CONNECT WITH IOWA HOSPITALS

SPONSORSHIPS | TRADE SHOWS | ADVERTISING

2020
ABOUT IHA

Founded in 1929, the Iowa Hospital Association (IHA) is a voluntary membership organization representing hospital and health system interests to business, government and consumer audiences. IHA provides advocacy on behalf of Iowa’s hospitals as well as educational programming and data services. All of Iowa’s 118 community hospitals are IHA members. Those hospitals employ more than 74,000 people and create a $7.1 billion impact on the state’s economy.

VALUES

IHA is committed to Integrity, Leadership, Innovation and Engagement.

MISSION

IHA is the organization that represents Iowa hospitals and supports them in achieving their missions and goals.

VISION

IHA will be Iowa’s most trusted, respected and influential leader in health policy and advocacy, and a valued resource for information and education.

ASSOCIATE MEMBERSHIP

Do you do business with Iowa hospitals or are you looking to start?

The IHA Associate Membership Program is a great way to support the hospital community as well as show your existing and potential clients that your organization is interested in partnering with IHA and its members.

So, what are the perks?

- You will receive IHA Today, the daily e-newsletter that targets the issues most important to Iowa hospital leaders.
- Your company is recognized through the digital IHA Membership Directory with options to make your business stand out and be noticed through a host of new online advertising opportunities.
- A variety of sponsorship opportunities are available to you. IHA hosts several trade shows, conferences and golf outings throughout the year that provide you with opportunities to market your organization.

Becoming an IHA Associate Member is easy. Begin by completing the New Associate Member Application Form (Appendix B). After the IHA Board of Trustees reviews and approves your application, you will begin receiving IHA Today and other correspondence about IHA programs and sponsorships.

Need more information to make your decision? Contact Reagon Worthington at ihaassociatemembership@ihaonline.org.
ARE YOU MAKING THE RIGHT CONNECTION?

This is the year to set your organization apart from the competition, and IHA provides the perfect opportunity! Take advantage of unique and high-profile sponsorships, trade shows and advertising opportunities that offer you an increased level of exposure and will help differentiate you from other organizations.

Become an IHA sponsor today and increase your brand visibility, build brand awareness, showcase products and services, and build relationships with Iowa’s hospital leaders.

IHA’s mission is to represent Iowa hospitals and support them in achieving their missions and goals. Connecting with the right business partners is crucial to every hospital.

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IHA Signature Events

Critical Access and Rural Hospital Forum

March 10, 2020 | IHA Conference Center, Des Moines
150 attendees including CEOs and senior executives

*IHA Associate Membership Required* (please see Appendix A for more information)

**Program Sponsor – $2,000 (7 available)**
- One complimentary registration
- Table display
- Verbal recognition
- Pop-up banner displayed during the program

**Lunch Sponsor – $1,500 (exclusive)**
- One complimentary representative at the program
- Verbal recognition
- Logo signage provided during lunch
- Marketing materials at the IHA registration table

**Break Sponsor – $1,500 (exclusive)**
- One complimentary representative at the program
- Verbal recognition
- Logo signage provided during break
- Marketing materials at the IHA registration table

**Name Badge Sponsor – $1,000 (exclusive)**
- Logo recognition on attendee name badges

**Lanyard Sponsor – $1,000 (exclusive)**
- Sponsor provided lanyards used for attendee name badges
- Recognition at Forum (verbal and digital signage)
- Company provided marketing sheet in attendee folders

IHA Governance Forum

April 24-25, 2020 | IHA Conference Center, Des Moines
150 attendees including CEOs, senior executives and hospital trustees

*IHA Associate Membership Required* (please see Appendix A for more information)

**Program Sponsor – $2,000 (3 of 7 available); April 24 only)**
- Table display at the program
- Two complimentary representatives at the program
- Pop-up banner displayed during program

**Reception Sponsor – $750 (1 of 2 available); April 24**
- Two complimentary representatives at the reception
- Pop-up banner displayed

**Lunch Sponsor – $500 (1 of 2 available); April 24**
- One complimentary representative at the program
- Logo signage during lunch
- Marketing materials at the registration table

IHA Summer Leadership Forum

June 11, 2020 | IHA Conference Center, Des Moines
150 attendees including CEOs, senior executives and hospital trustees

*IHA Associate Membership Required* (please see Appendix A for more information)

**General Sponsor – $10,000 (exclusive)**
- 6-foot table display
- Introduce keynote speaker or 30-60 second video before the beginning of the Forum
- Two complimentary registrations
- Pop-up banner displayed
- Recognition at Forum (verbal and digital signage)
- Company provided marketing sheet in attendee folders

**Reception Sponsor – $3,000 (3 available)**
- Two complimentary Forum registrations
- Pop-up banner displayed at reception
- Recognition at Forum (verbal and on digital signage)
- Company provided marketing sheet in attendee folders

**Program Sponsor – $2,000 (0 of 7 available)**
- 6 foot table display
- One complimentary representative at the Forum
- Signage recognition
- Recognition at Forum (verbal and digital signage)

*Summer Forum sponsorships continued on page 2*
IHA Signature Events

Summer Forum Continued

Lanyard Sponsor – $1,000 (exclusive)
- Company provided lanyards used for attendee name badges
- Recognition at forum (verbal and digital signage)
- Company provided marketing sheet in attendee folders

Break Sponsor – $1,000 (exclusive)
- Logo sign on break tables
- Recognition at forum (verbal and digital signage)
- Company provided marketing sheet in attendee folders

Parking Sponsor – $1,000 (exclusive)
- Logo sign at parking entrance
- Recognition at forum (verbal and digital signage)
- Branded parking passes

IHA Annual Meeting

Oct. 6-8, 2020 | Community Choice Credit Union Convention Center
1,600 attendees including CEOs, CFOs, COOs, CNOs, senior staff, department managers, trustees and volunteers

The IHA Annual Meeting is a tremendous benefit for Associate Members. It is Iowa’s largest annual statewide hospital convention. It provides direct access to 1,600-plus participants.

