

SPONSORSHIP OPPORTUNITIES



HASC 2024 ANNUAL MEETING

May 20–22, 2024

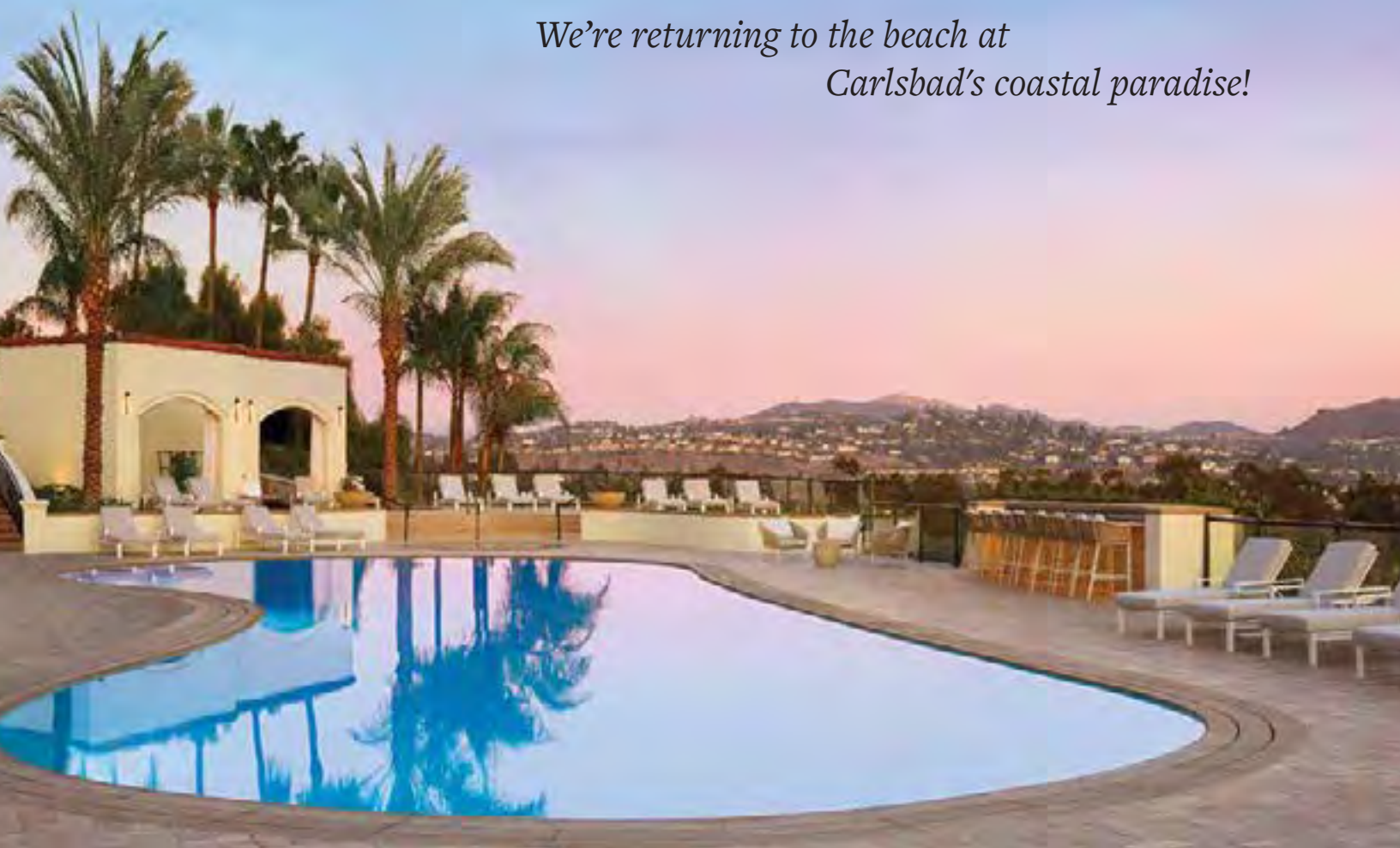
Park Hyatt Aviara Resort
Carlsbad, California

170
HOSPITALS

300+
C-SUITE LEADERS AND
DECISION MAKERS

Shape the future of health care:
Align your brand with the ‘can’t-miss’
gathering of hospital executives
in Southern California.

