



SPONSORSHIP PROSPECTUS FOR THE

THA 2023

Annual Conference and Expo

FEB 14 - 15 HILTON AUSTIN, 500 EAST 4TH ST, AUSTIN, TX 78701



Join us back in-person for our THA 2023 Annual Conference and Expo! Every year this conference brings together health care leaders from across Texas to discuss the most pressing challenges facing hospitals today. This meeting will provide a unique opportunity for executives, clinicians, advocates, public health professionals and other health care experts to convene again in person. THA's 2023 conference will be held as a hybrid event from February 14 -15, at the Hilton Austin. We will have virtual live stream options for keynotes and select breakout sessions.

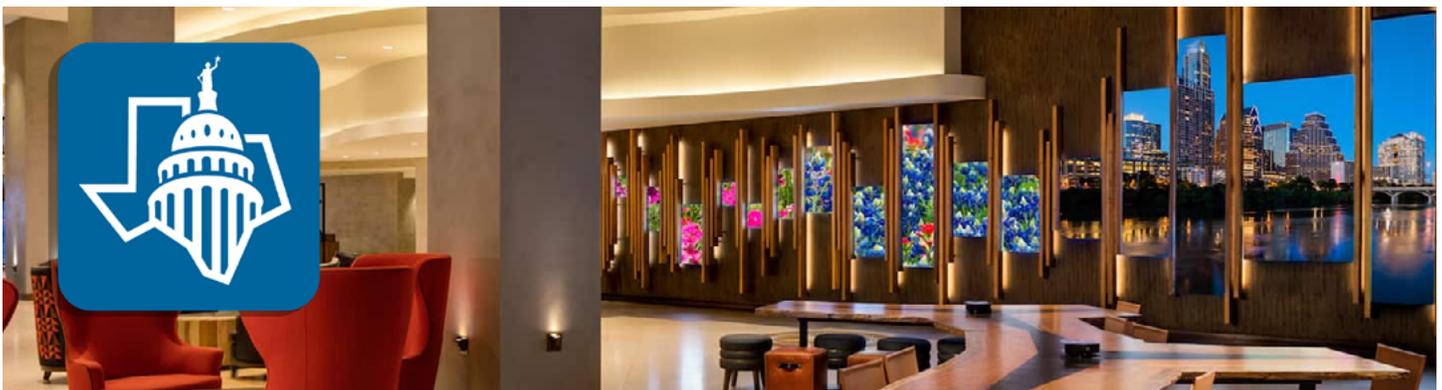
Vendor attendance is limited to those companies/firms participating in the conference as a sponsor. To ensure a safe meeting for THA members, sponsors and staff, sponsor registration for in-person attendance is limited for this year's event and will be available on a *first-come, first served basis*.



