



LEAD THE WAY

Gain the Competitive Advantage

2020 HBA SPONSORSHIP PROSPECTUS

The business of healthcare is changing rapidly and following the trends won't be enough. Lead the way by sponsoring HBA events—and gain the competitive advantage for high-profile visibility and exposure. Together, we can be a united force for change.

LEAD THE WAY

ENHANCING YOUR EXPOSURE, ENRICHING MEMBER EXPERIENCE

The Healthcare Businesswomen's Association (HBA) offers companies unique sponsorship opportunities for visibility and access to specific and broad audiences at the local, national and global levels. In addition to the **sponsorship packages** available for our annual Woman of the Year and Annual Conference, companies can expand their exposure by hosting or sponsoring in-person or virtual events.

DEMONSTRATING YOUR COMMITMENT TO THE MISSION OF THE HBA

Companies who sponsor HBA programs and events benefit at the industry and employee levels.

Sponsoring HBA events demonstrates, in a highly visible way, your support for and commitment to the HBA's initiatives and overall mission. Your brand gains visibility as part of the community that proudly and publicly supports the advancement of women in the workplace.

Sponsorship also sends a **visible message** to your employees that you are investing in their personal and professional development. Sponsorship provides direct support for those already engaged with the HBA and enables easy access for those not yet participating.

Lastly, sponsorship signals to professionals outside your company that you are an active part of the HBA's **united force for change** which may provide a competitive advantage as women consider professional opportunities within your organization.

OPPORTUNITIES TO MATCH YOUR NEEDS

Current sponsorship packages offer **flexible opportunities** to garner brand visibility and get involved. Contributions can be financial or in-kind funding such as provision of facilities, on-site technical support, event food and beverage, and giveaways. Investment levels vary based on specific event needs and can range from \$500 for a smaller event upwards to \$25,000 for a more significant program.

SPONSORSHIP ROI

The HBA markets and promotes its events across our community of **50,000 professionals**, 11,000 individual members and, within and across, approximately 150 healthcare and life sciences companies. Events promoted on the HBA website are visible to over **250,000 website visitors each year**. Additionally, signature and selected events are marketed through our media partners, reaching a circulation of over 300 million. Sponsor logos are visible on event marketing materials and on event signage, where appropriate. Sponsors are personally thanked from the stage and, depending on the event itself, given the opportunity to offer remarks.



SIGNATURE OFFERINGS

Woman of the Year

Wednesday, 29 April, 2020 | New York Marriott Marquis – New York, NY

Honoring not only the Woman of the Year, but also the HBA Honorable Mentor, the STAR and more than 100 corporate partner-selected Rising Stars and Luminaries, this prestigious event is the perfect venue for you to demonstrate your commitment to the HBA's mission and showcases your company and brand to more than 2,000 healthcare and life sciences decision-makers.

WOMAN OF THE YEAR SPONSORSHIP OPPORTUNITIES				
Sponsor Level*	Price	Table(s)	Program Advertising	Logo***
Diamond**	\$30,000	2	Full Page	•
Platinum**	\$18,000	1	Full Page	•
Gold	\$13,000	1	Half Page	•
Supporter	\$2,000			•
Program Advertiser	\$5,500		Full Page	•
Program Advertiser	\$3,000		Half Page	•

All of the above sponsorship pricing is for HBA corporate partners. Non-partners will be charged a 25% premium.

*Custom packages available upon request

**Diamond and Platinum level sponsors have the choice of one of the branded items or opportunities below, plus verbal recognition of sponsorship from the stage at the event.

*** Logos to appear on HBA's Woman of the Year website, event signage, on-stage event slides and table tents

2020 WOMAN OF THE YEAR BRANDED OPPORTUNITIES FOR DIAMOND AND PLATINUM SPONSORS

Diamond Options

EVENT PROGRAM: prime ad placement on the back cover of the Woman of the Year program

NETWORKING LOUNGE: signage and opportunity to provide a giveaway during the morning networking reception

NAME BADGES: attendee name badges branded with your full color company logo

REGISTRATION AREA: registration area branded with your company logo and opportunity to provide a giveaway to all attendees

Platinum Options

BAR STATIONS: sponsor branded napkins and signs at all bar stations during the morning networking reception

COFFEE BREAK: sponsor branded coffee sleeves to be placed at coffee stations during the morning networking reception

BADGE LANYARDS: sponsor branded badge lanyards provided to all attendees at registration

Please contact your account manager for more information, or email CorporatePartners@HBAnet.org.

