

# PHA EXECUTIVE SUMMIT

September 14 – 16, 2016

**Meritage Resort and Spa, Napa, CA**

**Industry Partnership Opportunities**

## What is the Executive Summit?

The PHA Executive Summit offers C-level executives, physician-owners and thought leaders in the physician-owned hospital industry an opportunity to learn and network with their peers in an exclusive, invitation-only event. The Executive Summit is the PHA Annual Conference and Exhibits re-envisioned: educational content and programming are focused on the executive level, with an emphasis on facilitating one-on-one and small group interactions to create deeper, year-round connections between attendees. 2015 was our first year in the Executive Summit format. Corporate partners and physician-owned hospital executives alike raved about the unique opportunities that this event provided to make connections with an elite audience of decision-makers.

- Exclusive, invitation-only format with educational content **designed for c-level executives and physician-owners**. Virtually every attendee will be an executive and a decision-maker.
- The Executive Summit will focus on what physician-owned hospital executives really value: **more time to share ideas with their peers and industry partners** via roundtables, panel discussions, and organized social events.
- Without the limitations of an exhibit hall, industry partner registrants are able to **participate, right alongside the executives in attendance**, in every roundtable, discussion, lecture, and social event. The Executive Summit will provide an organic, low-pressure environment to catch-up with clients and share the value-adding and cost-saving solutions that your company can provide.
- The number of sponsorships and attendees from sponsoring companies will be strictly limited at the PHA Executive Summit. With no more than 18 sponsors in attendance, **your expertise, products and personality will have a larger share of the spotlight**.
- Over **45%** of attendee survey respondents from the 2015 Executive Summit indicated that **Networking Opportunities** were their first priority. Over **65%** said that they were **likely to recommend service/products** from sponsors to coworkers and colleagues.
- Sponsors from the 2015 Executive Summit rated the event with **four stars** in terms of the **value of the company's participation**, and the **quality and number of decision-makers** present.

*Colleagues became friends. The new format proved to be a great networking opportunity. The afternoon group activities allowed additional time to become friends.*

*-Kandi Moore, CEO,  
Specialists Hospital Shreveport*

## Who Attends?

Only the CEOs, C-suite executives, and physician-owners from PHA member hospitals, along with a limited number of industry partners, will be invited to attend this exclusive event. Last year's event attracted 120 participants, two-thirds of whom were executives or owners of physician-owned hospitals or hospital management executives.



## Partnership Levels

*PHA Industry Leader and Corporate Members receive a \$3,000 discount off each of the prices listed:*

### Executive Partner

\$18,000 (1 of 3 available)

**Includes six (6) complimentary full-event registrations.** One (1) additional full-event registration may be purchased for \$1,500.

Executive Partners also receive:

- One special event sponsorship.
- Choice of one meal function or one promotional item sponsorship.
- One hosted table for the education and networking lunch discussion.
- One hosted tasting station for the welcome reception wine-tasting.
- Opportunity to present a five-minute “lightning round” educational presentation to attendees.
- One literature placement in the partner information booth.
- Full-page color advertisement in the event program.
- Logo and acknowledgement in mailed event marketing materials (submission deadlines apply), on the PHA website, and in emailed event promotions.
- And the Partner Recognition Package\*

### Premier Partner

\$13,000 (0 of 8 available)

**Includes four (4) complimentary full-event registrations.** Premier Partners also receive:

- Choice of one meal function or one promotional item sponsorship.
- One hosted table for the education and networking lunch discussion.
- One hosted tasting station for the welcome reception wine-tasting.
- Opportunity to present a five-minute “lightning round” educational presentation to attendees.
- One literature placement in the partner information booth.
- Half-page color advertisement in the event program.
- And the Partner Recognition Package\*

### Supporting Partner

\$10,000 (3 of 8 available)

**Includes two (2) complimentary full-event registrations.**

- Supporting Partners also receive the Partner Recognition Package\*.

