

2023

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 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.



New Look, Same Critical Mission

The LHA is introducing a
new brand identity in 2023.

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
Event Registrations	Up to four representatives at no charge for Winter Symposium and Summer Conference	Up to three representatives at no charge for Summer Conference	Up to two representatives at no charge for Summer Conference	Limited to two representatives at no charge for Summer Conference
Option to Purchase Additional Registrations for Sponsored Events				
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.

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. 31-Feb. 1, 2023 at the Renaissance Baton Rouge Hotel, and LHA's Summer Conference, which is being held July 24-26, 2023 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 2' deep). Giveaways and promotional materials may be distributed directly from your exhibit.
- Registration (up to four representatives) at no charge for Winter Symposium and Summer Conference
 - Additional attendees can attend at \$850/per person. The ACHE Session and outdoor event fees, such as golf or fishing, are not included.
- Half-page, full-color ad in Winter Symposium and Summer Conference print programs*
- Named sponsor of one major Association event at Summer Conference
 - Examples include, but are not limited to, welcome reception, golf tournament, dinner, or evening activity.
- 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 2023-2024 LHA Membership Directory*
- Company listing with contact information in the sponsor section of the 2023-2024 LHA Membership Directory
- Featured as a social media spotlight and in LHA 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.

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 24-26, 2023 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
 - 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) at no charge for Summer Conference
 - Additional attendees can attend at \$850/per person. The ACHE Session and outdoor event fees, such as golf or fishing, are not included.
 - 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 2023-2024 LHA Membership Directory*
 - Company listing with contact information in the sponsor section of the 2023-2024 LHA Membership Directory
 - Featured as a social media spotlight and in LHA 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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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 24-26, 2023 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
 - 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 charge for Summer Conference
 - Additional attendees can attend at \$850/per person. The ACHE Session and outdoor event fees, such as golf or fishing, are not included.
 - Eligible to purchase Add-On Sponsorships
 - See page 7 for details.
 - Full-page, full-color ad in the 2023-2024 LHA Membership Directory*
 - Company listing with contact information in the sponsor section of the 2023-2024 LHA Membership Directory
 - Featured as a social media spotlight and in LHA 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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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 24-26, 2023 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 charge for Summer Conference
 - Outdoor event fees, such as golf or fishing, are not included.
 - 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 each meeting participant.
 - Eligible to purchase Add-On Sponsorships
 - See page 7 for details.
 - Full-page, full-color ad in the 2023-2024 LHA Membership Directory*
 - Company listing with contact information in the sponsor section of the 2023-2024 LHA Membership Directory
 - Featured as a social media spotlight and in LHA 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 2023 LHA sponsor and have a company representative registered to attend Summer Conference; or
2. Be a paid 2023 LHA member hospital, 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 25, 2023 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.
- 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

- 2 Available on Tuesday, July 25 or Wednesday, July 26, 2023
- Company name or logo in print program and on breakfast signage

Summer Conference Break Sponsor:

\$2,500

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

Summer Conference Welcome Reception Bar Sponsor:

\$3,500

- 1 Available on Monday, July 24, 2023
- 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:

\$4,000

- 2 Available on Tuesday, July 25, 2023
- 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.

*Sponsor is responsible for providing properly-sized artwork and a high-resolution logo.

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 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 14-15, 2023 at the Renaissance Hotel in Baton Rouge
- Event Sponsor: 408 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 15-17, 2023 at The Grand Hotel in Point Clear, AL
- See event brochure for [sponsorship opportunities](#).

Louisiana Society for Hospital Attorneys' Health Law Symposium:

\$750

- December 8, 2023 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 24, 2023 at the LHA Conference Center in Baton Rouge
- Event Sponsor: 21 Available
- Sponsorship includes exhibit space, a 15-minute opportunity to speak to attendees during the lunch break, and one complimentary registration.

Physician Leadership Academy – 100 Series

\$2,500

- March 29, May 17, Sept. 13, and Nov. 8 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 - 200 Series

\$2,500

- March 28, May 16, Sept. 12, and Nov. 7 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 & Pelican Awards Luncheon:

See Listing

- Nov. 1, 2023 at the Renaissance Hotel in Baton Rouge
- Event Sponsor: Multiple Available
- An event brochure will be released in May 2023 for sponsorship opportunities.

