



HILA



HEALTHCARE
LEADERS
ASSOCIATION
**NEW HAMPSHIRE
VERMONT**

**2024 SPONSORSHIP
OPPORTUNITIES**

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The Who's of HLA NHVT



WHO WE ARE

The Healthcare Leaders Association of New Hampshire/Vermont (HLA NHVT) is a vital resource for healthcare professionals and medical group managers throughout the state. HLA New Hampshire/Vermont offers advocacy, education, tools, resources and networking opportunities required to enhance, develop and mentor those who serve in the administration of the medical practice. We are the one stop resource for the practice management community in New Hampshire and Vermont.

WHO ARE OUR MEMBERS

HLA New Hampshire/Vermont is comprised of approximately 200 members representing over 1,500 physicians in each state. Our members work in a wide range of practice settings, such as: private practice, academic and hospital practice, and integrated delivery systems and represent all specialties. They are like minded individuals with similar professional goals. Of our medical practice membership, a large percentage serve in a leadership position within their medical practice. Most members categorize themselves as Administrators, Managers, Directors, Presidents or C-Suite Executives.

WHO SHOULD PARTNER WITH US

If you are looking to grow your presence in New Hampshire or Vermont and want to partner with an organization who values your support, HLA NHVT is the right place for you. We take the time to understand your organization's goals and needs and we'll work with you to find the right solution for your investment. Our corporate sponsorships focus on a multi-platform approach to avoid over saturation in one discipline, ensuring your message connects with our members. We have developed a variety of unique and customizable event sponsorships and exhibiting opportunities for our annual conference to spotlight your organization. And we also offer several a la carte items to maximize your exposure including Thought Leadership Session, Peer to Peer Roundtables, Spark Sessions, Webvertising and Newsletter Ads.

This booklet will give you a look at all of our year-long Corporate Sponsorship opportunities, our Annual Conference offerings as well as additional a la carte options for your consideration.

The one stop resource for New Hampshire Vermont practice managers



2024 CORPORATE SPONSORSHIPS

Amplify your impact by spotlighting your organization with a year-long, multifaceted corporate sponsorship branding campaign. This compound approach will strengthen your position with our members, your buying influence.

A corporate sponsorship with HLA New Hampshire/Vermont allows you to engage membership and develop strong partnerships through 2024.

Highlights of these packages include a multi-platform media blitz, speaking engagements, premier booth locations at our Annual Conference and monthly member webinars.

OVERVIEW:

	Diamond \$5,000 (Value \$8,495)	Platinum \$3,000 (Value \$5,795)	Gold \$2,000 (Value \$4,995)	Silver \$1,000 (Value \$3,550)
• 1 Affiliate Membership	✓	✓	✓	✓
• 1 E-Blast to membership announcing sponsorship	✓	✓	✓	✓
• Dedicated E-Blast Advertisements to membership with your content	4 (quarterly)	2 (1 per half yr)	2 (1 per half yr)	✗
• Newsletter article announcing sponsorship	✓	✓	✓	✓
• Newsletter ad	4 (quarterly)	4 (quarterly)	2 (1 per half yr)	1
• 1 Social Media announcement of sponsorship	✓	✓	✓	✓
• Social Media posts with your content	4 (quarterly)	2 (1 per half yr)	2 (1 per half yr)	✗
• Logo and hyperlink in footer of all electronic communications (E-Blasts)	✓	✗	✗	✗
• Logo and hyperlink on our website home page	✓	✗	✗	✗
• Logo and hyperlink with 50-word company description on Corporate Sponsor Directory	✓	✓	✓	✓
• A :30-:60 second commercial to air during all virtual events, in-person educational events and Annual Conference. Commercials can also be posted to our social media accounts. (.MP4 or YouTube link)	✓	✓	✓	✗
• Exhibit Booth/Table Live Educational Events (Including 2 booth personnel) (Excludes Annual Conference)	ALL	ALL	2 (Your Choice)	1 (Your Choice)
• Signage at Registration Desk of all Live Educational Events	✓	✓	✓	✓
• Member Golf Outing Hole Sponsorship (if applicable)	✓ + 2 Golfers	✓ + 2 Golfers	✓	✗
• Exhibit Booth at the Annual Conference (3 booth personnel included)	Premier Location	Premier Location	✓	✗
• Additional sponsorship at Annual Conference valued up to \$2000	✓	✓	✗	✗
• Promotional Item or Literature in Annual Conference Attendee Bags	✓	✓	✓	✗
• Full Page Color Ad in Conference Program Book	✓	✓	✓	✓
• Signage at Annual Conference	✓	✓	✓	✗
• Speaking Engagement at Annual Conference	✓	✗	✗	✗
• 1 Member Webinar (non-promotional)	✓	✓	✗	✗



