



**HILA** HEALTHCARE  
LEADERS  
ASSOCIATION  
**NEBRASKA**

# 2024 SPONSORSHIP OPPORTUNITIES

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# The Who's of HLA NE



## WHO WE ARE

The Healthcare Leaders Association of Nebraska (HLA NE) is a vital resource for healthcare professionals and medical group managers throughout the state. HLA Nebraska offers advocacy, education, tools, resources and networking opportunities required to enhance, develop and mentor those who serve in the administration of the medical practice. We are the one stop resource for the practice management community in Nebraska.

## WHO ARE OUR MEMBERS

HLA Nebraska is comprised of approximately 200 members representing over 2,500 physicians. Our members work in a wide range of practice settings, such as: private practice, academic and hospital practice, and integrated delivery systems and represent all specialties. They are like minded individuals with similar professional goals. Of our medical practice membership, a large percentage serve in a leadership position within their medical practice. Most members categorize themselves as Administrators, Managers, Directors, Presidents or C-Suite Executives.

## WHO SHOULD PARTNER WITH US

If you are looking to grow your presence in Nebraska and want to partner with an organization who values your support, HLA NE is the right place for you. We take the time to understand your organization's goals and needs and we'll work with you to find the right solution for your investment. Our corporate sponsorships focus on a multi-platform approach to avoid over saturation in one discipline, ensuring your message connects with our members. We have developed a variety of unique and customizable event sponsorships and exhibiting opportunities for our annual conference to spotlight your organization. And we also offer several a la carte items to maximize your exposure including Thought Leadership Session, Peer to Peer Roundtables, Spark Sessions, Webvertising and Newsletter Ads.

This booklet will give you a look at all of our year-long Corporate Sponsorship opportunities, our Annual Conference offerings as well as additional a la carte options for your consideration.

*The one stop resource for Nebraska practice managers*





# 2024 CORPORATE SPONSORSHIPS

Amplify your impact by spotlighting your organization with a year-long, multifaceted corporate sponsorship branding campaign. This compound approach will strengthen your position with our members, your buying influence.

A corporate sponsorship with HLA Nebraska allows you to engage membership and develop strong partnerships through 2024.

Highlights of these packages include a multi-platform media blitz, speaking engagements, premier booth locations at our Annual Conference and monthly member webinars.



# OVERVIEW:

	<b>Diamond</b> \$5,500 (Value \$8,495)	<b>Platinum</b> \$4,500 (Value \$6,795)	<b>Gold</b> \$3,000 (Value \$4,995)	<b>Silver</b> \$1,500 (Value \$3,550)
• 1 Affiliate Membership	✓	✓	✓	✓
• 1 E-Blast to membership announcing sponsorship	✓	✓	✓	✓
• Dedicated E-Blast Advertisements to membership with your content	4 (quarterly)	2 (1 per half yr)	2 (1 per half yr)	✗
• Newsletter article announcing sponsorship	✓	✓	✓	✓
• Newsletter ad	4 (quarterly)	4 (quarterly)	2 (1 per half yr)	1
• 1 Social Media announcement of sponsorship	✓	✓	✓	✓
• Social Media posts with your content	4 (quarterly)	2 (1 per half yr)	2 (1 per half yr)	✗
• Logo and hyperlink in footer of all electronic communications (E-Blasts)	✓	✗	✗	✗
• Logo and hyperlink on our website home page	✓	✗	✗	✗
• Logo and hyperlink with 50-word company description on Corporate Sponsor Directory	✓	✓	✓	✓
• A :30-:60 second commercial to air during virtual events, in-person educational events and Annual Conference. Commercials can also be posted to our social media accounts.	✓	✓	✓	✗
• Exhibit Booth at Fall Summit	✓	✓	✓	✓
• Signage at Registration Desk of all Live Educational Events	✓	✓	✓	✓
• Member Golf Outing Hole Sponsorship (if applicable)	✓ + 2 Golfers	✓ + 2 Golfers	✓	✗
• Exhibit Booth at the Spring Conference (3 booth personnel included)	Premier Location	Premier Location	✓	✗
• Additional sponsorship at the Spring Conference valued up to \$1000	✓	✓	✗	✗
• Promotional Item or Literature in Spring Conference Attendee Bags	✓	✓	✓	✗
• Full Page Color Ad in Conference Program Book	✓	✓	✓	✓
• Signage at Spring Conference	✓	✓	✓	✓
• Speaking Engagement at Spring Conference	✓	✗	✗	✗
• 1 Member Webinar (non-promotional)	✓	✓	✗	✗



