Promoting professional growth and development in healthcare management in the Delaware Valley

Corporate Sponsorship Program
2017 - 2018
The mission of The Healthcare Leadership Network of the Delaware Valley is to provide healthcare professionals with opportunities to grow, learn, and lead, through education, collaboration, and networking.

Supporting HLNDV means that you are playing a key role in advancing our mission. Our sponsors provide important connections within the healthcare industry and develop excellent relationships with our members and leadership. Many also find the tremendous value in joining HLNDV/ACHE.

As you review the details that follow, please know that we greatly appreciate your interest in helping to transform the future of healthcare in our region!

Thank you,

Chris Fraser, MBA, FACHE
President, Healthcare Leadership Network of the Delaware Valley
Director of Operations/Corporate Compliance Officer, Westside Family Healthcare

Information about all of our board members is located at http://hlndv.ache.org
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Access to todays and tomorrows decision makers in healthcare can be crucial for the success and future of healthcare providers, suppliers, educators and insurers. The Healthcare Leadership Network of the Delaware Valley (HLNDV) has provided this connection in the Philadelphia, Delaware, and South Jersey regions since 1976. As the local chapter to the American College of Healthcare Executives (ACHE), the HLNDV draws leaders from all sections of the healthcare spectrum who are interested in advancing professionally and raising the level of care provided at their institutions. Sponsors have visibility and access through events, publications, newsletters and HLNDV emails to members.

ABOUT HLNDV

Healthcare Leadership Network of the Delaware Valley (HLNDV) is a professional organization of healthcare executives representing a variety of institutions and interests in the Philadelphia region. HLNDV is an independent chapter of the American College of Healthcare Executives and the only healthcare executive network serving Southeastern Pennsylvania, Southern New Jersey, and Delaware.

- HLNDV founded in 1976 has grown to be one of the largest and most active groups of its kind in the United States. HLNDV continually evolves in response to the changes in the nature of the healthcare industry.
- Provides an educational forum supporting professional growth and development in healthcare management and related fields.
- Promotes educational programs on healthcare management issues, processes, techniques, and information.
- Provides opportunities for networking with colleagues throughout the region.
- Stimulates interest to improve methods of healthcare management and administration.
- Evaluates critical healthcare issues in Southeastern Pennsylvania, Southern New Jersey, and Delaware
- Promotes membership and advancement in the American College of Healthcare Executives (ACHE).
- Promotes the code of ethics as defined by ACHE.
- Promotes ACHE educational programs and support local ACHE programming.
MEMBERSHIP DEMOGRAPHICS

Currently, HLNDV has over 1,200 members.

Positions within our membership:
- Chief Executives
- Vice Presidents
- Directors/Managers
- Staff members
- Consultants
- Vendors
- Academics

Organizations within our membership:
- Hospitals & Health Systems
- Consulting Firms
- Vendors/Suppliers
- Ambulatory Care/Group Practices
- Educational Institutions
- Public/Community Health Organizations

Each year HLNDV hosts approximately 20-25 events/programs with an average of over 70 attendees per event. Our Spring Institute averages 200 attendees!

1. As a corporate sponsor, you will be prominently displayed on our website, which has over 3,200 monthly hits (39,000 annually), and is regularly promoted with over 80 annual email communications to our membership.
As leaders in healthcare strive to make high-quality care more accessible and efficient, they need both exceptional management skills and a new vision. We rely on the support of organizations like yours to offer our members an array of educational programs, networking events, and career development programs.

As a result, we have developed a comprehensive corporate sponsorship program that offers sponsoring organizations numerous opportunities for consistent and prominent recognition. Our sponsorship program provides organizations with the opportunity to gain visibility, build relationships, and acquaint the region’s healthcare leaders with the products and services offered by their organization.

All of the contributions of our sponsors support HLNDV’s important programs as we devote increasing resources to provide lifelong opportunities for our members during these changing and challenging times.
MEET OUR CURRENT SPONSORS

**SILVER**

**GOLD**

HLNDV – Corporate Sponsorship 2017 - 2018
ANNUAL SPONSORSHIP LEVELS

Platinum Sponsor ($3,500)

As a Platinum Sponsor, your organization will receive consistent and prominent recognition on all chapter materials throughout the year, providing excellent exposure to your organization’s products and services. Your organization, and the limited number of other Platinum Sponsors, are prominently featured on the HLNDV homepage.

