



Texas Healthcare Trustees Healthcare Governance Conference

July 30 – August 1, 2020 | JW Marriott Austin



The Texas Healthcare Trustees Healthcare Governance Conference draws nearly 500 hospital trustees and chief executive officers from Texas hospitals of all types, sizes and locales. This popular event combines multiple peer networking engagements with educational sessions specifically for hospital trustees.

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

Important Dates

To be recognized in the on-site conference program and conference signage, sponsor contract must be received by THT with full payment by June 26, 2020. Any contracts received after June 26, 2020 must include full payment.

Venues

Conference: JW Marriott Austin
110 E. 2nd Street
Austin, TX 78701

Reservations: Coming in 2020

Cut-off Date: July 14, 2020

Golf Tournament: Tournament will be held at one of our renowned Austin golf courses. Details coming soon.



Conference Feedback

- 93 percent of 2019 sponsors came away with leads for their business.
- 100 percent of 2019 conference sponsors were satisfied with their participation in this event.

THT Membership by Hospital Bed Size

Dues Category	% of Members
0 - 100 Beds	55%
101 - 300 Beds	25%
301 - 500 Beds	10%
501+ Beds	10%

Sponsorship Inquiries:

Jessica Hoefling

Phone: 512/465-1020

jhoefling@tha.org

Conference Sponsorship Options

*Sponsorship level determines logo or name placement as well as booth location.

Diamond - \$10,430

(Exclusively available to three sponsors)

- Six conference registrations.
- Premier exhibit location, display area with two 6' skirted tables.
- Full-page color sponsor message in on-site program.
- Receive attendee list 10 days prior to other vendors and updated list leading up to conference (no email or phone numbers).
- Opportunity to feature promotional video during opening remarks at one general session. Video produced by sponsor; two (2) minutes maximum length.
- Opportunity for a seat drop during one of the general sessions where sponsor can distribute a white paper or other branded item to the conference attendees.
- Opportunity to introduce a general session speaker.
- Company logo on screen during general session introductions (one exclusive slide).
- Company logo on blackout bingo card.
- Company logo on conference signage and THT website.
- Special reserved seating at THT Awards Luncheon.
- Opportunity for a 10 minute bite-sized Education session during breakfast OR one of the breaks in the exhibit hall on Friday (some restrictions apply).
- Sponsorship of one of the following:
 - Welcome Reception (Thursday).
 - Noble Allen Silent Auction Reception (Friday).
 - Certified Healthcare Trustees Breakfast (Saturday).
- Co-sponsorship of the THT Board Dinner **(exclusive to Diamond Sponsors only)**.
- Four executive invitations to the THT Board Dinner and special recognition during dinner.
- First right of renewal for 2021 sponsorship. **Must commit by March 1, 2021.**

Platinum - \$7,820

(Exclusively available to four sponsors)

- Five conference registrations.
- Premier exhibit location, display area with one 6' skirted table.
- Full-page color sponsor message in on-site program.
- Company logo on screen during general session introductions (one exclusive slide).
- Receive attendee list five days prior to other vendors and updated list leading up to conference (no email or phone numbers).
- Company logo on blackout bingo card.
- Company logo on conference signage and THT website.
- Special reserved seating at THT Awards Luncheon.
- Opportunity for a 10 minute bite-sized Education session during breakfast OR one of the breaks in the exhibit hall on Friday (some restrictions apply).
- Opportunity to introduce a breakout session speaker.
- Exclusive sponsorship of one of the following: a break, breakfast, lunch or registration desk.
- First right of renewal for 2021 sponsorship. **Must commit by March 1, 2021.**

Gold - \$5,220

(Exclusively available to six sponsors)

- Four conference registrations.
- Prime display area with one 6' skirted table.
- Half-page, color sponsor message in the on-site program.
- Company logo on screen during general session introductions.
- List of conference attendees with contact information provided prior to conference (no email or phone numbers).
- Company logo on blackout bingo card.
- Company logo on conference signage and THT website.
- Co-sponsorship of one breakfast or break (first come, first served basis, Certified Healthcare Trustees breakfast not included).
- Opportunity to introduce a breakout education speaker.

Silver - \$3,650

- Three conference registrations.
- Display area with one 6' skirted table.
- Half-page, color sponsor message in on-site program.
- Company name on screen during general session introductions.
- List of conference attendees with contact information provided prior to conference (no email or phone numbers).
- Company logo on blackout bingo card.
- Company name listed on conference signage and THT website.

