

2018 Promotional Opportunities

EXHIBIT. SPONSOR. ADVERTISE. PARTNER.



**Leading
Forward**

THE AHP EXECUTIVE SUMMIT



LEADING FORWARD ■ MARCH 21–23, 2018 | SAN ANTONIO, TX

CONVENE CANADA ■ MAY 16–18, 2018 | OTTAWA, ON

MADISON INSTITUTE ■ JULY 14–20, 2018 | MADISON, WI

INTERNATIONAL CONFERENCE ■ OCTOBER 17–20, 2018 | SAN DIEGO, CA

GROW YOUR MARKET SHARE BY LEVERAGING AHP EVENTS AND EDUCATION

AHP's educational offerings are the perfect opportunity to create and grow your relationships with health care development professionals. AHP's conferences are differentiated by geography or role; AHP's webinars are differentiated by attendee role and level of experience. Check out AHP's new Partner Program to see if a Conference, Channel, or Content Partnership is right for your organization.

These opportunities will:

- Ensure your firm's top-of-mind awareness with key development decision-makers
- Position your organization as a leader within the health care philanthropy marketplace
- Increase your knowledge about and connection to health care philanthropy
- Feed your new business pipeline and grow your business

WHY AHP?

AHP's strength is in our ability to bring together the key players in health care philanthropy—our attendees include CDOs, senior directors and fundraisers at all levels from across the US and Canada.



Association for Healthcare Philanthropy
313 Park Avenue, Suite 400
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MARCH 21–23, 2018
SAN ANTONIO, TX

Leading Forward

THE AHP EXECUTIVE SUMMIT

This executive level, invitation-only summit is designed for the senior-most fundraising executive within an organization, be it for a centralized operation or at the local level. Registration is pre-approved to ensure all attendees are responsible for setting strategy for their companies. Industry Partner attendance is limited to Sponsors only.

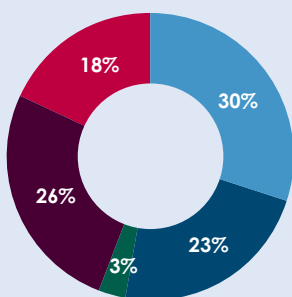
Who Attends:

Senior-most development professionals within a health care organization are invited to attend Leading Forward. Attendee titles will include:

- System-level Chief Development Officers
- US and Canada foundation Executive Directors
- SVPs of Philanthropy or Directors of Development

All attendees are vetted in advance to ensure a peer-to-peer experience and high-level discussions within this interactive program. Attendees should be the top-ranking philanthropy staffer at the organizational, regional, or local office.

2017 Leading Forward Attendees



- President/CEO/Executive Director
- CDO
- Other C-Level
- SVP/VP
- Senior Director/Director

Why it Exists:

Our senior-most members tell us they need a safe space to share best practices and discuss key issues. Leading Forward presents strategic, forward-thinking content that is focused on THE most important issues facing senior leaders in health care philanthropy. Attendees remain in one room for the entire event, with no concurrent sessions. Interactive discussions will be interspersed with keynotes, panel discussions, and solo presenters. Press may not attend.

What You Gain:

You and your organization will be deemed an industry thought leader with a vested interest in advancing health care philanthropy. Sponsors of this event will be expected to fully participate as attendees. Sponsors will have the opportunity to present original research as added context to key themes identified by the Leading Forward programming committee.

Benefits of sponsorship include:

- **Exclusivity.** Due to the targeted audience of 120 senior-most executives, AHP is limiting the number of sponsoring organizations to six. Each sponsor has the same access to all attendees, so fees are flat.
- **Two complimentary registrations** (a \$3,590 value) for your representatives, to include all sessions and meal functions. To ensure best results for this audience, AHP recommends your representatives be the senior-most executives responsible for setting health care philanthropy sector strategy for your firm.
- **Opportunity to present original research within an 18-minute “TED”-like talk.** All presentations must be approved by the Leading Forward programming committee and vetted in advance. Topics must be additive to the key themes established for the summit. AHP reserves the right to decline a presentation if it does not meet the educational objectives set forth by the programming committee.
- **Opportunity to host two health care executives to attend the summit as your guests.** Registration for these two guests is included in the sponsorship fee. Guests must be approved in advance, to ensure they meet the requirements for attendance. AHP members or non-members are eligible to attend as guests of Sponsors. Sponsors who do not bring guests will not be refunded any portion of their Sponsor Fee.

