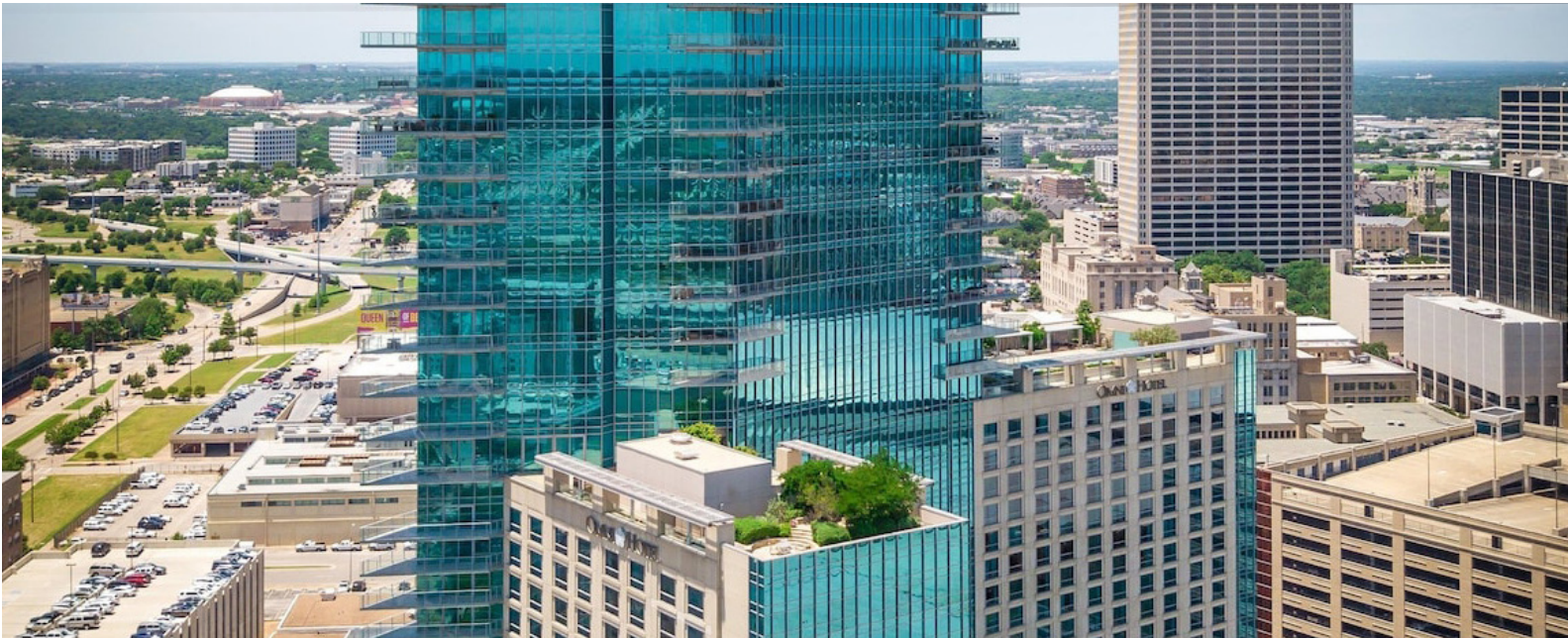




SPONSORSHIP PROSPECTUS

SEPT 22 - 23 | OMNI FORT WORTH HOTEL
1300 HOUSTON ST, FORT WORTH



Come Mingle at the *Marketplace*

We're excited to meet in a new season for another *Marketplace* experience!

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

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

We're breaking barriers in a real way. By taking down physical dividers like pipe and drape, we're making the space more open and easier for everyone to connect.