*We're returning to the beach at
Carlsbad's coastal paradise!*



The Hospital Association of Southern California (HASC) Annual Meeting is the state's largest gathering of hospital administrators. Each year, the conference draws 300-plus CEOs, C-suite executives and other administrators from over 180 hospitals, community hospitals and health systems.

Attendees explore relevant health care topics, innovative business models and case studies with visionary speakers who provoke thoughtful discussion and guide us in evaluating best practices to shape our future. The event also features opportunities for face-to-face ACHE credit.

The 2024 Annual Meeting will present a packed agenda of networking, learning and leisure activities in a beautiful resort setting. As a sponsor, you'll gain high visibility, prime access to decision makers and valuable new contacts. One of the meeting highlights is HASC's signature Strolling Dinner and Sponsor Exhibit. At this themed event, our sponsors are the stars. You'll enjoy maximum interaction with attendees and delicious food in a fun atmosphere.

We offer a range of sponsorship levels to fit all budgets. In addition, we limit the number of sponsors to make your time with our members even more exclusive. Turn the page to learn more about these exciting opportunities.





Who We Are

The Hospital Association of Southern California (HASC) is a not-for-profit 501(c)(6) regional trade association. HASC is dedicated to effectively advancing the interests of hospitals in Los Angeles, Orange, Riverside, San Bernardino, Santa Barbara and Ventura counties. We comprise over 170 hospitals and 30+ health systems, plus associate members and partner organizations, all with one common mission: to improve the operating environment for hospitals and the health status of the communities they serve.

HASC provides leadership at the local, state and federal levels on legislation, budget concerns and regulatory issues. We strive to help our member hospitals consistently and uniformly provide safe, high-quality, cost-effective and culturally appropriate person-centered health care services.

OUR MEMBERS:

170 hospitals and 30+ hospital systems in Southern California, including:

- 48% nonprofit facilities
- 41% investor-owned facilities
- 11% government-sponsored facilities
- 67 associate members and 9 affiliated professional societies

Sponsorship Opportunities

Annual Meeting sponsorship is an outstanding way to increase your brand awareness and reach with HASC members. As a sponsor, you'll enhance your visibility and build valuable relationships while supporting HASC and acknowledging our shared mission. We promise our sponsors:

- Exposure to industry leaders, decision makers and stakeholders
- Opportunities to build trust and rapport within the health care community and to generate new sales and business partnerships
- Increased brand awareness and recognition
- Community involvement

To offer even more value for your investment, we limit the number of sponsorships sold, which maximizes your visibility and opportunities to interact with member executives.

We look forward to partnering with you to make the 2024 Annual Meeting a great event!



"I typically attend 10 to 15 conferences each year and the HASC Annual Meeting is, bar none, the best conference that I attend each year, and have ever attended. It's fun, educational and the HASC team does a fantastic job of encouraging and making it easy for everyone to mingle, interact and build long-lasting relationships."



David Heil
ApolloMD

Sponsor Benefits

Keynote Speaker \$30,000

HASC's newest opportunity offers you maximum exposure and premier benefits. Highlights include:



Sponsorship and naming rights on one of three keynote sessions



Speaker introduction by brand representative



Up to two-minute brand video shown at Strolling Dinner and Sponsor Exhibit



Premier exhibit space at Strolling Dinner and Sponsor Exhibit



Eight complimentary full-conference registrations

...and much more

Welcome to
our top-tier
sponsorship, the
newest addition to
our sponsor offerings.

Here, your brand will
enjoy elevated
recognition within
our warm and
welcoming
community.



