

Healthcare Transformation Summit

May 12-13, 2020 | Hilton Austin | Austin, TX

2020 Sponsorship Opportunities

Drive Sales

Enhance Image & Credibility

Develop New Relationships

Capture Leads

Event Overview

About

Modern Healthcare, in conjunction with the Austin Healthcare Council, will bring together senior executives from hospitals and health systems, suppliers, payers, venture capitalists and other entities along the care continuum to discuss how the healthcare industry is changing, and how leaders can drive and implement transformation in their own organizations.

This event provides the opportunity to gain insight into the strategies used by healthcare business leaders, innovators and influencers to reduce costs, improve outcomes and ultimately create new growth and revenue opportunities.

Date: May 12 - 13, 2020

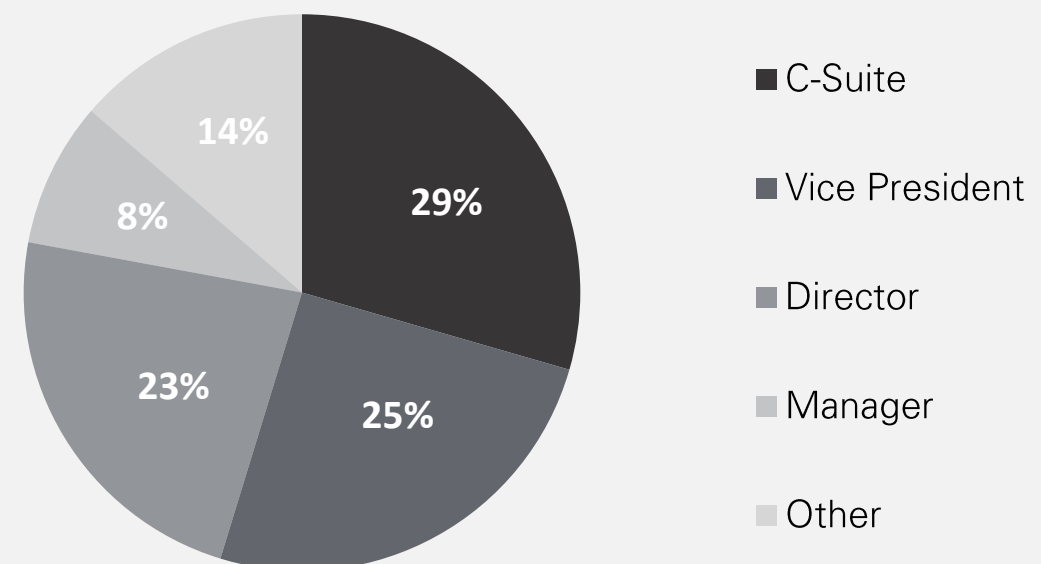
Location: Hilton Austin, Austin, TX

Anticipated Attendance: 700

Who Will Attend

- Healthcare Supplier
- Hospital/Health System
- Insurer/Payer/Managed Care Organization
- Medical Clinic/Group/Specialty House
- Venture Capitalists/Start Ups
- Professional Association
- University
- Other

Attendance by Title



Healthcare Transformation Summit

“The healthcare system we have today is not one that we have to accept, it can change, and it will because of people who have hope to change it. Healthcare is ripe for disruption.”

Mark Ganz, President & Chief Executive Officer, Cambia Health Solutions

Description

Healthcare is transforming at a rapid pace. Shifting policy, an intensified focus on population health, health information technology, greater incentives to increase scale and market share, and a growing call to engage patients in their care are creating challenges that require collaboration and innovation by all.

Suppliers, providers, payers, patients and the government are all on the same journey—from volume to value, from fee-for-service to bundled payment, from individual health to the health of populations. To find success in this endeavor, healthcare organizations are dramatically transforming their strategies and processes, employing new, advanced tools and engaging with partners who can help deliver on the promise of value-based care.

Don't miss your chance to participate in this essential conference that gathers national stakeholders to discuss successful strategies, solutions, best practices and successful partnerships through a series of keynote presentations, flash talks, big idea sessions and roundtables.

