



2011 ANNUAL CORPORATE SPONSORSHIP CAMPAIGN

A Unique Opportunity to Reach Key Health Care Decision Makers



Healthcare Association
of New York State



Healthcare Trustees
of New York State



HANYS
Solutions



Data Gen

ABOUT US



Healthcare Association
of New York State

WWW.HANYS.ORG

Founded in 1925 by a group of hospital leaders, the Healthcare Association of New York State (HANY) today is one of the most effective advocacy organizations of its kind in the nation, representing the interests of more than 550 not-for-profit and public hospitals, health systems, and continuing care providers.

HANY's mission is simple and strong: to advance the health of individuals and communities by providing leadership, representation, and service to health care providers and systems across the entire continuum of care. The ultimate goal is to achieve a stronger, more stable health care system in which members can pursue their fundamental mission of providing high-quality, cost-effective care and improving the health of people throughout the communities they serve.



HANY
Solutions

WWW.EHANYS.COM

For more than 40 years, HANY Solutions (HSI), a subsidiary of HANY, has provided responsive, high-quality products and services that meet the needs of the health care community. HANY Solutions' products and services are aligned with the issues and challenges facing New York's health care providers, including financial, workforce, quality, and community planning.

In addition, HANY Benefit Services (HBS), an HSI company, helps organizations by providing marketplace solutions in the areas of employee benefits, investments, retirement plans, and consulting services.



Healthcare Trustees
of New York State

WWW.HTNYS.ORG

Healthcare Trustees of New York State (HTNYS), an affiliate of HANY, offers education, advocacy, and governance training for trustees of HANY's member institutions. HTNYS' Board of Governors, comprised of trustees from throughout the state, establishes HTNYS' policies and goals.

HTNYS' mission is to assist voluntary health care trustees through education, communication, and advocacy, thereby promoting the delivery of quality health care to all communities in a cost-effective manner.



WWW.DATAGEN.INFO

Created by health finance experts in 2001, DataGen offers health care data modeling and educational programs designed to meet the unique and diverse needs of hospitals, health care systems and networks, hospital/health care associations, researchers, and consultants. DataGen's products and services allow health care organizations to make more informed decisions, develop and educate staff leaders, and implement performance improvements that benefit patients and providers alike. As of February 2011, DataGen serves 41 state hospital and health care association clients, providing health care data to 95% of the nation's hospitals.



AS A SUCCESSFUL COMPANY, YOU ARE CONSTANTLY LOOKING FOR WAYS TO MAXIMIZE YOUR MARKETING OPPORTUNITIES AND INCREASE BRAND AWARENESS AND RECOGNITION. THE HEALTHCARE ASSOCIATION OF NEW YORK STATE (HANYS) OFFERS A UNIQUE VENUE TO ENHANCE YOUR OVERALL CORPORATE IMAGE AND REPUTATION, AND ESTABLISH MUTUALLY BENEFICIAL BUSINESS RELATIONSHIPS. HEALTH CARE LEADERS FROM ACROSS NEW YORK RELY ON HANYS TO PROVIDE THEM HIGH-QUALITY EDUCATION AND PEER NETWORKING OPPORTUNITIES. TO THAT END, HANYS HOSTS A NUMBER OF LEADERSHIP EDUCATION PROGRAMS EACH YEAR, OFFERING COMPANIES A DISTINCT OPPORTUNITY TO ENGAGE KEY DECISION MAKERS FROM HOSPITALS AND HEALTH SYSTEMS ACROSS NEW YORK STATE. HANYS HAS CREATED A NUMBER OF EXCITING OPPORTUNITIES, WHICH ARE DESCRIBED IN THE FOLLOWING PAGES. IF YOU HAVE QUESTIONS OR SUGGESTIONS RELATED TO OUR SPONSORSHIP PROGRAM, PLEASE CONTACT US AT (888) 994-4373 OR AT INFO@HANYS.ORG.

SIGNATURE EVENTS

For Hospital Executives and Professionals

Benefits You Gain by Becoming a HANYS Corporate Sponsor:

- Get direct access to key hospital decision makers — all under one roof at the same time
- Gain recognition as a contributor to the value and success of a HANYS event
- Build brand awareness and recognition through repeated sponsorship
- Make invaluable personal contacts—it's all about relationship building
- Gain new insight into the health care field through interaction with hospital leaders

HANYS' Annual Membership Conference—June

This two-day conference provides direct access to 200 chief executive officers and other top health care decision makers, as well as to education on the issues confronting hospitals and health care. Several networking opportunities are also available—all without paying a conference registration fee.

Trustees Annual Conference—September

This three-day conference is aimed at hospital trustee leaders and health care executives from throughout New York. The conference includes keynote presentations and focused breakout sessions on topics relevant to trustees, as well as several networking opportunities. The event has been sold out for the past several years, with an average attendance of nearly 500 people.

Strategies, Weapons, And Tactics (SWATSM)—October

This two-day educational program is aimed at chief financial officers, legal counsel, and directors of managed care, patient accounts, and reimbursement. The general session program provides hospitals with technical and tactical training to better negotiate with insurance plans. The event provides hospitals with the tools necessary to embrace new payment and delivery system models while achieving a successful negotiation stance with payers.



2011 DATAGEN ACADEMYSM

Sponsor contribution of \$7,500

Twelve online educational programs offered throughout the year that provide individuals with the knowledge and tools necessary to understand the health care data affecting financial, quality, workforce, community health, and marketplace operations.

