



**FEB. 6-7, 2018**

**MARRIOTT MARQUIS  
HOUSTON**

## SPONSORSHIP OVERVIEW

The Texas Hospital Association Annual Conference and Expo is the association's marquee event for Texas hospital leaders in clinical, administrative and governance positions. The THA 2018 Annual Conference and Expo is set in Houston, Texas Feb. 6-7! Experience Houston and enjoy this conference that stands to draw more participants than ever through THA's partnerships with Texas Healthcare Trustees, the Texas Organization of Nurse Executives, the Texas Association of Healthcare Financial Administration and the American College of Healthcare Executives Texas chapters.

**Reach more than 500 hospital decision-makers** from across the state at this premier health care event.

The 2018 exhibit show has been expanded to offer more exhibit, sponsorship and networking options, with a wide array of pricing levels to meet any budget. **Choose your sponsorship/exhibitor level and reserve your space now.**

This show traditionally sells out exhibit space well ahead of the event date, and all sponsorships and exhibits are on a first-come, first-served basis. **Booths also will be assigned on a first-come, first-served basis.**

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

## Top Sponsorship Levels

### DIAMOND – one available (\$45,000)

- 20' x 20' exhibit booth in superior location;
- Eight complimentary full-conference registrations, including all meals (except for ticketed events), breaks and educational sessions;
- Exclusive sponsorship of the THA Board Dinner, including brief remarks;
- Five executive invitations to the exclusive THA Board Dinner;
- Exclusive sponsorship of two General Sessions held Tuesday, Feb. 6 with opportunity to introduce session speakers;
- Exclusive sponsorship of the Recharge Zone where attendees can lounge and recharge their batteries;
- THA Game Night sponsorship, which includes casino style games and a cocktail reception hosted in the Exhibit Hall;
- Option for one In-Booth Pub Game (there is a price limit per game);
- Exclusive 15-minute Innovation Spotlight opportunity to provide a case study, success story or service overview;
- One complimentary hospitality suite at the Marriott Marquis Houston;
- Sponsored room amenity item to be dropped off in each attendee hotel room (items provided by sponsor);
- Company brochure included in the registration kit;
- One reserved table (seats 8-10 people) at the Earl M. Collier Award Luncheon held Tuesday, Feb. 6;
- Sponsorship video or commercial (one minute) to play during Earl M. Collier Award Luncheon held Tuesday, Feb. 6 (video or commercial to be provided by sponsor);
- Special recognition as the Diamond Sponsor and award presentation during the conference;
- Grand Prize Raffle Passport sponsorship;
- Company presence on pre-conference promotional e-blasts (exclusive to Diamond and Platinum sponsors);
- Logo/artwork on printed pre-conference promotional materials (exclusive to Diamond and Platinum sponsors);
- Banner/video on the front page of the conference app (banner and/or video to be provided by sponsor but limited to one minute);
- Sponsored promotional message sent out to all conference attendees via the THA conference app;
- Banner on THA website, [www.tha.org](http://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);
- Full-page program message in the on-site program;
- Superior recognition throughout the conference for this premier sponsorship level, including prominent artwork/logo display in event signage, top placement and recognition in conference printed materials, and acknowledgement through conference speaker scripts; and
- 20 percent discounted advertising rates for pre- and post-conference issues of *Texas Hospitals* magazine to promote the company, products and attendance at the THA Annual Conference and Expo. Readership includes more than 8,400 health care executives.

### PLATINUM – (\$32,500)

- 8' x 20' exhibit booth in premier location;
- Six complimentary full-conference registrations, including all meals (except for ticketed events), breaks and educational sessions;
- Four executive invitations to the exclusive THA Board Dinner;
- Exclusive sponsorship of one of the following conference events\*:
  - **Earl M. Collier Award Luncheon (Tuesday, Feb. 6)**
  - **Wednesday morning General Session**
  - **Wednesday closing General Session**
- THA Game Night sponsorship, which includes casino style games and a cocktail reception hosted in the Exhibit Hall; Option for one In-Booth Pub Game (there is a price limit per game);
- Exclusive 15-minute Innovation Spotlight opportunity to provide a case study, success story or service overview during breakfast;
- 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;
- One reserved table (seats 8-10 people) at the Earl M. Collier Award Luncheon held Tuesday, Feb. 6;
- Special recognition as a Platinum Sponsor and award presentation during the conference;
- Grand Prize Raffle Passport sponsorship;
- Company presence on pre-conference promotional e-blasts (exclusive to Diamond and Platinum sponsors);
- Logo/artwork on printed pre-conference promotional materials (exclusive to Diamond and Platinum sponsors);
- Banner/video on the front page of the conference app (banner and/or video to be provided by sponsor but limited to one minute);
- Sponsored promotional message sent out to all conference attendees via the THA conference app;
- Half-page program message in the on-site program;
- Premier recognition throughout the conference for this sponsorship level, including artwork/logo display in event signage, placement and recognition in conference printed materials and acknowledgement through conference speaker scripts; and
- 20 percent discounted advertising rates for pre- and post-conference issues of *Texas Hospitals* magazine to promote the company, products and attendance at the THA Annual Conference and Expo. Readership includes 8,400 health care executives.

