

IHI National Form Sponsorship Opportunities

Attendee Tote Bags	\$20,000
Your company logo will appear on the bag, along with the conference logo as well as on signage at tote bag stands at registration.	
Charging Stations: SOLD	\$20,000
Sponsor recognition will include logo on signage on actual charging stations and the opportunity to distribute materials at the charging station location	
Aisle Signs - ALL	\$15,000
Direct attendees to your exhibit by having your company logo and booth number suspended from signage above the exhibit floor.	
Individual Aisle Sign	\$5,000
Company logo and booth number displayed on one aisle sign above the exhibit floor.	
Badge Lanyards	\$15,000
Attendees, speakers, sponsors, and exhibitors will wear lanyards throughout the National Forum, into conference sessions, networking events, and the exhibit hall. Sponsor to provide logo. Up to ten (10) lanyards provided for company use. (Sponsorship must be secured by 9/10/15 to guarantee production.)	
Hotel Room Key Cards	\$15,000
Have your company's message included on guest room key cards at the Marriott World center. (Sponsorship must be secured by 10/15/15 to guarantee production.)	
IHI Open School Congress: SOLD	\$15,000
This sponsorship opportunity includes signage at the Chapter Congress venue and refreshment break, ribbons with your company logo attached to Congress attendee name badges, and logo included in student e-newsletter and emails.	
Keynote Sponsorship (2 available)	\$15,000
Past keynote speakers include Michael J. Fox, Robin Roberts, Atul Gawande, Cory Booker, Anna Deavere Smith, Eric Greitens, and Dan Heath. This sponsorship includes signage at the event and the opportunity to provide company collateral to be placed on the attendee's chairs. Collateral subject to IHI approval. IHI reserves the right to do a tandem chair drop.	
Welcome Networking Reception – Monday, December 7, 2015/4:30 PM-6:30 PM	\$15,000
Beverages and hors d'oeuvres will be served throughout the exhibit hall. Approximately 2,000 conference attendees go to the welcome reception. This sponsorship opportunity includes a three (3)-minute speaking opportunity to welcome attendees, logo recognition on signage through the hall, and on cocktail napkins.	
IHI National Forum Mobile App	\$15,000
In 2014, the IHI Forum mobile app had 2,245 total smartphone downloads. Sponsorship opportunity includes banner ad on home screen, timed banner ad in the NOW view and enhanced exhibitor listing including logo.	
Hydration Station	\$12,000
All attendees will receive reusable water bottles at registration branded with your logo along with the IHI logo, and will refill it multiple times a day at water stations branded with your logo.	
Networking Lunches	\$12,000 each
Attendees will receive a bagged lunch with your company logo on the front. Sponsor also has the opportunity to place signage and collateral throughout the designated lunch areas and on lunch tables if desired.	
Directional Meter Boards	\$10,000 for 5
Gain company exposure by including your company's logo on our directional meter boards, 3 feet by 8 feet.	
Patient Reception	\$10,000
Give patients the opportunity to meet one another face-to-face during the Patient Reception. This sponsorship opportunity includes signage at the reception, a five (5)-minute speaking opportunity during the reception (comments subject to IHI Patient Lead review), and customized beverage napkins.	

Storyboard Reception - Tuesday, December 8, 2015 / 4:30 PM–6:30 PM	\$10,000
Food and beverage stations for this reception will be located in the exhibit hall and in the adjoining ballroom, the storyboard room. This sponsorship opportunity includes a three (3) minute speaking opportunity to welcome attendees, logo recognition on signage throughout the storyboard reception area, and custom-imprinted beverage napkins.	
Wireless Sponsorship	\$10,000
This sponsorship opportunity includes logo recognition on signage throughout the National Forum and your company logo and hyperlink on wireless launch page.	
Tuesday Night Reception	\$13,000
This sponsorship opportunity includes logo on four (4) lighted balloons (airstars), custom drink stations and food carts with your company logo, fifty (50) drink tickets for customers, a three (3) minute speaking opportunity, and signage around the reception area.	
Hand Sanitizing Stations	\$10,000
Hand sanitizing stations will be located throughout the conference area. Logo includes company logo on signage designating these areas.	
Dessert Sponsorship	\$8,000
Desserts for attendee lunches will be served in the exhibit hall only on day one of the General Conference. Sponsorship opportunity includes recognition on signage and custom-imprinted beverage napkins.	
Exhibit Hall Snack Stations (4 available)	\$8,000 each
This sponsorship includes cost of food and beverage for one snack station Tuesday and Wednesday in the exhibit hall. Recognition will be provided via signage, in IHI Forum On-site Conference Guide, custom imprinted napkins, and will also include the opportunity to distribute company literature at the snack stations.	
International Attendee Meeting	\$8,000
Welcome international attendees to the National Forum! Sponsorship includes logo on signage, napkins and a five (5) minute speaking opportunity.	
Faculty Reception	\$8,000
Sponsorship includes logo on signage, napkins, and three (3)-minute speaking opportunity.	
Welcome Amenity Gift Bag	\$6,500 (plus cost of gift item)
Be the first to greet attendees as they check into their hotel. Upon check-in attendees will receive a welcome note from your company along with a gift bag and gift branded with your company name and logo.	
Hotel Elevator Window Clings	\$6,000
Your company's message will be displayed on the three (3) main lobby elevators. Attendees will be using the elevators daily to access their hotel sleeping rooms.	
Escalator Clings	\$6,000
Your company's name will be displayed on the escalators. Attendees will be using the escalators daily to access the main conference area. Your company logo will be one of the first things attendees see!	
Attendee Learning Excursions	\$5,000
2015 excursions will likely include the Central Florida Zoo, The Marriott World Center, The Gaylord Palms Resort & Convention Center, and Walt Disney World, among others to be determined. This sponsorship opportunity includes a five (5)-minute speaking opportunity to address attendees on the bus en route to the excursion (script subject to IHI approval), the opportunity to distribute company literature to all attendees on the excursion, and logo on signage at the excursion debrief.	
Patient Storyboards	\$5,000
Help patients tell the story of their journey by sponsoring their storyboards. Sponsorship includes logo on storyboard recognizing sponsor and signage around storyboards.	
Floor Decals	\$5,000
Lead attendees from the entrance of the exhibit hall to your booth with your company's logo or message on floor decals or "footprints."	

