

# NAHSE2024

NATIONAL ASSOCIATION OF HEALTH SERVICES EXECUTIVES



9-11 OCTOBER 2024

FT. LAUDERDALE MARRIOTT  
HARBOR BEACH RESORT & SPA

## 39<sup>TH</sup> ANNUAL EDUCATIONAL CONFERENCE & 29<sup>TH</sup> EVERETT V. FOX CASE COMPETITION



**ADVANCE • DEVELOP • ELEVATE**

***Empowering Communities:  
Catalyzing Change for Health & Wellness Innovation***



# *A Special Thanks to Our* **2023 CORPORATE PARTNERS**

## **DIAMOND**

Kaiser Permanente  
Ochsner Health System

## **DOUBLE PLATINUM**

CommonSpirit Health  
HCA Healthcare  
UPMC

## **PLATINUM**

Advocate Health  
Sentara  
Sutter Health

## **GOLD**

Ascension  
CHRISTUS Health  
Mayo Clinic

## **SILVER**

AMN Health  
Catholic Health Association of United States  
Cincinnati Children's Hospital Medical  
Center  
CohnReznick  
Deloitte Consulting LLP  
Froedtert Health  
Johns Hopkins Health System  
LifePoint  
Wellstar Health System  
WittKieffer

## **BRONZE**

American College of Healthcare Executives  
(ACHE)  
Ann & Robert H. Lurie Children's Hospital  
of Chicago  
Beth Israel Lahey Health  
Bon Secours Mercy Health  
Chartis  
Community Health System  
DSS, Inc.  
FTI Consulting  
Getix Health  
Kevin Lofton & Sabrina Shannon  
Nashville Health Care Council  
Nordic Global

## **BRONZE**

Northwestern Medicine  
OhioHealth  
TeamHealth  
University of Chicago Medicine/Advent  
Health

## **FRIEND**

Al & Patricia Webb  
Core 4  
Diversified Search  
DLE Group, LLC  
ECG Management Consultants  
Furst Group  
Maude Lofton – 4Ever Young Foundation  
Putnam Associates  
RWJBarnabas Health

## **SUPPORTERS**

Al Campbell  
AUPHA  
Husch Blackwell LLP

## **NAHSE CHAPTERS CONTRIBUTORS**

Alabama  
Atlanta  
Baltimore  
Chicago  
Dallas/Ft. Worth  
Detroit  
Florida  
Greater Boston  
Greater Nashville  
Houston  
Indy  
Memphis  
New York Regional  
North Carolina  
Pittsburgh  
South Carolina  
St. Louis  
V.A. National  
Washington Metro  
Wisconsin

# 2024 Annual Educational Conference

## SPONSORSHIP OPPORTUNITIES

### **\$100,000 & Above**

#### ***Diamond Level***

- Name displayed and full recognition given as a corporate sponsor
- One (1) double exhibit booth
- Fifteen (15) full conference registrations
- Reserved seating for fifteen (15) at the NAHSE Luncheon
- Reserved seating for fifteen (15) at the Leadership Luncheon
- Fifteen (15) Tickets to the Thursday Evening Networking Event
- Two (2) full-page advertisements in the electronic conference program book
- Full recognition as a NAHSE partner in the scholarship awards banquet program book
- Sponsorship of Conference event of your choice

### **\$75,000**

#### ***Double Platinum Level***

- Name displayed and full recognition given as a corporate sponsor
- One (1) exhibit booth
- Ten (10) full conference registrations
- One (1) reserved table for ten (10) at the NAHSE Luncheon
- One (1) reserved tables for ten (10) at the Leadership Luncheon
- Ten (10) tickets to the Thursday evening Networking Event
- Two (2) full-page advertisements in the electronic conference program book
- Full recognition as a NAHSE partner in the scholarship awards banquet program book
- Sponsorship of Conference event from select offerings

### **\$50,000**

#### ***Platinum Level***

- Name displayed and full recognition given as a corporate sponsor
- One (1) exhibit booth
- Seven (7) full conference registrations
- Seven (7) reserved seats at the NAHSE Luncheon
- Seven (7) reserved seats at the Leadership Luncheon
- Two (2) full-page advertisements in the virtual conference program book
- Full recognition as a NAHSE partner in the scholarship awards banquet program book
- Sponsorship of Conference event from select offerings

### **\$35,000**

#### ***Gold Level***

- Name displayed and full recognition as a corporate sponsor
- One (1) exhibit booth
- Five (5) full conference registrations
- Reserved seating for five (5) at NAHSE Luncheon
- Reserved seating for five (5) at Leadership Luncheon
- One (1) full-page advertisement in the conference program book
- Full recognition as a NAHSE partner in the scholarship awards banquet program book
- Sponsorship of Conference event from select offerings

