

Workplace of the Future Conference

October 8, 2020 | Radisson Blu Aqua Hotel | Chicago, IL

2020 Sponsorship Opportunities

Drive Sales

Enhance Image & Credibility

Develop New Relationships

Capture Leads

Event Overview

About

This Modern Healthcare networking and learning event brings together C-Suite human resources officers, vice presidents, and anyone in an employee engagement role, from across the healthcare continuum to take a deep dive into the evolving world of human capital management in order to address the most pressing issues for healthcare human resources.

Executives will navigate the healthcare landscape with a freshly stocked toolkit – from data and analytics, branding and marketing, to virtual reality, wearable devices, and tech advancements that turbocharge recruitment, evaluation, compensation and talent development.

Date: October 8, 2020

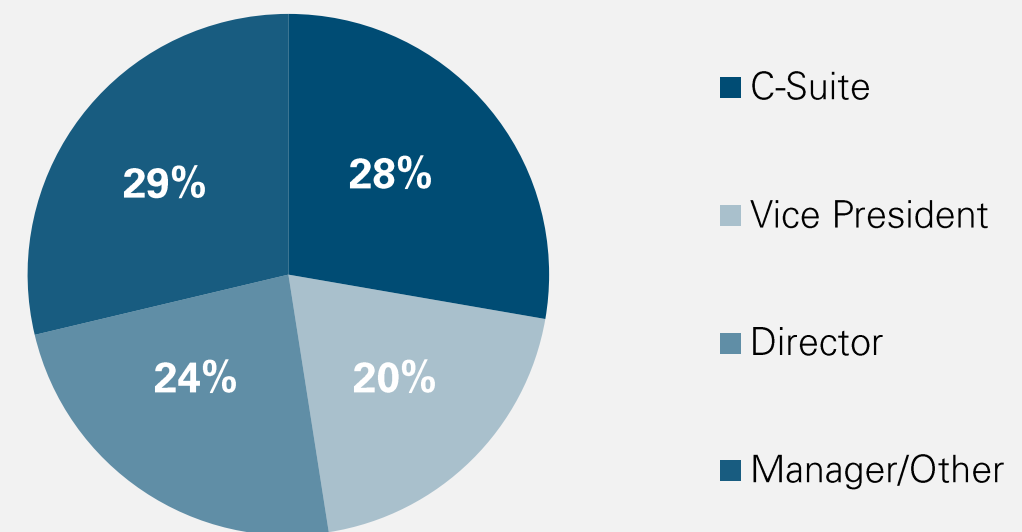
Location: Radisson Blue Aqua Hotel, Chicago, IL

Anticipated Attendance: 200

Who Will Attend

- Hospital/Health System
- Insurer/Payer/Managed Care Organization
- Medical Clinic/Group/Specialty House
- Professional Association
- University
- Healthcare Supplier

Attendance By Title



*2019 Attendee Data

Description

“We are so pleased to have gotten to know you all better and had the privilege of being part of the Workplace of the Future event. Looking forward to future collaborations.”

- Suzanna Mlot, Partner, Axiom Consulting Partners

About

Healthcare human resources leaders and their organizations are facing enormous changes and challenges: disruption, consolidation, tightened budgets, employee downsizing, increased regulation, tough competition, and more. There is a transformative change underway, and organizations are no longer assessed based solely on established measures such as financial performance, or even quality of products and services. Today, organizations are increasingly evaluated based on their relationships with their employees, customers, and communities.

At this conference you will hear from high profile human resources executives from some of healthcare's most successful hospitals and health systems. These industry leaders will share with attendees their solutions and best practices for attracting and retaining talent, building a culture of diversity and inclusion, engaging the workforce, reinforcing the healthcare employer's brand and create a positive workplace atmosphere.

Key Topics:

- Learn how healthcare employers enrich the work experience of employees, managers, clinicians and executives for employee engagement and retention.
- Experience how new transforming recruitment, evaluation, education and training will impact the workforce.
- Identify what is driving the changing the relationship between healthcare employers and employees, clinicians, managers and executives.
- See why healthcare workplaces have chosen to develop, evaluate and reward the business and clinical performance of teams over individual performance.
- Pinpoint the styles and unwritten codes of the next generation healthcare workplace.

