

## 2023 ANNUAL CONFERENCE SPONSORSHIP AGREEMENT

### COMPANY INFORMATION

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Company Telephone \_\_\_\_\_ Website \_\_\_\_\_

Company Type

Pharmaceuticals

Technology/Software

Consulting

Services \_\_\_\_\_

Biotechnology

Medical Device

College/University

Other \_\_\_\_\_

Clinical Research

Diagnostics

Association/Non-Profit

### PRIMARY CONTACT INFORMATION\*

Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Direct Phone \_\_\_\_\_ Direct Fax \_\_\_\_\_

Email Address \_\_\_\_\_

### BILLING CONTACT INFORMATION\*\*(if different from primary contact)

Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Direct Phone \_\_\_\_\_ Direct Fax \_\_\_\_\_

Email Address \_\_\_\_\_

\*The primary contact is the Point of Contact for all HBA matters and ensures that time-sensitive communications go to the correct person(s) within your organization.

\*\*The billing contact is the person authorized to sign and make payments on behalf of the sponsor's account.

Sponsorship Packages	<input type="checkbox"/> Branded 2 Opportunities (€36,875)	<input type="checkbox"/> Premier 4 Opportunities (€27,656)	<input type="checkbox"/> Champion 6 Opportunities (€18,438)	<input type="checkbox"/> Supporter 8 Opportunities (€9,219)	<input type="checkbox"/> Advocate 10 Opportunities (€4,610)
<b>Presence</b>					
Complimentary conference registrations	5	4	3	2	1
Meterboard in registration area or high-traffic area with your company name and logo	•				
Logo visibility in general session walk-in slides	•	•	•	•	•
Recognition from main stage including logo and verbal recognition during welcome remarks	•	•	•	•	
Discount on additional #HBAAC23 sponsorships	•	•	•	•	
Enhancement item (first come, first served)	1 Category "A" Option	1 Category "B" Option			
<b>Access</b>					
Email list of all registrants who opt in (GDPR compliant)	•	•			
One (1) reserved table seating at front of the ballroom for general sessions (seats 10 individuals)	•	•	•		
<b>Content and Thought Leadership</b>					
Showcase one of your company's executive leaders through participation as a panelist in a breakout or Empowerment Zone session (Content is determined by the HBA. Limited availability on a first come-first served basis. Priority deadline for agreeing to participate is 30 June)	•	•			
Display a 30-second video/commercial before a general session (must be approved by the HBA. Specs are 1920 x 1080 - 29.97 frame rate and delivered as an .MOV file) Deadline to submit video is 3 October	•				
<b>Digital</b>					
Logo on conference microsite	•	•	•	•	Name Only
Logo in conference marketing emails	•	•	•		
Customized social media graphic with your company logo	•				
Access to digital marketing toolkit to self-promote your sponsorship	•	•	•	•	•
Recognition on HBA's social media channels	•	•	•	•	•

