



LHA Management Corporation
(a for-profit subsidiary of the Louisiana Hospital Association)
9521 Brookline Avenue
Baton Rouge, LA 70809
225-928-0026 • 225-923-1004 Fax
www.lhaonline.org

2012

Louisiana Hospital Association Sponsorship Packet

Your Opportunity to Reach Key Hospital Decision Makers in Louisiana

The Louisiana Hospital Association (LHA) *Management Corporation* invites you to become a corporate sponsor. As a corporate sponsor, you will gain access to an elite group of hospital and health system leaders, since the LHA represents more than 150 of the leading hospitals in the state. The LHA offers a selection of sponsorship options that put you front and center with the key hospital leadership you want to reach.

DIAMOND: \$20,000/YEAR

Sponsorship at this level includes company's presence and recognition at the two largest annual gatherings of hospital CEOs in Louisiana -- LHA's Annual Winter Leadership Symposium, which is being held January 31-February 1, 2012 at the Capitol Hilton in Baton Rouge; and LHA's Annual Meeting & Summer Conference, which is being held July 23-25, 2012 at the Perdido Beach Resort in Orange Beach, Alabama.

Benefits as a **DIAMOND** level sponsor include:

- Recognition and listing in promotional materials, programs and meeting signage for winter symposium and annual membership meeting.
- Display area at both meetings. A 6-foot, draped table will be provided, and a background display may accompany the table (no larger than 8' high x 10' wide x 2' deep).
- Registration (up to four representatives) at no charge for each of the two meetings (outdoor event fees such as golf or fishing not included).
- Banner display up to 4'x8' (provided by advertiser) may be displayed in meeting room for the duration of the Winter Leadership Symposium.
- Half page, full-color ad in each meeting program (artwork provided by advertiser).
- Named Sponsor of one major association event. (Examples include: Summer Conference Welcome Reception, Summer Conference Golf Tournament, Summer Conference Reception & Dinner, and Summer Conference Keynote Speaker).
- Prominent recognition for sponsorship term on LHA's website at www.lhaonline.org.
- Invitation to LHA Legislative Reception.
- Full-page, full-color ad on one of three cover placements (or two surface equivalent) in the 2012-2013 LHA Membership Directory (artwork provided by advertiser) and listing in the sponsor section of the 2012-2013 LHA Membership Directory with company's contact information.
 - The directory is a desk reference distributed to all member CEOs, other hospital personnel, legislators and others with a circulation of 1,500.

Sponsorship at the following three levels (Platinum, Gold and Silver) includes company's presence and recognition at LHA's Annual Meeting & Summer Conference, which is being held July 23-25, 2012 at the Perdido Beach Resort in Orange Beach, Alabama.

PLATINUM: \$15,000/YEAR

Benefits as a **PLATINUM** level sponsor include:

- Recognition and listing in promotional materials, programs and meeting signage for LHA's annual membership meeting.
- Display area at the annual meeting. A 6-foot, draped table will be provided, and a background display may accompany the table (no larger than 8' high x 10' wide x 2' deep).
- Registration (up to four representatives) at no charge for the annual meeting (outdoor event fees such as golf or fishing not included).
- Half page, full-color ad in annual meeting program (artwork provided by advertiser).
- Named Sponsor of one major association event. (Examples include: Summer Conference Welcome Reception, Summer Conference Golf Tournament, Summer Conference Reception & Dinner, Summer Conference Keynote Speaker).
- Prominent recognition for sponsorship term on LHA's website at www.lhaonline.org.
- Invitation to LHA Legislative Reception.
- Full-page, full-color ad in the 2012-2013 LHA Membership Directory (artwork provided by advertiser) and listing in the sponsor section of the 2012-2013 LHA Membership Directory with company's contact information.
 - The directory is a desk reference distributed to all member CEOs, other hospital personnel, legislators and others with a circulation of 1,500.

GOLD: \$10,000/YEAR

Benefits as a **GOLD** level sponsor include:

- Recognition and listing in promotional materials, programs and meeting signage for LHA's annual membership meeting.
- Display area at the annual meeting. A 6-foot, draped table will be provided, and a background display may accompany the table (no larger than 8' high x 10' wide x 2' deep).
- Registration (up to three representatives) at no charge for the annual meeting (outdoor event fees such as golf or fishing not included).
- Invitation to LHA Legislative Reception.
- Full-page, full color ad in the 2012-2013 LHA Membership Directory (artwork provided by advertiser) and listing in the sponsor section of the 2012-2013 LHA Membership Directory with company's contact information.
 - The directory is a desk reference distributed to all member CEOs, other hospital personnel, legislators and others with a circulation of 1,500.

SILVER: \$5,000/YEAR

Benefits as a **SILVER** level sponsor include:

- Recognition and listing in promotional materials, programs and meeting signage for LHA's annual membership meeting.
- Registration (up to two representatives) at no charge for the annual meeting (outdoor event fees such as golf or fishing not included).
- Invitation to LHA Legislative Reception.
- Full-page, full color ad in the 2012-2013 LHA Membership Directory (artwork provided by advertiser) and listing in the sponsor section of the 2012-2013 LHA Membership Directory with company's contact information.
 - The directory is a desk reference distributed to all member CEOs, other hospital personnel, legislators and others with a circulation of 1,500.

