



# 2018

## Louisiana Hospital Association Sponsorship Packet

**Network with hospital executives in a variety of settings!**

### Your Opportunity to Reach Key Hospital Decision Makers in Louisiana

The Louisiana Hospital Association (LHA) Management Corporation invites you to become a sponsor. As a sponsor, you will gain access to an elite group of hospital and health system leaders, since the LHA represents more than 150 of the leading hospitals in the state. The LHA offers a selection of sponsorship options that put you front and center with the key hospital leadership you want to reach.

Sponsorship at this level includes your company's presence and recognition at the two largest annual gatherings of hospital CEOs in Louisiana -- LHA's Winter Healthcare Leadership Symposium, which is being held Jan 30-31, 2018 at the Renaissance Hotel in Baton Rouge; and LHA's Summer Conference, which is being held July 23-25, 2018 at the Perdido Beach Resort in Orange Beach, Alabama.

**DIAMOND: \$20,000/YEAR - BENEFITS AS A DIAMOND LEVEL SPONSOR INCLUDE:**

- Recognition and listing in promotional materials, programs and meeting signage for winter symposium and summer conference.
  - Display area at winter symposium and summer conference. A 6-foot, draped table will be provided, and a background display may accompany the table (no larger than 8' high x 10' wide x 2' deep). Giveaways and promotional materials may be distributed directly from your display area.
  - Registration (up to four representatives) at no charge for winter symposium and summer conference (outdoor event fees such as golf or fishing not included).
  - Half page, full-color ad in winter symposium and summer conference meeting programs (artwork provided by sponsor).
  - Named Sponsor of one major association event. (Examples include but are not limited to: Summer Conference Welcome Reception, Golf Tournament, Dinner or evening activity).
  - Recognition for sponsorship term on LHA's homepage at [www.lhaonline.org](http://www.lhaonline.org).
  - Invitation (up to four representatives) to LHA Legislative Reception on April 30, 2018.
  - Full-page, full-color ad on one of three cover placements (or two surface equivalent) in the 2018-2019 LHA Membership Directory (artwork provided by sponsor) and listing in the sponsor section of the 2018-2019 LHA Membership Directory with company's contact information.
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Sponsorship at the Platinum level includes your company's presence and recognition at LHA's Summer Conference, which is being held July 23-25, 2018 at the Perdido Beach Resort in Orange Beach, Alabama.

**PLATINUM (LIMIT 2): \$15,000/YEAR - BENEFITS AS A PLATINUM LEVEL SPONSOR INCLUDE:**

- Recognition and listing in promotional materials, programs and meeting signage for LHA's summer conference.
- Display area at the summer conference. A 6-foot, draped table will be provided, and a background display may accompany the table (no larger than 8' high x 10' wide x 2' deep). Giveaways and promotional materials may be distributed directly from your display area.
- Registration (up to three representatives) at no charge for the summer conference (outdoor event fees such as golf or fishing not included).
- Half page, full-color ad in the summer conference meeting program (artwork provided by sponsor).
- Named Sponsor on one of the following: Registration Materials Tote Bag for each summer conference participant, OR summer conference Hotel Room Key Cards.
- Recognition for sponsorship term on LHA's homepage at [www.lhaonline.org](http://www.lhaonline.org).
- Invitation (up to three representatives) to LHA Legislative Reception on April 30, 2018.
- Full-page, full-color ad in the 2018-2019 LHA Membership Directory (artwork provided by sponsor) and listing in the sponsor section of the 2018-2019 LHA Membership Directory with company's contact information.

Sponsorship at the Gold and Silver levels include your company's presence and recognition at LHA's Summer Conference, which is being held July 23-25, 2018 at the Perdido Beach Resort in Orange Beach, Alabama.