Forum Sunglasses **\$5,000**
Sponsorship includes company logo on side of sunglasses distributed to all attendees at registration.

Photo Booth **\$5,000**
Attendees will be able to make memories using the photo booth during exhibit hall hours. Your company's logo will be on each photo strip that they take home.

Hotel Door Drop **\$5,000**
Deliver your message directly to attendees by providing marketing collateral for placement in every attendee's hotel room at the World Center Marriott. This is a great opportunity to invite attendees to your booth and promote a new product. Drop subject to IHI approval and will be placed under the attendee's door.

Exercise Equipment **\$6,000**
Open all day Tuesday and Wednesday, attendees will have the chance to exercise and stay healthy while attending the Forum. The keynotes will be streamlined into this conference room and will include approximately 20 pieces of exercise equipment. Opportunity includes branded equipment and signage and the opportunity to scan badges at the door.

Vendor Presentations 7 available **\$4,000 each**
Sponsor a session designed to showcase your company's thought leadership. Vendor presentation descriptions will be printed in the On-site Conference Guide. Your custom-designed thirty (30)-minute program can feature prominent company dignitaries or highlight a product or service. Located outside the exhibit hall, the Vendor Classroom will accommodate approximately sixty (60) attendees; include AV support, microphone, projector and screen.

Vendor presentations will be scheduled so as not to conflict with workshop or keynote times. General content of presentation must be approved by IHI.

Sponsorship includes signage at the event and the opportunity to distribute literature at assigned session.

Window Clings **\$4,500**
Attendees will pass by your company's message daily prominently displayed on windows in the registration foyer and on the windows in front of the shuttle bus pick-up area.

Storyboard Satellite Station **\$3,000**
Extend your company's presence during the popular storyboard reception. Sponsorship includes one (1) table and two (2) chairs in the storyboard ballroom during the storyboard reception.

IHI National Forum Advertising Opportunities

Opening Reception Drink Tickets
100 tickets **\$3,000**
200 tickets **\$5,000**
Distribute drink tickets to your first one hundred (100) or two hundred (200) customers at the welcome reception. These drink tickets can also be used at the Tuesday evening Storyboard Reception. Sponsorship includes logo on signage at booth and bars driving traffic to your booth.

Illuminated Ad Tower **\$2,500**
Have your logo or advertisement illuminated on a 4'x 3' panel to catch attendee's eyes on a prominently located lighted ad tower in the conference area.

Perk Alerts (4 available) **\$2,000 each**
(plus cost of prize)

Perk alerts drive attendees directly to your booth. Sponsorship includes logo in conference daily emails, sending attendees to your booth for a prize of your choosing.

Forum Fortune Bingo (40 available)

\$500 each

Attendees must visit all exhibitors participating the "Forum Fortune" program and have their card validated to be included in a prize drawing (exhibitors provide the prize).

On-site Conference Guide Advertisements

Every attendee receives an On-site Conference Guide upon arrival in Orlando. Attendees use this program as a reference for important information including session times, tracks, events, and speaker information. Advertising in the On-site Conference Guide will give your company high visibility during the National Forum.

Ad Space	W" x D"	Rate
Back Cover (4c)	8.5"x11"	\$4,000
Inside Front Cover (4c)	8.5"x11"	\$3,000
Inside Back Cover (4c)	8.5"x11"	\$3,000
Full Page (b&w)	8.5"x11"	\$1,200
Half Page (b&w)	8.5"x5.5"	\$800

Publication Bins

\$3,000

The On-site Conference Guide and other sponsored publications will be distributed from these custom-designed bins during the event. Your company's name and logo will appear on the bin structure. Your company will also have the opportunity to distribute materials from the publication bins.

Pre-Forum Email Advertisement

\$2,500

Limited Quantity Available

- Message #1 Distributed to full IHI database email (circulation: 200,000 health care professionals)
- Message #2 Distributed to National Forum attendees only (circulation: 5,000 attendees)

Sample advertisement below. Include your tagline or subject line of your product promotion, message will be hyperlinked to advertiser's website. Message subject to IHI approval and must promote product or booth at Forum, message may not promote competing events.

"Connect. Engage. Join (company name) at booth (number) to engage in the conversation."

New Products Release Sponsorship

\$500

Sign up for the program to generate sale leads for your new product. This must be a product that that was not featured at the 2014 IHI National Forum and has been released within the last 12 months (December 2014 – December 2015). Participants in the program will receive special onsite booth signage, a link to new product on IHI Forum website, and a new product program icon in the IHI Forum On-site Conference Guide.