

# Empowering Exceptional Care

USERS CONFERENCE 2017

## Sponsorship Opportunities

### Users Conference Sponsorship Information & Pricing

---

The following sponsorship opportunities are available in addition to the Partner Forum and Sessions participation listed separately.

**PLEASE NOTE: Sponsorship opportunities are offered initially to past sponsors for first-right-of-refusal. Once the deadline for their acceptance has elapsed or past sponsors opt out of a sponsorship opportunity we will open the sponsorship up to all other Partners on a first come, first served basis. This will be communicated to the invited partner list via email from HCHB.**

Sponsorships opportunities are outlined below:

#### ~~1. BREAK STATION SPONSOR~~

Sponsorship includes ownership of the Break Station on Wednesday, Thursday & Friday (6/14 – 6/16). A permanent break station will be set up for customers to frequent throughout the day. This area will give customers more freedom to come and go as they like and have a constant supply of beverages, snacks, etc. throughout the day. There are several scheduled daily breaks, so we anticipate this will be a high-traffic area.

Sponsorship includes signage at the Break Station with your company name and logo, ability to hand out materials or branded items, and the opportunity for your team to be present in the Break Station to answer questions and interact with the customers. Depending on the structure you chose, we can set up a display area or keep it less formal.

Sponsorship for this three days is **\$7,500**

#### 2. BREAKFAST SPONSOR - 2 spots available!

Sponsorship includes ownership of breakfast on Thursday, June 15<sup>th</sup> or Friday, June 16<sup>th</sup>. Signage with your company name and logo and the opportunity to distribute materials or branded items at each place setting or table beforehand. The Sponsor will have the opportunity to give a 5-minute welcome speech/description of company's services. The purpose of this speech is to allow attendees to find out more about your company and product and is not intended to be a full "presentation." Microphone and podium will be available, along with a screen to display a brief Power Point Presentation or branded slide. Your logo/branded slide will remain up for the duration of the breakfast. Breakfast is scheduled from 8:00AM – 9:15AM Thursday, June 15<sup>th</sup>, and from 7:30AM – 8:30AM Friday, June 16<sup>th</sup>.

Sponsorship is **\$2,500** each

### ~~3. THURSDAY LUNCH SPONSOR~~

Sponsorship includes ownership of lunch on Thursday, June 15th, signage with your company name and logo at each table and on the buffet table and the opportunity to distribute materials or branded items at each place setting or table beforehand. You will be given 10 minutes at the start of the lunch break to introduce yourself and your company, spend a few minutes talking about the benefits of your solution and direct people able. We also encourage the Lunch Sponsor to come up with a creative collaborative or discussion-generating activity during lunch. The HCHB Marketing Team can assist with ideas and execution.

**Note:** You will be the only Sponsor allowed to speak during the lunch and have materials on the tables. We will also keep your logo/branded slide on the screens during the duration of the lunch. All other Partners will be set up for the Partner Forum ONLY at this time. Lunch is scheduled from 11:45AM – 1:45PM; Thursday, June 15<sup>th</sup>.

Sponsorship is **\$3,500**

### ~~4. WEDNESDAY WELCOME RECEPTION & NETWORKING EVENT – Wednesday, June 14<sup>th</sup> -~~

We are featuring the Welcome Reception & Networking Event within the Partner Forum for 2017! This will be open to all conference attendees and partners to encourage the networking vibe. Taking place during the Partner Forum, the Welcome Reception affords you more time to spend with our customers in a truly relaxed atmosphere.

The sponsor of this event will be exclusively feature as the host, including signage for your sponsorship and the ability to make your literature available or provide a give-a-way item, etc. In addition, you will have a few minutes to address the crowd at-large to welcome them to the event while providing a little about yourself and your relationship with HCHB. (Please keep this welcome light and informational. No hard sales pitches at the mixer.) We also encourage this sponsor to create networking activities or games to encourage interaction, etc. The HCHB Marketing Team will work with the sponsor on events for the mixer. This event takes place Wednesday evening, 5:00PM to 7:00PM in the Dallas & Fort Worth Foyers, Level 2.

