

# KODIAK

## 2024 Sponsor Opportunities



Healthcare  
Summit 2024

September 22-25  
Nashville / Virtual

# Sponsorship opportunities

## Platinum

Starting with five complimentary tickets (a \$2,500 value) to the event and premier branding opportunities, platinum sponsors also have the exclusive opportunity to provide a contributing panelist during a keynote session and the opportunity to recommend invitees to an exclusive Summit-related event. Platinum sponsors will continue to enjoy a leading presence on our website and in marketing materials, program guide, and social campaign as well as virtual ads in the audience virtual lobby and virtual sessions. On-site, platinum sponsors will receive recognition during a social break and meal.

## Gold

Gold sponsors enjoy four complimentary tickets (a \$2,000 value) to the event and leading presence across our website, marketing materials, program guide, and social campaign, as well as virtual ads in the virtual lobby and virtual sessions. On-site, gold sponsors will have a presence during a selected social break.

## Silver

Silver sponsors enjoy three complimentary tickets (a \$1,500 value) to the event and a presence across marketing materials, website, and program guide. Silver sponsors enjoy a virtual presence within the audience virtual lobby and during virtual sessions.



## Sponsorship details

Platinum sponsor (\$15,000)	Gold sponsor (\$10,000)	Silver sponsor (\$5,000)	Benefits
1	2	3	Opportunities available
5 tickets (\$3,000 value)	4 tickets (\$2,400 value)	3 tickets (\$1,800 value)	Complimentary registration for on-site event
✓			Contributing panelist during keynote panel session <sup>1</sup>
✓	✓	✓	Virtual logo banner ads within virtual lobby (rotating carousel) and in a maximum of two breakouts
✓			Attendee swag opportunity <sup>2</sup>
✓	✓	✓	Logo, name, and brand presence on website, marketing materials, and social media (including sponsor-level recognition) (apart from page with other 1-by-1-inch ad)
✓			Exclusive meal sponsorship, including signage <sup>3</sup>
	✓	✓	Recognition from podium during opening keynote session
✓			Opportunity to suggest invitees to one Summit-related networking event <sup>4</sup>

<sup>1</sup> Keynote session title and details (including date, time, and rehearsal schedule) to be determined and announced by June 7, 2024.

<sup>2</sup> Sponsor is responsible for providing and paying for swag. Kodiak will handle distribution. The Healthcare Summit planning team reserves the right to approve swag items in an effort to reduce duplication

<sup>3</sup> Meal includes hotel breakfast or lunch, based on hotel package purchased by Kodiak.

<sup>4</sup> Kodiak reserves the right of final selection.

# Sponsorship opportunities

## Networking

Networking sponsors are emerging healthcare and healthcare technology companies looking to establish a strong presence with the Healthcare Summit audience in a more relaxed environment. This level of sponsorship offers two complimentary tickets and premier networking opportunities including exclusive networking table host, meal sponsorship, and a virtual presence during breaks. An additional perk of this sponsorship level includes discounted group ticket pricing, the opportunity to invite five guests to one networking event, and the opportunity to suggest target invitees to an exclusive Summit-related event.

## Philanthropy

Package includes two complimentary tickets as well as the opportunity to suggest and co-host a philanthropic activity with Kodiak, on-site recognition during the philanthropic event, and on-site sponsorship. May be combined with platinum, gold, or silver sponsorship levels.

## Wellness

Wellness sponsors are healthcare or healthcare-adjacent companies looking to enhance the experience for our on-site audience. This package offers two complimentary tickets and exclusive sponsorship of our designated wellness spaces (chair massages, quiet area) as well as charging, PPE, and water stations throughout the onsite event. Additionally, this package includes signage at our movement hour and the opportunity to suggest a philanthropic event with Kodiak and on-site recognition during the philanthropic event. May be combined with platinum, gold, or silver sponsorship levels.

## 1-by-1-inch program ad

This includes a 1-by-1-inch advertisement in the 4-by-6-inch program (printed) and on the virtual sponsorship page. May be combined with platinum, gold, or silver sponsorship levels.

## Sponsorship details

Networking sponsor (\$8,000)	Philanthropy* (\$5,000)	Wellness* (\$5,000)	1-by-1-inch program ad* (\$1,000)	Benefits
3	1	2	20	Opportunities available
2 tickets (\$1,200 value)	2 tickets (\$1,200 value)	2 tickets (\$1,200 value)		Complimentary registration for on-site event
✓	✓	✓		Discount group ticket pricing (50% discount) – maximum five ticket <sup>1</sup>
✓				Virtual logo banner ads within virtual lobby (rotating carousel) and in a maximum of two breakouts
✓				Exclusive sponsorship of one 30-minute on-site snack break, including signage
✓				8-by-8-foot booth in Innovation Hub <sup>2</sup>
✓		✓	✓	Logo, name, and brand presence on website, marketing materials, and social media (including sponsor-level recognition) (apart from page with other 1-by-1-inch ad)
✓				Exclusive meal sponsorship, including signage <sup>3</sup>
✓				Opportunity to serve as table host during networking event (Sunday welcome reception or Monday evening event) and engagement activity for attendees
	✓			Opportunity to invite five guests from a healthcare provider organization* to Monday evening networking event <sup>4</sup>
		✓		Exclusive wellness sponsorship, which includes chair massage as well as personal protective equipment (PPE), charging, and water stations throughout the on-site event
	✓			Opportunity to suggest and co-host philanthropy activity with Kodiak, including event signage
✓				Opportunity to suggest invitees to one Summit-related networking event <sup>5</sup>
		✓		Health and wellness exercise class sponsorship, including signage
✓		✓		Sponsorship of one prerecorded virtual health break (stretch, yoga, meditation, etc.), with sponsor logo included
✓		✓		Refreshments sponsor – signage at refreshment station
			✓	Logo, name, and brand presence on 1-by-1-inch advertisement in on-site program and virtual lobby <sup>6</sup>

<sup>1</sup> Sponsorship includes two exhibitor passes; discount applied to registration in addition to exhibitor passes

<sup>2</sup> Keynote session title and details (including date, time, and rehearsal schedule) to be determined and announced by June 7, 2024.

<sup>3</sup> Sponsor is responsible for providing and paying for swag. Kodiak will handle distribution. The Healthcare Summit planning team reserves the right to approve swag items in an effort to reduce duplication.

<sup>4</sup> Healthcare Summit planning team reserves the right to approve booth inventory.

- Sponsor may bring on-site signage (easel signs, pop-up banners, etc.). If a 10-foot backdrop is desired, this must first be approved by Kodiak as space is limited.
- Sponsor will receive choice of a 6-foot table and two chairs, or two high-top tables and two high-top chairs (sponsor to let Kodiak know if customization of these options is desired).
- Sponsor may bring giveaways or handouts of its choice.
- Sponsor may have a survey or other means of contact collection on-site.

<sup>5</sup> Meal includes hotel breakfast or lunch, based on hotel package purchased by Kodiak.

<sup>6</sup> Guests cannot be from sponsoring organization. Invite does not include registration to conference sessions.

<sup>7</sup> Kodiak reserves the right of final selection.

<sup>8</sup> Subject to approval by Kodiak marketing and legal reviewers.

\*\*Wellness, philanthropy, and 1-by-1-inch program ad sponsorships eligible as add-on to existing sponsorship package. Two packages with overlapping benefits may not be stacked. Each benefit is one per sponsor.

# KODIAK



## Thanks for your interest in Kodiak Healthcare Summit sponsorship!

Let's talk more about how sponsoring Kodiak Healthcare Summit can elevate your brand among industry leaders.

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### Kodiak Solutions

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