

**Company and primary contact information:**

Company name: \_\_\_\_\_  
Company address: \_\_\_\_\_  
City: \_\_\_\_\_ State/province: \_\_\_\_\_  
Zip/postal code: \_\_\_\_\_ Country: \_\_\_\_\_  
Company telephone: \_\_\_\_\_ Website: \_\_\_\_\_  
*Primary contact info:*  
Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Direct phone: \_\_\_\_\_ Direct fax: \_\_\_\_\_  
Email: \_\_\_\_\_

**Billing contact information (if different from primary contact):**

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Company address: \_\_\_\_\_  
City: \_\_\_\_\_ State/province: \_\_\_\_\_  
Zip/postal code: \_\_\_\_\_ Country: \_\_\_\_\_  
Direct phone: \_\_\_\_\_ Direct fax: \_\_\_\_\_  
Email address: \_\_\_\_\_  
Invoicing requirements: (P.O., cost center, etc): \_\_\_\_\_  
Comments: \_\_\_\_\_

**Event details:**

Event name: Annual Conference  
Event location: Virtual Event Date: 8 - 10 November 2021

# 2021 ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

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

SPONSORSHIP OPPORTUNITIES	BRANDED \$25,000 / €20,750 <i>Only 2 available!</i>	PREMIER \$18,000 / €14,940 <i>Only 6 available!</i>	CHAMPION \$12,000 / €9,960	SUPPORTER \$6,000 / €4,980
<b>PRESENCE</b>				
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
<b>ACCESS</b>				
Email list of all registrants who opt in ( <i>GDPR compliant</i> )	•	•	•	
Ability to capture data from your sponsor page visitors	•	•	•	•
<b>CONTENT</b>				
Showcase your company's executives/leaders through participation in a panel. Content is determined by the HBA. ( <i>limited availability</i> )	•			
Display a 30-second video/commercial before keynote sessions ( <i>must be pre-approved by the HBA</i> )		•		
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 ( <i>must be pre-approved by the HBA</i> ).		•		
Display a video on your personal sponsor page	•	•	•	
<b>DIGITAL</b>				
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	•	•	•	•

**Branded (\$25,000)**

**Premier (\$18,000)**

**Champion (\$12,000)**

**Supporter (\$6,000)**

## Additional Opportunities to Enhance Exposure

**Extend the Conference Experience**  
\$10,000 (*One Available*)

**ACE Awards Sponsor** \$5,000  
(*One Available*)

**DJ Break** \$2,500  
(*One Available*)

**Keynote Session** \$10,000  
(*Two Available*)

**Reception Sponsor** \$5,000  
(*Three Available*)

**Wellness Session** \$2,500  
(*Two Available*)

**Virtual Selfie Booth** \$10,000  
(*One Available*)

**Time Keeper** \$3,000  
(*One Available*)

**HBA HUB Session** \$1,000  
(*Ten Available*)

**Virtual Host** \$7,500  
(*One Available, Host selected by HBA*)

**Virtual 5K Run** \$1,000  
(*Three Available*)

Signature \_\_\_\_\_

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

By signing this application, you certify that you have the authority to do so on behalf of your company. All sponsorships are considered final and are non-refundable. The HBA reserves the right to change/modify all sponsorship opportunities. Payment is due upon execution of this agreement.

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

## Terms and Conditions

**1. APPLICATION AND ELIGIBILITY.** Sponsorships must be made on the form provided, contain the information requested, and be executed by an individual who has authority to act for the applicant (sponsor). The Association reserves the right to reject any application.

**2. SPONSOR RESPONSIBILITIES.** Sponsor shall be responsible for the following: a. All giveaways (virtual coupon, promotional codes, etc.) to be used during the sponsored function b. Any additional digital signage, banners, etc. to be displayed during the sponsored function.

**3. PAYMENT TERMS.** Upon executed sponsorship agreement, payment is due in full.

**4. PUBLICITY.** HBA shall publicize and promote the event and shall be permitted to use Sponsor's name and logo in connection with such publicity and promotion.

**5. SPONSOR PUBLICITY.** Sponsor may publicize that it is a sponsor of this HBA Program. However, Sponsor acknowledges that HBA is the lawful owner of the names "Healthcare Businesswomen's Association, and the acronym "HBA," and any associated logos. Sponsor agrees to take no action inconsistent with HBA's ownership, or that would subject HBA to claims by third parties or potential loss of its ownership. Any uses of HBA's logo or event logo by the Sponsor must be approved, in advance, by HBA and follow HBA's branding guidelines.

**6. TERMINATION.** If Sponsor breaches any of its obligations hereunder, HBA shall have the right to terminate this agreement and to retain Sponsor's sponsorship fee as liquidated damages (and not as a penalty), in addition to any other rights it may have at law or at equity.

**7. INDEMNIFICATION.** Sponsor agrees to indemnify and hold HBA harmless against any losses, claims, expenses or damages from its own negligent or willful acts or omissions of its employees, officers, directors, agents, contractors, or others acting on its behalf or with its authority.

**8. TERMS.** The term of this Sponsorship Agreement shall commence upon execution of this Agreement and shall terminate upon conclusion of the Event, unless sooner terminated pursuant to paragraph 6.

**9. LIABILITY.** HBA shall have no liability with respect to its obligations under this Agreement for consequential, exemplary, special, indirect, incidental or punitive damages, even if it has been advised of the possibility of such damages. The liability of HBA for any reason and upon any cause of action or claim shall be limited to the fees paid by Sponsor to Healthcare Businesswomen's Association under this Agreement. This limitation applies to all causes of action or claims in the aggregate, but does not apply to death, bodily injury or damage to personal property caused by Healthcare Businesswomen's Association negligence.