



**NATIONAL  
ASSOCIATION OF  
HEALTH SERVICES  
EXECUTIVES**

**29<sup>th</sup>**

**Annual Educational Conference,  
Business Meeting, Exhibition &  
Everett V. Fox Student Case Competition**

**EXHIBITION AND  
SPONSORSHIP  
OPPORTUNITIES**

***Transformation in Leadership:***

***From Volume to Value.....***

***Be The Change***

**October 15-17, 2014**

**Detroit Marriott at the  
Renaissance Center  
Detroit, Michigan**

## Special Thanks

to Our 2013 Corporate Partners

### DOUBLE PLATINUM

Compass Group  
Kaiser Permanente

### PLATINUM

Ascension Health  
Catholic Health Initiatives  
CHE Trinity Health  
CHRISTUS Health  
Dignity Health  
Hospital Corporation of America  
Premier Healthcare Alliance  
Sodexo Healthcare

### GOLD

American Hospital Association  
Deloitte Consulting LLP

### SILVER

Catholic Health Partners  
Northwestern Memorial Hospital  
UMass Memorial Healthcare

### BRONZE

American College of Healthcare  
Executives  
ARAMARK Healthcare  
Furst Group  
Henry Ford Wyandotte Hospital  
Sheridan Healthcorr, Inc.  
Truman Medical Centers  
Witt/Kieffer

### FRIEND

ADVANCED Healthcare Leaders  
Al & Patricia Webb  
Au Bon Pain  
Boston Medical Center  
DSS, Inc.  
Healthcare IQ  
Howard University Hospital  
Huron Healthcare  
Kevin E. Lofton  
Maude B. Lofton  
Medline Industries, Inc.  
Mercy Health  
Methodist Healthcare  
Studer Group  
TeamHealth  
Tift Regional Medical Center

### SUPPORTERS

The Wellness Plan

## Dear Colleague:

The National Association of Health Services Executives will hold its 29th Annual Educational Conference October 15-17, 2014 at the Detroit Marriott at the Renaissance Center. This is the association's largest event of the year and with your support, it will be the most successful. As a corporate sponsor, your support of NAHSE is displayed prominently throughout the conference. The sponsorship opportunities outlined in this booklet have been created to help strengthen your company's brand, establish relationships and generate future business opportunities for your organization. Additionally, our partnership will also allow NAHSE to continue to further its mission and provide scholarships to highly talented undergraduate and graduate students pursuing careers in healthcare administration.

The 2014 conference theme is *Transformation in Leadership: From Volume to Value... Be The Change*. The conference is always a unique experience for all who attend and is designed to advance the field of healthcare administration as well as the careers of individuals from graduate students to senior level/ C-suite executives. Conference workshops, programs and activities focus on providing our members and conference participants with knowledge, education, training and tools they can use to be relevant, innovative decision makers, and highly-adaptive in an evolving healthcare industry.

The conference will be attended by over 500 diverse healthcare professionals from over 167 healthcare providers, insurers and companies from across the country. Sponsorship in NAHSE's Educational Conference will provide your organization with:

#### Access

- To Senior-Level / C-Suite healthcare executives from the nation's top healthcare systems.
- To diverse, talented graduate students from some of the nation's top business and healthcare administration programs.
- To educational events and programs that address specific challenges facing today's healthcare providers.

#### Opportunity

- To market your company to present and future healthcare leaders.
- To meet, interact, and network with diverse healthcare leaders from entry-level to the C-Suite.
- To establish long-lasting relationships that will benefit your organization in the future.
- To identify and interview high potential candidates in a private setting, if needed.

Please complete the enclosed corporate sponsorship interest form today! We appreciate your support and look forward to a rewarding and enriching experience at NAHSE's 29th Annual Educational Conference in Detroit, MI on October 15-17, 2014; with pre-conference activities beginning on October 14th.

If you have an interest in customizing a direct sponsorship opportunity or you have further questions about NAHSE and its upcoming Educational Conference, please do not hesitate to contact either of us at 202-772-1030.