Key Topics

- Effective strategic partnerships between providers and payers for mutual success
- Key future trends and growth opportunities
- Examining the political, societal and industrial factors impacting healthcare transformation
- More accessible, comprehensive and affordable healthcare solutions
- The latest technological advancements, mobile solutions and predictive analytics changing the face of healthcare

Agenda

Format

Attendees experience keynote presentations and panel discussions that are focused on strategies and best practices within a conference format that is rich in collaboration and attendee/presenter interaction.

Pre-Conference

6:00 – 7:00 p.m. Welcome Reception*

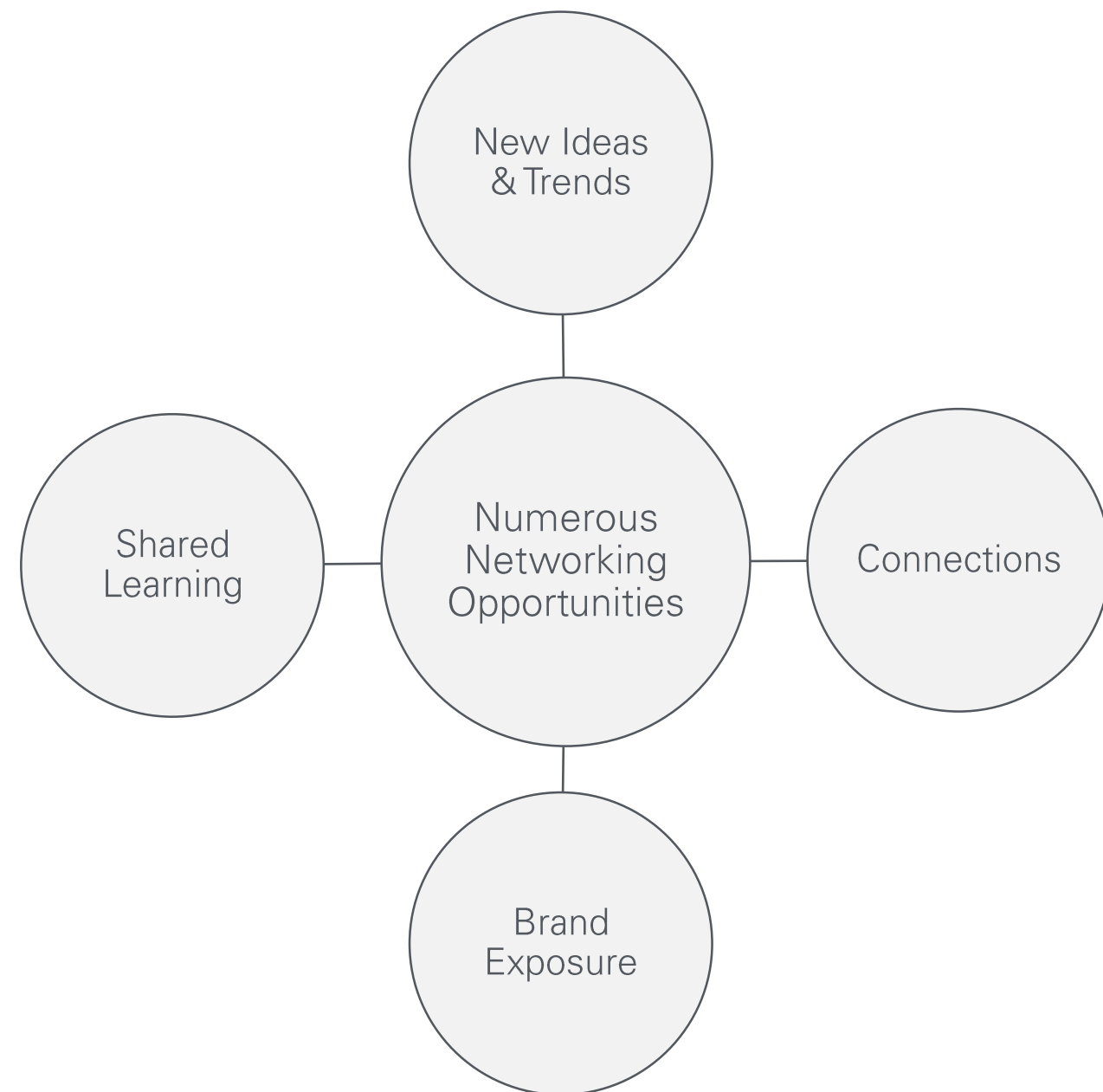
Agenda Day 1

7:00 – 7:45 a.m.	Registration, Exhibits & Networking Breakfast
8:00 – 9:00 a.m.	Opening Keynote
9:00 – 10:00 a.m.	Exhibits & Networking Break
10:15 – 11:15 a.m.	Concurrent Sessions
11:30 – 12:30 p.m.	Concurrent Sessions
12:30 – 1:30 p.m.	Luncheon
1:45 – 2:45 p.m.	Concurrent Sessions
3:00 – 4:00 p.m.	Concurrent Sessions
4:00 – 5:00 p.m.	Exhibits & Networking Break
5:00 – 6:00 p.m.	Closing Keynote
6:00 – 7:00 p.m.	Networking Reception*

Agenda Day 2

6:45 – 7:45 a.m.	Exhibits & Networking Breakfast
8:00 – 9:00 a.m.	Opening Keynote
9:00 – 10:00 a.m.	Exhibits & Networking Break
10:15 – 11:15 a.m.	Concurrent Sessions
11:30 – 12:30 p.m.	Closing Keynote

*Conducted only if sponsor is secured. Agenda subject to change.



Sponsorship Opportunities

Increase brand awareness, generate preference and foster loyalty with a targeted and influential audience of healthcare leaders.

Opportunities presented in our packages* allow for achieving several goals at once:



Reach Your Target Audience

Gain access to a wide range of decision-makers in healthcare. Sponsorship brings attendees who are looking to find out more about your business directly to you.



Drive Sales

Packages include the opportunity to showcase products and services, and distribute samples or trial offers.



Be Recognized As A Thought Leader

Differentiate yourself from competitors by educating attendees and sharing your expertise on a subject.



Create Long Lasting Connections

During the various networking opportunities available at the conference, sponsors are able to dramatically influence customer relations.



Put Your Brand In The Spotlight

Event marketing by Modern Healthcare generates media exposure through print, digital, email and social media.