Welcome to the Woman of the Year Event



SIGNATURE OFFERINGS

2020 HBA Annual Conference

17-19 November, 2020 | Sheraton Grand Chicago – Chicago, IL

HBA's Annual Conference is an industry "must-attend" event. More than 1,000 healthcare and life sciences industry leaders convene over two days for networking, leadership and professional development. Don't miss this opportunity to position yourself as a gender parity advocate—while promoting your products, services and industry value to influential stakeholders and key decision-makers.

ANNUAL CONFERENCE ATTENDEE DEMOGRAPHICS*



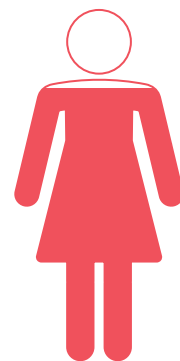
59%

Over half of attendees are mid- to senior-level professionals

20% VP or higher

39% directors (various levels)

Highly experienced attendee base



75%

of attendees have 10 or more years of healthcare industry experience

46% of attendees have > 20 years

43% of attendees are from pharma

20% of attendees are from biotech

HBA ANNUAL CONFERENCE ATTENDEES REPRESENT THE FOLLOWING COMPANIES AND MORE.



offerings

* Based on results of 2018 Annual Conference attendee survey

CONFERENCE SPONSORSHIP OPPORTUNITIES

See below for a listing of sponsorship opportunities available at the HBA Annual Conference. **All sponsorships include conference registration(s), logo recognition and a listing in the conference app.**

GENERAL SESSION

exclusive sponsor of session with keynote presentation. Includes ability to introduce speaker (HBA approves speech) and provide a giveaway to attendees (at expense of sponsor/ requires HBA approval)

Price: \$25,000 – includes two registrations

OPENING NIGHT NETWORKING RECEPTION

exclusive sponsor of opening night networking reception at a site to be determined. Includes ability to create signature drink and provide a giveaway to attendees (at sponsor cost/ with HBA approval)

Price: \$25,000 – includes two registrations

CONFERENCE APP

conference app branded with your logo on a splash page, plus enhanced company listing within app

Price: \$20,000 – includes two registrations

HBA HUB NETWORKING LOUNGE

attendee registration area branded with your company logo. Includes opportunity to provide a giveaway to attendees (sponsor provided and approved by HBA)

Price: \$20,000 – includes two registrations

HBA INNOVATION STAGE

exclusive presenting sponsor of Innovation Stage. Provides opportunity for branding and ability to present on stage

Price: \$20,000 – includes two registrations

CHARGING STATIONS

your company logo on prominently located charging stations for phones and tablets

Price: \$15,000 – includes one registration

CONFERENCE WIFI

your company name/logo placed on splash page for log-in and your company name as the log-in password

Price: \$15,000 – includes one registration

PHOTO BOOTH

photo booth with props and on-demand printing. Your company logo will be displayed at booth and on printed photo frames

Price: \$15,000 – includes one registration

PORTFOLIO/NOTEBOOK

your logo on high-quality portfolio/notebook for attendees

Price \$15,000 – includes one registration

PROFESSIONAL HEADSHOT STATION

your logo on signage and follow-up email at headshot station for attendees

Price \$15,000 – includes one registration

BRANDED USB 3-IN-1 CHARGERS

your company logo printed on USB chargers provided to attendees at registration

Price: \$12,000 – includes one registration

EVENT PROGRAM BACK COVER AD

back cover advertisement for onsite program (the only ad in the program)

Price: \$12,000 – includes one registration

LANYARDS

lanyards branded with your company logo provided with all attendee badges at registration