- **Logo recognition** on all pre-, on-site, and post-event promotional messaging (both print and digital).
- **Acknowledgment at general sessions.**
- **Opportunity for 1–2 minute welcome remarks within summit program.**
- Placement of **(1) promotional item in conference bag.**
- **Access to Leading Forward Peer Group in AHP Huddle platform (a 12-month benefit).**
- Pre-registered attendee mailing list approximately three weeks out.

Sponsorship Fees:

\$7,500 Members; \$10,000 Non-Members
(six opportunities available)

Email sponsorships@ahp.org or call (703) 538-3150. Sponsorships will be approved on a first-come, first-served basis. Presentation slots will be granted only upon approval of Leading Forward programming committee. It is recommended that sponsors commit no later than January 1, 2018 to ensure appropriate consideration of research presentation.



MAY 16–18, 2018
OTTAWA, ONTARIO, CANADA

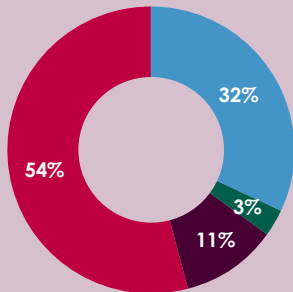


Convene Canada gathers our Canadian member base together for two and a half days of specialty workshops, educational programming, keynote speakers, and networking. If you conduct business in Canada this event is a must-attend.

Who Attends:

Canadian health care fundraisers at every level attend Convene Canada.

2017 Convene Canada Attendees



- President/CEO/Executive Director
- Other C-Level
- SVP/VP
- Senior Director/Director

Why it Exists:

At 10% of AHP's membership base, Canadian health care development professionals represent an important segment of the market. Because health care fundraising in Canada is quite different from US fundraising, Convene Canada provides information specific to this region of North America. Attendees learn via general session keynote presentations as well as concurrent sessions focused on strategic as well as tactical issues. Press may attend.

What You Gain:

Convene Canada has a loyal following; if you conduct business in the Great White North your brand should be represented here. The event is large enough to be valuable as a prospecting opportunity yet small enough for meaningful relationship-building.



MAY 16–18, 2018
OTTAWA, ONTARIO, CANADA

Diamond Sponsor (Exclusive) \$12,000 US | \$15,000 CAD

Demonstrate your commitment to health care development and AHP by being the exclusive Diamond Sponsor. Benefits include:

- Four complimentary registrations for company representatives, including all educational sessions and meal functions
- Opportunity for 1–2 minute welcome remarks at opening **OR** closing general session
- Placement of promotional item in conference bag or placed on chairs at opening **OR** closing general session
- Company logo featured prominently in all conference promotions and website (for maximum exposure commit by November 15, 2017)
- Up to three complimentary tabletop exhibits
- Acknowledgment at general sessions
- Company logo on all on-site conference signage, placed in prominent locations

Gold Education Sponsor (two available) \$6,000 US | \$7,500 CAD

Invest in the future of health care philanthropy by sponsoring at the Gold Education level. Benefits include:

- Two complimentary registrations for company representatives, including all educational sessions and meal functions
- Opportunity to introduce one conference breakout session
- Placement of promotional item in conference bag
- Company logo included in sponsor listings in all conference promotions and website (for maximum exposure commit by November 15, 2017)
- One tabletop exhibit
- Acknowledgment at general sessions
- Recognition on prominently-placed on-site signage

Sponsor these Customer Experience items to increase your brand affinity.

All sponsorships below include the following benefits:

- Company logo included in sponsor listings in all conference promotions and website (for maximum exposure commit by November 15, 2017)
- Acknowledgment at general sessions
- Recognition on prominently-placed on-site signage
- Placement of promotional item in conference bag

Conference WiFi (Exclusive) \$5,000 US | \$6,200 CAD

You'll be the hero of the conference by sponsoring the attendee WiFi service. Unique benefits:

- Acknowledgment during onscreen walk-in slides for all sessions
- Acknowledgment within AHP Mobile App

