



Kentucky  
Hospital  
Association

# 2025-2026 Sponsorship Opportunities



## ONE Powerful Voice

*Representing Kentucky Hospitals and Health Systems*

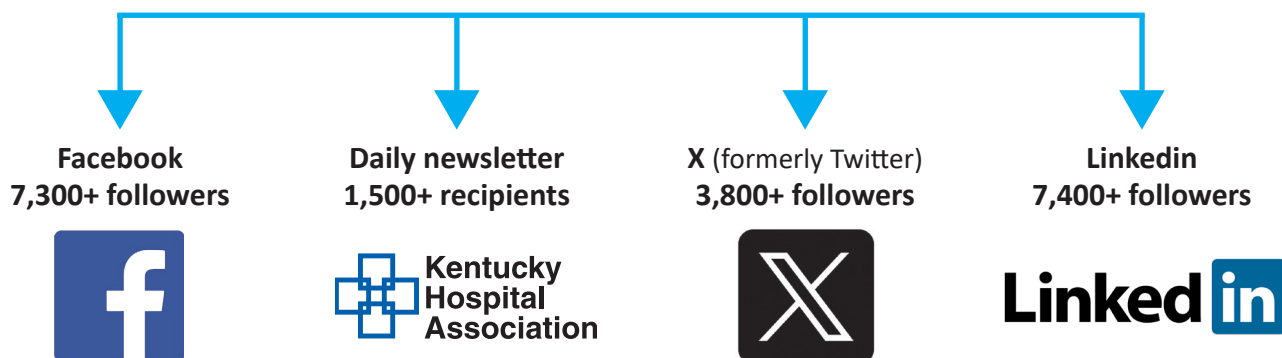


**NOTE:** All sponsorships are based on the KHA fiscal year (July 1, 2025 - June 30, 2026). KHA leadership reserves the right to review all applications to determine if they are appropriate. KHA sponsorship is not indicative of KHA endorsement. KHA strongly prohibits the use of its name on sponsor marketing material.

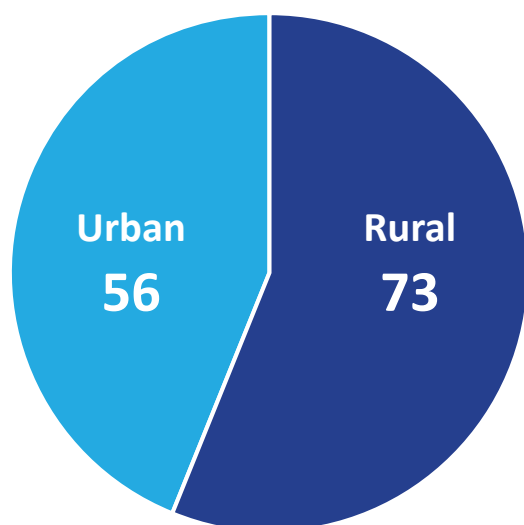
The Kentucky Hospital Association (KHA) provides numerous sponsorship opportunities, which are a great way to gain access to events with our members – **the largest audience of hospital decision makers in Kentucky**. KHA events feature educational programs from health care leaders and subject matter experts while providing multiple networking opportunities for sponsors to engage with members. When you become a KHA sponsor, you have the ability to reach c-suite executives, patient safety and quality leaders, hospital attorneys, physician and nursing leaders – health care executives at the forefront of their industry.

Become a sponsor today to increase your brand visibility and awareness by showcasing your organization and building relationships with Kentucky's hospital leaders. Together we can improve health care across the commonwealth to benefit all Kentuckians!