Sincerely,



Denise Brooks-Williams, MHSA, FACHE  
Co-Chair  
2014 Educational Conference



Jennifer Campbell-Fitzgerald, DrPH, FACHE  
Co-Chair  
2014 Educational Conference

# 2014 Annual Educational Conference

## SPONSORSHIP OPPORTUNITIES

### \$50,000

#### Double Platinum Level

*All of the Platinum level benefits plus*

- Two (2) reserved tables for ten (10) at the Gala & Awards Dinner
- Two (2) reserved tables for ten (10) at the President's Luncheon

### \$30,000

#### Platinum Level

- Name displayed and full recognition given as a corporate sponsor
- Exhibit Space in Ballroom Foyer
- Eight (8) full conference registrations
- One (1) reserved table for ten (10) at the Gala and Awards Dinner
- One (1) reserved table for ten (10) at the President's Luncheon
- Eight (8) tickets to the Thursday evening Networking Event
- Two (2) full-page advertisements in the conference program book
- Full recognition as a NAHSE partner in the scholarship awards banquet program book

### \$20,000

#### Gold Level

- Name displayed and full recognition
- Exhibit Space in Ballroom Foyer
- Five (5) full conference registrations
- One (1) reserved table for ten at the Gala and Awards Dinner
- Five (5) tickets to the Thursday evening Networking Event
- One (1) full-page advertisement in the conference program book
- Full recognition as a NAHSE partner in the scholarship awards banquet program book

### \$15,000

#### Silver Level

- Name displayed and full recognition
- Four (4) full conference registrations
- Four (4) tickets to the Thursday evening Networking Event
- One (1) full-page advertisement in the conference program book
- Full recognition as a NAHSE partner in the scholarship awards banquet program book

### \$10,000

#### Bronze Level

- Name displayed and full recognition
- Two (2) full conference registrations
- Two (2) tickets to the Thursday evening Networking Event
- One (1) half-page advertisement in the 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
- One (1) ticket to the Thursday evening Networking Event
- One (1) half-page advertisement in the conference program book
- Full recognition as a NAHSE partner in the scholarship awards banquet program book

### Standard Benefits

*(for Bronze through Double Platinum)*

- Designated as official corporate partner in conference publications, NAHSE newsletter and on website
- Partners are given the opportunity to provide greetings on behalf of their company
- Opportunity to provide session speakers
- Providing company materials in conference bags (Silver and above)



For more information on sponsorship, please contact NAHSE Headquarters at  
202.772.1030 or [nahsehq@nahse.org](mailto:nahsehq@nahse.org)



# DIRECT PARTNERSHIP OPPORTUNITIES

## Conference Sponsorship Amount

(Please note that indicating an interest does not guarantee that you will sponsor that event. We will make every effort to accommodate your request. You will be contacted to confirm availability and specific details.)

- **President's Luncheon.....RESERVED..... \$30,000**  
A luncheon in honor of current and past presidents of NAHSE with a keynote on leading topics in healthcare during which the president's award is given to the person who has graciously offered their service to NAHSE and the field of healthcare.
- **Leadership/Membership Meeting Luncheon.....\$30,000**  
A luncheon for the NAHSE National President and Officers to provide a presentation on the state of the association.
- **Scholarship & Awards Gala..... \$30,000**  
An evening of 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..... \$25,000**  
The official welcome to the annual educational conference that introduces the theme and expectations for the conference. Attendees have an opportunity to network and visit exhibit booths.
- **NAHSE Thursday Evening Networking.....\$15,000**  
An evening social event that allows conference attendees to network and socialize with past attendees and create new connections with first time attendees.
- **Opening Session.....\$20,000**  
The official start of the educational conference that introduces the theme for the week and expectations of healthcare leaders in attendance.
- **Public Policy Forum.....\$20,000**  
A discussion concerning public policy on various healthcare issues and how conference attendees can affect change at both the local, state and federal levels.
- **CEO/Senior Executive Reception ..RESERVED...\$15,000**  
An 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.
- **Hotel Key Cards.....\$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.
- **NAHSE Suite Reception.....\$5,000**  
A late evening informal setting for conference attendees to relax and interact with one another.
- **Internet Café.....\$5,000**  
Provide the opportunity for conference attendees to remain connected to the outside world via the internet and special incentives are provided to encourage members to update their professional information in the NAHSE member database.

