



HEALTHCARE  
LEADERS  
ASSOCIATION

**NEW JERSEY**

# 2024 SPONSORSHIP OPPORTUNITIES



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# The Who's of HLA NJ



## WHO WE ARE

The Healthcare Leaders Association of New Jersey (HLA NJ) is a vital resource for healthcare professionals and medical group managers throughout the state. HLA New Jersey offers advocacy, education, tools, resources and networking opportunities required to enhance, develop and mentor those who serve in the administration of the medical practice. We are the one stop resource for the practice management community in New Jersey.

## WHO ARE OUR MEMBERS

HLA New Jersey is comprised of approximately 500 members representing over 6,500 physicians. Our members work in a wide range of practice settings, such as: private practice, academic and hospital practice, and integrated delivery systems and represent all specialties. They are like minded individuals with similar professional goals. Of our medical practice membership, a large percentage serve in a leadership position within their medical practice. Most members categorize themselves as Administrators, Managers, Directors, Presidents or C-Suite Executives.

## WHO SHOULD PARTNER WITH US

If you are looking to grow your presence in New Jersey and want to partner with an organization who values your support, HLA NJ is the right place for you. We take the time to understand your organization's goals and needs and we'll work with you to find the right solution for your investment. Our corporate sponsorships focus on a multi-platform approach to avoid over saturation in one discipline, ensuring your message connects with our members. We have developed a variety of unique and customizable event sponsorships and exhibiting opportunities for our annual conference to spotlight your organization. And we also offer several a la carte items to maximize your exposure including Thought Leadership Session, Peer to Peer Roundtables, Spark Sessions, Webvertising and Newsletter Ads.

This booklet will give you a look at all of our year-long Corporate Sponsorship opportunities, our Annual Conference offerings as well as additional a la carte options for your consideration.

*The one stop resource for New Jersey practice managers*





# 2024 CORPORATE SPONSORSHIPS

Amplify your impact by spotlighting your organization with a year-long, multifaceted corporate sponsorship branding campaign. This compound approach will strengthen your position with our members, your buying influence.

A corporate sponsorship with HLA New Jersey allows you to engage membership and develop strong partnerships through 2024.

Highlights of these packages include a multi-platform media blitz, speaking engagements, premier booth locations at our Annual Conference and monthly member webinars.



# OVERVIEW:

	<b>Diamond</b> \$10,000 (Value \$18,495)	<b>Platinum</b> \$7,500 (Value \$11,795)	<b>Gold</b> \$5,000 (Value \$7,995)	<b>Silver</b> \$2,000 (Value \$3,550)
• 1 Affiliate Membership	✓	✓	✓	✓
• 1 E-Blast to membership announcing sponsorship	✓	✓	✓	✓
• Dedicated E-Blast Advertisements to membership with your content	4 (quarterly)	2 (1 per half yr)	2 (1 per half yr)	✗
• Newsletter article announcing sponsorship	✓	✓	✓	✓
• Newsletter ad	4 (quarterly)	4 (quarterly)	2 (1 per half yr)	1
• 1 Social Media announcement of sponsorship	✓	✓	✓	✓
• Social Media posts with your content	4 (quarterly)	2 (1 per half yr)	2 (1 per half yr)	✗
• Logo and hyperlink in footer of all electronic communications (E-Blasts)	✓	✗	✗	✗
• Logo and hyperlink on our website home page	✓	✗	✗	✗
• Logo and hyperlink with 50-word company description on Corporate Sponsor Directory	✓	✓	✓	✓
• A :30-:60 second commercial to air during all virtual events, in-person educational events and Annual Conference. Commercials can also be posted to our social media accounts. (.MP4 or YouTube link)	✓	✓	✓	✗
• Exhibit Booth/Table Live Educational Events (Including 2 booth personnel) (Excludes Annual Conference)	ALL	ALL	2 (Your Choice)	1 (Your Choice)
• Signage at Registration Desk of all Live Educational Events	✓	✓	✓	✓
• Member Golf Outing Hole Sponsorship (if applicable)	✓ + 2 Golfers	✓ + 2 Golfers	✓	✗
• Exhibit Booth at the Annual Conference (3 booth personnel included)	Premier Location	Premier Location	✓	✗
• Additional sponsorship at Annual Conference valued up to \$2000	✓	✓	✗	✗
• Promotional Item or Literature in Annual Conference Attendee Bags	✓	✓	✓	✗
• Full Page Color Ad in Conference Program Book	✓	✓	✓	✓
• Signage at Annual Conference	✓	✓	✓	✗
• Speaking Engagement at Annual Conference	✓	✗	✗	✗
• 1 Member Webinar (non-promotional)	✓	✓	✗	✗



# 2024 ANNUAL CONFERENCE SPONSORSHIPS

**HLA NEW JERSEY ANNUAL CONFERENCE**  
**JUNE 5-7, 2024**  
**HARRAH'S RESORT**  
**ATLANTIC CITY, NJ**

Spotlight your organization at our Annual Conference featuring 2½ days of education and networking mixed in with a little bit of fun.