Diamond \$25,000

A high-profile option that elevates your company through numerous benefits including:

- Two-minute brand video shown at Strolling Dinner and Sponsor Exhibit
 - Brand representative remarks at Sponsor Exhibit
 - Premier exhibit space at Strolling Dinner and Sponsor Exhibit
 - Promoted brand post on meeting app
 - Option to include one branded giveaway in welcome bag
 - Eight complimentary full-conference registrations
- ...and much more*

Platinum \$15,000 (most value)

Many opportunities to engage and be seen, such as:

- Exclusive branded sponsorship and recognition at Welcome Reception
 - Two-minute brand video shown at Strolling Dinner and Sponsor Exhibit
 - Exhibit space at Strolling Dinner and Sponsor Exhibit
 - Option to include one branded giveaway in welcome bag
 - Six complimentary full-conference registrations
- ...and more*

Gold \$10,000

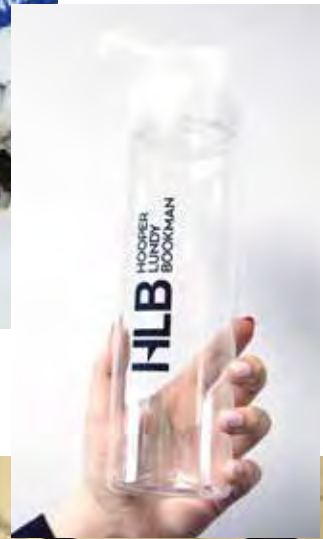
Lots of visibility and member interaction at a bargain price. Benefits include:

- Two-minute brand video or advertisement shown at Strolling Dinner
 - Exhibit space at Strolling Dinner and Sponsor Exhibit
 - Option to include one branded giveaway in welcome bag
 - Two complimentary full-conference registrations
 - Option to purchase additional conference registrations at sponsor rate
- ...and more*



Sponsor Benefits	Keynote Speaker \$30,000	Diamond \$25,000	Platinum \$15,000	Gold \$10,000	Silver \$8,000
Complimentary upgraded accommodation for Monday and Tuesday nights	1	1			
Exclusive promoted brand post on meeting app	1	1			
Complimentary full-conference registrations	8	8	6	2	3
Option to purchase additional event registrations at sponsor discount rate \$895	4				
Option to purchase additional event registrations at sponsor rate \$995		4	2	2	
Speaker introduction by brand representative	✓				
Branded sponsorship and naming rights on one of the three keynote speakers	✓				
Thirty second video promoting your brand prior to keynote speech	✓				
Premier exhibit space at Strolling Dinner and Sponsor Exhibit	✓	✓			
Brief remarks by brand representative at Strolling Dinner and Sponsor Exhibit	✓	✓			
Branded sponsorship and logo recognition at Welcome Reception	✓	✓	✓		
Two-minute video promoting your brand at Strolling Dinner and Sponsor Exhibit	✓	✓	✓	✓	
Option to include one branded giveaway in welcome bag	✓	✓	✓	✓	
Attendee list, available one week before meeting	✓	✓	✓	✓	
Branded sponsorship recognition on Annual Meeting collateral, in HASC newsletter and on social media/website	✓	✓	✓	✓	✓

SELECT YOUR SPONSORSHIP



Contributing Sponsorships without exhibit space

Enjoy brand visibility through sponsoring conference items and events. These options include two complimentary full-conference registrations and do not include exhibit space. Note: These sponsorships are subject to approval.

For more information, call (213) 538-0737.

Silver \$8,000

Select one:

- | | | |
|---------------|---------------|-------------|
| Meeting bag | Wine tasting | Book |
| Bottled water | Beer tasting | Meals |
| Logo room key | Entertainment | ...and more |
| Lanyard | Wi-fi | |

DON'T MISS OUT ON DISCOUNTS!

HASC Associate Member and Endorsed Business Partner Discounts

Keynote Speaker: \$4,000 discount

Diamond Level: \$4,000

Platinum Level: \$2,000

Gold Level: \$1,000

Contact the event planner for details.

Discount does not apply to new 2023 EBPs

EASY WAYS TO REGISTER:



Scan the QR code with your smartphone or other code reader.



Visit hasc.org/sponsorships and fill out the form



Call **Michael Jusi**
Director of Strategic Partnerships
(213) 538-0737



Registration Information

Registration and Payment Information

To register for the Annual Meeting, you must participate as a sponsor. Please complete the Sponsor Agreement and Sponsor Registration forms and email them to annualmeeting@hasc.org. You may also mail them to the address below. We advise you to register early, as the event usually sells out.

