

2024 THA ANNUAL CONFERENCE

SPONSORSHIP PROSPECTUS

FEB 15 - 16 | HYATT REGENCY DALLAS
300 REUNION STATION, DALLAS, TX 75207



Come Mingle at the Marketplace

It's time for a change. Conferences, and the way vendors and attendees interact, have evolved and we're adapting by replacing our traditional exhibit hall with a new vendor Marketplace.

The Marketplace is an open, mixed-use space for networking, education and business relations. Limited to only 30 exhibiting vendors, the Marketplace has a heightened level of exclusivity that offers more one-on-one connection with attendees.

We're breaking barriers. Literally. By removing physical barriers like pipe and drape, we're creating a more fluid, communicative, and communal environment amongst attendees and vendors. We believe the open space will help encourage participation, foster relationships and build camaraderie and longevity.

Benefits of the Marketplace:



- Fewer vendors, less competition for attendees' attention;
- Opportunity to co-host focus groups with member hospitals on pressing industry issues;
- Ability to choose booth placement early;
- Prime booth locations for high-level sponsors;
- Less onerous setup for Market Stand Vendors with pre-constructed, company-branded kiosks; and
- A new "Friend Of" tier that allows vendors to sponsor conference without a booth or kiosk.

We hope to see you at the Marketplace, Feb. 15-16, 2024.





DIAMOND MARKET VENDOR - \$50,000 LIMITED TO ONE SPONSOR

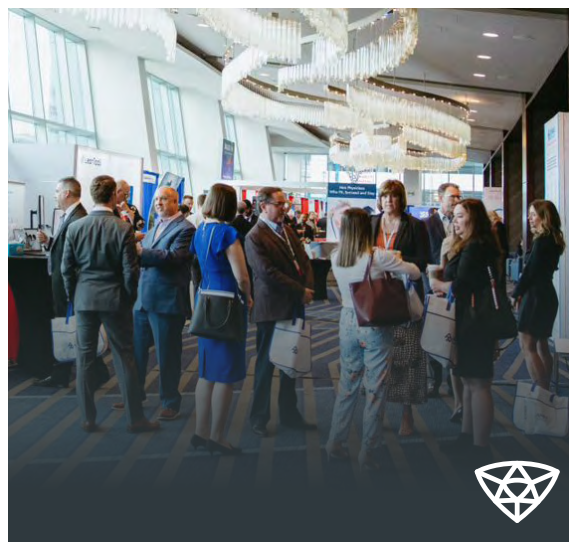
- 20' x 20' vendor booth in superior location.
- Six complimentary full conference registrations, including all meals (except for ticketed events), breaks and educational sessions (as capacity allows*).
- Receive attendee list (attendee names, titles and organizations) in advance of the event. The Diamond Market Vendor 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.
- Vendor 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.
- **NEW!** Exclusive speaking opportunity to facilitate a 30-minute discussion along with member hospital on industry topic developed with education staff. Continuing Education credit will be offered.
- **NEW!** Sponsorship of grand prizes distributed to hospital member for attendance at facilitated discussion sessions.
- One complimentary hospitality suite at the Hyatt Regency Dallas at Reunion Station.
- Sponsored amenity item to be dropped off in each attendee hotel room or at hotel check-in (items provided by vendor).
- Company brochure included in the registration kit.
- One reserved table at the Earl M. Collier Award Luncheon.
- Special recognition as the Diamond Market Vendor during the conference.
- Full-page ad in the on-site program if ad is received by Jan. 10, 2024.
- 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 vendors).
- Logo/artwork on pre-conference promotional materials (exclusive to Diamond and Platinum vendors).
- Sponsored promotional message sent out to conference attendees via eblasts and tweets.
- Push notification with link to resource on the conference 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 session scripts.
- 20 percent discounted rates for THA's advertising opportunities from January through March 2024.
- First right of refusal for 2025 THA Annual Conference and Expo. Must be committed by April 12, 2025.
- **NEW!** Opportunity to design/brand 16:9 PPT slide to run in housekeeping slide on screens in the general session.

Please Note: To preserve exclusivity with this event, limits have been added to each level of sponsorship. Additional options may become available pending capacity and hospital member attendee registration numbers. In the event that the Marketplace sells out, vendors will be added to a waitlist and will be notified if an opportunity becomes available.



