



2023

Annual Meeting and Expo

OCT. 9 – 10, 2023

BEAVER CREEK, CO



c|h|a

Colorado Hospital Association



Welcome

Join Colorado Hospital Association for its 2023 Annual Meeting! CHA's Annual Meeting is the largest meeting of Colorado health care leaders in the state and is the ideal setting for networking with decision makers from hospitals of all sizes.

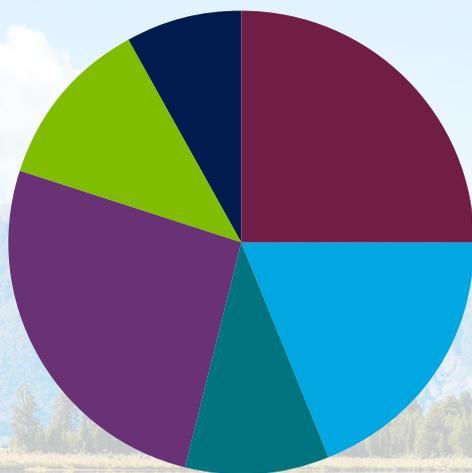
CHA invites you to participate as an exhibitor or sponsor at the 2023 CHA Annual Meeting, Monday, Oct. 9 – Tuesday, Oct. 10, 2023, at the Park Hyatt Beaver Creek Resort and Spa in Beaver Creek, Colo. The 2023 Annual Meeting format encourages business-building discussions with current and potential clients in an informal, relaxed atmosphere.

Exhibiting and sponsorship opportunities are reserved solely for [CHA Associate Members](#). For more information on associate membership, contact Valerie Siebert-Thomas at Valerie.SiebertThomas@cha.com.

Attendees will include all hospital and health system members, including senior executives, administrators, trustees, nursing and physician leaders, emergency preparedness, policy and advocacy, and quality improvement and patient safety professionals.

In 2022, Annual Meeting attendees included representatives from more than half of Colorado hospitals and all five health systems.

2022 ANNUAL MEETING ATTENDEES



CEOs	25%
Vice presidents	10%
Trustees	12%
Other C-Suite	19%
Directors/managers	26%
Other	8%

HOSPITAL TYPES IN ATTENDANCE



Urban	50%
Rural	50%



Sponsors and Exhibitors Opportunities

The packages below provide exhibitors and sponsors opportunities to showcase their products and services to CHA hospital and health system members. Sponsors and exhibitors are encouraged to attend the CHA educational sessions and networking events.

Traffic Boosters

- CHA hosts networking breaks and meals throughout the exhibit hall to circulate attendees
- Exhibit hall activities to boost interest
- No general sessions planned during exhibit hall hours

Sponsors Packages

Want to increase your exposure at the 2023 Annual Meeting? Sponsor one event or select multiple of the sponsorship opportunities available below:

Champion Sponsor

\$35,000 | 1 AVAILABLE

- Opportunity to network and build relationships with CEOs from Colorado hospitals and health systems
- Prime recognition throughout the events including logo on conference signage, company listing with website, and logo in conference brochure and printed materials
- Recognition and promotion in the conference brochure and marketing materials to Colorado hospital CEOs, trustees, and executive leaders
- Prominent placement on conference signage, mobile app, and materials
- Recognition throughout the conference
- Logo on confirmation email to attendees (or mention in pre-event email)
- Sponsored push notification via mobile app
- Match-making provided by CHA with a minimum of two hospitals
- Exclusive thought leadership speaking opportunity to provide case study, success story, or trends review
- Exclusive Wi-Fi sponsor
- Exclusive lunch sponsor (Monday, Oct. 9)
- Social media promos
- Access to attendee list (name, title, organization, and mailing address) – the Champion Sponsor receives the attendee list before all other sponsors
- Opportunity to introduce a speaker with script provided by CHA
- 30-second video shared on CHA website
- Three complimentary registrations for the conference (includes all meals, networking breaks, education sessions, and reception)
- Sponsorship support underwrites the conference
- First right of refusal for 2024 CHA Annual Conference and Expo



Sponsors and Exhibitors Opportunities

continued

Diamond Sponsor

\$18,000 | 2 AVAILABLE

- Opportunity to network and build relationships with CEOs from Colorado hospitals and health systems
- Recognition throughout the events including logo on conference signage, company listing with website and logo in conference brochure and printed materials
- Logo on confirmation email to attendees (or mention in pre-event email)
- Sponsored push notification via mobile app
- Social media promos
- Opportunity to introduce a speaker with script provided by CHA
- Mobile app: logo, banner, and video
- Keynote speaker or mobile app sponsor
- Access to attendee list (name, title, organization, and mailing address)
- Exclusive thought leadership speaking opportunity to provide case study, success story, or trends review
- Two complimentary registrations for the conference (includes all meals, networking breaks, education sessions, and reception)