Meeting Mobile App (Exclusive) \$4,000 US | \$5,000 CAD

You can't beat the opportunity to have your company name and logo in the hands of every conference attendee! By supporting the Convene Canada mobile app, you'll be helping attendees stay "in the know" about the conference schedule, educational opportunities, speakers, and more! Unique benefits:

- Logo on app landing page and banner
- Opportunity to push one pre-approved "thought leadership" quick poll to attendees during event



Opening Reception (Exclusive)

\$3,000 US | \$3,700 CAD

Help welcome attendees in style at the opening reception! This fun networking opportunity sets the tone for the conference. Unique benefits:

- Signage at opening reception
- Opportunity to distribute materials on tables at opening reception
- Opportunity for 1–2 minute welcome remarks
- Opportunity to provide attendees with a promotional “parting gift” at evening’s end

Off-Site Social Event (Exclusive)

\$4,000 US | \$5,000 CAD

Foster your relationship with attendees by hosting the off-site social event. Unique benefits:

- Opportunity to greet attendees as they arrive
- Opportunity for 1–2 minute welcome remarks
- Opportunity to provide attendees with a promotional “parting gift” at evening’s end

Attendee Portfolio, Tote Bag, Lanyards (Exclusives)

\$1,500 US | \$1,800 CAD plus item cost

Help attendees stay organized! Your company name and logo will be in attendees’ hands for years to come. Unique benefits:

- Company name on portfolio/tote bag/lanyard to be handed out to attendees at registration

Bag Insert (Unlimited)

\$500 US | \$630 CAD

plus item supplied by sponsor

A quick and easy way to make a good impression on conference attendees. If no tote bag is available, item will be placed on chairs during a general session as determined by AHP. Available to current exhibitors or sponsors only.

Pens (Exclusive)

\$1,000 US | \$1,200 CAD

plus item provided by sponsor

Save attendees from cheap hotel pens by providing a branded, high quality writing instrument. Your logo pen will be placed in the conference tote, or if no bag is available, at registration.

Exhibit Booth Packages

Your Exhibit Package includes:

- 1 6' draped exhibit table
- 2 chairs
- 1 wastebasket
- 2 complimentary conference registrations (a \$1,300+ value)
- Access to all educational sessions and meal functions
- Complimentary pre-conference attendee list (3 weeks prior to meeting; mailing address only—no emails per AHP policy)
- Company listing on conference website

Exhibiting Prices

AHP Member: \$875 US | \$1,100 CAD

Non-Member: \$1,075 US | \$1,350 CAD

Reserve Your Booth Today!

1

Complete and return the application form with payment to AHP

2

AHP will contact you to review the floorplan and select your booth



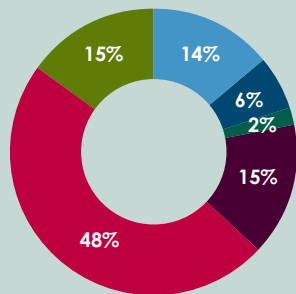
OCTOBER 17–20, 2018
SAN DIEGO, CA

The AHP Annual International Conference is North America's largest gathering of fundraising professionals specializing in health care philanthropy.

Who Attends:

Health care fundraisers from the US and five other countries attend the Annual International Conference each year. The conference attracts development professionals at every career level.

2017 International Conference Attendees



- President/CEO/Executive Director
- CDO
- Other C-Level
- SVP/VP
- Gift Officer/Senior Director/Director
- Mgr/Specialist

Why it Exists:

The AHP Annual International Conference will be in its 51st year in 2018. With more than 50 educational sessions and pre-conference workshops for every professional pathway, the AHP Annual International Conference is the one event most of our members attend each year. Press may attend.

What You Gain:

This is the biggest event on the health care philanthropy calendar. A bustling Exhibit Hall featuring 70+ companies provides terrific opportunity to showcase your services and product offering to this sector. Additionally, sponsorship opportunities from thought leadership to attendee experience provide you with the chance to elevate your brand above the rest. If your firm serves health care philanthropy, you should be here.

Exhibit Booth Packages

Your Exhibit Booth Package includes:

- 2 conference registrations (a \$1,300+ value)
- Access to all educational sessions and meal functions
- Complimentary pre-conference attendee list (3 weeks prior to meeting; mailing address only—no emails per AHP policy)
- Company listing on conference website

Exhibiting Prices

Booth Type	Member	Non-Member
10'x10' standard booth	\$1,725	\$2,125
10'x10' corner booth	\$1,825	\$2,225
10x20' standard booth	\$2,235	\$2,725
10'x20' corner booth	\$2,425	\$2,825
NEW! Premier Placement		
10 available, near AHP Booth		\$200 in addition to booth fee

Reserve Your Booth Today!

