

2018 Tri-State Conference



Adventures

in Healthcare Marketing and PR

September 19-21, 2018

Glacier Canyon Lodge – Wilderness Resort
Wisconsin Dells, WI

SPONSORSHIP PROSPECTUS

The 2018 Tri-State Conference *Adventures in Healthcare Marketing and PR* will be held September 19-21 at the Glacier Canyon Lodge – Wilderness Resort in Wisconsin Dells, Wis. The conference will feature lively keynote speakers, workshops, networking opportunities, an exhibitor showcase and a grand awards ceremony. We have an array of sponsorship options this year and are seeking your partnership to help create this dynamic conference experience. We encourage you to thoughtfully consider this opportunity to be part of our festivity and growth, while investing in the future of healthcare marketing, public relations and business development.

Did you know?

- 85% of our members have worked in their field for more than six years
- 70% of members work in a health system or hospital
- This is our first Tri-State Conference

Conference Schedule

(schedule subject to change)

Wednesday, September 19

10:30 a.m.	Golf Outing
3:00-5:00 p.m.	Exhibitor Setup
4:00-5:00 p.m.	Registration
5:00-6:00 p.m.	Cocktails with Exhibitor Showcase
6:00-6:30 p.m.	Transportation to Networking Event
6:00-9:30 p.m.	Networking Event with Exhibitors

Thursday, September 20

7:00-8:00 a.m.	Registration
7:30-8:45 a.m.	Breakfast/Annual Meetings
8:45-10:15 a.m.	Keynote Speaker
10:15-10:45 a.m.	Break and Exhibitor Showcase
10:45-11:45 a.m.	Breakout Sessions 1
11:45 a.m.-12:45 p.m.	Lunch
12:45-1:15 p.m.	Break and Exhibitor Showcase
1:15-2:15 p.m.	Breakout Sessions 2
2:15-2:45 p.m.	Break and Exhibitor Showcase
2:45-3:45 p.m.	Breakout Sessions 3
3:45-4:00 p.m.	Break and Exhibitor Showcase
4:00-5:00 p.m.	Breakout Sessions 4
6:00-7:00 p.m.	Cocktail Hors d'oeuvres Reception with Exhibitor Showcase
7:00-9:00 p.m.	Dinner, Leadership Recognition and Awards
9:00 p.m.	Social Event

Friday, September 21

7:45-8:45 a.m.	Breakfast
8:45-9:45 a.m.	Panel Discussion
9:45-11:00 a.m.	Keynote Speaker
11:00 a.m.	Conference Concludes

General Information

Lodging

Rooms are available at Glacier Canyon Lodge – Wilderness Resort at a special group rate of \$99 for a double-queen room or \$139 for a 2-bedroom deluxe room. Other details coming soon.

To make a reservation within the Tri-State room block, please call the Glacier Canyon Lodge at (800) 867-9453 and use Group Code #666084.

Reservation Deadline: August 20, 2018

Exhibit Setup and Dismantle

Setup: Wednesday, September 19, 3:00-5:00 p.m.

Dismantle: Thursday, September 20, after 7:00 p.m., or Friday, September 21, after 8:45 a.m.

Shipping Materials

If you have freight to be shipped, you may do so directly to the Glacier Canyon Lodge, ATTN: Tri-State Conference. Companies must notify the hotel at least one week in advance of shipping any packages to the resort. The phone number is (920) 452-2900. Shipments should be clearly marked. Indicate the packages are for the Tri-State Conference, your name, the company name, dates of conference and box number. Shipments will not be accepted earlier than three working days prior to your arrival date. Handling fees may apply and are the responsibility of the exhibitor.

Additional Needs

If your display needs additional equipment or special assistance, please contact us at WHPRMS@badgerbay.co or (920) 560-5648.

Cancellation Policy

Cancellations must be received on or before August 15. Please contact us at WHPRMS@badgerbay.co or (920) 560-5648. All cancellations will be subject to a \$50 cancellation fee. No refunds will be given after October 2.

Exhibitor Opportunities

Exhibit Only – \$850 early bird / \$1150 after September 1

- 8' skirted exhibit table in exhibitor showcase
- One complimentary full conference registration – includes all programming and meals
(Additional registrations are \$225 per person)
- Roster of attendees distributed at conference arrival
- Recognition as exhibitor on event app
- Company logo and hyperlink on event and society website for one year from conference date
- Recognition on event slideshow at registration
- Exhibitor ribbon recognition on individual name badge
- Incentive game for attendees, to encourage booth traffic
- Electricity available for an additional \$25



Adventures
in Healthcare Marketing and PR

Sponsorship Opportunities

Wednesday Evening Networking Event Sponsor – Escape Room, Bowling and Pizza Buffet: \$2500 (1 Available)

Wednesday evening's escape room, bowling and pizza buffet networking event will take place at Knuckleheads, located a few miles from the conference center, transportation will be provided. Be recognized as the company to kick off the conference.