DIAMOND LEVEL SPONSOR \$50,000

LIMITED TO ONE SPONSOR

- 20' x 20' exhibit booth in superior location.
- Six complimentary full conference registrations, including all meals (except for ticketed events), breaks and educational sessions (as capacity allows*).
- Receive attendee list (attendee names, titles and organizations) in advance of the event. The Diamond sponsor receives the attendance list before all other sponsors.
- Exclusive sponsorship of the THA Board Dinner, including brief remarks.
- Four executive invitations to the exclusive THA Board Dinner.
- Matchmaking provided by THA with a minimum of three interested hospitals.
- Exclusive sponsorship of a general session with the opportunity to introduce the speaker.
- Sponsorship video or commercial (one minute) to play before a general session (video provided by sponsor).
- Exclusive sponsorship of the Recharge Zone where attendees can lounge and recharge their batteries.
- Sponsor of opening night reception, which includes a sponsored in-booth bar with branded napkins and signage.
- Exclusive speaking opportunity to provide case study, success story, or service overview (to be presented during a break or meal).
- One complimentary hospitality suite at the Hilton Austin.
- Sponsored amenity item to be dropped off in each attendee hotel room or at hotel check-in (items provided by sponsor).
- Company brochure included in the registration kit.
- Logo on Grand Prize Bingo Card.
- One reserved table at the Earl M. Collier Award Luncheon.
- Special recognition as the Diamond Sponsor during the conference.
- Full-page ad in the on-site program if ad is received by due date to be announced.
- Banner on THA website, www.tha.org, linked to the company's website, which runs from one month prior to the event through the event (THA must approve this banner).
- Company presence on pre-conference promotional e-blasts (exclusive to Diamond and Platinum sponsors).
- Logo/artwork on pre-conference promotional materials (exclusive to Diamond and Platinum sponsors).
- Sponsored promotional message sent out to conference attendees via eblasts and tweets.
- Push notification with link to resource on the virtual education platform/mobile app.
- Superior recognition throughout the conference, including prominent artwork/logo display in event signage, top placement and recognition in conference printed materials, and acknowledgement through conference speaker scripts.
- 20 percent discounted rates for THA's advertising opportunities from January through March 2023.
- First right of refusal for 2024 THA Annual Conference and Expo. Must be committed by October 14, 2023.



**Because the room capacities of our in-person meeting are limited, sponsors will only be automatically granted access to attend the general sessions in person. Sponsors who wish to attend breakout sessions must let members claim their seats first.*



PLATINUM LEVEL SPONSOR \$31,300 LIMITED TO TWO SPONSORS

- 8' x 20' exhibit booth in premier location.
- Five complimentary full-conference registrations, including all meals (except for ticketed events), breaks and educational sessions (as capacity allows*).
- Receive attendee list (attendee names, titles and organizations) in advance of the event.
- Three executive invitations to the exclusive THA Board Dinner.
- Matchmaking provided by THA with a minimum of two interested hospitals.
- Opportunity to introduce a conference breakout session.
- Exclusive sponsorship of a general session, reception, or conference lunch.
- Sponsor of opening night reception (along with Diamond sponsor).
- Exclusive speaking opportunity to provide case study, success story or service overview (to be presented during a break or meal.)
- Exclusive sponsorship of lanyards or other promotional items given to all attendees (there is a price limit per item).
- Company brochure included in the registration kit.
- Logo on Grand Prize Bingo Card.
- One reserved table at the Earl M. Collier Award Luncheon.
- Special recognition as a Platinum Sponsor, during the conference.
- Half-page ad in the on-site program if ad is received by due date to be announced.
- Company presence on pre-conference promotional e-blasts (exclusive to Diamond and Platinum sponsors).
- Logo/artwork on pre-conference promotional materials (exclusive to Diamond and Platinum sponsors).
- Sponsored promotional message sent out to conference attendees via eblasts and tweets.
- Premier recognition throughout the conference, including artwork/logo display in event signage, placement and recognition in conference printed materials and acknowledgement through conference speaker scripts.
- 20 percent discounted rates for THA's advertising opportunities from January through March 2023.



EMERALD LEVEL SPONSOR \$17,200 LIMITED TO TWO SPONSORS

- 8' x 20' exhibit booth in prime location.
- Four complimentary full-conference registrations, including all meals (except for ticketed events), breaks and educational sessions (as capacity allows*).
- Receive attendee list (attendee names, titles and organizations) in advance of the event.
- Two executive invitations to the exclusive THA Board Dinner.
- Matchmaking provided by THA with a minimum of one interested hospital.
- Exclusive sponsorship of ACHE Breakfast OR Rural Health Care Workshop with two free tickets to attend it.
- Opportunity to introduce a conference breakout session.
- Exclusive sponsorship of branded item given to all attendees (item provided by sponsor).
- Sponsor of coffee station outside of general station with branded napkins and signage.
- Logo on Grand Prize Bingo Card.
- Special recognition as an Emerald Sponsor, during the conference.
- Half-page ad in the on-site program if ad is received by the due date to be announced.
- Prime recognition throughout the conference, including artwork/logo display in event signage and placement and recognition in conference printed materials.
- 20 percent discounted rates for THA's advertising opportunities from January through March 2023.