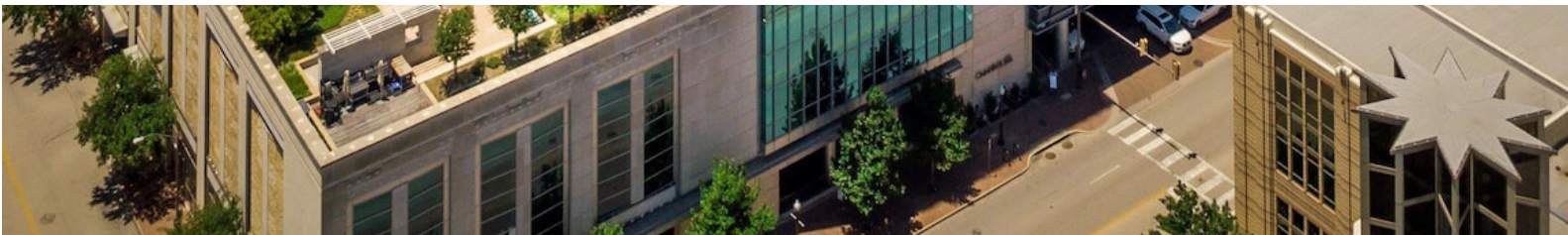
This open setup will help create a more communal environment for both attendees and vendors. We believe it will encourage more participation and help people connect relationships and build camaraderie and longevity.

Benefits of the *Marketplace*:



- Fewer vendors, less competition for attendees' attention;
- Prime booth locations for high-level sponsors;
- Less onerous setup for Market Stand Vendors with pre-constructed, company-branded kiosks; and

We hope to see you at the Marketplace, Sept. 22-23, 2026!





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.
- Four executive invitations to the exclusive THA Board Reception.
- 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).
- Sponsor of opening night reception, which includes a sponsored in-booth bar and signage.
- 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 THA Awards luncheon.
- Special recognition as the Diamond Market Vendor during the conference.
- Full-page ad in the on-site program if ad is received by August 19, 2026.
- 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).
- 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 August through December, 2026.
- First right of refusal for 2027 THA Annual Conference and Expo. Must be committed by April 15, 2027.
- Opportunity to design/brand 16:9 PPT slide to run in housekeeping slide on screens in the general session.
- Exclusive sponsorship of the Recharge Zone where attendees can relax and recharge in the Marketplace



Please Note: To preserve exclusivity with this event, limits have been added to each level of sponsorship. 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 Reception.
- 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).
- Exclusive sponsorship of branded item given to all attendees (item provided by sponsor) at registration desk or hotel check-in counter (as available).
- Sponsorship of grand prizes distributed to hospital member for attendance at facilitated discussion sessions.
- Company brochure included in the registration kit.
- Special recognition as a Platinum Market Vendor, during the conference.
- Half-page ad in the on-site program if ad is received by August 19, 2026.
- 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).
- 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 August through December 2026.
- 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. 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 TWO 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 Reception.
- Matchmaking provided by THA with a minimum of one interested hospital.
- Sponsorship of ACHE In-Person Education Session with two free tickets to attend.
- Opportunity to introduce a conference breakout session.
- Sponsor of Networking Breakfast.
- Special recognition as an Emerald Market Vendor, during the conference.
- Half-page ad in the on-site program if ad is received by August 19, 2026
- 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 August through December 2026.
- Opportunity to design/brand 16:9 PPT slide to run in housekeeping slide on screens in the general session.



RUBY MARKET VENDOR - \$10,000 LIMITED TO TWELVE 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.
- Receive attendee list (attendee names, titles and organizations) in advance of the event.
- Two executive invitations to the exclusive THA Board Reception.
- Co-Sponsorship of break in the Marketplace
- Quarter-page ad in the on-site program if the ad is received by August 19, 2026.
- Special recognition in the event signage and on-site program.
- 20 percent discounted rates for THA's advertising opportunities from August to December 2026
- Opportunity to design/brand 16:9 PPT slide ad to run in housekeeping slide on screens in the marketplace.