Price: \$12,000 – includes one registration

BREAKFAST SPONSOR

your company logo on signage at breakfast plus branded napkins with your logo

Price: \$10,000 – includes one registration

BRANDED LUGGAGE TAGS

your company logo on luggage tags provided to conference attendees at registration

Price: \$10,000 – includes one registration

COFFEE BREAK

your company logo on coffee break signs with logo on coffee cup sleeves

Price: \$10,000 – includes one registration



Sponsorship

CONFERENCE SPONSORSHIP OPPORTUNITIES



MORNING KICKSTARTER

your company logo on signage for morning yoga and/or fitness walk sign-ups and meeting location

Price: \$7,500 – includes one registration

EXHIBITOR

conference exhibit opportunities TBD. Please contact CorporatePartners@HBA.net to learn more

CONFERENCE SUPPORTER

your company logo on event signage, a listing in the mobile event app and logo on conference website

Price: \$1,500

Customized sponsorship packages are available. Please contact your account manager for more information, or email CorporatePartners@HBA.net.



sponsorship

ADDITIONAL OPPORTUNITIES

Program and event portfolio

The HBA operates in nine regions throughout North America and Europe and offers more than 500 programs each year—in-person and virtual events. Programs range from intimate to grand and appeal to various member and industry segments. **Below is an inventory of the HBA's portfolio of sponsorship opportunities:**

BUILDING BETTER BUSINESS CONNECTIONS (3BC)

This annual **executive summit** convenes 100+ industry leaders with a common purpose to accelerate the business value of women leaders in our industry. Summits focus on individual and organizational transformation opportunities which help companies realize the full potential of the female talent pipeline and advance the impact and influence of that pipeline across the industry.

The topic/focus for the summit varies year-to-year based on current industry issues and is determined by the 3BC event chair(s) and HBA senior staff.

3BC sponsorship provides unique visibility to an executive audience within the healthcare and life sciences industries where 70 percent of event attendees are VP level and above. Sponsor logos are visible on marketing materials, event program booklet and event signage, where appropriate.

Sponsorship opportunities include providing a venue, accommodating food and beverage needs (\$10,000), program design and printing (\$5,000) or supplying an appropriate guest speaker (\$10,000).

Host sponsors (venue and food and beverage) are invited to participate in the content planning and/or to provide subject matter experts for speaking or panelist opportunities. Aggressive selling and/or promotion is prohibited.

EXECUTIVE FORUMS

The HBA offers three to four, unique in-person events targeted at the VP/SVP level and above. Content is focused on the specific challenges and opportunities of professionals at this level. The marketing and promotion for these events is specifically targeted to the hundreds of executives contained within the HBA's community.

Sponsorship opportunities include providing a venue, accommodating food and beverage needs (\$5,000) and/or closing cocktail hour (\$3,000) and program design and printing (\$2,500).

Host sponsors (venue and food and beverage) are invited to participate at the event with one complimentary registration and address attendees with welcoming remarks.

REGIONAL SEMINARS

These half-day, in-person events accommodate **50-70 participants** and offer development and training from an established subject matter expert. Content offers timely and relevant training on key core competencies women need to accelerate their career.

These seminars are marketed across the entire HBA community of 50,000+ providing significant visibility for sponsoring companies during the four to six-week promotional window.

Six regional seminars are planned for 2020 – three scheduled Q1 and three scheduled for Q2. The topic/focus for Q1 seminars will be on **improving and enriching one's professional visibility and brand**. Seminars in the Q2 will focus on the topic of **powerful, effective negotiation skills**.

Sponsorship opportunities include providing a venue, accommodating food and beverage needs (\$4,000), or coverage for speaker honoraria (\$4,000). Companies are welcome to sponsor one or more events during the year, at one or multiple locations. Sponsor logo is visible on marketing material, event program booklet and event signage, where appropriate.

Host sponsors (venue and food and beverage) are welcome to offer opening remarks at the event and are provided four complimentary registrations to encourage the development of their own talent pool.