#### \*Partner Recognition Package

- Company description and logo in the event program (submission deadlines apply).
- Partner recognition on badges for on-site personnel.
- Recognition in all session rooms during breaks.
- Recognition on the PHA website and E-Pulse newsletter
- Post-show attendee mailing lists.

For additional information please contact Greg Maciog at [greg@physicianhospitals.org](mailto:greg@physicianhospitals.org) or (202) 367-1113.

## Special Events:

*Available with Executive Partnership*

### Keynote Speaker

**SOLD**  
The sponsor of the keynote speaker will have the opportunity to work collaboratively with our program committee to identify this special guest (deadlines apply). The sponsor will also have the privilege of introducing him or her at the Summit, as well as recognition via signage, web, and print marketing materials. The cost for this sponsorship may exceed the Executive Partnership based on the selected individual's speaker honorarium.

### Welcome Reception

**SOLD**  
The welcome reception sponsor will receive custom logo imprinted cocktail napkins, recognition via signage, web, and print marketing materials, and the opportunity to make welcoming remarks to our guests in attendance.

### Thursday or Friday Social Events

**SOLD**  
Thursday and Friday afternoons will be dedicated to off-site social events for attendees and corporate partners. In 2015 these events consisted of a tasting tour to two wineries and a wine blending event. 2016 events are still being planned. Sponsors will have the opportunity to address attendees and receive signage, web, and print marketing recognition.

## Networking Functions:

*Included with Executive and Premier Partnerships*

### Hosted Lunch Discussion Table

Executive Summit attendees will participate in a working lunch on Thursday and Friday. Each table will be assigned a discussion topic and a relevant industry partner. Topic and sponsor logo will be displayed on table signage and attendees may select their preferred table based on their area of interest.

### Happy Hour Tasting Station

The Welcome Reception will feature wine and food tasting stations. Each sponsoring partner will be assigned a tasting station to sponsor and will be given signage at that station. The reception is an open format providing the opportunity to network.

## Meal Functions:

*Available with Executive and Premier Partnerships*

### Breakfast (0 of 2 available)

- ❖ Table near the breakfast to display company literature
- ❖ Logo and name recognition for all references in summit marketing materials and summit program
- ❖ Logo on event signage

### Coffee Break (0 of 2 available)

- ❖ Table near the break to display company literature
- ❖ Logo and name recognition for all references in summit marketing materials and summit program
- ❖ Logo on event signage

## Promotional Items

*Available with Executive and Premier Partnerships*

### VIP Registration Lounge\*

Greet every attendee in-style as the sponsor of the VIP Registration Lounge, where our guests will receive refreshments as they arrive for the event. Sponsors will receive signage, web, and print marketing recognition and will have the option to add sparkling wine or other premium refreshments at actual cost.

### Wine Welcome Gift\*

Greet each PHA attendee with the essence of Napa Valley and share in attendee's first official sip of Napa Valley's bounty! Make a strong first impression with this unique room drop – a company branded hang tag placed on a bottle of wine which will await each guest's arrival.

### Wine Trail Map\*

Attendees will receive a customized wine trail map of the region, including company's logo and a short message or recommendations.

### Executive Padfolio\*

Place your message directly in front of attendees at the summit and for months to come. This option puts your logo on the executive padfolio that attendees will receive with their registration materials at check-in.

**\*Available exclusively to Executive Partners.**

### Hotel Key Cards

Your logo appears on the hotel key cards for all attendees staying at the Meritage. From the start of their stay until checkout, your logo will be an integral piece of their summit experience.

### Pens

Put your company's name and logo in the hands of your prospective customers throughout the entire summit. Your branded pens will be distributed at check-in.

### Lanyards

Your company's name and logo will be displayed on attendee name badge lanyards for the entire summit.

### Mobile Device Charger

Attendees are always looking for a place to power-up on-the-go. Provide the solution with this company-logged mobile electronic device charger.

### Literature Display in Partner Information Area

Flyers provided by your company, subject to PHA approval, to be placed in a designated area near the educational and networking session room. Subject to availability: the total numbers of items displayed will be limited to 12, with a maximum of two inserts per partner. Flyer size may be no larger than 8.5"x11"; brochures are accepted but must be no larger than 8.5"x11" in size when opened; no tchotchkes. Inserts must be pre-approved and should be no larger than one single sheet at 8.5"x11" (double-sided insert is acceptable).



