



SPONSORSHIP OPPORTUNITIES

# 2023 HBA Annual Conference

POWERING THE POSSIBILITIES

6 - 8 NOVEMBER CHICAGO #HBAAC23





2023 HBA

# Annual Conference



Join HBA's United Force for Change this November in Chicago as we Power the Possibilities! Industry leaders will convene over three days for leadership and professional development, as well as the impactful networking opportunities for which the HBA is well known.

This "must-attend" event is the perfect opportunity for you to demonstrate your commitment to HBA's mission and our collective efforts to make the unthinkable possible.

Don't miss the chance to position yourself as an industry trailblazer and DE&I advocate all while promoting your value to influential stakeholders and decision-makers.

### *Sponsorship Value:*

- The HBA markets and promotes this conference to an engaged global community of 75,000+ healthcare influencers and in several high-profile media outlets.
- Position your brand in front of a robust audience of healthcare leaders and decision-makers.
- Increase sales through brand visibility and thought leadership.
- Show your support of HBA's core purpose to further the advancement and impact of women in the business of healthcare.
- Assist the HBA in providing valuable professional development and networking opportunities for members.
- Highlight your company as an employer-of-choice for women in the healthcare industry.

## SPONSOR LEVELS

	BRANDED \$40,000 €36,875 2 Available	PREMIER \$30,000 €27,656 4 Available	CHAMPION \$20,000 €18,438 6 Available	SUPPORTER \$10,000 €9,219 8 Available	ADVOCATE \$5,000 €4,610 10 Available
	ONLY 1 REMAINING	SOLD OUT	ONLY 2 REMAINING	ONLY 4 REMAINING	
<b>PRESENCE</b>					
Complimentary conference registrations	5	4	3	2	1
Meterboard in high-traffic hallway outside of the Empowerment Zone	•				
Logo visibility in general session walk-in slides	•	•	•	•	•
Recognition from main stage including logo and verbal recognition during welcome remarks	•	•	•	•	
Discount on additional #HBAAC23 sponsorships	•	•	•	•	
Enhancement item ( <i>first come, first served</i> )	Choice of 1 Option "A" Enhancement	Choice of 1 Option "B" Enhancement			
<b>ACCESS</b>					
Email list of all registrants who opt in ( <i>GDPR compliant</i> )	•	•			
One (1) reserved table in the front of the ballroom for general sessions ( <i>seats 10 individuals</i> )	•	•	•		
<b>CONTENT AND THOUGHT LEADERSHIP</b>					
Showcase one of your company's executive leaders through participation as a panelist in a breakout or Empowerment Zone session ( <i>Content is determined by the HBA. Limited availability on a first come, first served basis. Priority deadline for agreeing to participate is 30 June.</i> )	•	•			
Display a 30-second video/commercial before a general session ( <i>Video must be approved by the HBA. Specs are 1920 x 1080, 29.97 frame rate, delivered as a .MOV file. Deadline to submit content is 3 October.</i> )	•				
<b>DIGITAL</b>					
Logo on conference microsite	•	•	•	•	name only
Logo in conference marketing emails	•	•	•		
Customized social media graphic with company logo	•				
Access to a digital marketing toolkit to self-promote your sponsorship	•	•	•	•	•
Recognition on HBA's social media channels	•	•	•	•	•

### ENHANCEMENTS - OPTION "A"

- Headshot station
- Photobooth

### ENHANCEMENTS - OPTION "B"

- First-time attendees and new members reception
- HBA HOPE program Scholar reception
- 2023 HBA Rising Stars and Luminaries reception
- Global volunteer reception



## ADDITIONAL OPPORTUNITIES

to Enhance Your Exposure

### ACE Award Show (Exclusive)

**CORPORATE PARTNER OR SPONSOR LEVEL: \$45,000 / €41,400**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$54,000 / €49,680**

Advancement. Commitment. Engagement. The ACE Award Show is the premier event in a year-long recognition of companies that help foster and sustain equitable practices and leadership opportunities for women. Show your commitment to advancing women in the healthcare industry by sponsoring this award show!

