

# 2019 WHPRMS ANNUAL CONFERENCE



*Play Your Cards Right*  
**YOU CAN'T WIN IF  
YOU DON'T PLAY**

ANNUAL CONFERENCE, OCTOBER 2-4, 2019

BEST WESTERN PREMIER WATERFRONT  
HOTEL & CONVENTION CENTER, OSHKOSH, WI



**EXHIBITOR AND SPONSORSHIP PROSPECTUS**

The 2019 WHPRMS Annual Conference Play Your Cards Right: You Can't Win if You Don't Play will be held October 2 – 4, 2019 at the Best Western Premier Waterfront Hotel & Convention Center in Oshkosh, Wis. The conference will feature lively keynote speakers, workshops, networking opportunities, an exhibitor showcase and a grand awards ceremony. We have an array of sponsorship options this year and are seeking your partnership to help create this dynamic conference experience. We encourage you to thoughtfully consider this opportunity to be part of our camaraderie and development, while investing in the future of healthcare marketing, public relations and business development.

### Did you know?

- 85% of our members have worked in their field for more than six years
- 70% of members work in a health system or hospital
- The WHPRMS conference attracts 100-150 attendees

## CONFERENCE SCHEDULE

*(schedule subject to change)*

### Wednesday, October 2

2:00 - 4:00 p.m.	Exhibitor Setup
4:00 - 5:00 p.m.	Registration
5:00 - 5:30 p.m.	New Member/First Time Attendee Reception
5:30 - 6:30 p.m.	Cocktails with Exhibitor Showcase
6:30 - 8:30 p.m.	Networking Event with Exhibitors

### Thursday, October 3

7:30 - 8:30 a.m.	Breakfast and Exhibitor Showcase
8:30 - 9:00 a.m.	WHPRMS Annual Meeting
9:00 - 10:30 a.m.	Keynote Speaker
10:30 - 11:00 a.m.	Break and Exhibitor Showcase
11:00 a.m. - 12:00 p.m.	Breakout Sessions 1
12:00 - 1:30 p.m.	Lunch
1:30 - 2:30 p.m.	Breakout Sessions 2
2:30 - 3:00 p.m.	Break and Exhibitor Showcase
3:00 - 4:00 p.m.	Breakout Sessions 3
4:00 - 4:15 p.m.	Break and Exhibitor Showcase
4:15 - 5:15 p.m.	Breakout Sessions 4
6:30 - 7:30 p.m.	Cocktail Hors d'oeuvres Reception with Exhibitor Showcase
7:30 - 9:30 p.m.	Dinner, Leadership Recognition and Awards
9:30 p.m.	Networking Event

### Friday, October 4

7:30 - 8:30 a.m.	Breakfast
8:30 - 9:15 a.m.	Wisconsin Hospital Association Update
9:15 - 11:15 a.m.	Workshop
11:15 a.m.	Conference Concludes

# GENERAL INFORMATION

## Lodging

Rooms are available at the Best Western Premier Waterfront Hotel & Convention Center at a special group rate of \$99.99 for single or double occupancy.

To make a reservation within the WHPRMS room block, please call the Best Western Premier Waterfront Hotel & Convention Center at (855) 230-1900.

**Reservation Deadline: September 1, 2019**

## Exhibit Setup and Dismantle

**Setup:** Wednesday, October 2, 2:00-4:00 p.m.

**Dismantle:** Thursday, October 3, 4:15-6:00 p.m., or Friday, October 4, after 8:30 a.m.

## Shipping Materials

If you have freight to be shipped, you may do so directly to the Best Western Premier Waterfront Hotel & Convention Center, ATTN: WHPRMS Annual Conference, 1 N Main St, Oshkosh, WI 54901. Companies must notify the hotel at least one week in advance of shipping any packages to the hotel. The phone number is (855) 230-1900. Shipments should be clearly marked. Indicate the packages are for the WHPRMS Annual Conference, your name, the company name, dates of conference and box number. Shipments will not be accepted earlier than three working days prior to your arrival date. Handling fees may apply and are the responsibility of the exhibitor.