Note: Diamond-Ruby sponsors wishing to add on a sponsor attendee are limited to two additional attendees, see pricing on last page. This is to preserve the exclusivity of this event and maintain appropriate sponsor to attendee ratios.



MARKET STAND VENDOR - \$7,500 LIMITED TO 20 SPONSORS

- One pre-constructed and company-branded kiosk placed in the Marketplace or in the lobby area.
- 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 August 19, 2026.
- 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 August to December 2026.
- Branding imagery to be provided by sponsor.



MARKETPLACE SUPPORTER - \$4,500 LIMITED TO FIVE SPONSORS

- 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 August 19, 2026.
- Opportunity to design/brand 16:9 PPT slide to run in housekeeping slide on screens in the marketplace.

SOLD OUT



CASH DISCOUNT AVAILABLE:

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



BREAK-OUT TRACK SPONSOR - \$7,000

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 August 19, 2026.
- Special recognition in the event signage and on-site program.
- Receive attendee list (attendee names, titles and organizations) in advance of the event.



FRIEND OF THA - \$750

LIMITED TO THA PARTNERS ONLY

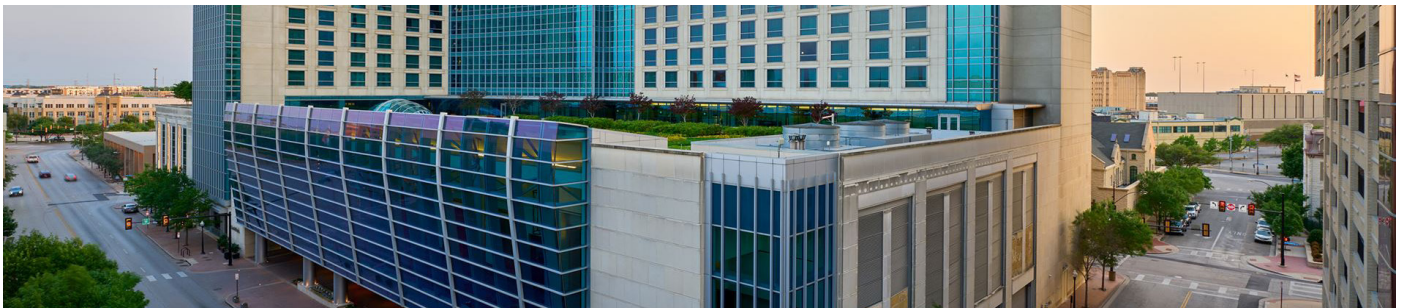
- One complimentary full conference registration, including all meals (except for ticketed events), breaks and educational sessions (as capacity allows).
- Receive attendee list (attendee names, titles and organizations) in advance of the event.



TEXAS HEALTHCARE TRUSTEES PULL-UP BANNER - \$2,500

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.





REGISTRATION SPONSOR - \$10,000

LIMITED TO ONE SPONSOR

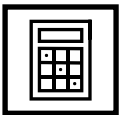
- Two complimentary full conference registrations, including all meals (except for ticketed events), breaks and educational sessions (as capacity allows).
- Sponsor table located in premier location near to conference registration desk.
- Opportunity to hand out conference programs and materials to attendees on arrival.
- Exclusive sponsorship of company-branded conference lanyards and conference bags to be displayed at sponsor table. Lanyards and bags to be provided by sponsor.
- 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 **August 19, 2026**.



MOBILE APP AND LIVE STREAM SPONSOR - \$6,000

LIMITED TO ONE SPONSOR

- Two 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.
- Attendee chat post with link to resource on the livestream platform.
- 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.

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.)

REGISTRATION KIT INSERT - \$750

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

ADD ADDITIONAL ATTENDEE - \$750

- Diamond, Platinum, Emerald and Ruby Sponsors (Limit 2)
- All others (Limit 1)



CASH DISCOUNT AVAILABLE:

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

THA 2026 ANNUAL CONFERENCE PROSPECTUS

EXHIBIT HOURS:

Tuesday September 22
8:00 am-6:30 pm

Wednesday September 23
8:00 am-9:00 am

Move-in is scheduled for September 21.

