

CONNECT WITH IOWA HOSPITALS

SPONSORSHIPS | TRADE SHOWS | ADVERTISING



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
- Recognition 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 lanyard 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 on break tables
- Recognition at forum (verbal and digital signage)
- Company provided marketing sheet in attendee folders

Parking Sponsor – \$1,000 (exclusive)

- Logo on garage 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
- Registration at the 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
- 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 on on-going 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 passes for 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)

- Logo on registration IONL reception
- Recognition at the IONL reception
- Recognition in the on-site agenda (no logo)

IHA Signature Events

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 – \$1,900 (16 available)

- Booths will consist of 8-foot tall black back drape, side wing panels, one 8-foot skirted table and two chairs.



IHERF Swinging for Scholars

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 (3 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 (2 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 (6 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



IHA Leadership Programs

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.

IHA Personal Membership Group Trade Shows

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

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

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.

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

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.

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

- Table display
- One complimentary registration to the program and social activities
- Two booth representatives at table
- Verbal recognition
- Logo signage

Trade Show Reception Beverage Sponsor – \$2,000 (exclusive)

- Includes 8'x10' exhibit booth with 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 complimentary 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
- Logo 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

Event Sponsorship Opportunities

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

SOLD OUT

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



— 2020 RESERVATION FORM —

2 WAYS TO SIGN UP

Email: ahasponsorships@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.

1 ORGANIZATION INFORMATION

Organization Name _____

Street Address _____ City _____ State _____ ZIP _____

Contact Name _____ Title _____

Email Address _____

2 TRADE SHOWS

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

IHA Annual Meeting Oct. 6-8

- 10'x10' Exhibit Hall (EH) Booth – \$2,650
- 10'x20' Exhibit Hall (EH) Booth – \$5,000 (limited)
- 40'x10' Main-Concourse (MC) Booth – \$2,950
- 10'x10' Non-Member Booth (EH Only) – \$3,250

HPCA/IAHC Joint Conference Nov. 4-5

- 8'x10' Booth – \$400

3 SPONSORSHIPS

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.**

2020 IHA Critical Access and Rural Hospital Forum* March 10

- Program Sponsor – \$2,000
- Lunch Sponsor – \$1,500
- Break Sponsor – \$1,500
- Night Reception 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

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

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

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
- BHAI 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

4

PAYMENT

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

- 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 \$ _____

TOTAL PAYMENT \$ _____

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 \$ _____

— 2020 BOOTH APPLICATION FORM —

2 WAYS TO SIGN UP

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

PLEASE TO COMPLETE ALL FIELDS ON THIS 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 – \$1,000

IHA Annual Meeting *IHA Associate Membership Required*

Oct. 6-8, 2020

- 10'x10' Exhibit Hall (EH) Booth – \$2,650
 10'x20' Exhibit Hall (EH) Booth – \$5,000 (limited)
 40'x10' Main Concourse (MC) Booth – \$2,950 (limited)
 10'x10' Non-Member Booth (EH Only) – \$3,250

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 hasponsorships@ihaonline.org.)

Website

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

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

— 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 ihatradeshow@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: ihatradeshow@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

MEMBERSHIP
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

4
BUSINESS
INFORMATION

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

5
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:

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

Cardholder's Name _____
 Card # _____
 Exp. Date _____ Security Code _____
 Signature _____

FOR IHA OFFICE USE ONLY

Date Received _____
 Check # _____
 Check Total \$ _____

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
Gundersen 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
Myrtue Medical Center, Harlan
Orange City Area Health System, Orange City
Osceola Regional Health Center., Sibley
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-Marshaltown, 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, Waukon
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