Exclusive Platinum benefits include:
- A one-page company spotlight article published in a quarterly chapter newsletter
- A one-page advertisement in the HLNDV event programs for the CEO Roundtable, Spring Institute, and Breakfast with the Regent events
- Opportunity to broadcast to HLNDV members either one webinar or one whitepaper of your choosing during the program year (September – August)
- Three complimentary passes to select HLNDV programs (excluding the Snook and Holiday Networking events)
- Reserved seating at CEO Roundtable, Breakfast with the Regent, and Spring Institute

General benefits include:
- Identification as a Platinum Sponsor on all correspondence to HLNDV members
- As venue space allows - ability to showcase products/services at three HLNDV Events (CEO Roundtable, Breakfast with the Regent, and Spring Institute)
- Verbal recognition as a Platinum Sponsor for individuals in attendance from your organization at all HLNDV programs
- Organization logo prominently displayed at all HLNDV programs
- Platinum Sponsor recognition and logo in each quarterly chapter newsletter
- Recognition as a Platinum Sponsor on the HLNDV homepage with link to company’s website and logo
- Recognition as a Platinum Sponsor on the HLNDV Corporate Sponsorship webpage with link to company’s website and contact information
- Opportunity to host an educational event at a venue chosen by the sponsor with subject matter and date approved by HLNDV, who will promote the
event. This benefit is limited to one event per program year (September-August)

**Gold Sponsor ($2,500)**

As a Gold Sponsor, your organization will receive prominent recognition on all chapter materials throughout the year, providing excellent exposure to your organization’s products and services.

**Exclusive Gold benefits include:**

- A half-page company spotlight article published in a quarterly chapter newsletter
- A half-page advertisement in the HLNDV event programs for the CEO Roundtable, Spring Institute, and Breakfast with the Regent events
- Two complimentary passes to select HLNDV programs (excluding the Snook and Holiday Networking events)

**General benefits include:**

- Identification as a Gold Sponsor on all correspondence to HLNDV members
- As venue space allows - ability to showcase products/services at three HLNDV Events (CEO Roundtable, Breakfast with the Regent, and Spring Institute)
- Verbal recognition as a Gold Sponsor for individuals in attendance from your organization at all HLNDV programs
- Organization logo prominently displayed at all HLNDV programs
- Gold Sponsor recognition and logo in all quarterly chapter newsletters
- Recognition as a Gold Sponsor on the HLNDV homepage with link to company’s website and logo
- Recognition as a Gold Sponsor on the HLNDV Corporate Sponsorship webpage with link to company’s website and contact information
- Opportunity to host an educational event at a venue chosen by the sponsor with subject matter and date approved by HLNDV, who will promote the event. This benefit is limited to one event per program year (September-August)

**Silver Sponsor ($1,500)**

As a Silver Sponsor, your organization will receive recognition on chapter materials throughout the year, providing an opportunity to increase awareness of your organization’s products and services.
**Benefits include:**

- Identification as a Silver Sponsor on all correspondence to HLNDV members
- As venue space allows - ability to showcase products/services at three HLNDV Events (CEO Roundtable, Breakfast with the Regent, and Spring Institute)
- Verbal recognition as a Silver Sponsor for individuals in attendance from your organization at all HLNDV programs
- Organization logo prominently displayed at all HLNDV programs
- Silver Sponsor recognition and logo in all quarterly chapter newsletters
- Recognition as a Silver Sponsor on the HLNDV homepage with link to company’s website and logo
- Recognition as a Silver Sponsor on the HLNDV Corporate Sponsorship webpage with link to company’s website and contact information
- One complimentary pass to select HLNDV programs (excluding the Snook and Holiday Networking events)
- Opportunity to host an educational event at a venue chosen by the sponsor with subject matter and date approved by HLNDV, who will promote the event. This benefit is limited to one event per program year (September-August)
## Annual Sponsorship Summary

<table>
<thead>
<tr>
<th>Benefit Description</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identification as a Sponsor on all correspondence to HLNDV members</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>As venue space allows - ability to showcase products/services at three HLNDV Events (CEO Roundtable, Breakfast with the Regent, and Spring Institute)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Verbal recognition as a Sponsor for individuals in attendance from your organization at all HLNDV programs</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Organization logo prominently displayed at all HLNDV programs</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor recognition and logo in all quarterly chapter newsletters</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition as a Sponsor on the HLNDV homepage with link to company’s website and logo</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition as a Sponsor on the HLNDV Corporate Sponsorship webpage with link to company’s website and contact information</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary pass to select HLNDV programs (excluding the Snook and Holiday Networking events)</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Opportunity to host an educational event</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Advertisement in the HLNDV event programs for the CEO Roundtable, Spring Institute and Breakfast with the Regent events</td>
<td>½ Page</td>
<td>Full Page</td>
<td></td>
</tr>
<tr>
<td>Company spotlight article published in a quarterly chapter newsletter</td>
<td>½ Page</td>
<td>Full Page</td>
<td></td>
</tr>
<tr>
<td>Opportunity to broadcast to HLNDV members either one webinar or one whitepaper of your choosing during the program year (September – August)</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reserved seating at CEO Roundtable, Breakfast with the Regent, and Spring Institute</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Event Sponsorship

