

WWW.AHFSA.ORG

AHFSA 2024

ANNUAL CONFERENCE SPONSORSHIP PROSPECTUS



Omni Centennial Park Atlanta, Georgia

AUGUST

11-14

2024

Dear AHFSA Supporters,

On behalf of the Association of Health Facility Survey Agencies, **AHFSA**, we welcome you to the 2024 AHFSA annual conference for which we seek your support!

The 2024 Annual Conference will be held at the Omni Centennial Park in Atlanta, Georgia on August 11-14, 2024. Our annual event brings together State Survey Agencies and other stakeholders throughout the United States who gather in support of the AHFSA mission to strengthen the role of its member state agencies in advocating, establishing, overseeing, and coordinating healthcare standards that will ensure the highest practicable quality of health care for all state and federally regulated health care providers

Why sponsor? Sponsorship is a strategic partnership that benefits both AHFSA and our supporters. As a conference sponsor, you gain visibility and credibility with our State Agency attendees. There are several key benefits of sponsorship, including:

Why Sponsor Our Conference?

- **Visibility:** As a sponsor, your brand will receive prominent logo placement in our marketing materials, recognition during keynote sessions, and most importantly networking opportunities with others who support the AHFSA mission.
- **Networking:** Over 300 participants, including professionals from our field and other stakeholders, join us yearly to support the AHFSA mission. Your sponsorship will enhance their experience and provide valuable networking opportunities.
- **Alignment:** Given our supporter's commitment to innovation and community engagement, we believe our conference aligns perfectly with your brand.

Next Steps: I would be delighted to discuss sponsorship opportunities further. Please feel free to reach out to me at tfoy@firstpointresources.com. Your support will contribute significantly to the success of our conference.

Thank you for considering our request. We look forward to the possibility of partnering with you for the 2024 AHFSA Annual Conference!

The 2024 AHFSA Annual Conference Planning Committee



2024 Annual Conference Sponsorship Opportunities

Platinum Sponsor \$20,000

A representative from your company will receive 5 minutes of speaking time at the Opening General Session to address conference attendees. Your logo and company name will be prominently displayed throughout conference spaces and on the official conference app. 6 text messages will be sent on your behalf to attendees with a custom message from you during the event. As a Platinum Sponsor, you will receive 6 attendee registrations to attend conference sessions. Conference sponsors will receive a one, 1-hour 15-minute general session presentation slot and one, 1-hour, and 15-minute concurrent session presentation slot (AHFSA must approve the topic). Exhibitor fees are included in this package. You will receive the prime exhibition hall placement for your exhibitor setup. You will receive (2) 6-foot draped tables to use for your exhibition space. Power and internet access will be provided by AHFSA at your exhibition space.

Gold Sponsor \$10,000

A representative from your company will receive 3 minutes of speaking time during one General Session to address conference attendees. Your logo and company name will be prominently displayed throughout conference spaces and on the official conference app. 3 text messages will be sent on your behalf to attendees with a custom message from you during the show. As a Gold Sponsor, you will receive 4 attendee registrations to attend conference sessions. You will also receive the second prime exhibition hall placement for your exhibitor setup with one 6-foot draped table included.

AHFSA 2024 Welcome Reception and Vendor Sponsor \$6,000 (Exclusive)

As the sponsor of the 2024 AHFSA Welcome Reception, your branding will be on all event signage and marketing. You will receive verbal recognition during the welcome reception with a 3-minute speaking opportunity during opening reception ceremonies, including your logo on the screen during the recognition. You will receive prime exhibition space during the welcome reception and vendor fair to ensure traffic to you! Exhibitor fees are included in this package. You will receive (2) 6-foot draped tables to use for your exhibition space. Power and internet access will be provided by AHFSA at your exhibition space.

Conference Lanyards and Badges Sponsor \$3,000 (Exclusive)

Put your company name on prominent display on the lanyards and badges that are given to all attendees to hold their conference badge.

Hotel Key Cards Sponsor \$4,000 (Exclusive)

Highlight your brand with this exclusive attention-grabbing sponsorship. Put your company name, logo, and booth number on the key every attendee receives upon checking in to any of the conference hotels.

Conference App Sponsor \$5,500 (Exclusive)

Ensure that your logo is prominently featured on the homepage of the official Conference App. This is where attendees will find important information about the conference schedule, sessions, Exhibit Hall, and other conference-related details. Your company name and logo will also be included in all app

marketing materials. Please note, that printed programs will not be provided, so all attendees will need to rely on the app throughout the conference. This is where the Passport, and other important information on the conference schedule, sessions, Exhibit Hall, and all other things conference-related will be posted. Your company name and/or logo will be on all app marketing. No printed programs will be provided so all attendees will rely on the app throughout the show!

Text Message to Attendees \$750 for 1, \$1,400 for 2

Have your message sent to all conference attendees during the show! Highlight your giveaway, direct traffic to your booth, promote your product, etc.! (140-character limit. Time/Date subject to AHFSA approval.

Conference App Banner Ad \$2,000/sponsor

Have your ad displayed in front of users of the Conference App on a banner ad on the homepage of the App. This is where the Passport and other information on the conference schedule, sessions, Exhibit Hall, and all other things conference-related will be posted.

General Session or Keynote Sponsor \$5,000

A representative from your company will receive 3 minutes to address the General Session or introduce the AHFSA keynote speaker if applicable. Your company name/logo/booth number will appear on screen at the beginning and end of the General Session, on digital displays around the venue, and all applicable marketing acknowledging you as the General Session sponsor. 1 text message will be sent on your behalf to attendees with a custom message from you during the show.

Breakfast Session Sponsor \$6,000

A representative from your company will have 3 minutes to speak and then introduce the breakfast session speaker. Your company name/logo/booth number will appear on screen at the beginning and end of the breakfast, on digital displays around the venue, and all applicable marketing acknowledging you as the Breakfast Session sponsor. 1 text message will be sent on your behalf to attendees with a custom message from you during the conference. Your exhibit table will be stage left during the session.

Awards Luncheon Sponsor \$8,000

A representative from your company will receive 3 minutes to address the Awards Luncheon where AHFSA annual awards are presented. Your company name/logo/booth number will appear on screen at the beginning and end of the luncheon, on digital displays around the venue, and on all applicable marketing acknowledging you as the Awards Luncheon sponsor. 1 text message will be sent on your behalf to attendees with a custom message from you during the conference.

Food and Beverage Break Sponsor \$3,000

Supports our event by sponsoring a designated break when attendees can take a break and enjoy refreshments. These breaks typically involve serving beverages such as coffee, water, sodas, or other drinks. Beverage break sponsors often receive recognition through signage or branding at the break stations, allowing them to promote their company to event participants.

Water Bottle Sponsor \$2,500

Prominently feature your company logo with a QR code to direct attendees to your company website.

AHFSA Speed Networking Session Sponsor \$1,500

Sponsor the first-ever AHFSA Business speed dating session! Speed networking, also known as business speed dating, involves participants gathering to exchange information in a series of brief exchanges during a set period. The goal is to encourage participants to make as many relevant connections as possible within a short timeframe. Sponsors of this session will have their logos prominently displayed and recognized as the session sponsor.

To become an AHFSA Sponsor or Exhibitor, please visit our conference website at <https://www.ahfsa.org/event-5660791>.

AHFSA 2024 Annual Conference

