



VITAL2024

Connect. Inspire. Lead.



JUNE 19-21, 2024

MARRIOTT MARQUIS SAN DIEGO MARINA

Explore more at VITAL2024.org

2024 SPONSORSHIP OPPORTUNITIES

DIAMOND LEVEL: \$20,000

- ◆ Branded display table within VITAL2024 meeting space.
- ◆ Two (2) complimentary registrations and additional registrations at member rate.
- ◆ Two (2) in-person introductions by America's Essential Hospitals leadership to key contacts at member organizations.
- ◆ Two (2) email introductions from vice president of membership and development to identified key contacts from attendee list.
- ◆ Preliminary and final attendee list.
- ◆ Forty-five (45)-second looping video displayed in meeting space.
- ◆ Branded signage throughout meeting space.
- ◆ Pre-event branding and promotional options to include:
 - ◆ Logo featured on association website, conference website, and in social media posts.
 - ◆ Acknowledgment at meeting functions by senior leadership.
- ◆ Invitation to join the invite-only reception on **Tuesday, June 18** attended by association and Essential Hospitals Institute board members.

GOLD LEVEL: \$15,000

- ◆ Branded display table within VITAL2024 meeting space.
- ◆ Two (2) complimentary registrations and additional registrations at member rate.
- ◆ One (1) in-person introduction by America's Essential Hospitals leadership to key contact at member organization.
- ◆ One (1) email introduction from vice president of membership and development to identified key contact from attendee list.
- ◆ Preliminary and final attendee list.
- ◆ Thirty (30)-second looping video displayed in meeting space.
- ◆ Branded signage throughout meeting space.
- ◆ Pre-event branding and promotional options to include:
 - ◆ Logo featured on association website, conference website, and in social media posts.
 - ◆ Acknowledgment at meeting functions by senior leadership.
- ◆ Invitation to join the invite-only reception on **Tuesday, June 18** attended by association and Essential Hospitals Institute board members.

SILVER LEVEL: \$10,000

- ◆ One (1) complimentary registration and additional registrations at member rate.
- ◆ One (1) email introduction from vice president of membership and development to identified key contact from attendee list.
- ◆ Preliminary and final attendee list.
- ◆ Fifteen (15)-second looping video displayed in meeting space.
- ◆ Branded signage throughout meeting space.
- ◆ Pre-event branding and promotional options to include:
 - ◆ Logo featured on association website, conference website, and in social media posts.
 - ◆ Acknowledgment at meeting functions by senior leadership.
- ◆ Invitation to join the invite-only reception on **Tuesday, June 18** attended by association and Essential Hospitals Institute board members.



VITAL2024
Connect. Inspire. Lead.

SPECIAL OPPORTUNITY SPONSORSHIPS

GAGE AWARDS: \$25,000

- ◆ Exclusive sponsor of the 2024 Gage Awards Luncheon—celebrating excellence in quality improvement and population health at member hospitals.
- ◆ Opportunity for representative to share two-minute introduction and remarks addressing all attendees at Gage Awards ceremony.
- ◆ Branded display table within VITAL2024 meeting space.
- ◆ Two (2) complimentary registrations and additional registrations at member rate
- ◆ Two (2) in-person introductions by America's Essential Hospitals leadership to key contacts at member organizations.
- ◆ Two (2) email introductions from vice president of membership and development to identified key contacts from attendee list.
- ◆ Preliminary and final attendee list.
- ◆ Thirty (30)-second looping video displayed in meeting space
- ◆ Branded signage throughout meeting space.
- ◆ Pre-event branding and promotional options to include:
 - ◆ Logo featured on association website, conference website, and in social media posts.
 - ◆ Acknowledgment at meeting functions by senior leadership.
- ◆ Invitation to join the invite-only reception on **Tuesday, June 18** attended by association and Essential Hospitals Institute board members.