*Sponsorship Includes:*

- Logo visibility on table signage.
- Main stage recognition (including logo and verbal recognition) during welcome remarks.
- Visibility on the 2023 HBA Annual Conference website and mobile App.
- Branded promotional giveaway that ties into the 2023 theme of Powering the Possibilities (product selected and ordered by the HBA).
- **Optional:** Ability to provide additional materials or giveaways (must be approved by the HBA) to be distributed during the ACE Award Show. Recommended quantity of 1,000.

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 15 September.*

### Senior Executive Lounge (Two Opportunities)

**CORPORATE PARTNER OR SPONSOR LEVEL: \$25,000 / €23,000**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$30,000 / €27,600**

The Senior Executive Lounge is designed to provide top leaders with a comfortable and productive space to work, meet, and relax. The space will feature plush seating, Wi-Fi, charging stations, and complimentary refreshments. Ensure VIPs have everything they need to stay productive and refreshed during their travels while promoting your brand!

*Sponsorship Includes:*

- Two (2) lounge access passes, to be confirmed in advance by sponsor.
- Visibility on the 2023 HBA Annual Conference website, mobile App, and signage (co-branded with fellow Senior Executive Lounge sponsor).
- **Optional:** Ability to provide additional materials or giveaways (must be approved by the HBA) to be distributed within the Senior Executive Lounge. Recommended quantity of 200.

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, and names of two (2) Senior Executive Lounge passholders by 15 September.*





## ADDITIONAL OPPORTUNITIES

to Enhance Your Exposure *cont.*

### *Elevated Connections: A Networking Event in the Clouds (Two Opportunities)*

**CORPORATE PARTNER OR SPONSOR LEVEL: \$25,000 / €23,000**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$30,000 / €27,600**

Make the 2023 HBA Annual Conference one to remember! Connect and celebrate with attendees by sponsoring an off-site reception in the heart of downtown Chicago. Your sponsorship will provide transportation, entertainment, hors d'oeuvres, and one (1) drink ticket (redeemable for a specialty cocktail, beer, or wine) for each guest. A cash bar will also be available for attendees to purchase additional drinks. Attendees will pre-register for this event and pay \$30/€28. Space is limited.

*Sponsorship Includes:*

- 20 drink tickets, provided to sponsor contact for distribution.
- Naming rights to a specialty cocktail.
- Branded photo opportunities throughout the venue (*co-branded with fellow off-site event sponsor*).
- Visibility on the 2023 HBA Annual Conference website, mobile App, and signage (*co-branded with fellow off-site event sponsor*).

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 15 September.*

### *Welcome Reception (Two Opportunities)*

**CORPORATE PARTNER OR SPONSOR LEVEL: \$25,000 / €23,000**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$30,000 / €27,600**

Get your brand in front of attendees right from the start! Kick off the 2023 HBA Annual Conference by sponsoring the highly-attended welcome reception. Your sponsorship will provide entertainment, hors d'oeuvres, and one (1) drink ticket (redeemable for a specialty cocktail, beer, or wine) for each guest. A cash bar will also be available for attendees to purchase additional drinks.

*Sponsorship Includes:*

- 20 drink tickets, provided to sponsor contact for distribution.
- Naming rights to a specialty cocktail.
- Visibility on the 2023 HBA Annual Conference website, mobile App, and signage (*co-branded with fellow opening reception sponsor*).

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 15 September.*

# ADDITIONAL OPPORTUNITIES

to Enhance Your Exposure *cont.*

## Empowerment Zone (Two Opportunities)

**CORPORATE PARTNER OR SPONSOR LEVEL: \$20,000 / €18,400**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$24,000 / €22,080**

The Empowerment Zone offers an opportunity for attendees to gain new career insights, develop their talents, and explore pathways to achieving their goals. Show your company's dedication to advancing women's professional development by sponsoring this zone which will include:

- Headshot station with two (2) photographers and appointment scheduling.
- One-on-one consultation stations with branding and marketing experts that include:
  - 360° Personal Brand Audit
  - LinkedIn™ Profile Review
  - Business Website Review
  - Marketing Collateral Review
  - Social Media and Digital Marketing Strategies for Success
- One-on-one executive coaching sessions aimed at activating attendees' professional goals by digging into strengths, identifying opportunities, and developing a path forward.
- Bite-sized educational content directly targeted toward advancing attendees' professional skills and development.