Exclusive Coffee Breaks Bundle **SOLD**

\$13,000

- Opportunity to network and build relationships with CEOs from Colorado hospitals and health systems
- Prominent placement on conference signage, mobile app, and materials
- Access to attendee list (name, title, organization, and mailing address)
- Two complimentary registrations for the conference (includes all meals, networking breaks, education sessions, and reception)
- **ADDED BONUS:** Coffee sleeves with your logo out at every break throughout the conference (two days of constant exposure)

Reception

\$12,000 | 1 AVAILABLE

- Opportunity to network and build relationships with CEOs from Colorado hospitals and health systems
- Prominent placement on conference signage, mobile app, and materials
- One sign posted in the reception area
- One complimentary registration for the conference (includes all meals, networking breaks, education sessions, and reception)



Sponsors and Exhibitors Opportunities

continued

Track Sponsor



\$7,500

- Opportunity to network and build relationships with CEOs from Colorado hospitals and health systems
- Recognition and promotion in the conference brochure and marketing materials to Colorado hospital CEOs, trustees, and executive leaders
- Prominent placement on conference signage, mobile app, and materials
- Access to attendee list (name, title, organization, and mailing address)
- Two complimentary registrations for the conference (includes all meals, networking breaks, education sessions, and reception)
- Recognition during the conference

Ruby Sponsor

\$5,000 | 3 AVAILABLE

- Opportunity to network and build relationships with CEOs from Colorado hospitals and health systems
- Recognition and promotion in the conference brochure and marketing materials to Colorado hospital CEOs, trustees, and executive leaders
- Prominent placement on conference signage, mobile app, and materials
- Access to attendee list (name, title, organization, and mailing address)
- One complimentary registration for the conference (includes all meals, networking breaks, education sessions, and reception)
- Recognition during the conference

Hotel Key Card



\$3,500

- Opportunity to network and build relationships with CEOs from Colorado hospitals and health systems
- Prominent placement on conference mobile app and materials
- Logo recognition on hotel key cards provided to all attendees
- One complimentary conference registration (includes all meals, networking breaks, education sessions, and reception)

Exhibitor Packages

- Recognition and promotion conference brochure (includes company name and website)
- Listing in CHA’s mobile app so attendees can contact you prior to, during, and following the event
- Each booth contains one draped table, one wastepaper basket, one identification sign and chairs
- Introduce new products and services to hospital decision makers
- Personalized identification sign
- One complimentary registration for the conference (includes all meals, networking breaks, education sessions, and reception)

Prime Booth	\$3,250
Booth (SOLD OUT)	\$3,000



Sponsors and Exhibitors Opportunities

continued

À La Carte Options:

Tote bags
\$7,500 **SOLD**

Reusable Water Bottle
\$6,500 | 1 available

Interactive Vertical Screen
\$6,500 | 1 available

Charging station
\$5,500 | 2 available

Includes one complimentary registration (includes all meals, networking breaks, education sessions, and reception)

