

# HealthCare Executive Group 2020 Sponsorship Prospectus



Celebrating over 30 years at the  
forefront of innovation and technology



HEALTHCARE  
**HCEG**  
EXECUTIVE GROUP

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Originally the Managed Care Executive Group (MCEG), now the HealthCare Executive Group (HCEG), was founded in 1988 by healthcare executives looking for a forum where the open exchange of ideas, opportunities for collaboration, and transformational dialogue could freely ensue. HCEG is a national network of select healthcare executives and thought leaders, across the entire health care spectrum, who navigate the tactical and strategic issues facing organizations today and provide a platform that promotes healthcare innovation and the development of life-long relationships.

A grass-roots organization of executives from Risk-Bearing Health Systems, Payer and Provider organizations:

- ▶ Membership restricted to senior level healthcare executives, thought leaders and influencers
- ▶ A 'users group' supporting the creation, curation and exchange of strategic and tactical information
- ▶ Each year, HCEG's Top 10 Challenges, Issues & Opportunities ranked by members drives year-round events, member-sponsor interaction opportunities, content creation and member communication initiatives
- ▶ Monthly webinars and online chats, participates actively on social media, collaborates on member and sponsor led white papers and case studies and distributes regular newsletters to over 5,400 contacts (growing at 50+ opt-in subscribers per month)

# The HCEG Ecosystem

## *Intimate Access to C-Suite Decision Makers, Disruptors, and Innovators*

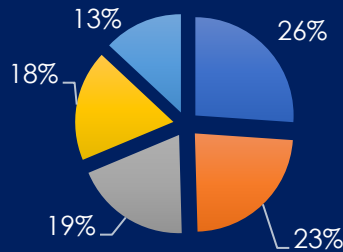
Sponsor Partners of HCEG have the unique opportunity to directly engage qualified executives and organizations on a continuous basis, through HCEG's ongoing member communication initiatives, widely recognized and anticipated HCEG Annual Forum.

For 2+ days, over 120 healthcare leaders will participate in the HCEG Annual Forum, September 21-23 in Boston, MA.

The forum's small and intimate setting encourages rare and invaluable open dialog amongst attendees and sponsors allowing for the development of career-long relationships.

### Organization Types

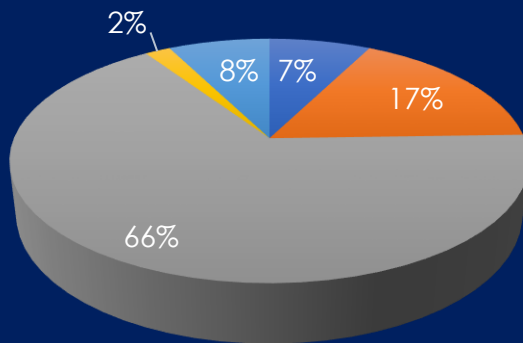
- Health Plan
- Advisory/Consulting
- Provider Organization
- Vendor
- Association