Bronze - \$2,090

- Two conference registrations.
- Display area with one 6' skirted table.
- Company name on screen during general session introductions.
- List of conference attendees with contact information provided prior to conference (no email or phone numbers).
- Company name listed in on-site program.

Pull-Up Banner - \$1,565

- One conference registration.
- 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.
- List of conference attendees.

Friend of THT - \$780

- One conference registration.
- Company name listed in on-site program.
- List of conference attendees.

Conference Sponsor Add-ons*

- Bag inserts - \$520.
- Bags - \$3,130 (comes with two additional conference registrations).

Each of the add-ons below include one additional conference registration.

- Pens - \$1,565.
- Notepads - \$1,565.
- Highlighters - \$1,565.
- Hotel keys - \$1,565.
- Suggest an item - \$1,565.
- Additional Foyer Table - \$1,565 (get more exposure by purchasing an additional exhibitor table to have near the registration desk.)

*Requires purchase of a conference sponsorship.

CASH DISCOUNT AVAILABLE:

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

Golf Tournament Sponsorships

Presenting (one) - \$5,220

- One complimentary foursome.
- One hole sponsorship with premium signage.
- Provide welcome remarks to kick off the 2020 Golf Tournament.
- Recognition at course and at THT Healthcare Governance Conference.
- Recognition and logo on all marketing material for tournament.
- Participate in tournament prize presentation during luncheon.
- Giveaway goodie bag with company name on it (provided by sponsor).
- Four registrations for the THT Healthcare Governance Conference.

Players (two) - \$3,130

- One complimentary foursome.
- One hole sponsorship with premium signage.
- Recognition at course and at THT Healthcare Governance Conference.
- Recognition and logo on marketing material for tournament.
- Giveaway item for goodie bag with company name on it (tees, divot repair tool, etc.) provided by sponsor.
- Two registrations for the THT Healthcare Governance Conference.

Hospital Golf Team (two) - \$3,130

- One complimentary golf foursome that will pay for up to 3 hospital attendees you invite to golf with you.
- One hole sponsorship with premium signage.
- Recognition at course and at THT Healthcare Governance Conference.
- Recognition and logo on marketing material for tournament.
- Giveaway item for goodie bag with company name on it (tees, divot repair tool, etc.) provided by sponsor.
- Two registrations for the THT Healthcare Governance Conference.

Beverage Cart (two) - \$2,610

- Two golfer registrations.
- Special signage on beverage cart (unless prohibited by golf course).

- Company logo on drink ticket.
- Recognition at course and at THT Healthcare Governance Conference.
- Two registrations for the THT Healthcare Governance Conference.

Golf Ball (one) - \$2,090

- Two golfer registrations.
- Sleeve of golf balls with logo to be inserted in goodie bag (sleeves provided by sponsor).
- Recognition at course and at THT Healthcare Governance Conference.
- Two registrations for the THT Healthcare Governance Conference.

Transportation (one) - \$2,090

- Two golfer registrations.
- Signage at pick-up point.
- Speaking opportunity on the vehicle.
- Recognition at the golf course and at the THT Healthcare Governance Conference.
- Two registrations for the THT Healthcare Governance Conference.

Golf Cart (four) - \$1,565

- One golfer registration.
- Logo on each golf cart.
- Recognition at course and at THT Healthcare Governance Conference.
- One registration for the THT Healthcare Governance Conference.

Hole - \$1,040

- One golfer registration.
- Signage at sponsored hole.
- Recognition at course and at THT Healthcare Governance Conference.
- One registration for the THT Healthcare Governance Conference.

If you are interested in exhibiting at the Healthcare Governance Conference, a separate sponsorship will need to be purchased.



Would you like to golf while building relationships with top-level Texas hospital executives and board members?

The THT Golf Tournament is open to golfers of all levels! It includes a shot gun start with prizes, raffles, contests, and drink tickets for all players.

THT strongly encourages all golf sponsors to provide an item to be raffled off during the tournament luncheon at a minimum value of \$150.

Golf tournament will be capped at 72 players.

Sponsors purchasing teams are strongly encouraged to create their own team. THT is happy to consider hospital teammate requests, though there are no team guarantees.

