

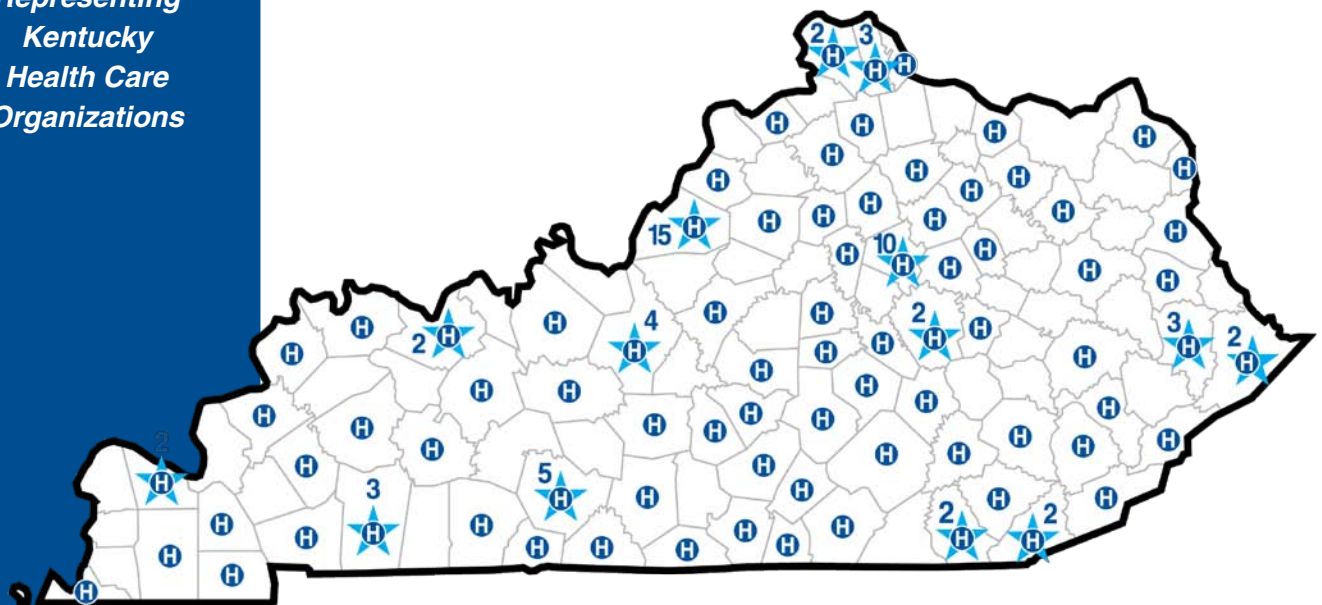


**Kentucky
Hospital
Association**

*Representing
Kentucky
Health Care
Organizations*

Sponsorship Opportunities

July 1, 2018 - June 30, 2019



***Reach and Network
with Kentucky's Hospital
Decision Makers***



Kentucky Hospital
Research and Education
Foundation, Inc.

KHASolutionsGroup



hfma
kentucky chapter
healthcare financial
management
association



American College of
Healthcare Executives
for leaders who care

Kentucky Academy of
HOSPITAL ATTORNEYS



Kentucky Organization of



KONL
NURSE LEADERS

NOTE: All sponsorships are based on the KHA fiscal year (July 1, 2018 - June 30, 2019). KHA leadership reserves the right to review all applications to determine if they are appropriate. KHA sponsorship is not indicative of KHA endorsement. KHA strongly prohibits the use of its name on your marketing material.



Reach and Network with Kentucky's Hospital Decision Makers

Kentucky Hospital Association's events are the best way to reach and network with all of Kentucky's hospital leaders. KHA events feature educational programs from health care leaders and subject matter experts while providing multiple networking opportunities for you to engage with members. Our annual convention alone attracts more than 500 health care leaders from across the commonwealth, including hospital:

- Chief Executive Officers
 - Chief Financial Officers
 - Chief Operating Officers
 - Chief Nursing Officers and Nurse Leaders
- Chief Medical Officers
 - Hospital Attorneys and Risk Managers
 - Department Vice Presidents and Directors
- Hospital Trustees
 - Quality Improvement Directors
 - Volunteers & Auxillians