### States Represented by HCEG Members

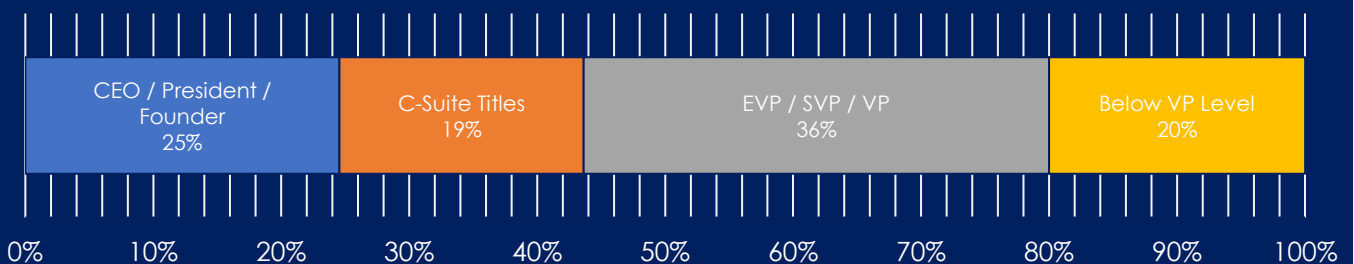


### Executive Functional Areas



- Clinical / Medical
- Financial
- General Management
- Legal
- Operations

### Attendee Titles





## THE 2020 HCEG TOP 10

- 1 **Costs & Transparency**
- 2 **Consumer Experience**
- 3 **Delivery System Transformation**
- 4 **Data & Analytics**
- 5 **Interoperability / Consumer Data Access**
- 6 **Holistic Individual Health**
- 7 **Next Generation Payment Models**
- 8 **Accessible Points of Care**
- 9 **Healthcare Policy**
- 10 **Privacy / Security**

The HCEG Top 10 has been a pillar of the HealthCare Executive Group for over 10 years, providing extensive insight into primary opportunities, challenges and issues currently facing healthcare executives in the United States.

Based on HCEG member input gathered during the month's leading up to HCEG's Annual Forum and ranked during several iterations of voting during the Annual Forum, the HCEG Top 10 encourages continuous and evolving dialog on the main issues and concerns facing member organizations. It also serves as the keystone for industry wide analysis and HCEG's educational programming.



## In 2019 the HealthCare Executive Group

- ▶ Hosted Executive Leadership Roundtables throughout the United States. Over 75 attendees participated in each invite-only, half-day event where specific HCEG Top 10 Opportunities, Issues and Challenges were explored, at depth, in an intimate setting.
- ▶ Participated in four Industry Events with our Sponsor Partners, facilitating introductions and networking between HCEG Members, Sponsor Partners and industry Thought Leaders
- ▶ Co-hosted VIP cocktail receptions with our Sponsor Partners.
- ▶ Led three Virtual Panels (Tweet Chats) with sponsoring partners.
- ▶ Co-hosted fifteen webinars
- ▶ Published dozens of blog posts
- ▶ Distributed 30+ newsletters to over 5,000+ Opt-in subscribers



HCEG Executive Director Ferris Taylor, and Alan Abramson, SVP & CIO Health Partners and Nashville Healthcare Council President Hayley Hovious at the 2017 HCEG Annual Forum.

## In 2020 HCEG Will Continue to Drive Thought Leadership

Through our comprehensive educational calendar, regional Executive Leadership Roundtables, Annual Forum and attendance in the following industry conferences:

- ▶ AHIP Consumer Experience & Digital Health
- ▶ AAPAN
- ▶ HIMSS Conference & Exhibition
- ▶ World Health Care Congress
- ▶ Blue Cross Blue Shield National Summit
- ▶ HLTH.com Future of Healthcare
- ▶ WEDI Annual Conference
- ▶ AHIP Institute & Expo
- ▶ Health Plan Alliance Events



HCEG Board Member, SVP Regence Ian Gordon leads panel on Precision Medicine/Behavioral Health Aspects of Substance Abuse/Opioids

# So Much More Than the Typical Sponsorship

Sponsor Partners of HCEG help guide and contribute to ongoing educational initiatives, and benefit from increased visibility through our year-round thought leadership opportunities, by leading and/or participating in:

- ▶ Development of Yearly HCEG Top 10
- ▶ HCEG Webinar Series
- ▶ HCEG Executive Leadership Roundtables
- ▶ Regional Networking Events
- ▶ Online Discussions and Virtual Panels
- ▶ HCEG Annual Forum
- ▶ HCEG Original Content
- ▶ HCEG Committees and Board of Directors



In addition to events and webinars hosted, HCEG's active content creation and distribution campaigns and social media presence improve Sponsor Partners' digital footprint within our well-established and growing network of healthcare executives and industry leaders.

