

2017 Texas Health Care Security and Technology Conference



Texas Hospital
Association Foundation



Center for
Technology Innovation

September 28-29
THA Headquarters

Sponsorship Overview

September 28-29, 2017

THA Headquarters • 1108 Lavaca Street, Suite 700 • Austin

What Is the Texas Health Care Security and Technology Conference?

The Texas Health Care Security and Technology Conference brings together Texas health care C-suite staff members, and other leaders and personnel responsible for IT/data in their hospital, for high-quality education from top experts on how to solve their IT pain points.

Program Topics

The conference will cover topics that are most relevant in today's dynamic world of health care technology and cybersecurity, including but not limited to protecting hospital devices, end-user education, maintaining safety with the Internet of Things, and end-user updates on regulation/compliance policies.

Target Audience

This program will benefit professionals focused on IT and data, including:

- Chief information officers/chief information security officers/IT administrators.
- IT compliance/audit officers.
- Health care legal and risk professionals.
- Directors and managers of IT operations.

How Does Sponsorship Benefit My Company?

This conference offers an opportunity to network and promote your company to Texas hospital leaders who are focused on health information management, electronic health records, and protecting their hospital and patient data. Additional benefits include:

- Your company receives premium one-on-one exposure with the opportunity to network with high-level hospital executives, THA members and key health care experts across Texas.
- Your company has the ability to establish strong relationships with decision-makers throughout the state.
- Your company gains access to attendee contact information.
- Your partnership demonstrates your company's desire to proactively support health care improvement in Texas.

What are the Center for Technology Innovation and the THA Foundation?

The Center for Technology Innovation (CTI) is THA's champion for Texas hospitals for technology expertise and needs. It serves as a reliable, unbiased source for experts, information and solutions to serve hospital leaders across Texas.

The Center for Technology Innovation is led by Fernando Martinez, Ph.D., a veteran healthcare executive and award-winning technologist who has worked with some of the largest healthcare systems in the country. He has served in a variety of healthcare settings and brings more than 20 years of hands-on experience delivering innovative and transformational technology strategies for organizations of all size to the Center.

THA Foundation provides THA member hospitals with important education programs and quality improvement and patient safety initiatives to help hospital staff on the front lines of patient care perform at their best.

How Does THAF Market the Texas Health Care Security and Technology Conference?

The program is promoted through all educational events, websites and channels hosted by the Texas Hospital Association Foundation.

SPECIAL UNDERWRITING OPPORTUNITIES FOR INAUGURAL CONFERENCE

For the inaugural conference only, THAF is offering five Founding Sponsor opportunities for companies to be recognized for helping launch this event. A \$10,000 Founding Sponsor gift for the 2017 conference will provide your business with prominent recognition at this year's event and, when you sponsor this conference in the next five years at any level, you will be recognized as a Founding Sponsor.

Founding Sponsor \$10,000 (Five Available for 2017 Only)

- Special recognition as THAF Founding Sponsor at 2017 conference and when you sponsor this conference at any level in the next five years.
- Exhibit table located in prominent location during the event.
- Four complimentary conference registrations, including all meals, breaks, educational sessions and networking events.
- Company logo featured on signage at event.
- Company logo featured on THA registration page with hyperlink to company's site.
- Opportunity to distribute one-page promotional handout to all attendees at the registration desk.
- 15 percent discounted advertising rates for pre- and post-conference issues of Texas Hospitals magazine.

2017 Sponsorship Opportunities and Benefits (continued)

Diamond \$15,000 (limited availability)

- Exhibit table at premier location during the event.
- Five complimentary conference registrations, including all meals, breaks, educational sessions and networking events.
- Company representative recognized during opening remarks by THA leader.
- “Innovation Spotlight” – representative has opportunity to provide a company or service overview (no more than 10 minutes in length).
- Company logo featured on signage at event.
- Company logo featured on THA registration page with hyperlink to company’s site.
- Company logo on sponsored apparel item to be given to all conference attendees (windbreaker, collared shirt or the like).
- Opportunity to distribute one-page promotional handout to all attendees at the registration desk.
- Company presence on pre-conference promotional e-blasts.
- 20 percent discounted advertising rates for pre- and post-conference issues of Texas Hospitals magazine.

Platinum \$7,500 (limited availability)

- Exhibit table located in prime location during the event;
- Opportunity to sponsor Wi-Fi network (sponsor receives naming rights for the event Wi-Fi network and on-site signage) OR attendee lounge (sponsor receives digital signage in the lounge area and space to distribute marketing materials).*
- Four complimentary conference registrations, including all meals, breaks, educational sessions and networking events.
- Company logo featured on signage at event.
- Company logo featured on THA registration page with hyperlink to company’s site.
- Opportunity to distribute one-page promotional handout to all attendees at the registration desk.
- 15 percent discounted advertising rates for pre- and post-conference issues of Texas Hospitals magazine.

*Offered on a first-come, first-served basis.

Gold \$5,000 (limited availability)

- Exhibit table located in prominent location during the event.
- Three complimentary conference registrations, including all meals, breaks, educational sessions and networking events.
- Opportunity to sponsor networking reception, an opening keynote speaker OR closing keynote speaker.*
- Company logo featured on signage at event.
- Company logo featured on THA registration page with hyperlink to company’s site.
- Opportunity to distribute one-page promotional handout to all attendees at the registration desk.
- 15 percent discounted advertising rates for pre- and post-conference issues of Texas Hospitals magazine.