Year-round Sponsorships for KHA Events

Diamond Sponsorship\$15,000

- Prime exhibit space during events
- Six complimentary registrations to KHA Annual Convention
- A full-page ad in convention program
- Complimentary bag stuffer and floor decal for KHA Annual Convention
- Your logo featured on a large window cling, banner and gobo projected during convention
- Your logo on all name badge ribbons for attendees at convention
- Advanced and final attendees list with emails and mailing addresses
- Your logo with a link to your website on the KHA Sponsors webpage
- KHA District Meeting delegate (spring or fall), who may provide a five minute commercial
- Two invitations to the KHA Health Care Leadership Conference in fall 2018
- Exhibit space at 2019 Quality Conference and two complimentary registrations
- Six subscriptions to KHA Health e-News
- Featured article in KHA Health e-News
- New Sponsor Spotlight on KHA Health e-News

Platinum Sponsorship \$10,000

- Prominent exhibit space during events
- Five complimentary registrations to KHA Annual Convention
- A half-page ad in convention program
- Complimentary bag stuffer and floor decal for KHA Annual Convention
- Two invitations to the KHA Health Care Leadership Conference in fall 2018
- Your logo with a link to your website on the KHA Sponsors webpage
- Advanced and final attendees list with emails and mailing addresses
- Five subscriptions to KHA Health e-News
- Featured article in KHA Health e-News
- New Sponsor Spotlight on KHA Health e-News

For more information:
 Claire Arant
 Kentucky Hospital Association
 (502) 992-4336
carant@kyha.com

KHA 90th Annual Convention Sponsorships

May 8-10, 2019

Gold Sponsorship\$7,000

- Prominent exhibit space
- Four complimentary registrations
- A quarter-page ad in convention program
- Complimentary bag stuffer
- Complimentary floor decal
- Advanced and final attendees list with emails and mailing addresses
- Link to your website on the KHA Sponsors webpage
- Four subscriptions to KHA Health e-News
- New Sponsor Spotlight on KHA Health e-News

Silver Sponsorship \$5,000

- Prominent exhibit space
- Three complimentary registrations
- An eighth-page ad in convention program
- Recognition in convention program
- Complimentary bag stuffer
- Advanced and final attendees list with emails and mailing addresses
- Link to your website on the KHA Sponsors webpage
- Three subscriptions to KHA Health e-News
- New Sponsor Spotlight on KHA Health e-News

Bronze Sponsorship..... \$2,500

- Exhibit space
- Two complimentary registrations
- Recognition in convention program
- Attendees list with mailing addresses
- Link to your website on the KHA Sponsors webpage
- Two subscriptions to KHA Health e-News
- New Sponsor Spotlight on KHA Health e-News

Corporate Sponsorship..... \$2,000

- Exhibit space
- One complimentary registration
- Recognition in convention program
- Attendees list with mailing addresses
- Link to your website on the KHA Sponsors webpage
- Subscription to KHA Health e-News
- New Sponsor Spotlight on KHA Health e-News

Exhibit Space

Exhibit space includes a 6-foot table with two chairs. Freestanding display **MUST** fit within a 7' x 4' area. Electrical connection for your booth: **Advance rate \$50/day or \$100/day if ordered onsite.**

Quality Conference

March 6-8, 2019 – Holiday Inn Hurstbourne
Louisville, Kentucky

Targeted Audience: Chief Nursing Officers, Quality Improvement Directors, Infection Prevention, Pharmacists, Physicians and Case Managers

Quality Reception Sponsor\$2,500

- Prime exhibit space location
- Acknowledgement at reception and opening and closing Sessions
- Opportunity to provide a ten-minute speaking recognition
- Opportunities for giveaways during breaks on Day 2 and Day 3 of conference
- Three complimentary registrations
- Complimentary floor decal
- Recognition in conference materials
- Attendees list and mailing addresses
- New Sponsor Spotlight in KHA Health e-News

Quality Lunch Sponsor..... \$2,000

(Limited to one sponsor)

- Prominent exhibit space location
- 45-minute topic specific-presentation
- Acknowledgement at opening and closing sessions
- Opportunities for giveaways during lunch of Day 2 or Day 3 of conference
- Complimentary floor decal
- Two complimentary registrations
- Recognition in conference materials
- Attendees list and mailing addresses
- New Sponsor Spotlight in KHA Health e-News