Keynote Sponsor – $15,000 (exclusive by day)
- Verbal recognition in the keynote introduction
- Introduce keynote speaker
- Logo recognition in the on-site agenda and on the IHA Annual Meeting website
- Company banner displayed
- Full-page ad in the on-site agenda

Advertising

On-site Agenda
The on-site agenda is provided to each IHA Annual Meeting attendee.
- Full-page color ad (5"x8") – $2,500
- Half-page color ad (4½"x3½") – $1,500

IHA Annual Meeting

Golf Sponsorship Opportunities | Oct. 5, 2020 | Location TBD

Golf Outing Sponsor – $4,000 (3 available)
- Two complimentary golf registrations
- Introductory level sponsor on golf course to meet and greet
- Sponsor board and banner recognition
- Verbal recognition at the event
- Recognition in the on-site agenda (no logo)

Prize Sponsor – $3,000 (3 of 4 available)
- One complimentary golf registration
- Sponsor board/banner recognition
- Recognition in the on-site agenda (no logo)

Event Sponsorship Opportunities

Lunch Sponsor – $5,000 (exclusive by day)
- Voice-over announcement before the start of lunch
- Recognition on Annual Meeting website, on-site agenda and registration form
- Logo recognition during scrolling announcements each day before the keynote
- Pop-up banner displayed during lunch
- Recognition in the on-site agenda (no logo)

Conference Wi-Fi Sponsor – $3,000 (exclusive)
- Company-branded Wi-Fi password all three days (i.e., ‘company-name’)
- Recognition in daily announcements
- Recognition in the on-site agenda (no logo)

Registration Desk Sponsor – $2,500 (1 of 2 available)
- Logo displayed on the custom-designed panels on the registration desk
- Recognition in the on-site agenda (no logo)

Iowa Organization of Nurse Leaders (IONL) Reception Sponsor – $1,500 (exclusive)
- Company logo at the IONL reception
- Recognition in the on-site agenda (no logo)
IHA Annual Meeting continued

IHA Help Desk Sponsor – $1,000 (exclusive)
• Pop-up banner on display at IHA Help Desk
• Branded IHA Help Desk area design
• Recognition in the on-site agenda (no logo)

CEO Gift Sponsor – $500 (2 available)
• Verbal recognition at the CEO drawing
• Recognition in the on-site agenda (no logo)

Trade Show Opportunities

Trade Show Sponsor – $1,500 (2 available)
• Preferred booth placement in hall area
• Pop-up banner displayed throughout event venue
• Recognition in the on-site agenda (no logo)
• Signage during event

For reception sponsorship opportunities, please contact Catlin Thompson at thompsonc@ihaonline.org.

Tentative exhibit dates: October 6-7, 2020
Exhibit hall booths are in the trade show area.

Associate Member Rates

• 10’x10’ Booth – $2,650
  Booths will consist of 8-foot tall black back drape, side wing panels, one 8-foot skirted table and two chairs.

• 10’x20’ Booth – $5,000 (limited availability)
  Booths will consist of two 8-foot tall black back drape, side wing panels, two 8-foot skirted tables and four chairs.

Non-Associate Member Rate

• 10’x10’ Booth – $3,250
  Booths will consist of 8-foot tall black back drape, side wing panels, one 8-foot skirted table and two chairs.

Tentative exhibit dates: October 6-8, 2020
Main concourse booths are in the hallway between the main trade show area and education sessions. Main concourse booths are available to only associate members.

• 10’x10’ Booth – $3,600 (1 available)
  Booths will consist of 8-foot tall black back drape, side wing panels, one 8-foot skirted table and two chairs.

SOLD OUT

TRADE SHOW, SPONSORSHIPS AND ADVERTISING OPPORTUNITIES | ihasponsorships@ihaonline.org
July 9, 2020 | Tournament Club of Iowa, Polk City
180+ CEOs, senior executives and hospital trustees

This is the primary fundraiser for the Iowa Hospital Education and Research Foundation (IHERF) Health Care Careers Scholarship Fund. Networking and visibility are keys to success. By choosing to be part of Swinging for Scholars, your organization will not only be building important connections with hospital executives, but also making a difference in Iowa hospitals!