PLATINUM MARKET SPONSOR - \$32,000 LIMITED TO TWO SPONSORS

- 8' x 20' vendor 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.
- Sponsor of opening night reception (along with Diamond Market Vendor).
- **NEW!** Exclusive speaking opportunity to facilitate discussion along with member hospital on industry topic developed with education staff. Continuing Education credit will be offered.
- **NEW!** Exclusive sponsorship of branded item given to all attendees (item provided by sponsor) at registration desk or hotel check-in counter (as available).
- **NEW!** Sponsorship of grand prizes distributed to hospital member for attendance at facilitated discussion sessions.
- Company brochure included in the registration kit.
- One reserved table at the Earl M. Collier Award Luncheon.
- Special recognition as a Platinum Market Vendor, during the conference.
- Half-page ad in the on-site program if ad is received by Jan. 10, 2024.
- Company presence on pre-conference promotional e-blasts (exclusive to Diamond and Platinum Market Vendors).
- Logo/artwork on pre-conference promotional materials (exclusive to Diamond and Platinum Market Vendors).
- 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 session scripts.
- 20 percent discounted rates for THA's advertising opportunities from January through March 2024.
- **NEW!** Opportunity to design/brand 16:9 PPT slide to run in housekeeping slides on screens in the general session.



Please Note: To preserve exclusivity with this event, limits have been added to each level of sponsorship. Additional options may become available pending capacity and hospital member attendee registration numbers. In the event that the Marketplace sells out, vendors will be added to a waitlist and will be notified if an opportunity becomes available.

CASH DISCOUNT AVAILABLE:

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



EMERALD MARKET VENDOR - \$17,500

LIMITED TO FOUR SPONSORS

- 8' x 20' vendor 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, ACHE Face-to-Face Session (two available) OR Rural Health Care Workshop with two free tickets to attend it.
- Opportunity to introduce a conference breakout session.
- Sponsor of coffee station with branded napkins and signage during one break.
- Special recognition as an Emerald Market Vendor, during the conference.
- Half-page ad in the on-site program if ad is received by Jan. 10, 2024.
- 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 2024.
- **NEW!** Exclusive speaking opportunity to facilitate discussion along with member hospital on industry topic developed with education staff. Continuing Education credit will be offered.
- Sponsorship of grand prizes distributed for hospital member attendance at facilitated discussion sessions.
- **NEW!** Opportunity to design/brand 16:9 PPT slide to run in housekeeping slide on screens in the general session.

SOLD OUT



RUBY MARKET VENDOR - \$10,000

LIMITED TO EIGHT SPONSORS

- 8' x 10' vendor 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 Marketplace which includes branded cocktail napkins and branded signage.
- Quarter-page ad in the on-site program if the ad is received by Jan. 10, 2024.
- Special recognition in the event signage and on-site program.
- 20 percent discounted rates for THA's advertising opportunities from January through March 2024.
- **NEW!** Opportunity to design/brand 16:9 PPT slide ad to run in housekeeping slide on screens in the marketplace.

