

2025 **HBA** *Annual*
CONFERENCE

SPONSORSHIP OPPORTUNITIES

2025 HBA Annual CONFERENCE

Join the HBA this September in Las Vegas for the 2025 HBA Annual Conference, our premier global event designed to ignite lifelong leadership excellence across the healthcare ecosystem. Over three powerful days, attendees will engage in high-impact leadership development, strategic insight sessions, and the world-class networking experiences that define the HBA community.

This is more than a conference—it's a launchpad for meaningful connections, actionable strategies, and future-ready leadership. Whether your goal is to elevate your brand, invest in talent, or connect with key decision-makers across healthcare and life sciences, the HBA Annual Conference is where industry influence converges with purpose.

Sponsorship Value

- Gain visibility with an engaged global network of 100,000+ healthcare influencers through targeted HBA promotions and high-profile media coverage.
- Connect with a dynamic audience of industry leaders, executives, and rising professionals shaping the future of healthcare.
- Position your organization as a thought leader and trusted partner in professional development and leadership advancement.
- Support an event committed to transformative learning, strategic networking, and real-world impact.
- Align your brand with a purpose-driven platform focused on developing leaders at every stage of their journey.

For more information, visit HBAAnnualConference.org

CONTACT YOUR ACCOUNT MANAGER TO DISCUSS SPONSORSHIP OPTIONS



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*Exclusive Opportunity

HBA Annual CONFERENCE

SPONSOR LEVELS

Corporate Partner
Non-Corporate Partner

	Las Vegas Boulevard	Freemont Street	Main Street	Tropicana Avenue	Sahara Avenue
	\$50,000 SOLD	\$40,000	\$30,000	\$18,000	\$9,000
	\$48,000	\$36,000	\$21,600	\$10,800	
	5 Available	4 Available	6 Available	8 Available	10 Available
PRESENCE					
Complimentary conference registrations	8	6	4	3	2
Visibility on signage in a high-traffic area by the Empowerment Zone or Registration	•				
Logo visibility in general session walk-in slides	•	•	•	•	•
Sponsor recognition from main stage including logo and verbal recognition during welcome remarks	•	•			
Enhancement item (first come, first served)	Choice of 1 Option "A" Enhancement	Choice of 1 Option "B" Enhancement			
ACCESS					
Email list of all registrants who opt in (GDPR compliant)	•	•			
One (1) priority table seating at front of mainstage sessions	•	•	•		
CONTENT AND THOUGHT LEADERSHIP					
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 2025.</i>)	•	•			
Display a 30-second video/commercial before a general session. Video must be approved by the HBA. (<i>Specs are 1920 x 1080, 29.97 frame rate, delivered as a .MOV file. Deadline to submit content is 25 July 2025.</i>)	•				
DIGITAL					
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	•	•	•	•	•

ENHANCEMENT - OPTION "A"

- Headshot Station
- Coaching Pods
- AI Exchange Lab (or similar)
- HBA Talks
- Connection Circles

ENHANCEMENT - OPTION "B"

- First-time attendees and new members reception
- HBA SPRINT Program Scholar reception
- 2025 HBA Rising Stars and Luminaries reception
- Global volunteer reception

For more information, visit HBAAnnualConference.org

ADDITIONAL OPPORTUNITIES TO ENHANCE YOUR EXPOSURE

Bar Sponsors

2 Opportunities

CORPORATE PARTNER OR SPONSOR: \$25,000

NON-CORPORATE PARTNER OR NON-SPONSOR: \$30,000

Be the toast of the town at the 2025 HBA Annual Conference! Sponsor the highly anticipated Welcome Reception bars and connect with attendees from the moment they step through the door. Your sponsorship will treat each guest to their first drink – a specialty cocktail, beer, or wine – creating a positive and memorable first impression of your brand's commitment to the HBA's United Force for Change. A cash bar will also be available for guests to purchase additional drinks.