Eagle Sponsor – $5,500 (4 of 5 available)
• Four complimentary golf registrations (includes program, lunch and dinner)
• Two complimentary representatives at a hole (includes program, lunch and dinner)
• Signage on the golf course
• Included on the all-sponsor banner
• Recognition in IHA Today

Birdie Sponsor – $4,000 (3 of 5 available)
• Two complimentary representatives at a hole and one complimentary golf registration (includes program, lunch and dinner)
• Signage on the golf course
• Included on the all-sponsor banner
• Recognition in IHA Today

Par Sponsor – $3,000 (5 available)
• One complimentary golf registration (includes program, lunch and dinner)
• Signage on the golf course
• Included on the all-sponsor banner
• Recognition in IHA Today

Program Sponsor – $5,500 (exclusive)
• Four complimentary golf registrations (includes program, lunch and dinner)
• Two complimentary representatives at a hole (includes program, lunch and dinner)
• Signage on the golf course
• Included on the all-sponsor banner
• Recognition in IHA Today

Lunch Sponsor – $4,000 (exclusive)
• Two complimentary representatives at a hole and one complimentary golf registration (includes program, lunch and dinner)
• Signage on the golf course
• Included on the all-sponsor banner
• Recognition in IHA Today

Dinner Sponsor – $4,000 (exclusive)
• Two complimentary representatives at a hole and one complimentary golf registration (includes program, lunch and dinner)
• Signage on the golf course
• Included on the all-sponsor banner
• Recognition in IHA Today

Award Sponsor – $4,000 (7 of 8 available)
• Two complimentary representatives at a hole and one complimentary golf registration (includes program, lunch and dinner)
• Signage on the golf course
• Included on the all-sponsor banner
• Recognition in IHA Today

Drink Ticket Sponsor – $4,000 (exclusive)
• Two complimentary representatives at the hole and one complimentary golf registration (includes program, lunch and dinner)
• Signage on the golf course and drink ticket
• Included on the all-sponsor banner
• Recognition in IHA Today

Water Station Sponsor – $4,000 (3 of 4 available)
• Two complimentary representatives at a hole and one complimentary golf registration (includes program, lunch and dinner)
• Signage on the golf course
• Included on the all-sponsor banner
• Recognition in IHA Today

Show Your Support Sponsor – $1,500
• Signage on the golf course
• Included on the all-sponsor banner
• Recognition in IHA Today
2020-2021 IHA Advanced Leadership Academy

June 2020–June 2021 | IHA Education Center, Des Moines and designated off-site locations

Exclusive Sponsorship – $8,000
Co-sponsorship – $4,000

The IHA Hospital Advanced Leadership Academy is a selective program designed to help hospitals identify and equip the next generation of senior leaders. It offers a hybrid approach to learning with face-to-face sessions and webinars, as well as the opportunity for each organization to customize the experience through project work and mentoring.

- Recognition on the IHA website and program materials.
- Complimentary registration for one representative to attend the IHA Summer Leadership Forum in June.
- Opportunity for someone from your organization to introduce the speaker at each of the four programs to be held in Des Moines.
- Pop-up banner displayed during the programs in Des Moines.

2020 Leadership Development Program

Oct. 2020–June 2021 | IHA Conference Center, Des Moines
60+ managers, directors and executives

Exclusive Series Sponsor – $15,000

This series of six programs is for new leaders looking to develop leadership skills as they take on supervisor and manager roles.

By sponsoring this series, your organization will be recognized on the IHA website and program materials. You also will have the opportunity to highlight your company at each program and send one member of your organization to the series at no cost!

Book Sponsor – $2,500 (exclusive)
- Verbal recognition
- Logo signage provided on-site
- Marketing materials at the IHA registration table
- Company provided promotional book insert

Physician Business Leadership Education

February 2020 – Sept. 2020 | IHA Education Center, Des Moines and designated off-site locations

Program Sponsorship – $8,000 (exclusive)
Program Sponsorship – $4,000 (co-sponsored)

The Physician Business Leadership Program is for physicians looking to enter leadership roles at their organizations, either as a chief medical officer or as a department chair. This program is designed specifically for providers.

- Recognition on the IHA website and program materials.
- Recognition on the IHA, Iowa Medical Society, Iowa Healthcare Collaborative and Iowa Academy of Family Physicians websites and program materials.
- Opportunity for someone from your organization to introduce the speakers at each of the four programs to be held in Des Moines.
- Pop-up banner displayed during the programs in Des Moines.
- Complimentary registration for one representative to attend the IHA Summer Leadership Forum in June.

Participants from the 2019 Leadership Development Program during graduation.
IHA's Personal Membership Groups offer specialized learning and networking opportunities for a variety of hospital professionals. Each group holds one customized conference each year. Take advantage of these unique networking opportunities!

**DIAMOND SPONSORSHIP - $1,000**
Two DIAMOND sponsorships are available for each Personal Membership Group program. Benefits provided the day of the program include:
- Table display
- Two complimentary registrations
- Pop-up banner displayed in conference center
- Verbal recognition
- Introduce speaker or 30-60 second video clip or presentation
- Logo signage

**PEARL SPONSORSHIP - $500**
Four PEARL sponsorships are available for each Personal Membership Group program. Benefits provided the day of the program include:
- Table display
- One complimentary registration
- Verbal recognition
- Logo signage

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**Iowa Rehabilitation Managers**
March 5, 2020 | IHA Conference Center, Des Moines
60+ rehabilitation managers

**Iowa Association of Healthcare Quality**
April 8, 2020 | IHA Conference Center, Des Moines
100+ quality management/performance improvement professionals

**Iowa Society for Healthcare Human Resources Administration**
April 30, 2020 | IHA Conference Center, Des Moines
70+ human resources professionals

**Foundation Professionals for Iowa Hospitals**
May 5, 2020 | IHA Conference Center, Des Moines
50+ philanthropy and foundation professionals

**Iowa Society for Healthcare Marketing and Public Relations**
May 6, 2020 | IHA Conference Center, Des Moines
60+ public relations, marketing and foundation professionals

