



*Corporate Affiliate Membership and*  
**SPONSORSHIP OPPORTUNITIES**



AMERICA'S  
ESSENTIAL  
HOSPITALS

Corporate members are committed to ensuring access to care and optimal health for people who face social and economic barriers to care.



# *Move the Conversation Forward*

Tap into the talent, experience, and passion of your organization to highlight your company's expertise and industry services directly to more than 300 leaders of the nation's health care safety net.

## SHOWCASE INNOVATIONS, TRENDS, AND TOPICS THAT INFLUENCE THE HEALTH CARE INDUSTRY.

### **SHARE** *your knowledge*

Contribute relevant industry insight with a personalized America's Essential Hospitals blog post.

### **GAIN** *industry insight*

Make the most of a one-on-one executive staff Q&A to discuss current industry trends, strategies, and other relevant topics.

### **STAY** *connected*

Stay up to date on essential hospital news with a subscription to the association's monthly newsletter covering policy, advocacy, and research developments.

### **HIGHLIGHT** *industry expertise*

Participate in the poster session at our annual VITAL conference and share your industry expertise and innovative endeavors to leaders of member hospitals.

### **ANNUAL CONFERENCE** *showcase*

Bid for a showcase at our annual conference to further highlight your company's thought leadership.

## OUR MEMBERS SHARE THESE FIVE FUNDAMENTAL CHARACTERISTICS:



COMMUNITY-DRIVEN  
CARE FOR VULNERABLE  
POPULATIONS



TRAINING FUTURE  
HEALTH CARE  
WORKFORCE



PROVIDING  
COMPREHENSIVE  
COORDINATED CARE



PROVIDING SPECIALIZED,  
LIVESAVING SERVICES



ADVANCING PUBLIC  
HEALTH AND HEALTH  
EQUITY



# *Establish Powerful Relationships*

Create connections with hospital leaders and advance the work of hospitals and health systems committed to ensuring access to care and optimal health for all Americans, regardless of income or insurance status.

## **BUILD ON SHARED INTERESTS AND INDUSTRY GOALS THAT HAVE A LASTING IMPACT.**

### **FIRST *impression***

Connect with hospitals and health systems with a customized introduction letter to member CEOs from the president and CEO of America's Essential Hospitals.

### **WORTHWHILE *encounters***

Leverage your complimentary registration benefit to the annual VITAL conference, and engage hundreds of essential hospital and health system leaders to explore relevant key issues affecting mission-driven hospitals.

### **GET *noticed***

Engage in meaningful conversations on challenges, experiences, and goals at the leadership reception with members of both the boards of America's Essential Hospitals and Essential Hospitals Institute.

### **PERSONAL *touch***

Ease into your role as a corporate member with a 30-minute introduction call with America's Essential Hospitals' president and CEO.





## *Foster Brand Awareness*

Showcase your brand to members of America's Essential Hospitals to foster brand recognition, reliability, and trustworthiness among hospitals and health systems.

### **PROMOTE YOUR COMPANY'S BRAND AND SERVICES TO HOSPITAL AND HEALTH SYSTEM LEADERS.**

#### **LOGO *visibility***

Enjoy prominent brand placement at all America's Essential Hospital events throughout the year.

#### **MEMBER *directory***

All corporate members are listed on the America's Essential Hospitals online membership directory.

#### **COMPANY *profile***

Gain exposure with a year-long placement of your company's profile and link to your homepage on America's Essential Hospitals website.

#### **SOCIAL *media***

Expand your social media presence with recognition across America's Essential Hospitals social media channels.

#### **ANNUAL *conference***

Shine at our annual VITAL conference with branded signage, a 30-second looping video in the meeting space, and acknowledgement at meeting functions by senior leadership.

# Corporate Membership Opportunities

Choose between two tiers of benefits

ANNUAL MEMBERSHIP BENEFITS	PREMIUM	ELITE
Membership Fee	\$15,000	\$30,000

## MARKETING

Logo visibility at all America's Essential Hospitals events throughout the year	✓	✓
Year-long placement of your company profile and link to your homepage on America's Essential Hospitals website	✓	✓
Tiered listing in America's Essential Hospitals online membership directory	✓	✓
Recognition across the association's social media channels	✓	✓
Complimentary multimedia branding at annual VITAL conference**		✓

## NETWORKING

Complimentary registration at annual VITAL conference	Up to two (2) attendees	Up to three (3) attendees
Additional registrations at the member rate	✓	✓
Leadership reception	Up to two (2) attendees	Up to three (3) attendees
Introduction letter to member CEOs from the association president and CEO	✓	✓
Personalized email introductions to high-priority target members	Up to three (3)	Up to five (5)
Thirty minute introduction call with President and CEO Bruce Siegel, MD, MPH	✓	✓

## THOUGHT LEADERSHIP

Opportunity to supply a blog post for the association's website	Up to two (2)	Up to three (3)
Subscription to association's monthly "Best of" electronic newsletter	✓	✓
Opportunity to present poster at annual VITAL conference	✓	✓
One executive staff Q&A with Bruce Siegel, MD, MPH, president and CEO, and Beth Feldpush, DrPH, senior vice president of policy and advocacy		✓
Opportunity to bid for VITAL showcase session*		✓

\* Limited opportunities and on a first-come, first-serve basis.

\*\* Thirty-second looping video on display in meeting space

\*\* Sponsor-branded signage in meeting spaces

\*\* Logo featured on the conference website, social media posts, and acknowledgment at meeting functions by senior leadership

\*\* Full attendee list—pre-conference and final conference

Note: All corporate affiliate benefits subject to change at discretion of America's Essential Hospitals.

America's Essential Hospitals Corporate Affiliate Members are highly valued and their support is indispensable to the association and members, as well as the communities and patients served by our hospitals and health systems.



Advocate and support  
essential hospitals  
by contacting:

***Corporate Membership***

ANDREW LEVINE

Corporate Relations and  
Marketing Associate

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***Sponsorship***

NAJEE ELLERBE

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 [www.linkedin.com/company/  
americas-essential-hospitals/](https://www.linkedin.com/company/americas-essential-hospitals/)

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