- Exclusive event title: "Escape Room presented by..." to be used in all promotional items, including website, email blasts and social media posts
- Verbal recognition during Thursday morning conference kickoff
- Three-minute presentation opportunity to introduce your company at event kickoff (can include video, signage)
- Option to distribute promotional items during event
- Opportunity to present a grand prize of your choice to winners (at your expense)
- Verbal recognition during Thursday evening awards ceremony
- Opportunity to host a webinar for the tri-state membership audience, sharing an educational topic of your choice, either prior to or following the conference
- All exhibitor benefits

Thursday Breakfast Sponsor: \$2000 (1 Available)

Our members are hungry to learn, so start their day with your sponsorship. This breakfast officially begins our sessions – don't miss this opportunity to share your information with our eager attendees.

- Verbal recognition during breakfast
- Three-minute presentation opportunity to introduce your company as breakfast is served (can include video, signage)
- May place promotional items at breakfast tables
- Company name and logo signage displayed at meal stations
- Opportunity to host a webinar for the tri-state membership audience, sharing an educational topic of your choice either prior to or following the conference
- All exhibitor benefits

Thursday Keynote Sponsor: \$2500 (1 Available)

Associate your company with the wisdom and tone of the conference. This keynote opens the conference on Thursday morning.

- Verbal recognition at Thursday keynote session
- Three-minute presentation opportunity to introduce your company and the keynote speaker (can include video, signage)
- Company name and logo projected on keynote video screen
- Verbal recognition during Thursday evening awards ceremony
- Opportunity to host a webinar for the tri-state membership audience, sharing an educational topic of your choice either prior to or following the conference
- All exhibitor benefits

Thursday Lunch Sponsor: \$2500 (1 Available)

Our luncheon is a popular place for our members to dine within the framework of the conference. Our official luncheon also provides the opportunity to emphasize your organization's services or products in a more casual setting.

- Verbal recognition during lunch
- Three-minute presentation opportunity to introduce your company as lunch is served (can include video, signage)
- May place promotional items at lunch tables
- Company name and logo signage displayed during duration of meal
- Verbal recognition during Thursday evening awards ceremony
- Opportunity to host a webinar for the tri-state membership audience, sharing an educational topic of your choice either prior to or following the conference
- All exhibitor benefits

Sponsorship Opportunities

Thursday Evening Awards Dinner Sponsor: \$2000 (2 available: 1 Illinois, 1 Wisconsin)

The highlight of the conference, the awards dinner is a three-course formal dinner and award presentation.

- Verbal recognition at awards ceremony
- Three-minute presentation opportunity to introduce your company (can include video, signage)
- Assist in the presentation of awards
- Opportunity to host a webinar for the tri-state membership audience, sharing an educational topic of your choice either prior to or following the conference
- All exhibitor benefits

Thursday Evening Reception Sponsor: \$2000 (1 Available)

Imagine your company name added to a specialty drink, as in (company name-“tini”) Choose a drink name and recipe to be offered at the reception.

- Verbal recognition during pre-awards reception
- Three-minute presentation opportunity to introduce your company as beverages are served (can include video, signage)
- Drink named after your company
- Company name and logo on glassware, provided by sponsor (optional)
- Company name and logo signage located at each bar
- Verbal recognition during Thursday evening awards ceremony
- Opportunity to host a webinar for the tri-state membership audience, sharing an educational topic of your choice either prior to or following the conference
- All exhibitor benefits

Friday Breakfast Sponsor: \$1500 (1 Available)

Is your company prepared to kick-start each day? You'll get great sales exposure at our Friday morning breakfast, where our members are fueling up for our closing sessions.

- Verbal recognition during breakfast
- Three-minute presentation opportunity to introduce your company as breakfast is served (can include video, signage)
- May place promotional items at breakfast tables
- Company name and logo signage displayed at meal stations
- Verbal recognition during Thursday evening awards ceremony
- Opportunity to host a webinar for the tri-state membership audience, sharing an educational topic of your choice either prior to or following the conference
- All exhibitor benefits

Friday Keynote Sponsor: \$1500 (1 Available)

Our members value your information and resources. This keynote closes the conference on Friday morning.

- Verbal recognition at Friday keynote session
- Three-minute presentation opportunity to introduce your company and the keynote speaker (can include video, signage)
- Company name and logo projected on keynote video screen
- Verbal recognition during Thursday evening awards ceremony
- Opportunity to host a webinar for the tri-state membership audience, sharing an educational topic of your choice either prior to or following the conference
- All exhibitor benefits

Print Sponsor: \$2000 + printed materials (1 Available)

Your sponsorship will support all the printed materials created for this year's conference, including physical mailings of the exhibitor brochure, attendee brochure, a registration reminder postcard, onsite signage and an app instruction flyer.

- Company name and logo on all materials
- Verbal recognition during Thursday morning conference kickoff
- Verbal recognition during Thursday evening awards ceremony
- Opportunity to host a webinar for the tri-state membership audience, sharing an educational topic of your choice either prior to or following the conference
- All exhibitor benefits

Sponsorship Opportunities

Conference App Sponsor: \$2000 (1 Available)

Put your company logo in the palms of every attendee's hands. Your logo will be seen daily throughout the conference by all attendees using our popular mobile conference app.

