



# SIGNATURE EVENTS | 2012

## Sponsorship Opportunities





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### **Annual Innovation Conference | April 26**

An exclusive event for NEHI members and national thought leaders to tackle topical health care issues through the lens of innovation. The 2012 conference focuses on bridging the innovation gap and exploring the state of innovation in delivery, payment and regulatory reform. Attendees will identify and debate policies to achieve a sustainable health care system across the US.

**Confirmed Keynote:** FDA Commissioner Dr. Margaret Hamburg (top left)



### **5th Annual Innovators in Health Awards | November 14**

Health care innovators who dare to think boldly, challenge the status quo and are changing the way we deliver health care in the US will be honored for their achievements at NEHI's Innovators in Health Awards event. Every year, new honorees are celebrated at this inspirational night of networking and storytelling. Past honorees have included: Dean Kamen, Dr. Jack Wennberg, Jamie Heywood, Dr. Donald Berwick, Sen. Edward M. Kennedy, Dr. Carolyn Clancy and Dr. Atul Gwande.





## OUR MISSION

As a member-based, non-partisan research and policy organization, NEHI is dedicated to finding innovative solutions to urgent health care problems. We harness the collective commitment of our members, conduct evidence-based research and drive change by collaborating with private and public decision makers.





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### WHAT MAKES OUR EVENTS UNIQUE

Our events are infused with the spirit of NEHI - innovative and transformative - and provide unique visibility and branding opportunities for Sponsors. NEHI events typically attract an audience of 200-plus C-suite and senior health care leaders and decision makers from across the health care spectrum, representing large corporations, academic institutions and philanthropic organizations. Sponsors of our events are recognized as champions of innovation and supporters of NEHI's unique and collaborative approach to problem-solving.





## WHY BECOME A SPONSOR?

- Brand awareness and visibility with top decision makers
- Association with NEHI values: patient-centered, innovative, cutting-edge and collaborative
- Enhance credibility and demonstrate corporate social responsibility
- Targeted opportunities to promote products and services
- Make powerful connections with leading thinkers from all sectors of healthcare





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## SPONSORSHIP BENEFITS

	Presenting \$25,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$3,000
<b>Recognition at Event</b>					
Main Event Sponsor with Signage at Event	X				
Cocktail Reception Sponsor with Signage at Event		X			
Logo Event Signage		X	X	X	
<b>Speaking Opportunities at Event</b>					
Opportunity for brief opening remarks	X				
<b>Visibility at the Event</b>					
Ad in Program Book	Full Pg.	Full Pg.	1/2 Pg.	1/4 Pg.	
Logo in Program Book	X	X	X	X	
Company Collateral at Attendees' Seats	X	X			
Company Collateral at Display Tables			X	X	
Logo in Event Power Point Slides	X	X	X	X	
<b>Public Relations and Visibility Before the Event</b>					
Inclusion in event press releases with hyperlink to website	X	X	X		
Inclusion in event press releases with company name				X	X
Quote from your CEO in select releases when appropriate	X	X			
Social Media visibility	X	X	X	X	X
Sponsorship announced in NEHI's newsletter/email blasts	X	X	X	X	
Logo Placement on NEHI's website	X	X	X	X	X
Logo Placement on NEHI's website with hotlink to your website	X	X	X		
<b>Complimentary Gifts</b>					
Reserved, complimentary ticketing at the event	20 seats	10 seats	10 seats	10 seats	10 seats
Premiere Seating with Event Speakers, Honorees	X	X			
<b>Additional Benefits</b>					
Additional tailored benefits to be mutually agreed upon	X	X			
First right of refusal for Presenting Sponsor next year	X				

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## RECENT SPONSORS





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## NEHI MEMBERS



## BECOME A SPONSOR

For more information about becoming a Sponsor of NEHI's Signature Events, please contact:

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