2024 ANNUAL CONFERENCE SPONSORSHIPS

NEW ENGLAND REGIONAL CONFERENCE

MAY 15-17, 2024

**THE WESTIN PORTLAND HARBORVIEW
PORTLAND, ME**

Spotlight your organization at our New England Regional Conference featuring 2½ days of education and networking mixed in with a little bit of fun. Our Regional Conference is co-hosted with HLA Massachusetts/Rhode Island.

This year our conference will deliver more than 8 hours of face to face time with approximately 200+ attendees consisting of practice leaders and decision makers.

Join us and connect with our attendees during our highlight event of the year.

EXHIBIT BOOTHS:

MEMBER BOOTH

\$1,695

INCLUDES:

- 6' Table
- 2 Chairs
- 2 Booth Personnel
- Listing in Program Book
- Wi-Fi
- Electric (if requested)
- Attendee List (Pre & Post Conference)
- Entrance to all educational and networking events
(excludes pre-conference events)

NON-MEMBER BOOTH

\$1,995

INCLUDES:

- 6' Table
- 2 Chairs
- 2 Booth Personnel
- Listing in Program Book
- Wi-Fi
- Electric (if requested)
- Attendee List (Pre & Post Conference)
- Entrance to all educational and networking events
(excludes pre-conference events)

PREMIER PACKAGES:

Exhibit Booth Included

ATTENDEE LANYARD

\$3,500

DESCRIPTION:

- Exhibit Booth Included
- Your company logo on all attendee lanyards
- Signage at registration desk
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition in Program Book



ATTENDEE BAG

\$4,500

DESCRIPTION:

- Exhibitor Booth Included
- Your company logo on all attendee bags
- Signage at registration desk
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition in Program Book



VENDOR GAME

\$4,000

DESCRIPTION:

- Exhibit Booth Included
- Your logo on all game cards given to all attendees
- Your personnel may announce winners and hand out prizes
- Full Page Color Program Book Ad
- Signage at Registration Desk and in Exhibit Hall announcing prizes
- Promotional item or literature in all attendee bags
- Recognition in Program Book
- Dedicated social media post announcing winners



CONF. NOTE PAD/PEN

\$5,000

DESCRIPTION:

- Exhibitor Booth Included
- Your company logo on all attendee note pad/pen combinations
- Signage at registration desk
- Full Page Black and White Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition in Program Book



CONF. MOBILE APP

\$6,000

DESCRIPTION:

- Exhibitor Booth Included
- Your company logo on our mobile app
- Your logo on mobile app instructions
- Signage at registration desk
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition in Program Book



KEYNOTE SPEAKER

\$6,000

DESCRIPTION:

- Exhibitor Booth Included
- Literature/material handout at door of keynote session
- 2-minute company introduction before keynote session
- Speaker introduction
- Signage at registration desk
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition in Program Book



WELCOME RECEPTION

\$5,500

DESCRIPTION:

- Exhibitor Booth Included
- Signage at door and registration desk
- Welcome attendees at door with your promotional giveaway
- Entertainment Introduction
- 2 minutes with microphone for Company Introduction
- Cocktail Napkins with your logo
- Beverage Cups with your logo
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition in Program Book



THEMED NETWORKING EVENT

\$5,500

DESCRIPTION:

