2027

WHA EVENT DATES, SPONSORSHIP & EXHIBITING OPPORTUNITIES FOR CORPORATE MEMBERS



WHA
WISCONSIN HOSPITAL ASSOCIATION

ABOUT WHA

Advocate. Advance. Lead.

It's what the Wisconsin Hospital Association (WHA) does for its member hospitals and health systems so they can provide high-quality, affordable, accessible health care for Wisconsin families and communities.

WHA is committed to serving our members, and we keep you informed of important local and national legislative issues, interpret clinical and quality issues, provide up-to-date educational opportunities, and encourage member participation with Association activities.

WHA's membership includes both hospitals and corporate memberships.

MISSION

Advocating for the ability of our members to lead in providing high quality, affordable, and accessible health care services, contributing to healthier communities.

VISION

To be the unifying voice for Wisconsin's hospitals and health systems and the state's most trusted and influential health policy advocate.

CORPORATE MEMBERSHIP

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. A corporate membership is valid from January 1 through December 31. Annual renewal is required. WHA reserves the right to decline membership from any organization whose values and/or mission are in direct contrast to WHA's.

Opportunity to attend, sponsor and exhibit at WHA events is only available to WHA Corporate Members.

For more information on the program, contact education@wha.org.



2026 Physician Leadership Development Conference



2026 Health Care Leadership Academy

WHA HEALTH CARE LEADERSHIP ACADEMY
2027

WHA, in partnership with the University of Wisconsin School of Business Center for Professional and Executive Development (CPED), is once again offering the WHA Health Care Leadership Academy to WHA hospital members across the state. This year, there are several ways for you to get involved. Please see below for these opportunities, along with their associated benefits.
Note: First right of refusal will be given to previous years' sponsors.

Welcome Dinner — $3,000

- Company name and logo on all marketing materials, including website, brochure, social media, and newsletter articles.
- Company name acknowledgement at program kick-off and at graduation.
- Participant contact list.
- Two attendees at the Health Care Leadership Academy Welcome Dinner on February 9, 2027. *Dinner tentative based off sponsorship.*

Partner — $4,000

- 100% of funds go directly to off-set the overall cost of student tuition.
- Company name and logo on all marketing materials, including website, brochure, social media, and newsletter articles.
- Company name acknowledgement at program kick-off and at graduation.
- Participant contact list.
- Two attendees at the Health Care Leadership Academy graduation celebration on June 15, 2027.

Auditing — $7,000

- Only two opportunities available.
- 100% of funds go directly to off-set the overall cost of student tuition.
- Company name and logo on all marketing materials, including website, brochure, social media, and newsletter articles.
- Company name acknowledgement at program kick-off and at graduation.
- Participant contact list.
- Four attendees at the Health Care Leadership Academy graduation celebration on June 15, 2027.
- One company representative will be allowed to audit the entire program. Auditing involves attending each session (live and virtual). Specific guidelines will be shared with representative prior to the beginning of the program.

Graduation Celebration — $4,000

- Company name and logo on all marketing materials, including website, brochure, social media, and newsletter articles.
- Company name acknowledgement at program kick-off and at graduation.
- Participant contact list.
- Four attendees at the Health Care Leadership Academy graduation celebration on June 15, 2027.

WHA CLINICAL LEADERSHIP RETREAT

February 19-20, 2027 I The American Club, Kohler, WI

Note: First right of refusal will be given to previous years' sponsors.

Conference Refreshments

- Company name and logo on all marketing materials including website, onsite materials, social media, newsletter articles and conference PowerPoint presentations.
- Participant contact list.
- One attendee at the event dinner on February 19, 2027 from 6-8 p.m.
- Networking opportunity at the event dinner on February 19, 2027 for 100+ Wisconsin Clinical Leaders and CEOs.
- Table display at the event dinner.

$6,000 (exclusive)

or

$3,000 (split between two sponsors)

Luncheon Meal

- Company name and logo on all marketing materials including website, onsite materials, social media, newsletter articles and conference PowerPoint presentations.
- Participant contact list.
- Two attendees at the luncheon meal on February 19, 2027 from approximately 12–1 p.m.
- Two attendees at the event dinner on February 19, 2027 from 6-8 p.m.
- Networking opportunity at the event dinner on February 19, 2027 for 100+ Wisconsin Clinical Leaders and CEOs.
- Table display at the event dinner.