In order to maximize event sponsor’s exposure and overall value, we are limiting the number of General Event Sponsors to three (3) per event. Pricing for each Event Sponsorship is listed on the next page. As an Event Sponsor, your organization will have the opportunity to speak directly with our members at the sponsored educational program and increase awareness of your organization’s products and services.

**Benefits:**

- Inclusion in annual recognition of event sponsors in chapter newsletter
- Identification as an event sponsor for the program in email correspondence to all HLNDV members
- Identification on HLNDV event registration webpage for sponsored program
- Space to showcase products/services at the sponsored program and opportunity to network with members (Space for exhibiting may be limited at the Holiday Networking Event)
- Organization logo prominently displayed at sponsored program
- Identification as a previous event sponsor throughout the program year
- Two complimentary passes to the program that your organization is sponsoring
THANK YOU TO OUR RECENT EVENT SPONSORS

<table>
<thead>
<tr>
<th>Event/ Estimated Date</th>
<th>Description</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

www.nkarchitects.com
<table>
<thead>
<tr>
<th>Event Name</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networking Event October</td>
<td>Networking event to kick off the programming year</td>
<td>$500</td>
</tr>
<tr>
<td>Lee White Innovation Institute November</td>
<td>Dinner and speaker presentation on innovation in healthcare based on a timely theme</td>
<td>$1,000</td>
</tr>
<tr>
<td>Holiday Networking December</td>
<td>Networking event to celebrate the holidays and give back to an area charitable organization</td>
<td>$500</td>
</tr>
<tr>
<td>CEO Roundtable January/February</td>
<td>Dinner and facilitated discussion by two or three area CEOs on a timely theme. One representative from each sponsoring organization will have the ability to sit at the CEO’s tables</td>
<td>$1,500</td>
</tr>
<tr>
<td>Breakfast with the Regent March/April</td>
<td>Breakfast event with the ACHE Regent’s overview, ACHE awards, and outside speaker presentation</td>
<td>$1,000</td>
</tr>
<tr>
<td>Spring Institute May</td>
<td>Signature event draws the largest audience, featuring four panel discussions with top speakers on timely topics (includes six ACHE face-to-face credits)</td>
<td>See Special Programs for more details</td>
</tr>
<tr>
<td>Annual Meeting June</td>
<td>Breakfast event with President’s review of the year, status of the chapter, presentation of chapter awards, and focus on the coming year</td>
<td>$750</td>
</tr>
</tbody>
</table>

*Dates are approximate. You can find exact dates via email, website and social media.*
**EVENT SPONSORSHIP - SPRING INSTITUTE**

<table>
<thead>
<tr>
<th>Spring Institute</th>
<th>Signature daylong event that draws the largest audience, featuring four panel discussions with top speakers on timely topics (includes six ACHE face-to-face credits)</th>
<th>See below for more details</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Average attendance is 200 people.

**Diamond** -

- **Only two** sponsors at this level
- Opportunity to address attendees
- Distribution of materials during morning session
- Two complimentary passes
- Exhibit booth
- Full page advertisement in program

**Tote Bag**

- **Only one** sponsor at this level
- Tote bag with company logo
- Two complimentary pass

**ID Badge Lanyards**

- **Only one** sponsor at this level

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>$1,500</td>
</tr>
<tr>
<td>Tote Bag</td>
<td>$1,000</td>
</tr>
<tr>
<td>ID Badge Lanyards</td>
<td>$1,000</td>
</tr>
</tbody>
</table>
Breakfast Napkins with Company Logo $500
  • Only one sponsor at this level

Lunch Napkins with Company Logo $500
  • Only one sponsor at this level

Tote Bag Inserts or Tchotchke Distribution $500
  • Company-provided tchotchke with company logo

Program advertisements
  • Full page Ad – 7.25” x 10” $250
  • Half page Ad – 3.5” x 10” or 7.25” x 5” $150

Exhibitor $750 (Member) $1,000 (Non-Member)
  • Two complimentary passes
  • One table-top exhibit space
EVENT SPONSORSHIP – CEO ROUNDTABLE

CEO Roundtable | Dinner and facilitated discussion by two or three area CEOs on a timely theme. One representative from each sponsoring organization will have the ability to sit at the CEO’s tables | $1,500

January/February

2017’s CEO Roundtable Summary

Healthcare organizations recognize that advancing diversity, inclusion and cultural competency are essential to delivering high-quality patient care. As the healthcare landscape continues to evolve in the era of population health, so does the expanding definition of diversity and inclusion. Our distinguished faculty will explore the multiple dimensions of diversity and inclusion, and the successful strategies their organizations are putting into practice to support employees, care providers, and the communities they serve.

