

# WOMAN OF THE YEAR

## Sponsorship + Advertising Opportunities

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

### 2020 HBA WOMAN OF THE YEAR

Honoring not only the Woman of the Year, but also the HBA Honorable Mentor, the STAR recipient, 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 showcase your company and brand to more than 2,000 healthcare and life-sciences decision-makers.

### BRANDED OPPORTUNITIES FOR DIAMOND AND PLATINUM SPONSORS

#### DIAMOND OPTIONS

**Event program:** Prime ad placement on the back cover of Woman of the Year program

**Networking lounge:** Signage and opportunity to provide a giveaway during the morning networking reception

**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 (10:00 - 11:45 AM)

**Badge lanyards:** Sponsor branded badge lanyards provided to all attendees at registration (**SOLD**)

**Name Badges:** sponsor logo included on all attendee badges

**Branded giveaways:** select from notebooks, lip balms or other items branded with sponsor logo

### SPONSORSHIP OPPORTUNITIES

Sponsor Level*	Price	Table(s)	Program Advertising	Logo***
Diamond**	\$30,000	Two (2)	Full-page	✓
Platinum**	\$18,000	One (1)	Full-page	✓
Gold	\$13,000	One (1)	Half-page	✓
Program advertiser	\$5,500		Full-page	✓
Program advertiser	\$3,500		Half-page	✓

\*Custom packages available upon request.

\*\*Diamond and Platinum level sponsors have the choice of one of the branded items or opportunities to the left, 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.

Please contact your account manager for more information, or email [CorporatePartners@HBA.net](mailto:CorporatePartners@HBA.net)

## 2020 SPONSORSHIP AGREEMENT

### COMPANY INFORMATION

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Company Telephone \_\_\_\_\_ Website \_\_\_\_\_

Company Type  Pharmaceuticals  Life Sciences  Medical Delivery  Managed Care  
 Medical Device/Diagnostics  Biotechnology  Consulting  College/University  
 Services \_\_\_\_\_  Other \_\_\_\_\_

### PRIMARY CONTACT INFORMATION\*

Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Direct Phone \_\_\_\_\_ Direct Fax \_\_\_\_\_

Email Address \_\_\_\_\_

### BILLING CONTACT INFORMATION\*\* (if different from primary contact)

Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Direct Phone \_\_\_\_\_ Direct Fax \_\_\_\_\_

Email Address \_\_\_\_\_

\*The primary contact is the Point of Contact for all HBA matters and ensures that time-sensitive communications go to the correct person(s) within your organization.

\*\*The billing contact is the person authorized to sign and make payments on the corporate partner's account.

# 2020 SPONSORSHIP OPPORTUNITIES

Please email this completed form to [CorporatePartners@HBAnet.org](mailto:CorporatePartners@HBAnet.org)

## HBA Woman of the Year

Sponsor Level:

Fee: \$

Fee:

Program Advertiser:

Full page ad: \$5,500

Half-page ad: \$3,500

For Diamond and Platinum Sponsor Levels, select branded items choices:

First choice

Second choice

Third choice

HBA sponsorship benefits to be received by \_\_\_\_\_

Company Name

Initial to accept listed custom benefits: \_\_\_\_\_

All sponsorships are considered final and are non-refundable. The HBA reserves the right to change/modify all sponsorship opportunities.

Review the agreed upon items of the sponsorship and initial for acceptance of these

items \_\_\_\_\_.

Total due \$ \_\_\_\_\_

Payment is required within 60 days of this agreement.

**Signature** \_\_\_\_\_ By

signing this application, you certify that you have the authority to do so on behalf of your company.

For more information, email [CorporatePartners@HBAnet.org](mailto:CorporatePartners@HBAnet.org) or call 973.575.0606 press 2

**HBA** Healthcare  
Businesswomen's  
Association

[www.HBAnet.org](http://www.HBAnet.org) | [#HBAimpact](https://twitter.com/HBAimpact)