*Sponsorship Includes:*

- Visibility on the 2023 HBA Annual Conference website, mobile App, and signage (*co-branded with fellow Empowerment Zone sponsor*).
- **Optional:** Ability to provide additional materials or giveaways (*must be approved by the HBA*) to be distributed within the Empowerment Zone. Recommended quantity of 1,000.

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 15 September.*

## Breakfast (Exclusive)

**CORPORATE PARTNER OR SPONSOR LEVEL: \$20,000 / €18,400**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$24,000 / €22,080**

Power the Possibilities for conference attendees by fueling them with food! Start their Tuesday off right by sponsoring breakfast.

*Sponsorship Includes:*

- Logo visibility on table signage.
- Visibility on the 2023 HBA Annual Conference website and in the mobile App.
- Logo visibility on cocktail napkins at coffee stations (*ordered by the HBA*).
- **Optional:** Ability to provide additional materials or giveaways (*must be approved by the HBA*) to be distributed during the selected day's breakfast. Recommended quantity of 1,000.

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 15 September.*

## ADDITIONAL OPPORTUNITIES

*to Enhance Your Exposure* cont.

### Lunch (Two Opportunities - Tuesday and Wednesday)

**CORPORATE PARTNER OR SPONSOR LEVEL: \$20,000 / €18,400**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$24,000 / €22,080**

Power the Possibilities for conference attendees by fueling them with food! Get them through the days' afternoon sessions by providing lunch.

*Sponsorship Includes:*

- Logo visibility on table signage.
- Visibility on the 2023 HBA Annual Conference website and in the mobile App.
- Logo featured on cocktail napkins at coffee stations (*ordered by the HBA*).
- **Optional:** Ability to provide additional materials or giveaways (*must be approved by the HBA*) to be distributed during the selected day's lunch. Recommended quantity of 1,000.

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 15 September.*

### Interactive Touch Screen Kiosk (Two Opportunities)

**CORPORATE PARTNER OR SPONSOR LEVEL: \$20,000 / €18,400**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$24,000 / €22,080**

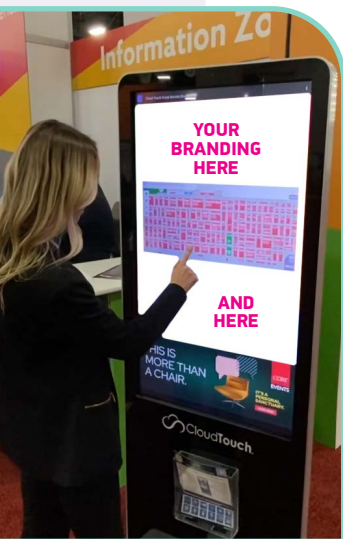
Bring the 2023 HBA Annual Conference to life with a one-stop solution for attendee information! The kiosk will display interactive maps, schedules, directories, and a unique photobooth opportunity.

*Sponsorship Includes:*

- Logo/graphic visibility on an electronic interactive display in a high-traffic area.
- Visibility on the 2023 HBA Annual Conference mobile App.

*Content Needed (by 15 September):*

1. High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color.
2. Two (2) kiosk graphics: one (1) measuring 1080 pixels wide by 400 pixels tall and one (1) measuring 1080 pixels wide by 1920 pixels tall. Artwork must be submitted as Adobe InDesign, Illustrator, or Photoshop files.





## ADDITIONAL OPPORTUNITIES

to Enhance Your Exposure *cont.*

### *Badges of Honor (Exclusive)*

**CORPORATE PARTNER OR SPONSOR LEVEL: \$17,500 / €16,100**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$21,000 / €19,320**

**NEW for 2023!** Badges of Honor are inspirational pins designed to celebrate our community. The badges will feature a variety of impactful messages and are meant to be worn proudly or passed along to someone who inspires you. The HBA will design up to five (5) different pin styles.

*Sponsorship Includes:*

- Logo visibility on Badge of Honor packaging (*co-branded with the HBA*).
- Visibility on the 2023 HBA Annual Conference mobile App and signage.
- **Optional:** Ability to provide additional materials or giveaways (*must be approved by the HBA*) to be distributed at the Badge of Honor location. Recommended quantity of 1,000.