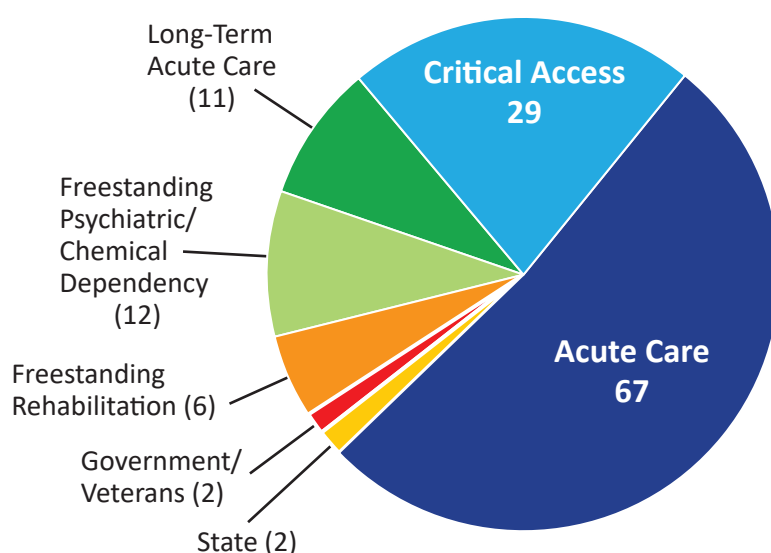
## Social Media Impact



## KHA Membership by Area



## KHA Membership by Hospital Type



# Year-Round Sponsorships for KHA Events

**NEW**

KHA is excited to introduce our first-ever **KHA Solutions Group Expo** at the 97th Annual Convention – a dedicated space for sponsors to engage directly with attendees during designated exhibit hours and reception. This new format offers greater visibility, meaningful face-to-face connections, and multiple touchpoints throughout the conference to showcase your brand, services, and expertise.

**KHA offers the opportunity for several levels of Year-Round Sponsorships in addition to Signature Events Sponsorships. Explore the details below to find the level right for you.**

## Elite Sponsorship ..... \$25,000

### ► ANNUAL CONVENTION

- (1) 10'x10' exhibit booth in premier location with inclusion in exhibit game to encourage attendees to visit
- 8 complimentary registrations
- Presentation of educational session including a one-minute advertisement during session introduction (pending approval/content relevancy)
- Introduction of 1 convention keynote (script written by KHA)
- Gobo with logo
- Full-page ad in convention program with logo recognition on conference materials
- Giveaway opportunity through convention app highlighted in the Convention program
- Mentioned in electronic Annual Convention promotional communications, including KHA Daily Update plus the Education and Events newsletter

### ► OTHER RECOGNITION

- Presentation of educational session including a one-minute advertisement during session introduction (pending approval/content relevancy) at conference of choice including: Quality Conference, Day for Infection Preventionists (IP Day), Environment of Care (EOC) Conference, or Workforce Summit during the 2025-2026 sponsorship year
- (1) 6' exhibit table at conference selected above
- Access to hospital decision-makers via five or more meetings annually with your target hospitals
- 4 complimentary registrations to the conference selected above
- Floor decal with company logo at both conferences
- Opportunity for giveaway at conference selected above
- Advanced and final attendee list **with emails** and mailing addresses for both conferences
- Company logo with link to website on the KHA Sponsors webpage
- Sponsor acknowledgment in Know Before You Go emails sent to all registered attendees for both conferences
- 6 annual subscriptions to KHA Daily Update
- 1 recognition post on LinkedIn
- 1 Sponsor Spotlight in KHA Daily Update
- 1 Sponsor Spotlight in Convention email blast

## Diamond Sponsorship ..... \$15,000

### ▶ ANNUAL CONVENTION

- (1) 10'x10' exhibit booth in premier location with inclusion in exhibit game to encourage attendees to visit
- 5 complimentary registrations
- Full-page ad in convention program with logo recognition on conference materials
- Giveaway opportunity through convention app highlighted in the Convention program