Sponsorship includes:

- Logo visibility on table signage
- 20 drink tickets provided to sponsor contact for distribution
- Naming rights to a specialty cocktail
- Logo visibility on cocktail napkins at coffee stations (ordered by the HBA).

Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 25 July.

ADDITIONAL OPPORTUNITIES TO ENHANCE YOUR EXPOSURE

ImageThink Social Listening Mural

2 Opportunities; 1 per day

CORPORATE PARTNER OR SPONSOR: \$25,000

NON-CORPORATE PARTNER OR NON-SPONSOR: \$30,000

Excite, connect, and give attendees a reason to lean in with an ImageThink Social Listening Mural. Capture attention with real time illustration (artists provided by ImageThink), to help capture insight to curated questions. Your company logo will be drawn on for your day. Live graphic recording will be done each day.

To learn more visit: <https://bit.ly/4jdKlIU>

Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 25 July.



For more information, visit HBAAnnualConference.org

ADDITIONAL OPPORTUNITIES TO ENHANCE YOUR EXPOSURE



Signage: Video Message Wall

5 Opportunities

CORPORATE PARTNER OR SPONSOR: \$20,000

NON-CORPORATE PARTNER OR NON-SPONSOR: \$24,000

Maximize your brand visibility with high-impact video wall advertising! Capture attendee attention throughout the 2025 HBA Annual Conference with a captivating video wall display (12.6' x 8.9'). Positioned in a central location connecting registration, key sessions, and the Welcome Reception, your sponsored content will run continuously and deliver repeated exposure to a highly engaged audience.

Sponsorship includes a 30-second video feature on the 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 25 July. File sizing parameters and submission guidelines provided at time of sponsorship sale.

ADDITIONAL OPPORTUNITIES TO ENHANCE YOUR EXPOSURE

2025 Wellness Summit

3 Opportunities

CORPORATE PARTNER OR SPONSOR: \$20,000

NON-CORPORATE PARTNER OR NON-SPONSOR: \$24,000

Highlight your company's commitment by sponsoring the fourth annual Wellness Summit! This event will bring together leaders in the healthcare ecosystem through a keynote, powerful panel, reflection circles, and more.

Sponsorship Includes:

- One HBA approved panelist.
- Main stage recognition (including logo and verbal recognition) during welcome remarks
- Visibility on the 2025 HBA Annual Conference website, mobile App, and signage.
- Optional: Ability to provide additional materials or giveaways to be distributed during the HBA 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 25 July.

ADDITIONAL OPPORTUNITIES TO ENHANCE YOUR EXPOSURE

HBA Think Tank Gathering

Exclusive Opportunity

CORPORATE PARTNER OR SPONSOR: \$18,000

NON-CORPORATE PARTNER OR NON-SPONSOR: \$21,600

Showcase your company's support for the mission of the HBA Think Tank by sponsoring this exclusive event for members.

Sponsorship Includes:

- Main stage shout-out (including logo and verbal recognition) during conference welcome remarks.
- Logo visibility on the 2025 HBA Annual Conference website, mobile app, and Think Tank 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.
- Optional: Ability to provide additional materials or giveaways during the Think Tank 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 25 July.



For more information, visit HBAAnnualConference.org

ADDITIONAL OPPORTUNITIES TO ENHANCE YOUR EXPOSURE

Hotel Key Cards

Exclusive Opportunity

CORPORATE PARTNER OR SPONSOR: \$11,000

NON-CORPORATE PARTNER OR NON-SPONSOR: \$13,200



Be the First Touchpoint: Brand the Fontainebleau Las Vegas Room Keys! Welcome every HBA Annual Conference guest with your logo or graphic prominently displayed on their room key card envelopes.

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 25 July.

Coffee Break Stations

4 Opportunities

CORPORATE PARTNER OR SPONSOR: \$10,000

NON-CORPORATE PARTNER OR NON-SPONSOR: \$12,000

Keep attendees energized and ideas flowing by putting your brand at the heart of conveniently located coffee stations throughout the event space.