**Iowa Society of Healthcare Attorneys**
May 21, 2020 | IHA Conference Center, Des Moines
45+ health care attorneys and compliance officers

**Iowa Trauma Coordinators**
May 28, 2020 | IHA Conference Center, Des Moines
85+ trauma coordinators and emergency department managers

**Behavioral Health Affiliates of Iowa**
June 12, 2020 | IHA Conference Center, Des Moines
60+ behavioral health managers and nurse leaders

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Visit our Personal Membership Group website for more information about each group or how to join!

http://www.ihaonline.org/PMG

Attendees at an IHA conference during a networking break.
Iowa Organization for Nursing Leadership Conference

May 27, 2020 | Prairie Meadows, Altoona
200+ nurse managers, directors and executives, education coordinators and trainers

Program Sponsor – $1,500 (4 available)
- Includes booth ($500 value) with preferred placement
- Verbal recognition at the program
- Pop-up banner during the program
- Brochure recognition

Parking Sponsor – $1,000 (exclusive)
- Logo signage at parking entrance
- Recognition at conference (verbal and digital signage)
- Branded parking passes for attendees

Exhibit Booth – $675 (limited availability)
- Booths will consist of black back drape, side wing panels, one 8-foot skirted table and two chairs.
- Up to four booth representatives for exhibit trade show and reception.

Lunch Sponsor – $1,500 (2 available)
- Five minute speaking opportunity during lunch
- Marketing materials included in attendee folders
- Verbal recognition at the program
- Pop-up banner displayed during lunch
- Brochure recognition

Iowa Society for Healthcare Engineering Fall Conference

Sept. 16-18, 2020 | IHA Conference Center, Des Moines
Trade Show: Sept. 17 | Brenton Skating Plaza
80+ facility management professionals

Program Sponsor – $3,000 (1 of 2 available)
- One complimentary registration to the program and social activities
- Choice of exhibit booth or premium table display
- Introduce keynote speaker or 30-60 second video
- Verbal recognition at the program
- Logo recognition in the on-site agenda
- Pop-up banner during the program

10’x10’ Exhibit Booth – $500 (limited availability)
- Booths will consist of 8-foot tall black back drape, side wing panels, one 8-foot skirted table and two chairs.

Premium Table Display – $1,000 (0 of 6 available)
- Table display
- One complimentary registration to the program and social activities
- Three event representatives at table
- Verbal recognition
- Logo signage

Trade Show Reception Beverage Sponsor – $2,000 (exclusive)
- Includes 8’x10’ exhibit with preferred placement by bar during trade show
- Verbal recognition at the program
- Logo branded drink tickets
- Logo signage at the reception

ISHE-endorsed Evening Event Sponsor – $500 (2 available; exclusive by day)
Host or co-host an evening event endorsed by the ISHE Board!
- Recognition in the on-site agenda
- Three e-blasts sent to ISHE members on your behalf advertising your event
- Your organization is responsible for all event expenses including food, beverage, rentals, transportation (if held off-site). IHA will provide pre-event marketing. An additional event agreement is required for this sponsorship.

Golf Lunch Sponsor – $2,000 (exclusive)
- Four complimentary golfers
- Verbal recognition at the event
- Signage recognition during golf lunch

Golf Sponsor – $1,000 (2 of 3 available)
- Two complimentary golfers
- Verbal recognition at the event
- Signage recognition during golf
**Charge Nurse Program**

Oct. 28-29, 2020 | IHA Conference Center, Des Moines
Charge nurses, aspiring nurse leaders and nurse leaders looking to improve their leadership skills

**DIAMOND SPONSORSHIP - $1,000**
Two DIAMOND sponsorships are available. Benefits provided the day of the program include:
- Table display
- Two complimentary registrations
- Pop-up banner displayed in conference center
- Verbal recognition
- Introduce conference speaker
- Logo signage

**PEARL SPONSORSHIP - $500**
Four PEARL sponsorships are available. Benefits provided the day of the program include:
- Table display
- One complimentary registration
- Verbal recognition
- Logo signage

**IHA Tee Off Golf Classic**

April 23, 2020 | Copper Creek Golf Club, Pleasant Hill
60+ CEOs, senior executives and hospital trustees

*IHA Associate Membership Required (please see Appendix A for more information)*

**Lunch, Dinner and Beverage Sponsor – $4,000 (exclusive)**
- Two complimentary golf registrations
- Verbal recognition at the event

**Prize Sponsor – $1,500 (4 available)**
- One complimentary golf registration
- Verbal recognition at the event

**Hospice and Palliative Care Association of Iowa/Iowa Alliance in Home Care Fall Conference**

Nov. 4-5, 2020 | Embassy Suites, Des Moines
This conference is designed for professionals who work in hospice, palliative care and home health settings, including program directors, physicians, home health agency managers, nurses, interdisciplinary team, social workers, clinicians, chaplains, bereavement coordinators and other interested staff.

**Program Sponsor – $1,500 (2 available)**
- Trade show booth with preferred placement
- Pop-up banner displayed during program
- Verbal recognition
- Logo recognition in the brochure and agenda

**Exhibit Booth – $400**
- Booths will consist of 8-foot tall black back drape, side wing panels, one 8-foot skirted table and two chairs.

