



Kentucky
Hospital
Association

2026-2027 Sponsorship Opportunities



ONE Powerful Voice

Representing Kentucky Hospitals and Health Systems

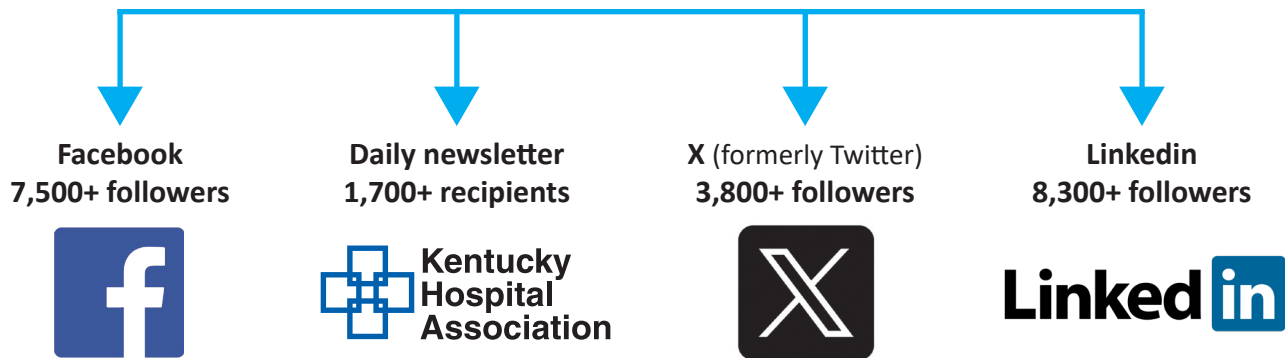


NOTE: All sponsorships are based on the KHA fiscal year (July 1, 2026 - June 30, 2027). KHA leadership reserves the right to review all applications to determine if they are appropriate. KHA sponsorship is not indicative of KHA endorsement. KHA strongly prohibits the use of its name on sponsor marketing material.

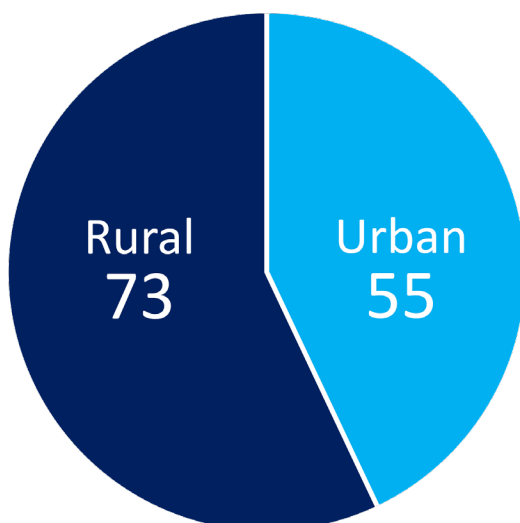
The Kentucky Hospital Association (KHA) provides numerous sponsorship opportunities, which are a great way to gain access to events with our members – **the largest audience of hospital decision-makers in Kentucky**. KHA events feature educational programs from health care leaders and subject matter 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!

