

2024 WHA Corporate Membership

Increase your visibility with Wisconsin's top health care leaders, stay up to date on health care issues, and stay in tune with the needs of your health care clients and colleagues by becoming a WHA Corporate Member.

The WHA Corporate Membership program is designed to provide vendor organizations with year-long exposure and interaction with key decision-makers of member hospitals. Any for-profit business or other organization that conducts significant activity with the Wisconsin hospital community is eligible to apply for WHA corporate membership.



| WHA Corporate Member Benefits | Gold \$10,000 | Silver \$5,000 | Bronze \$3,000 | Friend \$1,500 |
|---|--------------------|---------------------|-------------------|-------------------|
| Attend and network at a variety of virtual and in-person WHA education events. (Only approved corporate members are allowed.) | ✓ | ✓ | ✓ | ✓ |
| Access to WHA's online Membership Directory | ✓ | ✓ | ✓ | ✓ |
| Company listing in WHA's online Corporate Membership Directory | ✓ | ✓ | ✓ | ✓ |
| E-mail subscription to WHA weekly newsletter, <i>The Valued Voice</i> and monthly WHA education newsletter, <i>Education Insider</i> | ✓ | ✓ | ✓ | ✓ |
| Company listing in WHA <i>Business Connection</i> , an annual publication recognizing all products/services available through WHA corporate members (<i>printed in Quarter 1</i>) | ✓ | ✓ | ✓ | ✓ |
| Reference your WHA corporate membership status in your promotional materials (<i>use of WHA logo or the term 'endorsed by' prohibited</i>) | ✓ | ✓ | ✓ | ✓ |
| Opportunity to sponsor and/or exhibit at WHA virtual or in person events <i>*See 2024 WHA Education Events list</i> | ✓ | ✓ | ✓ | ✓ |
| Opportunity to submit educational presentation proposals for consideration for various WHA events | ✓ | ✓ | ✓ | ✓ |
| Complimentary registration to the Wisconsin Rural Health Conference | Four registrations | Three registrations | Two registrations | One registration |
| Opportunity to exhibit at the Wisconsin Rural Health Conference - Gold and Silver members - no cost; Bronze discounted at \$1,500; Friend \$2,000 | ✓ | ✓ | ✓ | ✓ |
| Access to the WHA Speakers Bureau | ✓ | ✓ | ✓ | |
| Opportunity to post educational content on the WHA On-demand Learning Center (<i>WHA VP of Education has final approval of content</i>) | ✓ | ✓ | ✓ | |
| Opportunity to partner on an educational webinar for hospital membership (<i>WHA VP of Education has final approval of content</i>) | ✓ | ✓ | ✓ | |
| Recognition at all WHA educational events | ✓ | ✓ | | |
| Color online advertisements and logos | ✓ | ✓ | | |
| Advertisement in printed WHA <i>Business Connection</i> | Full page (B/W) | Half page (B/W) | | |
| Organization logo on every WHA webpage | ✓ | | | |
| Opportunity to post two-minute video highlighting organization on WHA Website (<i>WHA to have final approval of content</i>) | ✓ | | | |
| One exclusive interview or article in WHA weekly newsletter highlighting a topic of interest to WHA membership (<i>WHA editor reserves the right to final edit.</i>) | ✓ | | | |

To complete the application, you will need:

1. One main contact's information including name, title and email (will be listed in the online directory).
2. A brief statement (150 words max.) explaining principle function/purpose of your organization and its relationship to Wisconsin's health care industry. This information will be used as part of your company's listing in the WHA online directory, as well as the printed *Business Connection*.

Important points to note about your WHA Corporate Membership:

- A corporate membership is valid from January 1 through December 31.
- Annual renewal is required.
- An organization must be a current WHA Corporate Member in order to attend WHA events and take advantage of exhibiting and sponsorship opportunities throughout the calendar year.
- WHA does not offer exhibiting or sponsorship opportunities outside of corporate membership.
- Exhibit space at WHA events is limited.

For *new* corporate membership, please complete the [online application](#)

A corporate membership application or renewal must be submitted to WHA by December 31, 2023 to be included in the printed 2024 WHA Business Connection.