**Lunch Sponsor (2 available) – $500**
- Verbal recognition during program
- Pop-up banner or display signage near buffet line during one of the lunches
- Brochure recognition

**Dessert Sponsor (2 available) – $250**
- Verbal recognition
- Signage with logo during one afternoon break
- Brochure recognition

**Soda Station Sponsor – Cost of beverages**
- Signage with logo
- Brochure recognition

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**Event Sponsorship Opportunities**
--- 2020 RESERVATION FORM ---

2 WAYS TO SIGN UP  Email: ihasponsorships@ihaonline.org  |  Mail: 100 E Grand, Ste 100 • Des Moines, IA 50309

Reserve your IHA sponsorships and exhibiting opportunities NOW! Continue to strengthen your business relation with Iowa health care leaders and be recognized for your commitment to Iowa’s hospitals! Select the boxes below to confirm your organization’s choices.

If you are not an IHA Associate Member and would like to join, contact ihaassociatemembership@ihaonline.org.

<table>
<thead>
<tr>
<th>Organization Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Street Address</td>
</tr>
<tr>
<td>Contact Name</td>
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<tr>
<td>Email Address</td>
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</tbody>
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To reserve a booth, please complete and sign the Booth Application Form (page 3)

Those marked with an asterisk (*) require an IHA Associate Membership.

IONL Spring Conference  May 27
- 10'x10' Booth – $500

ISHE Fall Conference Trade Show  Sept. 17
- 8'x10' Booth – $675
- Premium Table Display – $1,000

HPCAI/IAHC Joint Conference  Nov. 4-5
- 8'x10' Booth – $400

IHA Annual Meeting  Oct. 6-8
- 10'x10' Exhibit Hall (EH) Booth – $2,650
- 10'x20' Exhibit Hall (EH) Booth – $5,000 (limited)
- 10'x10' Main Concourse (MC) Booth – $2,950
- 10'x10' Non-Member Booth (EH Only) – $3,250

2020 IHA Critical Access and Rural Hospital Forum  March 10
- Program Sponsor – $2,000
- Lunch Sponsor – $1,500
- Break Sponsor – $1,500
- Name Badge Sponsor – $1,000
- Lanyard Sponsor – $1,000

2020 IHA Governance Forum  April 24-25
- Program Sponsor – $2,000
- Reception Sponsor – $750
- Lunch Sponsor – $500

2019 IHA Summer Leadership Forum  June 11
- General Sponsor – $10,000
- Reception Sponsor – $3,000
- Program Sponsor – $2,000
- Lanyard Sponsor – $1,000
- Lunch Sponsor – $1,000
- Break Sponsor – $1,000
- Parking Sponsor – $1,000

Sponsorships and trade shows are a great way to connect with your audience. Be sure to select those that fit your organization. Those marked with an asterisk (*) require an IHA Associate Membership.

IHA 2020 Annual Meeting  Oct. 6-8 (Oct. 5 Golf)
- Keynote Sponsor – $15,000
- On-site Agenda Full Page Ad – $2,500
- On-site Agenda Half Page Ad – $1,500
- Golf Outing Sponsor – $4,000
- Golf Prize Sponsor – $3,000
- Annual Meeting Lunch Sponsor – $5,000
- Conference Wi-Fi Sponsor – $3,000
- Registration Desk Sponsor – $2,500
- IONL Reception Sponsor – $1,500
- IHA Help Desk Sponsor – $1,000
- CEO Gift Sponsor – $500
- Trade Show Sponsor – $1,500 (booth not included)

SOLD OUT
Swinging for Scholars  July 9
☐ Eagle Sponsor – $5,500
☐ Birdie Sponsor – $4,000
☐ Par Sponsor – $3,000
☐ Program Sponsor – $5,500
☐ Lunch Sponsor – $4,000
☐ Dinner Sponsor – $4,000
☐ Award Sponsor – $4,000
☐ Drink Ticket Sponsor – $4,000
☐ Water Station Sponsor – $4,000
☐ Show Your Support Sponsor – $1,500

2020-2021 IHA Advanced Leadership Academy
☐ Academy Sponsor – $8,000 (exclusive)
☐ Academy Sponsor – $4,000 (co-sponsored)

2020-2021 Leadership Development Program
☐ Exclusive Series Sponsor – $15,000 (exclusive)
☐ Book Sponsor – $2,500 (exclusive)

Physician Business Leadership Education
☐ Program Sponsor – $8,000 (exclusive)
☐ Program Sponsor – $4,000 (co-sponsored)

IONL Spring Conference  May 27
☐ Program Sponsor – $1,500 (incl. 10’x10’ booth)
☐ Lunch Sponsor – $1,500

ISHE Fall Conference  Sept. 16-18
☐ Program Sponsor – $3,000 (incl. 8’x10’ booth or premium table display)
☐ Parking Sponsor – $1,000
☐ Trade Show Reception Beverage Sponsor – $2,000
☐ ISHE endorsed Evening Event Sponsor – $500
☐ Golf Lunch Sponsor – $2,000
☐ Golf Sponsor – $1,000

Charge Nurse Program  Oct. 28-29
☐ Diamond Sponsorship – $1,000
☐ Pearl Sponsorship – $500

IAHQ Spring Conference  April 8
☐ Program Sponsor – $2,000
☐ Lunch Sponsor – $1,000
☐ Table Display – $500

IHA Tee Off Golf Event Sponsorship* April 23
☐ Lunch and Beverage Sponsor – $4,000
☐ Prize Sponsor – $1,500