Quality Partner Sponsor \$1,000

- Exhibit space
- Acknowledgement at opening session
- Opportunities for giveaways during breaks on Day 2 and Day 3 of conference
- One complimentary registration
- Recognition in conference materials
- Attendees list and mailing addresses
- New Sponsor Spotlight in KHA Health e-News

Additional Marketing Elements

Some add-ons are not available at all events, call for availability

- Floor Decals – \$100
- Bag Stuffers – \$300
- Banners – \$300
- Window Clings – \$300
- Print Ads in Convention Program – see insert
- Logo on Convention Attendees' bag (Limited to 2 Sponsors) – \$500
- Logo on Convention USBs (Limited to 2 Sponsors) – \$500
- Sponsor a Table during Gala event at 90th Annual Convention (Limited to 20 Sponsors) – \$1,000



KHA Annual Sponsorship Opportunities 2018-2019 Application

Company Name: _____

Company Description (25-word description for Sponsor Spotlight) _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ Website: _____

Mailing address you would like to receive materials from KHA: check if same as above

Name/Title of Primary Representative: _____

Email Address: _____ Phone: (_____) _____

Secondary Representative Name/Title (Required): _____

Email Address: _____ Phone: (_____) _____

Kentucky Hospital Association's Sponsorship Benefits are from July 1, 2018 - June 30, 2019

Year-round Sponsorship

- Diamond Level - \$15,000
- Platinum Level - \$10,000

KHA Annual Convention

- Gold Level - \$7,000
- Silver Level - \$5,000
- Bronze Level - \$2,500
- Corporate Level - \$2,000

Quality Conference

- Quality Reception Sponsor - \$2,500
- Quality Lunch Sponsor - \$2,000
- Quality Partner - \$1,000

Additional Marketing Elements

- | | | |
|---|--|---|
| <input type="checkbox"/> Floor Decal - \$100 | <input type="checkbox"/> Window Clings - \$300 | <input type="checkbox"/> Gala Event at Convention - \$1,000 |
| <input type="checkbox"/> Bag Stuffers - \$300 | <input type="checkbox"/> Logo on Attendees' Bag - \$500 | <input type="checkbox"/> Print Ads - Convention Programs
(see ad spec sheet for rates and sizes) |
| <input type="checkbox"/> Banner - \$300 | <input type="checkbox"/> Logo on Convention USBs - \$500 | |

Payment (check appropriate payment option):

Check enclosed (make check payable to KHREF)

Check number: _____ Amount: \$ _____

Charge my MasterCard/Visa/American Express
(KHA will contact you for your account number)

Amount: \$ _____

Name of person to contact for credit card information:

Telephone number: (_____) _____

Mail or Fax sponsorship application to:

