



Live!
ONLINE

additional & upgraded
marketing opportunities

Hospital O.R. & Surgical

SPRING CONFERENCE

February 16–March 5

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SPRING CONFERENCE

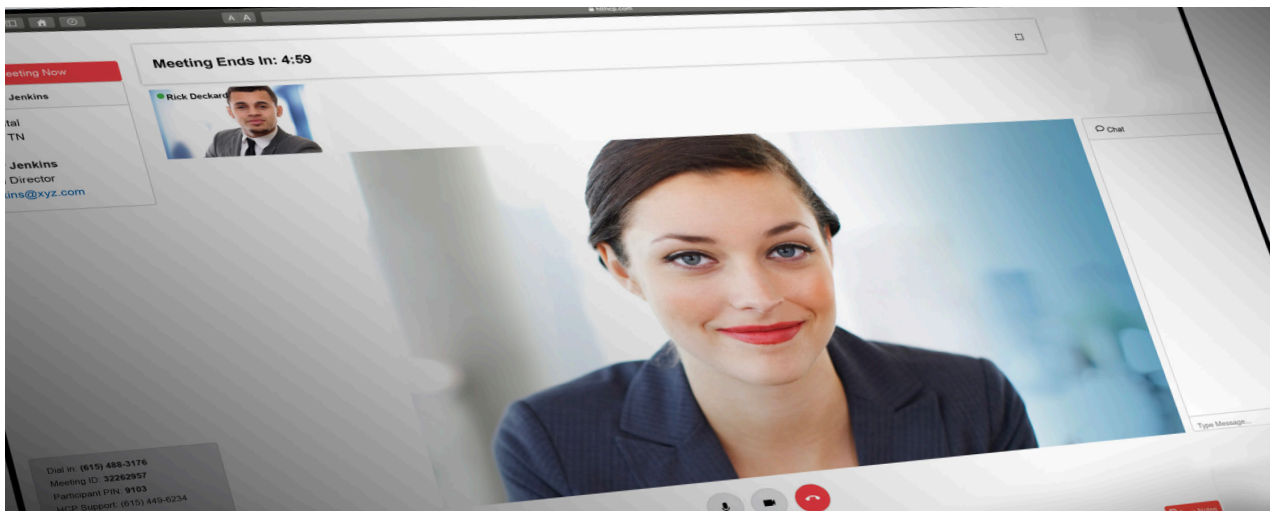
February 16–March 5



what you can expect from the

Live! ONLINE conference

- Four days of connecting with key hospital & healthcare decision makers in our custom-built **Live! ONLINE reverse**expo format
- Guaranteed one-on-one meetings
- HCP schedules & facilitates all of the **Live! ONLINE reverse**expo meetings
- Industry-leading Educational Sessions
- Contact information for the Providers that you meet with during the **Live! ONLINE reverse**expo
- Visibility, branding, and additional marketing opportunities
- In 2020, our Hospital O.R. & Surgical **Live! ONLINE reverse**expos hosted over 5,000 meetings
- The closest thing to a 'live' connection



March 2–5
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 during the **Live! ONLINE reverseexpo**. 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.



15 for 10

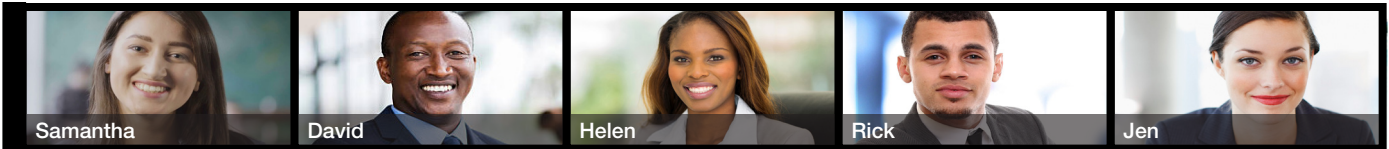
\$15,000 The **selectconnect** package (15 meetings for 10 minutes) allows Supplier organizations to target key accounts/contacts for a 10 minute meeting with the Hospital Provider. Suppliers will be given the list of Hospital Providers and will have the ability to select 30 of the most desirable Hospital 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**.



15 for 15

\$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 **Live! ONLINE reverseexpo** draft process and will be prioritized as guaranteed meetings with the participating providers. Participation in these packages does not qualify as a **Live! ONLINE reverseexpo** Registration and does not allow access to the **Live! ONLINE reverseexpo** meetings sessions.