- Exhibitor Booth Included
- Signage at door and registration desk
- Introduction by DJ
- 2 minutes with microphone for Company Introduction
- Cocktail Napkins with your logo
- Beverage Cups with your logo
- Photo Booth with logo on pictures
- Party Props
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition in Program Book



SPONSORSHIPS:

Does not include Exhibit Booth

CONFERENCE BREAK

\$500
(3 available)

DESCRIPTION:

- Signage at entrance and in hall
- Greet attendees at entrance to hall
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Logo Projected in Exhibit Hall During Break

BREAK OUT ROOM

\$500
(2 available)

DESCRIPTION:

- Signage at door
- Introduction of speakers
- Table in room for your literature
- Recognition in Program Book
- Promotional item or literature in all attendee bags



BREAKFAST

\$1,000
(2 available)

DESCRIPTION:

- Signage at entrance and in hall
- Greet attendees at entrance to hall
- 2-minute company introduction
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Logo Projected in Exhibit Hall During Breakfast



LUNCH

\$1,000

DESCRIPTION:

- Signage at entrance and in hall
- Greet attendees at entrance to hall
- 2-minute company introduction
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Logo Projected in Exhibit Hall During Breakfast



PRE-CONFERENCE

\$2,000

DESCRIPTION:

- Signage at door
- Introduction of speakers
- Table in room for your literature
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Dedicated social media post and eblast announcing session sponsorship



SIGNAGE

\$2,000

DESCRIPTION:

- Your logo on all conference signage
- Signage at Registration Desk announcing sponsorship
- Recognition in Program Book
- Promotional literature/material in all attendee bags



WIFI SPONSOR

\$2,500

DESCRIPTION:

- Wifi instruction card at registration desk with your logo
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Custom Wifi Password (Where available)



FLASH DRIVES

\$3,000

DESCRIPTION:

- Your logo on all conference flash drives pre-loaded with workshop presentation (when available)
- Signage at Registration Desk
- Recognition in Program Book
- Promotional item or literature in all attendee bags



A/V SPONSOR

\$4,000

DESCRIPTION:

- Signage at registration desk, all general sessions and break out rooms
- Recognition in Program Book
- Promotional item or literature in all attendee bags



BUSINESS CARD BOOK

\$3,000

DESCRIPTION:

- Your logo on business card books
- Signage at registration desk
- Recognition in Program Book
- Promotional item or literature in all attendee bags



HOTEL KEY CARD

\$4,000

DESCRIPTION:

- Your logo on all hotel key cards
- Recognition in Program Book
- Promotional item or literature in all attendee bags



CYBER CAFE & CHARGING STATION

\$4,000

DESCRIPTION:

- Signage at Café
- Meet and greet with attendees at Café
- Full Coffee Station set-up
- Variety of chargers for attendee devices
- Recognition in Program Book
- Promotional item or literature in all attendee bags



WATER STATION

\$5,000

DESCRIPTION:

- Signage at water stations in all session rooms
- Beverage Cups with your logo
- Recognition in Program Book
- Promotional item or literature in all attendee bags



BUBBLE BAR

\$5,000

DESCRIPTION:

- Meet and greet attendees at the conference registration desk with Champagne, Mimosas or Bellini Toast
- Cocktail Napkins with your logo
- Beverage Cups with your logo
- Recognition in Program Book
- Promotional item or literature in all attendee bags



BLOODY BAR

\$5,000

**Traditionally held on the last morning of the Conference

DESCRIPTION:

- Meet and greet attendees at the conference registration desk with a Bloody Mary (Hair of the Dog)
- Cocktail Napkins with your logo
- Beverage Cups with your logo
- Recognition in Program Book
- Promotional item or literature in all attendee bags



PROGRAM BOOK AD

Program Book Inside Front Cover	\$1,000
Program Book Inside Back Cover	\$1,000
Program Book Back Cover	\$1,500
Program Book Full Page Color Ad	\$475

EXHIBITOR ADD ON

Gift Registration to 1st Time Attendee	\$150 each
Additional Booth Personnel	\$279 each
Promotional Giveaway in Attendee Bag	\$400



The background features a hand holding a smartphone in the center. Overlaid on this are several circular icons: an envelope, a location pin, a globe, and a shopping cart. A network of lines connects these icons. In the bottom right corner, a portion of a laptop keyboard is visible.