**SPONSOR LEVEL (options)**

**Branded Sponsor (Category "A" Options)**

Headshot station

Photobooth

**Premier Sponsor (Category "B" Options)**

First-time Attendees and new members reception

2023 HBA's Rising Star and Luminaries reception

HBA Hope Program Scholar reception

HBA's global volunteers reception

**ADDITIONAL OPPORTUNITIES**

**Corporate Partner  
or Sponsor Level**

**Non-Corporate Partner  
or Non-Sponsor Level**

ACE Award luncheon (Exclusive)	☐ €41,400	☐ €49,680
Executive Lounge (2 Opportunities)	☐ €23,000	☐ €27,600
Off-Site event (2 Opportunities)	☐ €23,000	☐ €27,600
Opening reception (2 Opportunities)	☐ €23,000	☐ €27,600
Empowerment Zone (2 Opportunities)	☐ €18,400	☐ €22,080
Breakfast (2 Opportunities)	☐ €18,400	☐ €22,080
Lunch (Exclusive)	☐ €18,400	☐ €22,080
Interactive touch screen kiosk (2 Opportunities)	☐ €18,400	☐ €22,080
Badges of Honor (Exclusive)	☐ €16,100	☐ €19,320
Name badges (Exclusive)	☐ €13,800	☐ €16,560
Notebook (Exclusive)	☐ €13,800	☐ €16,560
Gender Parity Collaborative event (Exclusive)	☐ €13,800	☐ €16,560
Lanyards (Exclusive)	☐ €13,800	☐ €16,560
Tote bags (Exclusive)	☐ €13,800	☐ €16,560
HBA's Women of Color Wellness Summit (3 Opportunities)	☐ €13,800	☐ €16,560
Water bottles (Exclusive / Add-on available)	☐ €9,200	☐ €11,040
Hydration Station upgrade (Exclusive)	☐ €2,300	☐ €2,760
Women's bathroom refreshment stations (Exclusive)	☐ €6,900	☐ €8,280
Coffee stations (4 Opportunities)	☐ €6,440	☐ €7,728
Video wall message (5 Opportunities)	☐ €4,600	☐ €5,520
Hotel key cards (Exclusive)	☐ €4,600	☐ €5,520
Yoga session (4 Opportunities)	☐ €3,220	☐ €3,864
Pens (Exclusive)	☐ €3,220	☐ €3,864
Nursing room (Exclusive)	☐ €1,840	☐ €2,208
Floor tile (6 Opportunities)	☐ €1,840	☐ €2,208
Tote bag inserts (6 Opportunities)	☐ €1,380	☐ €1,656
Mobile App push notification (2 Opportunities)	☐ €1,380	☐ €1,656
Affinity Group casual networking (7 Opportunities)	☐ €920	☐ €1,104

**SIGNAGE**

**Corporate Partner  
or Sponsor Level**

**Non-Corporate Partner  
or Non-Sponsor Level**

Escalators signage – Co-branded with HBA (2 Opportunities)  €4,600  
 Charging station signage (3 Opportunities)  €2,760  
 Pillar signage (3 Opportunities)  €2,300

€5,520  
 €3,312  
 €2,760

**Custom Sponsorships**

**Amount:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Total Due:** \_\_\_\_\_

By signing this agreement, you certify that you have the authority to do so on behalf of your company. All sponsorships are considered final and are non-refundable. The HBA reserves the right to change/modify all sponsorship opportunities. Payment is due upon execution of this agreement. Refer to the Terms and Conditions below.

**Terms and Conditions**

**1.APPLICATION AND ELIGIBILITY.** Sponsorships must be made on the form provided, contain the information requested, and be executed by an individual who has authority to act for the applicant (sponsor). The Association reserves the right to reject any application.

**2.SPONSOR REPONSIBILITIES.** Sponsor shall be responsible for the following: a. All giveaways (virtual coupon, promotional codes, etc.) to be used during the sponsored function. b. Any additional digital signage, banners, etc. to be displayed during the sponsored function. c. Provide their company logo in a timely manner and in a file format as specified by HBA.

**3.PAYMENT TERMS.** Upon executed sponsorship agreement, payment is due in full.

**4.PUBLICITY.** HBA shall publicize and promote the event and shall be permitted to use Sponsor’s name and logo in connection with such publicity and promotion.

**5.SPONSOR PUBLICITY.** Sponsor may publicize that it is a sponsor of this HBA Program. However, Sponsor acknowledges that HBA is the lawful owner of the names “Healthcare Businesswomen’s Association, and the acronym “HBA,” and any associated logos. Sponsor agrees to take no action inconsistent with HBA’s ownership, or that would subject HBA to claims by third parties or potential loss of its ownership. Any uses of HBA’s logo or event logo by the Sponsor must be approved, in advance, by HBA and follow HBA’s branding guidelines.

**6.TERMINATION.** If Sponsor breaches any of its obligations hereunder, HBA shall have the right to terminate this agreement and to retain Sponsor’s sponsorship fee as liquidated damages (and not as a penalty), in addition to any other rights it may have at law or at equity.

**7.INDEMNIFICATION.** Sponsor agrees to indemnify and hold HBA harmless against any losses, claims, expenses or damages from its own negligent or willful acts or omissions of its employees, officers, directors, agents, contractors, or others acting on its behalf or with its authority.

**8.TERMS.** The term of this Sponsorship Agreement shall commence upon execution of this Agreement and shall terminate upon conclusion of the Event, unless sooner terminated pursuant to paragraph 6.

**9.LIABILITY.** HBA shall have no liability with respect to its obligations under this Agreement for consequential, exemplary, special, indirect, incidental or punitive damages, even if it has been advised of the possibility of such damages. The liability of HBA for any reason and upon any cause of action or claim shall be limited to the fees paid by Sponsor to Healthcare Businesswomen’s Association under this Agreement. This limitation applies to all causes of action or claims in the aggregate, but does not apply to death, bodily injury or damage to personal property caused by Healthcare Businesswomen’s Association negligence.