Sponsorship Inquiries:

Jessica Hoefling
Phone: 512/465-1020
jhoefling@tha.org

2020 Sponsor Contract



Texas Healthcare
Trustees

VENDOR ATTENDANCE:

Vendor attendance is limited to those companies/firms participating in the respective events as a sponsor. Contact jhoefling@tha.org for more information. Phone: 512-465-1020 | Fax: 512-853-4564

CONTACT INFORMATION (please print)

Company Name (EXACTLY as you wish it to appear) _____
Contact Person _____ Title _____
Mailing Address _____
City _____ State _____ Zip _____
Telephone (area code) _____ Fax (area code) _____
Email _____ Website www. _____

THT Healthcare Governance Conference and Golf Tournament

Conference Sponsorship Levels:

Diamond (\$10,430)
Platinum (\$7,820)
Gold (\$5,220)
Silver (\$3,650)
Bronze (\$2,090)
Pull-up Banner (\$1,565)
Friend of THT (\$780)
(does not include exhibit)
THT Billboard Sponsor Friend* (\$700)
*requires approval from THT staff

Add-Ons:

Bag Inserts (\$520)
Bags (\$3,130)
Pens (\$1,565)
Hotel Keys (\$1,565)
Notepads (\$1,565)
Highlighters (\$1,565)
Additional Foyer Table (\$1,565)

NOTE: Sponsorship opportunities for the Healthcare Governance Conference and Golf Tournament are two separate events.

Golf Tournament Sponsorship Levels:

Presenting (\$5,220)
Players (\$3,130)
Hospital Golf Team (\$3,130)
Beverage Cart (\$2,610)
Golf Ball (\$2,090)
Transportation (\$2,090)
Golf Cart (\$1,565)
Hole (\$1,040)

REGISTRATION:

For conference and/or golf tournament sponsorship, please submit names, titles and email addresses of representatives to servicecenter@tha.org by **June 26, 2020**.

PAYMENT:

Sponsorship Level: \$
Add-ons: \$
Golf Tournament: \$
Cash Discount: Take 4% off total if paying by check or ACH: \$
Total amount due: \$

Full payment is **required** before the conference.

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

I authorize THT to charge my: Visa Master Card American Express

Card Number _____ CVV _____ Expiration Date _____

Print Name (as shown on card) _____

Cardholder's Signature (must be signed to charge) _____

Billing Address of Cardholder (if different from above) _____

City _____ State _____ Zip _____

SPONSORSHIP GUIDELINES: THT reserves the right to determine the appropriateness of sponsorships and to limit the number of sponsors. Acceptance of sponsorship does not imply THT or THA endorsement of sponsor's products or services in any way.

Signature _____ Date _____

Remit Payment by ACH to:

Texas Healthcare Trustees
Account No. 0101887742
ACH or Transit Routing #111900785

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

Texas Healthcare Trustees
P.O. Box 95353
Grapevine, TX 76099-9733

THT Healthcare Governance Conference

Contract Terms and Conditions

- 1. Complimentary Registrations:** Sponsoring/exhibiting company(ies) may qualify for a designated number of complimentary full conference registrations, including all meals (except for ticketed events), breaks and educational sessions. The number of complimentary registrations by sponsorship/exhibit option will be designated in the respective sponsor prospectus.
- 2. Exhibit Space:** Levels that include a display area receive a 6' skirted table with two chairs. Additional exhibitor services, such as electricity, are available through the JW Marriott Austin for an additional charge.
- 3. Sponsor Recognition:** To be recognized in the on-site conference program and conference signage, sponsor contract must be received by THT with full payment by **June 26, 2020**. Any contracts received after **June 26, 2020** must include full payment.
- 4. Attendee List:** Sponsors/exhibitors will receive a list of registrants prior to the event and list of attendees after the event (per THT privacy policy, attendee emails are not provided).
- 5. Website Listings:** All sponsors/exhibitors will be listed on the conference pages of the THT website and linked to the sponsor/exhibitor's website URL specified on the sponsor/exhibitor application form.
- 6. Contributions:** All sponsor/exhibitor contributions are voluntary. Sponsorships/exhibits are accepted on a first-come, first-serve basis, based on date and time of the receipt of contract. THT reserves the right to limit the number of program sponsors/exhibitors and may reject any sponsorship/exhibit for any reason. THT 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.
- 7. Conduct of Exhibitors:** The purpose of the event is to educate persons employed and who volunteer 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-sized sample of food or four ounces of liquid, respectively. Private social functions hosted by sponsors/exhibitors must be scheduled at a time or place where they will not conflict with official conference activities scheduled by the association.
- 8. Cancellation:** : All sponsor cancellations must be submitted to THT exhibits management in writing. Cancellations received by THT on or before **June 26, 2020** 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, Texas Healthcare Trustees 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.
- 9. Rules and Regulations:** Corporate members and sponsors represent and warrant that they:
 - a) Have sufficient resources and capacity to provide the products and services that are being promoted under this agreement.
 - b) 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.
 - c) 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.
 - d) 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).

I have read and understand the contract terms and conditions.

Initial Here _____