*Through these efforts, HCEG plays the role of a credible third-party content distributor.*

## Sponsor Partners of HCEG

- ▶ Engage with HCEG throughout the year
- ▶ Help define and promote educational content and messaging year-round through active participation on HCEG Board and Committees
- ▶ Participate in formal thought leadership speaking opportunities
- ▶ Receive complimentary invites to share with customers and prospects
- ▶ Benefit from increased exposure, through recognition at HCEG events and social channels and outbound communications

# Title Sponsorship Opportunities

SILVER: \$40,000

GOLD: \$50,000

PLATINUM: \$85,000

	SILVER: \$40,000	GOLD: \$50,000	PLATINUM: \$85,000	
ACCESS	Organizational registrations to the HCEG Annual Forum	<ul style="list-style-type: none"> <li>2 Company Executives</li> </ul>	<ul style="list-style-type: none"> <li>3 Company Executives</li> </ul>	<ul style="list-style-type: none"> <li>6 Company Executives</li> </ul>
ATTEND	Invites for clients/prospects to HCEG hosted and co-hosted events	<ul style="list-style-type: none"> <li>4 Client Invites to Annual Forum</li> <li>2 Client Invites to Executive Leadership Roundtables</li> </ul>	<ul style="list-style-type: none"> <li>6 Client Invites to Annual Forum</li> <li>3 Client Invites to Executive Leadership Roundtables</li> </ul>	<ul style="list-style-type: none"> <li>8 Client Invites to Annual Forum</li> <li>4 Client Invites to Executive Leadership Roundtables</li> </ul>
HOST	Opportunities for increased brand exposure through hosting invite-only events/discussions on HCEG Top 10 related subject	<ul style="list-style-type: none"> <li>Co-host One Executive Leadership RoundTable †</li> <li>HCEG Support at 2018 Sponsor event</li> <li>Thought Leader Speaking Opportunity – Executive Leadership Roundtable</li> <li>1 webinar</li> </ul>	<ul style="list-style-type: none"> <li>Co-host One Executive Leadership Roundtable †</li> <li>HCEG Support at 2018 Sponsor Event</li> <li>Thought Leader Speaking Opportunity – Executive Leadership Roundtable</li> <li>Thought Leadership Speaking Opportunity – Annual Forum</li> <li>Co-host Networking Reception- Annual Forum</li> <li>Co-host Host One Offsite Event - Annual Forum</li> <li>2 Webinars</li> </ul>	
CONTRIBUTE	Opportunities to drive organizational thought leadership developing original content on HCEG Top 10 related subjects and/or contributing to HCEG's mission and vision via committees and the Board of Directors	<ul style="list-style-type: none"> <li>1 Blog/Case Study/Whitepaper</li> </ul>	<ul style="list-style-type: none"> <li>3 Blogs/Case Studies/Whitepapers</li> <li>1 Committee Seat</li> </ul>	<ul style="list-style-type: none"> <li>6 Blogs, Case Studies/ White Papers</li> <li>2 Committee Seats</li> <li>1 Board of Directors Seat</li> </ul>
COLLABORATE	Opportunity to leverage HCEG's distinguishable brand through cross promotional efforts on HCEG Communications Channels	<ul style="list-style-type: none"> <li>Access and promotion across HCEG Communications Channels</li> </ul>	<ul style="list-style-type: none"> <li>Access and promotion across HCEG Communications Channels</li> </ul>	<ul style="list-style-type: none"> <li>Access and promotion across HCEG Communications Channels</li> </ul>
COBRAND	Recognition of executives and organization across HCEG Communications Channels and onsite at HCEG events	<ul style="list-style-type: none"> <li>Sponsor Listing on website and Annual Forum Marketing Materials</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor Listing on website and Annual Forum Marketing Material</li> <li>Committee Recognition</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor Listing on website and Annual Forum marketing materials</li> <li>Opening night reception branding</li> <li>Dedicated HCEG research initiative</li> <li>Board Recognition</li> </ul>

† For co-hosting of events, HCEG will develop and execute a comprehensive marketing and operations strategy. Sponsor will be responsible for venue, F&B, A/V, and attendee transportation if required.