IHA PMG Sponsorships
☐ IRM Spring Conference  March 5  ☐ P  ☐ D
☐ IAHQ Spring Conference  April 8  ☐ P  ☐ D
☐ ISHHRA Spring Conference  April 30  ☐ P  ☐ D
☐ FPIH Spring Conference  May 5  ☐ P  ☐ D
☐ ISHMPR Spring Conference  May 6  ☐ P  ☐ D
☐ ISHA Spring Conference  May 21  ☐ P  ☐ D
☐ ITC Spring Conference  May 28  ☐ P  ☐ D
☐ BHA Summer Conference  June 12  ☐ P  ☐ D

HPCAI/IAHC Fall Conference
☐ Program Sponsor – $1,500
☐ Lunch Sponsor – $500
☐ Dessert Sponsor – $250
☐ Soda Station Sponsor – Cost of beverages

Option 1: Bill my institution.
Option 2: Enclosed is my check payable to IHA.
Option 3: I authorize IHA to charge my credit card:

☐ Cardholder’s Name ____________________________
Card # ____________________________
Exp. Date ____________________________ Security Code ________________
Signature ____________________________

2020 Payment Totals
Associate Membership Dues $990
Total Sponsorships $_______
Total Trade Shows $_______

To pay with a credit card by phone, call 515-288-1955.

Payment Terms and Conditions
A 25% down deposit is due at time of registration for all selected sponsorships and trade shows. Payment in full must be received within 30 days before the event.

Cancellation/Refund Policy
All cancellations must be received in writing (ihasponsorships@ihaonline.org). If a cancellation is received within 12 weeks of the event, a full refund will be made MINUS a processing fee of 25%. No refund will be made for cancellations received 12 or fewer weeks prior to the event. No refund will be made for any sponsorships/dues, only trade show booths. I have read and agree to the policies governing the sponsorships, trade shows and advertising listed in this application/contract. I understand these policies are incorporated into this contract by reference and this application becomes a contract when accepted and confirmed by the Iowa Hospital Association.

Signature ____________________________
Printed Name/Title ____________________________

For IHA Office Use Only
Check # ________________
Date Received ____________________ Check Total $ _____________

APPENDIX A | PAGE 2 of 4
### 2020 BOOTH APPLICATION FORM

**2 WAYS TO SIGN UP**

Email: ihatradeshow@ihaonline.org  |  Mail: 100 E Grand, Ste 100 • Des Moines, IA 50309

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**TRADE SHOW SELECTION**

1. **IONL Spring Conference Trade Show**  
   - **May 27, 2020**  
   - 10’x10’ Booth – $500

2. **ISHE Fall Conference Trade Show**  
   - **Sept. 17, 2020**  
   - 8’x10’ Booth – $675  
   - Premium Table Display – $1,000

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**ORGANIZATION INFORMATION**

<table>
<thead>
<tr>
<th>Organization Name</th>
<th>Primary Business Product/Services</th>
<th>Direct Competitors</th>
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<tbody>
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<td>1.</td>
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</table>

**Company Description (Typed description or include electronically to ihasponsorships@ihaonline.org.)**

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**Website**

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This document constitutes my application for the use of exhibit space at an IHA-sponsored trade show. I have read the Terms and Conditions and agree to abide by the conditions and terms listed for exhibitor space at the IHA-sponsored meeting(s).

**Signature**

**Printed Name**

**Date**

---

**CONTACT INFORMATION**

1. **Trade Show Contact**  
   - All correspondence for this event will be sent to this contact.

<table>
<thead>
<tr>
<th>Primary Contact Name</th>
<th>Title</th>
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<table>
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<tr>
<th>Email Address (required)</th>
<th>Telephone</th>
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</table>

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TRADE SHOW TERMS AND CONDITIONS

1. Exhibit Set-up and Removal — All booths are to be set up on the date and time listed on the IHA sponsorships and trade shows website (https://www.ihaonline.org/Education/All-Sponsorships-Trade-Shows), and all exhibit materials and equipment must be removed from the exhibit area by the time listed on the IHA sponsorships and trade shows website. After that time, any remaining exhibit materials will be removed at the exhibitor’s expense.

2. Exhibitor Booth Materials — All exhibit materials must conform to the fire regulations and electrical codes of the exhibit area. All packing materials and containers must be removed from the floor and must not be stored behind displays or under tables. Payment for services provided to an exhibitor by a contractor is the responsibility of the exhibitor. No exhibit may protrude into the aisle or block the view of neighboring exhibits.

3. Exhibitor Printed Materials — Exhibitor’s printed material may be distributed in the assigned booth area only. Any materials IHA considers objectionable will not be allowed to be distributed.

4. Audiovisual Effects/Music — Audiovisual equipment being used in one exhibit area shall not unreasonably interfere with activities of any other exhibitor. Exhibitors and others are prohibited from playing music in the exhibit hall.

5. Security — IHA cannot guarantee against loss, fire and damage. IHA’s insurance policies do not provide coverage for exhibitor’s protection. Exhibitors are responsible for their property through insurance or self-insurance.

6. No Shows/Subletting — Out of respect to other vendors and the attendees, any exhibitor who does not show up will not be invited back to future trade shows. Subletting of exhibit space is prohibited. Companies may not share booth spaces.

7. Exhibitor Representative(s) — Each exhibitor must provide an exhibitor representative/attendant in its exhibit space during exhibit hours. The number of representatives included in the registration fee is listed on the IHA sponsorships and trade shows website (https://www.ihaonline.org/Education/All-Sponsorships-Trade-Shows).