**GOLD: \$10,000/YEAR – BENEFITS AS A GOLD LEVEL SPONSOR INCLUDE:**

- Recognition and listing in promotional materials, programs and meeting signage for LHA's summer conference.
  - Display area at the summer conference. A 6-foot, draped table will be provided, and a background display may accompany the table (no larger than 8' high x 10' wide x 2' deep). Giveaways and promotional materials may be distributed directly from your display area.
  - Registration (up to two representatives) at no charge for the summer conference (outdoor event fees such as golf or fishing not included).
  - Invitation (up to two representatives) to LHA Legislative Reception on April 30, 2018.
  - Full-page, full color ad in the 2018-2019 LHA Membership Directory (artwork provided by sponsor) and listing in the sponsor section of the 2018-2019 LHA Membership Directory with company's contact information.
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**SILVER: \$5,500/YEAR – BENEFITS AS A SILVER LEVEL SPONSOR INCLUDE:**

- Recognition and listing in promotional materials, programs and meeting signage for LHA's summer conference.
  - Registration (limited to two representatives) at no charge for the summer conference (outdoor event fees such as golf or fishing not included).
  - Opportunity to include your company's promotional items in attendee packets. All giveaways must be pre-approved by the Association. Items become part of the general registration packet processed and delivered by the Association staff to meeting registrants and must be provided in number sufficient to offer one to each meeting participant.
  - Invitation (limited to two representatives) to LHA Legislative Reception on April 30, 2018.
  - Full-page, full color ad in the 2018-2019 LHA Membership Directory (artwork provided by sponsor) and listing in the sponsor section of the 2018-2019 LHA Membership Directory with company's contact information.
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**ADDITIONAL SUMMER CONFERENCE RECOGNITION OPPORTUNITIES: (MUST BE A CURRENT LHA SPONSOR OR HOSPITAL/ASSOCIATE/CORPORATE MEMBER)**

- Breakfast Sponsor (2 available) @ \$2,500/ea: Company name or logo in program brochure and breakfast signage.
- Break Sponsor (1 available) @ \$1,500: Company name or logo in program brochure and break signage at LHA's summer conference.
- Bar Sponsor (2 available on July 23, 2018, Mon evening during Welcome Reception) @ \$2,500/ea: Company name or logo in program brochure and bar signage during Welcome Reception. Bar Sponsors may supply printed/logo cocktail napkins, cups and koozies for their sponsored bar (all costs, shipping etc. borne by sponsor)
- Bar Sponsor (2 available on July 24, 2018, Tues evening during Casino Night event) @ \$3,500/ea: Company name or logo in program brochure and bar signage during Casino Night. Bar Sponsors may supply printed/logo cocktail napkins, cups and koozies for their sponsored bar (all costs, shipping etc. borne by sponsor)

**SEE NEXT PAGE FOR OTHER SINGLE EVENT SPONSORSHIP OPPORTUNITIES.**

## SINGLE EVENT SPONSORSHIPS:

For the following individual events, the conference location and space available for exhibits will determine the number of sponsorships offered for each. If you are interested in sponsoring an education program or society conference, contact LHA's Director of Education Services Merle Francis at [mfrancis@lhaonline.org](mailto:mfrancis@lhaonline.org) or (225) 928-0026 for more information.

### Society Meetings:

- ❖ Louisiana Organization of Nurse Executives Spring Conference (April 12-13, 2018 at Harrah's of New Orleans) Packet: [www.lhaonline.org/resource/resmgr/member\\_groups/LONE\\_Sponsor\\_Brochure2018.pdf](http://www.lhaonline.org/resource/resmgr/member_groups/LONE_Sponsor_Brochure2018.pdf)
- ❖ Louisiana Society for Hospital Attorneys' Health Law Symposium (Fall 2018)

### Education Conferences:

- ❖ Credentialing Boot Camp (February 27-28, 2018 at the LHA Conference Center in Baton Rouge)
- ❖ Management Incubator for Hospitals (March 13-14, 2018 at the LHA Conference Center in Baton Rouge)
- ❖ Leadership Development Institute (October 17-18, 2018 at the LHA Conference Center in Baton Rouge)
- ❖ Hospital PR & Marketing Fall Program & Pelican Awards Luncheon (Fall 2018)

### Topics of Other Education Programs:

- ❖ Behavioral Health
- ❖ Coding
- ❖ Compliance
- ❖ Finance
- ❖ HCAHPS / Customer Service
- ❖ Human Resources
- ❖ Joint Commission/DNV
- ❖ LDH Updates
- ❖ Nursing
- ❖ Physician Leadership Academy
- ❖ Risk Management



