

CHANGE

IPHCA ANNUAL LEADERSHIP CONFERENCE

OF



CHALLENGE

SPONSOR + EXHIBITOR PACKAGES

THE

MEETING

IPHCA

OCTOBER 27-29

MEETING

THE

CHALLENGE

OF

CHANGE

2021 

Sponsor Opportunities

Virtual Leadership Conference

The IPHCA Annual Leadership conference sets the standard for industry networking and health care education. This year is no different, and we're offering you the chance to be a part of it. Our 2021 sponsor and exhibitor packages offer businesses of all sizes the opportunity to build brand awareness with key industry players, hundreds of attendees, exhibitors and more. Join us in reaching potential customers who are making a difference in the health care industry.

Sponsor Opportunities



PREMIER ————— \$20,000

Keynote Speaker: Chris Gardner (Exclusive)

This is our most attended session. Your company's logo will be viewed by more than 500 attendees in this highly anticipated event. You will have the opportunity to provide a pre-recorded three-minute video that attendees will see before the session begins. Sponsorship includes five full-conference registrations.

PLATINUM ————— \$10,000

Plenary Session Speaker: Irin Carmon (Exclusive)

This is one of our most attended sessions. Your company's logo will be viewed by more than 500 attendees in this highly anticipated event. You will have the opportunity to provide a pre-recorded two-minute video that attendees will see before the session begins. Sponsorship includes three full-conference registrations.

Plenary Session Speaker: Dr. Bechara Choucair (Exclusive)

This is one of our most attended sessions. Your company's logo will be viewed by more than 500 attendees in this highly anticipated event. You will have the opportunity to provide a pre-recorded two-minute video that attendees will see before the session begins. Sponsorship includes three full-conference registrations.

GOLD ————— \$7,500

Network Lounge (Exclusive)

The Lounge will be named after your company. A sign with your logo—including a link to your website will be prominently displayed in the virtual lounge. You will also have a dedicated chat available for anyone to join and connect with your staff live. Sponsorship includes two full-conference registrations.

SILVER ————— \$4,000

Happy Hour (Exclusive)

Your company logo will be prominently displayed during the event. You will have the opportunity to speak to attendees during the event.

Theater Sign (2 available)

Your logo will be placed in a prime position in the virtual lobby with a clickable link to your website.

SOLD



Sponsor Opportunities

BRONZE ————— \$3,000

Promoted Chat in Networking Lounge

Your company will have a dedicated chat room that is open throughout the conference for your staff to engage with conference attendees live.

Large Lobby Sign (8 available)

Your company's rotating logo will be displayed for attendees to see when entering the virtual lobby.

Medium Theater Sign (10 available)

Your company's rotating logo will be displayed for attendees to see while in the theater where all presentations take place.

SUPPORTING ————— \$2,000

Medium Lobby Sign (8 available)

Your company's rotating logo will be displayed for attendees to see while in the virtual lobby.

Large Leaderboard/Gamification Prize

When you sponsor a Leaderboard prize, your company logo will be displayed on the Leaderboard page with a link to your website. Company logos for large prizes will be placed higher on the page than logos for small prizes. Company logo will also be displayed on email to winners.

1 Minute Introduction Video Before Breakout Session (32 available)

This sponsorship opportunity offers a one-minute video to be played before the session of your choosing. There are 32 sessions to choose from. All videos must be submitted no later than September 10, 2021.

SUPPORTING ————— \$1,000

Small Leaderboard/Gamification Prize

When you sponsor a Leaderboard prize, your company logo will be displayed on the Leaderboard page with a link to your website. Company logos for large prizes will be placed higher on the page than logos for small prizes. Company logo will also be displayed on email to winners.

PROGRAM GUIDE

Virtual program guide full-page ad: \$250

Virtual program guide half-page ad: \$125

Advertising in the virtual program guide is a cost-effective way to reach attendees.

Exhibitor Opportunities

EXHIBITOR FEES

\$900 IPHCA Member
\$1,000 Non-Member

FEES INCLUDE

- + Fully customizable virtual exhibit booth with opportunities for live chat, downloadable company resources, and gamification to increase attendee engagement
- + Company-supplied video (up to five minutes) that will play when someone enters the booth
- + Access for one attendee
- + Company contact information and description in program guide
- + List of conference attendees provided after event
- + Conference program guides

SCHEDULE

October 27, 2021 12:00 p.m. - 5:00 p.m.
October 28, 2021 9:00 a.m. - 5:00 p.m.
October 29, 2021 9:00 a.m. - 2:00 p.m.

PROGRAM GUIDE

Virtual program guide full-page ad: \$250
Virtual program guide half-page ad: \$125

Advertising in the virtual program guide is a cost-effective way to reach attendees.



Submitting a Program Ad

PROGRAM GUIDE

Advertising in the conference program guide is a great way to reach attendees and increase your brand's marketing outreach. The full-color digital program guide, included in all registration packets, contains the conference schedule, educational descriptions of sessions and other important information.

SUBMITTING ARTWORK

Artwork must be submitted **no later than September 10, 2021**, in one of the following formats: .pdf, .pds, .eps, or .ai. We recommend artwork be generated only in the following design programs: Photoshop, Illustrator, InDesign or Acrobat in RGB. IPHCA cannot accept responsibility for any unwanted results from artwork originally generated in other design programs or that does not meet the specifications listed above.

If you have any questions regarding artwork, contact Beth Fox, Director of Communications at (217) 541-7313 or bfox@iphca.org.

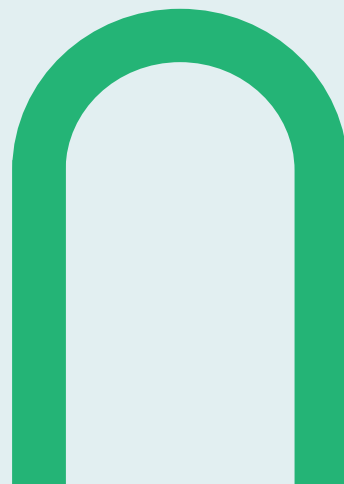
NOTE: Advertisements are subject to IPHCA approval. No refunds will be given for cancellation of advertising.

LOGO

Sponsors and Exhibitors— please send a full-color, .eps logo to Beth Fox at bfox@iphca.org. These will be used on various conference materials. **All logos must be submitted no later than September 10, 2021.**

ARTWORK SPECS

- + High resolution PDF (300+ dpi) or .pds, .eps or .ai file format and color set to RGB
- + Full color
- + Full-page ad dimensions: 8.375" x 10.875"
- + Half-page ad dimensions: 7.875" x 5"
- + Bleed: 0.25" must be added to all four sides - no live content should be used in this area
- + All text/type must be kept at least 0.5" from live edges; any important content should be kept at least 0.25" from trim
- + No crop marks



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CANCELLATION POLICY

All cancellations and requests for refund must be submitted in writing to Kathryn Doolin, kdoolin@iphca.org. Half of the sponsorship will be forfeited for cancellations through September 17, 2021. The entire sponsorship will be forfeited for cancellations after September 17, 2021.

IPHCA reserves the right to resell sponsorships not paid in full, without notice or refund, after September 15, 2021.

IPHCA reserves the right to deny exhibit or sponsor space to companies that have overdue account balances with IPHCA.

AGREEMENT TO TERMS AND CONDITIONS

Exhibitor/Sponsor agrees to observe and abide by the foregoing terms and conditions and by such rules made by IPHCA from time to time for efficient and safe operation of the conference. The Exhibitor/Sponsor understands that IPHCA reserves the right to reject this application.

IPHCA CONTACT INFORMATION

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