This year our conference will deliver more than 8 hours of face to face time with approximately 400+ attendees consisting of practice leaders and decision makers.

Join us and connect with our attendees during our highlight event of the year.



# EXHIBIT BOOTHS:

## MEMBER BOOTH

\$2,100

### INCLUDES:

- 8 x 10 Exhibit Booth
- Pipe and Drape
- 6' Table
- 2 Chairs
- 2 Booth Personnel
- Listing in Program Book
- Wi-Fi
- Electric (if requested)
- Attendee List (Pre & Post Conference)
- Entrance to all educational and networking events  
(excludes pre-conference events)

## NON-MEMBER BOOTH

\$2,695

### INCLUDES:

- 8 x 10 Exhibit Booth
- Pipe and Drape
- 6' Table
- 2 Chairs
- 2 Booth Personnel
- Listing in Program Book
- Wi-Fi
- Electric (if requested)
- Attendee List (Pre & Post Conference)
- Entrance to all educational and networking events  
(excludes pre-conference events)

# PREMIER PACKAGES:

*Exhibit Booth Included*

## ATTENDEE LANYARD

\$4,000

### DESCRIPTION:

- Exhibit Booth Included
- Your company logo on all attendee lanyards
- Signage at registration desk
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition in Program Book



## ATTENDEE BAG

\$4,500

### DESCRIPTION:

- Exhibitor Booth Included
- Your company logo on all attendee bags
- Signage at registration desk
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition in Program Book





# VENDOR GAME

\$4,200

## DESCRIPTION:

- Exhibit Booth Included
- Your logo on all game cards given to all attendees
- Your personnel may announce winners and hand out prizes
- Full Page Color Program Book Ad
- Signage at Registration Desk and in Exhibit Hall announcing prizes
- Promotional item or literature in all attendee bags
- Recognition in Program Book
- Dedicated Social Media Post Announcing Winners



# CONF. NOTE PAD/PEN

\$5,000

## DESCRIPTION:

- Exhibitor Booth Included
- Your company logo on all attendee note pad/pen combinations
- Signage at registration desk
- Full Page Black and White Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition in Program Book



# KEYNOTE SPEAKER

\$5,000

## DESCRIPTION:

- Exhibitor Booth Included
- Literature/material handout at door of keynote session
- 2-minute company introduction before keynote session
- Speaker introduction
- Signage at registration desk
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition in Program Book



# WELCOME RECEPTION

\$5,500

## DESCRIPTION:

- Exhibitor Booth Included
- Signage at door and registration desk
- Welcome attendees at door with your promotional giveaway
- Entertainment Introduction
- 2 minutes with microphone for Company Introduction
- Cocktail Napkins with your logo
- Beverage Cups with your logo
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition in Program Book

# THEMED EVENING NETWORKING EVENT

\$6,000

## DESCRIPTION:

- Exhibitor Booth Included
- Signage at door and registration desk
- Introduction by DJ
- 2 minutes with microphone for Company Introduction
- Cocktail Napkins with your logo
- Beverage Cups with your logo
- Photo Booth with logo on pictures
- Party Props
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition on website event page & Program Book





# SPONSORSHIPS:

\*Does not include Exhibit Booth\*

## CONFERENCE BREAK

\$500  
(3 available)

### DESCRIPTION:

- Signage at entrance and in hall
- Greet attendees at entrance to hall
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Logo Projected in Exhibit Hall During Break

## BREAK OUT ROOM

\$1,000  
(2 available)

### DESCRIPTION:

- Signage at door
- Introduction of speakers
- Table in room for your literature
- Recognition in Program Book
- Promotional item or literature in all attendee bags



# BREAKFAST

\$1,500  
(2 available)

## DESCRIPTION:

- Signage at entrance and in hall
- Greet attendees at entrance to hall
- 2-minute company introduction
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Logo Projected in Exhibit Hall During Breakfast