Hospital O.R. & Surgical **virtual round table**

- Opportunity to host a private one-hour virtual roundtable with Hospital O.R. & Surgical 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 O.R. & Surgical Executives
- Option for Health Connect Partners to digitally distribute your materials, either in advance of or after the roundtable, to the Hospital O.R. & Surgical Executive participants
- Contact list of the Hospital O.R. & Surgical Executive participants provided after the roundtable

Pricing

10 Hospital O.R. & Surgical Executive Participants
\$15,000

(opportunity to customize number of participants upon request)

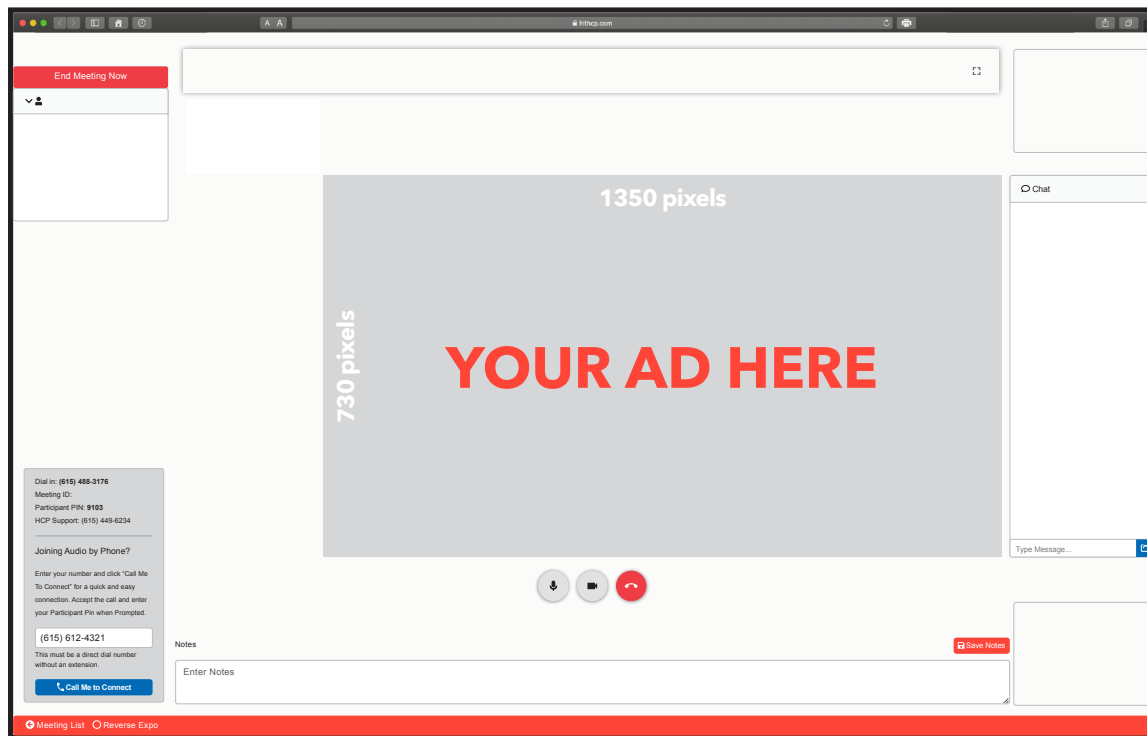


Live! ONLINE Reverse Expo Spot Ads*



Whether you are looking to share a strategic 30 second video message or showcase your logo or product using a static image, high visibility **Live! ONLINE reverse expo** advertising keeps your company brand in front of hundreds of hospital decision makers. Advertisements will be shown

in rotation between each **Live! ONLINE reverse expo** meeting for all provider participants, and with approximately 2,900 meetings scheduled during the 2020 Fall Hospital O.R. & Surgical Conference, 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)
- Length: 30 seconds

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

VIRTUAL suppliershowcase



Health Connect Partners' Virtual Supplier Showcase provides a format for hospital decision makers to research, learn about, and connect with suppliers in a unique virtual space. Each virtual booth features the supplier organization and highlights their solutions, products, and technologies. This new platform is designed to give hospital providers and supplier organizations the ability to directly interact in a customized environment.