*Offered on a first-come, first-served basis.

Silver \$2,500

- Exhibit table located near educational sessions during the event.
- Two complimentary conference registrations, including all meals, breaks, educational sessions and networking events.
- Company logo featured on signage at event.
- Company logo featured on THA registration page with hyperlink to company’s site.
- 10 percent discounted advertising rates for pre- and post-conference issues of Texas Hospitals magazine.

Friend of THAF \$1,500 – Vendors and IT/Data Professionals who are not affiliated with a hospital

- One complimentary conference registration, including all meals, breaks, educational sessions and networking events.
- 5 percent discounted advertising rates for pre- and post-conference issues of Texas Hospitals magazine.

Exhibitor Add-ons

Logo Display \$1,500 (each item)

Company logo is displayed on one of the five items listed below. Receive one complimentary conference registration per item selected.

- Pens.
- Lanyards.
- Stress balls.
- Notepads.
- Suggest an item!*

*Restrictions may include price and availability.

All sponsors receive list of attendees before and after the event (name, hospital and mailing address only) and recognition in rolling slide show, on sponsor signage and in conference collateral.

Sponsor Contract

2017 Texas Health Care Security and Technology Conference



SPONSOR/EXHIBITOR: (Vendor attendance is limited to those companies/firms participating in the conference as a sponsor.)

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

Contact Name _____ Title _____

Mailing Address _____

City _____ State _____ ZIP _____

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

Email _____ Website _____

SELECT SPONSOR LEVEL:

- ☐ Founding (\$10,000)
- ☐ Diamond (\$15,000)
- ☐ Platinum (\$7,500)
- ☐ Gold (\$5,000)
- ☐ Silver (\$2,500)
- ☐ Friend of THAF (\$1,500)

EXHIBITOR ADD-ONS:

- ☐ Pens (\$1,500)
- ☐ Lanyards (\$1,500)
- ☐ Stress balls (\$1,500)
- ☐ Notepads (\$1,500)
- ☐ Suggest an item*

*Restrictions may include price and availability

PAYMENT:

Your sponsorship total of \$ _____ is due on or before **August 31, 2017**

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 to reserve a selected level.

TO SECURE YOUR SPONSORSHIP, PLEASE SEND CONTRACT TO:

Heather Parsons
vice president, Development
THA Foundation
Email: hparsons@tha.org
Phone: 512/465-1015

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

Texas Hospital Association Foundation
Attn: Robin Jackson
P.O. Box 95353
Grapevine, TX 76099-9733

If paying by credit card, send contract and payment information to our secure fax line at 512/692-2653.

- ☐ MasterCard ☐ VISA ☐ AmEx

Card Number _____ Expiration Date _____ CSV Code _____

Print Name Shown on Card _____ Signature _____

Billing Address _____ City/State/ZIP _____

Sponsor and Exhibitor Contract Terms and Conditions

Complimentary Registrations: Sponsoring companies qualify for a designated number of complimentary full-conference registrations, which include all meals, breaks and educational sessions. The number of complimentary registrations by sponsorship option is:

Presenting Sponsor Level - five (5), Platinum Sponsor - four (4), Gold Sponsor - three (3), Silver Sponsor - two (2), Friend Sponsor - one (1), Founding Sponsor Level - Four (4).

Exhibit Space: Presenting, Founding, Platinum, Gold and Silver sponsors receive an exhibit table near educational sessions. The space includes one (1) table and two (2) chairs. All exhibits/displays must fit within that designated space.

List: Sponsors will receive a list of registrants prior to event and list of attendees after event (per the Texas Hospital Association's privacy policy, attendee emails are not provided).

Website Listings: If provided for in their benefits, sponsors will be listed on the 2017 event registration page on the THA website and the web page will provide links to the sponsor's website URL specified on the sponsor application form.

Contributions: All sponsor contributions are voluntary. Sponsorships are accepted on a first-come, first-served basis based on date and time of the receipt of the contract and payment. THA reserves the right to limit the number of program sponsors and may reject any sponsorship for any reason. Fees collected prior to such refusal shall be returned to the sponsor within 45 days.

Cancellations: All sponsor cancellations must be submitted to THA in writing. Cancellations received by THA on or before August 25, 2017, will be assessed a fee of 50 percent of the total sponsorship 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 its reasonable control.

Conduct of Sponsors: The purpose of the 2017 Texas Health Care Security and Technology Conference is to educate persons employed in the health care field. This does not preclude the stimulation by sponsors of interest in and demand for such products and/or services in the exhibit area; however, actual selling or order-taking is expressly prohibited. All business activities of the sponsor must be within the sponsor'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.

The association is not responsible for loss or damage to the exhibits or sponsor material for any cause and urges the sponsor to exercise precautions to discourage damage or loss to the exhibit.

Rules and Regulations: Corporate members, sponsors and exhibitors 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 is 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).

**All sponsorships must be paid in full prior to booth setup.
A sponsor with an outstanding balance will not be permitted to exhibit.
I have read and understand the contract terms and conditions.**

INITIAL HERE _____