# LUNCH

\$2,000

## DESCRIPTION:

- Signage at entrance and in hall
- Greet attendees at entrance to hall
- 2-minute company introduction
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Logo Projected in Exhibit Hall During Breakfast



# SIGNAGE

\$2,000

## DESCRIPTION:

- Your logo on all conference signage
- Signage at Registration Desk announcing sponsorship
- Recognition in Program Book
- Promotional literature/material in all attendee bags



# WIFI SPONSOR

\$2,500

## DESCRIPTION:

- Wifi instruction card at registration desk with your logo
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Custom Wifi Password (Where available)



# FLASH DRIVES

\$3,000

## DESCRIPTION:

- Your logo on all conference flash drives pre-loaded with workshop presentation (when available)
- Signage at Registration Desk
- Recognition in Program Book
- Promotional item or literature in all attendee bags



# A/V SPONSOR

\$4,000

## DESCRIPTION:

- Signage at registration desk, all general sessions and break out rooms
- Recognition in Program Book
- Promotional item or literature in all attendee bags





# CYBER CAFE & CHARGING STATION

\$3,000

## DESCRIPTION:

- Signage at Café
- Meet and greet with attendees at Café
- Full Coffee Station set-up
- Variety of chargers for attendee devices
- Recognition in Program Book
- Promotional item or literature in all attendee bags



# BUSINESS CARD BOOK

\$3,000

## DESCRIPTION:

- Your logo on business card books
- Signage at registration desk
- Recognition in Program Book
- Promotional item or literature in all attendee bags



# HOTEL KEY CARD

\$4,000

## DESCRIPTION:

- Your logo on all hotel key cards
- Recognition in Program Book
- Promotional item or literature in all attendee bags



# WATER STATION

\$5,000

## DESCRIPTION:

- Signage at water stations in all session rooms
- Beverage Cups with your logo
- Recognition in Program Book
- Promotional item or literature in all attendee bags



# BUBBLE BAR

\$5,000

## DESCRIPTION:

- Meet and greet attendees at the conference registration desk with Champagne, Mimosas or Bellini Toast
- Cocktail Napkins with your logo
- Beverage Cups with your logo
- Recognition in Program Book
- Promotional item or literature in all attendee bags



# BLOODY BAR

\$5,000

\*\*Traditionally held on the last morning of the Conference

## DESCRIPTION:

- Meet and greet attendees at the conference registration desk with a Bloody Mary (Hair of the Dog)
- Cocktail Napkins with your logo
- Beverage Cups with your logo
- Recognition in Program Book
- Promotional item or literature in all attendee bags



# PROGRAM BOOK AD

Program Book Inside Front Cover	\$1,000
Program Book Inside Back Cover	\$1,000
Program Book Back Cover	\$1,500
Program Book Full Page Color Ad	\$475

# EXHIBITOR ADD ON

Gift Registration to 1st Time Attendee	\$150 each
Additional Booth Personnel	\$279 each
Promotional Giveaway in Attendee Bag	\$400





The background features a hand holding a smartphone in the center. Overlaid on this are several circular icons: an envelope, a location pin, a globe, and a shopping cart. A network of lines connects these icons. In the bottom right corner, a portion of a laptop keyboard is visible.

# A LA CARTE OPTIONS

Our member communication strategy is wide-ranging and includes social media, newsletter, email, social media, print and much more.

Extend your reach with our members through one of the many a la carte offerings available to you.

# ADD-ONS

Only available to add-on to any Corporate Sponsorship package

- Host a Thought Leadership Session at our Annual Conference - \$2500
- Host Quarterly (4 total) Peer to Peer Roundtables OR Spark Session (Virtually or In-person) - \$4000
- Host a Peer to Peer Roundtable OR Spark Session (Virtually or In-person) - \$1500

## WEB BANNER AD

### \*\*Membership Required

- 1 Month Home Page Banner Ad - \$1,000
  - Ad runs 1st through last day of the month
  - Deadline for Banner Placement: 1 week prior to the 1st of the month
  - Size: 1584 x 300 px    Format: PNG or JPG