- **Health & Wellness Cooking Demonstration.....\$5,000**  
An opportunity for conference participants to learn cooking techniques and recipes for healthy living.
- **NAHSE Snack Pack.....\$5,000**  
A conveniently sized snack kit filled with name brand treats for conference attendees. Snack Pack labels will be customized with your company's logo.
- **Women's Forum .....RESERVED..... \$5,000**  
This forum is focused on the female leaders in the world of health care management and the unique circumstances females leaders face. The forum is lead by recognized and renowned female executives and career gurus.
- **Health & Fitness Program..... \$5,000**  
This program provides attendees an opportunity to engage in physical activities under the direction of trained fitness professionals. Prior activities have included yoga, tennis, Zumba, and team challenges and have been highly rated and attended.
- **Mid-Careerists Empowerment Forum & Luncheon... \$5,000**  
An interactive session specifically designed for mid-level careerists who aspire to higher leadership roles.
- **MobileApp/Event Guide.....\$10,000**  
Conference attendee's one-stop-shop for all things NAHSE Conference. Build your own schedule, navigate the exhibit hall, learn about speakers, network and participate in all activities – all through the app!

## Student Sponsorship Opportunities

- **Everett V. Fox Student Case Competition ..... \$5,000-\$50,000**  
A case study competition for graduate students which provides the opportunity for them to use and showcase their analytical and presentation skills as well as the knowledge of the healthcare field to prospective employers. Industry leaders judge and award scholarships to the winners of the competition (see page 5).
- **Young Healthcare Professionals Forum ..... \$ 5,000**  
A dynamic open forum that gives early careerists and students the opportunity to connect with senior executives concerning their career.
- **Career/Residency Position Fair & Reception ..... \$ 5,000**  
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..... \$ 5,000**  
Opportunity for students who attend the conference to make connections with other students that could potentially become lifelong colleagues and friends.

### KEY DATES TO REMEMBER

**July 1, 2014**

Sponsorship Participation Form Due to NAHSE's national headquarters

**July 31, 2014**

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

**August 31, 2014**

Early registration deadline for individual participants

### ADDITIONAL OPPORTUNITIES

#### Advertising Information

All advertisements must conform to the listed specifications.

Advertisements must be received in NAHSE's National Headquarters by *July 31, 2014*.

Send information meeting the mechanical requirements below to:

National Association of Health Services Executives  
1050 Connecticut Avenue, NW  
10<sup>th</sup> Floor, Washington, DC 20036  
or email [bglover@nahse.org](mailto:bglover@nahse.org).

### MECHANICAL REQUIREMENTS

Electronic media (high-resolution PDF or JPG file) preferred. For other formats, call (202) 772-1030.

- 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!*

# ABOUT THE CASE COMPETITION

Since its inception the NAHSE Annual Everett V. Fox Student Case Competition (“Case Competition”) has been dedicated to providing graduate-level students with an educational experience that enhances their problem analysis and presentation skills.

The Case Competition is a scholarship program, where graduate programs in Health Administration, Business Administration and Public Health are invited to form teams of 1-3 students. Student teams are given a unique case study and are 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 the 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 focused on healthcare organizations such as Kaiser Permanente, The Mayo Clinic, Catholic Health Initiatives, St. John Health System, Trinity Health System, University of Maryland Medical System, Hospital Corporation of America (HCA), GE Healthcare, and most recently Catholic Health Partners. The teams present their case findings and recommendations before panels of judges representing leaders in the healthcare field.