OPENING RECEPTION SPONSORSHIP: \$15,000

- ◆ Exclusive opportunity for representative to provide two-minute introduction and give remarks at VITAL2024 opening reception on Wednesday, June 19.
- ◆ Branded display table within VITAL2024 meeting space.
- ◆ Two (2) complimentary registrations and additional registrations at member rate
- ◆ One (1) in-person introduction by America's Essential Hospitals leadership to key contact at member organization.
- ◆ One (1) email introduction from vice president of membership and development to identified key contact from attendee list.
- ◆ Preliminary and final attendee list.
- ◆ Thirty (30)-second looping video displayed in meeting space.
- ◆ Branded signage throughout meeting spaces.
- ◆ Pre-event branding and promotional options to include:
 - ◆ Logo featured on association website, conference website, and in social media posts.
 - ◆ Acknowledgment at meeting functions by senior leadership.
- ◆ Invitation to join the invite-only reception on **Tuesday, June 18** attended by association and Essential Hospitals Institute board members.

KEYNOTE SPONSORSHIP: \$25,000

SOLD

- ◆ Exclusive opportunity for representative to provide two-minute introduction and remarks before keynote speaker presentation.
- ◆ Branded display table within VITAL2024 meeting space.
- ◆ Two (2) complimentary registrations and additional registrations at member rate.
- ◆ Two (2) in-person introductions by America's Essential Hospitals leadership to key contacts at member organizations.
- ◆ Two (2) email introductions from vice president of membership and development to identified key contacts from attendee list.
- ◆ Preliminary and final attendee list.
- ◆ Thirty (30)-second looping video displayed in meeting space.
- ◆ Branded signage throughout meeting space.
- ◆ Pre-event branding and promotional options to include:
 - ◆ Logo featured on association website, conference website, and in social media posts.
 - ◆ Acknowledgment at meeting functions by senior leadership.
- ◆ Invitation to join the invite-only reception on **Tuesday, June 18** attended by association and Essential Hospitals Institute board members.

TECHNOLOGY SPONSORSHIP: \$12,500

- ◆ Exclusive sponsor of VITAL2024 conference mobile app, featuring splash screen visibility.
- ◆ Exclusive visibility on conference schedule in registration area.
- ◆ Ability to customize official conference Wi-Fi password.
- ◆ One (1) complimentary registration and additional registrations at member rate.
- ◆ Preliminary and final attendee list.
- ◆ Branded signage throughout meeting spaces.
- ◆ Pre-event branding and promotional options to include:
 - ◆ Logo featured on association website, conference website, and in social media posts.
 - ◆ Acknowledgment at meeting functions by senior leadership.
- ◆ Invitation to join the invite-only reception on **Tuesday, June 18** attended by association and Essential Hospitals Institute board members.

EXPERIENTIAL SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR/WINE DOWN (ATTENDEE NETWORKING SESSION): \$20,000

- ◆ Exclusive sponsorship of “Wine Down” late afternoon networking event on Thursday, June 20, with curated menu of wine, craft beers, cheese, fruit, and charcuterie food offerings. Association reserves the right to make final menu decisions
- ◆ Opportunity to introduce networking program concept/rules of engagement and introduce your company and your value proposition to attendees.
- ◆ One (1) complimentary VITAL2024 registration and additional registrations at member rate.
- ◆ One (1) in-person introduction by America’s Essential Hospitals leadership to key contact at member organization.
- ◆ One (1) email introduction from vice president of membership and development to identified key contact from attendee list.
- ◆ Preliminary and final attendee list.
- ◆ Branded signage throughout meeting spaces.
- ◆ Pre-event branding and promotional options to include:
 - ◆ Logo featured on association website, conference website, and in social media posts.
 - ◆ Acknowledgment at meeting functions by senior leadership.
- ◆ Invitation to join the invite-only reception on **Tuesday, June 18** attended by association and Essential Hospitals Institute board members.

