



HEALTHCARE
LEADERS
ASSOCIATION
NEVADA

2024 SPONSORSHIP OPPORTUNITIES



The Who's of HLA NV	03
2024 Corporate Sponsorships	04-05
2024 Annual Conference Sponsorship	06-16
2024 A La Carte Options	18-19
2024 Sponsorship Form	20

Table of
CONTENTS



The Who's of HLA NV



WHO WE ARE

The Healthcare Leaders Association of Nevada (HLA NV) is a vital resource for healthcare professionals and medical group managers throughout the state. HLA Nevada 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 Nevada.

WHO ARE OUR MEMBERS

HLA Nevada 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 Nevada and want to partner with an organization who values your support, HLA NV 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 Nevada 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 Nevada 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:

	Diamond \$5,000 (Value \$8,495)	Platinum \$4,000 (Value \$6,795)	Gold \$2,500 (Value \$4,995)	Silver \$1,000 (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 all virtual events, in-person educational events and Annual Conference. Commercials can also be posted to our social media accounts. (.MP4 or YouTube link)	✓	✓	✓	✗
• Exhibit Booth/Table Live Educational Events (Including 2 booth personnel) (Excludes Annual Conference)	ALL	ALL	2 (Your Choice)	1 (Your Choice)
• Signage at Registration Desk of all Live Educational Events	✓	✓	✓	✓
• Member Golf Outing Hole Sponsorship (if applicable)	✓ + 2 Golfers	✓ + 2 Golfers	✓	✗
• Exhibit Booth at the Annual Conference (3 booth personnel included)	Premier Location	Premier Location	✓	✗
• Additional sponsorship at Annual Conference valued up to \$2000	✓	✓	✗	✗
• Promotional Item or Literature in Annual Conference Attendee Bags	✓	✓	✓	✗
• Full Page Color Ad in Conference Program Book	✓	✓	✓	✓
• Signage at Annual Conference	✓	✓	✓	✗
• Speaking Engagement at Annual Conference	✓	✗	✗	✗
• 1 Member Webinar (non-promotional)	✓	✓	✗	✗



2024
ANNUAL
CONFERENCE
SPONSORSHIPS

APRIL 12, 2024
WESTGATE LAS VEGAS
RESORT & CASINO
LAS VEGAS, NV

EXHIBIT BOOTHS:

EXHIBIT BOOTH

\$1,000

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

\$2,500

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

\$2,500

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

\$3,000

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



KEYNOTE SPEAKER

\$3,500

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



NETWORKING EVENT

\$4,000

DESCRIPTION:

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



SPONSORSHIPS:

Does not include Exhibit Booth

CONFERENCE BREAK

\$500
(2 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

SESSION SPONSOR

\$1,000
(5 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

\$1,000

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



LUNCH

\$1,500

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



WATER STATION

\$3,000

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 hand holding a smartphone is the central focus, with various communication icons overlaid on a dark background. The icons include an envelope, a location pin, a globe, and a shopping cart. The text 'A LA CARTE OPTIONS' is prominently displayed in white, bold, uppercase letters across the center of the image.

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

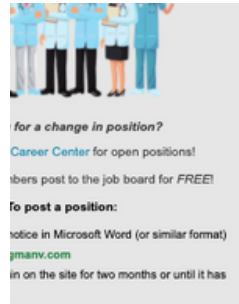
AD FORMAT:

.pdf, .png, .jpg

AD SIZES:

Half Page Ad - 8"w x 5"h

Quarter Page Ad - 5.2"w x 5.2"h



for a change in position?
Career Center for open positions!
Members post to the job board for FREE!
To post a position:
Notice in Microsoft Word (or similar format)
jmarw.com
in on the site for two months or until it has



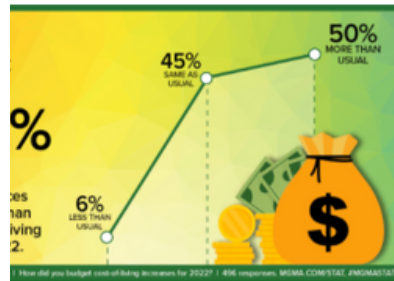
E-Newsletter
Leaders Helping Leaders™

Annual Conference - Save the Date
Medical practices battling with industries for workers amid tight labor market
dependent practices co-exist in a wave of consolidation
by Deadlines

Medical practices battling with
for workers amid tight labor market

State on December 15th, 2021

As the COVID-19 pandemic continues has most medical practices
is prepared to carve a much bigger piece of their budgetary pie for
2022.



A Star poll found that half of medical practices (50%) budgeted
workers' cost-of-living increases for 2022, while 45% say they
annual increases and only 6% reported budgeting "less than usual"

able responses.

Medical leaders responding to the poll, the average cost-of-living
5%, with the top responses reaching 15% to 25% for the most-
positions that were catching up with the market in certain regions.

Strains of the COVID-19 pandemic and stagnant reimbursement
medical practice leaders who noted larger wage increases weren't



2022 NEVADA ANNUAL CONFERENCE
RESILIENT & RE-ENERGIZED HEALTHCARE
MARCH 9-11, 2022
PALACE STATION
LAS VEGAS, NV
SAVE THE DATE!!
The 2022 Nevada Annual Conference
will be held
March 9-11, 2022
at the
Palace Station Hotel & Casino
Las Vegas, NV



COVERYS
PROVIDERS ENJOYED MORE FREQUENT
TO HELP PARTICIPANTS OVER THE HOLIDAY SEASON.
With recovering markets and the arrival of
winter weather, providers will experience an
increase in claims and related follow-up. The
average cost of claims and related follow-up
increases have increased in your region or yours.
We're here to help.
800.752.9663



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 (120 days recommended),
the higher your recovery rates will be.
800.752.9663
info@accmd.com | AlacrityCollections.com
ALACRITY COLLECTIONS
Leader in the ARM (Accounts Receivable Management) Industry

QUARTER PAGE
EXAMPLE

HALF PAGE
EXAMPLE

Submit this form along with your payment to:
Email: info@hlanv.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>Select Corporate Sponsorship:</p> <p>Diamond <input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/></p> <p>Select Exhibit Booth or Conference Package:</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>Thursday Evening Event <input type="checkbox"/></p>	<p>Select Any Additional Conference Sponsorship(s) or Add On Bonus Options:</p> <p>Conference Break Sponsor <input type="checkbox"/></p> <p>Break Out Room Sponsor <input type="checkbox"/></p> <p>Pre-Conference 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>Select Any A La Carte Items:</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>Cyber Cafe & 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>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: \$279/ each**

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

- Enclosed is Check # _____ in the amount of \$ _____ payable to HLA NV.
- 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 Nevada

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<https://twitter.com/HLANevada>



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

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