



# A Special Invitation To Sponsor...

## The Arizona Hospital and Healthcare Association's 2010 Annual Membership Conference

Through sponsorship at this conference, your organization will:

- ◆ Gain exclusive exposure to healthcare leaders in Arizona
  - ◆ Increase your corporate visibility with hospital and health systems in Arizona
  - ◆ Network with key healthcare decision makers in Arizona
- 



The Arizona Hospital and Healthcare Association's **Annual Membership Conference** provides the ideal environment for connecting with prospective clients and enhancing relationships with existing ones. AzHHA's Annual Membership Conference brings together more than 150 healthcare leaders and decision makers from across the state for two days of education, recognition, and networking.

The Arizona Hospital and Healthcare Association's 2010 Annual Membership Conference will be held **October 14 & 15, 2010**, at The Buttes Resort in Tempe, Arizona.

**NOTE:** External vendors and organizations are not able to attend this event except through sponsorship.

Whether your company is large or small, national or local, there are many opportunities to involve your organization in this conference. By becoming a sponsor your organization will receive numerous benefits including:

- ♦ visibility through AzHHA's publications and website;
- ♦ increased exposure to healthcare leaders and decision makers; and
- ♦ networking opportunities and access to healthcare CEOs, CNOs, COOs, CFOs and other senior healthcare leaders.

If your organization would like to participate as a sponsor for AzHHA's 2010 Annual Membership Conference please review the sponsorship benefits.

Return your Intent to Sponsor form by **April 16, 2010**, and receive an early bird rate! You are encouraged to return the form ASAP, as some sponsorship options are limited in number and will be accepted on a first-come, first-served basis.

Additionally, sponsorship monies are due within 15 business days of receipt of the form. If payment is not received within this time period, your sponsorship selection will not be guaranteed.

# Sponsorship Benefits

Annual Membership Conference  
October 14 & 15, 2010

## Base Package: \$2,500 \*

**\* (Early Bird Rate) Price increases to \$3,000 after April 16, 2010**

**NOTE: The base package must be selected by all sponsors  
in order to choose any of the add-on features**

All sponsors receive the following benefits (as part of the base package):

- ◆ Company listing and hyperlink on the education page of AzHHA's website
- ◆ Company listing, logo and brief company description in the 2010 sponsor guide
- ◆ Company listing on the 2010 Annual Membership Conference registration website
- ◆ Visual and verbal recognition at the 2010 Annual Membership Conference
- ◆ CEO mailing labels for all current AzHHA members (*provided two weeks prior to the event*)
- ◆ Conference attendee list with name, title, organization, and mailing address in Excel format (*provided a few days prior to the conference*)
- ◆ Sponsorship listing in AzHHA's *Insider*, a bi-monthly E-newsletter distributed to approximately 3,000 statewide healthcare industry leaders
- ◆ Subscription to AzHHA's *Insider*, e-mailed to one sponsor representative for a year
- ◆ A complimentary conference registration for two representatives at the 2010 Annual Membership Conference (*sponsor representation is limited to two individuals*)
- ◆ Special name badge/ribbon recognition
- ◆ Right of first renewal for the 2011 Annual Membership Conference sponsorship

## Add-On Features

***(Most features are limited to one sponsor, and based on a first-come, first-served basis)***

### Educational Sessions

*Additional sponsor benefits for each of the educational sessions include:*

- ◆ Introduction of speaker by sponsor representative
- ◆ Recognition in conference materials
- ◆ Company materials displayed at each table during the session
- ◆ Sponsor recognition in the session's PowerPoint presentation

Keynote Session - Thursday, October 14	<b>Already SOLD</b>	<b>\$1,500</b>
General Session - Thursday, October 14	<b>Already SOLD</b>	<b>\$1,000</b>
American College of Healthcare Executives (ACHE) Session - Friday, October 15		<b>\$1,000</b>
Breakout Sessions (2 sessions)- Friday, October 15 <i>One sponsor allowed for each breakout session</i>		<b>\$750 each</b>
Closing Session - Friday, October 15		<b>\$1,000</b>

# Sponsorship Benefits

Annual Membership Conference  
October 14 & 15, 2010

## Add-On Features (continued)

*(Most features are limited to one sponsor, and based on a first-come, first-served basis)*

Meals and Breaks	
<b>Awards Luncheon</b> - Thursday, October 14 <i>Additional sponsor benefits include:</i> <ul style="list-style-type: none"><li>◆ Recognition on conference signage at each table</li><li>◆ Recognition in conference materials</li><li>◆ Company materials displayed at each table during the luncheon</li><li>◆ Sponsor recognition in the Awards Luncheon's PowerPoint presentation</li></ul>	<b>\$1,000</b>
<b>Refreshment Breaks</b> - Thursday, October 14 and Friday, October 15 <i>Additional sponsor benefits include:</i> <ul style="list-style-type: none"><li>◆ Recognition on conference signage</li><li>◆ Recognition in conference materials</li></ul>	<b>\$500 each</b>