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 15 September.*

### *Name Badges (Exclusive)*

**CORPORATE PARTNER OR SPONSOR LEVEL: \$15,000 / €13,800**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$18,000 / €16,560**

Put your logo on the name badges that will be worn by 1,000+ attendees!

*Sponsorship Includes:*

- Logo visibility on attendee name tags (*co-branded with the HBA*).

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 15 September.*

**SOLD**

### *Lanyards (Exclusive)*

**CORPORATE PARTNER OR SPONSOR LEVEL: \$15,000 / €13,800**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$18,000 / €16,560**

Showcase your company by featuring your logo on the conference name tag lanyards that will be worn by 1,000+ attendees!

*Sponsorship Includes:*

- Logo visibility on name tag lanyards (*co-branded with the HBA*).

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, limited to one color, by 15 September.*



## ADDITIONAL OPPORTUNITIES

*to Enhance Your Exposure* cont.

### *Notebook (Exclusive)*

**CORPORATE PARTNER OR SPONSOR LEVEL: \$15,000 / €13,800**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$18,000 / €16,560**

Give attendees a lasting keepsake of their 2023 HBA Annual Conference experience by showcasing your company's logo on notebooks! Each attendee will receive a notebook in their conference tote bag.

*Sponsorship Includes:*

- Logo visibility on notebook cover.

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, limited to one color, by 15 September.*

### *Gender Parity Collaborative Event (Exclusive)*

**CORPORATE PARTNER OR SPONSOR LEVEL: \$15,000 / €13,800**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$18,000 / €16,560**

Showcase your company's support for the mission of the HBA Gender Parity Collaborative (GPC) by sponsoring this exclusive event for members who are champions for practices that pave the way for more inclusive and gender-balanced workplaces. This year's event will offer opportunities to reflect on and celebrate accomplishments while also focusing on possibilities for the coming year.

*Sponsorship Includes:*

- Main stage shoutout (including logo and verbal recognition) during conference welcome remarks.
- Visibility on the 2023 HBA Annual Conference website and mobile App.
- Logo visibility in GPC event slides.
- Verbal recognition from a speaker during the event.
- Opportunity for one (1) individual of your choice to make brief remarks (of no more than five minutes) during the event.
- Branded promotional giveaway that ties into the 2023 theme of Powering the Possibilities (*product selected and ordered by the HBA*) to be distributed at the GPC event.
- **Optional:** Ability to provide additional materials or giveaways during the GPC event (*must be approved by the HBA*). Recommended quantity of 60.

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 15 September.*

## ADDITIONAL OPPORTUNITIES

to Enhance Your Exposure *cont.*

### Tote Bags (Exclusive)

**CORPORATE PARTNER OR SPONSOR LEVEL: \$15,000 / €13,800**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$18,000 / €16,560**

Showcase your partnership with the HBA in style by sponsoring the official conference tote bag! Display your logo prominently on the front of tote bags that will be distributed to 1,000+ attendees.

*Sponsorship Includes:*

- Logo visibility on tote bags (*co-branded with the HBA*).

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, limited to one color, by 15 September.*



**SOLD**

### HBA Women of Color Wellness Summit (Three Opportunities)

**CORPORATE PARTNER OR SPONSOR LEVEL: \$15,000 / €13,800**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$18,000 / €16,560**

Highlight your company's commitment to inclusive practices by sponsoring the third annual HBA Women of Color Wellness Summit! This year's summit will feature a film screening, reactions and reflections, and a discussion about advocacy and allyship.

*Sponsorship Includes:*

- Main stage recognition (including logo and verbal recognition) during welcome remarks.
- Visibility on the 2023 HBA Annual Conference website, mobile App, and signage.
- Branded promotional giveaway that ties into the 2023 theme of Powering the Possibilities (*product selected and ordered by the HBA*).
- **Optional:** Ability to provide additional materials or giveaways to be distributed during the HBA Women of Color Wellness Summit (*must be approved by the HBA*). Recommended quantity of 200.