# 2024 SPRING CONFERENCE SPONSORSHIPS

**HLA NEBRASKA SPRING CONFERENCE**

**MAY 1-2, 2024**

**EMBASSY SUITES BY HILTON LINCOLN  
LINCOLN, NE**

Spotlight your organization at our Spring Conference featuring world-class education, a pre-conference golf outing, and networking mixed in with a little bit of fun!

This year our conference will deliver face to face time with approximately 100 attendees consisting of practice leaders and decision makers.

Join us and connect with our attendees during our highlight event of the year.



# EXHIBIT BOOTHS:

## MEMBER BOOTH

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\$1,695

### INCLUDES:

- 6' Table
- 2 Chairs
- 2 Booth Personnel
- Listing in Program Book
- Wi-Fi
- Electric (if requested)
- Attendee List (Pre & Post Conference)
- Entrance to all educational and networking events  
(excludes pre-conference events)

## NON-MEMBER BOOTH

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\$1,995

### INCLUDES:

- 6' Table
- 2 Chairs
- 2 Booth Personnel
- Listing in Program Book
- Wi-Fi
- Electric (if requested)
- Attendee List (Pre & Post Conference)
- Entrance to all educational and networking events  
(excludes pre-conference events)

# PREMIER PACKAGES:

*Exhibit Booth Included*

## ATTENDEE LANYARD

\$3,500

### DESCRIPTION:

- Exhibit Booth Included
- Your company logo on all attendee lanyards
- Signage at registration desk
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition in Program Book

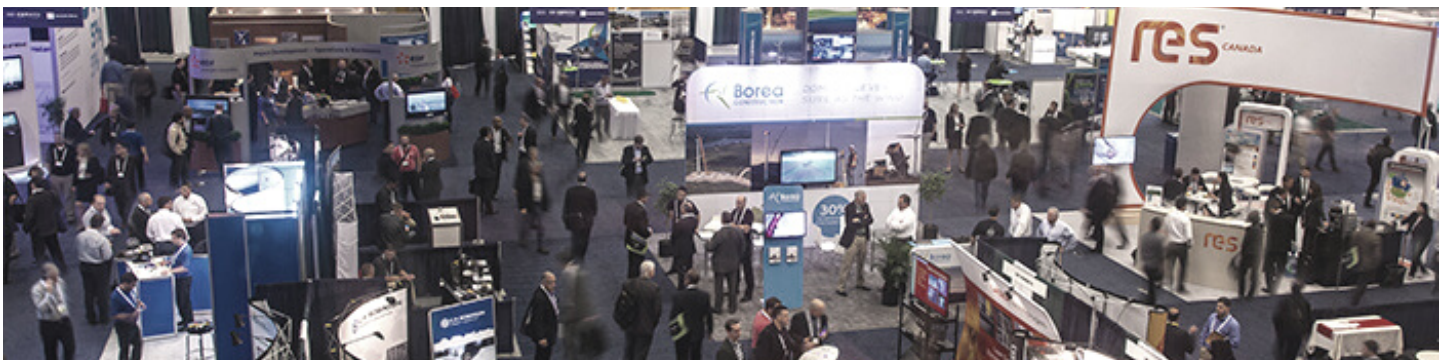


## ATTENDEE BAG

\$4,000

### DESCRIPTION:

- Exhibitor Booth Included
- Your company logo on all attendee bags
- Signage at registration desk
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition in Program Book