LHA Management Corporation (*A for-profit subsidiary of the Louisiana Hospital Association*)  
9521 Brookline Avenue, Baton Rouge, LA 70809-1431  
225-928-0026 • 225-923-1004 Fax • [www.lhaonline.org](http://www.lhaonline.org)



**Louisiana Hospital Association  
Management Corporation  
Sponsorship Application  
2018 Offering**

I would like to apply for the following Sponsorship Category (all annual sponsorships):

DIAMOND-\$20,000  PLATINUM-\$15,000  GOLD-\$10,000  SILVER-\$5,500

**ADDITIONAL SUMMER CONFERENCE RECOGNITION** (MUST MEET CURRENT SPONSOR OR MEMBERSHIP REQUIREMENTS)

Breakfast Sponsor \$2,500  Break \$1,500  Bar-Welcome \$2,500  Bar-Casino Night \$3,500

**Please note:**

- **Diamond and Platinum:** Sponsors need to supply a jpeg (PC format) of Company Name & Logo for use on our website: [www.lhaonline.org](http://www.lhaonline.org).
- Please complete "Ad Space Specifications and Due Dates for Sponsors" on reverse.
- The information you list below will be used in the various publications and signage as described in the sponsorship brochure. Be certain to fill in the information **exactly** as you would like it published. Please provide complete information.

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

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

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

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

Main Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: (if different than Co address) \_\_\_\_\_

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

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

**Make checks payable to LHA Management Corp, 9521 Brookline Ave, Baton Rouge, LA 70809  
or pay by credit card (signature required) and return via secure fax 225-923-1004**

Check one:  AmEx  MasterCard  Visa  Discover

Credit Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_ CVV#: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

Signature (required): \_\_\_\_\_

Questions? Contact Celeste Smith, Director of Administration, 225-928-0026, [csmith@lhaonline.org](mailto:csmith@lhaonline.org).



## Louisiana Hospital Association Management Corporation Ad Space Specifications and Due Dates

- All artwork is to be provided by the advertiser by the specified due dates.
- Format for all ads: High Resolution PDF file (300+dpi)
- All ads are to print in full color (4 color process). Ads **MUST** be saved CMYK.
- Ad placement is at the discretion of the Association.

### Winter Leadership Symposium: **Diamond Sponsors Only**

- Overall page size for program is 8½” wide x 11” high (portrait orientation).
- Sponsor’s Ad Size: 7¾” wide x 5” high (standard, no bleed)
- **Deadline for submission is January 5, 2018**
- Diamond sponsors have the option of running the same ad for Winter Symposium and Summer Conference. If you would like to do this, please let us know when submitting the Winter Symposium ad.

### Annual Meeting & Summer Conference: **Diamond & Platinum Sponsors Only**

- Overall page size for the program is 8 ½” wide x 11” high (portrait orientation).
- Sponsor’s Ad Size: 7 ¾” wide x 5” high (standard, no bleed)
- **Deadline for submission is June 1, 2018**

### LHA Membership Directory: **ALL**

- Sponsor ad size is indicated on chart below (width x height – no bleed).
- Covers are reserved for Diamond Sponsors and assigned by LHA. You will be informed in early February if you will have a cover ad.
- Bleed option is only available for cover ads.
- **Deadline for submission is August 1, 2018**

<b>Jacket Covers (3 available)</b> (some restrictions apply)	<b>5 7/8” wide x 8” high</b> (no bleed)	Diamond Only- Assigned by LHA
<b>Full Page</b>	<b>5” wide x 7 ¾” high</b> (no bleed)	Included in Diamond, Platinum, Gold and Silver Sponsors

Please submit full color ads to Michelle S. Clement, Associate Vice President of Communications & Public Relations, at [mclement@lhaonline.org](mailto:mclement@lhaonline.org). If you have any questions, call Michelle at 225-928-0026.

### Advertising Contact Information: (Person LHA should remind about ad deadlines.)

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

Contact for Advertising: \_\_\_\_\_ Title: \_\_\_\_\_

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