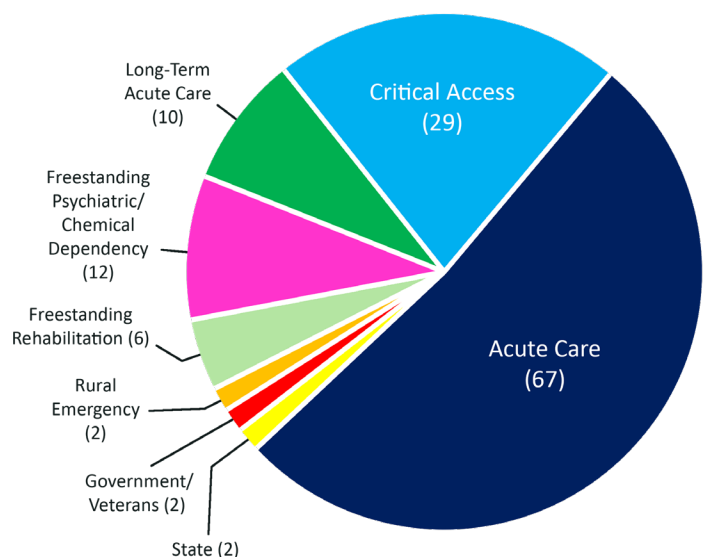
Social Media Impact



KHA Membership by Area



KHA Membership by Hospital Type



Year-Round Sponsorships for KHA Events

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) 6' exhibit table in premier location
- 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), or Environment of Care (EOC) Conference during the 2026-2027 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
- Giveaway opportunity through convention app for conference selected above
- 4 complimentary registrations to the conference selected above
- Floor decal with company logo at both conferences
- Opportunity for giveaway at conference selected above
- Advance and final attendee list **with email** 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 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) 6' exhibit table in premier location
- 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), or Environment of Care (EOC) Conference during the 2026-2027 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
- Advance and final attendee list **with email** 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 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
- Giveaway opportunity through convention app highlighted in the Convention program

Platinum Sponsorship \$10,000

▶ ANNUAL CONVENTION

- (1) 6' exhibit table in premier location
- 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), or Environment of Care (EOC) Conference during the 2026-2027 sponsorship year
- 2 complimentary registrations to the conference selected above
- Advance and final attendee list **with email** and mailing addresses for both conferences
- Giveaway opportunity through convention app for conference selected above
- 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 98th Annual Convention

▶ **Deadline to receive application & payment:**
April 14, 2027

Target Audience: Chief Executive Officers • Chief Financial Officers • Chief Operating Officers • Chief Nursing Officers & Nurse Leaders • Chief Medical Officers • Department VPs & Directors • Hospital Attorneys & Risk Managers • Hospital Trustees • Human Resources • Middle Managers • Security • Quality Improvement Directors

NEW EDUCATIONAL TRACKS ▶ Workforce • Rural Health • Artificial Intelligence (AI)

In addition to general education sessions, sponsors have the opportunity to engage with decision-makers interested in these key health care issues.

Gold Sponsorship (7 available) \$8,000

- (1) 6' exhibit table in prominent location
- 3 complimentary registrations
- 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
 - **Registration:**
Sponsor artwork on registration desk kick panels
1 opportunity
- 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
- Advance and final attendee list **with email** 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 in preferred location
- 2 complimentary registrations
- Company logo recognition on conference materials
- Advance 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
- Advance and final attendee list **with mailing** addresses
- Link to website on the KHA Sponsors webpage
- 1 annual subscriptions to KHA Daily Update

Tabletop exhibits are strategically located immediately outside the education sessions, providing sponsors with excellent visibility and repeated opportunities to connect with attendees between presentations and during scheduled breaks.

Early application submission is encouraged to maximize tabletop placement opportunities. Exhibit locations are assigned based on sponsorship level, then date the application is received, and at the discretion of KHA.

Environment of Care Conference

October 20, 2026 | CityPlace Conference, La Grange

▶ Deadline to receive application & payment: September 29, 2026

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

Breakfast/Lunch Sponsor \$1,500 **Keynote Sponsor** \$1,000 **Event Sponsor** \$500

2 opportunities available

- (1) 6' exhibit table
- 5-minute speaking opportunity during the meal
- 2 complimentary registrations
- Recognition at event
- Company logo listed on conference materials
- Giveaway opportunity (managed by sponsor)
- Sponsor Spotlight in KHA Daily Update
- Advance and final attendee list **with email** and mailing addresses
- Sponsor acknowledgment in Know Before You Go emails sent to all registered attendees

1 opportunity available

- (1) 6' exhibit table
- Introduction of keynote (script written by KHA)
- 2 complimentary registrations
- Company logo listed on conference materials
- Giveaway opportunity (managed by sponsor)
- Advance and final attendee list **with email** and mailing addresses

- (1) 6' exhibit table
- 1 complimentary registration
- Company name listed on conference materials
- Giveaway opportunity (managed by sponsor)
- Advance and final attendee list **with mailing addresses ONLY**