In addition to the competition, participation in the Case Competition allows students the opportunity to display their skills before prospective employers and to build their professional network. The Case Competition program also includes networking events where students are encouraged to network with judges and sponsors, as well as with general conference attendees in order to strengthen their peer-to-peer and professional network contacts.

The Case Competition is made possible through generous sponsorship of healthcare organizations across the country. With the support of our sponsor partners, NAHSE has provided over \$400,000 in scholarship awards to deserving students. As a corporate sponsor of the 19th 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
- An active role in the expansion of educational opportunities for minority graduate students
- A unique opportunity to recruit future minority healthcare leaders
- Visibility at the National 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) including signage at the event

## SPONSORSHIP OPPORTUNITIES

### *Title Sponsor* *(\$50,000 – Double Platinum)*

As the Title Sponsor, in addition to benefits included at the Double Platinum Level your organization will receive the following:

- The subtitle naming opportunity for the 19<sup>th</sup> Annual Case Competition;
- The subject matter of the written case study for the 19<sup>th</sup> Annual Case Competition;
- A premium seat on the Judges Panel for the Final round; and
- One seat at each of the Judges Panel for the Preliminary and Semi-final rounds.

## 2013 EVERETT V. FOX STUDENT CASE COMPETITION WINNERS

- **1st Place**  
Rush University
- **2nd Place**  
The Ohio State University
- **3rd Place**  
Trinity University

# 2013 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
- NAHSE golf publicity will include Title Partner in all promotional material
- Title Partner name and logo will appear on all tournament 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 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 \$7,500 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)
- NAHSE golf publicity will include Major Partner in all promotional material
- Major Partner name and logo will appear on all tournament 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 Partner at luncheon, with 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 \$5,000 sponsorship, the Contributing Partner will receive:

- Company billed as a Contributing Partner
- NAHSE golf publicity will include co-Partner 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
- 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

## HOTEL INFORMATION

### DETROIT MARRIOTT AT THE RENAISSANCE CENTER

400 Renaissance Drive • Detroit, Michigan 48243

Phone: 313-568-8000

The Detroit Marriott has reserved a block of rooms for NAHSE conference attendees at a special rate of \$165.00 single/double occupancy, plus 15% state and local taxes. Book your reservation by **September 17, 2014** to receive the group rate. For reservations, call 800-352-0831. Housing at the Detroit Marriott will be in high demand, so we strongly recommend making your reservations early.



NATIONAL ASSOCIATION OF HEALTH SERVICES EXECUTIVES (NAHSE)

# 29<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  MASTERCARD

CARD NUMBER \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_

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

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

DOUBLE PLATINUM \$50,000  PLATINUM \$30,000  GOLD \$20,000

SILVER \$15,000  BRONZE \$10,000  FRIEND \$5,000

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

\_\_\_\_\_  
\_\_\_\_\_

**EXHIBIT ONLY OPTION:**  EXHIBIT SPACE \$1,700 X \_\_\_\_\_ SPACE(S) = \$ \_\_\_\_\_

**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 \_\_\_\_\_

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

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

Please mail this completed form with payment to NAHSE/Annual Educational Conference  
1050 Connecticut Avenue, NW, 10<sup>th</sup> Floor | Washington, DC 20036 | P: (202) 772-1030 | F: (202) 772-1072



**NATIONAL ASSOCIATION OF HEALTH SERVICES EXECUTIVES**  
1050 Connecticut Avenue, NW • 10th Floor  
Washington, DC 20036



**EXHIBITION AND SPONSORSHIP  
OPPORTUNITIES**

***Transformation in Leadership:***

***From Volume to Value.....***

***Be The Change***

## **NATIONAL ASSOCIATION OF HEALTH SERVICES EXECUTIVES**

**29<sup>th</sup>** Annual Educational Conference,  
Business Meeting, Exhibition &  
Everett V. Fox Student Case Competition

**October 15-17, 2014**

**Detroit Marriott at the Renaissance Center  
Detroit, Michigan**