



HCP
2020

Hospital Supply Chain

VIRTUAL
fall conference

September 28–October 22, 2020

additional & upgraded
marketing opportunities

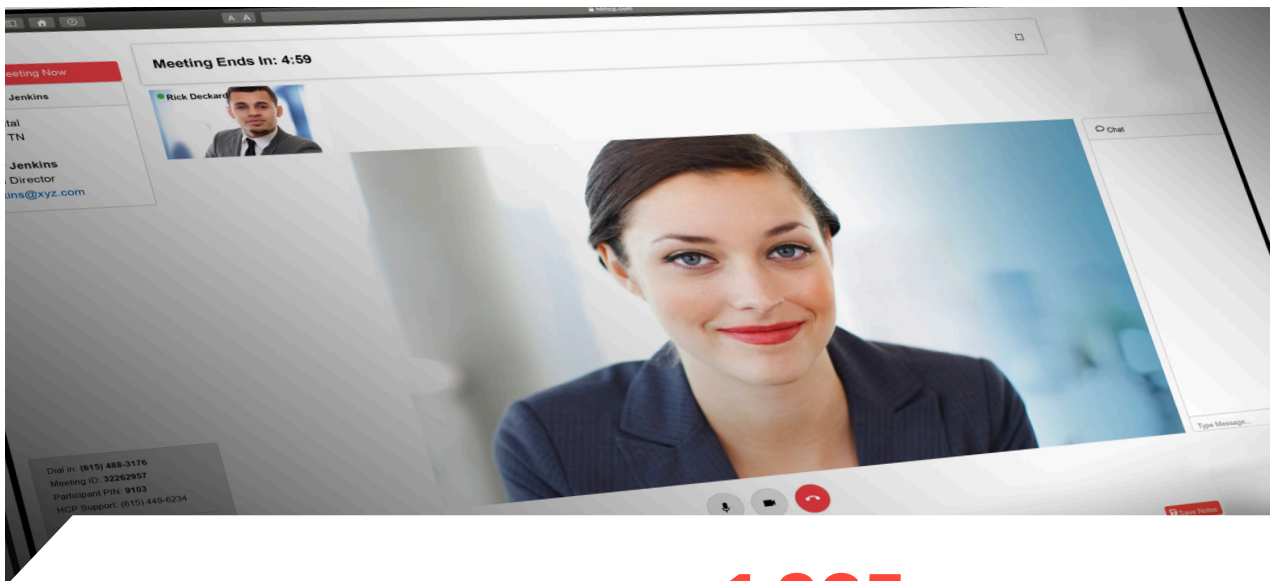
Hospital Supply Chain **VIRTUAL** fall conference

September 28–October 22, 2020



what you can expect from the **virtual** conference

- Six days of connecting with key hospital & healthcare decision makers in our custom built **VIRTUALreverseexpo** format
- Opportunity to connect with over 150 Hospital Supply Chain leaders
- Guaranteed one-on-one meetings
- HCP schedules & facilitates all of the **VIRTUALreverseexpo** Meetings
- Industry-leading Educational Sessions
- Contact information for the Providers that you meet with during the **VIRTUALreverseexpo**
- Visibility, branding, and additional marketing opportunities
- Our Inaugural Spring Hospital Supply Chain **VIRTUALreverseexpo** hosted over 3,300 Meetings
- The closest thing to a 'live' connection



October 13th–15th
October 20th–22nd
8:00am–5:00pm CT

\$1,895

Registration, per person

We are excited to find new ways to foster the connections between Providers and Suppliers and look forward to hosting you during this online event experience.

For more information: Jim Friedlander, Market Sales Manager 615.619.6025 jim.friedlander@hlthcp.com

selectconnect and primeconnect packages

We realize the importance of how valuable time can be in front of your current customers and prospects. Health Connect Partners has designed an enhanced meeting package that will allow you to engage with your selected Providers of choice with a little time added to the clock. In addition to this extra time, Suppliers will have the ability to screen share and have up to three team members take part. Suppliers will be able to assign each **selectconnect** or **primeconnect** meeting to a specific leader from their organization to conduct the meeting.