Agenda

Format

Attendees experience keynote presentations and panel discussions that are focused on strategies and best practices within a conference format that is rich in collaboration and attendee/presenter interaction.

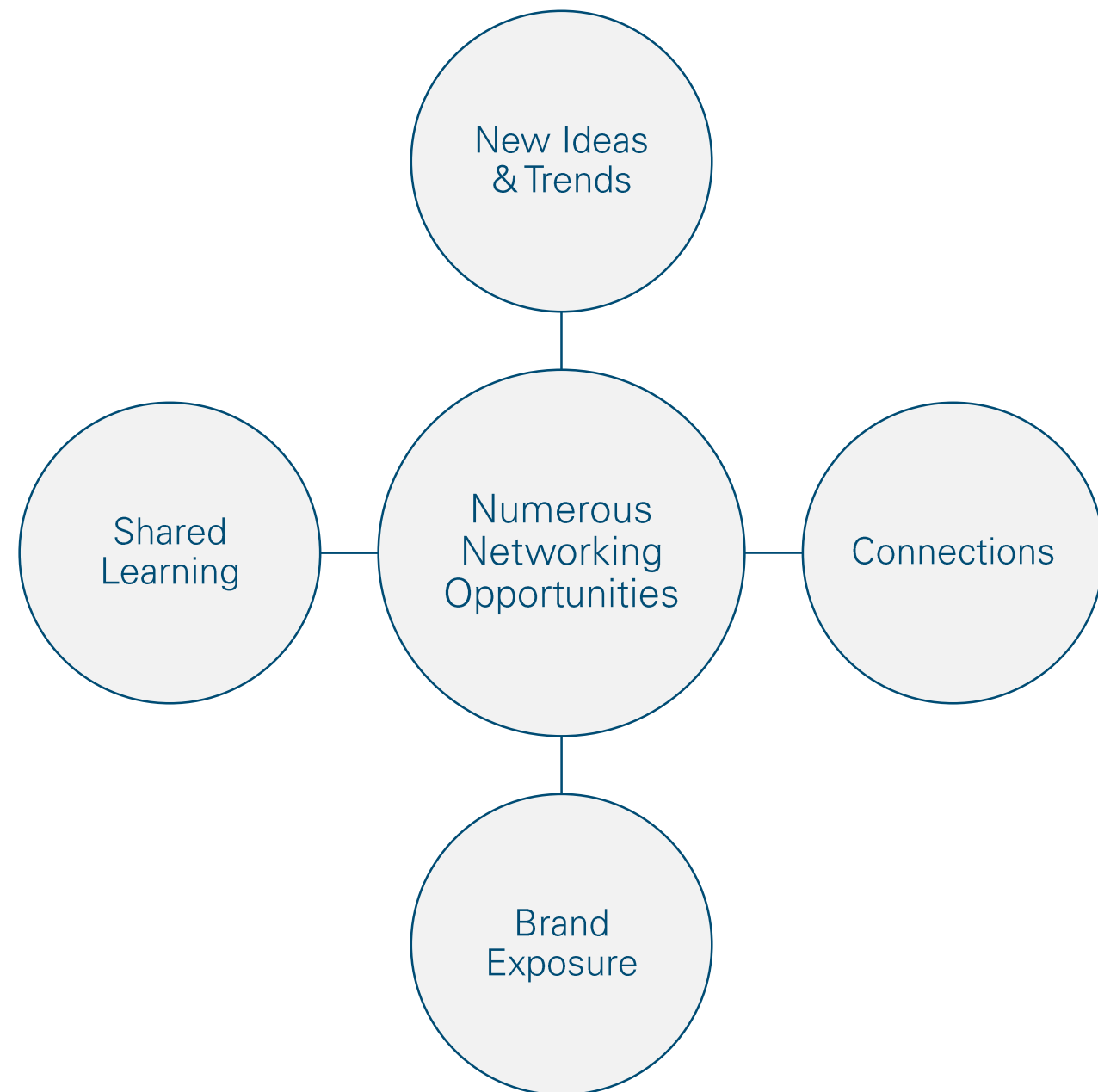
Agenda Day 1

5:00 - 7:00 p.m.	Welcome Reception*
7:30 - 9:00 p.m.	Publisher's Dinner (invitation-only)