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 15 September.*

## ADDITIONAL OPPORTUNITIES

to Enhance Your Exposure *cont.*

### Water Bottles (Exclusive, Upgrade Available)

**CORPORATE PARTNER OR SPONSOR LEVEL: \$10,000 / €9,200**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$12,000 / €11,040**

Keep attendees hydrated by providing branded refillable water bottles! After the conference, these keepsakes will remind guests of your company's commitment to Powering the Possibilities. One bottle will be placed in each conference tote bag, distributed to 1,000+ attendees.

*Sponsorship Includes:*

- Logo visibility on water bottles (*co-branded with the HBA*).

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, limited to one color, by 15 September.*

### Optional Upgrade: Hydration Station (Exclusive to Water Bottle Sponsor)

**CORPORATE PARTNER OR SPONSOR LEVEL: \$2,500 / €2,300**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$3,000 / €2,760**

**NEW for 2023!** Upgrade your water bottle sponsorship by putting your logo on four to five hydration stations throughout the venue. The stations will be placed in high-traffic areas for prominent brand visibility.

*Sponsorship Includes:*

- Logo visibility on hydration stations.

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 15 September.*

**SOLD**

### Women's Bathroom Refreshment Stations (Exclusive)

**CORPORATE PARTNER OR SPONSOR LEVEL: \$7,500 / €6,900**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$9,000 / €8,280**

**NEW for 2023!** Elevate the female attendee experience by providing self-care and hygiene products in the venue's restrooms. Examples of items include mints, chewing gum, hair products, makeup, and feminine care (*products selected and ordered by the HBA*).

*Sponsorship Includes:*

- Logo visibility on signage at each refreshment station.
- **Optional:** Ability to provide a giveaway to be distributed in the conference tote bags (*must be approved by the HBA*). Recommended quantity of 1,000.

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 15 September.*





## ADDITIONAL OPPORTUNITIES

*to Enhance Your Exposure* cont.

### *Ambassador Program Awards Event (Exclusive)*

**CORPORATE PARTNER OR SPONSOR LEVEL: \$7,500 / €6,900**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$9,000 / €8,280**

From appreciation to equity — this is how recognition reinforces DE&I in the workplace. Establish your brand identity and trust by aligning your business to a key audience of global DE&I friends and influencers. Shine a light for your people, culture, and company by celebrating the collective efforts of employees and company advancements. A sponsorship will drive share-of-voice on the advancement, equality, and equity topic area, provide a profile alongside industry leaders and judges as a key voice for your sector, drive demand for your internal programs with post-ceremony content and assets, and educate your employees and stakeholders through editorial and extended coverage of the awards. Sponsoring the HBA Ambassador Awards (Tuesday, 7 November – 3:00-4:30 PM) will associate you with best practices, innovation, and value in this space.

*Sponsorship Includes:*

- Social media recognition and logo visibility in invitations.
- Logo visibility on event registration page and signage at beverage station.
- Logo visibility on coffee sleeves (*ordered by the HBA*).
- **Optional:** Ability to provide a promotional item to be distributed at coffee stations (*must be approved by the HBA*). Recommended quantity of 1,000.

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 15 September*

### *Coffee Stations (Four Opportunities)*

**CORPORATE PARTNER OR SPONSOR LEVEL: \$7,000 / €6,440**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$8,400 / €7,728**

Power the Possibilities by keeping guests caffeinated! Coffee stations will be placed in high-traffic areas throughout the event space.

*Sponsorship Includes:*

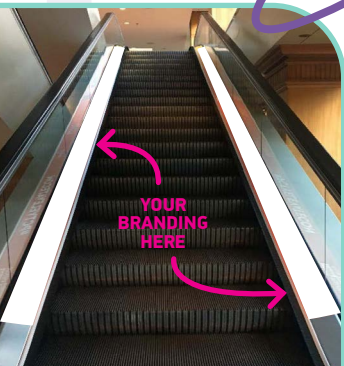
- Logo visibility on signage at each coffee station.
- Logo visibility on coffee sleeves (*ordered by the HBA*).
- **Optional:** Ability to provide a promotional item to be distributed at coffee stations (*must be approved by the HBA*). Recommended quantity of 1,000.