KHREF
PO Box 436629
Louisville, KY 40253

Phone: (502) 992-4363

Fax: (502) 814-0363

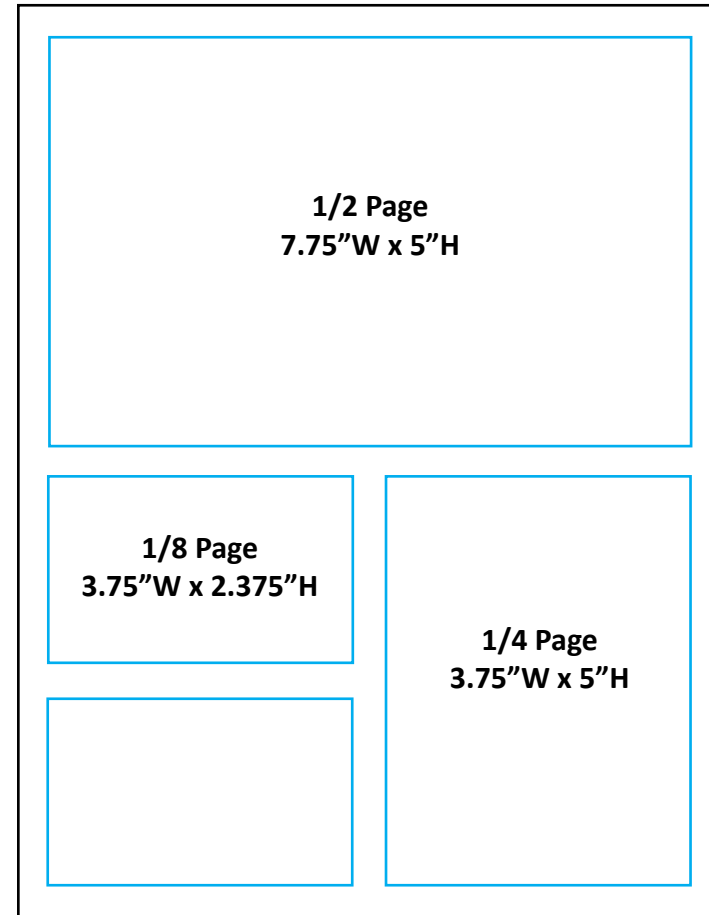
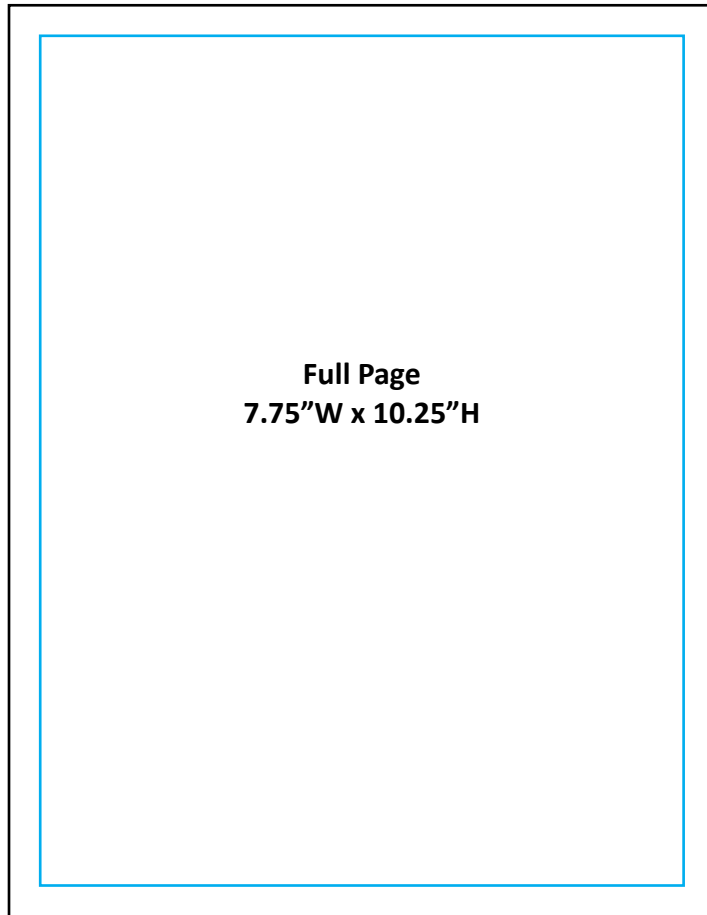
For more information, please contact:

Claire Arant
Kentucky Hospital Association
(502) 992-4336
carant@kyha.com

Please save this acknowledgement letter as your receipt for a 501(c)3 contribution. We estimate the fair market value for a Corporate Sponsorship to be \$1,575; Bronze Sponsorship to be \$1,790; Silver Sponsorship to be \$3,905; Gold Sponsorship to be \$5,570; Platinum Sponsorship to be \$7,845; and Diamond Sponsorship to be \$11,425. We estimate the fair market value for a Quality Reception Sponsorship to be \$1,660; Quality Lunch Sponsorship to be \$1,385; and Quality Partner to be \$655. The amount of the contribution that is deductible for federal income tax purposes is limited to the excess contribution by the donor over the value of the goods or services provided by the organization. The KHREF federal tax ID is 61-6052378.

KHA Annual Convention Program - Print Ads Specifications Sheet

Print ads can be purchased in addition to or without a sponsorship. Ads will appear in the 90th Annual Convention programs - January to May 2019.



Full Page: Sponsor ad price.....	\$300
Non-sponsor ad price	\$600
1/2 Page: Sponsor ad price.....	\$175
Non-sponsor ad price	\$350

1/4 Page: Sponsor ad price.....	\$125
Non-sponsor ad price	\$200
1/8 Page: Sponsor ad price	\$100
Non-sponsor ad price.....	\$125

Format Specifications: Artwork must be submitted in the chosen ad size at a resolution no less than 300 DPI. Acceptable formats are: EPS, TIF, JPG, PNG or PDF. If you have any questions, please contact **Claire Arant** at **502-992-4336** or **carant@kyha.com**.