7th Annual CEO Roundtable:
Promoting Excellence in Healthcare through Diversity and Inclusion

<table>
<thead>
<tr>
<th>Speaker</th>
<th>Speaker</th>
<th>Speaker</th>
<th>Moderator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Madeline Bell</td>
<td>John J. Lynch III, FACHE</td>
<td>Edmondo Robinson, MD, MBA</td>
<td>Trina Parks, MHA, FACHE</td>
</tr>
<tr>
<td>President and CEO</td>
<td>President and CEO</td>
<td>Chief Transformation Officer</td>
<td>Corporate Chief Diversity and Inclusion Officer</td>
</tr>
<tr>
<td>Children’s Hospital of Philadelphia</td>
<td>Main Line Health</td>
<td>Christiana Care – Wilmington Hospital</td>
<td>RWJ Barnabas Health</td>
</tr>
</tbody>
</table>

2016’s CEO Roundtable Summary

6th Annual CEO Roundtable:
Reimagining Healthcare in Our Community

Rapidly evolving shifts in the relationship between consumers, providers, and payers have accelerated the pace of innovation in the era of population health management. These ongoing changes require healthcare leaders to manage new business models, organizational structures, technology and partnerships. Our distinguished CEO panel will explore what it takes to thrive in a value-based world.
## Event Sponsorship Benefit Chart

<table>
<thead>
<tr>
<th>Event Sponsors Benefit Chart</th>
<th>Networking</th>
<th>Lee White</th>
<th>Spring Institute</th>
<th>CEO Roundtable</th>
<th>Breakfast with the Regent</th>
<th>Annual Meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inclusion in annual recognition of event sponsors in chapter newsletter</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Identification as an event sponsor for the program in email correspondence to all HLNDV members</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Identification on HLNDV event registration webpage for sponsored program</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Space to showcase products/services at the sponsored program and opportunity to network with members (Space for exhibiting may be limited at the Holiday Networking Event)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Organization logo prominently displayed at sponsored program</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Identification as a previous event sponsor throughout the program year</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Two complimentary passes to the program that your organization is sponsoring</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Tote Bag Sponsor</td>
<td></td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tote Bag Insert</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>ID Badge Lanyards</td>
<td></td>
<td>✔️</td>
<td></td>
<td></td>
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<tr>
<td>Napkin</td>
<td></td>
<td>✔️</td>
<td></td>
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<tr>
<td>Tchotchke Distribution</td>
<td></td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2017 - 2018 HLNDV SPONSORSHIP COMMITTEE

For additional information on how to become a sponsor, please contact Marc Schlessinger at (215-989-3962) or email at sponsorship@hlndv.ache.org

HLNDV SPONSORSHIP COMMITTEE CO-CHAIRS

Marc Schlessinger (Co-Chair)
Senior Associate
Applied Solutions Group
ECRI Institute
mschlessinger@ecri.org

Patrick Moser (Co-Chair)
Assistant Vice President
Neurology and Cardiology Service Lines
Virtua Health
pmoser@virtua.org

HLNDV SPONSORSHIP COMMITTEE MEMBERS

Hernan Alvarado
Mary Jane Casey
Meredith Inniger
Sandra Neubauer
Joe Crandall
Cheryl Kreider
Pankhuri Masih
Paul Northern
HLNDV CORPORATE SPONSORSHIP PROGRAM – SPONSOR FORM

Organization Information

Name: ________________________________

Address: __________________________________

_________________________________

Contact Information

Name: ________________________________

Title: __________________________________

Phone/Fax: _____________/______________

Email: ________________________________

☐ Annual Sponsor (☐ Platinum, ☐ Gold, ☐ Silver)
☐ Event Sponsor (☐ Specific event__________, ☐ Future event-TBD)
☐ Please have someone from the Sponsorship Committee contact me

Please send completed form to: HLNDV
PO Box 19
Wynnewood, PA 19096-0019

Upon receipt of this form, the contact person listed above will receive the sponsorship agreement with information on payment.
THANK YOU TO OUR GENEROUS SPONSORS

SILVER

GOLD