**Because the room capacities of our in-person meeting are limited, sponsors will only be automatically granted access to attend the general sessions in person. Sponsors who wish to attend breakout sessions must let members claim their seats first.*

CASH DISCOUNT AVAILABLE:

Take 4% off your sponsorship pricing if paying by check or ACH.



RUBY LEVEL SPONSOR \$9,800 LIMITED AVAILABILITY

- 8' x 10' booth in preferred location.
- Three complimentary full-conference registrations, including all meals (except for ticketed events), breaks and educational sessions (as capacity allows*).
- Receive attendee list (attendee names, titles and organizations) in advance of the event.
- Two executive invitations to the exclusive THA Board Dinner.
- Sponsorship of a bar, food station or break in the exhibit hall which includes branded cocktail napkins and branded signage.
- Logo on Grand Prize Bingo Card.
- Quarter-page ad in the on-site program if the ad is received by due date to be announced.
- Special recognition in the event signage and on-site program.
- 20 percent discounted rates for THA's advertising opportunities from January through March 2022.



PEARL LEVEL SPONSOR \$4,900

- 8' x 10' exhibit booth in preferred location.
- Two complimentary full-conference registrations, including all meals (except for ticketed events), breaks and educational sessions (as capacity allows*).
- Receive attendee list (attendee names, titles and organizations) in advance of the event.
- Recognition in the event signage and on-site program.
- 15 percent discounted rates for THA's advertising opportunities from January through March 2022.



SAPPHIRE LEVEL SPONSOR \$3,430

- 8' x 10' exhibit booth.
- One complimentary full conference registration, including all meals (except for ticketed events), breaks and educational sessions (as capacity allows*).
- Receive attendee list (attendee names, titles and organizations) in advance of the event.
- Recognition in the event signage and on-site program.
- 15 percent discounted rates for THA's advertising opportunities from January through March 2023.



**Because the room capacities of our in-person meeting are limited, sponsors will only be automatically granted access to attend the general sessions in person. Sponsors who wish to attend breakout sessions must let members claim their seats first.*



ADDITIONAL SPONSORSHIP OPPORTUNITIES

These opportunities do not include exhibit space.

FRIEND OF THA (\$2,200)

- One complimentary full conference registration, including all meals (except for ticketed events), breaks and educational sessions (as capacity allows*).
- Receive attendee list (attendee names, titles and organizations) in advance of the event.
- Recognition in the event signage and on-site program if materials are received by due date to be determined.

TEXAS HEALTHCARE TRUSTEES PULL-UP BANNER SPONSOR (\$2,400)

- One complimentary full conference registration, including all meals (except for ticketed events), breaks and educational sessions (as capacity allows*).
- Receive attendee list (attendee names, titles and organizations) in advance of the event.
- Your company's artwork on a pull-up banner displayed in a key traffic area.
- You will be able to take the pull-up banner with you after the conference.
- Recognition in the event signage and on-site program.
- Listing on THT's website, www.tht.org and a link to your company's website.

SPONSORED CONFERENCE BAGS (\$3,130) - 1 AVAILABLE

- One complimentary full conference registration, including all meals (except for ticketed events), breaks and educational sessions (as capacity allows*).
- Receive attendee list (attendee names, titles and organizations) in advance of the event.
- Recognition in the on-site program.
- Sponsor the conference bags and bag pick-up station where all attendees stop to check-in and get important conference information (Vendor is responsible for purchasing bags and providing them to THA a minimum of two weeks in advance of the program for distribution).