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 15 September.*

## ADDITIONAL OPPORTUNITIES

to Enhance Your Exposure *cont.*

**ONLY 1  
REMAINING**



### Escalator Signage (Two Opportunities)

**CORPORATE PARTNER OR SPONSOR LEVEL: \$5,000 / €4,600**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$6,000 / €5,520**

**NEW for 2023!** Capture guests' attention upon their arrival at the 2023 HBA Annual Conference by promoting your brand on the railing of a hotel escalator! The escalators run from the Lobby level of the hotel to the meeting and event floors.

*Sponsorship Includes:*

- Logo visibility on escalator railing (*co-branded with the HBA*).

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, limited to one color, by 15 September.*

**ONLY 3  
REMAINING**

### Video Wall Message (Five Opportunities)

**CORPORATE PARTNER OR SPONSOR LEVEL: \$5,000 / €4,600**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$6,000 / €5,520**

**NEW for 2023!** Put your message in motion with a video wall placement! The video wall will run on a loop that features both sponsored content and HBA promotional messaging. Showcase your company with a substantial presence (107.4 square feet of screen surface area and active screen dimensions of 13.1 feet wide by 8.2 feet tall). The Video Wall will be in a high traffic area near registration, general sessions, breakout sessions, and the opening reception.

*Sponsorship Includes:*

- 30-second video feature on video wall. (*Video to be produced by sponsor and must be approved by the HBA.*)

*Content Needed: Video file, of no more than 30-seconds in length, by 15 October. Format must be 1,920 x 1,080 H.264, MP4.*

**SOLD**

### Hotel Key Cards (Exclusive)

**CORPORATE PARTNER OR SPONSOR LEVEL: \$5,000 / €4,600**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$6,000 / €5,520**

**NEW for 2023!** Welcome all HBA Annual Conference guests to the Sheraton Grand Chicago Riverwalk by showcasing your logo on room key card envelopes!

*Sponsorship Includes:*

- Logo OR graphic visibility on key card envelopes for attendees.

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color OR Adobe InDesign, Illustrator, or Photoshop artwork sized to 3.375" x 2.125" with a bleed area of 3.625" x 2.375," by 15 September.*



## ADDITIONAL OPPORTUNITIES

to Enhance Your Exposure *cont.*

### Yoga Session (Four Opportunities)

**CORPORATE PARTNER OR SPONSOR LEVEL: \$3,500 / €3,220**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$4,200 / €3,864**

Namaste with the HBA! Show your commitment to attendee wellbeing by sponsoring a morning yoga class! Yoga classes will be taught by certified yoga instructors who will rep your brand by sporting t-shirts featuring your logo! Classes are appropriate for all levels of experience.

*Sponsorship Includes:*

- Visibility on the 2023 HBA Annual Conference website, mobile App, and signage outside each session's location.
- Logo visibility on t-shirts worn by yoga instructors (*product selected and ordered by sponsor*). (*Sponsor bears the costs and responsibility of shipping the shirts, with arrival by 1 October.*)
- **Optional:** Ability to provide a wellness-inspired giveaway (*i.e., custom yoga mats or sponsored food and beverage. Must be approved by the HBA*). Recommended quantity of 50. Additional fees apply.

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 15 September, AND delivery of shirts for yoga instructors to wear by 1 October.*

### Pens (Exclusive)

**CORPORATE PARTNER OR SPONSOR LEVEL: \$3,500 / €3,220**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$4,200 / €3,864**

Help attendees start their conference experience off on the "write" note by providing them with pens! Pens will be distributed via tote bags to 1,000+ guests.

*Sponsorship Includes:*

- Logo visibility on pens.

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in full color (no more than two colors), by 15 September.*

### Charging Station Signage (Three Opportunities)

**CORPORATE PARTNER OR SPONSOR LEVEL: \$3,000 / €2,760**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$3,600 / €3,312**

**NEW for 2023!** "Power" the Possibilities by showcasing your brand on a co-branded charging station and workspace in high-visibility areas of the event space.

*Sponsorship Includes:*

- Logo or artwork design visibility on one (1) divider panel in two (2) locations (*must be approved by the HBA*). The header panel and additional panels will feature HBA branding.