We will share additional Move In/Out details with vendors once they are confirmed.

*Exhibitors may not break down or move out displays during any scheduled meal breaks (breakfast, refreshments, lunch, etc.) or before instructed on September 23. **Sponsors that break down prior to this time may be subject to a \$1,500 fee if they disrupt the conference.** THA reserves the right to not allow exhibitors to return in future years if they break down early.

VENUE & LODGING:

OMNI FORT WORTH HOTEL

1300 Houston St. Fort Worth, TX 76102

Reduced room rate for conference attendees: \$259/night
Reservation cut-off is **August 28, 2026**

CASH DISCOUNT AVAILABLE:

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



THANK YOU AGAIN TO OUR 2025 TOP SPONSORS

DIAMOND SPONSOR:



PLATINUM & EMERALD SPONSORS:



TOP SPONSORS:



Sponsor/Exhibitor Contract

THA 2026 Annual Conference and Expo

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

Email _____ Website **WWW.** _____

Address _____

City _____ State _____ ZIP _____

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

EXHIBITOR OPTIONS:

- Diamond (\$50,000)
- Emerald (\$17,500)
- Market Stand Sponsor (\$7,500)
- Platinum (\$32,000)
- Ruby (\$10,000)
- Marketplace Supporter (\$4,500)

ADDITIONAL SPONSORSHIP OPTIONS:

(Does not include space in The Marketplace)

- Registration Sponsor (\$10,000)
- Mobile App/ Live Stream Sponsor - (\$6,000)
- Education Track Sponsor (\$7,000)
- THT Pull Up Banner Sponsor (\$2,500)
- Friend of THA (\$750)

SPONSORSHIP ADD-ONS OPTIONS:

(Must already be exhibiting at or sponsoring the conference)

- Registration Kit Insert (\$750)
- Voice of God Announcement (\$750)
- Additional Attendee (\$750)

PAYMENT

Full payment is required before the conference.

Summary of selections:

Sponsorship amount: \$ _____

Sponsor Add-on Amount: \$ _____

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

Total amount due: \$ _____

Signature: _____

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 within 60-days of date of signed prospectus contract.

SEND CONTRACT TO:
Texas Hospital Association
Attn: Chris Felton
Email: cfelton@tha.org

QUESTIONS? CONTACT:
Chris Felton
Email: cfelton@tha.org

PAYMENT OPTIONS:

IF PAYING BY ACH, REMIT PAYMENT BY ACH TO:

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

IF PAYING BY CREDIT CARD, PLEASE PROVIDE THE FOLLOWING INFORMATION TO RECEIVE THE SECURE LINK.

Name _____

Title _____

Email Address _____

Phone Number _____

Signature _____ Date _____

2026 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 **August 1, 2026**. However, if you purchase an exhibitor level that includes ad space in the conference program, your agreement and artwork, including logos, must be received by THA by **August 19, 2026**.

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 2026 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 payments due in full within 60-days of signed prospectus. For payments not received within the 60-day period, THA reserves the right to terminate the agreement and re-sell the space. **Cancellations received by THA on or before July 15, 2026 will be returned 50 percent of total sponsorship cost. No refunds will be given after July 15, 2026. All cancellation requests must be submitted to THA Business Services in writing.** 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: _____



Texas
Hospital
Association

Founded in 1930, THA is the leadership organization and principal advocate for the state's hospitals and health care systems. Based in Austin, THA enhances its members' abilities to improve accessibility, quality and cost-effectiveness of health care for all Texans. One of the largest hospital associations in the country, THA represents more than 85 percent of the state's acute-care hospitals and health care systems, which employ some 369,000 health care professionals statewide.



Please contact Chris Felton at cfelton@tha.org for additional information.

Texas Hospital Association |  | 1108 Lavaca, Austin TX, 78701-2180