*\* Subject to change based on event availability. Events are assigned on a first come, first served basis.*

## Top Sponsorship Levels continued

### GOLD – limited availability (\$20,000)

- 8' x 20' exhibit booth in prime location;
- Five complimentary full-conference registrations, including all meals (except for ticketed events), breaks and educational sessions;
- Three executive invitations to the exclusive THA Board Dinner;
- Exclusive sponsorship of one of the six following Education Tracks with opportunity to introduce session speakers\*:

- Policy/Regulatory
- IT/ Data
- Quality/Nursing
- Finance
- Leadership/Governance
- Legal/Health Law

- Special recognition and award presentation for this sponsorship level;
- Grand Prize Raffle Passport sponsorship;
- Half-page program message in the on-site program;
- Prime recognition in the event signage and on-site program; and
- 20 percent discounted advertising rates for pre- and post-conference issues of *Texas Hospitals* magazine to promote the company, products and attendance at the THA Annual Conference and Expo. Readership includes 8,400 health care executives.

\* Subject to change based on event availability. Events are assigned on a first come, first served basis. Limited number of sponsor representatives can attend.

### EMERALD – (\$15,000)

- 8' x 20' exhibit booth in prime location;
- Five complimentary full-conference registrations, including all meals (except for ticketed events), breaks and educational sessions;
- Three executive invitations to the exclusive THA Board Dinner;
- Exclusive sponsorship of one of the following conference events\*:

- Leadership Development Council Meeting (Mon., Feb. 5)
- ACHE F2F Panels (Mon., Feb. 5)
- Rural Pre-Conference Training (Mon., Feb. 5)
- ACHE Breakfast (Wed., Feb. 7)

- Exclusive sponsorship of promotional item given to all attendees (there is a limit on price per item);
- Special recognition and award presentation for this sponsorship level;
- Grand Prize Raffle Passport sponsorship;
- Logo/artwork on printed conference promotional materials;
- Half-page program message in the on-site program;
- Prime recognition in the event signage and on-site program; and
- 15 percent discounted advertising rates for pre- and post-conference issues of *Texas Hospitals* magazine to promote the company, products and attendance at the THA Annual Conference and Expo. Readership includes 8,400 health care executives.

\* Subject to change based on event availability. Events are assigned on a first come, first served basis. Limited number of sponsor representatives can attend.

### EXHIBIT HOURS:

**Tuesday, Feb. 6**  
7 a.m.–6:30 p.m.

**Wednesday, Feb. 7**  
7:30 a.m.–11 a.m.

**Move-in times:**  
**Monday, Feb. 5**  
7 a.m.–3 p.m.

**Move-out times\***  
**Wednesday, Feb. 7**  
Noon–3 p.m.

\*Exhibitors may not setup, break down or move out displays during any scheduled meal breaks (breakfast, refreshments, lunch, etc.) or during the final session. THA reserves the right to not allow exhibitors to return in future years if they break down early.

**VENUE & LODGING**  
**Marriott Marquis Houston**  
1777 Walker St.  
Houston, TX 77010

## Exhibitor Levels

### RUBY – limited availability (\$10,000)

- 8' x 10' or 8' x 20' exhibit booth in prime location (Exhibitor choice!);
- Four complimentary full-conference registrations, including all meals (except for ticketed events), breaks and educational sessions;
- Sponsorship of a bar, food station or break in the Exhibit Hall which includes branded cocktail napkins and branded signage; (there is a limit on price per item);\*
- Two executive invitations to the exclusive THA Board Dinner;
- Grand Prize Raffle Passport sponsorship;
- Quarter-page program message in the on-site program;
- Special recognition in the event signage and on-site program; and
- 15 percent discounted advertising rates for pre- and post-conference issues of *Texas Hospitals* magazine to promote the company, products and attendance at THA Annual Conference and Expo. Readership includes 8,400 health care executives.

\* Subject to change based on event availability. Events are assigned on a first come, first served basis.