Agenda Day 2

7:00 – 7:45 a.m.	Registration, Exhibits & Networking Breakfast
8:00 – 9:00 a.m.	Opening Keynote
9:00 - 9:45 a.m.	Panel 1
9:45 - 10:30 a.m.	Morning Networking Break
10:30 - 11:15 a.m.	Panel 2
11:30 - 12:15 p.m.	Panel 3
12:15 - 1:00 p.m.	Luncheon
1:15 - 2:00 p.m.	Afternoon Keynote
2:15 - 3:00 p.m.	Panel 4
3:00 - 3:15 p.m.	Afternoon Networking Break
3:15 - 4:00 p.m.	Closing Keynote
6:00 – 9:00 p.m.	Best Places to Work in Healthcare Awards Gala (complimentary ticket(s) included with sponsorship)

*Conducted only if sponsor is secured. Agenda subject to change.



Sponsorship Opportunities

Increase brand awareness, generate preference and foster loyalty with a targeted and influential audience of healthcare leaders.

Opportunities presented in our packages* allow for achieving several goals at once:



Reach Your Target Audience

Gain access to a wide range of decision-makers in healthcare. Sponsorship brings attendees who are looking to find out more about your business directly to you.



Drive Sales

Packages include the opportunity to showcase products and services, and distribute samples or trial offers.



Be Recognized As A Thought Leader

Differentiate yourself from competitors by educating attendees and sharing your expertise on a subject.



Create Long Lasting Connections

During the various networking opportunities available at the conference, sponsors are able to dramatically influence customer relations.



Put Your Brand In The Spotlight

Event marketing by Modern Healthcare generates media exposure through print, digital, email and social media.



Lead Generation

The list of conference attendees* provides a valuable resource of leads and an opportunity to continue the conversation beyond the event.

*Not all sponsor packages offer the same level of exposure. Depending on date of submitted contract, some benefits associated with our sponsorship packages may have passed. See following pages for sponsor package specifics. Recommended sponsorship commitment is 6 weeks prior to event date.

Testimonial

“I loved the combination of keynotes, panels, and solo presentations. I also LOVED the diversity on each panel - thank you for being so intentional about panel composition!”

-Past Conference Attendee



Lead Sponsorship

Pre-conference Promotion

- Logo recognition as Lead Sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition as Lead Sponsor in digital promotion (when size allows)
- Logo recognition on promotional emails for conference
- Medium rectangle banner ad (300W x 250H pixels) and logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Thought Leadership

- Hour-long breakout session conducted during conference
- Opportunity to include up to 4 speakers (can be panel format)
- Content and speakers are subject to review/approval by Modern Healthcare
- Logo visibility on Agenda indicating session is sponsored

Conference Visibility

- 2-page spread ad in printed conference program
- Logo visibility and 200-word description in printed conference program
- Logo visibility on conference sponsor "thank you" slide
- Logo visibility as Lead Sponsor on general conference signage
- Logo visibility as Lead Sponsor on backdrop screen during opening and closing keynotes
- Recognition as the Lead Sponsor from the podium at conference opening and closing keynotes
- 1 PowerPoint slide "commercial" in rotation during breaks/transitions
- Opportunity to make 260-word introductory comments at opening and closing keynote¹
- 4 tickets to attend conference and Best Places to Work in Healthcare gala (additional available at discount of 25%)²
- Opportunity to include single sheet collateral item in attendee registration materials
- Exhibitor table
- Logo visibility on attendee name tags

Post-conference Visibility

- Medium rectangle banner ad (300W x 250H pixels) and logo recognition on post-conference "thank you" email to attendees
- List of conference attendees³
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date
- Product/Category exclusivity⁴

1 Available at \$24,000 Net

¹ Comments are subject to Modern Healthcare review prior to event and must be topical not promotional.