## Additional Needs

If your display needs additional equipment or special assistance, please contact us at [WHPRMS@badgerbay.co](mailto:WHPRMS@badgerbay.co) or (920) 560-5610.

## Cancellation Policy

Cancellations must be received on or before August 28, 2019. Please contact us at [WHPRMS@badgerbay.co](mailto:WHPRMS@badgerbay.co) or (920) 560-5610. All cancellations will be subject to a \$50 cancellation fee. No refunds will be given after August 28, 2019.

# EXHIBITOR OPPORTUNITIES

## Exhibit Only – \$850 early bird / \$1150 after September 1

- Skirted exhibit table in exhibitor showcase
- One complimentary full conference registration – includes all programming and meals (Additional registrations are \$225 per person)
- Roster of attendees distributed at conference arrival
- Recognition as exhibitor on event app
- Company logo and hyperlink on event website for one year from conference date
- Recognition on event slideshow at registration
- Exhibitor ribbon recognition on individual name badge
- Incentive game for attendees, to encourage booth traffic
- Electricity available for an additional \$25

# SPONSORSHIP OPPORTUNITIES

## **Wednesday Evening Networking Event Sponsor: \$2500 (1 Available)**

Be recognized as the company to kick off the conference.

- Exclusive event title to be used in all promotional items, including website, email blasts and social media posts
- Verbal recognition during Thursday morning conference kickoff
- Three-minute presentation opportunity to introduce your company at event kickoff (can include video, signage)
- Option to distribute promotional items during event
- Opportunity to present a grand prize of your choice (at your expense)
- Verbal recognition during Thursday evening awards ceremony
- Opportunity to host a webinar for the membership audience, sharing an educational topic of your choice, either prior to or following the conference

## **Thursday Breakfast Sponsor: \$2000 (1 Available)**

Our members are hungry to learn, so start their day with your sponsorship. This breakfast officially begins our sessions – don't miss this opportunity to share your information with our eager attendees.

- Verbal recognition during breakfast
- Three-minute presentation opportunity to introduce your company as breakfast is served (can include video, signage)
- May place promotional items at breakfast tables
- Company name and logo signage displayed at meal station
- Opportunity to host a webinar for the membership audience, sharing an educational topic of your choice either prior to or following the conference

## **Thursday Keynote Sponsor: \$2500 (1 Available)**

Associate your company with the wisdom and tone of the conference. This keynote opens the conference on Thursday morning.

- Verbal recognition at Thursday keynote session
- Three-minute presentation opportunity to introduce your company and the keynote speaker (can include video, signage)
- Company name and logo projected on keynote video screen
- Verbal recognition during Thursday evening awards ceremony
- Opportunity to host a webinar for the membership audience, sharing an educational topic of your choice either prior to or following the conference

## **Thursday Lunch Sponsor: \$2500 (1 Available)**

Our luncheon is a popular place for our members to dine within the framework of the conference. Our official luncheon also provides the opportunity to emphasize your organization's services or products in a more casual setting.

- Verbal recognition during lunch
- Three-minute presentation opportunity to introduce your company as lunch is served (can include video, signage)
- May place promotional items at lunch tables
- Company name and logo signage displayed during duration of meal
- Verbal recognition during Thursday evening awards ceremony
- Opportunity to host a webinar for the membership audience, sharing an educational topic of your choice either prior to or following the conference

## **Thursday Evening Awards Dinner Sponsor: \$2000 (1 Available)**

The highlight of the conference, the awards dinner is a three-course formal dinner and award presentation.