### ▶ OTHER RECOGNITION

- (1) 6' exhibit table at conference of choice including: Quality Conference, Day for Infection Preventionists (IP Day), Environment of Care (EOC) Conference, or Workforce Summit during the 2025-2026 sponsorship year
- 2 complimentary registrations to the conference selected above
- Floor decal with company logo at both conferences
- Giveaway opportunity through convention app for conference selected above
- Advanced and final attendee list **with emails** and mailing addresses for both conferences
- Company logo with link to website on the KHA Sponsors webpage
- Sponsor acknowledgment in Know Before You Go emails sent to all registered attendees for both conferences
- 6 annual subscriptions to KHA Daily Update
- 1 recognition post on LinkedIn
- 1 Sponsor Spotlight in KHA Daily Update
- 1 Sponsor Spotlight in Convention email blast

## Platinum Sponsorship ..... \$10,000

### ▶ ANNUAL CONVENTION

- (1) 10'x10' exhibit booth in premier location with inclusion in exhibit game to encourage attendees to visit
- 4 complimentary registrations
- 1/2-page ad in convention program
- Floor decal with company logo
- Giveaway opportunity through convention app highlighted in the Convention program

### ▶ OTHER RECOGNITION

- (1) 6' exhibit table at conference of choice including: Quality Conference, Day for Infection Preventionists (IP Day), Environment of Care (EOC) Conference, or Workforce Summit during the 2025-2026 sponsorship year
- 2 complimentary registrations to the conference selected above
- Advanced and final attendee list **with emails** and mailing addresses for both conferences
- Company logo listed on both conference materials
- Company logo with link to website on the KHA Sponsors webpage
- Sponsor acknowledgment in Know Before You Go emails sent to all registered attendees
- 5 annual subscriptions to KHA Daily Update
- 1 recognition post on LinkedIn
- 1 Sponsor Spotlight in KHA Daily Update
- 1 Sponsor Spotlight in Convention email blast

# KHA Signature Events Sponsorships

## KHA 97th Annual Convention

May 19-20, 2026 | Kentucky International Convention Center, Louisville

Exhibit locations are assigned based on sponsor level, date application received, and at the discretion of KHA.

**Target Audience:** Chief Executive Officers • Chief Financial Officers • Chief Operating Officers • Chief Nursing Officers & Nurse Leaders • Chief Medical Officers • Hospital Attorneys & Risk Managers • Department Vice Presidents & Directors • Hospital Trustees • Quality Improvement Directors

**NEW**

KHA is excited to introduce our first-ever **KHA Solutions Group Expo** at the 97th Annual Convention – a dedicated space for sponsors to engage directly with attendees during designated exhibit hours and reception. This new format offers greater visibility, meaningful face-to-face connections, and multiple touchpoints throughout the conference to showcase your brand, services, and expertise.

### Gold Sponsorship ..... \$8,000

- (1) 10'x10' exhibit booth in prominent location with inclusion in exhibit game to encourage attendees to
- Exclusive sponsor of 1 of the following:
  - **Convention Internet:**  
Company name used as username & password  
*1 opportunity*
  - **Breakfast/Keynote:**  
Logo on program slides  
*2 opportunities*
  - **Networking Break:**  
Branded cocktail napkins at refreshment stations  
*2 opportunities*
  - **Convention App:**  
Logo on opening page  
*1 opportunity*
  - **Charging Station & Lounge:**  
Signage above charging station situated at bottom of escalator with high visibility for all attendees  
*1 opportunity*
- 3 complimentary registrations
- 1/4-page ad in Convention program
- Floor decal with company logo
- Giveaway opportunity (managed by sponsor) highlighted in the Convention program
- Signage at sponsored event
- Advanced and final attendee list **with emails** and mailing addresses
- Company logo listed on conference materials
- Company logo with link to website on the KHA Sponsors webpage
- Sponsor acknowledgment in Know Before You Go emails sent to all registered attendees
- 4 annual subscriptions to KHA Daily Update
- 1 recognition post on LinkedIn
- 1 Sponsor Spotlight in KHA Daily Update
- 1 Sponsor Spotlight in Convention email blast

