225) 923-1004. Please do not email credit card information.**
- Please complete the social media information and the payment options on the following page.

Authorizing Signature (Required): _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Website: _____ Phone: _____

Main Contact Name: _____ Title: _____

Email: _____ Phone: _____

Address: (If Different Than Company) _____

City: _____ State: _____ Zip Code: _____

Logistics and Ad Contact Information: (Person the LHA should contact/remind about ad/marketing deadlines, etc)

Name: _____ Title: _____

Email: _____ Phone: _____

SOCIAL MEDIA INFORMATION

In order to properly recognize your company on social media, your company needs to follow the LHA on Facebook and Twitter (@LaHospitals) as well as set your company's social media accounts to the appropriate permission to allow the Association to tag your organization.

Company's Facebook Handle: _____

Company's Twitter Handle: _____

PAYMENT OPTIONS:

- **Pay by Check:** Make checks payable to LHA Management Corp, 9521 Brookline Ave, Baton Rouge, LA 70809.
- **Pay by Credit Card:** Return this completed form via secure fax at 225-923-1004. **Please do not email credit card information.**

Credit Card #: _____ Exp Date: _____ CVV#: _____

Name as It Appears on Card: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Signature (Required): _____

LHA SPONSORSHIP CONTACT:

Meaghan Genre
Executive Assistant to the President & CEO
mgenre@lhaonline.org
Phone: (225) 928-0026 ext. 210

LHA AD CONTACT:

Michelle Clement, APR
Vice President of Communications & Public Relations
mclement@lhaonline.org
Phone: (225) 928-0026 ext. 211



2022 SPONSORSHIP AD SPECIFICATIONS AND DUE DATES

- All artwork is to be provided by the advertiser by the specified due dates.
- Ad placement is at the discretion of the Association.
- Format for all ads: High Resolution PDF file (300+ DPI, no bleed)
- All ads are to print in full color (4 color process). Ads **MUST** be saved CMYK.

Winter Leadership Symposium: **Diamond Sponsors Only**

- **Sponsor's Ad Size:** 7³/₄" wide x 5" high (no bleed)
- Diamond sponsors have the option of running the same ad for Winter Symposium and Summer Conference. If you would like to do this, please inform us when submitting your Winter Symposium ad.
- **Deadline for submission is January 7, 2022.**

Annual Meeting & Summer Conference: **Diamond & Platinum Sponsors Only**

- **Sponsor's Ad Size:** 7³/₄" wide x 5" high (no bleed)
- **Deadline for submission is June 1, 2022.**

LHA Membership Directory: **All Sponsors**

- Directory ads are included in Diamond, Platinum, Gold and Silver sponsorships.
- **Sponsor's Ad Size*:** 5" wide x 7³/₄" high (no bleed)
- **For Diamond Sponsors:** Jacket Covers (3 available) are reserved for Diamond Sponsors and rotate annually. This ad placement is assigned by the LHA. You will be informed by June if you will have a cover ad.
 - Jacket Cover Ad Size: 5⁷/₈" wide x 8" high (no bleed)
- **Deadline for submission is August 1, 2022.**

Social Media/Member Newsletter Feature: **All Sponsors**

- The LHA has created a section in Impact Weekly, the Association's electronic newsletter, that will feature one sponsor each week. In addition, the Association will highlight the sponsor of the week on social media.
- To participate: Email VP of Communications Michelle Clement at mclement@lhaonline.org the following information: 1) Overview of the organization with a summary of services (three to five sentences); 2) Company contact for hospital staff (name, title, phone number, and email address); 3) Company's Facebook and Twitter handles, if applicable; and 4) An updated high-resolution logo.
- **Deadline for Submission:** This opportunity is offered on a first come, first served basis starting in January 2022. Sponsors will be featured in the order in which they are received.

Sponsors should submit full color ads to Michelle Clement,
LHA Vice President of Communications & Public Relations,
at mclement@lhaonline.org. If you have any
questions, contact Michelle at (225) 928-0026 ext. 211.