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color OR Adobe InDesign, Illustrator, or Photoshop file, with artwork sized to 29.25" wide and 32" tall, .5" bleed, by 15 September.*





## ADDITIONAL OPPORTUNITIES

to Enhance Your Exposure *cont.*



### Pillar Signage (Three Opportunities)

**CORPORATE PARTNER OR SPONSOR LEVEL: \$2,500 / €2,300**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$3,000 / €2,760**

**NEW for 2023!** Promote your brand by purchasing a large advertisement that will be displayed on a one (1)-sided pillar within the event space. The pillars will be located in high-traffic areas near registration, general sessions, breakout sessions, and the opening reception.

*Sponsorship Includes:*

- Branded artwork/advertisement featured on a one (1)-sided pillar within the event space (must be approved by the HBA).

*Content Needed: Adobe InDesign, Illustrator, or Photoshop file, with artwork sized to 36.25" wide and 165" tall, .5" bleed, by 15 September.*

### Nursing Room (Exclusive)

**CORPORATE PARTNER OR SPONSOR LEVEL: \$2,000 / €1,840**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$2,400 / €2,208**

Show your support for mothers and families in a unique and meaningful way that promotes inclusivity and wellbeing. The venue's nursing room will feature comfortable lounge furniture, grab-and-go refreshments, and a refrigerator while offering a quiet, private recluse for guests.

*Sponsorship Includes:*

- Visibility on the 2023 HBA Annual Conference mobile App and in-room signage.

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 15 September.*

**ONLY 5  
REMAINING**

### Floor Tiles (Six Opportunities)

**CORPORATE PARTNER OR SPONSOR LEVEL: \$2,000 / €1,840**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$2,400 / €2,208**

**NEW for 2023!** "Step" right up and capture attendees' attention as soon as they arrive! Place your logo on a 24"x24" floor tile in a high-traffic area to make an #HBAimpact. Floor tiles will be placed near registration, general sessions, breakout sessions, and the opening reception.

*Sponsorship Includes:*

- Logo visibility on one (1) floor tile.

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 15 September.*

## ADDITIONAL OPPORTUNITIES

to Enhance Your Exposure *cont.*

### Mobile App Push Notification (Two Opportunities)

**CORPORATE PARTNER OR SPONSOR LEVEL: \$1,500 / €1,380**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$1,800 / €1,656**

**NEW for 2023!** Enhance your visibility with a custom push notification in the 2023 HBA Annual Conference mobile App! The 2022 App was downloaded by 85% of attendees, so this is a highly prominent branding opportunity.

*Sponsorship Includes:*

- Custom message sent via mobile App push notification (*must be approved by the HBA*).

*Content Needed: Language for notification message, no more than 140 characters and up to one (1) URL, in a Word document, by 15 September.*

**ONLY 4  
REMAINING**

### Tote Bag Inserts (Six Opportunities)

**CORPORATE PARTNER OR SPONSOR LEVEL: \$1,500 / €1,380**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$1,800 / €1,656**

**New for 2023!** Placed in each conference tote bag, these inserts will be distributed to 1,000+ attendees. Use this prime real estate to educate attendees about your company, promote a new product, or advertise a special offer!

*Sponsorship Includes:*

- One (1) 8.5" x 11" or smaller insert (may be double-sided) in the conference tote bag. (*HBA approval required before printing. Sponsor assumes print cost and bears the responsibility of shipping the inserts with arrival by 1 October.*)

*Content Needed: Delivery of approved and printed inserts by 1 October.*

### Affinity Group Casual Networking (Seven Opportunities)

**CORPORATE PARTNER OR SPONSOR LEVEL: \$1,000 / €920**

**NON-CORPORATE PARTNER OR NON-SPONSOR LEVEL: \$1,200 / €1,104**

Nourish guests by providing beverages during HBA Affinity Group meetings!

*Sponsorship Includes:*

- Logo visibility on signage at beverage station.
- Logo visibility on beverage cup sleeves (*ordered by the HBA*).
- **Optional:** Ability to provide a promotional item to be distributed at beverage stations (*must be approved by the HBA*). Recommended quantity of 35.

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 15 September.*

**THE HBA APPRECIATES YOUR CONTINUED SUPPORT. YOUR SPONSORSHIP HELPS OUR GLOBAL UNITED FORCE FOR CHANGE GET FURTHER. FASTER.**