A Day for Infection Preventionists

November 6, 2026 | CityPlace Conference Center, La Grange

▶ Deadline to receive application & payment: October 16, 2026

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

2 opportunities available

- (1) 6' exhibit table with inclusion in exhibit game to encourage attendees to visit
- 5-minute speaking opportunity during meal
- 2 complimentary registrations
- Recognition at event
- Company logo listed on conference materials
- Giveaway opportunity (managed by sponsor)
- Sponsor spotlight in KHA Daily Update
- Advance and final attendee list **with email** and mailing addresses
- Sponsor acknowledgment in Know Before You Go emails sent to all registered attendees

- (1) 6' exhibit table with inclusion in exhibit game to encourage attendees to visit
- 1 complimentary registration
- Company name listed on conference materials
- Giveaway opportunity (managed by sponsor)
- Advance and final attendee list **with mailing addresses ONLY**



KHA Quality Conference

March 15-16, 2027 | Embassy Suites UK Coldstream, Lexington

▶ **Deadline to receive application & payment:**
February 22, 2027

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

Reception Sponsor \$3,000	Meal Sponsor \$2,500	Partner Sponsor \$1,500
1 opportunity available • (1) 6' exhibit table with inclusion in exhibit game to encourage attendees to visit • 5-minute speaking opportunity at the exclusively sponsored reception • 2 complimentary registrations • Floor decal with logo • Signage at sponsored event • Company logo on conference materials • Giveaway opportunity (managed by sponsor) • Inclusion in 2 electronic conference promotional communications • Advance and final attendee list with email and mailing addresses • Sponsor acknowledgment in Know Before You Go emails sent to all registered attendees Sponsor Spotlight in KHA Daily Update • Sponsor Spotlight in KHA Daily Update	4 opportunities available • (1) 6' exhibit table with inclusion in exhibit game to encourage attendees to visit • 2-minute speaking opportunity during sponsored event • 2 complimentary registrations • Signage at sponsored event • Company logo on conference materials • Giveaway opportunity (managed by sponsor) • Inclusion in 1 electronic conference promotional communication • Advance and final attendee list with email and mailing addresses • Sponsor Spotlight in KHA Daily Update	• (1) 6' exhibit table with inclusion in exhibit game to encourage attendees to visit • 2 complimentary registrations • Recognition on conference materials • Giveaway opportunity (managed by sponsor) • Advance and final attendee list with mailing addresses ONLY

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.** Preferential placement is based on sponsor level, date application and payment received, and then at the discretion of KHA.
- **All sponsorship applications and payment must be received 3 weeks prior to the event.** See the specific event details for deadline dates.
- **Benefit information will be sent upon receipt of payment, so it is important to send your applications early in order to receive all your sponsor benefits.**

For more information, contact:



Kris Allen, Events Manager
502-992-4361 | kallen@kyha.com



**Kentucky
Hospital
Association**

KHA Additional Branding Opportunities

FLOOR DECALS

Increase your branding impact by having your company logo featured at a prominent location during these events:

- **Environment of Care**..... October 20, 2026
- **A Day for Infection Preventionists** November 6, 2026
- **Quality Conference** March 15-16, 2027
- **KHA Annual Convention** May 5-6, 2027

Single 36" diameter decal: \$350

Art Deadline: Logo artwork must be submitted **4 weeks prior** to the event date.