² Tickets are inclusive of speakers, pre-conference and general conference attendees.

³ List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

⁴ Product/category includes up to 5 competitors.

Premier Sponsorship

Pre-conference Promotion

- Logo recognition as Premier Sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition as Premier Sponsor in digital promotion (when size allows)
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Thought Leadership

- Hour-long breakout session conducted during conference
- Opportunity to include up to 4 speakers (can be panel format)
- Content and speakers are subject to review/approval by Modern Healthcare
- Logo visibility on Agenda indicating session is sponsored

Conference Visibility

- 2-page spread ad in printed conference program
- Logo visibility and 200-word description in printed conference program
- Logo visibility on conference sponsor "thank you" slide
- Logo visibility as Premier Sponsor on general conference signage
- 1 PowerPoint slide "commercial" in rotation during breaks/transitions
- 4 tickets to attend conference and Best Places to Work in Healthcare gala (additional available at discount of 25%)¹
- Opportunity to include single sheet collateral item in attendee registration materials
- Exhibitor table

Post-conference Visibility

- Logo recognition on post-conference "thank you" email to attendees
- List of conference attendees²
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

2 Available at \$20,000 Net

¹ Tickets are inclusive of speakers, pre-conference and general conference attendees.

² List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

Supporting Sponsorship

Pre-conference Promotion

- Logo recognition as Supporting Sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition as Supporting Sponsor in digital promotion (when size allows)
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Thought Leadership

- Opportunity to moderate a panel discussion¹

Conference Visibility

- Full page ad in printed conference program
- Logo visibility and 100-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Logo visibility as Supporting Sponsor on general conference signage
- Logo visibility as Supporting Sponsor on backdrop screen during a session
- Recognition as a Supporting Sponsor from the podium at conference opening and closing keynotes
- 1 PowerPoint slide “commercial” in rotation during breaks/transitions
- 3 tickets to attend conference and Best Places to Work in Healthcare gala (additional available at discount of 25%)²
- Opportunity to include single sheet collateral item in attendee registration materials
- Exhibitor table

Post-conference Visibility

- Logo recognition on post-conference “thank you” email to attendees
- List of conference attendees³
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

3 Available at \$16,000 Net

¹ Sponsor can select the preferred session for panel participation, introductory comments and signage (all occur in same session) based on availability/schedule and is subject to Modern Healthcare approval.

² Tickets are inclusive of speakers, pre-conference and general conference attendees.

³ List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

Luncheon Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Logo visibility on general conference signage
- Exclusive logo visibility on signage and table cards during luncheon
- Logo visibility on luncheon slide
- 2 tickets to attend conference and Best Places to Work in Healthcare gala (additional available at discount of 25%)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference “thank you” email to attendees
- List of conference attendees¹
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at \$5,000 Net

¹ List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

Welcome Reception Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Logo visibility on general conference signage
- Exclusive logo visibility on signage and table cards during welcome reception, which takes place the evening before the Workplace of the Future Conference
- 2 ticket to attend conference and Best Places to Work in Healthcare gala (additional available at discount of 25%)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference “thank you” email to attendees
- List of conference attendees¹
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at \$4,000 Net

¹ List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

WiFi Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Logo visibility on general conference signage
- Logo visibility as WiFi Sponsor in conference program
- Vanity password for WiFi access
- 2 tickets to attend conference and Best Places to Work in Healthcare gala (additional available at discount of 25%)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference “thank you” email to attendees
- List of conference attendees¹
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at \$3,000 Net

¹ List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

Charging Station Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Logo visibility on general conference signage
- Logo visibility as Charging Station Sponsor in conference program
- Company logo/messaging on charging station
- 2 tickets to attend conference and Best Places to Work in Healthcare gala (additional available at discount of 25%)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference “thank you” email to attendees
- List of conference attendees¹
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at \$3,000 Net

¹ List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

Networking/Coffee Breaks Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Logo visibility as sponsor on signage and table cards during networking breaks
- 2 tickets to attend conference and Best Places to Work in Healthcare gala (additional available at discount of 25%)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference “thank you” email to attendees
- List of conference attendees¹
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at \$3,000 Net