### Silver Sponsorship ..... \$5,000

- (1) 6' exhibit table
- 2 complimentary registrations
- Company logo recognition on conference materials
- Advanced and final attendee list **with mailing** addresses
- Link to website on the KHA Sponsors webpage
- 2 annual subscriptions to KHA Daily Update
- Sponsor Spotlight in KHA Daily Update

### Bronze Sponsorship ..... \$3,000

- (1) 6' exhibit table
- 2 complimentary registrations
- Company name listed conference materials
- Final attendee list **only with mailing** addresses
- Link to website on the KHA Sponsors webpage
- 1 annual subscriptions to KHA Daily Update
- Sponsor Spotlight in KHA Daily Update

# KHA Quality Conference

## March 23-24, 2026 | Marriott East, Louisville

**Target Audience:** Chief Nursing Officers • Quality Improvement Directors • Nursing Directors • Pharmacists • Physicians • Infection Preventionists • Case Managers

Reception Sponsor ..... \$2,500	Meal Sponsor ..... \$2,000	Partner Sponsor ..... \$1,500
<b>1 opportunity available</b> <ul style="list-style-type: none"> <li>(1) 6' exhibit table with inclusion in exhibit game to encourage attendees to visit</li> <li>5-minute speaking opportunity at the exclusively sponsored reception</li> <li>2 complimentary registrations</li> <li>Floor decal with logo</li> <li>Signage at sponsored event</li> <li>Company logo on conference materials</li> <li>Giveaway opportunity (managed by sponsor)</li> <li>Inclusion in 2 electronic conference promotional communications</li> <li>Advanced and final attendee list <b>with emails</b> and mailing addresses</li> <li>Sponsor acknowledgment in Know Before You Go emails sent to all registered attendees Sponsor Spotlight in KHA Daily Update</li> <li>Sponsor Spotlight in KHA Daily Update</li> </ul>	<b>4 opportunities available</b> <ul style="list-style-type: none"> <li>(1) 6' exhibit table with inclusion in exhibit game to encourage attendees to visit</li> <li>2-minute speaking opportunity during sponsored event</li> <li>2 complimentary registrations</li> <li>Signage at sponsored event</li> <li>Company logo on conference materials</li> <li>Giveaway opportunity (managed by sponsor)</li> <li>Inclusion in 1 electronic conference promotional communication</li> <li>Advanced and final attendee list <b>with emails</b> and mailing addresses</li> <li>Sponsor Spotlight in KHA Daily Update</li> </ul>	<ul style="list-style-type: none"> <li>(1) 6' exhibit table with inclusion in exhibit game to encourage attendees to visit</li> <li>2 complimentary registrations</li> <li>Recognition on conference materials</li> <li>Giveaway opportunity (managed by sponsor)</li> <li>Final attendee list with <b>mailing addresses ONLY</b></li> <li>Sponsor Spotlight in KHA Daily Update</li> </ul>

# Environment of Care Conference NEW

## October 21, 2025 | CityPlace Conference, La Grange

**Target Audience:** Emergency Management • Hospital Safety • Quality • Clinical • Environment of Care Leaders

Breakfast/Lunch Sponsor ..... \$1,500	Keynote Sponsor ..... \$1,000	Event Sponsor ..... \$500
<b>1 opportunity available - Breakfast is SOLD</b> <ul style="list-style-type: none"> <li>(1) 6' exhibit table</li> <li>5-minute speaking opportunity during the meal</li> <li>2 complimentary registrations</li> <li>Recognition at event</li> <li>Company logo listed on conference materials</li> <li>Giveaway opportunity (managed by sponsor)</li> <li>Sponsor Spotlight in KHA Daily Update</li> <li>Advanced and final attendee list <b>with email</b> and mailing addresses</li> <li>Sponsor acknowledgment in Know Before You Go emails sent to all registered attendees</li> </ul>	<b>1 opportunity available - SOLD</b> <ul style="list-style-type: none"> <li>(1) 6' exhibit table</li> <li>Introduction of keynote (script written by KHA)</li> <li>2 complimentary registrations</li> <li>Company logo listed on conference materials</li> <li>Giveaway opportunity (managed by sponsor)</li> <li>Final attendee list <b>with email</b> and mailing addresses</li> </ul>	<ul style="list-style-type: none"> <li>(1) 6' exhibit table</li> <li>1 complimentary registration</li> <li>Company name listed on conference materials</li> <li>Giveaway opportunity (managed by sponsor)</li> <li>Final attendee list <b>with mailing addresses ONLY</b></li> </ul>