### PEARL – limited availability (\$5,000)

- 8' x 10' exhibit booth in preferred location;
- Three complimentary full-conference registrations, including all meals (except for ticketed events), breaks and educational sessions;
- Recognition in the event signage and on-site program; and
- 10 percent discounted advertising rates for pre- and post-conference issues of *Texas Hospitals* magazine to promote the company, products and attendance at the THA Annual Conference and Expo. Readership includes 8,400 health care executives.

### SAPPHIRE – (\$3,500)

- 8' x 10' exhibit booth;
- Two complimentary full-conference registrations, including all meals (except for ticketed events), breaks and educational sessions;
- Recognition in the event signage and on-site program; and
- 10 percent discounted advertising rates for pre- and post-conference issues of *Texas Hospitals* magazine to promote the company, products and attendance at the THA Annual Conference and Expo. Readership includes 8,400 health care executives.

### FRIEND OF THA – (\$1,650) (does not include exhibit)

- One complimentary full conference registration, including all meals (except for ticketed events), breaks and educational sessions; and
- Recognition in the event signage and on-site program.

### TEXAS HEALTHCARE TRUSTEES BILLBOARD – 24 available (\$1,650) (does not include exhibit)

- Your company's artwork on an 8' x 4' board displayed in a key traffic area;
- One complimentary full-conference registration, including all meals (except for ticketed events), breaks and educational sessions;
- Recognition in the event signage and on-site program; and
- Listing on THT's website, [www.tht.org](http://www.tht.org) and a link to the company's website.

### All sponsorship levels include the following benefits:

- Recognition in signage directly outside the Exhibit Hall;
- Opportunity to provide an item at any value to be raffled off at sponsor's discretion during conference;
- Logo or listing on THA's website, [www.tha.org](http://www.tha.org), and a link to your company's website; and
- List of registrants prior to and after the event\*.

\*Registrant and attendee lists include name, title, organization, mailing address and phone number. Please note that THA privacy policy does not allow the sharing of email addresses.

## Increase Your Visibility with Exhibitor Add-Ons

### Sponsored Logo Items:

Want to maximize your exposure and brand awareness? Take advantage of an opportunity to display your logo/artwork on one of the following items, which are handed out to over 500 Texas hospital decision-makers. All items are offered on a first-come, first-served basis. (\*Must be an exhibitor/sponsor to purchase).

- THA Conference folders/bags(\$5,000);
- Conference pens (\$3,000);
- Conference notepads (\$3,000); or
- Choose your own!\*

\*There is a limit on the price per item.

### THA STAGE SPONSORSHIP (Inside Exhibit Hall) – one available (\$7,500)

Sponsor the staged area where hospitals share their knowledge and experience with attendees, sponsors share solutions and entertainment is always available! Gain brand recognition and have your company on-hand to give member introductions, and greet and network with attendees.

**This add-on includes two complimentary full-conference registrations, including all meals (except for ticketed events), breaks and educational sessions, and a table near the THA Stage to display materials.**

### REGISTRATION BOOTH SPONSORSHIP - one available (\$5,000)

**Sponsor the registration booth where all attendees stop to check-in and get important conference information.** Gain brand recognition in this important location!

### IN-BOOTH PUB GAME – limited availability (\$3,000)

Jazz up your exhibit experience and attract more traffic with one of the following pub games provided by THA:

- Putting green;
- Nerf darts;
- Giant chess; or
- Cornhole/washer game.

*\*Limit on price, space and availability of games.*

### REGISTRATION KIT INSERT – (\$1,000)

One-page (front and back) company brochure inserted in attendees' registration kits. The deadline to submit insert is **Monday, Nov. 20.**

### GRAND PRIZE RAFFLE PASSPORT – limited availability (\$1,000)

Generate more traffic to your booth by being a "virtual" stamp holder for the Grand Prize Raffle Passport. Attendees must come by your booth, use the app to check-in and receive a stamp for a chance to win! Your company logo is included on the passport app. Additionally, receive recognition in the on-site program and signage.

### IMPORTANT DATE

**Reservation deadline: Artwork, contract and payment due by Monday, Nov. 20, for maximum exposure. Applications received by this date are guaranteed to be listed in on-site materials.**

**Want us to customize a different exhibitor add-on? We can do that.  
For more information, contact Heather Parsons at [hparsons@tha.org](mailto:hparsons@tha.org) or 512/465-1015.**

The THA 2018 Annual Conference and Expo will be held in conjunction with:



# Sponsor/Exhibitor Contract

## THA 2018 Annual Conference and Expo

**Artwork, contract and payment due by Nov. 20 to be listed in on-site materials.**

**NOTE:** If you previously submitted this form but would like to make updates or changes to your application, please email [hparsons@tha.org](mailto:hparsons@tha.org)