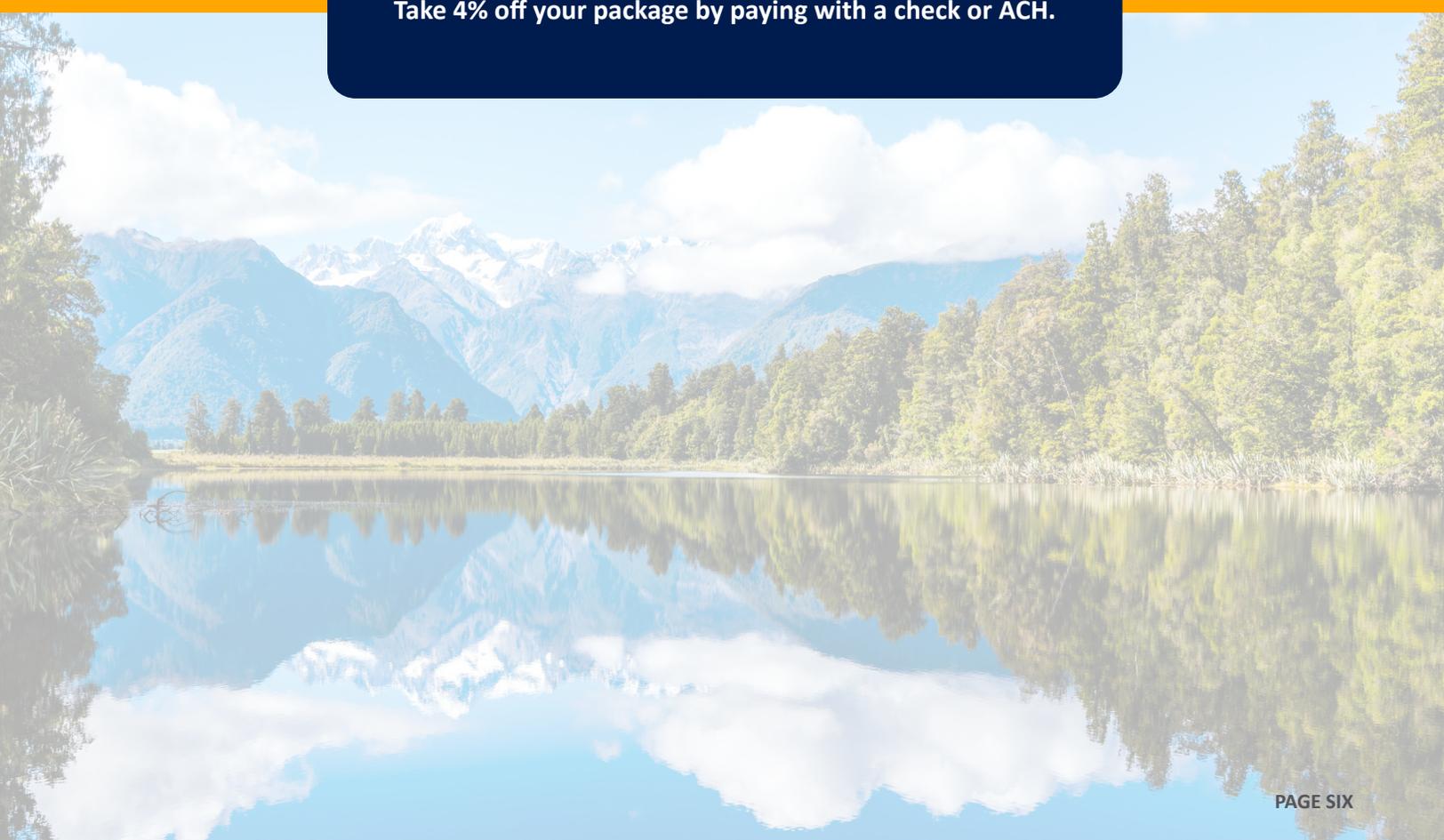
ADDED BONUS: These opportunities are in high traffic and two days of constant exposure.



All exhibiting and sponsorship opportunities are reserved solely for active CHA Associate Members.

Booths and sponsorships are assigned on a first-come, first-served basis only after receipt of the signed contract and full payment.

CASH DISCOUNT AVAILABLE:
Take 4% off your package by paying with a check or ACH.





Sponsor/Exhibitor Contract

INSTRUCTIONS: Complete this form with your company information as you want it to appear in all conference materials.

Company Information

Company Name _____
 Company Address _____
 City, State, Zip _____
 Phone _____
 Website _____ Twitter Handle @ _____
 Primary Industry _____ Main Competitor(s) _____
 Company Description for Mobile App (100 character limit) _____

Primary Contact Information

This is the person who will receive all communications

Contact Name _____ Title _____
 Phone (office) _____ Cell _____
 Email _____

Associate Membership is Required to Sponsor and Exhibit at CHA Events

2023 Associate Membership (Jan. – Dec.).....\$1,150

Sponsorship Options:

- Champion Sponsor \$35,000
- Diamond Sponsor \$18,000
- Coffee Break
Sponsor \$13,000
- Reception Sponsor \$12,000
- Track Sponsor (SOLD) \$7,500
- Ruby Sponsor \$5,000
- Hotel Key Card
Sponsor (SOLD) \$3,500

Exhibit Options:

- Prime Booths \$3,250
 - Booths \$3,000
- ### À La Carte Options:
- Reusable water bottle
(1 available)..... \$6,500
 - Charging station
(2 available)..... \$5,500
 - Interactive vertical screen
(1 available)..... \$6,500
 - Tote bags (SOLD) \$7,500

Summary of Selections

Associate Membership	\$1,150
Sponsorship	\$ _____
Exhibit	\$ _____
À La Carte	\$ _____
Total Amount Due	\$ _____

***Your payment is due in full on or before Wednesday, Sept. 27.*

Send completed contracts to:

Valerie Siebert-Thomas, CHA manager,
 education and sponsorships
Valerie.SiebertThomas@cha.com

Payment Options:

- Check VISA Mastercard American Express

Checks Payable to:

Colorado Hospital Association
 Attn: CHA manager, education and sponsorships
 7335 East Orchard Road | Greenwood Village, CO 80111

Credit Card Information:

Card Number: _____
 Expiration Date: _____ CVV Code: _____
 Name on Card: _____

NOTE: Selection does not guarantee availability. Sponsorships are limited and are offered on a first-come, first-served basis based on date both contract and payment are received.