8. Exhibitor Name Badges — IHA will issue a badge with proper identification of each exhibitor. Exhibitor name badges are not transferable and must be worn at all times in the exhibit area.

9. Cancellation/Liability — A 25% down deposit is due at time of registration for all selected sponsorships and trade shows. Payment in full must be received within 30 days before the event. No further deadline notification will be made. All cancellations must be received in writing via email, ihasponsorships@ihaonline.org. If a cancellation is received 12 weeks or more before the event, a full refund will be made MINUS a processing fee of 25%. No refund will be made for cancellations received 12 or fewer weeks before the event.

10. ADA Policy — IHA does not discriminate in its educational programs on the basis of race, religion, color, sex or handicap. IHA wishes to ensure no one with a disability is excluded, denied services, segregated or otherwise treated differently than others because of the absence of auxiliary aids and services. If you need any of the auxiliary aids or services identified in the Americans with Disabilities Act in to attend this conference, please call 515-288-1955 or write to the Department of Education at IHA at ihatradesshows@ihaonline.org.

11. Should the premises in which the IHA meeting is to be held become, in the sole judgment of IHA, unfit for occupancy, or should the meeting be materially interfered with for any reason subject to the discretion of IHA, the agreement for exhibit space may be terminated. IHA will not incur liability for damages sustained by exhibitors because of such termination. In the event of such termination, the exhibitors expressly waive such liability and release IHA from all claims and damages, and agree that IHA shall have no obligation except to refund the exhibitors prorated share of the agreeable amounts received by IHA as rental fees for booths after deducting all costs and expenses in connection with such exhibits, including reasonable reserve for claims.

12. IHA shall not be responsible to exhibitors for damages, losses or claims from any cause that may arise from exhibitor’s participation in the IHA-sponsored trade show. Exhibitors assume the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor’s displays, equipment, injury to a person or other property brought upon the premises of the conference/trade show location and shall indemnify and hold harmless IHA employees from any and all such losses, damages and claims. Exhibitors are required to carry insurance to cover against damage and loss of exhibit materials and liability insurance against injury to person and property of others. IHA may ask for Proof of Insurance.

13. IHA reserves the right to make changes to this agreement. Any matters not specifically covered herein are subject to decision by IHA. IHA reserves the right to make such changes, amendments and additions to this agreement as considered advisable for the proper conduct of the exhibit with the provision that all exhibitors will be advised of any such changes. If an exhibitor does not follow the rules and regulations set forth by IHA, this agreement may be terminated, with the exhibitor forfeiting fees paid, regardless whether the space is reassigned by IHA.
ASSOCIATE MEMBER APPLICATION FORM

2 WAYS TO SIGN UP
Email: ihatradeshows@ihaonline.org | Mail: 100 E Grand, Ste 100 • Des Moines, IA 50309

PLEASE REMEMBER TO COMPLETE ALL FIELDS ON THIS FORM FOR RENEWALS AND NEW APPLICATIONS

1 ORGANIZATION INFORMATION

Organization Information
Information listed below will be used in the membership directory/website.

Organization Name
Street Address      City   State  ZIP
Website
Telephone      Fax

2 BILLING INFORMATION

Billing Information
Invoices will be sent to this address. This information will not be published.

☐ Billing information/address is the same as address provided in Section 1

Organization Name
Street Address      City   State  ZIP

3 CONTACT INFORMATION

Chief Executive Officer
CEO Name      Email Address (required)

Primary Marketing Contact
All correspondence for trade shows and sponsorships will be sent to this contact.
Primary Contact Name      Title
Email Address (required)      Telephone

Secondary Marketing Contact
Contact Name      Title
Email Address (required)      Telephone

Additional Contact
Contact Name      Title
Email Address (required)      Telephone
Company Description
Please furnish a brief statement explaining the principal function and purpose of your organization and its relationship to Iowa's health care industry. Company Description (Typed description or include electronically. Please do not exceed 400 words. IHA will shorten descriptions longer than the limit provided.)

The price for Associate Membership is $990; full payment is required for membership to be processed.

- Option 1: Bill my institution.
- Option 2: Enclosed is my check payable to IHA.
- Option 3: I authorize IHA to charge my credit card:

Cardholder's Name ____________________________________________
Card # _______________________________________________________
Exp. Date ________________ Security Code ________________
Signature ____________________________________________________

To pay with a credit card by phone, call 515-288-1955.

FOR IHA OFFICE USE ONLY
Date Received ____________________________
Check # ____________________________
Check Total $ ____________________________

Facebook ____________________________
Twitter ______________________________
LinkedIn ______________________________
THANK YOU FOR YOUR SUPPORT OF IHA AND IOWA HOSPITALS