PRESENTING SPONSOR/QUIET ROOM: \$15,000

- ◆ Exclusive sponsorship of quiet room and mindfulness hub for attendees to take a break and recharge.
- ◆ One (1) complimentary registration and additional registrations at member rate.
- ◆ One (1) email introduction from vice president of membership and development to identified key contact from attendee list.
- ◆ Preliminary and final attendee list.
- ◆ Fifteen (15)-second looping video displayed in meeting space.
- ◆ Branded signage throughout meeting space.
- ◆ Pre-event branding and promotional options to include:
 - ◆ Logo featured on association website, conference website, and in social media posts.
 - ◆ Acknowledgment at meeting functions by senior leadership.
- ◆ Invitation to join the invite-only reception on **Tuesday, June 18** attended by association and Essential Hospitals Institute board members.

PRESENTING SPONSOR/HYDRATION STATION AND WELLNESS CAFÉ: \$15,000

- ◆ Exclusive sponsorship of all water dispensers, as well as central café location, featuring water, and healthy snack options. Association reserves the right to make final menu decisions.
- ◆ Sponsor provides branded water bottles to promote sustainability and organizational brand, promoting your mission and values of corporate responsibility. Sponsor responsible for securing and distributing bottles.
- ◆ One (1) complimentary registration and additional registrations at member rate.
- ◆ One (1) email introduction from vice president of membership and development to identified key contact from attendee list.
- ◆ Preliminary and final attendee list.
- ◆ Branded signage throughout meeting spaces.
- ◆ Pre-event branding and promotional options to include:
 - ◆ Logo featured on association website, conference website, and in social media posts.
 - ◆ Acknowledgment at meeting functions by senior leadership.
- ◆ Invitation to join the invite-only reception on **Tuesday, June 18** attended by association and Essential Hospitals Institute board members.



EXPERIENTIAL SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR/HEALTHTECH EXPERIENCE: \$15,000

- ◆ Sponsor may host one or more of the following during the conference:
- ◆ **Interactive Demonstrations**
 - ◆ Set up a booth with live demos of your innovative health solutions/products.
 - ◆ Host virtual consultations/demos to highlight products such as remote patient monitoring systems, and artificial intelligence-driven diagnostic tools.
- ◆ **Workshops and Seminars:**
 - ◆ Organize and lead one (1) discussion on health innovation topics of interest to association members and hospital leaders, e.g., best practices, data security in HealthTech, patient engagement strategies, and the future of HealthTech post-pandemic.
- ◆ **Live HealthTech Consultation Experience:**
 - ◆ Set up a mock consultation room where attendees can experience/demo your solutions. Consultations may demonstrate patient-clinician interactions, use of HealthTech software, and ease and efficiency of technology.
- ◆ One (1) complimentary registration and additional registrations at member rate.
- ◆ One (1) email introduction from vice president of membership and development to identified key contact from attendee list.
- ◆ Preliminary and final attendee list.
- ◆ Fifteen (15)-second looping video displayed in meeting space.
- ◆ Branded signage throughout meeting space.
- ◆ Pre-event branding and promotional options to include:
 - ◆ Logo featured on association website, on conference website, and in social media posts.
 - ◆ Acknowledgment at meeting functions by senior leadership.
- ◆ Invitation to join the invite-only reception on **Tuesday, June 18** attended by association and Essential Hospitals Institute board members.

PRESENTING SPONSOR/FIRST-TIME ATTENDEE MIXER: \$7,500

- ◆ Sponsor of the Wednesday, June 19, first-time attendee mixer session featuring a menu of coffee, teas, pastries, and novelty snacks from hotel catering selections, e.g., flavored popcorn, hot pretzels, etc. Association reserves the right to make final menu decisions
- ◆ Opportunity to provide three-minute introduction and remarks.
- ◆ One (1) complimentary registration and additional registrations at member rate.
- ◆ Preliminary and final attendee list.
- ◆ Branded signage throughout meeting spaces.
- ◆ Pre-event branding and promotional options to include:
 - ◆ Logo featured on association website, conference website, and in social media posts.
 - ◆ Acknowledgment at meeting functions by senior leadership.
- ◆ Invitation to join the invite-only reception on **Tuesday, June 18** attended by association and Essential Hospitals Institute board members.