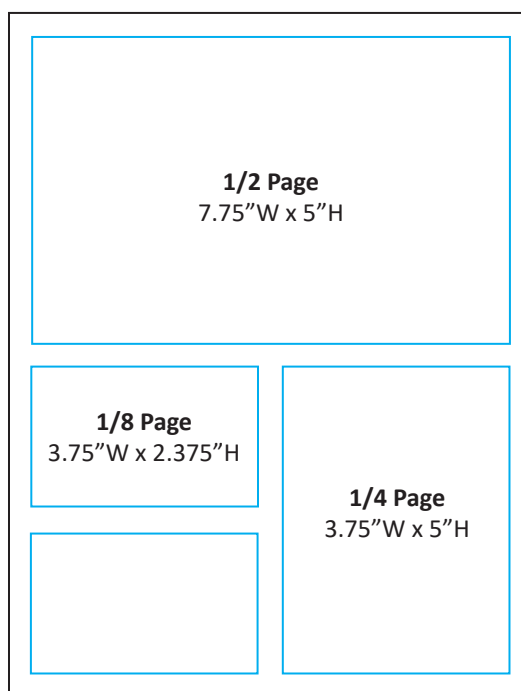
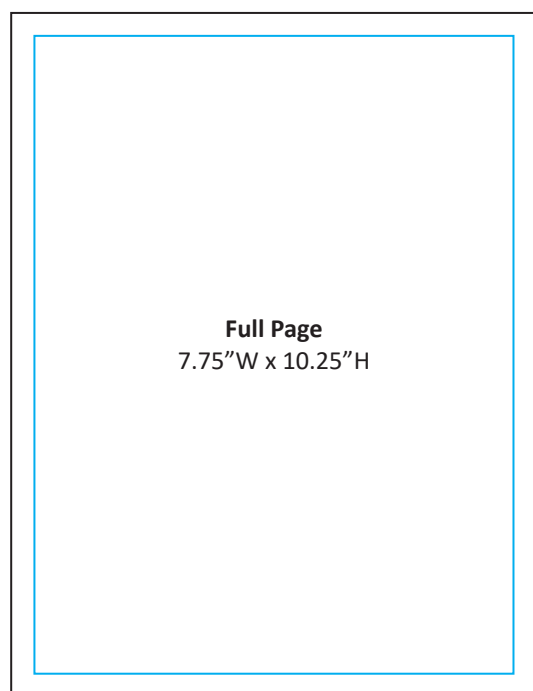
Format Specifications: Logos submitted as vector artwork are preferred for best reproduction (i.e., Adobe Illustrator EPS). Logos may be submitted in other formats including EPS, JPG, PNG, or PDF at a resolution no less than 300 DPI.



36" diameter
(sample decal shown)

PRINT ADS

Have your marketing message seen by Kentucky's top health care professionals and decision makers in KHA's Annual Convention program.



Full Page: \$695

1/2 Page: \$425

1/4 Page: \$350

1/8 Page: \$200

Ad Placement Deadline: Submit artwork by **March 1, 2027**. 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, JPG, PNG, or PDF.



KHA Annual Sponsorship Opportunities 2026-2027 Application

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

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ Website: _____

Company Description *(Please provide a 25-word description for the 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, 2026 - June 30, 2027

Year-Round Sponsorship

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

Branding Opportunities

- ☐ Floor decal at event - \$350
 - ☐ Annual Convention
 - ☐ Quality Conference
 - ☐ Environment of Care
 - ☐ A Day for Infection Preventionists

KHA Annual Convention

- ☐ Gold Level - \$8,000
 - ☐ Internet ☐ Convention App
 - ☐ Breakfast ☐ Lunch
 - ☐ Break ☐ Registration
- ☐ Silver Level - \$5,000
- ☐ Bronze Level - \$3,000
- ☐ Print ad in convention program
 - ☐ Full page - \$695
 - ☐ 1/2 page - \$425
 - ☐ 1/4 page - \$350
 - ☐ 1/8 page - \$200

Quality Conference

- ☐ Reception Sponsor - \$3,000
- ☐ Meal Sponsor - \$2,500
 - Day 1** ☐ Breakfast ☐ Lunch
 - Day 2** ☐ Breakfast ☐ Lunch
- ☐ Partner Sponsor - \$1,500

A Day for Infection Preventionists

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

Environment of Care

- ☐ Breakfast Sponsor - \$1,500
- ☐ Lunch Sponsor - \$1,500
- ☐ Keynote Sponsor - \$1,000
- ☐ 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 an online link)

Payment must be received 3 weeks prior to event. Benefit information will be sent upon receipt of payment.

Mail or Email sponsorship application to:

KHREF
PO Box 436629
Louisville, KY 40253

Contact: **Kris Allen**
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 \$1,060; Silver Sponsorship to be \$1,190; Gold Sponsorship to be \$2,425; Platinum Sponsorship to be \$3,460; Diamond Sponsorship to be \$4,240; and Elite Sponsorship to be \$9,490. 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 \$705; Environment of Care Conference Breakfast/Lunch Sponsor to be \$865; Environment of Care Conference Keynote to be \$795; and Environment of Care Conference Event Sponsor to be \$405; IP Day Breakfast/Lunch Sponsor to be \$665; and IP Day Event Sponsor to be \$280; 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.