Adair County Health System, Greenfield
Audubon County Memorial Hospital & Clinics, Audubon
Avera Holy Family Hospital, Estherville
Avera Merrill Pioneer Hospital, Rock Rapids
Boone County Hospital, Boone
Broadlawns Medical Center, Des Moines
Buchanan County Health Center, Independence
Buena Vista Regional Medical Center, Storm Lake
Burgess Health Center, Onawa
Cass County Health System, Atlantic
Cherokee Regional Medical Center, Cherokee
CHI Health Mercy Corning, Corning
CHI Health Mercy Council Bluffs, Council Bluffs
CHI Health Missouri Valley, Missouri Valley
ChildServe, Johnston
Clarinda Regional Health Center, Clarinda
Clarke County Hospital, Osceola
Community Memorial Hospital, Sumner
Compass Memorial Healthcare, Marengo
Crawford County Memorial Hospital, Denison
Dallas County Hospital, Perry
Davis County Hospital & Clinics, Bloomfield
Decatur County Hospital, Leon
Floyd County Medical Center, Charles City
Floyd Valley Healthcare, Le Mars
Fort Madison Community Hospital, Fort Madison
Franklin General Hospital, Hampton
Genesis Medical Center-Davenport, Davenport
Genesis Medical Center-De Witt, De Witt
George C. Grape Community Hospital, Hamburg
Great River Health System, West Burlington
Greater Regional Health, Creston
Greene County Medical Center, Jefferson
Grundy County Memorial Hospital, Grundy Center
Gunderson Palmer Lutheran Hospital and Clinics, West Union
Guthrie County Hospital, Guthrie Center
Guttenberg Municipal Hospital, Guttenberg
Hancock County Health System, Britt
Hansen Family Hospital, Iowa Falls
Hawarden Regional Healthcare, Hawarden
Hegg Health Center Avera, Rock Valley
Henry County Health Center, Mount Pleasant
Horn Memorial Hospital, Ida Grove
Humboldt County Memorial Hospital, Humboldt
Iowa Specialty Hospital-Belmond, Belmond
Iowa Specialty Hospital-Clarion, Clarion
Jackson County Regional Health Center, Maquoketa
Jefferson County Health Center, Fairfield
Keokuk County Health Center, Sigourney
Knoxville Hospital & Clinics, Knoxville
Kossuth Regional Health Center, Algona
Lakes Regional Healthcare, Spirit Lake
Loring Hospital, Sac City
Lucas County Health Center, Chariton
Madison County Health Care System, Winterset
Mahaska Health, Oskaloosa
Manning Regional Healthcare Center, Manning
Mary Greeley Medical Center, Ames
Mercy Iowa City, Iowa City
Mercy Medical Center - Cedar Rapids, Cedar Rapids
MercyOne Cedar Falls Medical Center, Cedar Falls
MercyOne Centerville Medical Center, Centerville
MercyOne Clinton Medical Center, Clinton
MercyOne Clive Rehabilitation Hospital, Clive
MercyOne Des Moines Medical Center, Des Moines
MercyOne Dubuque Medical Center, Dubuque
MercyOne Dyersville Medical Center, Dyersville
MercyOne Elkader Medical Center, Elkader
MercyOne New Hampton Medical Center, New Hampton
MercyOne Newton Medical Center, Newton
MercyOne North Iowa Medical Center, Mason City
MercyOne Oelwein Medical Center, Oelwein
MercyOne Primghar Medical Center, Primghar
MercyOne Siouxland Medical Center, Sioux City
MercyOne Waterloo Medical Center, Waterloo
MercyOne West Des Moines Medical Center, West Des Moines
Methodist Jennie Edmundson, Council Bluffs
Mitchell County Regional Health Center, Osage
Monroe County Hospital & Clinics, Albia
Montgomery County Memorial Hospital, Red Oak
Myrtle Medical Center, Harlan
Orange City Area Health System, Orange City
Osceola Regional Health Center, Osceola
Ottumwa Regional Health Center, Ottumwa
Palo Alto County Health System, Emmetsburg
Pella Regional Health Center, Pella
Pocahontas Community Hospital, Pocahontas
Regional Health Services of Howard Co., Cresco
Regional Medical Center, Manchester
Ringgold County Hospital, Mount Ayr
Sanford Medical Center Sheldon, Sheldon
Select Specialty Hospital-Des Moines, Des Moines
Select Specialty Hospital-Quad Cities, Davenport
Shenandoah Medical Center, Shenandoah
Sioux Center Health, Sioux Center
Spencer Hospital, Spencer
St. Anthony Regional Hospital, Carroll
Stewart Memorial Community Hospital, Lake City
Story County Medical Center, Nevada
Tri-State Surgery Center, Dubuque
UnityPoint Health-Allen Hospital, Waterloo
UnityPoint Health-Blank Children’s Hospital, Des Moines
UnityPoint Health-Finley Hospital, Dubuque
UnityPoint Health-Grinnell Regional Medical Center, Grinnell
UnityPoint Health-Iowa Lutheran Hospital, Des Moines
UnityPoint Health-Iowa Methodist Medical Center, Des Moines
UnityPoint Health-Jones Regional Medical Center, Anamosa
UnityPoint Health-Keokuk, Keokuk
UnityPoint Health-Marlattown, Marshalltown
UnityPoint Health-Methodist West Hospital, West Des Moines
UnityPoint Health-St. Luke’s Hospital, Cedar Rapids
UnityPoint Health-St. Luke’s, Sioux City, Sioux City
UnityPoint Health-Trinity Bettendorf, Bettendorf
UnityPoint Health-Trinity Muscatine, Muscatine
UnityPoint Health-Trinity Regional Medical Center, Fort Dodge
University of Iowa Hospitals & Clinics, Iowa City
VA Central IA Health Care System-DSM, Des Moines
Van Buren County Hospital, Keosauqua
Van Diest Medical Center, Webster City
Veterans Memorial Hospital, Keosauqua
Virginia Gay Hospital, Vinton
Washington County Hospital & Clinics, Washington
Waverly Health Center, Waverly
Wayne County Hospital and Clinic System, Corydon
West Lakes Surgery Center, Clive
Winneshiek Medical Center, Decorah