A LA CARTE OPTIONS

Our member communication strategy is wide-ranging and includes social media, newsletter, email, social media, print and much more.

Extend your reach with our members through one of the many a la carte offerings available to you.

ADD-ONS

Only available to add-on to any Corporate Sponsorship package

- Host a Thought Leadership Session at our Annual Conference - \$2500
- Host Quarterly (4 total) Peer to Peer Roundtables OR Spark Session (Virtually or In-person) - \$4000
- Host a Peer to Peer Roundtable OR Spark Session (Virtually or In-person) - \$1500

WEB BANNER AD

**Membership Required

- 1 Month Home Page Banner Ad - \$1,000
 - Ad runs 1st through last day of the month
 - Deadline for Banner Placement: 1 week prior to the 1st of the month
 - Size: 1584 x 300 px Format: PNG or JPG



NEWSLETTER ADS

PRICE PER ISSUE:

Half Page Ad - \$800

Quarter Page Ad - \$300

DATES OF PUBLICATION:

March 2024

June 2024

September 2024

December 2024

DEADLINE FOR AD PLACEMENT:

The 1st of the month of publication

AD FORMAT:

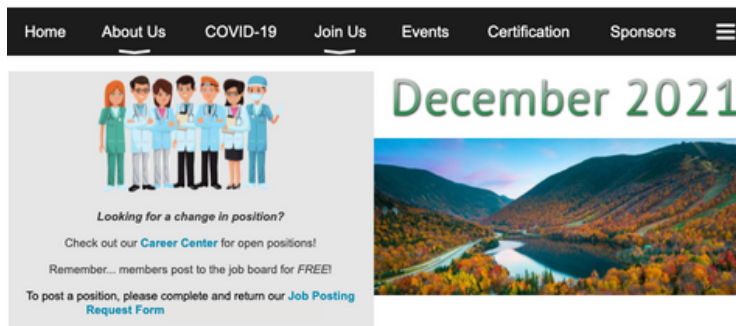
.pdf, .png, .jpg

AD SIZES:

Half Page Ad - 8"w x 5"h

Quarter Page Ad - 4"w x 4.75"h

e-Newsletter



In this Issue:

Wage war: Medical practices battling with industries for workers amid tight labor market
How hospitals and independent practices co-exist in a wave of consolidation
Upcoming Regulatory Deadlines
NERC 2022 - SAVE THE DATE

Stay Connected

Wage war: Medical practices battling with industries for workers amid tight labor market

Originally published in the State on December 15th, 2021

By Chris Harrop

A tight labor market as the COVID-19 pandemic continues has most medical practices across the United States prepared to carve a much bigger piece of their budgetary pie for salaries and wages in 2022.



Stop chasing overdue debt.

We'll collect the money you're owed.

Don't let overdue patient bills strain your budget. We understand the nuances of insurance billing and related follow up. Established in 1982, Alacrity averages \$30 million in collections processed annually. Our recovery is twice the national average.

- We treat everyone with respect, protecting your image and ours.
- We are based in Annapolis, Maryland.
- Interpreters available for non-English speaking accounts.
- We are ACA certified Professional Collection Specialists.
- 100% HIPAA and Fair Debt Collection Practices Act (FDCPA) compliant.

The sooner you place accounts with Alacrity (120 days recommended), the higher your recovery rates will be.

800.752.9663
info@accmd.com | AlacrityCollections.com

ALACRITY COLLECTIONS
Leader in the ARM (Accounts Receivable Management) Industry

HALF PAGE EXAMPLE

EXAMPLE QUARTER PAGE AD

COVERYS

PROVIDING ADVANCED DATA ANALYTICS TO HELP PHYSICIANS FOCUS ON IMPROVING OUTCOMES.

