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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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)

Reception Sponsor – $3,000 (1 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)
- Sponsor 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 recognition on tear sheets
- Recognition at forum (verbal and digital signage)
- Company provided marketing sheet in attendee folders

Parking Sponsor – $1,000 (exclusive)
- Logo recognition on parking area
- 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
- Verbal introduction at the golf outing
- Tent station at the hole on golf course to meet and greet
- Sponsor board and banner recognition
- Verbal recognition at the golf event
- Recognition in the on-site agenda (no logo)

Prize Sponsor – $3,000 (3 of 4 available)
- One complimentary golf registration
- Prize for the IHA Annual Meeting website
- 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, in-site agenda and registration form
- Branded 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 (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 recognition at IONL reception
- Recognition in the on-site agenda (no logo)

**Summer Forum Continued**

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

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

Parking Sponsor – $1,000 (exclusive)
- Logo recognition on parking area
- Recognition at forum (verbal and digital signage)
- Branded parking passes
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 – $3,250 (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
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!

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eagle Sponsor – $5,500</td>
<td>(3 of 5 available)</td>
<td>Four complimentary golf registrations (includes program, lunch and dinner)</td>
</tr>
<tr>
<td>Birdie Sponsor – $4,000</td>
<td>(2 of 5 available)</td>
<td>Two complimentary representatives at a hole (includes program, lunch and dinner)</td>
</tr>
<tr>
<td>Par Sponsor – $3,000</td>
<td>(5 available)</td>
<td>One complimentary golf registration (includes program, lunch and dinner)</td>
</tr>
<tr>
<td>Program Sponsor – $5,500</td>
<td>(exclusive)</td>
<td>Four complimentary golf registrations (includes program, lunch and dinner)</td>
</tr>
<tr>
<td>Dinner Sponsor – $4,000</td>
<td>(exclusive)</td>
<td>Two complimentary representatives at a hole and one complimentary golf registration (includes program, lunch and dinner)</td>
</tr>
<tr>
<td>Award Sponsor – $4,000</td>
<td>(6 of 8 available)</td>
<td>Two complimentary representatives at a hole and one complimentary golf registration (includes program, lunch and dinner)</td>
</tr>
<tr>
<td>Drink Ticket Sponsor – $4,000</td>
<td>(exclusive)</td>
<td>Two complimentary representatives at a hole and one complimentary golf registration (includes program, lunch and dinner)</td>
</tr>
<tr>
<td>Water Station Sponsor – $4,000</td>
<td>(3 of 4 available)</td>
<td>Two complimentary representatives at a hole and one complimentary golf registration (includes program, lunch and dinner)</td>
</tr>
<tr>
<td>Show Your Support Sponsor – $1,500</td>
<td></td>
<td>Two complimentary representatives at a hole and one complimentary golf registration (includes program, lunch and dinner)</td>
</tr>
</tbody>
</table>

IHERF Swinging for Scholars
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 Personal Membership Group Sponsorships

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

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

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

July 28, 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

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

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.

Premium Table Display – $1,000 (0 of 6 available)
- 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.

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 and 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

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.

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

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

IHA Personal Membership Group Trade Shows

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.
**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

**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

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

**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**
- Signage with logo during one afternoon break
- Brochure recognition

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

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**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 (2 available)**
- One complimentary golf registration
- Verbal recognition at the event

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**SOLD OUT**
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.

**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 July 28
- **10’x10’ Booth** – $500

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

**TRADE SHOWS**

**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** – $750
- **Lanyard Sponsor** – $750

**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**

**2020 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
- **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** – $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)

**HPCAII/IAHC Joint Conference** Nov. 4-5
- **8’x10’ Booth** – $400

**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** – $750
- **Lanyard Sponsor** – $750

**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

**IONL Spring Conference** July 28
- **10’x10’ Booth** – $500

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

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**2020 Payment Totals**

<table>
<thead>
<tr>
<th>Associate Membership Dues</th>
<th>$990</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Sponsorships</td>
<td></td>
</tr>
<tr>
<td>Total Trade Shows</td>
<td></td>
</tr>
</tbody>
</table>

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**3 SPONSORSHIPS (CONTINUED)**

- **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

---

**4 PAYMENT**

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.

---

**2020 Payment Details**

For IHA Office Use Only

<table>
<thead>
<tr>
<th>Check #</th>
<th>Date Received</th>
<th>Check Total</th>
</tr>
</thead>
</table>

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**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
- IAHQ Spring Conference April 8
- ISHHRA Spring Conference April 30
- FPIH Spring Conference May 5
- ISHMPR Spring Conference May 6
- ISHA Spring Conference May 21
- ITC Spring Conference May 28
- BHAI Spring Conference June 12

**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** $_______

---

**APPENDIX A | PAGE 2 of 4**
--- 2020 BOOTH APPLICATION FORM ---

1 TRADE SHOW SELECTION

IONL Spring Conference Trade Show
July 28, 2020
☐ 10’x10’ Booth – $500

ISHE Fall Conference Trade Show
Sept. 17, 2020
☐ 8’x10’ Booth – $675
☐ Premium Table Display – $1,099

2 ORGANIZATION INFORMATION

Organization Name

(Exactly as it is to appear in marketing-related materials)

Primary Business Product/Services
1. _________________________________________________
2. _________________________________________________
3. _________________________________________________

Direct Competitors
1. _________________________________________________
2. _________________________________________________
3. _________________________________________________

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

__________________________________________________________________________________________________________

Website

__________________________________________________________________________________________________________

3 CONTACT INFORMATION

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

Primary Contact Name

Title

Email Address (required)

Telephone

---

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

---
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 ihatradeshows@ihaonline.org.