# VENDOR GAME

\$4,200

## DESCRIPTION:

- Exhibit Booth Included
- Your logo on all game cards given to all attendees
- Your personnel may announce winners and hand out prizes
- Full Page Color Program Book Ad
- Signage at Registration Desk and in Exhibit Hall announcing prizes
- Promotional item or literature in all attendee bags
- Recognition in Program Book
- Dedicated Social Media Post & Eblast Announcing Prizes



# CONF. NOTE PAD/PEN

\$5,000

## DESCRIPTION:

- Exhibitor Booth Included
- Your company logo on all attendee note pad/pen combinations
- Signage at registration desk
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition in Program Book



# KEYNOTE SPEAKER

\$5,000

## DESCRIPTION:

- Exhibitor Booth Included
- Literature/material handout at door of keynote session
- 2-minute company introduction before keynote session
- Speaker introduction
- Signage at registration desk
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition in Program Book



# WELCOME RECEPTION

\$5,500

## DESCRIPTION:

- Exhibitor Booth Included
- Signage at door and registration desk
- Welcome attendees at door with your promotional giveaway
- Entertainment Introduction
- 2 minutes with microphone for Company Introduction
- Cocktail Napkins with your logo
- Beverage Cups with your logo
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition in Program Book



# THEMED NETWORKING EVENT

\$6,000

## DESCRIPTION:

- Exhibitor Booth Included
- Signage at door and registration desk
- Introduction by DJ
- 2 minutes with microphone for Company Introduction
- Cocktail Napkins with your logo
- Beverage Cups with your logo
- Photo Booth with logo on pictures
- Party Props
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition in Program Book





# SPONSORSHIPS:

\*Does not include Exhibit Booth\*

## CONFERENCE BREAK

\$500  
(3 available)

### DESCRIPTION:

- Signage at entrance and in hall
- Greet attendees at entrance to hall
- Recognition in Program Book
- Promotional item or literature in all attendee bags

## BREAK OUT ROOM

\$1,000  
(2 available)

### DESCRIPTION:

- Signage at door
- Introduction of speakers
- Table in room for your literature
- Recognition in Program Book
- Promotional item or literature in all attendee bags



# BREAKFAST

\$1,500  
(2 available)

- DESCRIPTION:
- Signage at entrance and in hall
- Greet attendees at entrance to hall
- 2-minute company introduction
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Logo Projected in Exhibit Hall During Breakfast



# LUNCH

\$2,000

## DESCRIPTION:

- Signage at entrance and in hall
- Greet attendees at entrance to hall
- 2-minute company introduction
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Logo Projected in Exhibit Hall During Breakfast



# SIGNAGE

\$2,000

- DESCRIPTION:
- Your logo on all conference signage
- Signage at Registration Desk announcing sponsorship
- Recognition in Program Book
- Promotional literature/material in all attendee bags



# WIFI SPONSOR

\$2,500

- DESCRIPTION:
- Wifi instruction card at registration desk with your logo
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Custom Wifi Password (Where available)



# CYBER CAFE & CHARGING STATION

\$3,000

## DESCRIPTION:

- Signage at Café
- Meet and greet with attendees at Café
- Full Coffee Station set-up
- Variety of chargers for attendee devices
- Recognition in Program Book
- Promotional item or literature in all attendee bags



# FLASH DRIVES

\$3,000

## DESCRIPTION:

- Your logo on all conference flash drives pre-loaded with workshop presentation (when available)
- Signage at Registration Desk
- Recognition in Program Book
- Promotional item or literature in all attendee bags



# A/V SPONSOR

\$4,000

## DESCRIPTION:

- Signage at registration desk, all general sessions and break out rooms
- Recognition in Program Book
- Promotional item or literature in all attendee bags





# BUBBLE BAR

\$5,000  
(2 available)

## DESCRIPTION:

- Meet and greet attendees at the conference registration desk with a Champagne, Mimosas or Bellini Toast
- Cocktail Napkins with your logo
- Beverage Cups with your logo
- Recognition in Program Book
- Promotional item or literature in all attendee bags