*Sponsor is responsible for providing properly-sized artwork and a high-resolution logo.

Single Event Sponsorships Continued

Benefits Listed Below Each Sponsorship

\$750-\$2,500 Range

Limited Availability

Credentialing Boot Camp:

\$1,500

- February 14-15, 2023 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.

Emerging Healthcare Leaders:

\$1,000

- March 22-23, 2023 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 4-5, 2023 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 or (225) 928-0026 ext. 208 for more information.

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2023 LHA Management Corporation Sponsorship Ad Specifications & Due Dates

General Ad Placement & Format Information:

- 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 6, 2023.**

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, 2023.**

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: 5 7/8" wide x 8" high (no bleed)
- **Deadline for submission is August 1, 2023.**

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 2023. Sponsors will be featured in the order in which they are received.



LHA Management Corporation
A For-Profit Subsidiary of the LHA

9521 Brookline Avenue, Baton Rouge, LA 70809-1431
(225) 928-0026 • Fax: (225) 923-1004 • www.LHAonline.org

2023 LHA Management Corporation Sponsorship Application

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

LHA Sponsorships:

I would like to apply for the following Sponsorship:

- Diamond: \$20,000 Platinum: \$15,000 Gold: \$10,000 Silver: \$6,500

Add-On Summer Conference Sponsorships:

Note: Must meet current sponsor or membership requirements.

- Welcome Reception Bar Sponsor (Mon, July 24, 2023): \$3,500 Tent Sponsor (Tues, July 25, 2023): \$5,000
 Breakfast Sponsor (Tues, July 25, 2023): \$3,500 Break Sponsor: \$2,500
 Breakfast Sponsor (Wed, July 26, 2023): \$3,500
 Casino Night Bar Sponsor (Tues, July 25, 2023): \$4,500

Single-Event Sponsorships:

Note: Must meet current sponsor or membership requirements.

- Rural Conference Sponsor (November 14-15, 2023): \$2,500
 Other Single Event Sponsorship: (List Event Name): _____

Sponsor Information:

Note: Please provide the information below exactly how you would like it to appear in promotional materials/signage.

Company Information:

Organization/Company: _____
Address with City, State and Zip: _____
Website: _____ Phone: _____

Main Sponsor Contact: Representative who will be listed in conference materials

Name: _____ Title: _____
Address: (If Different Than Company) _____
Email: _____ Phone: _____

Logistics and Ad Contact Information: Person the LHA should contact regarding ad deadlines, etc.

Name: _____ Title: _____
Address: (If Different Than Company) _____
Email: _____ Phone: _____



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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: _____

Billing Contact & Payment Information:

Name: _____ Title: _____

Email: _____ Phone: _____

Address with City, State and Zip: _____

Check Enclosed (payable to LHA Management Corporation)

If paying via credit card, please contact LHA Senior Accounting Associate Scott White at (225) 928-0026, ext. 214.

Sponsor Application Checklist:

- Select your sponsorship type(s).
- Fill in the Sponsor Information section completely and exactly as you would like it published. The information in this section will be used in the various publications and signage as described in the sponsorship brochure.
- Complete the social media information and the payment information sections.
- Send a copy of this completed application with payment.
- ALL SPONSORS must submit a high-resolution company logo in .jpg or .png format when applying.

Contacts:

LHA Sponsorships Contact:

Meaghan Genre, Executive Assistant to the President & CEO; mgenre@LHAonline.org; (225) 928-0026 ext. 210

LHA Single Event Sponsorship Contact:

Merle Francis, AVP of Education Services; mfrancis@LHAonline.org; (225) 928-0026 ext. 208

LHA Ad Contact:

Michelle Clement, APR, VP of Communications & Public Relations; mclement@LHAonline.org; (225) 928-0026 ext. 211

For Internal Use Only:

- Application
- iMIS
- Logo
- Vendor File Updated