



Illinois Hospital Association

Work Smarter, Not Harder

BECOME AN IHA CORPORATE PARTNER IN 2015



Reach Illinois Hospital Leaders:

> CEOs > CMOs > CFOs > COOs > CIOs > CQOs > CNOs

Are you looking to connect with Illinois hospital and health system decision makers in 2015?

By becoming an Illinois Hospital Association (IHA) Corporate Partner, you will gain unprecedented access to the Illinois' hospital and health system C-Suite—the decision makers for Illinois' more than 200 hospitals and 50 health systems.



An IHA Annual Corporate Partnership enables you to:

- **ENHANCE YOUR PROFILE AND YOUR IMPACT IN THE MARKETPLACE** by distinguishing your company and its capabilities
- **STRENGTHEN YOUR RELATIONSHIPS** with health care leaders throughout Illinois
- **INCREASE YOUR OPPORTUNITIES** to meet your marketing goals
- **BUILD ON YOUR RECOGNITION** in the health care marketplace
- **HELP SHAPE THE FUTURE** of health care in Illinois



Illinois Hospital Association

2015 IHA CORPORATE PARTNERSHIP

THE COMPANY WE KEEP ARE THE LEADERS YOU WANT TO MEET

IHA's Annual Corporate Partnership program gives you effective, targeted access to Illinois hospital and health system decision makers seeking solutions during this time of incredible change. As change accelerates, these decision makers are turning to IHA more than ever before.

We will help you
JOIN
the conversation.

\$18.8 BILLION

THE AMOUNT ILLINOIS HOSPITALS SPEND
ANNUALLY ON CAPITAL, GOODS AND SERVICES

\$83.4 BILLION

ANNUAL ECONOMIC IMPACT OF ILLINOIS
HOSPITALS AND HEALTH SYSTEMS



REGISTER ONLINE TODAY:
IHATODAY.CVENT.COM/
2015PARTNERSHIP

REACH

CEOs, CMOs, CFOs, COOs, CIOs, CQOs, AND CNOs FROM ILLINOIS' 200 HOSPITALS AND NEARLY 50 HEALTH SYSTEMS

1

BUILD YOUR FOUNDATION

2015 Corporate Partnership

IHA Annual Corporate Partnership provides valuable core benefits while **opening the door** to a range of event-specific sponsorship opportunities throughout the year.

This \$5,000 annual foundational partnership includes:

- **Year Long Visibility**—your company name, logo, contact information, and website link on IHA's website throughout the year
- **Member Information**—two complimentary copies of the IHA Resource Directory
- **Breaking News**—subscription to IHA Daily e-Clips
- **Industry Updates**—subscription to IHA Daily Briefing
- **Complimentary Exhibit Space at our Small & Rural Hospitals Annual Meeting**, including:
 - ❖ Recognition in program guide
 - ❖ Post-program participant list
 - ❖ Three complimentary registrations

IN ADDITION, Corporate Partners gain access to the limited number of targeted, event-specific sponsorship opportunities at these IHA signature events for industry decision makers:

- **Annual Quality Leadership Conference**
- **Leadership Summit**



REGISTER ONLINE TODAY: IHATODAY.CVENT.COM/2015PARTNERSHIP



2

LEVERAGE ADDITIONAL OPPORTUNITIES

Annual Quality Leadership Conference*

April 29-30 | Northern Illinois University, Naperville Campus

Offering critical information and discussion platforms for hospital executives, physician leaders and other health care professionals involved in quality improvement efforts, IHA's Annual Quality Leadership Conference provides evidence-based approaches to help augment Illinois hospitals' ongoing commitment to excellence in performance improvement.

- Exhibit Space \$1,500
(Includes two complimentary registrations plus acknowledgment on event signage, mobile app, online registration, and social media)

Also available (must also purchase Exhibit Space):

- Keynote Speaker *(exclusive sponsorship)* \$1,500
- Closing Speaker *(exclusive sponsorship)* \$1,500
- Thursday Breakfast Buffet *(limit 2 sponsors)* \$1,200



* IHA Annual Corporate Partnership required. You must register for Exhibit Space by **March 25, 2015** to guarantee inclusion on printed materials for this event.

Small & Rural Hospitals Annual Meeting

June 17-18 | Crowne Plaza Springfield
(Included with IHA Annual Corporate Partnership)

Designed to provide small and rural hospital CEOs, their C-Suite and board members invaluable insights and education, this well-attended event provides the opportunity to share best practices and network with peers.

All IHA Corporate Partners receive complimentary Exhibit Space plus acknowledgment on event signage, mobile app, online registration, and social media.

Additional sponsorship opportunities** include:

- Keynote Speaker *(exclusive sponsorship)* \$1,500
- Closing Speaker *(exclusive sponsorship)* \$1,500
- Wednesday Breakfast Buffet with Corporate Partners *(limit 2 sponsors)* \$1,500
- Wednesday Lunch at Crowne Plaza *(limit 2 sponsors)* \$1,500
- Thursday Breakfast *(limit 2 sponsors)* \$1,500



** IHA Annual Corporate Partnership required. You must be a registered Corporate Partner by **May 13, 2015** to guarantee inclusion on printed materials for this event.

143

AVERAGE ATTENDEES



136

AVERAGE ATTENDEES



EXCLUSIVE OPPORTUNITIES TO CONTACT THE LEADERS

2

LEVERAGE ADDITIONAL OPPORTUNITIES

Leadership Summit*

September 10-11 | The Westin Lombard

Designed to stimulate thinking and facilitate learning by providing IHA members with critical insights, thought-provoking conversations and insider forecasts, the IHA Leadership Summit is our capstone event, and is attended by hospital and health system CEOs, senior executives, physician leaders, and board members from across the state.

- Exhibit Space \$3,000
(Includes two complimentary registrations plus acknowledgment on event signage, mobile app, online registration, and social media)

Also available (must also purchase Exhibit Space):

- Keynote Speaker *(exclusive sponsor)* \$2,500
- Closing Speaker *(exclusive sponsor)* \$2,500
- Thursday Networking Lunch *(limit 2 sponsors)* \$2,500
- Friday Morning Networking Breakfast *(limit 2 sponsors)* \$2,500



* IHA Annual Corporate Partnership Required. You must register for Exhibit Space by **August 6, 2015** to guarantee inclusion on printed materials for this event.



178

AVERAGE ATTENDEES

46% INCREASE SINCE 2010

21% INCREASE IN 2014



REGISTER ONLINE TODAY: IHA.TODAY.CVENT.COM/2015PARTNERSHIP

The sooner you sign up, the more
VISIBILITY
you will receive!

Don't miss your opportunity to reach Illinois hospital and health system CEOs and their leaders as they make critical, transformative decisions. Individual event sponsorships are limited and sell out quickly.

Register online today:
IHATODAY.CVENT.COM/2015PARTNERSHIP



For more information or to inquire about additional education program sponsorship opportunities:
Lori Contreras, Assistant Vice President, Operations | 630.276.5404 | lcontreras@ihastaff.org

Who are IHA Members?

A leader in transforming Illinois health care, IHA represents Illinois' more than **200 hospitals and nearly 50 health systems**. Our diverse membership includes:

- Nationally known academic medical centers and teaching hospitals
- Inner-city, urban and suburban community hospitals
- Small, rural and critical access hospitals
- Specialty organizations

IHA reserves the right to exercise its sole discretion in the acceptance or refusal of Annual Corporate Partnership applications.