# BLOODY BAR

\$5,000

## DESCRIPTION:

- Meet and greet attendees at the conference registration desk with a Bloody Mary (Hair of the Dog)
- Cocktail Napkins with your logo
- Beverage Cups with your logo
- Recognition in Program Book
- Promotional item or literature in all attendee bags



# WATER STATION

\$5,000

## DESCRIPTION:

- Signage at water stations in all session rooms
- Beverage Cups with your logo
- Recognition in Program Book
- Promotional item or literature in all attendee bags



# PROGRAM BOOK AD

Program Book Inside Front Cover	\$1,000
Program Book Inside Back Cover	\$1,000
Program Book Back Cover	\$1,500
Program Book Full Page Color Ad	\$475

# EXHIBITOR ADD ON

Gift Registration to 1st Time Attendee	\$150 each
Additional Booth Personnel	\$279 each
Promotional Giveaway in Attendee Bag	\$400







# A LA CARTE OPTIONS

Our member communication strategy is wide-ranging and includes social media, newsletter, email, social media, print and much more.

Extend your reach with our members through one of the many a la carte offerings available to you.



# ADD-ONS

Only available to add-on to any Corporate Sponsorship package

- Host a Thought Leadership Session at our Annual Conference - \$2500
- Host Quarterly (4 total) Peer to Peer Roundtables OR Spark Session (Virtually or In-person) - \$4000
- Host a Peer to Peer Roundtable OR Spark Session (Virtually or In-person) - \$1500

# WEB BANNER AD

## \*\*Membership Required

- 1 Month Home Page Banner Ad - \$1,000
  - Ad runs 1st through last day of the month
  - Deadline for Banner Placement: 1 week prior to the 1st of the month
  - Size: 1584 x 300 px    Format: PNG or JPG



# NEWSLETTER ADS

## PRICE PER ISSUE:

Half Page Ad - \$800

Quarter Page Ad - \$300

## DATES OF PUBLICATION:

March 2024

June 2024

September 2024

December 2024

## DEADLINE FOR AD PLACEMENT:

The 1st of the month of publication

## AD FORMAT:

.pdf, .png, .jpg

## AD SIZES:

Half Page Ad - 8"w x 5"h

Quarter Page Ad - 5.2"w x 5.2"h



SEPTEMBER 2022  
E-Newsletter

Looking for a change in position?  
Check out our [Career Center](#) for open positions!  
Remember... members post to the job board for FREE!  
To post a position: please submit a word doc with the Job Title, Company Name, Full Job Description, & an email or link for applicants to apply to -

### In this Issue:

- The most-asked questions about medical coding audits following the 2021 E/M and MDM changes
- The 10 most common employee benefit improvements for medical practices in 2022
- 2022 Nebraska Fall Conference - Download The Slides!
- Stay Connected



Stop chasing overdue debt.

We'll collect the money you're owed.

Don't let overdue patient bills strain your budget. We understand the nuances of insurance billing and related follow-up. Established in 1982, Alacrity averages \$30 million in collections processed annually. Our recovery is twice the national average.

- We treat everyone with respect, protecting your image and ours.
- We are based in Annapolis, Maryland.
- Interpreters available for non-English speaking accounts.
- We are ACA certified Professional Collection Specialists.
- 100% HIPAA and Fair Debt Collection Practices Act (FDCPA) compliant.

The sooner you place accounts with Alacrity (20 days recommended), the higher your recovery rates will be.

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info@accmd.com | AlacrityCollections.com

ALACRITY®  
COLLECTIONS  
Leader in the ARM (Accounts Receivable Management) Industry

HALF PAGE  
EXAMPLE

## EXAMPLE QUARTER PAGE AD



COVERYS

PROVIDING ADVANCED DATA ANALYTICS  
TO HELP PHYSICIANS FOCUS ON IMPROVING OUTCOMES.

We're reimagining what you expect from a medical professional liability provider, with insights from over a decade of claims data and advanced analytics to help you predict risk and optimize patient safety. Coverys is committed to helping reduce distractions so you can focus on patients and improve clinical, operational, and financial outcomes. Visit [coverys.com](#).