### **\$25,000**

#### ***Silver Level***

- Name displayed and full recognition given as a corporate sponsor
- Three (3) full conference registrations
- One (1) full-page advertisement in the electronic conference program book
- Full recognition as a NAHSE partner in the scholarship awards banquet program book
- Sponsorship of Conference event from select offerings

### **\$10,000**

#### ***Bronze Level***

- Name displayed and full recognition given as a corporate sponsor
- Two (2) full conference registrations
- One (1) half-page advertisement in the electronic conference program book
- Full recognition as a NAHSE partner in the scholarship awards banquet program book

### **\$5,000**

#### ***Friend Level***

- One (1) full conference registration
- Name on Supporters and Friends Page in Program Book

### **\$2,500**

#### ***Supporter***

- Name on Supporters and Friends Page in Program Book

Sponsors should note that depending on their level of sponsorship, the number of full conference registrations afforded them may be fewer in number than the number of seats available to them at the reserved meal table (Leadership Luncheon, NAHSE Luncheon, and Friday evening Celebration).

# DIRECT PARTNERSHIP OPPORTUNITIES

*(Please note that indicating an interest does not guarantee that you will sponsor that event or that the event description will be exactly as described. We will make every effort to accommodate your request, which can only be guaranteed once funds are received. You will be contacted to confirm availability and specific details).*

## **NAHSE Luncheon (1) . . . . . \$75,000**

A luncheon honoring current and past presidents of NAHSE with a keynote on leading topics in healthcare.

## **Leadership/Membership Meeting Luncheon (1) . . . . . \$75,000**

A luncheon for NAHSE Leadership to highlight accomplishments and issues impacting the field.

## **Scholarship & Awards Celebration (1) . . . . . \$75,000**

An evening for all attendees to celebrate all awardees and also recognizing those who participated in and won the Everett V. Fox Case Competition, those who won scholarships and awards and those who worked to make the educational conference a success.

## **Opening Night Reception (1) . . . . . \$35,000**

The official welcome to the annual educational conference that introduces the theme and expectations for the conference and officially opens the exhibit hall.. Attendees have an opportunity to network and visit exhibit booths.

## **Opening Session (1) . . . . . \$50,000**

The official start of the educational conference that introduces the theme for the week and expectations of healthcare leaders in attendance. Sponsor will have the opportunity to offer Greetings to attendees.

## **Thursday Evening Networking . . . . . \$25,000**

An evening social event that allows conference attendees to network in a venue that showcases the City's unique offerings. Sponsor will have the opportunity to offer welcome greetings.

## **CEO/Senior Executive Reception (1) . . . . . \$25,000**

An exclusive event for senior executives to network with their peers.

## **Badges & Lanyards . . . . . \$15,000**

Advertising opportunity to provide your company's logo on the badges and lanyards that will be worn by all conference attendees during the entire conference.

## **CEO/Senior Executive Sessions (3 sessions) . . . \$25,000 per session**

A forum where Senior Executives can meet, exchange ideas, share success stories and learn from each other in a safe, confidential and trusted environment.

## **Hotel Key Cards (1) . . . . . \$10,000**

A unique advertising opportunity to promote your company on the key cards that are distributed to all conference attendees staying at the Host Hotel.

## **Health & Fitness (1) . . . . . \$7,500**

This program provides attendees an opportunity to maintain their physical fitness during the conference.

## **MobileApp/Event Guide (1) . . . . . \$10,000**

Unique opportunity to brand conference app that affords attendees' one-stop-shop for all things NAHSE Conference. Attendees can build their own schedule, navigate the exhibit hall, learn about speakers, network and participate in all activities – all through the app which ensures much visibility!

## **NAHSE Scholarship Awards – (3 Awards) . . . \$7,000 Per Scholarship**

Provides financial assistance to support minority students pursuing careers in health care management or a related field. Sponsors will have the opportunity to present to scholarship winner.

## **Charging Stations (2) . . . . . \$5,000**

Help conference attendees stay powered up and connected by sponsoring NAHSE's cell phone charging station(s). Both your organization's logo and written material (subject to space limitations) will be prominently displayed at the station.

## **NAHSE Headshot Lounge . . . . . \$7,500**

Opportunity to display your organization's logo and written material (subject to space limitations) to be prominently displayed at the Headshot Lounge/ Photo Station.

## **Early Careerists/ Student Sponsorship Opportunities**

### **Young Healthcare Professional Development Forum . . . . . \$30,000**

A dynamic forum that gives early careerists and students the opportunity to connect with senior executives concerning their career journey. Sponsors will have the opportunity to offer greetings.

### **Career/Residency Position Fair & Reception . . . . . \$10,000**

Allows young professionals the opportunity to learn about fellowship and residency positions available at several hospital and healthcare facilities throughout the United States. Organizations have an opportunity to interview prospective candidates.