15for10

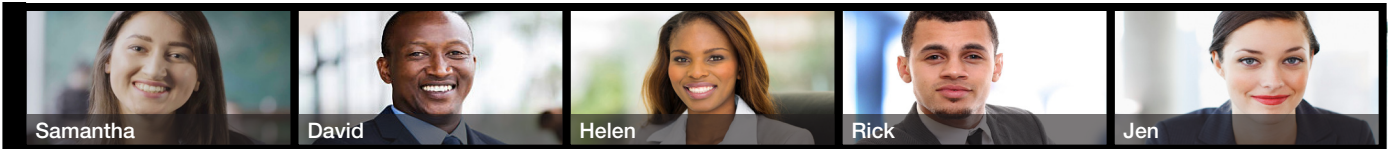
\$15,000 The **selectconnect** package (15 meetings for 10 minutes) allows Supplier organizations to target key accounts/contacts for a 10 minute meeting with the Hospital Provider. Suppliers will be given the list of Hospital Providers and will have the ability to select 30 of the most desirable Hospital Providers they would like to meet with. Of those 30 selections, Health Connect Partners will coordinate and **match the Suppliers with 15 Providers for enhanced 10 minute meetings.**



15for15

\$20,000 The **primeconnect** package (15 meetings for 15 minutes) allows Supplier organizations to target key accounts/contacts for a 15 minute meeting with the Hospital Provider. Suppliers will be given the list of Hospital Providers and will have the ability to select 30 of the most desirable Hospital Providers they would like to meet with. Of those 30 selections, Health Connect Partners will coordinate and **match the Suppliers with 15 Providers for enhanced 15 minute meetings.**

The **selectconnect** and **primeconnect** packaged programs are NOT part of the **VIRTUALreverseexpo** draft process and will be prioritized as guaranteed meetings with the participating providers. Participation in these packages does not qualify as a **VIRTUALreverseexpo** Registration and does not allow access to the **VIRTUALreverseexpo** meetings sessions.



Hospital Supply Chain *virtual* **round table**

- Opportunity to host a private one-hour virtual roundtable with Hospital Supply Chain Executives
- Opportunity to collaborate with Health Connect Partners to customize your audience
- Verbal recognition of your organization during the roundtable introduction
- Invitation emails, featuring your logo and link to your organization’s website, sent to the Hospital Supply Chain Executives
- Option for Health Connect Partners to digitally distribute your materials, either in advance of or after the roundtable, to the Hospital Supply Chain Executive participants
- Contact list of the Hospital Supply Chain Executive participants provided after the roundtable

Pricing

10 Hospital Supply Chain Executive Participants
\$15,000

(opportunity to customize number of participants upon request)

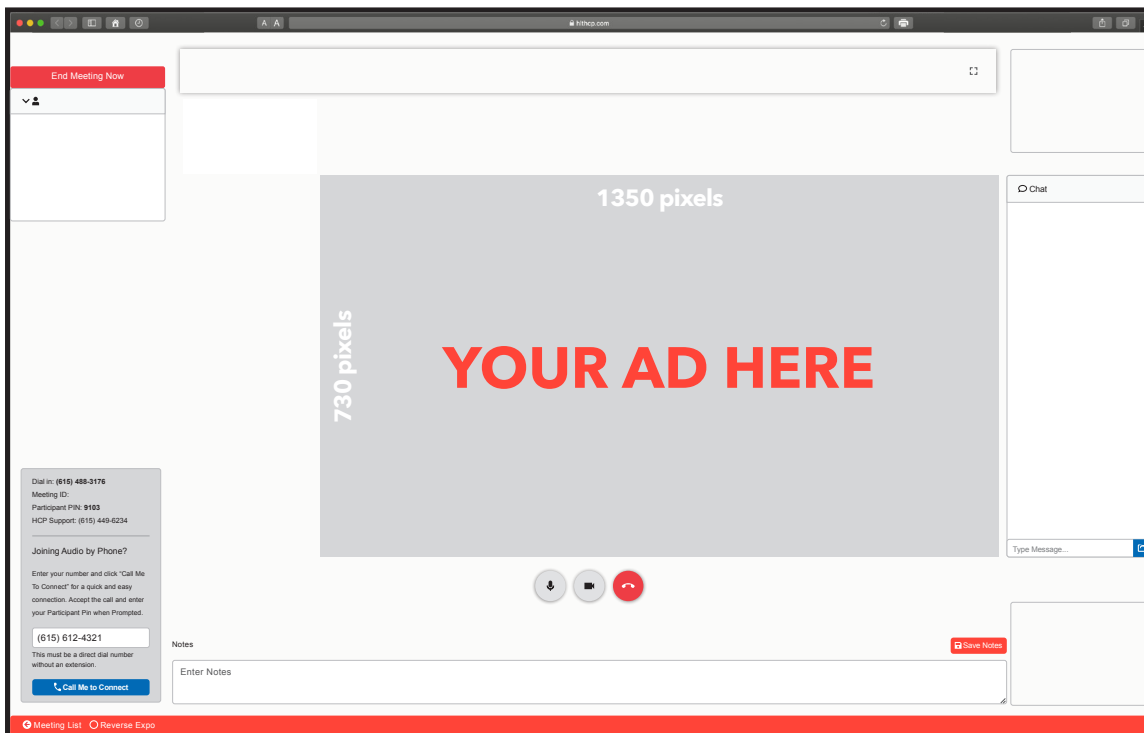


Virtual Reverse Expo Spot Ads*



Whether you are looking to share a strategic 30 second video message or showcase your logo or product using a static image, high visibility Virtual Reverse Expo advertising keeps your company brand in front of hundreds of hospital decision makers. Advertisements will

be shown *in rotation between each Virtual Reverse Expo meeting* for all provider participants, and with more than 4,000 meetings facilitated during the 2020 Spring Virtual Conferences, this high frequency marketing exposure will give you the power to get your message out there.