Sponsorship is **\$7,500**

### ~~5. KEYNOTE SPONSOR~~

The Keynote Sponsor will act as the “host” with HCHB for the 2017 Keynote Speaker. The Keynote Sponsor will be featured as the only sponsor of this event with signage displayed. You will also be able to introduce the Keynote Speaker alongside the HCHB Management Team. The Keynote Sponsor also has the opportunity to provide a give-a-way prize, marketing materials, contact card, etc. to gain further exposure with customers.

The Keynote Sponsorship is **\$3,500**

## ~~6. THURSDAY DINNER & ENTERTAINMENT EVENT – Thursday, June 15<sup>th</sup> -~~

This year we are bowling it up – 80s style! We will be taking the group to the newly renovated Bowlmor Lounge in nearby Addison to enjoy an evening of bodacious bowling, tasty food & drinks, awesome billiards & bocce courts, music video screens and tubular arcade games. Be sure to pack your best 80s attire!

All conference attendees & partners will be able to join us at this event, but the event sponsor(s) will be given the opportunity for branding as well as the opportunity to provide a favor or give-a-way items for bowling contest winners. Sponsors will work closely with the HCHB Marketing team to make this a truly unique experience.

This event will be held on Thursday evening, approximately 6:30PM to 9:30PM with roundtrip transportation provided to/from The Westin Galleria hotel.

Sponsorship is **\$10,000**

## ~~7. CONFERENCE WEBSITE & EMAIL SPONSOR~~

Enjoy seeing your name prominently displayed throughout our registration website, with a link back to your site or promotional landing page. You'll also enjoy the benefit of being the listed partner on all of the email communication that goes out prior and after the event plus we'll include email blasts specifically showcasing your messaging. The HCHB Marketing Team will coordinate with this Sponsor on logos, etc. for the website and the email messaging schedule.

Sponsorship is **\$3,000**

## ~~8. CONFERENCE MOBILE APP~~

Returning for 2017 is our popular Conference Mobile App available to all attendees to use while at the Users Conference in Dallas. This will be the go-to source for their schedule, meeting reminders, social media and more. The sponsor will have a prominent logo placement on the app, the ability to post messages throughout the conference providing exclusive content to attendees. The HCHB Marketing Team will coordinate with Sponsor on logos, etc. for this item.

Sponsorship is **\$5,000**

## ~~9. PADFOLIO~~

Each customer will receive a padfolio at registration check-in with conference essentials. Sponsorship includes your logo printed on the cover and the inclusion of a letter or collateral piece + business card within the padfolio. The HCHB Marketing Team will coordinate with this Sponsor on logo and deadlines for providing materials to be placed in the padfolios.

Sponsorship is **\$2,000**

#### ~~10. WELCOME BAG~~

Show your hospitality! Upon registration, guests will receive a goodie bag welcoming them to Dallas. The bag is always a big hit at check-in and attendees always look forward to a little treat or surprise in their bag! Sponsorship includes your logo printed on each bag and the inclusion of a letter or collateral piece within the bags. The HCHB Marketing Team will work closely with this Sponsor to determine bag contents & logos and coordination of the handing out of bags at Registration on Wednesday, June 14th.

Sponsorship is **\$2,000**

#### ~~11. LANYARD~~

Each customer will receive a lanyard with their conference name badge upon check-in and is required to wear this for the duration of the conference events, though evening events are optional. Sponsorship includes your logo and message within limits of printing specifications.

Lanyard Sponsor can also place a business card or message inside name badge holder (connected to the lanyard) for a perfect outlet to provide an offer or special incentive to attendees! The HCHB Marketing Team will coordinate with this Sponsor on logo and deadlines for providing materials to be placed on the lanyards.

