

# CHA Associate Membership

Engage with key buyers and decision makers when you harness the marketing power of CHA!

Join a vibrant community that is shaping the future of health care! CHA offers Associate Members a variety of promotional vehicles to reach hospital members, plus special on-site sponsorship opportunities during CHA events, allowing you to reach the hospitals and health systems with your message and build interest in your products and services.

## Engage, Promote, Partner

**ENGAGE** – Meet with key decision makers by exhibiting at CHA Events

**PROMOTE** – Showcase your brand through a variety of impactful sponsorship opportunities

**PARTNER** – Explore partnership opportunities with CHA Shared Services

### Benefits

- Be recognized for your support of the Colorado hospital community
- Exhibit and sponsor at CHA Events
- Network with hospital leaders from across the state
- Be recognized at CHA events, on the CHA website, in the CHA Desk Directory and in the CHA Online Buyer's Guide
- Continue your education with top quality learning resources at a discounted rate
- Stay informed with the daily CHA *FrontPage* e-newsletter
- Receive discounted pricing for educational programs
- Present at CHA events as a subject matter expert *(by invitation)*

### Exhibitor & Sponsorship Opportunities

Put your company's name at the forefront of attendee's minds with CHA event sponsorship opportunities. Hospital professionals from across the state are drawn to CHA conferences to see the latest innovations in health care. Showcase your products, expand your market reach, connect with potential customers and close sales. Exhibitors receive complimentary event registration to educational programs.

- CHA Rural Hospital and Health Conference
- CHA CEO Forum (sponsorship opportunities are limited)
- CHA Annual Meeting
- CHA Patient Safety Leadership Congress

### CHA E-newsletter Subscription

CHA Associate Members receive timely information about Colorado hospitals and health care trends through CHA *FrontPage*, a daily email digest of health care and business news.

### CHA Online Buyer's Guide and Desk Directory

Associate Members are listed along with their products/services in the CHA Online Buyer's Guide, a quick way for hospital and health system staff to search for needed products and services. Associate Members are also recognized in the annual CHA Desk Directory and receive a free print copy. The directory lists contact information for Colorado hospital executives and staff. Membership dues must be paid by Oct. 31, 2016 in order to guarantee inclusion in the 2017 edition.

### Attend CHA Education Programs

CHA offers a full range of education resources and tools to advance your career, gain continuing education credits and put you on the cutting edge of health care's future. Use these resources to keep up-to-date with changing health care issues and challenges faced by hospitals in Colorado and to learn the latest trends. Associate Members receive a special discounted rate to attend programs. Past topics have included:

- Drug Diversion
- Patient Safety
- Safe Deliveries
- MACRA
- Governance
- Health Care Transformation

### Explore a Partnership with CHA Shared Services

As an Associate Member you will have an opportunity to explore a strategic partnership with CHA Shared Services, the premier resource for products and solutions tailored specifically to meet the needs of Colorado hospitals.

### BECOME A CHA ASSOCIATE MEMBER \*

Reap the benefits of health care's leading edge community! Complete and return the application and \$1000 yearly membership fee (Jan-Dec 2017) to [Kyle.Jay@cha.com](mailto:Kyle.Jay@cha.com).

\*Membership is available to organizations whose purpose and objectives are complimentary to and supportive of CHA's purpose and objectives. Membership is not transferable to another company.



For more information, contact Kyle Jay at [Kyle.Jay@cha.com](mailto:Kyle.Jay@cha.com) or 720.330.6041 | Contact staff to explore and create opportunities