

SPONSORSHIP OPPORTUNITIES

DIAMOND LEVEL: \$20,000

- ◆ **Sponsor display table** and branded exhibit within VITAL2022 meeting space
- ◆ **Three (3) in-person introductions** by association leadership to key contact at member organizations
- ◆ **Three (3) email introductions** from Vice President of Membership and Development to identified key contact from attendee list
- ◆ **Three (3) complimentary registrations** and additional registrations at member rate
- ◆ Opportunity to sponsor one (1) conference attendee engagement reward prize
- ◆ **Full attendee list**—pre-conference and final conference
- ◆ Sponsor-branded signage in prominent meeting spaces, such as escalator, hallways, and special events
- ◆ **Forty-five-second looping video** on display in meeting space before education sessions
- ◆ Logo featured on association website, conference website, social media posts, and acknowledgement at meeting functions by senior leadership
- ◆ Opportunity to sponsor **pop-up attendee event/program** (e.g., specialty coffee cart, water and fruit station, or mediation/yoga event break) with additional fee.

SILVER LEVEL: \$12,500

- ◆ **Sponsor display table** and branded exhibit within VITAL2022 meeting space
- ◆ **One (1) in-person introduction** by association leadership to key contact at member organization
- ◆ **One (1) email introduction** from Vice President of Membership and Development to identified key contact from attendee list
- ◆ **One (1) complimentary registration** and additional registrations at member rate
- ◆ **Thirty-second looping video** on display in meeting space before education sessions
- ◆ Sponsor-branded signage in meeting spaces
- ◆ Logo featured on association website, conference website, social media posts, and acknowledgement at meeting functions by senior leadership
- ◆ **Full attendee list**—pre-conference and final conference

GOLD LEVEL: \$15,000

- ◆ **Sponsor display table** and branded exhibit within VITAL2022 meeting space
- ◆ **Two (2) in-person introductions** by association leadership to key contact at member organizations
- ◆ **Two (2) email introductions** from Vice President of Membership and Development to identified key contact from attendee list
- ◆ **Two (2) complimentary registrations** and additional registrations at member rate
- ◆ Opportunity to sponsor one (1) conference attendee engagement reward prize
- ◆ **Full attendee list**—pre-conference and final conference
- ◆ **Thirty-second looping video** on display in meeting space before education sessions
- ◆ Sponsor-branded signage in meeting spaces
- ◆ Logo featured on association website, conference website, social media posts, and acknowledgement at meeting functions by senior leadership
- ◆ Opportunity to sponsor **pop-up attendee event/program** (e.g., specialty coffee cart, water and fruit station, or mediation/yoga event break) with additional fee.

GENERAL LEVEL: \$10,000

- ◆ **Fifteen-second looping video** on display in meeting space before education sessions
- ◆ Sponsor-branded signage in VITAL2022 meeting spaces
- ◆ Logo featured on association website, conference website, social media posts, and acknowledgement at meeting functions by senior leadership
- ◆ **One (1) complimentary registration** and additional registrations at member rate
- ◆ **Full attendee list**—pre-conference and final conference



VITAL2022
Connect. Inspire. Lead.



SPECIALTY SPONSORSHIPS

GAGE AWARDS: \$25,000

- ◆ Designated as exclusive sponsor of the **2022 Gage Awards**—honoring excellence in quality improvement, population health, and COVID-19 innovations at member hospitals
- ◆ Opportunity for representative to give two-minute introduction/remarks to all attendees at Gage Awards ceremony
- ◆ **Sponsor display table** and branded exhibit within VITAL2022 meeting space
- ◆ **Two (2) in-person introductions** by association leadership to key contact at member organizations
- ◆ **Two (2) email introductions** from Vice President of Membership and Development to identified key contact from attendee list
- ◆ **Four (4) complimentary registrations** and additional registrations at member rate
- ◆ **Thirty-second looping video** on display in meeting space before education sessions
- ◆ **Full attendee list**—pre-conference and final conference
- ◆ Sponsor-branded signage in prominent meeting spaces, such as escalator, hallways, and special events
- ◆ Logo featured on association website, conference website, social media posts, and acknowledgement at meeting functions by senior leadership

TECHNOLOGY AND CYBER CAFÉ SPONSORSHIP: \$25,000

- ◆ Exclusive brand positioning for **attendee cybercafé space** at conference venue, including logo and looping video on large monitor that highlights conference schedule and related activities
- ◆ Exclusive sponsor of **VITAL2022 conference app**, featuring splash screen ad visibility
- ◆ Sponsor company name is designated conference **Wi-Fi password**
- ◆ Screensaver logo on computer monitor in attendee cybercafé
- ◆ Charging space for conference attendees to charge their cell phones
- ◆ **Two (2) complimentary registrations** and additional registrations at member rate
- ◆ Sponsor-branded signage in prominent meeting spaces, such as escalator, hallways, and special events
- ◆ Logo featured on association website, conference website, social media posts, and acknowledgement at meeting functions by senior leadership
- ◆ **Full attendee list**—pre-conference and final conference

OPENING RECEPTION: \$15,000

- ◆ Exclusive opportunity for representative to provide special introduction and give two-minute remarks to attendees at our **VITAL2022 Opening Reception**
- ◆ **Sponsor display table** and branded exhibit within VITAL2022 meeting space
- ◆ **Two (2) in-person introductions** by association leadership to key contact at member organizations
- ◆ **Two (2) email introductions** from Vice President of Membership and Development to identified key contact from attendee list
- ◆ Opportunity to sponsor networking and activity prize(s) for opening reception (Connect 4)
- ◆ **Two (2) complimentary registrations** and additional registrations at member rate
- ◆ **Thirty-second looping video** on display in meeting space before education sessions
- ◆ **Full attendee list**—pre-conference and final conference
- ◆ Sponsor-branded signage in prominent meeting spaces, such as escalator, hallways, and special events
- ◆ Logo featured on association website, conference website, social media posts, and acknowledgement at meeting functions by senior leadership

KEYNOTE SPEAKER (2 OFFERED): \$25,000

- ◆ Opportunity to provide two-minute introduction/remarks before (1) **VITAL2022 Keynote Speaker**
- ◆ **Sponsor display table** and branded exhibit within VITAL2022 meeting space
- ◆ **Two (2) in-person introductions** by association leadership to key contact at member organizations
- ◆ **Two (2) email introductions** from Vice President of Membership and Development to identified key contact from attendee list
- ◆ **Three (3) complimentary registrations** and additional registrations at member rate
- ◆ **Thirty-second looping video** on display in meeting space before education sessions
- ◆ **Full attendee list**—pre-conference and final conference
- ◆ Sponsor-branded signage in prominent meeting spaces, such as escalator, hallways, and special events
- ◆ Logo featured on association website, conference website, social media posts, and acknowledgement at meeting functions by senior leadership
- ◆ **Full-page ad** in digital conference program housed in VITAL2022 app

GENERAL CONSIDERATIONS: *Giveaway/prize to be coordinated by the America's Essential Hospitals team.*