Sponsorship includes:

- Logo visibility on signage at each coffee station
- Logo visibility on coffee sleeves (ordered by the HBA).

Optional addition: provide a promotional item to be distributed at coffee stations (must be approved by the HBA). Recommended quantity of 1,200.

Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 25 July.

ADDITIONAL OPPORTUNITIES TO ENHANCE YOUR EXPOSURE

Tote Bags

Exclusive Opportunity

CORPORATE PARTNER OR SPONSOR: \$9,500

NON-CORPORATE PARTNER OR NON-SPONSOR: \$11,400



Carry Your Brand Further: Sponsor the Official HBA Conference Tote Bag! Make a lasting impression with your logo prominently featured on the front of the official event tote bag, carried by more than 1,200 attendees throughout the conference and beyond. Sponsorship includes high-visibility logo placement on co-branded tote bags distributed to all attendees.

Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 25 July.

Optional Upgrade or à La Carte: Tote Bag Inserts

6 Opportunities

CORPORATE PARTNER OR SPONSOR: \$1,500

NON-CORPORATE PARTNER OR NON-SPONSOR: \$1,800

Reach every attendee directly by sponsoring a tote bag insert! Guarantee your message lands in the hands of 1,200+ attendees by securing an insert in the official conference tote bag. This is your opportunity to educate, promote your brand, or drive action with a special offer. Sponsorship includes one insert, 8.5" x 11" or smaller (double-sided option available), placed in each attendee tote bag. HBA approval required prior to printing. Sponsor responsible for print costs and ensuring delivery by 25 July.

Content Needed: delivery of approved and printed inserts by 25 July.

ADDITIONAL OPPORTUNITIES TO ENHANCE YOUR EXPOSURE



Signage: Free Standing Columns

4 Opportunities

CORPORATE PARTNER OR SPONSOR: \$9,000

NON-CORPORATE PARTNER OR NON-SPONSOR: \$10,800

Make a bold statement with a 10-foot tall, branded column strategically located in high-traffic areas. This is a powerful way to showcase your brand and connect with attendees. Please note the design must be approved by the HBA.

Content Needed: File template, sizing parameters, and graphic submission guidelines provided when sold. Deadline of 25 July for artwork submission.

ADDITIONAL OPPORTUNITIES TO ENHANCE YOUR EXPOSURE

Water Bottles

Exclusive Opportunity

CORPORATE PARTNER OR SPONSOR: \$8,500

NON-CORPORATE PARTNER OR NON-SPONSOR: \$10,200



Keep attendees hydrated by providing branded refillable water bottles! After the conference, these keepsakes will remind guests of your company's commitment to the HBA's United Force for Change. One bottle will be placed in each conference tote bag, distributed to 1,200+ 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 25 July.

Notebook

Exclusive Opportunity

CORPORATE PARTNER OR SPONSOR: \$6,000

NON-CORPORATE PARTNER OR NON-SPONSOR: \$7,200



Leave a lasting impression! By featuring your company's logo on a high-quality notebook included in every conference tote, you'll ensure your brand remains top-of-mind long after this year's Annual Conference concludes.

Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, limited to one color, by 25 July.

Key Card Packet

Exclusive Opportunity

CORPORATE PARTNER OR SPONSOR: \$6,000

NON-CORPORATE PARTNER OR NON-SPONSOR: \$7,200



Make a lasting impression on conference attendees by sponsoring these exclusive key card packets. Handed to every guest upon check-in, ensuring your brand is the first thing they see. Featuring your logo, this sponsorship offers high visibility and continuous exposure throughout the event. Do not miss out on this unique opportunity to connect with attendees in a personal and memorable way.

