

ACTIVATE. ADVOCATE. ACHIEVE.

2021 ANNUAL CONFERENCE
8 - 10 NOVEMBER

The **2021 HBA Annual Conference** is an industry “must-attend” event making it the *perfect* opportunity for you to demonstrate your commitment to the HBA’s mission.

Industry leaders will convene virtually over three days for leadership and professional development, as well as impactful networking opportunities the HBA is known for.

Don’t miss the chance to position yourself as an industry trailblazer and gender parity advocate—all while promoting your value to influential stakeholders and decision-makers.

SPONSORSHIP VALUE:

- The HBA markets and promotes our conference across our community of 70,000+ healthcare influencers, in addition to exposure in several high-profile media outlets
- Position your brand in front of a broad audience of healthcare leaders and decision-makers
- Increase sales through brand visibility and thought-leadership
- Show your support of the HBA’s mission to achieve gender parity in the business of healthcare
- Assist the HBA in providing valuable professional development and networking opportunities for its members
- Highlight your company as an employer-of-choice for women in the healthcare industry

#HBAAC21
HBANET.ORG/2021AC

HBA

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ANNUAL CONFERENCE ATTENDEE DEMOGRAPHICS



59%

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

20% VP or higher

39% directors (various levels)

SPONSORSHIP OPPORTUNITIES

BRANDED	PREMIER	CHAMPION	SUPPORTER
\$11,000 / €20,750	\$18,000 / €14,940	\$12,000 / €9,960	\$6,000 / €4,980
Only 2 available!	Only 6 available!		

PRESENCE

	BRANDED	PREMIER	CHAMPION	SUPPORTER
Banner advertisement in platform lobby	•			
Company logo in platform lobby		•		
Personal sponsor page within platform	•	•	•	•
Directory listing linked to your website	•	•	•	•
Logo visibility in general session slides	•	•	•	•
Private branded chat room	•	•	•	
Logo visibility and verbal "shout out" in pre-event promotional video by event host	•			
Complimentary conference registrations	5	4	3	2

ACCESS

	BRANDED	PREMIER	CHAMPION	SUPPORTER
Email list of all registrants who opt in (GDPR compliant)	•	•	•	
Ability to capture data from your sponsor page visitors	•	•	•	•

CONTENT

	BRANDED	PREMIER	CHAMPION	SUPPORTER
Showcase your company's executives/leaders through participation in a panel. Content is determined by the HBA. (limited availability)	•			
Display a 30-second video/commercial before keynote sessions (must be pre-approved by the HBA)		•		
Host a 45-minute pre-recorded "Spotlight Session" on the topic of "Activate" followed by 15-minute Q&A session with representatives from your company (must be pre-approved by the HBA).		•		
Display a video on your personal sponsor page	•	•	•	

DIGITAL

	BRANDED	PREMIER	CHAMPION	SUPPORTER
Logo on conference microsite	•	•	name only	name only
Logo in conference marketing emails	•	•	name only	name only
Recognition on HBA's social media channels	•	•	•	•
Access to a branded sponsor toolkit for you to demonstrate your commitment to DE&I	•	•	•	•

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**HIGHLY
EXPERIENCED
ATTENDEE
BASE**



75%

of attendees have 10 or more years of healthcare industry experience

46% have > 20 years

43% are from pharma

20% are from biotech

ADDITIONAL OPPORTUNITIES TO ENHANCE YOUR EXPOSURE

Add-on opportunities only available to Annual Conference sponsors.

EXTEND THE CONFERENCE EXPERIENCE *(One available)*

Help the HBA keep the conference platform open for 3-6 months! Secure additional visibility in the email to all attendees and include a 30-second pop up advertisement or video on the platform that is shown each time an attendee accesses the site post-conference.

INVESTMENT: \$10,000 / €8,300

KEYNOTE SESSION *(Two available)*

Have one of your organization's leaders announce one of our keynote speakers before their session.

INVESTMENT: \$10,000 / €8,300

VIRTUAL SELFIE BOOTH *(One available)*

Put your company in the spotlight as attendees line up to take selfies to share on their social channels.

INVESTMENT: \$10,000 / €8,300

VIRTUAL HOST *(One available - host is selected by the HBA)*

Our virtual conference host will generate excitement and engagement via pre-event videos on social media and online platforms, and your company could be the one to get visibility!

INVESTMENT: \$7,500 / €6,225

ACE AWARDS *(One available)*

Is your company a former ACE award winner? Sponsor and celebrate the 2021 ACE award show!

INVESTMENT: \$5,000 / €4,150

RECEPTION *(Three available)*

Even though we're virtual, we'll still have a state-of-the-art reception using the industry-leading Gatherly platform. Reception sponsors will have their choice of one (1) branded floor for all attendees or a private floor for your VIPs and invited guests (up to 100 people).

INVESTMENT: \$5,000 / €4,150

TIME KEEPER *(One available)*

Showcase your company by placing your logo front-and-center as attendees wait for keynote sessions to begin.

INVESTMENT: \$3,000 / €2,490

DJ BREAK *(One available)*

After a long day of programming, attendees will need to let loose and have fun! Show your logo throughout the 30-45-minute end of day dance party. Sponsor can also provide a branded t-shirt for the DJ to wear.

INVESTMENT: \$2,500 / €2,075

WELLNESS SESSION *(Two available)*

Namaste with the HBA. Show your logo throughout the 30-45-minute yoga or wellness session(s). Sponsors can also provide a branded t-shirt for the instructor to wear.

INVESTMENT: \$2,500 / €2,075

HBA HUB SESSION *(10 available)*

Highlight your company's initiatives by including a 20-minute pre-recorded video available on-demand in the HBA HUB. *(Content must be approved by the HBA and in line with the conference's Activate. Advocate. Achieve. theme.)*

INVESTMENT: \$1,000 / €830

VIRTUAL 5K RUN *(Three available)*

All attendees will be encouraged to participate (walk or run) in a virtual 5K and your logo can be on the platform and promotions.

INVESTMENT: \$1,000 / €830

**OUR 2020 CONFERENCE WAS OUR LARGEST EVER
WITH ATTENDEES FROM 250+ HEALTHCARE AND LIFE SCIENCE COMPANIES INCLUDING:**



Johnson & Johnson

Genentech
A Member of the Roche Group



abbvie

AMGEN



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