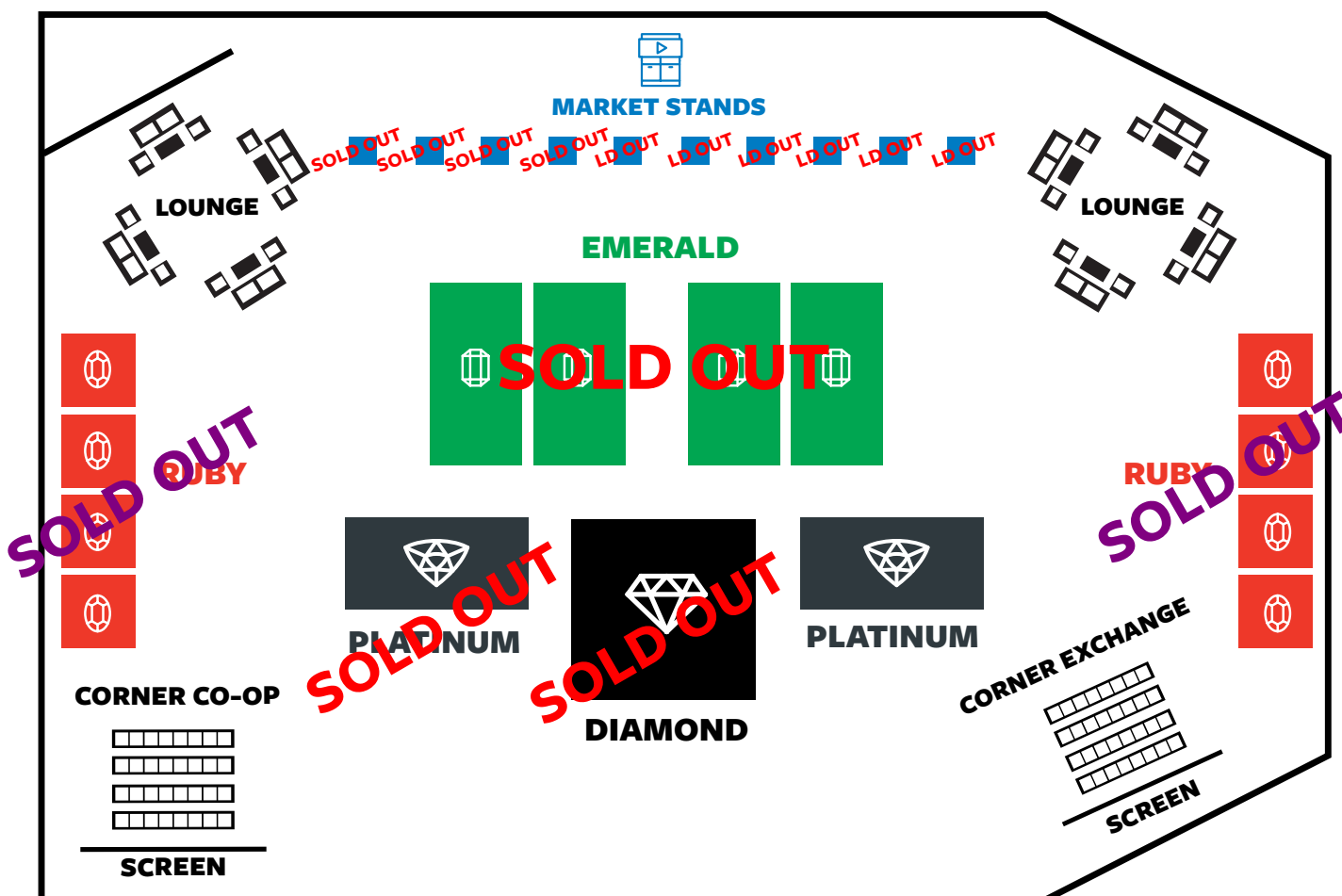
SOLD OUT

Note: Diamond-Ruby sponsors wishing to add on a sponsor attendee are limited to two at the Friend-Of tier-one pricing. This is to preserve the exclusivity of this event and maintain appropriate sponsor to attendee ratios.



- One pre-constructed and company-branded kiosk placed in the Marketplace or in the lobby area as available.
- Two complimentary full-conference registrations, including all meals (except for ticketed events), breaks and educational sessions (as capacity allows*).
- Opportunity to design/brand 16:9 ad to run in housekeeping slide on screens in the marketplace.
- Quarter-page ad in the on-site program if the ad is received by Jan. 10, 2024.
- Special recognition in the event signage and on-site program.
- Receive attendee list (attendee names, titles and organizations) in advance of the event.
- 15 percent discounted rates for THA's advertising opportunities from January through March 2024.
- Branding imagery to be provided by sponsor.

the Marketplace layout



CASH DISCOUNT AVAILABLE:

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



EDUCATION TRACK SPONSOR - \$5000

LIMITED TO FOUR SPONSORS

- Two complimentary full-conference registrations, including all meals (except for ticketed events), breaks and educational sessions (as capacity allows*).
- Resource table to display materials and information located outside education track room.
- Quarter-page ad in the on-site program if the ad is received by Jan. 10, 2024.
- Special recognition in the event signage and on-site program.
- Receive attendee list (attendee names, titles and organizations) in advance of the event.

**Specific education tracks currently in development.*



FRIEND OF THA

TIER ONE: LIMITED TO 12 SPONSORS - \$1,500

- 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.

TIER TWO: LIMITED TO SEVEN SPONSORS - \$2,500

- 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 event signage and on-site program if materials are received by **Jan. 10, 2024.**

TIER THREE: LIMITED TO SEVEN SPONSORS - \$5,000

- Three 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 event signage and on-site program if materials are received by **Jan. 10, 2024.**
- Opportunity to design/brand 16:9 PPT slide to run in housekeeping slide on screens in the marketplace.



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

LIMITED TO FIVE SPONSORS

- 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.