COVERYS  
INSURE. RESTRUCTURE. IMPROVE OUTCOMES.

Submit this form along with your payment to:  
 Email: info@hlane.org or Mail: PO Box 3403, Hamilton, NJ, 08619

Contact Name	Title	Business Type/Product	
Organization		Website	
Mailing Address	City	State	Zip Code
Phone	Fax	E-mail	

<p><b>Select Corporate Sponsorship:</b></p> <p>Diamond <input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/></p> <p><b>Select Exhibit Booth or Conference Package:</b></p> <p>Member Exhibit Booth <input type="checkbox"/></p> <p>Non-Member Exhibit Booth <input type="checkbox"/></p> <p>Attendee Lanyard Package <input type="checkbox"/></p> <p>Attendee Bag Package <input type="checkbox"/></p> <p>Vendor Game Sponsor <input type="checkbox"/></p> <p>Conference Mobile App Sponsor <input type="checkbox"/></p> <p>Conference Notepad/Pen Sponsor <input type="checkbox"/></p> <p>The Keynote Speaker Sponsor <input type="checkbox"/></p> <p>Welcome Reception Sponsor <input type="checkbox"/></p> <p>Themed Networking Event Sponsor <input type="checkbox"/></p>	<p><b>Select Any Additional Conference Sponsorship(s) or Add On Bonus Options:</b></p> <p>Conference Break Sponsor <input type="checkbox"/></p> <p>Break Out Room Sponsor <input type="checkbox"/></p> <p>Breakfast Sponsor <input type="checkbox"/></p> <p>Lunch Sponsor <input type="checkbox"/></p> <p>Signage Sponsor <input type="checkbox"/></p> <p>Flash Drive Sponsor <input type="checkbox"/></p> <p>A/V Sponsor <input type="checkbox"/></p> <p>Wifi Sponsor <input type="checkbox"/></p> <p>Hotel Key Card Sponsor <input type="checkbox"/></p> <p>Cyber Cafe &amp; Charging Station <input type="checkbox"/></p> <p>Water Station Sponsor <input type="checkbox"/></p> <p>Bubble Bar Sponsor <input type="checkbox"/></p> <p>Bloody Bar Sponsor <input type="checkbox"/></p> <p>Program Book Inside Front or Back Cover <input type="checkbox"/></p> <p>Program Book Back Cover <input type="checkbox"/></p> <p>Program Book Full Page Ad <input type="checkbox"/></p> <p>Gift Registration <input type="checkbox"/></p> <p>Additional Booth Personnel <input type="checkbox"/></p> <p>Promotional Giveaway in Conference Bag <input type="checkbox"/></p> <p><b>Select Any A La Carte Items:</b></p> <p>Thought Leadership Session <input type="checkbox"/></p> <p>Quarterly Round/Spark Session <input type="checkbox"/></p> <p>One Round/Spark Session <input type="checkbox"/></p> <p>Web Banner Ad <input type="checkbox"/></p> <p>Half Page Newsletter Ad <input type="checkbox"/></p> <p>Quarter Page Newsletter Ad <input type="checkbox"/></p>
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**Booth Personnel #1** \_\_\_\_\_ **Booth Personnel #2** \_\_\_\_\_ **Additional Booth Personnel:** \_\_\_\_\_

Company name as you would like it to appear on promotional material: \_\_\_\_\_

Enclosed is Check # \_\_\_\_\_ in the amount of \$ \_\_\_\_\_ payable to HLA NE.

Charge \$ \_\_\_\_\_ to the following credit card:  VISA  MC  AMEX  DISCOVER

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ SEC Code \_\_\_\_\_

Billing Address (Please Print) \_\_\_\_\_


Card Holders Name (Please Print) \_\_\_\_\_ Signature \_\_\_\_\_





# Let's get in touch

Healthcare Leaders Association of Nebraska

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<https://twitter.com/HLANebraska>



<https://www.facebook.com/HLANebraska>



<https://www.linkedin.com/company/hlanebraska>

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