## **PARTNERSHIP RULES AND REGULATIONS**

- 1. PAYMENT AND TERMS.** Full payment must accompany the partnership contract unless alternative payment options have been discussed, noted and mutually agreed to prior to contract signing. An official written agreement must be held between PHA and the partnering firm. Payment must be made directly to PHA by the partnering firm in the contract. All partnerships/underwriting/financial support of official PHA events must be handled through PHA. All contracts, payments and expenses will be controlled by PHA.
- 2. ELIGIBLE PARTNERS.** Partners will encompass those companies or other entities offering materials, products or services of specific interest to attendees as determined by PHA in its sole discretion. PHA also reserves the right to determine the eligibility of any company specific marketing campaign before distribution. Only the company whose name appears on the face of this contract may be placed in print and pre-outlined partnership recognition opportunities.
- 3. ALLOCATION OF SPACE. PARTNERSHIP PLACEMENT.** Partnership recognition locations are assigned based on the contract between PHA and the partnering company and is determined by price and seniority. PHA will assign partner recognition based on the written facts available at the time the partnership contract is assigned and accepted by PHA. PHA reserves the right to assign or reassign partnership recognition locations after the contract is signed if it is necessary.
- 4. SUB-LEASING. PARTNERSHIP SHARING.** No partner shall reassign, sublet or share the whole or any part of the partnership parameter allotted to the contracting firm. Registrations assigned to a partnering firm may only be used to register employees of firm. Rulings of PHA shall in all instances be final with regard to use of any partnering company and its compliance with the Rules and Regulations.
- 5. PARTNERSHIP PACKAGES.** Prices quoted include all items listed in the partnership proposal and signed contract.
- 6. RIGHT OF FIRST REFUSAL.** For 2016, PHA will offer all partnerships to the partnering company from the same event the year before prior to solicitation of new and or additional partners for a previously partnered item. If the previous partner company chooses not to partner the same event, PHA reserves the right to seek alternative partners at their own discretion. The first right of refusal has a term limit of two years. After that time, the partnership is placed back in the general pool for open bid.
- 7. CANCELLATION OF PARTNERSHIP.** A Partnership will be considered cancelled by the partner on the date that written notice of cancellation is received by PHA. THERE WILL BE NO REFUNDS.
- 8. DECORATIONS.** PHA shall have full discretion and authority over the placing, arrangements, and appearance of all items displayed by partner, and may require the replacing, rearrangement, or redecorating of any item or of any partnership announcement, and no liability shall attach PHA for costs that may devolve upon the partner thereby.
- 9. PRIVATE PARTIES/HOTEL SUITES/MEETING SPACE.** Private parties, suites, and meeting space are available at the official conference hotel. Companies wishing to host a private party or hold a suite at the conference hotel must be either an official partner and obtain preapproval from PHA. Under no circumstances will any events organized by said companies conflict or compete with any official conference programming unless pre- approved in writing by PHA. Partners cannot reserve meeting space. Meeting space is officially reserved for official functions only.
- 10. EXCLUSIVITY.** PHA reserves the right to offer exclusive partnership opportunities as it sees fit. Exclusivity will be defined on a case by case basis and will typically encompass only the company or companies confirmed by written contract for those items specified in the partnership contract.
- 11. PHOTOGRAPHY/DISCLOSURE.** The photographic rights for the events partnered or items the partnering company has agreed to is reserved to PHA. By signing the partnering contract, the partner company agrees to distribution of the undersigned company in outlined contractual circumstances as well as liberal discretion of PHA to utilize photography of their event and partner company name and logo presence for all other purposes as PHA sees fit.
- 12. DAMAGE TO PROPERTY.** The partner is liable for any damage caused to building floors, walls or columns or to other partners and or PHA's property.