Lead Generation

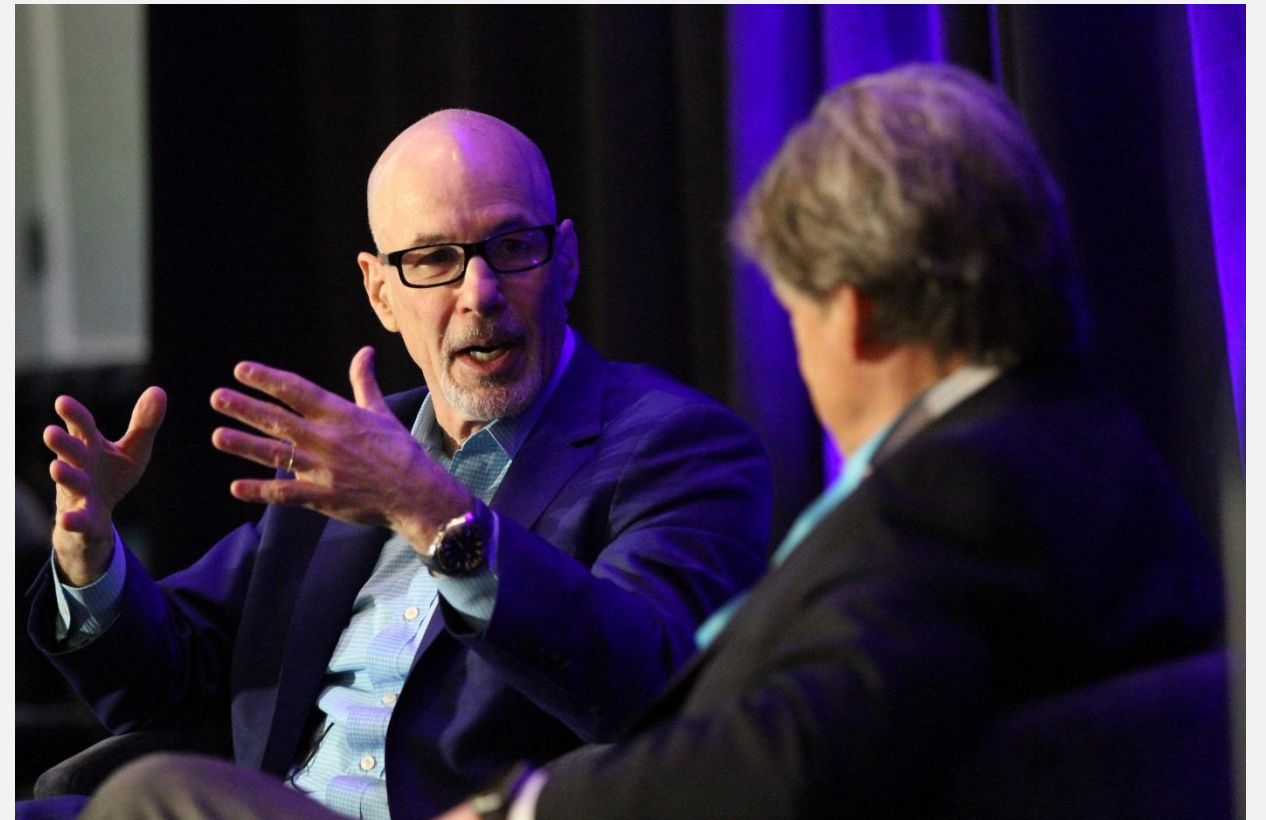
The list of conference attendees* provides a valuable resource of leads and an opportunity to continue the conversation beyond the event.

*Not all sponsor packages offer the same level of exposure. Depending on date of submitted contract, some benefits associated with our sponsorship packages may have passed. See following pages for sponsor package specifics. Recommended sponsorship commitment is 6 weeks prior to event date.

Testimonial

“Today’s health challenges are both complicated and interconnected. Delivery models that utilize collaborative partnerships and technology-enabled strategies are more likely to achieve better outcomes. To sustain growth and development, healthcare leaders must work together with their strategic partners to generate future growth, capture market share and generate the greatest possible economic value.”

Modern Healthcare Director of Education and Events



Lead Sponsorship

Pre-conference Promotion

- Logo recognition as Lead Sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition as Lead Sponsor in digital promotion (when size allows)
- Logo recognition on promotional emails for conference
- Medium rectangle banner ad (300W x 250H pixels) and logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Thought Leadership

- Hour-long breakout session conducted during conference
- Opportunity to include up to 4 speakers (can be panel format)
- Content and speakers are subject to review/approval by Modern Healthcare
- Logo visibility on Agenda indicating session is sponsored

Conference Visibility

- 2-page spread ad in printed conference program
- Logo visibility and 200-word description in printed conference program
- Logo visibility on conference sponsor "thank you" slide
- Logo visibility as Lead Sponsor on general conference signage
- Logo visibility as Lead Sponsor on backdrop screen during opening and closing keynotes
- Recognition as Lead Sponsor from the podium at conference opening and closing remarks
- 1 PowerPoint slide "commercial" in rotation during breaks/transitions
- Opportunity to make 260-word introductory comments at opening and closing keynote¹
- 4 tickets to attend conference (additional available at discount of 25% - max. 10)²
- Opportunity to include single sheet collateral item in attendee registration materials
- Exhibitor table
- Logo visibility on attendee name tags

Post-conference Visibility

- Medium rectangle banner ad (300W x 250H pixels) and logo recognition on post-conference "thank you" email to attendees
- List of conference attendees³
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date
- Product/Category exclusivity⁴

1 Available at \$60,000 Net

¹ Comments are subject to Modern Healthcare review prior to event and must be topical not promotional.