SPONSORED LOGO ITEM (\$2,940) - 2 AVAILABLE

- One complimentary full conference registration, including all meals (except for ticketed events), breaks and educational sessions (as capacity allows*).
- Receive attendee list (attendee names, titles and organizations) in advance of the event.
- Recognition in the on-site program.
- Opportunity to display your logo/artwork on item that is passed out to all conference attendees (Vendor is responsible for purchasing item and providing it to THA for distribution. You MUST clear item with THA staff before purchasing).

VIRTUAL PLATFORM AND MOBILE APP SPONSOR (\$5,000) - 1 AVAILABLE

- One complimentary full conference registration, including all meals (except for ticketed events), breaks and educational sessions (as capacity allows*).
- Two additional virtual conference registrations to attend streaming sessions.
- Receive attendee list (attendee names, titles and organizations) in advance of the event.
- Opportunity to introduce one streaming breakout session.
- Opportunity to be featured in an eblast to conference attendees
- Opportunity to feature one-minute commercial on virtual conference platform.
- Push notification with link to resource on the platform.
- Logo recognition on the platform.
- Exclusive opportunity to have a virtual trade show booth for access by live stream attendees.

**Because the room capacities of our in-person meeting are limited, sponsors will only be automatically granted access to attend the general sessions in person. Sponsors who wish to attend breakout sessions must let members claim their seats first.*

CASH DISCOUNT AVAILABLE:

Take 4% off your sponsorship pricing if paying by check or ACH.



SPONSORSHIP ADD-ONS

You must be either exhibiting at or sponsoring the conference in order to take advantage of these opportunities.

REGISTRATION KIT INSERT (\$1,040)

- One-page (front and back) company brochure inserted in attendees' conference bags (vendor provides brochure to THA).

WINDOW CLING (\$1,560) - 3 AVAILABLE

- Your company's artwork on a window or floor cling displayed in a key traffic area.

SPONSOR ATTENDEE ADD-ON (\$1,720) - 5 AVAILABLE

- Exhibitors and sponsors who are already attending the conference can add on another attendee for a discounted rate. ACT FAST, as these spots are limited!

GRAND PRIZE BINGO CARD PARTICIPANT (\$1,040)

Limited availability for Pearl and Sapphire exhibitors only.

- Your company logo is included on the sponsor bingo card, which is provided to all of the conference attendees.
- Receive recognition in the on-site program and signage.

EXHIBIT HOURS:

Tuesday, February 14
7 a.m. – 6:30 p.m.

Wednesday, February 15
7:30 – 10:30 a.m.

Move-In Time

Monday, February 13:
12 p.m. – 5 p.m.

Move-Out Time*

Wednesday, February 15:
10:30 a.m. – 5 p.m.

*Exhibitors may not set up, break down or move out displays during any scheduled meal breaks (breakfast, refreshments, lunch, etc.) or before the scheduled move-out time on Wednesday, Feb 15. THA reserves the right to not allow exhibitors to return in future years if they break down early.

VENUE & LODGING:

HILTON AUSTIN

500 E 4th St. Austin, TX 78701

Phone Reservations: 512-482-8000

If calling to make reservations, please mention the Texas Hospital Association reduced room block rate referenced above.

CASH DISCOUNT AVAILABLE:

Take 4% off your sponsorship pricing if paying by check or ACH.



ANOTHER THANK YOU TO THE TOP 2022 SPONSORS!

DIAMOND SPONSOR:



PLATINUM & EMERALD SPONSORS:



TOP SPONSORS:



Sponsor/Exhibitor Contract

THA 2023 Annual Conference and Expo

NOTE: If you previously submitted this form but would like to make updates or changes to your application, please email vdale@tha.org.

Vendor attendance is limited to those companies/firms that are participating in the conference as a sponsor/exhibitor.