Promotional Items	
<i>All promotional items must be approved in advance by AzHHA. Your company's logo may be displayed on the promotional item. Promotional items are purchased and provided by your company.</i>	
<b>Thumb drives:</b> Each attendee will receive a thumb drive with all of the conference session handouts and materials along with your company's one page marketing brochure	<b>\$1,000</b>
<b>Conference Tote Bags:</b> sponsor a "green" tote bag for all attendees	<b>\$500</b>
<b>Water bottles:</b> sponsor a reusable water bottle so all attendees can stay refreshed	<b>\$500</b>
<b>Lanyards:</b> every attendee will have a name badge, lanyards are convenient for keeping their badges visible	<b>\$500</b>
<b>Note pads:</b> 8.5" x 11" size writing pads for attendees to take notes of conference sessions <b>Already SOLD</b>	<b>\$500</b>
<b>Pens:</b> all attendees need something to write with	<b>\$500</b>
Marketing Opportunity	
<b>Sponsor Spotlight:</b> An article about your organization and link to your website in one edition of AzHHA's <i>Insider</i> , a bi-monthly newsletter distributed to approximately 3,000 healthcare industry leaders in Arizona	<b>\$500</b>

**NOTE: There will be no vendor/sponsor display tables at this year's conference.**

# Intent to Sponsor

Annual Membership Conference  
October 14 & 15, 2010

Yes, my organization is interested in sponsoring AzHHA's 2010 Annual Membership Conference. Please sign us up for the following benefits:

- Base Package: \$2,500 (Early Bird rate: Submitted by April 16, 2010)**
- Base Package: \$3,000 (Submitted after April 16, 2010)**

**(The base package is the minimum requirement. Your organization must select the base package in order to select any add-on features listed below)**

## Add-on features:

<input type="checkbox"/> Keynote Session: \$1,500 <b>Already SOLD</b>	<input type="checkbox"/> Sponsor Spotlight: \$500
<input type="checkbox"/> General Session: \$1,000 <b>Already SOLD</b>	<input type="checkbox"/> Refreshment Break: \$500 each
<input type="checkbox"/> ACHE Session: \$1,000	<input type="checkbox"/> Thursday p.m.
<input type="checkbox"/> Breakout Sessions: \$750 each	<input type="checkbox"/> Friday a.m.
<input type="checkbox"/> Friday session #1	<input type="checkbox"/> Promotional Items: \$500 each, except thumb drive
<input type="checkbox"/> Friday session #2	<input type="checkbox"/> Tote bag
<input type="checkbox"/> Closing Session: \$1,000	<input type="checkbox"/> Water bottle
<input type="checkbox"/> Awards Luncheon: \$1,000	<input type="checkbox"/> Note pads - <b>Already SOLD</b>
	<input type="checkbox"/> Lanyards
	<input type="checkbox"/> Pens
	<input type="checkbox"/> Thumb drive (\$1,000)

**TOTAL Amount:** \_\_\_\_\_

Please complete the *contact person* information below (please print):

Organization name: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Method of Payment:

A check made payable to Arizona Hospital and Healthcare Association is enclosed for: \$ \_\_\_\_\_  
**(preferred method of payment)** Mail to: Finance Department, 2901 N. Central Ave., Ste. 900, Phoenix, AZ 85012

Or

Charge \$ \_\_\_\_\_ on the following credit card:  Visa  Mastercard

Cardholder's name: \_\_\_\_\_

Credit Card Number (Plus 3 digit number on back of card): \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Cardholder's signature: \_\_\_\_\_

Cardholder's address (if different from contact person above): \_\_\_\_\_

Please mail or fax back this form to:  
LeAnn Swanson, VP Education Services  
2901 N. Central Avenue, Ste. 900  
Phoenix, AZ 85012  
FAX: 602-445-4299

Questions call LeAnn Swanson at 602-445-4344 or email [lswanson@azhha.org](mailto:lswanson@azhha.org)

# Sponsorship Terms and Conditions

These terms and conditions are an essential part of the sponsorship agreement. Please retain this information for your records and appropriate follow-up.

- 1. Management:** The Arizona Hospital and Healthcare Association (AzHHA) reserves the right to accept or reject sponsors based on their compatibility with the Association's mission and purpose. AzHHA also reserves the right to determine appropriate items for distribution and use of sponsor logos or name recognition on conference materials.
- 2. Payment:** Sponsorship payment is due within 15 business days of receipt of the Intent to Sponsor form. If payment is not received within this time period, your sponsorship selection will not be guaranteed. No refunds will be issued once your intent to sponsor form and payment is received.
- 3. Deadlines:** Sponsors must provide information and deliverables to the AzHHA contact person by the stated deadlines in order to receive the specified benefits. If information and other materials do not arrive by the deadline, sponsors waive their rights to those benefits. AzHHA is under no obligation to issue reminders.
- 4. Contact Person:** Sponsors are encouraged to assign one person to communicate with AzHHA on all matters pertaining to their participation as sponsors. AzHHA will send information and materials to the contact person listed on the Intent to Sponsor form. AzHHA is not responsible for relaying information among different branches/departments/locations of sponsoring companies.