# PHA EXECUTIVE SUMMIT

**13. ADMISSION.** Admission to the Executive Summit is by invitation only. All Physician Owned Hospitals will receive an invitation to participate. The number of invitations shall be regulated by PHA to ensure an appropriate balance of POH leaders and Industry supporters. Industry Supporter (vendors, partners, etc) invitations are contingent upon purchase and payment of a partnership opportunity. Registrations are as follows. Partnerships that include registrations, membership, advertising etc. shall be written on a case by case basis and is based on the sole discretion of PHA. PHA will make every effort to uphold fair business practices when assigning benefit packages equal to the proposed price. PHA shall have sole control over admission policies at all times.

**14. PARTNER CONDUCT.** The distribution of samples, souvenirs, and publications, etc. may be conducted by the partner only with written approval of PHA. The partner shall conduct and operate its partnership (if a physical element exists) so as not to annoy, endanger or interfere with the rights of other exhibitors, partners and attendees. Any practice resulting in complaints from any other exhibitor, partner or any attendee, who in the opinion of PHA interferes with the rights others or exposes them to annoyance or danger, may be prohibited by PHA.

**15. CANCELLATION OR POSTPONEMENT OF EVENT AND OR INITIATIVE OUTLINED IN PARTNERSHIP CONTRACT.** In the event that the premises in which the event or outlined partnership initiative is or is to be conducted shall become, in the sole discretion of PHA, unfit for occupancy, or in the event the holding of the event and or partnership initiative or the performance of PHA under the contract (of which these Rules and Regulations are a part) are substantially or materially interfered with by virtue of any cause or causes not reasonably within the control of PHA, said contract and/or event or initiative (or any part thereof) may be terminated by PHA. PHA shall not be responsible for delays, damage, loss, increased costs or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of PHA. If PHA terminates said contract (or any part thereof) as aforesaid, then PHA may retain such part of an partner fee as shall be required to recompense it for expenses incurred up to the time such contingency shall have occurred, and there shall be no further liability on the part of either party. For purposes hereof, the phrase "cause or causes not reasonably within the control of PHA" shall include, but shall not be limited to, fire; casualty; flood; epidemic; earthquake; explosion or accident; blockade embargo; inclement weather; government restraints; restraints or orders of civil defense or military authorities; acts of public enemy; riot or civil disturbance; strike; lockout, boycott or other labor disturbance; inability to secure sufficient labor; technical or other personnel failure; impairment or lack of adequate transportation facilities; inability to obtain, condemnation, requisition or commandeering of necessary supplies or equipment; local, state or federal laws, ordinances, rules orders, decrees, or regulations whether legislative, executive or judicial, and whether constitutional or unconstitutional; or Act of God.

**17. LIMITATION ON LIABILITY.** The partner agrees to indemnify, defend and hold harmless PHA, the event facility, the owner of such facility, and the city in which this event is being held, and their respective officers, agents and employees, from and against all bodily and personal injury, loss, claims, or damage to any person or any property arising in any way from the partnering company, its employees, agents, licensees, contractors or customers. PHA shall not be responsible for loss or damage to displays or goods belonging to partners, whether resulting from fire, storms, acts of god, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes.

**18. RESOLUTION OF DISPUTES.** In the Event of a dispute or disagreement between: the partner and PHA or between two or more partners; all interpretations of the rules governing the partnership contract, actions, or decisions concerning this dispute or disagreement by PHA intended to resolve the dispute or disagreement shall be binding on the partner.

**19. AMENDMENT TO RULES.** Any matters not specifically covered by the preceding rules shall be subject solely to the discretion of PHA. PHA shall have full power in the matter of interpretation, amendment and enforcement of all said rules and regulations, and any such amendments when made and brought to the notice of the exhibitor shall be and become part hereof as though duly incorporated herein and subject to each and every one of the terms and conditions herein set forth.

**20. DEFAULT.** If the partner defaults in any of its obligations under this contract or violates any of its obligations or covenants under this contract, including without limitation any partnership Rule or Regulation promulgated pursuant to the contract, PHA may, in addition to any other remedies provided for herein or otherwise available to PHA at law or in equity, without notice, terminate this agreement and retain all monies received on account as liquidated damages. PHA may thereupon direct the partner or forthwith to remove its employees, agents and representatives, and all of its articles of merchandise and other personal property from the specified partnered event and location.