SPONSOR/EXHIBITOR:

Company Name _____
(EXACTLY as you wish it to appear in conference materials)

Contact Name _____
(Recipient of all sponsorship communication materials. You will need to register your attending representatives separately)

Address _____

City _____ State _____ ZIP _____

Telephone (area code) _____ Fax (area code) _____

Email _____ Website **WWW.** _____

EXHIBITOR OPTIONS:

- Diamond (\$50,000)
- Platinum (\$31,300)
- Emerald (\$17,200)
- Ruby (\$9,800)
- Pearl (\$4,900)
- Sapphire (\$3,430)

ADDITIONAL SPONSORSHIP OPTIONS:

(Does not include exhibit space)

- Friend of THA (\$2,000)
- THT Pull-Up Banner (\$2,400)
- Conference Bag Sponsor (\$3,130)
- Sponsored Logo Item (\$2,940)
- Virtual Platform and Mobile App Sponsor (\$5,000)

SPONSORSHIP ADD-ONS OPTIONS:

(Must already be exhibiting at or sponsoring the conference)

- Registration Kit Insert (\$1,040)
- Window or Floor Cling (\$1,560)
- Sponsor Attendee Add-On (\$1,720)
- Grand Prize Bingo Card Participant (\$1,040)

EMAILS FOR STAFF MEMBERS WHO NEED TO RECEIVE CONFERENCE INFORMATION:

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Note: Selection does not guarantee availability. Sponsor levels are limited and are offered on a first-come, first-served basis based on date both contract and payment are received. Full payment is required before the conference.

PAYMENT

Full payment is *required* before the conference.

Summary of selections

Sponsorship amount: \$ _____

Additional opportunities: \$ _____

Sponsor Add-on Amount: \$ _____

Cash Discount: Take 4% off total if paying by check or ACH: \$ _____

Total amount due: \$ _____

PAYMENT

Remit payment by ACH:
Texas Hospital Association

NEW ACH info:
Account Number: 592313707

ABA/Routing Number: 114000093

IF PAYING BY CHECK, SEND PAYMENT AND COPY OF CONTRACT TO:

Texas Hospital Association
Attn: Robin Jackson
NEW PO Box 2756, San Antonio, TX 78299

SEND CONTRACT TO:

Texas Hospital Association
Attn: Service Center
Email: servicecenter@tha.org
Fax: 512/853-4564*

*It is highly recommended to send credit card information via the secure fax line listed above.

QUESTIONS? CONTACT:

Vicki Dale
Phone: 512/465-1013
Email: vdale@tha.org

CONTACT/BILLING INFORMATION:

Name _____ Title _____

Organization _____ Telephone (area code) _____

Address _____ City/State/ZIP _____

Email Address _____ Check Enclosed (payable to: THA) MasterCard VISA AmEx

Card Number _____ Expiration Date _____ CVV _____

Print Name Shown on Card _____ Signature Required _____
(must be signed to charge)

Billing Address _____ City/State/ZIP _____
(if different from above) (if different from above)

*We recommend sending credit card info via the secure fax line listed above.

2023 ANNUAL CONFERENCE AND EXPO

SPONSOR CONTRACT TERMS AND CONDITIONS

Complimentary Registrations: Sponsoring/exhibiting companies qualify for a designated number of complimentary full conference registrations, including all meals (except for ticketed events), breaks and educational sessions (as capacity allows). The number of complimentary registrations by sponsorship/exhibit option is designated in the sponsor prospectus.

Exhibit Space: Booth sizes are as follows: Diamond: 20' x 20'; Platinum and Emerald: 8' x 20'; Ruby, Pearl and Sapphire: 8' x 10'. Booth spaces include pipe and drape dividers, a table, two (2) chairs and a trash can. All exhibits must fit within the designated space. There is a height restriction of 12' for exhibits. Freestanding exhibits may not extend further than 3' from the back of the exhibit space and must not block or obscure exhibits on either side. Additional exhibitor services are available through Freeman. Exhibitors will receive an information packet from Freeman with pricing and additional service options before the event.

