CURRENT WHS PREFERRED PARTNERS

Washington State Hospital Association

2024 MEMBER ENGAGEMENT PARTNER PROGRAM
WSHA REPRESENTS EVERY HOSPITAL & HEALTH SYSTEM IN WA STATE.

We strive to be the trusted voice and indispensable resource that leads, challenges and assists hospitals and health systems to achieve their missions and improve the health of the communities they serve.

Join us.
2024 MEMBER ENGAGEMENT OVERVIEW

IN-PERSON EVENTS
Multi-day signature conferences, safety & quality learning collaboratives, social functions, and more.

DIGITAL COMMUNICATION
Newsletters, wsha.org, social media

VIRTUAL EDUCATION
Monthly governance education webinars, weekly safety & quality webinars, workforce development training programs, workshops.

ADVOCACY TRIPS
Members convene in Olympia, WA and Washington, D.C. to meet with legislators, connect during advocacy training sessions and enjoy social gatherings.
2024 PARTNER PROGRAM

STRUCTURE

3 Partnership Levels: Platinum, Gold, Silver
Program Benefits Effective January – December.

AVAILABILITY & ELIGIBILITY

Space is limited. Partners accepted on first-come, first-served basis.
WSHA reserves the right to accept or reject any partnership request.

CONTACT US

Jessie Blumer | JessieB@wsha.org | 206-577-1810
Custom Packages Available Upon Request.
PARTNERSHIP LEVELS

**PLATINUM**
$16,200

- 3 Event Sponsorships + 3 Speaking Opportunities + 1 Month Display Advertising

**GOLD**
$9,450

- 2 Event Sponsorships + 1 Speaking Opportunity + 2 Event Registrants at Both Sponsored Events

**SILVER**
$6,120

- 1 Event Sponsorship + 2 Event Registrants

**BRONZE**
$2,475

- 1 Event Exhibit Table + 2 Event Registrants
### Partnership Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Sponsorship</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Included Registrations per Sponsorship</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Live Commercial Speaking Opportunity (2-3min)</td>
<td>3</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Executive Education Sponsorship</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo Placement on Member Visit Packets</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hyperlinked Logo on wsha.org</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to Event Meals &amp; Social Functions</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hyperlinked Corporate Member Listing on wsha.org</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WSHA Corporate Membership</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to WSHA Newsletters</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weekly Report Newsletter Recognition Spotlight</td>
<td>Exclusive</td>
<td>Exclusive</td>
<td>Shared</td>
<td>Shared</td>
</tr>
<tr>
<td>Display Advertising in WSHA Newsletters</td>
<td>1 month</td>
<td>Eligible</td>
<td>Eligible</td>
<td>Eligible</td>
</tr>
</tbody>
</table>
2024 IN-PERSON EVENT OPPORTUNITIES

STATE ADVOCACY DAY
January 29-30 | Olympia, WA
C-Suite, Hospital Board Members

RURAL HOSPITAL LEADERSHIP CONFERENCE
June 23-26 | Chelan, WA
C-Suite, Hospital Board Members

WSHA CEO RETREAT
October 2-4 | Snoqualmie, WA
Hospital & Health System CEOs

SAFE DELIVERIES ROADMAP
November 7 | SeaTac, WA
Birthing Professionals

SUMMER BOARD RETREAT
July 28-30 | Union, WA
WSHA Board of Directors

QUALITY LEADER LEARNING COLLABORATIVES
May 20 | SeaTac, WA
C-Suite, Hospital Board Members

RURAL CFO RETREAT
April 29-May 1 | Leavenworth, WA
Rural CFOs

PR LEADERS ROUNDTABLE
August 14 | SeaTac, WA
Public Relations, Marketing & Communications Leadership

CNO ROUNDTABLE
June 13 | SeaTac, WA
Hospital & Health System CNOs

RURAL ADVOCACY DAYS
September | Washington, D.C.
C-Suite, Hospital Board Members

CYBERSECURITY WORKSHOP
April 22 | SeaTac, WA
CISOs, Compliance Officers, Legal

WSHA HOLIDAY DINNER
December 11 | Seattle, WA
WSHA Board of Directors, Committee Members
<table>
<thead>
<tr>
<th>Event Name</th>
<th>Dates</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>WOMEN’S HEALTHCARE LEADERSHIP PROGRAM</td>
<td>Weekly, April 18 – June 20</td>
<td>Rising Women Leaders in Healthcare</td>
</tr>
<tr>
<td>QUALITY ESSENTIALS 101</td>
<td>Weekly, March 19 – May 21</td>
<td>New &amp; emerging Quality Leaders, Clinicians, Executives, C-Suite</td>
</tr>
<tr>
<td>NEGOTIATIONS TRAINING</td>
<td>Weekly, Feb 14 – March 13</td>
<td>Healthcare Leaders &amp; C-Suite</td>
</tr>
<tr>
<td>ADVANCED NEGOTIATION</td>
<td>Weekly, March 20 – April 17</td>
<td>Healthcare Leaders &amp; C-Suite</td>
</tr>
<tr>
<td>CNO ROUNDTABLE VIRTUAL EVENTS</td>
<td>October 11 or November 8</td>
<td>Hospital &amp; Health System CNOs</td>
</tr>
</tbody>
</table>
EVENT SPONSORSHIP BENEFITS

ACCESS
- Two Complimentary Registrations
- Invited to Attend Social Functions
- Participant List: Name, Title, Organization

DIGITAL
- Logo & Hyperlink Inclusion:
  - Event Marketing
  - Pre/Post-Event Email Communications to Registrants
  - Wsha.org Event Page
  - Recognition in Weekly Report Newsletter

PRINT
- Company Description + Contact Information in Attendee Agenda
- Logo Inclusion:
  - Thank You Signage
  - Attendee Tabletop Signage

LIVE
- Verbal Recognition
- Custom Program Slide
- Program Logo Inclusion
- Commercial Speaking Opportunity *
- Exhibit Table *

* Dependent upon Partnership Level and/or Add-On Agreement
DISPLAY ADVERTISING: WSHA NEWSLETTERS

**WEEKLY REPORT**
Trending healthcare news relevant to WA state
Weekly - 3,700 Subscribers - $2,000/month

**CUSTOM SCOOP**
Daily news headlines about WSHA, healthcare industry and/or hospital members
Daily - 400 Subscribers - $1,500/month

**INSIDE OLYMPIA**
Up-to-the-minute inside scoop on healthcare policy updates during legislative session
Weekly - 2,200 Subscribers - $3,000/month
WE LOOK FORWARD TO PARTNERING WITH YOU!

Jessie Blumer
Member Engagement Program Manager
JessieB@wsha.org | 206-577-1810

Washington State Hospital Association