1

Complete and return the application form with payment to AHP

2

AHP will contact you to review the floorplan and select your booth

Diamond Sponsor (Exclusive) \$25,000

Demonstrate your commitment to health care development and AHP by being the exclusive Diamond Sponsor. Benefits include:

- Four complimentary registrations for company representatives, including all educational sessions and meal functions
- Opportunity for 1–2 minute welcome remarks at opening **OR** closing general session
- Placement of promotional item in conference bag or placed on chairs at opening **OR** closing general session
- Company logo featured prominently in all conference promotions (for maximum exposure commit by April 1, 2018)
- One (1) complimentary exhibit booth space (10'x10')
- Acknowledgment at general sessions
- Company logo on all on-site conference signage, placed in prominent locations)

Gold Education Sponsor (two available) \$10,000

Invest in the future of health care philanthropy by sponsoring at the Gold Education level. Benefits include:

- Two complimentary registrations for company representatives, including all educational sessions and meal functions
- Opportunity to introduce one conference breakout session
- Placement of promotional item in conference bag
- Company logo included in sponsor listings in all conference promotions and website (for maximum exposure commit by April 1, 2018)
- Acknowledgment at general sessions
- Recognition on prominently-placed on-site signage



OCTOBER 17–20, 2018
SAN DIEGO, CA

Sponsor these Customer Experience items to increase your brand affinity.

All sponsorships below include the following benefits:

- Company logo included in sponsor listings in all conference promotions and website (for maximum exposure commit by April 1, 2018)
- Acknowledgment at general sessions
- Recognition on prominently-placed on-site signage
- Placement of promotional item in conference bag

Opening Reception (Exclusive)

\$10,000

You never get a second chance to make a first impression! Be the first to welcome attendees to the conference and help set the tone for the energy and excitement that is the International Conference! Unique benefits:

- Logo signage at event
- Opportunity to distribute materials on tables at event
- Opportunity for 1–2 minute welcome remarks
- Opportunity to provide attendees with a promotional "parting gift" at evening's end

Opening Session (Exclusive)

\$10,000

The opening session is where the learning begins! Get in on the ground floor by supporting this highly-attended session—this is one of the best conference visibility opportunities! Unique benefits:

- Logo on all major conference materials and website (must receive commitment by July 20 to ensure logo on printed materials)
- Opportunity to provide 1–2 minute video to be played prior to the beginning of the session (subject to AHP approval, must be submitted at least 2 weeks prior to the conference) **OR** opportunity for 1–2 minute welcome remarks at opening general session

Conference WiFi (Exclusive)

\$10,000

You'll be the hero of the conference by sponsoring the attendee WiFi service. Unique benefits:

- Acknowledgment during onscreen walk-in slides for all sessions
- Acknowledgment within AHP Mobile App

Massage Station (Exclusive)

\$7,500

Help conference attendees RELAX and feel great! The massage station features a separate area set up for chair and foot massages by professional massage therapists. Unique benefits:

- Opportunity to welcome attendees at the massage station as desired
- Maximize your exposure by providing tshirts for the massage therapists to wear while on duty (sponsor to provide tshirts at own cost)

Tote Bag (Exclusive)

\$7,000 including bags; \$2,000 if bags provided by sponsor, subject to AHP approval

Tote bags are always appreciated by conference attendees—extend your brand marketing beyond the meeting with a quality tote. Company name on tote bags provided to attendees at registration

Lanyards (Exclusive)

\$6,000 including lanyards; \$2,000 if lanyards provided by sponsor, subject to AHP approval

Company name on lanyards provided to attendees at registration.

Meeting Mobile App (Exclusive)

\$5,000

Attendees will thank you giving them all of the information they need for the meeting right at their fingertips! The mobile app is a must for every conference and provides a great way for attendees to share, connect, and learn! Unique benefits:

- Logo on app landing page and banner
- Opportunity to push one pre-approved “thought leadership” quick poll to attendees during event

Hotel Keycard (Exclusive)

\$3,000 plus cost of keycards

Hotel keycards will stay in the hands of all conference attendees throughout the event, giving you outstanding visibility!