¹ List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

Breakfast Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Exclusive logo visibility on signage and table cards during networking breakfast
- 2 tickets to attend conference and Top 25 Women Leaders gala (additional available at discount of 25%)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference “thank you” email to attendees
- List of conference attendees¹
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at \$3,000 Net

¹ List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

Hotel Key Card Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on promotional emails for conference
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Half page ad in printed conference program
- Logo visibility and 50-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Exclusive design and logo visibility on hotel key cards distributed to attendees staying at the conference hotel
- 2 tickets to attend conference (additional available at discount of 25% - max. 10)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference “thank you” email to attendees
- List of conference attendees¹
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at \$3,000 Net

¹ List of event attendees includes name, title, organization and email address (emails included in final list only) - list will be provided 1 week prior and 1 week following event.

Merchandise Sponsorship

Lanyard Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Quarter page ad in printed conference program
- Logo visibility and 25-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Exclusive logo visibility on **lanyard** distributed to attendees
- 1 ticket to attend conference and Best Places to Work in Healthcare gala (additional available at discount of 25%)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference thank you email to attendees
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at \$2,000 Net

Tote Bag Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Quarter page ad in printed conference program
- Logo visibility and 25-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Exclusive logo visibility on **tote bag** distributed to attendees
- 1 ticket to attend conference and Best Places to Work in Healthcare gala (additional available at discount of 25%)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference thank you email to attendees
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at \$2,000 Net

Merchandise Sponsorship

Water Bottle Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Quarter page ad in printed conference program
- Logo visibility and 25-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Exclusive logo visibility on **water bottle** distributed to attendees
- 1 ticket to attend conference and Best Places to Work in Healthcare gala (additional available at discount of 25%)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference thank you email to attendees
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at \$2,000 Net

Note Pad Sponsorship

Pre-conference Promotion

- Logo recognition as a sponsor in a minimum of 3 full-page, 4-color print conference promotions
- Logo recognition on conference reminder emails
- Logo recognition with link on conference microsite

Conference Visibility

- Quarter page ad in printed conference program
- Logo visibility and 25-word description in printed conference program
- Logo visibility on conference sponsor “thank you” slide
- Exclusive logo visibility on **note pad** distributed to attendees
- 1 ticket to attend conference and Best Places to Work in Healthcare gala (additional available at discount of 25%)
- Opportunity to include single sheet collateral item in attendee registration materials

Post-conference Visibility

- Logo recognition on post-conference thank you email to attendees
- Post-conference report including key highlights from survey results and feedback from attendees

Rights

- First right of refusal for up to 3 months following conference date

1 Available at \$2,000 Net

Exhibitor Tables

With more than 200 senior leaders in attendance, the Workplace of the Future Conference provides a unique, boutique environment in which to engage directly.

Table space is limited and positioning may be selected upon signing.

Pre-conference Promotion

- Logo Recognition with link on microsite

Conference Visibility

- Logo visibility and 25-word description in printed conference program
- 1 ticket to attend conference and Best Places to Work in Healthcare gala (additional available at discount of 25%)
- 6' draped table and 2 chairs
- Basic Wi-Fi availability (high-speed or hard-wired connections available for an additional fee)

10 Available at \$1,600 Net

Total tables in exhibit area is 13. Top tier sponsorships include booth space in premium location.

If purchasing sponsorship that does not include an exhibitor table, sponsor will receive 25% discount on exhibitor table addition.

Electricity at exhibitor tables is an additional fee and can be purchased directly through the conference hotel.

Thank You

Modern Healthcare

Modern Healthcare is the most trusted business news and information brand in the healthcare industry. Combining the power of a print publication, 24/7 digital news products, robust research and event platforms, Modern Healthcare reaches the largest and most captive audience of healthcare leaders and influencers.

150 N. Michigan Avenue, Chicago, IL 60601 | 312.649.5350 | www.ModernHealthcare.com

For more information on sponsorship opportunities, please contact your account executive or Ilana Klein at 312.649.5311.