$10,000 (exclusive)

or

$5,000 (split between two sponsors)

Event Dinner

- Company name and logo on all marketing materials including website, onsite materials, social media, newsletter articles and conference PowerPoint presentations.
- Participant contact list.
- Two attendees at the event dinner on February 19, 2027 from 6-8 p.m.
- Networking opportunity at the event dinner on February 19, 2027 for 100+ Wisconsin Clinical Leaders and CEOs.
- Table display at the event dinner.

$12,000 (exclusive)

or

$6,000 (split between two sponsors)

Event Dinner - Hosted Bar

- Company name and logo on all marketing materials including website, onsite materials, social media, newsletter articles and conference PowerPoint presentations.
- Participant contact list.
- Two attendees at the event dinner on February 19, 2027 from 6-8 p.m.
- Networking opportunity at the event dinner on February 19, 2027 for 100+ Wisconsin Clinical Leaders and CEOs.
- Table display at the event dinner.

$5,000

ADVOCACY DAY

April 21, 2027 I Monona Terrace, Madison, WI

Sponsorship Benefits Included for All Opportunities

- Exposure to 800+ hospital senior leaders, trustees and volunteers throughout the event.
- Unlimited number of pre-registered attendees from your company at event.
- Company logo included in opening looping PowerPoint presentation.
- Company logo on screen periodically during transitions between activities.
- Sponsor recognition included in emcee's opening script and luncheon script.
- Sponsor recognition on social media prior to and throughout event.
- Sponsor recognition on WHA website and weekly newsletter, The Valued Voice, leading up to event.
- Written recognition of sponsorship on event's on-site agenda, including in each attendee folder.

Note: First right of refusal will be given to previous years' sponsors.





Networking Reception — $5,000

Includes sponsorship of the networking reception held during the evening of April 20, 2027.

- Networking opportunity with 100+ hospital members, WHA staff, and Wisconsin state legislators.
- Opportunity to make brief remarks to group (must be approved by WHA).

Keynote Speaker — $25,000 (exclusive) or $12,500 (split between three sponsors)

Includes sponsorship of the day's keynote speaker.
Note: Keynote speaker is chosen and contracted solely by WHA.

- Exclusive photo opportunity for sponsor company representatives with keynote speaker (tentative; only IF can be negotiated between keynote speaker and WHA).

Audio Visual — $10,000 (exclusive) or $5,000 (split between two sponsors)

Includes sponsorship of the day's audio-visual needs.

ADVOCACY DAY (continued)

April 21, 2027 I Monona Terrace, Madison, WI

Continental Breakfast

$6,000 (exclusive)

or

$3,000 (split between two sponsors)

Includes sponsorship of continental breakfast foods available to all registered attendees.

- Sign with company logo at each continental breakfast station.

Luncheon Meal

$12,000 (exclusive)

or

$6,000 (split between two sponsors)

Includes sponsorship of the luncheon meal available to all registered attendees.

- Sign with company logo distributed throughout the luncheon room.

Luncheon Dessert

$5,000

Includes sponsorship of cupcakes post lunch.

- Sign with company logo on each dessert station during the legislative briefing.

Refreshment Station

$5,000 (exclusive)

or

$2,500 (split between two sponsors)

Includes sponsorship of coffee, juice, soda and hot tea available to all registered attendees.

- Sign with company logo on each refreshment station.

Capitol Transportation

$2,000

Includes sponsorship of round trip transportation between Monona Terrace and the Capitol.

- Sign with company logo at the pick-up and drop-off location at Monona Terrace.
- Sign with company logo inside each vehicle.

To-Go Water Bottles

$5,000

Includes sponsorship of disposable water bottles for attendees to grab on their way to the Capitol.

- Sign with company logo on the table with water bottles.
- Custom labels with company logo on water bottles.