## Specialty Item Sponsorship Opportunities

Increase your brand exposure amongst HCEG attendees with on-site Specialty Item Sponsorship Opportunities at our 2020 HCEG Annual Forum in Boston, MA, September 21-23rd.

*†Preference given to HCEG Title Sponsors*

### Coffee and Juice Break

\$3,000

Branded signage will be placed on refreshment serving tables. Sponsor can place branded cups and napkins at stations. Recognition on Program Agenda.

### Lanyard

\$3,500

Be a name that is seen and worn by all attendees, speakers and staff on-site, on their name badge lanyard. Recognition on Program Agenda. Sponsor is responsible for production and shipping costs. Recognition on Program Agenda.

### Snack Break

\$3,500

Branded labels will be placed on snacks and tables. You will have the option to provide promotional materials and giveaways. (Promotional materials and giveaways must be approved by HCEG, and placement is confined to break tables). Recognition on Program Agenda.

### Staff T-Shirt

\$3,500

Your logo and key message will be worn by the HCEG Annual Forum wait staff. Recognition on Program Agenda.

### Re-Charge Station

\$3,500

Promotional/branded graphics will be placed on the central recharging units. Recognition on Program Agenda.

### Promotional Products (SWAG)

\$3,500

Your branded upscale swag will be distributed to approximately 120 attendees at registration. Limited placements available; maximum of three items per company. Sponsor assumes cost and bears responsibility for having items arrive 2-3 days before Forum. HCEG must approve.

### Hotel Key Card

\$5,000

Branded/customized room keys provided to attendees in HCEG room block. You have the option to distribute promotional materials and giveaways. Must be approved by HCEG, and placement is confined to Registration welcome bags. Recognition on Program Agenda.

### Registration Welcome Bags

\$5,000

Your company name/logo on registration welcome bags that will be distributed to all Forum attendees, speakers and panelists. You have the option to distribute promotional materials and giveaways. Must be approved by HCEG, and placement is confined to Registration welcome bags.

### Name Badges

\$5,000

Your Branded name badges serve as admission passes and provide great face time. Worn by all speakers and attendees our name badges also include the program agenda and are referenced throughout the entire Forum. You have the option to distribute promotional materials and giveaways. Must be approved by HCEG, and placement is confined to Registration welcome bags. Recognition on Program Agenda.

### Table Tents

\$5,000

Communicate your message with a company customized table tent to be distributed to Annual Forum attendees at registration. Sponsor is responsible for production and shipping costs. You have the option to distribute promotional materials and giveaways. Must be approved by HCEG, and placement is confined to Registration welcome bags.

### Entertainment

\$5,000

Help Forum attendees unwind with live entertainment during the opening night reception. You also have the option to distribute promotional materials and giveaways. Must be approved by HCEG, and placement is confined to Registration welcome bags. Recognition on Program Agenda.



### Hotel Room Door Drop

\$6,000

A door drop places your promotion in front of each attendee as they head out the door to the Annual Forum. Sponsor is responsible for production and shipping costs. You also have the option to distribute promotional materials and giveaways. Must be approved by HCEG, and placement is confined to Registration welcome bags.

### Program Agenda

\$7,500

All attendees to the Annual Forum will receive your company branded Program Agenda at registration. You will also have the option to provide promotional materials and giveaways at registration. Must be approved by HCEG. Placement is confined to registration desk. Recognition on Program Agenda.