Sponsorship is **\$2,000**

#### ~~12. HOTEL ROOM KEYCARD~~

Each customer staying at the conference hotel will receive a branded set of keycards for their room. This will include your logo and message within the space of the keycard and a hand-out (if desired) to be given to each guest at check-in. This is a great way to promote your presence consistently throughout the conference, reaching for your "card" each time they access their sleeping room! The HCHB Marketing Team will coordinate with this Sponsor on logo and deadlines for providing materials to be placed on the cards.

Sponsorship is **\$2,000**

#### ~~13. PRE-CONFERENCE PARTNER PRESENTATIONS – Wednesday, June 14<sup>th</sup>~~

For those partners that would like to present their solution in a classroom setting, HCHB has a limited number of session slots available to appropriate Partners. Content for these sessions should include a presentation that illustrates your solution, the benefits of your solution and how it is integrated with HCHB + the benefits of integration. While this is a selling opportunity for the Partner, it should be shaped as an educational session for the attendees.

Partners choosing to present in this format will be assigned an HCHB Product Manager to work with on their presentation. This HCHB Product Manager will also be present during the session to answer any questions from the HCHB side as to the integration, etc.

Sponsorship cost is **\$2,500** and will be available on a limited basis contingent on the overall schedule of the conference and content/topics for these sessions will be subject to approval from the HCHB Marketing & Product Management Teams.

#### 14. CUSTOMER EXPERIENCE ROOM

Sponsorship of the Customer Experience Room provides a unique opportunity for a partner to not only sponsor, but be included as a participant in the Customer Experience Room throughout the duration of the conference. The focus of this room is to provide a high level of customer service (a la “experience”) to the users while at the conference. The room is set with stations where customers can meet with our support team, our product management teams and our training teams. In addition to the HCBH Staff we included a few partners that also provide technical or support services and teams of specialized Subject Matter Experts (SMEs) to cover hot topics that may be of interest at the Users Conference.

The sponsor will have prominent placement in the room, as well as signage branding the room with your company name & message. You would also staff a station within the room to help customers with your solution or product. The rough schedule for this room is as follows:

- Wednesday, June 14<sup>th</sup> (9:00AM – 5:00PM, with a break for the Welcome Session)
- Thursday, June 15<sup>th</sup> (9:30AM – 4:00PM, with breaks for Lunch and the Keynote)
- Friday, June 16<sup>th</sup> (9:45AM – 12:00PM)

Details of your station design will be worked out with the HCHB Marketing Team, but will include:

- sponsorship branding on the in-room signage;
- gobos, up-lights or additional lighting as needed;
- branded linens for the lounge area and your station tables;
- ability to add signage or swag to the lounge tables
- signage on the break station/snack area.

Customer Experience Room sponsorship is **\$10,000**

If there are other events or sponsorship opportunities you’d like to pursue please contact Janna Schulze at (214) 239-6709 or jschulze@hchb.com to discuss. We will certainly make any accommodations we can to ensure a successful event for each of our Partners.

## Partner Attendance at Events

---

The HCHB Users Conference policy on partner attendance at events is to include all partners at all events. We feel the most important aspect of this conference is the feeling of community and partnership that is created throughout the many activities, we'd like everyone to feel included and part of the overall event. Sponsors will always get exclusive recognition and the opportunity to "own" their events, with various benefits and tangible items afforded them for their sponsorship, but we will let each of the events be open to all conference attendees and participants.

We do ask that all Partners act in good faith and professionally towards all other Partners. We expect our partners to respect the "sponsor" of an event and not hand out their own materials or gift-items, branded items, etc. We are happy to have everyone attend and participate in these great networking and team building activities, but reserve the right to ask anyone who is not acting in good faith or who is actively campaigning against another Partner or Sponsor to leave the event.

We strive to provide a quality sponsorship for each of our Partners, while also providing a non-pressured atmosphere for our customers. We know you can understand the balance we are looking to achieve at our Users Conference and appreciate your cooperation.

If you have any questions regarding the Partner Forum or any of the available sponsorship opportunities, please contact:

Janna Schulze  
Marketing Event Manager  
[jschulze@hchb.com](mailto:jschulze@hchb.com)  
(214) 239-6709