- Verbal recognition at awards ceremony
- Three-minute presentation opportunity to introduce your company (can include video, signage)
- Assist in the presentation of awards
- Opportunity to host a webinar for the membership audience, sharing an educational topic of your choice either prior to or following the conference

# SPONSORSHIP OPPORTUNITIES

## **Thursday Evening Reception Sponsor: \$2000 (1 Available)**

Imagine your company name added to a specialty drink, as in (company name-“tini”) Choose a drink name and recipe to be offered at the reception.

- Verbal recognition during pre-awards reception
- Three-minute presentation opportunity to introduce your company as beverages are served (can include video, signage)
- Drink named after your company
- Company name and logo on glassware, provided by sponsor (optional)
- Company name and logo signage located at the bar
- Verbal recognition during Thursday evening awards ceremony
- Opportunity to host a webinar for the membership audience, sharing an educational topic of your choice either prior to or following the conference

## **Friday Breakfast Sponsor: \$1500 (1 Available)**

Is your company prepared to kick-start the day? You'll get great sales exposure at our Friday morning breakfast, where our members are fueling up for our closing sessions.

- Verbal recognition during breakfast
- Three-minute presentation opportunity to introduce your company as breakfast is served (can include video, signage)
- May place promotional items at breakfast tables
- Company name and logo signage displayed at meal station
- Verbal recognition during Thursday evening awards ceremony
- Opportunity to host a webinar for the membership audience, sharing an educational topic of your choice either prior to or following the conference

## **Friday Workshop Sponsor: \$1500 (1 Available)**

Our members value your information and resources. This workshop closes the conference on Friday morning.

- Verbal recognition at Friday workshop session
- Three-minute presentation opportunity to introduce your company and the workshop speaker (can include video, signage)
- Company name and logo projected on keynote video screen
- Verbal recognition during Thursday evening awards ceremony
- Opportunity to host a webinar for the membership audience, sharing an educational topic of your choice either prior to or following the conference

## **Print Sponsor: \$2000 + printed materials (1 Available)**

Your sponsorship will support all the printed materials created for this year's conference, including physical mailings of the exhibitor brochure, attendee brochure, a registration reminder postcard, onsite signage and an app instruction flyer.

- Company name and logo on all materials
- Verbal recognition during Thursday morning conference kickoff
- Verbal recognition during Thursday evening awards ceremony
- Opportunity to host a webinar for the membership audience, sharing an educational topic of your choice either prior to or following the conference

# SPONSORSHIP OPPORTUNITIES

## **Conference App Sponsor: \$2000 (1 Available)**

Put your company logo in the palms of every attendee's hands. Your logo will be seen daily throughout the conference by all attendees using our popular mobile conference app.

- Company name and logo featured on home page
- Push notification sent via app once a day for three days (Sponsor can customize message.)
- Separate tab in app that includes only your company's information
- Company name and logo featured on app instruction flyer
- Verbal recognition during Thursday morning conference kickoff
- Verbal recognition during Thursday evening awards ceremony
- Opportunity to host a webinar for the membership audience, sharing an educational topic of your choice either prior to or following the conference

## **Conference Bag: \$1500 + cost of bag (1 Available)**

Promote your company with this high-visibility collateral opportunity that all conference guests will see and use. Your corporate identity gets maximum exposure during the conference and long after, as many attendees take their bags home or to the office. Feature your company logo and include your promotional materials inside. \*Material and bag must be approved by conference planners.

- Verbal recognition during Thursday evening awards ceremony
- Opportunity to host a webinar for the membership audience, sharing an educational topic of your choice either prior to or following the conference

## **Photo Sponsor: \$2000 + conference photographer (1 Available)**

Be recognized as the company preserving lasting memories for attendees. The sponsor will provide the photographer, who will be present at conference events. Following the conference, we will share the photos online and make them available for attendees to download. The best part – all photos will be branded with your company and the WHPRMS Conference logo.