FRIEND OF THE ASSOCIATION (LIMITED):

Requires a minimum contribution of \$2,500, including in-kind or other financial support of an LHA activity. Benefits as a **FRIEND** level sponsor include:

- Listing in program & signage of the specific event being sponsored.
- One complimentary registration to the specific event being sponsored.

Don't miss this opportunity to network with hospital executives in a variety of settings!





**Louisiana Hospital Association
Management Corporation
Sponsorship Application
2012 Offering**

I would like to apply for the following Sponsorship Category:

DIAMOND: \$20,000/YR

Platinum \$15,000/yr **Gold \$10,000/yr** **Silver \$5,000/yr** **Friend \$2,500min/yr**

Please note: The information you list below will be used in the various publications & signage as described in the sponsorship brochure. Be certain to fill in the information **exactly** as you would like it published. Please provide complete information. Diamond, Platinum and Gold Sponsors need to supply a jpeg (PC format) of Company Name & Logo for use on our website: www.lhaonline.org.

Company Name: _____

Contact Name: _____ Title: _____

Mailing Address: _____

City: _____ State: _____ Zip code: _____

Email: _____ Phone: (____) _____

Website: _____ Fax: (____) _____

Make checks payable to:

LHA Management Corp
9521 Brookline Ave
Baton Rouge, LA 70809

Questions? Contact:

Celeste Smith
Director of Administration
225-928-0026
csmith@lhaonline.org



2012 DIAMOND Sponsors *only*
Order for Advertising Space in the Meeting Program for the
2012 LHA Annual Winter Leadership Symposium

Ad Specifications

- All artwork to be provided by the advertiser
- Overall page size is 7" wide x 11" high (portrait orientation). Image area for ad design is 6 ¾" wide x 5" high (standard, no bleed)
- Please provide a full-color ad via email to mclement@lhaonline.org
 - **Deadline for submission is January 4, 2012**
 - Size: 6 ¾" wide x 5" high (standard, no bleed)
 - Format: High Resolution PDF file (300+dpi)
 - All ads are to print in full color (4 color process). Ads **MUST** be saved CMYK.
- Ad placement is at the discretion of the Association.

COMPANY NAME _____

CONTACT NAME _____ TITLE _____

EMAIL ADDRESS _____

MAILING ADDRESS _____

CITY, STATE & ZIP _____

PHONE# _____ FAX# _____

Questions? Contact:

Celeste Smith
Director of Administration
225-928-0026
csmith@lhaonline.org



2012 DIAMOND & Platinum Sponsors *only*
Order for Advertising Space in the Meeting Program for the
2012 LHA Annual Meeting & Summer Conference

Ad Specifications

- All artwork to be provided by the advertiser
- Overall page size is 8 ½" wide x 11" high (portrait orientation). Image area for ad design is 7 ¾" wide x 5" high.
- Please provide a full-color ad via email to mclement@lhaonline.org
 - **Deadline for submission is June 1, 2012**
 - Size: 7 ¾" wide x 5" high (no bleed)
 - Format: High Resolution PDF file (300+dpi)
 - All ads are to print in full color (4 color process). Ads **MUST** be saved CMYK.
- Ad placement is at the discretion of the Association.

COMPANY NAME _____

CONTACT NAME _____ TITLE _____

EMAIL ADDRESS _____

MAILING ADDRESS _____

CITY, STATE & ZIP _____

PHONE# _____ FAX# _____

Questions? Contact:

Celeste Smith
Director of Administration
225-928-0026
csmith@lhaonline.org



Order for Advertising Space ~ LHA Membership Directory

Ad Specifications

- Image area for ad design is indicated below **(width x height)**.
 - Bleed option is only available for Covers
- All artwork to be provided by the advertiser
- Please provide a full-color ad via email to mclement@lhaonline.org
 - **Deadline for submission is June 1, 2012**
 - Size: see chart below (no bleed on ads)
 - Format: High Resolution PDF file (300+dpi)
 - All ads are to print in full color (4 color process). Ads **MUST** be saved CMYK.
- Ad placement is at the discretion of the Association.

<input type="checkbox"/>	Advertising as part of 2012 Sponsor package (NO ADDITIONAL FEES REQUIRED)	<input type="checkbox"/>	Advertising without Sponsorship (listed rates apply)
<input type="checkbox"/>	Jacket Covers (3 available) (some restrictions may apply)	5 7/8" wide x 8" high (no bleed)	Not Available
<input type="checkbox"/>	Full Page	5" wide x 7 3/4" high (no bleed)	\$1,500.00

COMPANY NAME _____

CONTACT NAME _____ TITLE _____

EMAIL ADDRESS _____

MAILING ADDRESS _____

CITY, STATE & ZIP _____

PHONE# _____ FAX# _____

Make checks payable to: LHA Management Corp, 9521 Brookline Ave, Baton Rouge, LA 70809 or pay by credit card (signature required) and return via fax 225-923-1004

AmEx MasterCard Visa #: _____ exp date _____

Name as it appears on card: _____

Signature (required): _____