# NEWSLETTER ADS

## PRICE PER ISSUE:

Half Page Ad - \$800

Quarter Page Ad - \$300

## DATES OF PUBLICATION:

March 2024

June 2024

September 2024

December 2024

## DEADLINE FOR AD PLACEMENT:

The 1st of the month of publication

## AD FORMAT:

.pdf, .png, .jpg

## AD SIZES:

Half Page Ad - 8"w x 5"h

Quarter Page Ad - 4"w x 4.75"h

**E-NEWSLETTER**  
DECEMBER 2021

**IN THIS ISSUE**

- 2021 Board of Directors
- How hospitals and independent practices co-exist in a wave of consolidation
- Wage war: Medical practices battling with industries for workers amid tight labor market
- Upcoming Regulatory Deadlines
- Stay Connected

**Stop chasing overdue debt.**

**We'll collect the money you're owed.**

Don't let overdue patient bills strain your budget. We understand the nuances of insurance billing and related follow up. Established in 1982, Alacrity averages \$30 million in collections processed annually. Our recovery is twice the national average.

- We treat everyone with respect, protecting your image and ours.
- We are based in Annapolis, Maryland.
- Interpreters available for non-English speaking accounts.
- We are ACA certified Professional Collection Specialists.
- 100% HIPAA and Fair Debt Collection Practices Act (FDCPA) compliant.

The sooner you place accounts with Alacrity (120 days recommended), the higher your recovery rates will be.

800.752.9663  
info@accmd.com | AlacrityCollections.com

**ALACRITY COLLECTIONS**  
Leader in the ARM (Accounts Receivable Management) Industry

HALF PAGE EXAMPLE

**COVERYS**

**PROVIDING ADVANCED DATA ANALYTICS TO HELP PHYSICIANS FOCUS ON IMPROVING OUTCOMES.**

We're reimagining what you expect from a medical professional liability provider, with insights from over a decade of claims data and advanced analytics to help you predict risk and improve patient safety. Coverys is committed to helping reduce distractions so you can focus on patients and improve clinical, operational, and financial outcomes. Visit [coverys.com](http://coverys.com).

**COVERYS**  
REDUCE DISTRACTIONS. IMPROVE OUTCOMES.

EXAMPLE QUARTER PAGE AD



Submit this form along with your payment to:  
Email: info@hlanj.org or Mail: PO Box 3403, Hamilton, NJ, 08619

Contact Name \_\_\_\_\_ Title \_\_\_\_\_ Business Type/Product \_\_\_\_\_

Organization \_\_\_\_\_ Website \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

**Select Corporate Sponsorship:**

Diamond  Platinum  Gold  Silver

**Select Exhibit Booth or Conference Package:**

Member Exhibit Booth   
 Non-Member Exhibit Booth   
 Attendee Lanyard Package   
 Attendee Bag Package   
 Vendor Game Sponsor   
 Conference Notepad/Pen Sponsor   
 The Keynote Speaker Sponsor   
 Welcome Reception Sponsor   
 70's Night Disco Sponsor

**Select Any Additional Conference Sponsorship(s) or Add On Bonus Options:**

Conference Break Sponsor  Cyber Cafe & Charging Station   
 Break Out Room Sponsor  Water Station Sponsor   
 Pre-Conference Sponsor  Bubble Bar Sponsor   
 Breakfast Sponsor  Bloody Bar Sponsor   
 Lunch Sponsor  Program Book Inside Front or Back Cover   
 Signage Sponsor  Program Book Back Cover   
 Flash Drive Sponsor  Program Book Full Page Ad   
 A/V Sponsor  Gift Registration   
 Wifi Sponsor  Additional Booth Personnel   
 Hotel Key Card Sponsor  Promotional Giveaway in Conference Bag

**Select Any A La Carte Items:**

Thought Leadership Session  Half Page Newsletter Ad   
 Quarterly Round/Spark Session  Quarter Page Newsletter Ad   
 One Round/Spark Session   
 Web Banner Ad

Booth Personnel #1 \_\_\_\_\_ Booth Personnel #2 \_\_\_\_\_ Additional Booth Personnel: \_\_\_\_\_

Company name as you would like it to appear on promotional material: \_\_\_\_\_

Enclosed is Check # \_\_\_\_\_ in the amount of \$ \_\_\_\_\_ payable to HLA NJ.  
 Charge \$ \_\_\_\_\_ to the following credit card:  VISA  MC  AMEX  DISCOVER

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ SEC Code \_\_\_\_\_

Billing Address (Please Print) \_\_\_\_\_

Card Holders Name (Please Print) \_\_\_\_\_ Signature \_\_\_\_\_



# Let's get in touch

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 <https://www.linkedin.com/company/hlanewjersey>

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