



# **Sponsor Prospectus**

## **NEAHP 2023 Annual Educational Conference**

Sheraton Harborside  
Portsmouth, New Hampshire  
March 6 – 8, 2023



*Is your business trying to connect with fundraising professionals at not-for-profit hospitals, visiting nurse associations, hospices, long-term care organizations, community health centers, and other affiliated healthcare providers?*

**Market your business directly to potential clients!**

## Become a 2023 NEAHP Conference Sponsor

Please accept our invitation to serve as a Sponsor at the upcoming conference. Enclosed is detailed information about participating in this event; exhibition space is provided to sponsors at all levels. Register soon to take full advantage of the pre-conference benefits!

### The NEAHP Annual Educational Conference is an outstanding opportunity to:

- meet prospective clients from the healthcare industry throughout New England
- cultivate and steward relationships with current customers
- educate all attendees about how your company's products and services can help them become more effective at raising funds to support their organization's mission
- promote your company to 900+ professionals in the NEAHP database via email and website promotions

### Background

The NEAHP Annual Educational Conference, presented each March by the New England Association for Healthcare Philanthropy, has historically attracted between 150-200 attendees annually. It provides more than 20 informative sessions and workshops, roundtables, and a variety of networking opportunities geared to senior fundraising executives, mid-career professionals, and newcomers. Presenters include seasoned executives and resource providers in the field who share advances in technology and business practices, generate new ideas, and point the way to new directions in healthcare philanthropy.

### 2023 Location

Each year, for the convenience of our regional membership, the conference travels to a different New England state. The 2023 conference will be held at the **Sheraton Harborside** in the seaside city of **Portsmouth, New Hampshire, Monday, March 6<sup>th</sup> through Wednesday, March 8<sup>th</sup>.**

### Engagement with Attendees (see attached Sponsorship Benefits Overview for full details)

- exhibition space centrally located with scheduled coffee and snack breaks
- networking during receptions, meals, and structured roundtables
- Whova conference app to reach attendees before, during, and after the conference\*:
  - free banner ads and logos on the registration portal used by attendees
  - a profile that showcases your business and offers customized promotions
  - access to all registrants, helping you reach those who may not visit your booth
  - ability to send announcements in real time to help drive traffic to your booth
  - targeted lead generation and retrieval

*\*As the conference draws near, we will guide you on optimizing the creation of your company's profile on Whova.*

### You may direct inquiries to:

<b>Emily Hutchison, M.Ed.</b> Sponsorship Chair	e.hutchison@nvrh.org	802.748.7476
<b>Sarah Kalagher,</b> Conference Co-Chair	sarah.kalagher@mainegeneral.org	207.626.1809
<b>Amy McNaughton, CFRE,</b> Conference Co-Chair	amy.mcnaughton@mainehealth.org	207.301.6716
<b>NEAHP Office</b>	info@nea hp.org	781.205.9400

### Join Us!

If you are a returning Sponsor, thank you so much for your continuing participation in NEAHP's educational programs. If you are joining us for the first time this year, we appreciate your support and look forward to welcoming you to the NEAHP family!

## 2023 Sponsorship Benefits

**All sponsorship levels will have full use of the Whova on-line platform** as both a sponsor and exhibitor before, during and after the Conference: virtual booth with handouts, video, and company profile and logo; passport contest; ads; customized promotions; lead generation; access to all attendees and custom announcements in real time. Full support will be provided on the use of the Whova site and app. **Learn more about Whova [Sponsors](#) & [Exhibitors](#) features.**

<i>All benefits packages require a signed sponsorship agreement and payment.</i>	SIGNATURE SPONSOR \$6,000	GOLD SPONSOR \$3,000	SILVER SPONSOR \$2,000	BRONZE SPONSOR \$1,000
<b>All benefits are subject to date of commitment and print deadlines</b>	<i>Limited to 1 Sponsor</i>	<i>Limited to 4 Sponsors</i>	<i>Multiple Opportunities</i>	<i>Multiple Opportunities</i>
Company logo on confirmation sent to registrants	*			
Welcome letter to all attendees on company letterhead (placed in conference tote provided)	*			
Company name/logo exclusively featured on Whova banner throughout conference and sponsorship of Executive Dialogues sessions	*			
Deliver welcoming remarks at start of conference	*			
Company name/logo on tote bag or premium item given to attendees	*	*		
Sponsorship of NEAHP Educational webinars post-conference (April 2023 – Feb 2024 as scheduled)	2	1		
Introduce Keynote (2), Town Hall, Distinguished Service to Philanthropy Award	right of first refusal	choice of remaining sessions		
Company name/logo on all event signs	*	*	registration only	registration only
Opportunity to lead one Roundtable session	*	*	as available	as available
Company recognized in pre-conference emails	*	*	*	
Attendance list (name & email) provided 1 month & 1 week prior, and final list after conference.	*	*	*	
Name/logo projected in main conference room & breakout sessions (when available)	*	*	*	
Company name/logo as sponsor of breakout sessions on the room sign and in Whova	3 sessions	2 sessions	1 session	
Company ad featured in NEAHP e-newsletter (through Dec. 31, 2023)	3	2	1	
Opportunity to submit link to articles (non-promotional) for 2023 NEAHP e-newsletters	*	*	*	
All-inclusive complementary conference registration(s) (includes meals – additional meals available at the discounted rate of \$200 per person)	4	3	2	1
<b>NEW:</b> One-year complimentary membership to NEAHP (normally \$150 per person)	4	3	2	1
Exhibit space (6' x 2.5' table and 2 chairs provided)	*	*	*	*
Badge recognition for your company reps	*	*	*	*
Company name/logo/link on NEAHP website (through Dec. 31, 2023)	home page & conf. page	conference page only	conference page only	conference page only
Company recognized at annual meeting and at networking event	*	*	*	*
Acknowledgement by “SPONSOR LEVEL” in NEAHP e-newsletter (through Dec. 31, 2023)	*	*	*	*
Acknowledgement by “SPONSOR LEVEL” in NEAHP social media (through Dec. 31, 2023)	*	*	*	*