Payment of all sponsorship and registration fees is due **April 19, 2024**. If payment is not received by this date, your sponsorship and exhibit space may be canceled and resold.

Please send a check, payable to HASC, with your completed Sponsor Agreement and Sponsor Registration forms to:

HASC Annual Meeting
515 South Figueroa Street, Suite 1300
Los Angeles, CA 90071-3300
Phone: (213) 538-0737 • Email: annualmeeting@hasc.org

To pay by credit card, please call (213) 538-0737.

Conference Cancellations

Meeting cancellations received in writing by April 5, 2024, will be subject to a \$100 processing fee. We welcome substitutions. Refunds will not be granted after April 5 or for no-shows.

Conference Registration Package

The attendee registration fee includes education sessions, listed meals, receptions and entertainment. We gratefully acknowledge our sponsors, whose contributions help subsidize the Annual Meeting costs.

Hotel Reservations

Park Hyatt Aviara Resort

A special rate of \$385 plus applicable fees and taxes per single or double occupancy night has been arranged for this conference. Reservations may be made through the Park Hyatt Aviara Resort website:

<https://www.hyatt.com/en-US/group-booking/SANPA/G-HSCA>, or by calling 1-760-448-1234.

The last day to reserve a room is **April 22, 2024**, based on availability. Any cancellation received within three days of the check-in date will not be refunded. In the event that you arrive late or leave early, the resort will charge your credit card for the total number of nights reserved.

HASC appreciates the overwhelming response to this event each year and we encourage you to reserve early.

Check-In and Checkout

Check-in time is 4 p.m. and checkout is 11 a.m.

Dress

Dress comfortably in casual wear for all meetings and activities. Some events will be held outdoors, weather permitting.

“The 2023 HASC Annual Meeting was my first time attending, and I will NEVER miss it again. The conversations started at HASC have led to long term partnerships with hospital systems and leaders. We are lucky to live in a such a vibrant healthcare community and this conference captured all of it perfectly. ProLink will be long-time attendees and sponsors of this event as long as they’ll keep having us.”



Kyle Zimmerman
ProLink

Strolling Dinner and Sponsor Exhibit

The exhibit features a complete buffet-style dinner, hosted beverages and activities designed to create a highly interactive event. Registered sponsors will receive more event details in the registration packet.

Reservations and space location will be confirmed in writing by mid-April. Payment must be received before space is assigned.

Sponsor Exhibit Schedule*

Tuesday, May 21

Setup: 3:30–5 p.m.
Show hours: 5:30–8 p.m.
Breakdown: 8:30–10 p.m.
The exhibit hall must be cleared by 10 p.m.

Exhibitor Information

Facility

Park Hyatt Aviara Resort
7100 Aviara Resort Drive,
Carlsbad, CA 92011
(760) 488-1234
Grand Ballroom

We highly suggest creativity in your company's exhibit booth. This year's theme will be *Wild, Wild West!*



*Schedule subject to change.

Important Information

- Sponsors and members attending the Annual Meeting cannot plan independent hospitality or other activities during conference hours without specific permission from HASC. Planning such competing events without HASC permission will result in cancellation of your event and loss of any food and beverage deposits. Companies that violate this rule will not be invited to future events. Competing times are Monday, May 20, 2 to 9 p.m.; Tuesday, May 21, 7 a.m. to 8:30 p.m.; and Wednesday, May 22, 7 a.m. to noon.
- HASC reserves the right to deny space to any company whose exhibit is deemed incompatible with the interests of HASC members.
- During the Strolling Dinner event, we invite exhibitors to feature a grand prize to encourage attendee engagement. Winners will be announced near the end of the evening. More details are included in the registration packet.

Americans With Disabilities Act

Please call (213) 538-0737 for any special needs.



The 2023 HASC Annual Meeting was an incredible opportunity to connect with other preferred partners and members. I was able to attend several sessions that aligned with my strategic initiatives, and better able to network with contacts who are within my healthcare vertical.”

*Melissa Morales
Senior Account Executive
PointClickCare*

PointClickCare

SELECT YOUR SPONSORSHIP

*Thank you to our
2023 Annual Meeting sponsors!*

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