Cancellation / Refund Policy

All exhibitor and sponsor cancellations must be submitted to CHA in writing via email. Cancellations received on or before **Friday, Sept. 29, 2023** will be charged a \$750 processing fee. No refunds will be given after **Friday, Sept. 29, 2023** – the full booth/sponsorship fee will be charged.

We hereby agree to sponsor and/or exhibit at the 2023 CHA Annual Meeting, according to the terms and conditions outlined on the previous pages of the CHA Sponsor and Exhibitor Packet.

Signature _____

Date _____



Sponsor/Exhibitor Rules and Regulations

Location: The exhibit booths will be located inside the Sawatch Hall of the Park Hyatt Beaver Creek Resort and Spa. Exhibitors and sponsors are invited to attend all meals, networking breaks, education sessions, and reception allowing the opportunity to engage and build relationships with the members.

Electrical: If you need electrical power, please contact Valerie Siebert-Thomas, CHA manager, education and sponsorships, at Valerie.SiebertThomas@cha.com or 720.330.6024. Charges for electrical will be at your expense.

Shipping: If you will be shipping items to and from the hotel, you may incur a handling fee for all incoming and outgoing boxes. Charges for shipments will be at your own expense. Please contact Valerie Siebert-Thomas, CHA manager, education and sponsorships, at Valerie.SiebertThomas@cha.com or 720.330.6024 for more information.

Complimentary Registrations: Exhibiting or sponsoring companies qualify for a designated number of complimentary full conference registrations, including all meals, networking breaks, reception, and educational sessions (as capacity allows). The number of complimentary registrations by exhibitor and sponsor option is designated in the exhibitor and sponsor packet.

Exhibit Space: Exhibiting packages include a skirted table, wastebasket, and one chair. All materials must fit on the display table and not block other displays.

Website Listings: All exhibitors and sponsors will be listed on the CHA website and linked to the exhibitor/sponsor's website URL specified in the exhibitor and sponsor contract above.

Mobile App: Exhibitors and sponsors will have access to the mobile app for the 2023 CHA Annual Meeting. The mobile app provides increased exposure for exhibitors and sponsors and the opportunity to connect with attendees.

Conduct of Exhibitors and Sponsors: The purpose of the 2023 CHA Annual Meeting is to educate persons employed in the health care field in the utilization and development of new products, equipment and/or services. This does not preclude the stimulation by exhibitors and sponsors of interest in and demand for such products and/or services. All business activities of the exhibitors and sponsor must be within the allocated exhibit space. In keeping with the nature of a health care professional meeting, undignified promotional methods, and/or materials considered to be objectionable by the Association are expressly prohibited.

Security: There will be no security during the conference. If you are planning on bringing a laptop computer or any other valuables, you are responsible for them. Neither CHA nor the hotel will be held liable for any losses. Please safeguard all show goods, materials, equipment, and displays.

Liability: CHA is not liable for materials during setup, exhibit hours, or dismantling. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the hotel premises and will indemnify, defend, and hold harmless the hotel, its owners, and its management company, as well as their representative agents, servants, and employees from all such losses, damages, and claims.

Payment: All exhibit booths and sponsorships need to be paid prior to arriving at the conference.

Cancellation/Refund Policy: **All exhibitor and sponsor cancellations must be submitted to CHA in writing via email.** Cancellations received on or before **Friday, Sept. 29, 2023** will be charged a \$750 processing fee. No refunds will be given after **Friday, Sept. 29, 2023** – the full booth/sponsorship fee will be charged.

Contact:

Valerie Siebert-Thomas, MS, SFC, DES
CHA manager, education and sponsorships
Valerie.SiebertThomas@cha.com

Event Location:

Park Hyatt Beaver Creek Resort and Spa
136 E. Thomas Place | Beaver Creek, CO 81620

Dates to Remember:

Logo Submission.....	Sept. 13, 2023
Video Submission	Sept. 13, 2023
Representative Registration Due	Sept. 20, 2023
All Fees Due	Sept. 27, 2023
Exhibitor Set-Up	Oct. 8, 2023
2023 Annual Meeting	Oct. 9–10, 2023
Exhibitor Teardown	Oct. 10, 2023