- Company logo featured on all event photos
- Company logo featured on WHPRMS Facebook page, for members to share on social media
- Company logo featured on WHPRMS Annual Conference website
- Company featured with video montage for posting on WHPRMS Facebook page and websites
- Company logo featured on conference app, post-conference
- Verbal recognition during Thursday evening awards ceremony
- Opportunity to host a webinar for the membership audience, sharing an educational topic of your choice either prior to or following the conference

## **Chart Your Own Course: (2 Available)**

This is a unique opportunity to design your own sponsorship package. We believe in your ideas and encourage you to think creatively to format your ideal sponsorship. The details and benefits of this package are only as limited as your imagination, and you will work with the conference committee to bring it to life. Enhance the conference experience while promoting your company in a fresh new way.

## **All Sponsorships Include:**

- Skirted exhibit table in exhibitor showcase
- Electricity
- Prime placement of table at exhibitor showcase
- Company logo included on email blasts leading up to the event
- One complimentary full conference registration – includes all programming and meals (Each additional registration is \$225 per person)
- Roster of attendees distributed one month in advance
- Recognition as sponsor on event app
- Company logo and hyperlink on event website for one year from conference date
- Recognition on event slideshow at registration
- Sponsor ribbon recognition on individual name badge
- Sponsored incentive game for attendees, to encourage booth traffic

# CONFERENCE SPONSOR/EXHIBITOR COMMITMENT FORM

To register, complete this form and email it to [WHPRMS@badgerbay.co](mailto:WHPRMS@badgerbay.co) or visit [whprms.org](http://whprms.org). Once your registration is received, we will contact you to confirm your sponsorship level and answer any questions. If you have questions in advance of registration, please email [WHPRMS@badgerbay.co](mailto:WHPRMS@badgerbay.co) or call (920) 560-5610.

## Select an Option Below:

Please note: Sponsor and Exhibitor opportunities are on a first-come, first-paid basis.

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Wednesday Networking | <input type="checkbox"/> Thursday Awards Dinner | <input type="checkbox"/> Conference Bag           |
| <input type="checkbox"/> Thursday Breakfast   | <input type="checkbox"/> Friday Breakfast       | <input type="checkbox"/> Photo                    |
| <input type="checkbox"/> Thursday Keynote     | <input type="checkbox"/> Friday Keynote         | <input type="checkbox"/> Chart Your Own Course    |
| <input type="checkbox"/> Thursday Lunch       | <input type="checkbox"/> Print                  | <input type="checkbox"/> Exhibit Only             |
| <input type="checkbox"/> Thursday Reception   | <input type="checkbox"/> Conference App         | <input type="checkbox"/> Exhibit Only Electricity |

Organization: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

## Complimentary Attendee (Sponsors and Exhibitors):

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

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Dietary Needs: \_\_\_\_\_

## Additional Attendee(s)

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

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Dietary Needs: \_\_\_\_\_

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

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Dietary Needs: \_\_\_\_\_

## Social Events

How many people will be attending the Wednesday Evening Networking Event? \_\_\_\_\_

How many people will be attending the Thursday Evening Awards Dinner? \_\_\_\_\_

## Payment Information

One staff member from the sponsoring or exhibiting company is admitted to the conference for free. Additional staff members may register as attendees at a reduced rate of \$225 per person.

Sponsorship Option .....\$ \_\_\_\_\_

Exhibitor by **September 1, 2019** (\$850) .....\$ \_\_\_\_\_

Exhibitor after **September 1, 2019** (\$1150) .....\$ \_\_\_\_\_

Exhibit Only Electricity (\$25) .....\$ \_\_\_\_\_

Additional Attendees (\$225 each) .....\$ \_\_\_\_\_

**Total \$** \_\_\_\_\_

## Payment can be made out to:

WHPRMS

563 Carter Ct. Ste B, Kimberly, WI 54136

**YOU MAY ALSO REGISTER AND PAY BY CREDIT CARD ONLINE AT [WHPRMS.ORG](http://WHPRMS.ORG)**