The logo for the PHA Executive Summit. It features the letters 'PHA' in a bold, sans-serif font. The 'P' and 'H' are dark blue, while the 'A' is red with a white cross inside. To the right of 'PHA', the words 'EXECUTIVE' and 'SUMMIT' are stacked vertically in a dark blue, serif font.

# PHA EXECUTIVE SUMMIT

**21. AGREEMENT TO RULES.** The partner, for itself and its employees, agents and representatives, agrees to abide by the foregoing rules and by any amendments that may be put into effect by PHA.

**22. ACCEPTANCE.** Once the partner signs the Partnership Contract and returns it to PHA, all Rules and Regulations are officially in affect. This agreement shall not be binding until accepted by PHA.

# PHA EXECUTIVE SUMMIT

September 14-16, 2016 • Meritage Resort and Spa, Napa, CA

## Application/Contract for Industry Partnership

Return to PHA Exhibits 2025 M Street NW, Suite 800, Washington, DC 20036 or fax to (202) 367-2173

For questions, please call (202) 367-1113 or email [greg@physicianhospitals.org](mailto:greg@physicianhospitals.org)

### Sponsorship Packages

Prices displayed are member/non-member

- Executive \$15,000/\$18,000
- Premier \$10,000/\$13,000
- Supporting \$7,000/\$10,000

### Registration

Registration for this event is invitation-only.  
Partners purchasing Executive Partnership packages may choose to purchase one additional registration.

- Additional Registration \$1,500

### Special Events

- Welcome Reception ~~sold~~
- Social Event: Thursday ~~sold~~
- Social Event: Friday

### Food Functions

#### Breakfasts

- Thursday ~~sold~~
- Friday ~~sold~~

#### Breaks

- Thursday AM ~~sold~~
- Friday AM ~~sold~~

#### Lunch (hosted discussion table)

- Thursday
- Friday

### Promotional Items

- VIP Registration Lounge\*
- Wine Trail Map\* ~~sold~~
- Wine Welcome Gift\* ~~sold~~
- Executive Padfolio ~~sold~~
- Hotel Key Cards ~~sold~~
- Pens ~~sold~~
- Lanyards ~~sold~~
- Mobile Device Charger ~~sold~~

### TOTAL:

### Company Information

Company Name: \_\_\_\_\_

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

Suite: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Postal Code: \_\_\_\_\_

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

Fax: \_\_\_\_\_

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

### Primary Contact

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

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

Direct Phone: \_\_\_\_\_

Email (Most correspondence is via email): \_\_\_\_\_

### AGREEMENT SECTION: All applicants MUST sign below for application to be processed

By signing below, the individual signing this contract represents and warrants that he/she is duly authorized to execute this binding contract and agrees to receive e-mail and fax correspondence from PHA at the contact information provided on this form. Full payment of total sponsorship must accompany application. Notice of acceptance or rejection will be sent within 30 days of receipt of application. Upon acceptance, this application will become a binding contract between applicant and PHA. **All sales are final and nonrefundable.**

**Cancellation Policy:** A Partnership will be considered cancelled by the partner on the date that written notice of cancellation is received by PHA. There will be no refunds.

**I have read, understand, and agree to all of the terms and conditions of this document and to the PHA Partner Guidelines and Regulations which are posted online at [physicianhospitals.org](http://physicianhospitals.org).**

APPLICANT SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

Print Name: \_\_\_\_\_

Print Title: \_\_\_\_\_

### Payment Information

All prices are in U.S. Dollars

Make check or money order payable to PHA and mail along with your application to:

#### PHA Exhibits

2025 M Street NW, Suite 800  
Washington, DC 20036

### For PHA Use:

Date Received: \_\_\_\_\_

Payment Received: \_\_\_\_\_

Acceptance Letter: \_\_\_\_\_

\*Available exclusively with Executive Partnership