ADDITIONAL OPPORTUNITIES TO ENHANCE YOUR EXPOSURE

Welcome Reception DJ

Exclusive Opportunity

CORPORATE PARTNER OR SPONSOR: \$6,000

NON-CORPORATE PARTNER OR NON-SPONSOR: \$7,200

Elevate the energy and sponsor the evening's entertainment! Position your brand at the center of the vibrant evening atmosphere. This engaging sponsorship offers dynamic verbal acknowledgments from the DJ throughout the event and prominent professional signage showcasing your brand within this high-energy social space. Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 25 July.

Name Badges

Exclusive Opportunity

CORPORATE PARTNER OR SPONSOR: \$5,000

NON-CORPORATE PARTNER OR NON-SPONSOR: \$6,000

Integrate your brand seamlessly into the 2025 HBA Annual Conference attendee experience! Your logo will be prominently displayed on the name badges (co-branded with the HBA) worn by more than 1,200 participants. Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color; by 25 July.

SOLD

Lanyards

Exclusive Opportunity

CORPORATE PARTNER OR SPONSOR: \$5,000

NON-CORPORATE PARTNER OR NON-SPONSOR: \$6,000

Reach more than 1,200 attendees with every interaction! By sponsoring the conference name tag lanyards, your logo will be prominently displayed (co-branded with the HBA) on this highly visible item. Content Needed: High-High-resolution (300dpi) PNG and EPS/AI logo files, limited to one color, by 25 July.

For more information, visit HBAAnnualConference.org

ADDITIONAL OPPORTUNITIES TO ENHANCE YOUR EXPOSURE

SOLD

Menopause and Nursing Lounge

Exclusive Opportunity

CORPORATE PARTNER OR SPONSOR: \$5,500

NON-CORPORATE PARTNER OR NON-SPONSOR: \$6,600

Show your support for women's well-being in a unique and meaningful way by sponsoring the menopause and nursing lounge. This quiet, private refuge will feature comfortable furniture, grab-and-go refreshments, and a refrigerator. Sponsorship includes visibility on the 2025 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 25 July.

Morning Wellness - Yoga

Exclusive Opportunity

CORPORATE PARTNER OR SPONSOR: \$4,000

NON-CORPORATE PARTNER OR NON-SPONSOR: \$4,800

Namaste with the HBA! Show your commitment to attendee well-being by sponsoring a morning wellness activity. Classes will be taught by certified 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 2024 HBA Annual Conference website, mobile App, and signage outside each session's location
- Logo visibility on t-shirts worn by instructors (product selected and ordered by sponsor). (Sponsor bears the costs and responsibility of shipping the shirts, with arrival by 16 August.)
- 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 25 July, AND delivery of shirts for instructors to wear by 16 August.

ADDITIONAL OPPORTUNITIES TO ENHANCE YOUR EXPOSURE

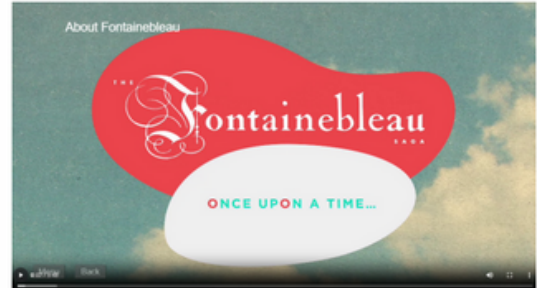
Guest Room TV Branding Video

6 Opportunities

CORPORATE PARTNER OR SPONSOR: \$4,000

NON-CORPORATE PARTNER OR NON-SPONSOR: \$4,800

Maximize your brand impact by featuring a custom video on conference attendee guest room TV's during their stay at the Fountainsbleau Las Vegas. This prime placement ensures your message reaches attendees in the comfort of their rooms, providing continuous exposure throughout their stay.