² Tickets are inclusive of speakers, pre-conference and general conference attendees.

³ List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

⁴ Product/category includes up to 5 competitors.

Premier Sponsorship

Pre-conference Promotion

- Logo recognition as Premier Sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition as Premier Sponsor in digital promotion (when size allows)
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Thought Leadership

- Hour-long breakout session conducted during conference
- Opportunity to include up to 4 speakers (can be panel format)
- Content and speakers are subject to review/approval by Modern Healthcare
- Logo visibility on Agenda indicating session is sponsored

Conference Visibility

- 2-page spread ad in printed conference program
- Logo visibility and 200-word description in printed conference program
- Logo visibility on conference sponsor "thank you" slide
- Logo visibility as Premier Sponsor on general conference signage
- Recognition as Premier Sponsor from the podium at conference opening and closing remarks
- 1 PowerPoint slide "commercial" in rotation during breaks/transitions
- 4 tickets to attend conference (additional available at discount of 25% - max. 10)¹
- Opportunity to include single sheet collateral item in attendee registration materials
- Exhibitor table

Post-conference Visibility

- Logo recognition on post-conference "thank you" email to attendees
- List of conference attendees²
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

2 Available at \$50,000 Net

¹ Tickets are inclusive of speakers, pre-conference and general conference attendees.

² List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

Supporting Sponsorship

Pre-conference Promotion

- Logo recognition as Supporting Sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition as Supporting Sponsor in digital promotion (when size allows)
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Thought Leadership

- Opportunity to moderate a panel discussion¹

Conference Visibility

- Full page ad in printed conference program
- Logo visibility and 100-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Logo visibility as Supporting Sponsor on general conference signage
- Recognition as Supporting Sponsor from the podium at conference opening and closing remarks
- Logo visibility as Supporting Sponsor on backdrop screen during a session
- 1 PowerPoint slide "commercial" in rotation during breaks/transitions
- 3 tickets to attend conference (additional available at discount of 25% - max. 10)²
- Opportunity to include single sheet collateral item in attendee registration materials
- Exhibitor table

Post-conference Visibility

- Logo recognition on post-conference “thank you” email to attendees
- List of conference attendees³
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

10 Available at \$40,000 Net

¹ Sponsor can select the preferred session for panel participation, introductory comments and signage (all occur in same session) based on availability/schedule and is subject to Modern Healthcare approval.

² Tickets are inclusive of speakers, pre-conference and general conference attendees.

³ List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

Mobile App Sponsorship

Pre-conference Promotion

- Logo recognition as Mobile App Sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition as Mobile App Sponsor in digital promotion (when size allows)
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Mobile App

- Exclusive splash page (full screen ad) that displays when event is launched or refreshed within the app
- 1x custom push notification sent directly to attendees' mobile device
- Exclusive rotating and clickable banner advertising at the top of the mobile event app screen

Conference Visibility

- Full page ad in printed conference program
- Logo visibility and 100-word description in printed conference program
- Logo visibility on conference sponsor "thank you" slide
- Logo visibility as Mobile App Sponsor on general conference signage
- 1 PowerPoint slide "commercial" in rotation during breaks/transitions
- 3 tickets to attend conference (additional available at discount of 25% - max. 10)¹
- Opportunity to include single sheet collateral item in attendee registration materials
- Exhibitor table

Post-conference Visibility

- Logo recognition on post-conference "thank you" email to attendees
- List of conference attendees²
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at \$30,000 Net

¹ Tickets are inclusive of pre-conference and general conference attendees.

