

SPONSORSHIP BROCHURE



HASC 2023 ANNUAL MEETING

May 17–19, 2023

**JW Marriott Desert
Springs Resort & Spa
Palm Desert, California**

**183
HOSPITALS**

**300+
C-SUITE LEADERS AND
DECISION MAKERS**

The Hospital Association of Southern California's (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.

The 2023 Annual Meeting offers 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 on Thursday. 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.

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Saving Lives Through
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HOOPER, LUNDY & BOODAMAN, P.C.
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At the heart of better care.

Thank you to our 2022 Annual Meeting sponsors!



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 181 hospitals and 40 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:

180 hospitals and 40 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 2023 Annual Meeting a great event!

Our Annual Meeting

The HASC Annual Meeting is known as the premier, "can't-miss" gathering of hospital executives in Southern California. This three-day conference brings together hundreds of CEOs, trustees, physician leaders and other stakeholders to network, learn, and connect with peers in an idyllic setting. 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.

"It was great to be able to share with the HASC members in person the great work and support US Acute Care Solutions has been able to provide to Southern California hospitals. I thought the speaking topics and learning sessions were very helpful."



Kyle Allen
Director of Health System Partnerships
US Acute Care



Sponsor Benefits



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 the discount code.

Keynote Speaker **\$30,000**

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

- Sponsorship and naming rights on one of two keynote sessions
- Speaker introduction by brand representative
- Two-minute brand video shown at keynote session and Thursday Strolling Dinner and Sponsor Exhibit
- Speaker meet and greet for company attendees
- Premier exhibit space at Strolling Dinner and Sponsor Exhibit
- Eight complimentary full-conference registrations
- And much more

Diamond **\$25,000**

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

- Two-minute brand video shown at Thursday 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**

Many opportunities to engage and be seen, such as:

- Exclusive branded sponsorship and recognition at Wednesday's Welcome Reception
- Two-minute brand video shown at Thursday 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 shown at Thursday Strolling Dinner and Sponsor Exhibit
- 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

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 Logo room key
Bottled water Meeting app

Contributor **\$6,000**

Select one:

Wine tasting Entertainment Guest event 5K fun run/walk
Beer tasting Beverage break Wi-fi

"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 T. Heil
Senior Vice President, Business Development
ApolloMD



Sponsor Benefits

	Keynote Speaker \$30,000	Diamond \$25,000	Platinum \$15,000	Gold \$10,000	Silver \$8,000	Contributor \$6,000
Complimentary upgraded accommodation for Wednesday and Thursday nights	1	1				
Exclusive promoted brand post on meeting app	1	1				
Complimentary full-conference registrations	8	8	6	2	2	2
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	✓					
Meet and greet event with keynote speaker for brand attendees	✓					
Branded sponsorship and naming rights on one of the two keynote speakers	✓					
Two-minute video promoting your brand prior to keynote speech	✓					
Two-minute video promoting your brand at Thursday's Strolling Dinner and Sponsor Exhibit	✓	✓	✓	✓		
Premier exhibit space at Strolling Dinner and Sponsor Exhibit	✓	✓				
Exhibit space at Strolling Dinner and Sponsor Exhibit			✓	✓		
Branded sponsorship and logo recognition at Wednesday's Welcome Reception			✓			
Brief remarks by brand representative 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	✓	✓	✓	✓	✓	✓

HASC Associate Member and Endorsed Business Partner Discounts

Keynote Speaker: \$4,000 discount
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Platinum Level: \$2,000
Gold Level: \$1,000



Meeting Agenda

Wednesday

May 17

6–9 p.m. Welcome Reception

Thursday

May 18

7:15–8:15 a.m. Breakfast
8:30 a.m.–4 p.m. General Sessions,
Breakout and Luncheon Programs
5:30–8 p.m. Strolling Dinner and
Sponsor Exhibit

Friday

May 19

7:15 a.m.–8:15 a.m. Breakfast
8:30 a.m.–11 a.m. General Sessions

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 5, 2023**. 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, 2023, 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

JW Marriott Desert Springs Resort & Spa

A special daily conference rate of \$259 plus applicable fees and taxes, single or double occupancy, has been arranged. To reserve a room, call (877) 622-3140 or visit <https://book.passkey.com/e/50285600>.

At the time of reservation, your credit card will be charged for one night. Deposits will not be refunded for cancellations made seven days or less from the check-in date. If you need to cancel your hotel reservation, please call HASC first at (213) 538-0737 so we can find another attendee to replace you. If you arrive late or depart early, your credit card will be charged for the total number of nights reserved.

HASC appreciates the overwhelming response to this event each year. We encourage you to reserve early. Our room block expires on April 22, or sooner if sold out.

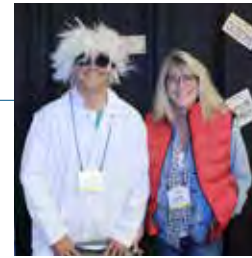
Check-In and Checkout

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.

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

Thursday, May 18

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

JW Marriott Desert Springs Resort & Spa

74-855 Country Club Drive
Palm Desert, California 92260
(760) 341-2211
Spring Salons F-G

We suggest that you save on setup time by exhibiting in your company's tabletop format.

“Thank you for hosting a great conference this year. It was refreshing and invigorating to finally get together with old friends and establish new relationships. Also, the speakers and breakout sessions that I attended were informative, organized, and timely, not to mention the inspiring, entertaining, and emotional session led by Barry Bittman and his musical friends – bravo!”



Jeff Pratt
President, CEO
SpeedTrack, Inc.

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 Wednesday, May 17, 2 to 9 p.m.; Thursday, May 18, 7 a.m. to 8:30 p.m.; and Friday, May 19, 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.



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