NEW! REGISTRATION SPONSOR - \$6,000

LIMITED TO ONE SPONSOR

- Two complimentary full conference registrations, including all meals (except for ticketed events), breaks and educational sessions (as capacity allows*).
- Sponsor table located in premier location next to conference registration desk.
- Opportunity to hand out conference programs and materials to attendees on arrival.
- Exclusive sponsorship of company-branded conference lanyards and conference bags to be displayed at sponsor table. Lanyards and bags to be ordered by THA.
- Receive attendee list (attendee names, titles and organizations) in advance of the event.
- Recognition in event signage and on-site program if materials are received by **Jan. 10, 2024**.



MOBILE APP SPONSOR - \$3,000

LIMITED TO ONE SPONSOR

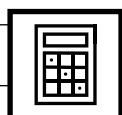
- One complimentary full conference registration, including all meals (except for ticketed events), breaks and educational sessions (as capacity allows*).
- Receive attendee list (attendee names, titles and organizations) in advance of the event.
- Opportunity to be featured in pre-conference eblast to conference attendees
- Opportunity to feature one-minute commercial on mobile platform.
- Push notification with link to resource on the mobile app platform.
- Recognition in the event signage and on-site program.
- Logo recognition on the mobile app.



LIVESTREAM PLATFORM SPONSORSHIP - \$3,000

LIMITED TO ONE SPONSOR

- 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 be featured in pre-conference eblast to virtual conference attendees.
- Opportunity to feature one-minute commercial on virtual conference platform.
- Attendee chat post with link to resource on the livestream platform.
- Recognition in the event signage and on-site program.
- Logo recognition on the livestream platform.



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).

VOICE OF GOD ANNOUNCEMENT - \$750

- Dedicated announcement to attendees directing them to your booth and providing information on your services. (Message to be developed between company and THA).

THA 2024 ANNUAL CONFERENCE PROSPECTUS

EXHIBIT HOURS:

Thursday, February 15
7 a.m. – 6 p.m.

Move-In Time

Wed, February 14:
12 p.m. – 5 p.m.

Friday February 16
7:30 a.m. – 10:00 a.m.

Move-Out Time*

Wed, February 16:
10 a.m. – 1:30 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 16. **Sponsors that break down prior to this time will be invoiced a \$1500 fee for disruption of the conference.** THA reserves the right to not allow exhibitors to return in future years if they break down early.

VENUE & LODGING:

HYATT REGENCY DALLAS AT REUNION STATION

300 Reunion Blvd, Dallas, TX 75207

Phone Reservations: 214-651-1234

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 THA 2023 TOP SPONSORS!

DIAMOND SPONSOR:

JACKSON
Physician Search

PLATINUM & EMERALD SPONSORS:



TOP SPONSORS:



Sponsor/Exhibitor Contract

THA 2024 Annual Conference and Expo

NOTE: If you previously submitted this form but would like to make updates or changes to your application, please email jbelle@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 and Title _____
(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) ☐ Emerald (\$17,500) ☐ Market Stand Vendor (\$7,000)
- ☐ Platinum (\$32,000) ☐ Ruby (\$11,000)

ADDITIONAL SPONSORSHIP OPTIONS:

(Does not include exhibit space)

Friend of THA

- Tier 1 (\$1500)
Tier 2 (\$2500)
Tier 3 (\$5000)

- Registration Sponsor (\$6000)
Mobile App Sponsor (\$3,000)
Livestream Platform Sponsor (\$3000)
Education Track Sponsor (\$5000)
THT Pull Up Banner Sponsor (\$2400)

SPONSORSHIP ADD-ONS OPTIONS:

- ☐ Lounge Sponsor (\$7500)

(Must already be exhibiting at or sponsoring the conference)

- ☐ Registration Kit Insert (\$1,040) ☐
- ☐ Voice of God Announcement (\$750)

Names & Emails for staff members who need to receive conference information:

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: \$ _____

Signature: _____

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: 512-465-1013*

*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)

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

2024 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: 8' x 10'. Market Stand Vendor will be provided a completely constructed kiosk, graphics to be included, with 2 chairs. An optional 42" monitor for the kiosks can be ordered through Freeman. Booth spaces include 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. 10, 2024**. 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. 30, 2023**.

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 2024 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 cancellations must be submitted to THA exhibits management in writing. Cancellations received by THA after payment in full are not permitted. No refunds will be provided after full payment is received by THA. 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. **Any sponsor that tears down their exhibit space prior to the designated time will be charged a \$1500 fee for early departure and disruption of the conference.**

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.

Signature: _____ **Date:** _____