# A Day for Infection Preventionists

## November 7, 2025 | CityPlace Conference Center, La Grange

**Target Audience:** Infection Preventionists • Chief Nursing Officers • Risk Managers • Quality Improvement Leaders • Patient Safety Personnel • Nursing Directors

Breakfast/Lunch Sponsor .....	\$1,500	Event Sponsor .....	\$300
<b>2 opportunities available</b>			
<ul style="list-style-type: none"><li>• (1) 6’ exhibit table with inclusion in exhibit game to encourage attendees to visit</li><li>• 5-minute speaking opportunity during meal</li><li>• 2 complimentary registrations</li><li>• Recognition at event</li><li>• Company logo listed on conference materials</li><li>• Giveaway opportunity (managed by sponsor)</li><li>• Sponsor spotlight in KHA Daily Update</li><li>• Advanced and final attendee list <b>with email</b> and mailing addresses</li><li>• Sponsor acknowledgment in Know Before You Go emails sent to all registered attendees</li></ul>		<ul style="list-style-type: none"><li>• (1) 6’ exhibit table with inclusion in exhibit game to encourage attendees to visit</li><li>• 1 complimentary registration</li><li>• Company name listed on conference materials</li><li>• Giveaway opportunity (managed by sponsor)</li><li>• Final attendee list <b>with mailing addresses ONLY</b></li></ul>	



# Health Care Workforce Summit

## Fall: November 11, 2025 | CityPlace Conference Center, La Grange

## Spring: May 18, 2026 | Kentucky International Convention Center, Louisville


**Target Audience:** Chief Executive Officers • Chief Financial Officers • Chief Operating Officers • Chief Nursing Officers and Nurse Leaders • Human Resources • Education Leaders

Lunch Sponsor .....	\$2,500	Breakfast/Break Sponsor ....	\$1,500	Event Sponsor .....	\$500
<b>1 opportunity available</b>		<b>2 opportunities available</b>			
<ul style="list-style-type: none"><li>• (1) 6’ exhibit table</li><li>• 2 complimentary registrations</li><li>• 5-minute speaking opportunity at sponsored event</li><li>• Signage with logo at sponsored event</li><li>• Company logo listed on conference materials</li><li>• Giveaway opportunity (managed by sponsor)</li><li>• Sponsor spotlight in KHA Daily Update</li><li>• Advanced and final attendee list <b>with email</b> and mailing addresses</li><li>• Sponsor acknowledgment in Know Before You Go sent to all registered attendees</li></ul>		<ul style="list-style-type: none"><li>• (1) 6’ exhibit table</li><li>• 2 complimentary registrations</li><li>• 2-minute speaking opportunity during the sponsored event</li><li>• Signage with logo at the sponsored event</li><li>• Company logo listed on conference materials</li><li>• Giveaway opportunity (managed by sponsor)</li><li>• Sponsor spotlight in KHA Daily Update</li><li>• Advanced and final attendee list <b>with email</b> and mailing addresses</li><li>• Sponsor acknowledgment in Know Before You Go sent to all registered attendees</li></ul>		<ul style="list-style-type: none"><li>• (1) 6’ exhibit table</li><li>• 1 complimentary registration</li><li>• Company name listed on conference materials</li><li>• Final attendee list with <b>mailing addresses ONLY</b></li></ul>	

# FULL EXPLANATION OF BENEFITS

- Complimentary registrations to event include all education and meal functions. Additional registrations are available at the member rate.
- One complimentary exhibit space includes a six-foot skirted table, 2 chairs and an identification sign. Electricity can be purchased through the exhibitor kit provided by the Events Manager. Sponsor literature must not reference a KHA endorsement of any kind. **Sponsor display tables are limited, and displays must not exceed the equivalent space of 7'x4' area at all conferences except the Annual Convention. The Annual Convention space is limited to a 10'x10' area.** Preferential placement is based on sponsor level, date application and payment received, and then at the discretion of KHA.
- All sponsorships must be paid at least 2 weeks prior to first day of conference.