Attendee Portfolio (Exclusive)

\$1,500 plus cost of item

Help attendees stay organized by providing a portfolio or notebook to be given out at registration. Unique benefits:

- Company name on notebook/portfolio to be handed out to attendees at registration
- Opportunity to include one promotional flyer in notebook/portfolio

Bag Insert (Unlimited)

\$1,000 plus cost of item

If no conference tote is available, item will be placed on chairs during a conference general session as determined by AHP. Available to current exhibitors or sponsors only.

Pens (Exclusive)

\$1,000 plus cost of item

Save attendees from cheap hotel pens by providing a logoed, high quality writing instrument. Your logo pen will be placed in the conference tote, or if no bag is available, at registration.

Room Drop (Unlimited)

\$1,000 plus cost of item and hotel distribution costs

Your promotional item or flyer won't be missed when you have it delivered directly to attendee sleeping rooms! A sweet treat, cool gadget, informational product or other item is sure to be a hit! Sponsor provides the item and AHP will coordinate the delivery with the hotel.



NEW OPPORTUNITIES



Single Webinar Underwriter

\$2,000

Benefits include:

- Recognition in webinar listing online
- Recognition in webinar promotions, to include:
 - website banner
 - mention in at least 1 webinar promotion email
 - mention at least 1 social media post
- Opportunity for 1–2 minute welcome remarks
- Opportunity to publish recorded webinar on your corporate website

Webinar Series Underwriter (up to 3)

\$5,000

Benefits include:

- Recognition in webinar listing online
- Recognition in webinar promotions, to include:
 - website banner
 - mention in at least 1 webinar promotion email
 - mention at least 1 social media post
- Opportunity for 1–2 minute welcome remarks
- Opportunity to publish recorded webinar on your corporate website



Host the Madison Institute Networking Social (Exclusive)

\$5,000

Benefits include:

- Logo signage at event
- Opportunity to distribute materials on tables at event
- Opportunity for 1–2 minute welcome remarks
- Opportunity to provide attendees with a promotional "parting gift" at evening's end



AHP Advertising

Reach health care fundraisers all year long

AHP offers several print and digital resources as a benefit of membership that provide consistent, respected messaging opportunities. Advertising opportunities are available in both the biannual, peer-reviewed *Healthcare Philanthropy* journal and the bimonthly *AHP Connect* newsletter. Please see the 2018 AHP Media Kit for more information.

Participate in the AHP Partner Program for 2018



AHP Partner Program

Seeking an overall, 12-month program with AHP? Consider becoming an AHP Partner. Establish a unique linkage with a content platform or your own promotional campaign that is of interest to both AHP and your company. For example, topics may include grateful patient, board development, talent management.

By working with AHP, your content platform or campaign will reach a maximum audience through a cross-channel strategy.

Why an overall Partner Program?

You will:

- Gain exclusive access to influential thought-leadership opportunities
- Enjoy a single point of contact throughout the engagement with coordinated fulfillment of services

- Save time and money through an integrated, comprehensive, cross-channel marketing approach
- Gain visibility via the AHP website year-round

How it Works: Tier Definitions

Select from one of the following frameworks:

- **Content Partner:** Demonstrate your thought leadership by presenting research findings, workshops, or seminars on a specific topic
- **Channel Partner:** Market a specific campaign or promotional effort to AHP's member base
- **Conference Partner:** Deliver your message through AHP's conference programs

Show your Commitment to the Industry by Delivering Relevant Programs to AHP

Through our cross-channel approach you will be recognized as fully committed to the success of healthcare philanthropy—not just for your own purposes, but for the greater good of the industry we both serve. Your relevant project or platform will:

- Deliver thought leadership and expertise currently not available through AHP's current offerings
- Enhance the AHP member value and consequently, increase AHP membership
- Position your company as an industry supporter, with tools you can use to promote this relationship





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2018 Promotional Opportunities

EXHIBIT/SPONSOR/ADVERTISE

For pricing, more details
and questions

Visit: www.ahp.org

Email: exhibits@ahp.org |
ads@ahp.org | sponsorships@ahp.org

Call AHP at (703) 532-6243