Sponsor/Exhibitor Recognition: To be recognized in the conference program and conference signage, agreement must be received by THA on **Jan. 13**. However, if you purchase a exhibitor level that includes ad space in the conference program, your agreement and artwork, including logos, must be received by THA by **Dec. 23**.

Attendee List: Sponsors/exhibitors will receive a list of registrants prior to event and list of attendees after event (per THA privacy policy, attendee emails are not provided).

Website Listings: All sponsors/exhibitors will be listed on the 2023 conference pages of the THA website and linked to the sponsor/exhibitor's website URL specified on the sponsor/exhibitor application form.

Contributions: All sponsor/exhibitor contributions are voluntary. Sponsorships/exhibits are accepted on a first-come, first-served basis based on date and time of the receipt of the contract. THA reserves the right to limit the number of program sponsors/exhibitors, and may reject any sponsorship/exhibit for any reason. THA reserves the right to refuse any sponsor/exhibitor that conflicts with the sponsorship/exhibit public policies or applicable law. Fees collected prior to such refusal shall be returned to the sponsor/exhibitor within 45 days.

Cancellations: **All sponsor/exhibitor cancellations must be submitted to THA exhibits management in writing.** Cancellations received by THA on or before **Jan. 13**, will be assessed a fee of 50 percent of the total sponsorship/exhibit cost. **No refunds will be given on cancellations received after this date.** Notwithstanding any provisions to the contrary herein contained, THA shall not be liable for any delay or inability to perform any obligation under this agreement resulting from governmental emergency orders, judicial or governmental action, sabotage, riots, vandalism, labor strikes, or disputes, pandemic, acts of God, fires, electrical failure, major computer hardware or software failures, acts of third parties, or any other cause, if such delay or inability to perform is beyond the association's reasonable control.

Conduct of Sponsors/Exhibitors: The purpose of the THA Annual Conference and Expo is to educate persons employed in the health care field in the utilization and development of new products, equipment and/or services. This does not preclude the stimulation by sponsors/exhibitors of interest in and demand for such products and/or services. All business activities of the sponsor/exhibitor must be within the sponsor/exhibitor's allocated digital exhibit space. In keeping with the nature of a health care professional meeting, undignified promotional methods and/or materials considered to be objectionable by the association are expressly prohibited.

If food products are permitted to be served, subject to THA's approval, the preparation the preparation of such foods cannot cause odors considered to be offensive or objectionable to other exhibitors/sponsors or registrants, subject to THA's sole determination. In no event shall foodstuffs or beverages of any kind be served in individual servings larger than a bite-size sample of food or four ounces of liquid, respectively.

Rules and Regulations: Corporate members, exhibitors and sponsors represent and warrant that they:

1. Have sufficient resources and capacity to provide the products and services that are being promoted under this agreement;
2. Maintain all licenses and permits required by law, and are the rightful owner and licensee of all products and services that are being promoted under this agreement;
3. Have never been the subject of a lawsuit or governmental investigation or action and are not now subject to any threatened or existing claim, lawsuit, or governmental investigation, inquiry or action; and
4. Have never been excluded, suspended, barred from participation in or subject to penalties from any governmental program (including but not limited to the Medicare or Medicaid program).

The association is not responsible for loss or damage to the sponsor/exhibitor for any cause and urges the sponsor/exhibitor to exercise precautions to discourage damage or loss, even if digital.

All sponsorships and exhibits must be paid in full prior to booth setup. A sponsor or exhibitor with an outstanding balance will not be permitted to exhibit.

Insurance Requirements:

By signing this contract, you are confirming that THA and its affiliates shall have no liability regarding you or your property/exhibit, and that your company has insurance that is sufficient to cover you and your property in case of an accident. Any hired company to assist you in setting up your exhibit must have Commercial General Liability Insurance, including blanket contractual liability, in an amount no less than \$2,000,000.

I have read and understand the contract terms and conditions.

Initial Here _____