Bathroom Refreshment Station

2 Opportunities

CORPORATE PARTNER OR SPONSOR: \$3,500

NON-CORPORATE PARTNER OR NON-SPONSOR: \$4,200

Enhance every attendee's comfort and convenience throughout the conference. Your sponsorship will provide complimentary self-care and hygiene essentials in all restrooms, such as mints, gum, hair products, makeup, and a range of personal care items (selected and ordered by the HBA). This sponsorship includes logo visibility on signage at each refreshment station. An optional addition to this sponsorship includes the ability to provide a giveaway to be distributed in the conference tote bags (must be approved by the HBA). Recommended quantity of 1,200. Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 25 July.

ADDITIONAL OPPORTUNITIES TO ENHANCE YOUR EXPOSURE

SOLD **Pens**

Exclusive Opportunity

CORPORATE PARTNER OR SPONSOR: \$2,500

NON-CORPORATE PARTNER OR NON-SPONSOR: \$3,000



Help conference attendees start their event experience off on the “write” note by providing them with pens! Pens will be distributed via tote bags to 1,200+ 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 25 July.

Floor Tiles

6 Opportunities

CORPORATE PARTNER OR SPONSOR: \$2,000

NON-CORPORATE PARTNER OR NON-SPONSOR: \$2,400



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. Content Needed: PDF file(s) with a minimum resolution of 300 dpi. File template, sizing parameters, and graphic submission guidelines provided when sold. Deadline of July 25 for artwork submission.

ADDITIONAL OPPORTUNITIES TO ENHANCE YOUR EXPOSURE

Sponsor Meeting Space

6 Opportunities

CORPORATE PARTNER OR SPONSOR: \$3,000

NON-CORPORATE PARTNER OR NON-SPONSOR: \$3,600

Convene within your organization by securing a private space where you can meet, network, or strategize internally amidst the buzz of conference activities. Food, beverage, and A/V services are not included in the pricing and will be organized by the sponsor, allowing you full control over customization and branding. Availability and pricing provided below:

Tuesday, 30 September from 7 – 8:30 AM

– during wellness activities and preceding Opening Keynote

- Bowtie 2 at a capacity of 100 theater / 60 classroom / 20 conference / 80 reception / 60 banquet rounds
- Bowtie 3 room at a capacity of 90 theater / 50 classroom / 20 conference / 70 reception / 60 banquet rounds

Tuesday, 30 September from 11:30 AM – 1:30 PM

– during Empowerment Zone activities and lunch

- Bowtie 2 at a capacity of 100 theater / 60 classroom / 20 conference / 80 reception / 60 banquet rounds
- Bowtie 3 room at a capacity of 90 theater / 50 classroom / 20 conference / 70 reception / 60 banquet rounds

Wednesday, 1 October from 7 – 8:30 AM

– during wellness activities and preceding Keynote

- Bowtie 2 at a capacity of 100 theater / 60 classroom / 20 conference / 80 reception / 60 banquet rounds
- Bowtie 3 room at a capacity of 90 theater / 50 classroom / 20 conference / 70 reception / 60 banquet rounds

ADDITIONAL OPPORTUNITIES TO ENHANCE YOUR EXPOSURE

Mobile App Push Notification

2 Opportunities

CORPORATE PARTNER OR SPONSOR: \$1,000

NON-CORPORATE PARTNER OR NON-SPONSOR: \$1,200

Enhance your visibility with a custom push notification in the 2025 HBA Annual Conference mobile app! The 2023 & 2024 apps were downloaded by more than 85% of attendees, so this is a highly prominent branding opportunity. Sponsorship includes a 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 25 July.

Guest Room TV Branding Push Message

6 Opportunities

CORPORATE PARTNER OR SPONSOR: \$1,000

NON-CORPORATE PARTNER OR NON-SPONSOR: \$1,200

Enhance your brand's visibility by utilizing a custom push notification on attendee guest room TV's during their stay at the Fountainsbleau Las Vegas. This strategic placement ensures your message reaches attendees directly in their rooms, providing timely and targeted exposure. Your notifications will be seamlessly integrated into the guest experience, enhancing visibility and engagement throughout the conference.

HBA Annual CONFERENCE

*See you
in Vegas!*



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