- Company name and logo featured on home page/splash page
- Push notification sent via app once a day for three days (Sponsor can customize message.)
- Separate tab in app that includes only your company's information
- Company name and logo featured on app instruction flyer
- Verbal recognition during Thursday morning conference kickoff
- Verbal recognition during Thursday evening awards ceremony
- Opportunity to host a webinar for the tri-state membership audience, sharing an educational topic of your choice either prior to or following the conference
- All exhibitor benefits

Conference Bag: \$1500 + cost of bag (1 Available)

Promote your company with this high-visibility collateral opportunity that all conference guests will see and use. Your corporate identity gets maximum exposure during the conference and long after, as many attendees take their bags home or to the office. Feature your company logo and include your promotional materials inside. *Material and bag must be approved by conference planners.

- Verbal recognition during event
- Verbal recognition during Thursday evening awards ceremony
- Opportunity to host a webinar for the tri-state membership audience, sharing an educational topic of your choice either prior to or following the conference
- All exhibitor benefits

Photo Sponsor: \$2000 (1 Available)

Be recognized as the company preserving lasting memories for attendees. The Tri-State Conference will provide the photographer, who will be present at conference events. Following the conference we will share the photos online and make them available for attendees to download. The best part – all photos will be branded with your company and the Tri-State Conference logos.

- Company logo featured on all event photos
- Company logo featured on WHPRMS, ISHMPR and MHSCN Facebook pages, for members to share on social media
- Company logo featured on Tri-State Conference websites
- Company featured with video montage for posting on WHPRMS, ISHMPR and MHSCN Facebook pages and websites
- Company logo featured on conference app, post-conference
- Verbal recognition during Thursday evening awards ceremony
- Opportunity to host a webinar for the tri-state membership audience, sharing an educational topic of your choice either prior to or following the conference
- All exhibitor benefits

Chart Your Own Course: (2 Available)

This is a unique opportunity to design your own sponsorship package. We believe in your ideas and encourage you to think creatively to format your ideal sponsorship. The details and benefits of this package are only as limited as your imagination, and you will work with the conference committee to bring it to life. Enhance the conference experience while promoting your company in a fresh new way.

All Sponsorships Include:

- 8' skirted exhibit table in exhibitor showcase
- Electricity
- Prime placement of booth at exhibitor showcase
- Company logo included on email blasts leading up to the event
- One complimentary full conference registration – includes all programming and meals
(Each additional registration is \$225 per person)
- Roster of attendees distributed one month in advance
- Recognition as sponsor on event app
- Company logo and hyperlink on event and website for full year
- Recognition on event slideshow at registration
- Sponsor ribbon recognition on individual name badge
- Sponsored incentive game for attendees, to encourage booth traffic

Conference Sponsor/Exhibitor Commitment Form

To register, complete this form and email it to WHPRMS@badgerbay.co or visit http://badgerbay.co/page/TriState_Conference. Once your registration is received, we will contact you to confirm your sponsorship level and answer any questions. If you have questions in advance of registration, please email WHPRMS@badgerbay.co or call (920) 560-5648.

Select an Option Below:

Please note: Sponsor and Exhibitor opportunities are on a first-come, first-paid basis.

- | | | |
|--|---|--|
| <input type="checkbox"/> Wednesday Networking | <input type="checkbox"/> Friday Breakfast | <input type="checkbox"/> Photo |
| <input type="checkbox"/> Thursday Breakfast | <input type="checkbox"/> Friday Keynote | <input type="checkbox"/> Chart Your Own Course |
| <input type="checkbox"/> Thursday Keynote | <input type="checkbox"/> Print | <input type="checkbox"/> Exhibit Only |
| <input type="checkbox"/> Thursday Lunch | <input type="checkbox"/> Conference App | |
| <input type="checkbox"/> Thursday Reception | <input type="checkbox"/> Conference Bag | |
| <input type="checkbox"/> Thursday Awards Dinner (IL) | | |
| <input type="checkbox"/> Thursday Awards Dinner (WI) | | |

Will sponsor/exhibitor need electricity? ☐ Yes ☐ No

Organization: _____

Address: _____

City/State/Zip: _____

Primary Contact: _____ Title: _____

Email: _____ Phone: _____

Complimentary Attendee (Sponsors and Exhibitors):

Name: _____ Title: _____

Email: _____ Phone: _____

Additional Attendee(s)

Name: _____ Email: _____

Name: _____ Email: _____

How many attendees will attend the Thursday evening awards ceremony? _____

Payment Information

One staff member from the sponsoring or exhibiting company is admitted to the conference for free. Additional staff members may register as attendees at a reduced rate of \$225 per person.

Sponsorship Option\$ _____

Exhibitor by **September 1, 2018** (\$850)\$ _____

Exhibitor after **September 1, 2018** (\$1150)\$ _____

Exhibit Only Electricity (\$25)\$ _____

Additional Staff (\$225 each)\$ _____

Total \$ _____

Payment can be made out to:

WHPRMS
563 Carter Ct. Ste B
Kimberly, WI 54136