### **Student Networking Reception(1) . . . . . \$25,000**

Opportunity for students who attend the conference to make connections with other students that could potentially become lifelong colleagues and friends. Sponsor will have the opportunity to offer welcome greetings.

# 2024 GOLF TOURNAMENT SPONSORSHIPS

## In consideration of a \$15,000 sponsorship, the Title Partner will receive:

- Exclusive billing as Title Partner – The event will be named “Company” NAHSE Golf Tournament
- Golf publicity will include Title Partner name and logo in all promotional material
- Company supplied banners displayed at the event and awards luncheon
- Opportunity to display product or service to event participants
- Mention as Title Partner on Golf Program cover
- Recognition as Partner at luncheon, with opportunity photo to present mock check for post publicity
- Company supplied marketing material (items/literature) in event gift bags (golf shirts, balls, visors)
- Company receives 4 foursomes to participate in Golf Tournament

## In consideration of a \$5,000 sponsorship, the Major Partner will receive:

- Company billed as a Major Partner. Event will be named the NAHSE Golf Tournament Partnered by “Company” (non-exclusive)
- Golf publicity will include Major Partner name and logo in all promotional material
- Company supplied banners displayed at the event and awards luncheon
- Partnership of Two Golf Holes with appropriate signage on course
- Opportunity to display product or service to event participants
- Recognition as Major Partner at luncheon, with photo opportunity to present mock check for post publicity
- Company supplied marketing material (items/literature) in event gift bags (golf shirts, balls, visors)
- Company receives 3 foursomes to participate in Golf Tournament

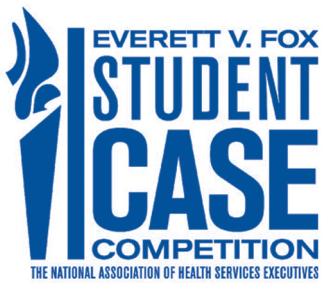
## In consideration of a \$2,500 sponsorship, the Contributing Partner will receive:

- Company billed as a Contributing Partner
- Golf publicity will include Contributing Partner name and logo in all promotional material
- Company supplied banners displayed at the event and awards luncheon
- Partnership of One Golf Hole with appropriate signage on course
- Opportunity to display product or service to event participants
- Recognition as Contributing Partner at Award Luncheon
- Company supplied marketing material (items/literature) in event gift bags (golf shirts, balls, visors)
- Company receives 2 foursomes to participate in Golf Tournament

## In consideration of a \$2,000 sponsorship, the Hole Partner will receive:

- Company billed as a Hole Partner
- Signage on designated hole on the course
- Recognition as Hole Partner at Award Luncheon
- Company supplied marketing material (items/literature) in event gift bags (golf shirts, balls, visors)
- Company receives 1 foursome to participate in Golf Tournament





# ABOUT THE CASE COMPETITION

The National Association of Health Services Executives expanded its scholarship program in 1996 to include the Annual Everett V. Fox Student Case Analysis and Presentation Competition, known as the "Case Competition". The Case Competition is a scholarship program that utilizes the case study methodology of teaching to provide graduate students with an educational experience that enhances their problem analysis and presentation skills. Graduate programs in Health Administration, Business Administration and Public Health are invited to form a team of one to three students. Approximately 30 student teams will be given a unique case study and charged with applying their creativity, knowledge and experience to analyze the diverse and real situations facing the healthcare organization featured in the case.

The teams are given specific facts and raw data related to the case, from which they are expected to reach decisions as outlined in the case assignment. Past cases have been modeled after organizations such as Kaiser Permanente, CommonSpirit Health, Mayo Clinic, Trinity Health, Hospital Corporation of America, UnitedHealth Group, G.E. Healthcare and most recently Ochsner Health System. The teams present their findings and recommendations before panels of judges representing leaders in the healthcare field.

The Case Competition is made possible through the generous sponsorship of healthcare organizations across the country. With the support of our Case Competition sponsorship partners, NAHSE has provided over \$900,000 in scholarship awards to deserving students. As a corporate sponsor of the Annual Everett V. Fox Student Case Competition, your organization will realize the following immediate and long-term benefits:

- Participation in the professional development of minority graduate students in pursuit of careers in healthcare management
- A unique opportunity to recruit future minority healthcare leaders
- Strategic visibility at the National Annual Educational Conference which provides your organization with an opportunity to reach distinct target markets that are potential customers for your products and services
- Recognition of sponsorship with your organization noted in the conference marketing materials (i.e., brochure, program, website, etc.) including signage at the event



## SPONSORSHIP OPPORTUNITIES

***Title Sponsor***  
**\$100,000+**

*In addition to the benefits included at the Platinum Level, your organization will receive the following:*