WISCONSIN RURAL HEALTH CONFERENCE

Wednesday, June 9 - Friday, June 11, 2027
Kalahari Resorts & Conventions I Wisconsin Dells, WI

Sponsorship Benefits Included for All Opportunities (except Optional Activities)

- Exposure, access and networking opportunities to 350+ hospital and health system senior leaders, trustees and decision makers throughout the event.
- Company logo included in looping PowerPoint presentation, running throughout conference.
- On-site acknowledgement from conference emcee.
- Prominent acknowledgement in on-site program materials.
- Pre and post-conference attendee lists. Pre-conference list to be sent on May 29.
- Recognition on conference registration site leading up to event.
- Recognition via WHA's social media channels.
- Two complimentary attendees for conference (additional fee to participate in optional activities).
- Prominent signage with your company name and logo.

Note: First right of refusal will be given to previous years' sponsors.

2026 Wisconsin Rural Health Conference





* Some sponsorships can be broken into two co-sponsorships.

Welcome Reception with Light Appetizers

$8,000

- Company name and logo on all marketing materials including website, onsite materials, social media, newsletter articles and conference PowerPoint presentations.
- Participant contact list.
- Networking opportunity with exhibitors and attendees.
- Table display at the welcome reception.

Welcome Reception - Hosted Bar

$5,000

- Company name and logo on all marketing materials including website, onsite materials, social media, newsletter articles and conference PowerPoint presentations.
- Participant contact list.
- Networking opportunity with exhibitors and attendees.
- Table display at the welcome reception.

WISCONSIN RURAL HEALTH CONFERENCE (continued)

Wednesday, June 9 - Friday, June 11, 2027
Kalahari Resorts & Conventions I Wisconsin Dells, WI

Continental Breakfast Sponsor - Day 1 — $6,000

Includes sponsorship of continental breakfast foods available to all registered attendees.

- Sign with company logo at each continental breakfast station.

Keynote Speaker — $8,000

Includes sponsorship of the event keynote speaker.
Note: Keynote speaker is chosen and contracted solely by WHA.

Breakout Sessions — $4,000 (for each session)

Opportunity to introduce speakers at one breakout session.

- Breakout Session One
- Breakout Session Two
- Breakout Session Three

Exhibitor Showcase with Buffet Dinner — $6,000

- Company name and logo on all marketing materials including website, onsite materials, social media, newsletter articles and conference PowerPoint presentations.
- Participant contact list.
- Networking opportunity at the event dinner.
- Table display at the event dinner.

Exhibitor Showcase - Hosted Bar — $5,000

- Company name and logo on all marketing materials including website, onsite materials, social media, newsletter articles and conference PowerPoint presentations.
- Participant contact list.
- Networking opportunity at the event dinner.
- Table display at the event dinner.

Full Breakfast - Day 2 — $6,000

Includes sponsorship of continental breakfast foods available to all registered attendees.

- Sign with company logo at each continental breakfast station.

Closing Speaker — $6,000

Includes sponsorship of the event closing speaker.
Note: Keynote speaker is chosen and contracted solely by WHA.

WISCONSIN RURAL HEALTH CONFERENCE (continued)

Wednesday, June 9 - Friday, June 11, 2027
Kalahari Resorts & Conventions I Wisconsin Dells, WI

$5,000

All-Conference Refreshment Stations

- Company name and logo on all marketing materials including website, onsite materials, social media, newsletter articles and conference PowerPoint presentations.
- Participant contact list.
- Networking opportunity at the conference.

Optional Activities

Golf Sponsorships

- First Place Team - Four $100 Prizes
- Second Place Team - Four $50 Prizes
- In the Rough (Last Place Team) - Four $25 Prizes
- Longest Putt Made - One $100 Prize
- Closest to the Pin in One - One $100 Prize
- Longest Drive in the Fairway (Men) - One $100 Prize
- Longest Drive in the Fairway (Women) - One $100 Prize
- Shortest Drive - One $100 Prize

Interested in sponsoring a hospital members' golf?

Contact us at education@wha.org for more information.

Cooking Class

- Cooking Apron with logo added - $1,000

* For optional activity benefits, please contact education@wha.org.