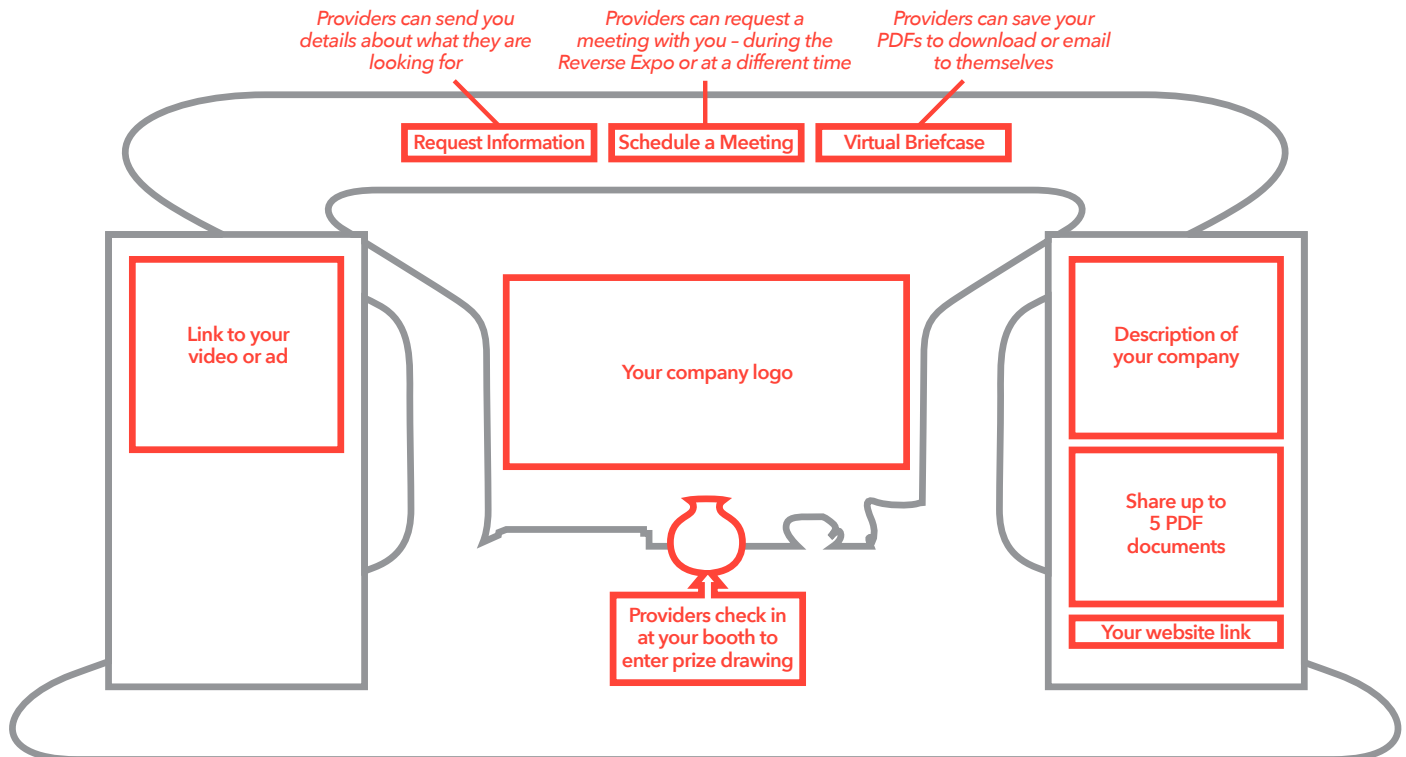
In addition to providing the platform, Health Connect Partners is focused on driving high-quality traffic to each Virtual Supplier Showcase booth—just like we do during our in-person Supplier Showcase events. The Virtual Supplier Showcase is open for visits any time during the conference dates and is a required stop on the way to the educational sessions. Each provider executive will be encouraged to participate in a fun, interactive virtual experience allowing them to learn and request information along their journey through the Virtual Supplier Showcase.

The more booths they check in at, the more entries they will have in the prize drawing.

Best of all: the Virtual Supplier Showcase platform allows provider executives to directly request information, and schedule meetings with suppliers through our virtual meeting platform. Providers have a choice of requesting a meeting during the **Live! ONLINE reverseexpo** or selecting a specific date and time for an on-demand meeting outside of the **Live! ONLINE reverseexpo** times.

Don't miss this opportunity for maximum exposure and additional connections!

A limited number of Virtual Supplier Showcase booths are available—reserve yours today!



\$3,000 per booth

Each Virtual Supplier Showcase booth includes

- Prominently displayed logo
- Company description
- Space to upload
 - 5 PDFs
 - 1 video or static ad
 - 1 website URL
- Opportunities to
 - Receive leads through the Request Information feature
 - Make virtual face-to-face connections with the Schedule a Meeting feature
 - Send them home with information via the Virtual Briefcase feature
- Promotion of the Supplier Showcase to all hospital executive participants
- Tracking of visitors to your booth with click thru statistics & analytics provided

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

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

HALF PAGE AD

(PORTRAIT)

3.65" x 10"

No bleed

\$850

QUARTER PAGE AD

(PORTRAIT)

3.65" x 5"

No bleed

\$375

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

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

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.