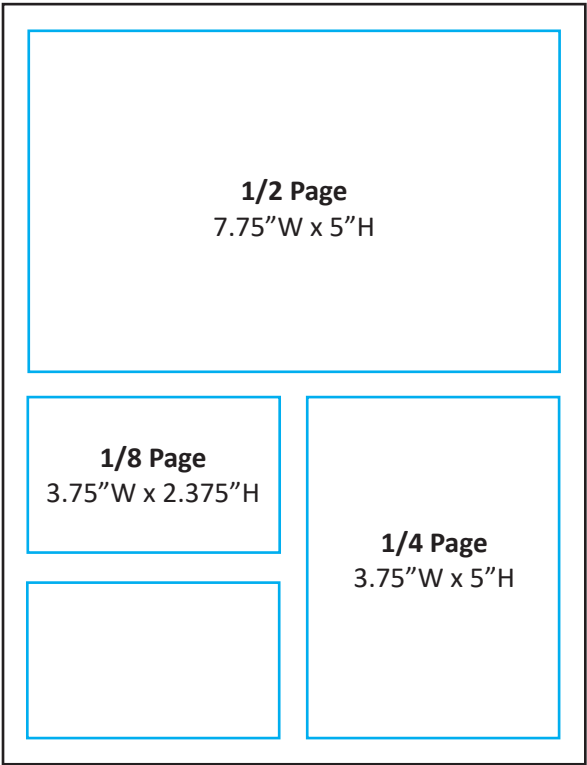
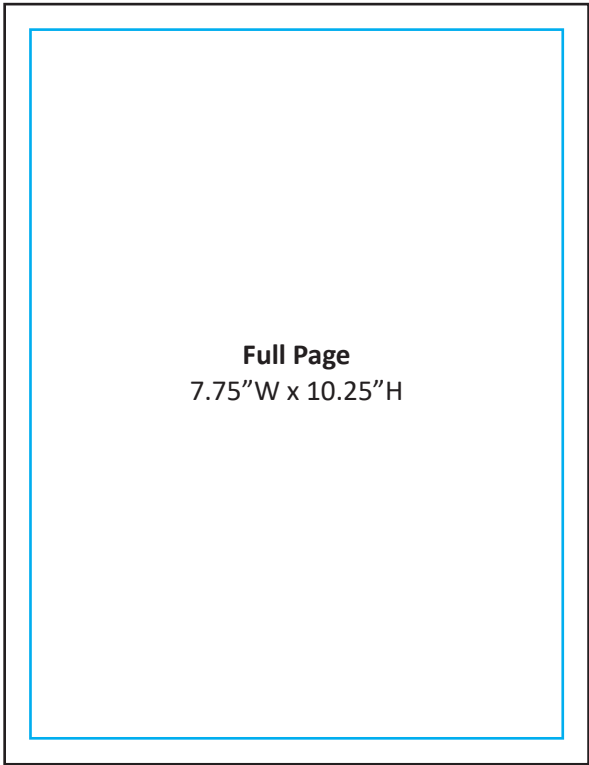
For more information, contact:

 **Kris Allen**, Events Manager  
502-992-4361 | [kallen@kyha.com](mailto:kallen@kyha.com)



## KHA Annual Convention Program - Print Ads Specifications Sheet

Printed Advertisements will appear in the Annual Convention program.



