

# MARKETING EXPERIENCE

HEALTHLEADERS MEDIA

# 09

*Inspire, Discover, Design, Empower*

## attendeeEXPERIENCE

- Attendees will participate in, instead of passively observe; presentations, storytelling, planned activities and other surprises
- Group exercises will involve every attendee, giving them the opportunity to discover and learn new things to bring back to their departments and organizations
- A “field trip” to the Art Institute of Chicago
- A journey deep into the Patient Experience with Gary Adamson, Chief Experience Officer of Starizon, and other planned inspirational guest speakers and visitors, including those who are living the Patient Experience and those from outside of healthcare who best embody the Experience Economy
- Awards for the best hospital marketing campaigns launched during the past year



**October 14, 2009 | The Palmer House | Chicago, IL | [www.hlmma.com](http://www.hlmma.com)**

Hospital marketing is about strategy as much as it is about creative images and slogans, and being a hospital marketer is a job with unique demands. The **HealthLeaders Media Marketing Experience 09** celebrates this and gives marketers a one-of-a-kind opportunity to explore concepts, share ideas, and work together to solve today’s toughest healthcare marketing challenges.

The **HealthLeaders Media Marketing Experience 09** is not a typical conference. It is an experience. Participants of the day-long **HealthLeaders Media Marketing Experience 09** will dig deep into the Patient Experience. They will apply the concepts they learn during hands-on activities to design experiences and have their toughest marketing questions answered by all attendees.

### AWARD PROGRAM CATEGORIES:

- » Best Branding
- » Best Marketing to Physicians
- » Best Integrated Marketing Campaign
- » Best Internal Communications
- » Best Children’s Hospital Campaign
- » Best Community Relations Campaign
- » Best Use of New Media
- » Best Recruiting Campaign
- » Best Fundraising Campaign
- » Best Direct-to-Consumer
- » Best Marketing of Quality
- » Best Service Line Marketing–Cardiology
- » Best Service Line Marketing–Oncology
- » Best Service Line Marketing–Orthopedics
- » Best Service Line Marketing–Women’s Health
- » Best Service Line Marketing–Neurology
- » Best Service Line Marketing–Other

## SPONSOR EXPERIENCE

Expand your visibility by sponsoring this exclusive marketing awards program that will get your name in front of senior-level marketers and executives in hospitals of all sizes. This annual awards program and event, presented by HealthLeaders Media, celebrates the nation's best hospital marketing campaigns.

The awards program recognizes marketing excellence in small, medium, and large hospitals and health systems, and also non-U.S. hospitals, health plans, and physician practices. The event brings together all healthcare marketers for an intensive day of hands-on activities that engage the senses and equip attendees with practical strategies that can be brought back to their organizations.

- A year-long marketing program that engages more than 200,000 senior-level healthcare marketers and other healthcare marketing professionals in multiple channels: print, email, online, live events, and social media
- Sponsors are encouraged to experience the **HealthLeaders Media Marketing Experience 09** like attendees—be involved in the activities, group exercises, and design their booth space to embrace the theme: Inspire, Discover, Design, and Empower
- Measureable ROI that exceeds the out-of-pocket investment—thought leadership, awareness, and leads

## PARTICIPATION LEVELS

	PLATINUM	GOLD	SILVER
Sponsorships Available	1	2	5
Cost	\$20,000	\$10,000	\$5,000
Number of Attendee Passes	5	2	1
Marketing to entire database of contest entrants and attendees	1x	1x	
Sponsor page with company description and links to sponsors content on HealthLeadersMarketingAwards.com	500 Words	250 Words	150 Words
<b>Branding in all "Call For Entries" Materials (Feb-May)</b>			
Postcard Direct Mail	Logo	Logo	Logo
Email Blasts to Targeted Lists	Logo / top placement	Logo	Logo
Banner ads on HealthLeadersMedia.com and HealthLeadersMarketingAwards.com	Logo / top placement	Logo	Logo
House Ads in HealthLeaders magazine	Logo - top placement	Logo	Logo
<b>Branding in "Call For Attendance" Materials (May-Oct)</b>			
Email Blasts to Targeted Lists	Logo	Logo	Logo
Banner ads on HealthLeadersMedia.com and HealthLeadersMarketingAwards.com	Logo	Logo	Logo
House Ads in HealthLeaders magazine	Logo	Logo	Logo
<b>Signage at the Event to be held in October 2009</b>			
Exhibit area in the reception room	YES / Dedicated space	YES / Shared space	YES / Shared space
Supplied Conference Bag for attendees	YES		
Your Premium and/or Literature Distributed	YES	YES	YES
Ad in Conference Brochure	YES	YES	Logo
Logo on On-Site Signage	YES	YES	YES
Logo on On-Site Collateral	YES	YES	YES
Logo on Award	YES		
<b>Branding in "Post Event Coverage" Nov-Jan 2009-10)</b>			
Advertising in the Post-Event Coverage special section in HealthLeaders Magazine (PDF with 250 reprints)	Full pg	1/2 pg	Logo
Advertising in Full Color Compilation Book of 2009 Winners entitled "Hospital Campaigns That Work"	Full pg	1/2 pg	Logo
<b>Value add</b>			
336 x 280 banner to run on Marketing Weekly e-newsletter	4x	2x	1x

## 2009 SPONSORS

GOLD SPONSOR



SILVER SPONSOR