\$3,000
30 second advertisement

**Limited to 20 organization advertisements per market*

Supported file types

For video ads

- File Type: MP4 (required)
- Codec: h.264/AVC (required)
- Resolution: between 640px and 3840px wide
- Bitrate: 5,000–8,000 kbps (recommended)
- Framerate: constant, 15–60 frames per second
- Aspect Ratio: We accept videos of any aspect ratio, but wider = higher quality
- Codec: AAC (Advanced Audio Codec)
- Sample Rate: 44.1 kHz
- Channels: 2-channel Stereo (not surround)

For static ads

- JPG or PNG
- 1350 x 730 pixels

Email artwork to diana.maxham@hlthcp.com or mail on a disc or flash drive (non-returnable) to:

Health Connect Partners
ATTN: Diana Maxham
65 Business Park Drive, Lebanon, TN 37090

Conference Book Ads



Please submit ads as print-ready, 300dpi PDFs,
with fonts and graphics embedded

Email artwork to
diana.maxham@hlthcp.com

Or mail on a disc or flash drive (non-returnable) to:

Health Connect Partners
ATTN: Diana Maxham
65 Business Park Drive
Lebanon, TN 37090

FULL PAGE AD
(PORTRAIT)
7.5" x 10"
No bleed

\$1,500

HALF PAGE AD
(LANDSCAPE)
7.5" x 4.95"
No bleed

\$850

<p>HALF PAGE AD (PORTRAIT) 3.65" x 10" No bleed \$850</p>	<p>QUARTER PAGE AD (PORTRAIT) 3.65" x 5" No bleed \$375</p>
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Website Banner Ads



\$1,500 each

- One (1) static 940 x 90 pixel banner at the top of either the CONFERENCE AGENDA PAGE or the CONFIRMED PROVIDER PAGE until the conclusion of the conference
- Link to your company website

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CONFIRMED PROVIDER ATTENDEES

940 x 90 pixels

Log into your [My HCP Account](#) to see the full list of registered Provider executives.

The following list includes Provider executives who have registered and confirmed travel plans for this conference:

- Adventist Health System (Rx Plus), Altamonte Springs, FL
- Advocate Christ Medical Center, Oak Lawn, IL
- Advocate Illinois Masonic Medical Center, Chicago, IL
- Advocate South Suburban Hospital, Hazel Crest, IL
- AllianceHealth Ponca City, Ponca City, OK
- Arkansas Methodist Medical Center, Paragould, AR
- Arrowhead Regional Medical Center, Colton, CA
- Auburn Community Hospital, Auburn, NY
- Augusta University Medical Center, Augusta, GA
- Aventura Hospital & Medical Center, Aventura, FL
- Avera Health, Sioux Falls, SD

The Confirmed Provider listing averages more Supplier visits per month than any other conference webpage

This page is updated automatically, showing accurate Provider registration information in real-time. Each marketing email to Suppliers includes a link to this page; Provider executive emails also include links, enabling them to monitor which of their colleagues will be participating. This page is visible to all visitors with no login restriction.

Please submit artwork as JPG or PNG, with a maximum file size of 30kb (static, no animation)

Email artwork and destination URL to diana.maxham@hlthcp.com

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AGENDA OVERVIEW

940 x 90 pixels

This fall, our conference will be held virtually.

We realize that the need for connection in our healthcare communities has never been greater, even though being in the same place is not possible right now. We look forward to bringing Providers and Suppliers together in our new virtual conference format to learn, connect, and support each other.

PLEASE NOTE: All events reflected in Central time.

Monday, September 28

10:00 am - 11:00 am: Educational Session One

Tuesday, September 29

10:00 am - 11:00 am: Educational Session Two

AGENDA HCP Hospital Supply Chain
CLICK TO DOWNLOAD PDF

The Agenda is one of the most-viewed pages of each conference

The Agenda page is visited by Provider and Supplier attendees as well as registered and unregistered individuals. All emails sent to registered attendees include a link to the Agenda page; all attendees check back regularly for updates on the schedule. This page is visible to all visitors with no login restriction.