### Off-Site Reception

\$10,000

This opportunity includes your company name and logo on signage within the designated reception areas, company logo on signage in attendee registration area, Acknowledgement on the Forum Landing Page and Final Program, and eBlast to all registered attendees recognizing your company as supporting the Off-site Reception. In addition, cups and napkins may be customized with your company branding. Sponsor is responsible for production and shipping costs of cups and napkins. You will also have the option to provide promotional materials and giveaways at registration. Must be approved by HCEG. Placement is confined to registration desk. Recognition on Program Agenda.

### Plated Dinner

\$15,000

Your C-Suite executive will introduce the dinner Keynote and have the opportunity to address attendees at the beginning of the dinner. Your company logo will be projected on a lighted wall and all dinner signage. In addition, cups and napkins may be customized with your company branding. Sponsor is responsible for production and shipping costs of cups and napkins. You will also have the option to provide promotional materials and giveaways at registration. Must be approved by HCEG. Placement is confined to registration desk. Recognition on Program Agenda.

### Breakfast

\$7,000

Greet attendees with your logo/message at the start of the day. Branded signage will be placed on breakfast serving tables. Sponsor can place branded cups and napkins at stations. You will also have the option to provide promotional materials and giveaways. Must be approved by HCEG. Placement is confined to breakfast tables. Recognition on Program Agenda.

### Headshot Photo Station

\$9,500

HCEG attendees will be able to have their professional headshots taken in between Forum sessions. Your support includes branded photo station signage and customized email template with logo for attendees to email their photo. You will also have the option to provide promotional materials and giveaways at registration. Must be approved by HCEG. Placement is confined to registration desk. Recognition on Program Agenda.

### WiFi

\$10,000

Keep attendees in touch with the office and social media by sponsoring wifi during the Forum. As the sponsor of Wi-Fi access your company will be recognized with branded signage throughout the Forum, on Wi-Fi log-in instructions on badge, in the program, and anywhere else the Wi-Fi access code is given. You will also have the option to provide promotional materials and giveaways at registration. Must be approved by HCEG. Placement is confined to registration desk. Recognition on Program Agenda.

### AI Forum Bot

\$15,000

Get noticed with a branded Bot. The AI Forum Bot interacts with attendees. Attendees can text the Bot any question pertaining to the Forum, receiving an instant response. The Bot will be branded with your company logo and can reply with the sponsor details and information. Exchanges with the Bot will be like this: Attendee: "What time is breakfast?" Bot: "Breakfast begins at 7:30am. This information brought to you by SPONSOR." Recognition in program Agenda.

### Meeting Lounge

\$6,000

Provides a great level of exposure. The Lounge will attract participants looking for a place for business meetings, as well as those who just want to relax their feet. Branded signage will be prominent. Promotional products can be placed throughout the lounge. Furniture and carpeting is included, subject to price, and will be decided together with HCEG. Sponsor is responsible for production and shipping costs or promotional products. You also have the option to distribute promotional materials and giveaways. Must be approved by HCEG, and placement is confined to Registration welcome bags. Recognition on Program Agenda.

### Welcome Reception

\$10,000

This opportunity includes your company name and logo on signage within the designated reception areas, company logo on signage in attendee registration area, Acknowledgement on the Forum Landing Page and Final Program, and eBlast to all registered attendees recognizing your company as supporting the Welcome Reception. In addition, cups and napkins may be customized with your company branding. Sponsor is responsible for production and shipping costs of cups and napkins. You will also have the option to provide promotional materials and giveaways at registration. Must be approved by HCEG. Placement is confined to registration desk. Recognition on Program Agenda.

### Landing Page

\$12,500

Every visitor to the HCEG.org Annual Forum page will see your logo as the Landing Page Sponsor. You will also have the option to provide promotional materials and giveaways at registration. Must be approved by HCEG. Placement is confined to registration desk. Recognition on Program Agenda.

† Contact HCEG for more information including terms and conditions for Specialty Item Sponsorships:

[Juliana Ruiz jr@hceg.org](mailto:Juliana.Ruiz.jr@hceg.org)