² List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

Networking Reception Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Logo visibility on general conference signage
- Exclusive logo visibility on signage and table cards during networking reception, which takes place the evening of Healthcare Transformation Summit day one
- 2 tickets to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference “thank you” email to attendees
- List of conference attendees¹
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at \$15,000 Net

¹ List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

Luncheon Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Logo visibility on general conference signage
- Exclusive logo visibility on signage and table cards during luncheon on either Day 1 or Day 2
- Logo visibility on luncheon slide
- 2 tickets to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference “thank you” email to attendees
- List of conference attendees¹
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

2 Available at \$12,500 Net

¹ List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

Welcome Reception Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Logo visibility on general conference signage
- Exclusive logo visibility on signage and table cards during welcome reception, which takes place the evening before day one of the Healthcare Transformation Summit
- 2 tickets to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference “thank you” email to attendees
- List of conference attendees¹
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at \$10,000 Net

¹ List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

WiFi Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Logo visibility on general conference signage
- Logo visibility as WiFi Sponsor in conference program
- Vanity password for WiFi access
- 2 tickets to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference “thank you” email to attendees
- List of conference attendees¹
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at \$7,500 Net

¹ List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

Charging Station Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Logo visibility on general conference signage
- Logo visibility as Charging Station Sponsor in conference program
- Company logo/messaging on charging station
- 2 tickets to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference “thank you” email to attendees
- List of conference attendees¹
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at \$7,500 Net

¹ List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

Networking/Coffee Breaks Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Logo visibility as sponsor on signage and table cards during networking breaks on either Day 1 or Day 2
- 2 tickets to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference “thank you” email to attendees
- List of conference attendees¹
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

2 Available at \$7,500 Net

¹ List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

Breakfast Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Logo visibility as sponsor on signage and table cards during networking breakfast on either Day 1 or Day 2
- 2 tickets to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference “thank you” email to attendees
- List of conference attendees¹
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

2 Available at \$7,500 Net

¹ List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

Hotel Key Card Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Exclusive design and logo visibility on hotel key cards distributed to attendees staying at the conference hotel
- 2 tickets to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference “thank you” email to attendees
- List of conference attendees¹
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at \$7,500 Net

¹ List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

Merchandise Sponsorship

Lanyard Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Quarter page ad in printed conference program
- Logo visibility and 25-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Exclusive logo visibility on **lanyard** distributed to attendees
- 1 ticket to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference “thank you” email to attendees
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at \$5,000 Net

Tote Bag Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Quarter page ad in printed conference program
- Logo visibility and 25-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Exclusive logo visibility on **tote bag** distributed to attendees
- 1 ticket to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference thank you email to attendees
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at \$5,000 Net

Merchandise Sponsorship

Water Bottle Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Quarter page ad in printed conference program
- Logo visibility and 25-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Exclusive logo visibility on **water bottle** distributed to attendees
- 1 ticket to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference thank you email to attendees
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at \$5,000 Net

Note Pad Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Quarter page ad in printed conference program
- Logo visibility and 25-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Exclusive logo visibility on **note pad** distributed to attendees
- 1 ticket to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference thank you email to attendees
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at \$5,000 Net

Exhibitor Tables

With more than **700 senior leaders** in attendance, the Healthcare Transformation Summit provides a unique, boutique environment in which to engage directly.

Table space is limited and positioning may be selected upon signing.

Pre-conference Promotion

- Logo Recognition with link on microsite

Conference Visibility

- Logo visibility and 25-word description in printed conference program
- 1 ticket to attend conference (additional available at discount of 25% - max. 10)
- 6' draped table and 2 chairs
- Basic Wi-Fi availability (high-speed or hard-wired connections available for an additional fee)

25 available at \$4,000 Net

Total tables in exhibit area is 35. Top tier sponsorships include booth space in premium location.

If purchasing sponsorship that does not include an exhibitor table, sponsor will receive 25% discount on exhibitor table addition.

Electricity at exhibitor tables is an additional fee and can be purchased directly through the conference hotel.

Thank You

Modern Healthcare

Modern Healthcare is the most trusted business news and information brand in the healthcare industry. Combining the power of a print publication, 24/7 digital news products, robust research and event platforms, Modern Healthcare reaches the largest and most captive audience of healthcare leaders and influencers.

150 N. Michigan Avenue, Chicago, IL 60601 | 312.649.5350 | www.ModernHealthcare.com

For more information on sponsorship opportunities, please contact your account executive or Ilana Klein at 312.649.5311.