

# Your choices

## All P365 members have:

- Full access to the Gold Key Club
- Free Logostopper in show materials
- Free uploads to Virtual Totebag

### SHC Conference Sponsorship – Level I

- Chairman's Dinner, Exclusive
- Elevator Door Sponsor at hotel
- Opening Night Party
- Opening General Session, Exclusive
- Attendee Conference Bags
- Premier Show Floor Banner
- Lobby Bar Sponsor – Headquarter Hotel Bar
- Schedule-at-a-Glance
- Executive Business Exchange
- Conference App
- ACCESS HIDA Sponsor, Exclusive
- Coffee Café

### SHC Conference Sponsorship – Level II

- Pocket Guide  
*(Distributed on-site to all attendees)*
- Lanyards
- Hotel Key Cards
- Education Breakfast & Break – Day 1
- Cyberstation – Show Floor
- Water Bottles – All Attendees
- Back of Attendee Badges
- HIDA Show Daily Newsletter
- Food Booth – Lunch on the Show Floor
- Show Floor Banner
- Education Rotations, Exclusive
- Shoe Shine Station

### SHC Conference Sponsorship – Level III

- Sales Management or Sales Rep Conference Seminar
- Bellyband  
*(around on-site Program & Exhibit Guide)*
- Hotel & Shower Door Tags
- Consultative Selling Rotation
- Executive Business Exchange Breakfast
- Bookmark in Official Program Guide
- Executive Summit
- Bag Inserts *(plus approved product)*
- HIDA Board Amenity Basket
- Show Floor Hand Sanitizer Station(s)
- Banner

### SHC Conference Sponsorship – Level IV

- Leaders in Healthcare Amphitheater
- Banner
- Cash Prize Giveaway
- ACCESS HIDA in-room commercial
- Complimentary meeting space – HIDA 2012

### Other HIDA and Sales Tool Sponsorship

*These items can be swapped with SHC Conference Level II and Executive Conference Level I*

- HIDA Board Dinner Sponsor and Invitation
- Healthcare Distribution Summit Co-sponsor
- Customer Tool Sponsor
- Manufacturers Seminar Sponsor

### Executive Conference Sponsorship – Level I

- Executive Club Room
- Show Daily Sponsor *(3 days)*
- Executive Networking Dinner
- Distributor Golf Gift
- General Session
- After Party
- Pre-Conference Welcome Reception
- Golf Classic – Title Sponsor
- Schedule-at-a-Glance
- Customized Room Drop

### Executive Conference Sponsorship – Level II

- Back of Name Badges
- Golf Classic – Box Lunches
- Golf Classic – Hole Sponsor – Level I  
*(Hole in One Challenge, Mojito Hole)*
- Golf Classic – Beverage Cart
- Refreshment Breaks *(all four)*
- Networking Breakfasts *(all three)*
- Networking Lunch
- Breakout Session
- Lanyard Sponsor
- Hotel Key Cards
- Conference Work Book Sponsor
- PWH Networking Event
- PWH Pre-Conference Workshop
- M&Ms – Education Session Candies

### Advertising

*(Full Page; Half Page; Quarter Page)*

- Membership Directory & Buyer's Guide
- Conference Preview & Registration Brochure
- Program & Exhibit Guide
- Web Site Advertising
- HIDA Streamlining Healthcare Conference Web Site Advertising

### Event Registration

- Registration for one person to the Executive Conference
- Registration for one team to the Executive Business Exchange
- Pass for one to the Manufacturers Seminar in both January and May
- Foursome at the Executive Conference Golf Classic

### Additional Exposure

- Executive Conference Golf Hole Sponsor – Level II
- Signage at all events
- Invite to an Advisory Council meeting & dinner
- Display of your materials/collateral at all HIDA and HIDA Educational Foundation Meetings
- Your company logo with link on HIDA.org
- 25 passes to the HIDA Streamlining Healthcare Conference for your distributor customers
- Manufacturers Seminar Dinner Sponsor
- Daily Clips Banner Sponsorship *(two weeks)*

## Sample PLATINUM Package

- After Party Sponsorship
- Food Booth Sponsorship
- Executive Conference Club Room Sponsor
- Executive Conference Lanyard Sponsor
- Membership Directory *(Full-page Ad)*
- Conference Preview & Registration Brochure *(Full-page Ad)*
- Registration for one person to the Executive Conference
- Registration for one team to the Executive Business Exchange
- 25 passes to the SHC Conference for your distributor customers
- Executive Conference Golf Hole Sponsor – Level II
- Signage at all events
- Invite to an Advisory Council meeting and dinner
- ★ Access to the Gold Key Club

**TOTAL VALUE** \$ 54,000

P365 Discount \$ 9,000

**YOUR COST** \$ 45,000