- The subject matter of the written case for the Annual Case Competition
- A premium seat on the Judges Panel for the Final round
- One seat at each of the Judge Panel for the Preliminary and Semi-final rounds

## 2023 EVERETT V. FOX STUDENT CASE COMPETITION WINNERS

- **1st Place**  
Emory University
- **2nd Place**  
University of Minnesota
- **3rd Place**  
Johns Hopkins University
- **4th Place**  
Florida Agricultural & Mechanical University
- **5th Place**  
University of Central Florida



NATIONAL ASSOCIATION OF HEALTH SERVICES EXECUTIVES (NAHSE)

# 39<sup>th</sup> ANNUAL EDUCATIONAL CONFERENCE

## KEY DATES TO REMEMBER

### JULY 1, 2024

Sponsorship Participation Form Due to NAHSE's national headquarters

### AUGUST 1, 2024

Camera ready advertisement and official company logo due to NAHSE's national headquarters

### SEPTEMBER 1, 2024

Deadline to submit Sponsor Attendee Registration Form

## ADVERTISING INFORMATION

All advertisements must conform to the listed specifications.

Advertisements must be received in NAHSE's National Headquarters by August 1, 2024. Send information meeting the mechanical requirements below via email to [bglover@nahse.org](mailto:bglover@nahse.org).

## MECHANICAL REQUIREMENTS

When providing your company logo for reproduction in NAHSE publications or on NAHSE Conference signage, vectorized.eps files are required in order to produce the clearest image. Logos submitted in any other format are most likely to be highly distorted and blurred when reproduced.

- Live Matter Size – 7" x 10"
- Full Page with Bleeds – 8.75" x 11.25"
- Full Page without Bleeds – 8" x 10.5"
- Half Page – 8" x 5" only
- Color or black & white photocopies, facsimiles, and incomplete electronic files will not be accepted!

## HOTEL INFORMATION

### FT. LAUDERDALE MARRIOTT HARBOR BEACH RESORT & SPA

The Ft. Lauderdale Marriott Harbor Beach Resort & Spa has reserved a block of rooms for NAHSE conference attendees at a rate of \$278 single/double occupancy (includes Daily Resort Amenity Package), group room rate will be subject to the prevailing room tax at the time reservation is booked. Book your reservation by **September 13, 2024** to receive the group rate.

For more information on sponsorship, please contact  
NAHSE Headquarters at [nahsehq@nahse](mailto:nahsehq@nahse).





NATIONAL ASSOCIATION OF HEALTH SERVICES EXECUTIVES (NAHSE)

# 39<sup>th</sup> ANNUAL EDUCATIONAL CONFERENCE

## SPONSORSHIP • EXHIBIT • ADVERTISING FORM

*YES! We want to be a sponsor. . . .*

COMPANY \_\_\_\_\_

NAME & TITLE OF CONTACT \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

ENCLOSED IS OUR CHECK FOR \$ \_\_\_\_\_ (CHECKS PAYABLE TO NAHSE)

WE CANNOT ATTEND BUT WISH TO CONTRIBUTE \$ \_\_\_\_\_

PLEASE CHARGE TO THE FOLLOWING CREDIT CARD:  AMEX  VISA  MC

CARD NUMBER \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_ SECURITY CODE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

### SPONSORSHIP OPTIONS: *(please check)*

DIAMOND \$100,000 & ABOVE     DOUBLE PLATINUM \$75,000     PLATINUM \$50,000     GOLD \$35,000  
 SILVER \$25,000     BRONZE \$10,000     FRIEND \$5,000     SUPPORTER \$2,500

WE ARE INTERESTED IN DIRECT PARTNERSHIP OPPORTUNITY OF THE FOLLOWING – SEE PAGE 5

EXHIBIT ONLY OPTION:  8 X 10 TABLE TOP BOOTH \$2,000     CAREER FAIR TABLE \$200

ADVERTISING ONLY OPTION:     FULL PAGE COLOR \$1,500     HALF PAGE COLOR \$1,000

FEES: SPONSORSHIP FEE: \$ \_\_\_\_\_ EXHIBIT FEE: \$ \_\_\_\_\_ ADVERTISEMENT FEE: \$ \_\_\_\_\_ TOTAL FEE(S): \$ \_\_\_\_\_

### METHOD OF PAYMENT: *(make check, money order payable to NAHSE Annual Educational Conference)*

Check Enclosed     Money Order     Please Send Invoice     AMEX     VISA     MASTERCARD

CARD NUMBER \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_ SECURITY CODE \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_ BILLING ZIP CODE \_\_\_\_\_

NAME AS IT APPEARS ON CARD \_\_\_\_\_

CARDHOLDER'S SIGNATURE \_\_\_\_\_

Please mail this completed form with payment to **NAHSE/Annual Educational Conference**

1308 19th Street, Suite 400 | Washington, DC 20036