Full Page:	.....	\$650
1/2 Page:	.....	\$400
1/4 Page:	.....	\$325
1/8 Page:	.....	\$200

**Ad Placement Deadline:** Submit artwork by **March 2, 2026**. Please adhere to the deadline to assure placement of ad.

**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.



Company Name: *(as it should appear in print)* \_\_\_\_\_

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

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

Phone: (\_\_\_\_\_) \_\_\_\_\_ Website: \_\_\_\_\_

Company Description (25-word description for Sponsor Spotlight): \_\_\_\_\_

☐ I would like materials mailed to a different address. Please include in email with application.

**Main Sponsor Contact:** *Person who will be listed on KHA Sponsor webpage*

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

Phone: (\_\_\_\_\_) \_\_\_\_\_ Email Address: \_\_\_\_\_

**Logistics Contact:** *Person KHA should contact regarding sponsor benefits*

☐ Same as Main Sponsor Contact

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

Phone: (\_\_\_\_\_) \_\_\_\_\_ Email Address: \_\_\_\_\_

## Kentucky Hospital Association's Sponsorship Benefits are from July 1, 2025 - June 30, 2026

### Year-Round Sponsorship

- ☐ Elite Level - \$25,000
- ☐ Diamond Level - \$15,000
- ☐ Platinum Level - \$10,000

### KHA Annual Convention

- ☐ Gold Level - \$8,000
  - ☐ Internet ☐ Convention App ☐ Breakfast ☐ Lunch
  - ☐ Break ☐ Charging Station
- ☐ Silver Level - \$5,000
- ☐ Bronze Level - \$3,000

### Quality Conference

- ☐ Reception Sponsor - \$2,500
- ☐ Meal Sponsor - \$2,000
- ☐ Partner Sponsor - \$1,500

### A Day for Infection Preventionists

- ☐ Breakfast Sponsor - \$1,500
- ☐ Lunch Sponsor - \$1,500
- ☐ Event Sponsor - \$300

### Workforce Summit

- ☐ Fall ☐ Spring
  - ☐ Lunch Sponsor - \$2,500
  - ☐ Breakfast Sponsor - \$1,500
  - ☐ Break Sponsor - \$1,500
  - ☐ Event Sponsor - \$500

### Environment of Care

- ☐ Breakfast Sponsor - \$1,500 **(SOLD)**
- ☐ Lunch Sponsor - \$1,500
- ☐ Keynote Sponsor - \$1,000 **(SOLD)**
- ☐ Event Sponsor - \$500

### Payment (check appropriate payment option):

- ☐ **Check enclosed** (make check payable to Khref)  
Check number: \_\_\_\_\_ Amount: \$ \_\_\_\_\_
- ☐ **Pay by credit card** (you will be emailed online link)

*Payment must be  
received 2 weeks  
prior to the event  
in order to receive  
benefits.*

### Mail or Email sponsorship application to:

**Khref**  
PO Box 436629  
Louisville, KY 40253  
  
**Contact:** **Kris Allen**  
[kallen@kyha.com](mailto:kallen@kyha.com)  
502-992-4361

Please save this acknowledgement letter as your receipt for a 501(c)3 contribution. We estimate the fair market value for a Bronze Sponsorship to be \$1,150; Silver Sponsorship to be \$1,290; Gold Sponsorship to be \$2,525; Platinum Sponsorship to be \$3,535; Diamond Sponsorship to be \$4,295; and Elite Sponsorship to be \$9,545. We estimate the fair market value for a Quality Reception Sponsor to be \$1,380; Quality Meal Sponsor to be \$1,090; and Quality Partner Sponsor to be \$695; Environment of Care Conference Breakfast/Lunch Sponsor to be \$865; Environment of Care Conference Keynote to be \$730; and Environment of Care Conference Event Sponsor to be \$375; IP Day Breakfast/Lunch Sponsor to be \$665; and IP Day Event Sponsor to be \$250; WorkForce Lunch Sponsor to be \$815; WorkForce Breakfast/Break Sponsor to be \$765; and WorkForce Event Sponsor to be \$325. 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.