



HEALTHCARE  
LEADERS  
ASSOCIATION  
NEW ENGLAND  
REGIONAL CONFERENCE

# 2024 SPONSORSHIP OPPORTUNITIES







# 2024 ANNUAL CONFERENCE SPONSORSHIPS

**NEW ENGLAND REGIONAL CONFERENCE**  
**MAY 15-17, 2024**  
**THE WESTIN PORTLAND HARBORVIEW**  
**PORTLAND, ME**

Spotlight your organization at our New England Regional Conference featuring 2½ days of education and networking mixed in with a little bit of fun. Our Regional Conference is co-hosted by HLA Massachusetts / Rhode Island, and HLA New Hampshire / Vermont.

This year our conference will deliver more than 8 hours of face to face time with approximately 100+ attendees consisting of practice leaders and decision makers.

Join us and connect with our attendees during our highlight event of the year.

# EXHIBIT BOOTHS:

## MEMBER BOOTH

\$1,695

### INCLUDES:

- 8 x 10 Exhibit Booth
- 6' Table
- 2 Chairs
- 2 Booth Personnel
- Listing in Program Book
- Wi-Fi
- Electric (if requested)
- Attendee List (Pre & Post Conference)
- Entrance to all educational and networking events  
(excludes pre-conference events)

## NON- MEMBER BOOTH

\$1,995

### INCLUDES:

- 8 x 10 Exhibit Booth
- 6' Table
- 2 Chairs
- 2 Booth Personnel
- Listing in Program Book
- Wi-Fi
- Electric (if requested)
- Attendee List (Pre & Post Conference)
- Entrance to all educational and networking events  
(excludes pre-conference events)

# PREMIER PACKAGES:

*Exhibit Booth Included*

## ATTENDEE LANYARD

\$3,500

### DESCRIPTION:

- Exhibit Booth Included
- Your company logo on all attendee lanyards
- Signage at registration desk
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition in Program Book



## ATTENDEE BAG

\$4,500

### DESCRIPTION:

- Exhibitor Booth Included
- Your company logo on all attendee bags
- Signage at registration desk
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition in Program Book





# VENDOR GAME

\$4,000

## DESCRIPTION:

- Exhibit Booth Included
- Your logo on all game cards given to all attendees
- Your personnel may announce winners and hand out prizes
- Full Page Color Program Book Ad
- Signage at Registration Desk and in Exhibit Hall announcing prizes
- Promotional item or literature in all attendee bags
- Recognition in Program Book
- Dedicated social media post announcing winners



# CONF. NOTE PAD/PEN

\$5,000

## DESCRIPTION:

- Exhibitor Booth Included
- Your company logo on all attendee note pad/pen combinations
- Signage at registration desk
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition in Program Book



# CONF. MOBILE APP

\$6,000

## DESCRIPTION:

- Exhibitor Booth Included
- Your company logo on our mobile app
- Your logo on mobile app instructions
- Signage at registration desk
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition in Program Book



# KEYNOTE SPEAKER

\$6,000

## DESCRIPTION:

- Exhibitor Booth Included
- Literature/material handout at door of keynote session
- 2-minute company introduction before keynote session
- Speaker introduction
- Signage at registration desk
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition in Program Book



# WELCOME RECEPTION

\$5,500

## DESCRIPTION:

- Exhibitor Booth Included
- Signage at door and registration desk
- Welcome attendees at door with your promotional giveaway
- Entertainment Introduction
- 2 minutes with microphone for Company Introduction
- Cocktail Napkins with your logo
- Beverage Cups with your logo
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition in Program Book





# THEMED NETWORKING EVENT

\$5,500

## DESCRIPTION:

- Exhibitor Booth Included
- Signage at door and registration desk
- Introduction by DJ
- 2 minutes with microphone for Company Introduction
- Cocktail Napkins with your logo
- Beverage Cups with your logo
- Photo Booth with logo on pictures
- Party Props
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition in Program Book



# SPONSORSHIPS:

\*Does not include Exhibit Booth\*

## CONFERENCE BREAK

\$500  
(3 available)

### DESCRIPTION:

- Signage at entrance and in hall
- Greet attendees at entrance to hall
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Logo Projected in Exhibit Hall During Break

## BREAK OUT ROOM

\$500  
(2 available)

### DESCRIPTION:

- Signage at door
- Introduction of speakers
- Table in room for your literature
- Recognition in Program Book
- Promotional item or literature in all attendee bags





# BREAKFAST

\$1,000  
(2 available)

## DESCRIPTION:

- Signage at entrance and in hall
- Greet attendees at entrance to hall
- 2-minute company introduction
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Logo Projected in Exhibit Hall During Breakfast



# LUNCH

\$1,000

## DESCRIPTION:

- Signage at entrance and in hall
- Greet attendees at entrance to hall
- 2-minute company introduction
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Logo Projected in Exhibit Hall During Breakfast



# PRE-CONFERENCE

\$2,000

## DESCRIPTION:

- Signage at door
- Introduction of speakers
- Table in room for your literature
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Dedicated social media post and eblast announcing session sponsorship



# SIGNAGE

\$2,000

## DESCRIPTION:

- Your logo on all conference signage
- Signage at Registration Desk announcing sponsorship
- Recognition in Program Book
- Promotional literature/material in all attendee bags