By sponsoring the DataGen Academy, your organization will be recognized on the DataGen Academy Web site. You will also receive one free Webconference connection for up to four programs of your choosing for as many staff in your organization who wish to participate. In addition, you will have the opportunity to display a full-screen advertisement that will run in the pre-program promotion screen for the same four Webconferences you chose above.

Conference for Human Resource Leaders—May

This two-day educational program addresses topics of interest to hospital and health system human resource leaders, learning officers, benefits managers, and staff development directors. This event includes a golf outing, group receptions, and meal functions to give participants opportunities to network and discuss the challenges facing their profession.

Health Care Communications Professionals Conference—Fall

This program provides a unique opportunity to engage with the state's top decision makers in the health care public relations and marketing arena, who each year drive tens of millions of dollars in marketing and advertising. The 2011 conference will focus on social media, specifically addressing the advancing methods and technological strategies that are key to health care providers communicating with their communities, patients, and stakeholders.

Rural/Small Hospitals Conference—Fall

The only event solely for leaders from small and rural hospitals from upstate New York, the two-day event focuses on the issues and challenges of health care delivery unique to the rural provider. The event includes group meals and reception.

2011 Sponsorship Opportunities

BENEFITS YOU RECEIVE:	Platinum \$12,000 <i>(Applicable to BOTH HANYS AND Trustees Annual Conferences)</i>	Gold \$7,500 <i>(Choose either HANYS Annual OR Trustee Annual Conference)</i>	Silver \$5,000 <i>(Choose either HANYS Annual OR Trustee Annual Conference)</i>	Bronze \$2,500 <i>(Choose either HANYS Annual OR Trustee Annual Conference)</i>	Friend \$2,000 <i>(Choose one event: SWAT, HR Leaders, Communications, Rural Health)</i>
Company collateral displayed during the Conference	✓	✓	✓	✓	✓
Full-color, <u>quarter</u>-page advertisement in program materials			✓	✓	
Full-color, <u>half</u>-page advertisement in program materials	✓	✓			
Copy of program attendee list, including attendee name, title, organization, and address	✓	✓	✓	✓	✓
Company banner displayed throughout the Conference	✓	✓	✓		
Complimentary Conference registration	Three Individuals	Two Individuals	One Individual		
Company logo with hyperlink displayed on HANYS' event Web page	✓	✓			
Full-screen advertisement displayed at multiple locations and times during Conference	Up to Three Full Screens	One Full Screen			
Recognition in program of choice materials					✓

All sponsors contributing \$5,000 or more may bring more attendees at additional cost. All sponsors will be recognized in *HANYS News*, HANYS' weekly electronic newsletter distributed to about 6,000 health care professionals, media outlets, and legislative representatives in New York State.

Sponsorship selection is at the sole discretion of HANYS. HANYS reserves the right to determine the appropriateness of items for display and deny any materials deemed to be in conflict with the mission or goals of HANYS and its affiliated organizations. HANYS retains sole editorial approval of any and all materials submitted by sponsoring organizations.

Two versions of your company logo are required to receive the full sponsorship benefit. **For Web use**, please e-mail a 72 ppi, 200 pixels wide PNG, JPEG, or GIF file. **For print materials**, an EPS or TIF format at a minimum of 200 dpi is required. All graphics submitted must have the appropriate color separations and fonts embedded. All advertisements must be in EPS, TIF, or PDF format at a minimum of 200 dpi. All graphics (logos, ad copy, etc.) are due no later than three weeks prior to the day before each event. No extensions will be granted, and no exceptions will be allowed.

Logos will be displayed on the appropriate HANYS' event Web page beginning within a week of when HANYS receives the appropriate file format (once the page has gone live) and will remain displayed for approximately two weeks after the event date(s).

LETTER OF COMMITMENT—Annual Corporate Sponsorship Campaign

Healthcare Association of New York State • Healthcare Trustees of New York State • HANYS Solutions • DataGen

We wish to participate in the Annual Corporate Sponsorship Campaign at the following level:

- PLATINUM** (\$12,000) (Benefits apply to BOTH HANYS' Annual Membership Conference and Trustees Annual Conference.)
- GOLD** (\$7,500) (CHOOSE ONE CONFERENCE)
- HANYS' Annual Membership Conference Trustees Annual Conference
- SILVER** (\$5,000) (CHOOSE ONE CONFERENCE)
- HANYS' Annual Membership Conference Trustees Annual Conference
- BRONZE** (\$2,500) (CHOOSE ONE CONFERENCE)
- HANYS' Annual Membership Conference Trustees Annual Conference
- FRIEND** (\$2,000) (CHOOSE ONE EVENT)
- SWAT Conference for Human Resource Leaders
- Communications conference Rural/Small Hospitals Conference
- DataGen AcademySM** (\$7,500) (You will be contacted to select your four preferred Webconferences.)

ORGANIZATION/COMPANY NAME

CONTACT PERSON

CONTACT PERSON TELEPHONE

CONTACT PERSON ADDRESS

CONTACT PERSON FAX

CONTACT PERSON E-MAIL

PLEASE NOTE: To guarantee fulfillment of the benefits described, the letter of commitment must be returned at least 30 days before the event(s) selected. *No refunds will be issued for cancellations within 30 days of the conference.*

Upon HANYS' receipt of the completed Letter of Commitment, a confirmation and invoice will be sent to each sponsoring organization. Appropriate conference and hotel registration information will follow.

PLEASE RETURN BY FAX TO (518) 431-7812.

THANK YOU FOR YOUR SUPPORT!

HEALTHCARE ASSOCIATION OF NEW YORK STATE

One Empire Drive, Rensselaer, NY 12144

(888) 994-4373 www.hanys.org