2026 Wisconsin Rural Health Conference

WELL-BEING SUMMIT
September 2027

This event brings hospital and health system leaders together for a focused day of learning, alignment, and strategic action planning centered on health workforce well-being. Designed for executive and senior leaders, the summit blends national thought leadership with collaborative strategic planning to help shape a shared, statewide approach to caring for Wisconsin's health care workforce.


2026 Workforce Well-Being Summit



Sponsorship Benefits Included for All Opportunities

- Exposure, access and networking opportunities to 100+ hospital and health system senior leaders and decision makers throughout the event.
- Recognition on conference registration site leading up to event.
- Company logo included in looping PowerPoint presentation, running throughout conference.
- Prominent signage with your company name and logo throughout the room.
- On-site acknowledgement from conference emcee .
- Prominent acknowledgement in on-site program materials.
- Pre- and post-conference attendee lists.
- Recognition via WHA's social media channels throughout event.
- One complimentary attendee registration for conference.
- Display table in hallway.

Keynote Speaker Includes opportunity to introduce the keynote speaker.	$5,000
Continental Breakfast Sponsor Includes signage with company logo at each continental breakfast station.	$5,000
Luncheon Sponsor Includes signage with company logo at each luncheon station.	$6,000 (exclusive) or $3,000 (split between two sponsors)
Refreshment Station Includes signage with company logo at each refreshment station.	$2,000
Closing Speaker Includes opportunity to introduce the closing speaker.	$3,000

NEW IN 2027

EXECUTIVE ADMINISTRATION ASSISTANT CONFERENCE

October 12, 2027
Glacier Canyon Conference Center I Wisconsin Dells, WI

Sponsorship Benefits Included for All Opportunities

- Networking opportunity with Executive Administrative Assistants from WHA member hospitals.
- Recognition on conference registration site leading up to event.
- Company logo included in looping PowerPoint presentation, running throughout conference.
- Prominent signage with your company name and logo throughout the room.
- On-site acknowledgement from conference emcee .
- Prominent acknowledgement in on-site program materials.
- Pre- and post-conference attendee lists.
- Recognition via WHA's social media channels throughout event.
- One complimentary attendee registration for conference.
- Display table in hallway.

Continental Breakfast Sponsor — $6,000

Includes sponsorship of breakfast foods available to all registered attendees.

- Sign with company logo at each continental breakfast station.

Luncheon Sponsor — $6,000 (exclusive) or $3,000 (split between two sponsors)

- Company name and logo on all marketing materials including website, onsite materials, social media, newsletter articles and conference PowerPoint presentations.
- Participant contact list.
- Networking opportunity at the luncheon.

All-Day Refreshment Station — $1,500

- Company name and logo on all marketing materials including website, onsite materials, social media, newsletter articles and conference PowerPoint presentations.
- Participant contact list.
- Networking opportunity at the conference.

NEW IN 2027

HOSPITAL BOARD OF DIRECTORS EDUCATION

Spring and Fall 2027 I Northern and Southern WI Locations

Sponsorship Benefits Included for All Opportunities

- Exposure, access and networking opportunities to 100+ hospital and health system senior leaders and decision makers throughout the event.
- Recognition on conference registration site leading up to event.
- Company logo included in looping PowerPoint presentation, running throughout conference.
- Prominent signage with your company name and logo throughout the room.
- On-site acknowledgement from conference emcee .
- Prominent acknowledgement in on-site program materials.
- Pre- and post-conference attendee lists.
- Recognition via WHA's social media channels throughout event.
- One complimentary attendee registration for conference.
- Display table in hallway.

Note: First right of refusal will be given to previous years' sponsors.

Refreshments

$1,500

- Company name and logo on all marketing materials including website, onsite materials, social media, newsletter articles and conference PowerPoint presentations.
- Participant contact list.
- Networking opportunity at the conference.



2026 WHA Advocacy Day Member & Lawmaker Networking Reception



2026 Wisconsin Rural Health Conference

FOR MORE INFORMATION

VISIT
www.wha.org/Corporate-Membership

EMAIL
education@wha.org

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