2018 SPONSOR GUIDE

Reach Senior Healthcare Leaders and Decision Makers at the 38th Annual UAB Symposium For Healthcare Executives

WHY SPONSOR?

Sponsorships offer your organization exposure to a vast group of healthcare executives from across the country in a relaxed, open setting.
Expand Your Knowledge and Build Relationships with Health Care Leaders

At the UAB Symposium, conversation about healthcare leadership, innovation, and management happen at the highest level. Senior leaders involved in all aspects of the healthcare industry join together to discuss the future of health care delivery and their impact on the healthcare system.

Sponsoring at the Symposium gives you the best opportunity to expose your organization to potential clients and showcase your leadership in the field. The Symposium promotes high engagement before, during, and after the event. Your company will have the opportunity to promote your brand and build your relationship with senior healthcare professionals with high involvement in healthcare systems.

GET TO KNOW THE AUDIENCE

- Participants from 23 STATES
- 80% of attendees are management level or above
- C-Suite and senior level executives make up 30% of attendees.

Since its inception in 1979, our audience has included over:

- 4000 ATTENDEES
- 130 HOSPITALS

EXHIBIT SCHEDULE

- Tuesday, July 24: Set Up
- Wednesday, July 25: 8-4
- Thursday, July 26: 8-4
- Friday, July 27: Breakdown
### Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Description</th>
<th>Platinum $10,000</th>
<th>Gold $7,500</th>
<th>Silver $5,000</th>
<th>Bronze $3,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition during opening and closing symposium programs</td>
<td>☑</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo, URL, and 150 word organization introduction on NSHE website and mobile app</td>
<td>☑</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Promotional recognition during your sponsored event, including announcements, signage, &amp; logo placement</td>
<td>☑</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Pre-conference and post-conference attendee mailing list (including full contact information)</td>
<td>☑</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibit space in conference area</td>
<td>☑</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Preferred placement of exhibit space</td>
<td>☑</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Enhanced recognition in all NSHE promotional materials and on the mobile phone app</td>
<td>☑</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Additional full registration to all symposium events (2 Total)</td>
<td>☑</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Sponsorship of one Network break, recognition on refreshment tables and in event proceedings (8 available)</td>
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<td>☑</td>
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<tr>
<td>Full conference registration for one organizational representative</td>
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<tr>
<td>Sponsorship of Wed. or Thurs. luncheon or concurrent sessions, includes opportunity to discuss your organization; recognition at event proceedings, on event signage and on mobile phone app</td>
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<tr>
<td>Full conference registration for two organizational representatives</td>
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<tr>
<td>Sponsorship of Wed. networking reception includes recognition at event proceedings, on event signage and on mobile phone app</td>
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<tr>
<td>Full conference registration for three organizational representatives</td>
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<tr>
<td>Sponsorship of the Wed. keynote address includes welcoming attendees &amp; discussing your organization; recognition at event proceedings, on event signage &amp; on HSA app</td>
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<tr>
<td>Full conference registration for five organizational representatives</td>
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</tbody>
</table>

### Additional Sponsorship Options (These options also include recognition on signage & at program events)

- **Mobile Phone App – $5,000**
  The opening screen will feature your logo and the welcome page will feature organizational information.

- **Mobile Device Charging Kiosk – $2,500**
  Exclusive signage on the charging stations provides great exposure for everyone charging or walking by.

- **Customized Lanyards – $2,000**
  Company name and logo printed on the name badge lanyards (other branded materials also available).

[WWW.UAB.EDU/NSHE](WWW.UAB.EDU/NSHE)
SPONSORSHIP FORM

To register as a sponsor of the 38th Annual UAB National Symposium for Healthcare Executives, submit this form or go online: www.uab.edu/nshe.

Please accept my support at the following level:

- Platinum  $10,000
- Gold  $7,500
- Silver  $5,000
- Bronze  $3,500

Additional Sponsorship Options:
- Mobile Phone App  $5,000
- Mobile Device Charging Kiosk  $2,500
- Customized Lanyards  $2,000

Tax credit dependent on sponsorship level benefits. Please contact us for more information.

Sponsorship Information:
Company Name: ____________________________________________
Name of Representative(s) who will attend: ____________________________
Address: ____________________________ City: ____________________________
State: ____________________________ Zip Code: ____________________________
Phone: ___________ Fax: ___________ Email: ____________________________
Signature: ____________________________ Title: ____________________________

- Check Enclosed
- Please Invoice
- Credit Card payments should be made online at www.uab.edu/nshe.

Return to:
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