EUROPEAN LEADERSHIP SUMMIT

Two-day, multifaceted program attracting 250+ participants with content focused on industry trends and topical issues. The Summit is marketed broadly across the entire HBA community with extra focus and penetration within and across the European countries.

The Summits are generally sponsored by a number of companies with each selecting the scope of sponsorship appropriate for themselves.

Please see the European Leadership Summit sponsorship brochure for the specific opportunities associated with this event.

GENDER PARITY COLLABORATIVE EVENTS

Launched by the HBA in 2018, this first-ever industry consortium focuses on advancing gender parity via a systemic approach. Collaborative executives assemble three times a year for working and governance sessions. Session participation is restricted to Collaborative executives only, but sponsorship opportunities are available. These events provide significant access to industry C- and executive level individuals with broad decision-making responsibilities.

Sponsorship opportunities include providing a venue, accommodating food and beverage needs (\$10,000), Collaborative member cocktail hour (\$5,000) or annual dinner (\$10,000). Sponsor logos are visible on all event materials and a sponsor information packet is provided to all attendees.

Host sponsor (venue and food and beverage) are welcome to offer opening remarks at the event and to interact with attendees during breaks and meals. Aggressive promotion or selling is prohibited.

Collaborative consortium events also require expert facilitation. As such, there is opportunity for companies to provide their expertise and resources to these meetings functioning as our meeting facilitator(s). Facilitation sponsors are invited to introduce their company to attendees and are able to interact with attendees socially during breaks and meals. Aggressive promotion or selling is prohibited.



ADDITIONAL OPPORTUNITIES

CAREER CONVERSATIONS WEBINAR SERIES

A four-part webinar series featuring thought leaders and industry executives for an informative and insightful conversation. With a typical registration of more than 500 attendees and dozens of site licenses, this offering is extremely popular among HBA's corporate partners and membership at large. Career Conversations are promoted across the entire HBA community each and every quarter.

Content design for 2020 will be focused on advances and innovations in healthcare and life sciences to keep our members up-to-date with new and emerging solutions for improved patient outcomes, with a focus on convening and collaboration as core leadership competencies for success.

Sponsorship opportunities are available for individual webinars (\$3,000) or for the annual series (\$10,000). If an annual sponsor is established, individual webinar sponsorship is not available.

Sponsorship provides visibility across marketing and promotional materials, where appropriate, and logo visibility throughout the webinar.

Series sponsorship provides the opportunity to participate in content planning/refinement, moderator provisioning and an 'on air' welcome and company briefing (five minutes).

HBA WEBINAR SETS

Individual sets of two to three webinars focused on a specific industry or professional development topic, hosted by a relevant subject matter expert. Webinars are marketed to the entire HBA community of 50,000 over a four-week period and can attract 50 - 100 individual registrants and a handful of company site licenses.

Sponsorship (\$5,000) is available for each webinar series. Sponsoring companies can participate in the design of the content and are welcome to provide a subject matter expert, moderator or panelists if such talent is available from their organization. Sponsor logo is provided on marketing materials, where appropriate, and sponsoring companies are invited to open the webinar and provide a short (five minutes) company briefing.

VIRTUAL WOMAN OF THE YEAR

The HBA provides a virtual solution for those unable to attend the signature award luncheon in-person in New York. Local HBA chapters assemble to enjoy the event remotely. Companies offer group viewing at their affiliate offices to expand the number of employees celebrating their award winners. Individual members register to observe the event from their desk.

Virtual Woman of the Year is marketed to the entire HBA community of 50,000 over a 12-week period. Virtual Woman of the Year events have attracted up to 500 registrants, spanning the US and Europe.

Sponsorship for this virtual offering is available (\$15,000) and provides continuous logo/brand visibility throughout the virtual WOTY broadcast, the opportunity to open and close the virtual session, provide a company briefing (five minutes) and facilitate a relevant discussion/interview during the lunch time window. Sponsor will also be recognized in the luncheon ballroom, and logo will be included on event signage and in the printed program.



opportunities

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HBA Healthcare
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Association

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