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



Texas  
Hospital  
Association

### SPONSOR/EXHIBITOR:

Company Name \_\_\_\_\_  
(EXACTLY as you wish it to appear in conference printed 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.** \_\_\_\_\_

#### COMPANY PRODUCT/ SERVICE LINE:

**(This helps us better promote you)**

- ☐ Financial Solutions
- ☐ Insurance Services
- ☐ Operational Support
- ☐ Workforce Solutions
- ☐ Quality and Patient Safety Initiative
- ☐ Other: \_\_\_\_\_

#### SPONSOR OPTIONS:

##### Select Sponsor Level:

- ☐ Diamond (\$45,000) **SOLD OUT**
- ☐ Platinum (\$32,500)
- ☐ Gold (\$20,000)
- ☐ Emerald (\$15,000)

##### Select Exhibitor Level:

- ☐ Ruby (\$10,000)
- ☐ Pearl (\$5,000)
- ☐ Sapphire (\$3,500)
- ☐ Friend of THA (\$1,650)\*
- ☐ THT Billboard Exhibit (\$1,650)\*

**\*Does not include exhibit space.**

#### SELECT EXHIBITOR ADD-ONS

- ☐ THA Stage Sponsor (\$7,500)
- ☐ Conference Folders/Bags (\$5,000)
- ☐ Registration Booth (\$5,000)
- ☐ In-Booth Pub Game (\$3,000)
- ☐ Pens (\$3,000)
- ☐ Note Pads (\$3,000)
- ☐ Registration Kit Insert (\$1,000)
- ☐ Grand Prize Raffle Passport (\$1,000)

#### NOTES/REQUESTS:

\_\_\_\_\_  
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**Note:** Selection does not guarantee availability. Sponsor/exhibitor 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 to reserve a selected level.

#### PAYMENT

**Full payment is required to reserve a selected level.**

##### Summary of selections

Sponsorship/exhibitor amount: \$ \_\_\_\_\_

Exhibitor add-on amount: \$ \_\_\_\_\_

**Total amount due: \$ \_\_\_\_\_**

#### SEND CONTRACT TO:

Texas Hospital Association

Attn: Heather Parsons

**Email:** [hparsons@tha.org](mailto:hparsons@tha.org)

**Fax:** 512/853-4564\*

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

#### QUESTIONS? CONTACT:

Heather Parsons

**Phone:** 512/465-1015

**Email:** [hparsons@tha.org](mailto:hparsons@tha.org)

#### IF PAYING BY CHECK,

##### SEND PAYMENT AND COPY OF CONTRACT TO:

Texas Hospital Association

P.O. Box 95353

Grapevine, TX 76099-9733

#### SEND ARTWORK TO: [artwork@tha.org](mailto:artwork@tha.org)

Review terms and conditions on page five. You must acknowledge these terms and conditions before your application will be submitted.

☐ **I have read and acknowledge the terms and conditions.**

#### 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 \_\_\_\_\_ CV \_\_\_\_\_

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.**

# Sponsor/Exhibitor Contract Terms and Conditions

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

**Exhibit Space:** Diamond sponsor receive 20' x 20' booth spaces, the Platinum and Gold sponsors receive 8' x 20' booths, Emerald sponsors receive 8' x 20' booths, Ruby sponsors receive 8' x 10' or 8' x 20' booths, Pearl and Sapphire exhibitors receive 8' x 10' booths. Booth spaces includes pipe and drape dividers, 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. Sponsors/exhibitors will receive exhibitor packets from Freeman with pricing and additional service options.

**THT Billboard Exhibit Sponsors:** Please contact Noelle Parsons with Texas Healthcare Trustees at 512/465-1013 or [nparsons@ttht.org](mailto:nparsons@ttht.org) to submit your billboard artwork. All materials are due by Jan. 15.

**Sponsor/Exhibitor Recognition:** To be recognized in the on-site conference program and conference signage, agreement must be received by THA with full payment by **Nov. 20**. If applicable, artwork, including logos, must be received by THA by **Nov. 20**.

**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 2018 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 **Nov. 20**, 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, 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 on the exhibit floor. All business activities of the sponsor/exhibitor must be within the sponsor/exhibitor's allocated 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, the preparation of such foods cannot cause odors considered to be offensive or objectionable to other sponsors/exhibitors or registrants. 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 non-alcoholic liquid, respectively.

Social functions sponsored by sponsors/exhibitors must be scheduled at a time or place where they will not conflict with official conference activities scheduled by the Association.

**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 to the exhibit.

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 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** \_\_\_\_\_