11. **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.

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13. **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.

14. **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.

15. **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.

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17. **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).

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22. **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.

23. **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.

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26. **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.

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### 1 Organization Information

**Organization Information**

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

<table>
<thead>
<tr>
<th>Organization Name</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Street Address</td>
<td>City</td>
</tr>
<tr>
<td>Website</td>
<td></td>
</tr>
<tr>
<td>Telephone</td>
<td>Fax</td>
</tr>
</tbody>
</table>

### 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

<table>
<thead>
<tr>
<th>Organization Name</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Street Address</td>
<td>City</td>
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</table>

### 3 Contact Information

**Chief Executive Officer**

<table>
<thead>
<tr>
<th>CEO Name</th>
<th>Email Address (required)</th>
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**Primary Marketing Contact**

All correspondence for trade shows and sponsorships will be sent to this contact.

<table>
<thead>
<tr>
<th>Primary Contact Name</th>
<th>Title</th>
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<tbody>
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<td>Email Address (required)</td>
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**Secondary Marketing Contact**

<table>
<thead>
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<th>Contact Name</th>
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<td>Email Address (required)</td>
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**Additional Contact**

<table>
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<th>Contact Name</th>
<th>Title</th>
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<tbody>
<tr>
<td>Email Address (required)</td>
<td>Telephone</td>
</tr>
</tbody>
</table>
Payment

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 _____________________________________________________

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

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

Facebook Twitter LinkedIn

Primary Business Product / Service Please select all that apply.
- Advertising Agency
- Accounting
- Accounts Receivable
- Architecture/Design
- Billing Services
- Cancer Services
- Child Care
- Collection Services
- Construction
- Data Analysis
- Education
- Engineering
- Home Care
- Financial Benefit Services
- Food Service
- Group Purchasing
- Health Care Furnishings
- Heating/Cooling System
- Hospice
- Information Technology
- Insurance
- Interior Design
- Legal
- Management/Information Consulting
- Marketing/Research
- Medical Equipment
- Nurse Call Systems
- Organ Recovery
- Patient Satisfaction
- Promotional Items
- Rehabilitation
- Signage
- Staffing/Recruitment
- Therapy Services
- Other:

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.)

Facebook Twitter LinkedIn

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

To pay with a credit card by phone, call 515-288-1955.
<table>
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<td>Avera Holy Family Hospital, Estherville</td>
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<td>Avera Merrill Pioneer Hospital, Rock Rapids</td>
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<td>Cass County Health System, Atlantic</td>
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<td>Clarke County Hospital, Osceola</td>
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<tr>
<td>Community Memorial Hospital, Sumner</td>
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<td>Dallas County Hospital, Perry</td>
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<td>Floyd County Medical Center, Charles City</td>
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<tr>
<td>Franklin General Hospital, Hampton</td>
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<tr>
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</tr>
<tr>
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<tr>
<td>George C. Grape Community Hospital, Hamburg</td>
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<tr>
<td>Great River Health System, West Burlington</td>
<td>Des Moines</td>
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<td>Greater Regional Health, Creston</td>
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<td>Greene County Medical Center, Jefferson</td>
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<td>Grundy County Memorial Hospital, Grundy Center</td>
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<td>Gundersean Palmer Lutheran Hospital and Clinics, West Union</td>
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<td>Guttenberg Municipal Hospital, Guttenberg</td>
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<td>Hancock County Health System, Britt</td>
<td>Des Moines</td>
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<tr>
<td>Hansen Family Hospital, Iowa Falls</td>
<td>Des Moines</td>
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<tr>
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<td>Iowa Specialty Hospital-Clairon, Clairon</td>
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<td>Jackson County Regional Health Center, Maquoketa</td>
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<tr>
<td>Jefferson County Health Center, Fairfield</td>
<td>Des Moines</td>
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<td>Keokuk County Health Center, Sigourney</td>
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<td>Knoxville Hospital &amp; Clinics, Knoxville</td>
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<td>Lakes Regional Healthcare, Spirit Lake</td>
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<td>Loring Hospital, Sac City</td>
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<td>Lucas County Health Center, Chariton</td>
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<td>Manning Regional Healthcare Center, Manning</td>
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<td>Mary Greeley Medical Center, Ames</td>
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<td>MercyOne Clinton Medical Center, Clinton</td>
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<td>MercyOne Clive Rehabilitation Hospital, Clive</td>
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<td>Mitchell County Regional Health Center, Osage</td>
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<td>Ottumwa Regional Health Center, Ottumwa</td>
<td>Des Moines</td>
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<td>Palo Alto County Health System, Emmetsburg</td>
<td>Des Moines</td>
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