# WIFI SPONSOR

\$2,500

## DESCRIPTION:

- Wifi instruction card at registration desk with your logo
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Custom Wifi Password (Where available)



# FLASH DRIVES

\$3,000

## DESCRIPTION:

- Your logo on all conference flash drives pre-loaded with workshop presentation (when available)
- Signage at Registration Desk
- Recognition in Program Book
- Promotional item or literature in all attendee bags



# A/V SPONSOR

\$4,000

## DESCRIPTION:

- Signage at registration desk, all general sessions and break out rooms
- Recognition in Program Book
- Promotional item or literature in all attendee bags





# BUSINESS CARD BOOK

\$3,000

## DESCRIPTION:

- Your logo on business card books
- Signage at registration desk
- Recognition in Program Book
- Promotional item or literature in all attendee bags



# CYBER CAFE & CHARGING STATION

\$3,500

## DESCRIPTION:

- Signage at Café
- Meet and greet with attendees at Café
- Full Coffee Station set-up
- Variety of chargers for attendee devices
- Recognition in Program Book
- Promotional item or literature in all attendee bags



# HOTEL KEY CARD

\$4,000

## DESCRIPTION:

- Your logo on all hotel key cards
- Recognition in Program Book
- Promotional item or literature in all attendee bags



# WATER STATION

\$5,000

## DESCRIPTION:

- Signage at water stations in all session rooms
- Beverage Cups with your logo
- Recognition in Program Book
- Promotional item or literature in all attendee bags



# BUBBLE BAR

\$5,000

## DESCRIPTION:

- Meet and greet attendees at the conference registration desk with Champagne, Mimosas or Bellini Toast
- Cocktail Napkins with your logo
- Beverage Cups with your logo
- Recognition in Program Book
- Promotional item or literature in all attendee bags



# BLOODY BAR

\$5,000

**\*\*Traditionally held on the last morning of the Conference**

## DESCRIPTION:

- Meet and greet attendees at the conference registration desk with a Bloody Mary (Hair of the Dog)
- Cocktail Napkins with your logo
- Beverage Cups with your logo
- Recognition in Program Book
- Promotional item or literature in all attendee bags





# PROGRAM BOOK AD

Program Book Inside Front Cover	\$1,000
Program Book Inside Back Cover	\$1,000
Program Book Back Cover	\$1,500
Program Book Full Page Color Ad	\$475

# EXHIBITOR ADD ON

Gift Registration to 1st Time Attendee	\$150 each
Additional Booth Personnel	\$279 each
Promotional Giveaway in Attendee Bag	\$400



**Submit this form along with your payment to:**  
**Email:** info@hlmari.org or **Mail:** PO Box 3403, Hamilton, NJ, 08619

Contact Name	Title	Business Type/Product	
Organization		Website	
Mailing Address	City	State	Zip Code
Phone	Fax	E-mail	

### Select Exhibit Booth or Conference Package:

- Member Exhibit Booth ☐
- Non-Member Exhibit Booth ☐
- Attendee Lanyard Package ☐
- Attendee Bag Package ☐
- Vendor Game Sponsor ☐
- Conference Mobile App Sponsor ☐
- Conference Notepad/Pen Sponsor ☐
- The Keynote Speaker Sponsor ☐
- Welcome Reception Sponsor ☐
- Themed Networking Event ☐

### Select Any Additional Conference Sponsorship(s) or Add On Bonus Options:

- |   |  |
|---|--|
| Conference Break Sponsor <input type="checkbox"/> | Cyber Cafe & Charging Station <input type="checkbox"/>           |
| Break Out Room Sponsor <input type="checkbox"/>   | Water Station Sponsor <input type="checkbox"/>                   |
| Pre-Conference Sponsor <input type="checkbox"/>   | Bubble Bar Sponsor <input type="checkbox"/>                      |
| Breakfast Sponsor <input type="checkbox"/>        | Bloody Bar Sponsor <input type="checkbox"/>                      |
| Lunch Sponsor <input type="checkbox"/>            | Program Book Inside Front or Back Cover <input type="checkbox"/> |
| Signage Sponsor <input type="checkbox"/>          | Program Book Back Cover <input type="checkbox"/>                 |
| Flash Drive Sponsor <input type="checkbox"/>      | Program Book Full Page Ad <input type="checkbox"/>               |
| A/V Sponsor <input type="checkbox"/>              | Gift Registration <input type="checkbox"/>                       |
| Wifi Sponsor <input type="checkbox"/>             | Additional Booth Personnel <input type="checkbox"/>              |
| Hotel Key Card Sponsor <input type="checkbox"/>   | Promotional Giveaway in Conference Bag <input type="checkbox"/>  |

**Booth Personnel #1** **Booth Personnel #2** **Additional Booth Personnel (\$279/ per addition):**

Company name as you would like it to appear on promotional material:

☐ Enclosed is Check # \_\_\_\_\_ in the amount of \$ \_\_\_\_\_ payable to **NERC-HLA NH/VT**

☐ Charge \$ \_\_\_\_\_ to the following credit card: ☐ VISA ☐ MC ☐ AMEX ☐ DISCOVER


Card Number	Exp. Date	SEC Code
Billing Address (Please Print)		
Card Holders Name (Please Print)	Signature	





# Let's get in touch

New England HLA Regional Conference

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