## Sponsorship Logistics

### Making it official

To confirm your participation as a Sponsor in the NEAHP 2023 Annual Educational Conference, please sign and return the enclosed Sponsorship Agreement with payment to the NEAHP office. Your confirmation by February 1, 2023 will ensure proper logo placement afforded to your sponsorship level.

### Getting the credit you deserve

Please email/mail your logo (jpg or gif file format) and advertising materials to the NEAHP office for inclusion in conference marketing, on event signage/placards, and on the NEAHP website ([info@nea hp.org](mailto:info@nea hp.org)).

### Booth setup

Please plan to set up your booth in the hotel ballroom on **Monday, March 6 between Noon and 3pm**. All sponsors will be assigned a specific booth location (based upon sponsorship level and date of confirmation).

### Exhibit times (please plan on having your booth staffed during these times)

TBD: Specific receptions and break times are in the planning stages; you will be provided this information as soon as it is available.

### Electricity

Please request electricity for your exhibit space by **Friday, February 3, 2023** at [info@nea hp.org](mailto:info@nea hp.org).

### Items for attendee registration tote bags and raffle

Sponsors may submit in-kind promotional items, such as company brochures, lanyards, conference gifts, notepads, pens, etc. for inclusion in the conference tote bags. Raffle items may also be donated. Please notify Conference Co-Chairs (Sarah or Amy) of your intent to do so **by February 27, 2023**, and ship the items according to the Shipping & Receiving instructions below. Resource providers who donate raffle items and/or services will be listed as *In-Kind Donors* in appropriate conference postings.

### Shipping & Receiving

Packages being sent to the conference must be addressed as follows:

**Sheraton Harborside, Attn: Raegan Blaney, 250 Market St, Portsmouth, NH 03801**

Please mark each package with “**NEAHP Conference**” to assist hotel staff in properly storing the items.

Packages should be shipped to arrive at the hotel between **March 2, 2023 and March 5, 2023**.

## NEAHP Policies

### Bartering

The NEAHP Annual Educational Conference depends on the generous support of sponsors and volunteers. With their support, NEAHP is able to provide a world-class professional development opportunity for healthcare development professionals for an affordable registration fee. Our Sponsors provide the essential support that makes it possible for us to make the conference accessible to NEAHP members representing organizations of all sizes and often with significant budgetary constraints. NEAHP does not enter into “bartering” agreements with conference sponsors. While sponsors are encouraged to submit proposals for services that NEAHP requires, and the Association gives preference to providers that are NEAHP members, goods and services are not accepted in exchange for conference sponsorships.

### Sponsor guidelines

- Sponsors must pay the fee associated with their selected level of sponsorship by the start of the conference.
- If a sponsor is asked to speak, he/she will not be compensated or reimbursed for his/her presentation.
- Sponsors may host private receptions during the conference at their discretion, provided that such events do not conflict with education sessions or planned conference events. The hotel is to notify and seek approval from the conference chairs for such a reception. If a reception is held on the conference site, the room reservation will be made directly between the sponsor and hotel, and the sponsor is responsible for paying the hotel directly for expenses associated with the event.



2023 Sponsorship Agreement

YES, I/my company would like to participate in the 2023 NEAHP Conference as:

- SOLD OUT Signature Sponsor \$ 6,000 (four company representatives) - 1 available
Gold Sponsor \$ 3,000 (three company representatives) - 4 available
Silver Sponsor \$ 2,000 (two company representatives)
Bronze Sponsor \$ 1,000 (one company representative)
Extra Representatives \$ 200 each (food only; no attendance at sessions)

Company Name:
Primary Contact: Title:
Address: City:
State: ZIP: Phone:
E-mail: Website:

Please sign below to indicate you understand the benefits and policies outlined in the Prospectus and this agreement.

Authorizing Signature: \*

The following individual(s) will attend the conference:

Name: Title:
Name: Title:
Name: Title:
Name: Title:

Total Due: \$ Payment Method: Check American Express Master Card Visa

Please make checks payable to "New England Association for Healthcare Philanthropy"

Name on Credit Card:
Credit Card #: Exp. Date: CVV#:
Billing Address:

Please return your signed original agreement, along with payment, to:

Beth Battson
New England Association for Healthcare Philanthropy
465 Waverley Oaks Road, Suite 421
Waltham, MA 02452

Phone: (781) 205-9400
Fax: (781) 647-7222
Email: info@neahp.org
Web: www.neahp.org