We're reimagining what you expect from a medical professional liability provider, with insights from over a decade of claims data and advanced analytics to help you predict risk and improve patient safety. Coverys is committed to helping reduce distractions so you can focus on patients and improve clinical, operational, and financial outcomes. Visit coverys.com.

COVERYS
REduce distractions. REsolve outcomes.

Submit this form along with your payment to:
Email: info@hlanhvt.org or **Mail:** PO Box 3403, Hamilton, NJ, 08619

Contact Name	Title	Business Type/Product	
Organization		Website	
Mailing Address	City	State	Zip Code
Phone	Fax	E-mail	

<p>Select Corporate Sponsorship:</p> <p>Diamond <input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/></p> <p>Select Exhibit Booth or Conference Package:</p> <p>Member Exhibit Booth <input type="checkbox"/></p> <p>Non-Member Exhibit Booth <input type="checkbox"/></p> <p>Attendee Lanyard Package <input type="checkbox"/></p> <p>Attendee Bag Package <input type="checkbox"/></p> <p>Vendor Game Sponsor <input type="checkbox"/></p> <p>Conference Mobile App Sponsor <input type="checkbox"/></p> <p>Conference Notepad/Pen Sponsor <input type="checkbox"/></p> <p>The Keynote Speaker Sponsor <input type="checkbox"/></p> <p>Welcome Reception Sponsor <input type="checkbox"/></p> <p>70's Night Disco Sponsor <input type="checkbox"/></p>	<p>Select Any Additional Conference Sponsorship(s) or Add On Bonus Options:</p> <p>Conference Break Sponsor <input type="checkbox"/></p> <p>Break Out Room Sponsor <input type="checkbox"/></p> <p>Pre-Conference Sponsor <input type="checkbox"/></p> <p>Breakfast Sponsor <input type="checkbox"/></p> <p>Lunch Sponsor <input type="checkbox"/></p> <p>Signage Sponsor <input type="checkbox"/></p> <p>Flash Drive Sponsor <input type="checkbox"/></p> <p>A/V Sponsor <input type="checkbox"/></p> <p>Wifi Sponsor <input type="checkbox"/></p> <p>Hotel Key Card Sponsor <input type="checkbox"/></p> <p>Select Any A La Carte Items:</p> <p>Thought Leadership Session <input type="checkbox"/></p> <p>Quarterly Round/Spark Session <input type="checkbox"/></p> <p>One Round/Spark Session <input type="checkbox"/></p> <p>Web Banner Ad <input type="checkbox"/></p> <p>Cyber Cafe & Charging Station <input type="checkbox"/></p> <p>Water Station Sponsor <input type="checkbox"/></p> <p>Bubble Bar Sponsor <input type="checkbox"/></p> <p>Bloody Bar Sponsor <input type="checkbox"/></p> <p>Program Book Inside Front or Back Cover <input type="checkbox"/></p> <p>Program Book Back Cover <input type="checkbox"/></p> <p>Program Book Full Page Ad <input type="checkbox"/></p> <p>Gift Registration <input type="checkbox"/></p> <p>Additional Booth Personnel <input type="checkbox"/></p> <p>Promotional Giveaway in Conference Bag <input type="checkbox"/></p> <p>Half Page Newsletter Ad <input type="checkbox"/></p> <p>Quarter Page Newsletter Ad <input type="checkbox"/></p>
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Booth Personnel #1	Booth Personnel #2	Additional Booth Personnel (\$279/ per addition):
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Company name as you would like it to appear on promotional material:

Enclosed is Check # _____ in the amount of \$ _____ payable to HLA NHVT.

PLEASE MAKE CONFERENCE PAYMENTS BY CHECK PAYABLE TO NERC-HLA NH.


Charge \$ _____ to the following credit card: VISA MC AMEX DISCOVER

Card Number	Exp. Date	SEC Code
Billing Address (Please Print)		
Card Holders Name (Please Print)	Signature	



Let's get in touch

Healthcare Leaders Association of New Hampshire/Vermont

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 https://twitter.com/HLA_NHVT

 <https://www.facebook.com/HLANHVT>

 <https://www.linkedin.com/company/hlanhvt>

HLA  HEALTHCARE
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