

2026

WHA EVENT  
DATES, SPONSORSHIP  
& EXHIBITING  
OPPORTUNITIES  
FOR CORPORATE  
MEMBERS



# 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](mailto:education@wha.org).



*2025 Physician Leadership Development Conference*



*2024 Health Care Leadership Academy*

# WHA HEALTH CARE LEADERSHIP ACADEMY

## 2026

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

- 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 11, 2026.

\$3,000

### Partner

- 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 16, 2026.

\$4,000

### Auditing

- 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 16, 2026.
- 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.

\$7,000

### Graduation Celebration

- 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 16, 2026.

\$4,000

# WHA PHYSICIAN LEADERSHIP DEVELOPMENT CONFERENCE

March 13-14, 2026 | The Osthoff Resort, Elkhart Lake, 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 March 13, 2026 from 6-8 p.m.
- Networking opportunity at the event dinner on March 13, 2026 for 100+ Wisconsin Physician 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 March 13, 2026 from approximately 11:45 a.m.–1 p.m.
- Two attendees at the event dinner on March 13, 2026 from 6- 8 p.m.
- Networking opportunity at the event dinner for 100+ Wisconsin Physician 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 March 13, 2026 from 6-8 p.m.
- Networking opportunity at the event dinner for 100+ Wisconsin Physician 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 March 13, 2026 from 6-8 p.m.
- Networking opportunity at the event dinner for 100+ Wisconsin Physician Leaders and CEOs.
- Table display at the event dinner.

**\$5,000**

# ADVOCACY DAY

February 25, 2026 | 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.**

### 2025 Advocacy Day



## Keynote Speaker

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).

**\$25,000**

(exclusive)

or

**\$12,500**

(split between  
three sponsors)

## Audio Visual

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

**\$10,000**

(exclusive)

or

**\$5,000**

(split between  
two sponsors)

# ADVOCACY DAY (continued)

February 25, 2026 | Monona Terrace, Madison, WI

## Continental Breakfast

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

- Sign with company logo at each continental breakfast station.

**\$6,000**  
(exclusive)

or

**\$3,000**  
(split between  
two sponsors)

## Luncheon Meal

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

- Sign with company logo distributed throughout the luncheon room.

**\$12,000**  
(exclusive)

or

**\$6,000**  
(split between  
two sponsors)

## Luncheon Dessert

Includes sponsorship of cupcakes post lunch.

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

**\$5,000**

## Refreshment Station

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

- Sign with company logo on each refreshment station.

**\$5,000**  
(exclusive)

or

**\$2,500**  
(split between  
two sponsors)

## Capitol Transportation

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.

**\$2,000**

## To-Go Water Bottles

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.

**\$5,000**

# WISCONSIN RURAL HEALTH CONFERENCE

Monday, June 8 - Wednesday, June 10, 2026

The Osthoff Resort, Elkhart Lake, 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.**

2025 Wisconsin Rural Health Conference



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

## Welcome Reception with Light Appetizers

- 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.

\$8,000

## Welcome Reception - 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.
- Networking opportunity with exhibitors and attendees.
- Table display at the welcome reception.

\$5,000

# WISCONSIN RURAL HEALTH CONFERENCE (continued)

Monday, June 8 - Wednesday, June 10, 2026

The Osthoff Resort, Elkhart Lake, WI

## Continental Breakfast Sponsor - Day 1

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

- Sign with company logo at each continental breakfast station.

\$6,000

## Keynote Speaker

Includes sponsorship of the event keynote speaker.

Note: Keynote speaker is chosen and contracted solely by WHA.

\$8,000

## Breakout Sessions

Opportunity to introduce speakers at one breakout session.

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

\$4,000  
(for each session)

## Exhibitor Showcase with Buffet Dinner

- 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.

\$6,000

## Exhibitor Showcase - 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.
- Networking opportunity at the event dinner.
- Table display at the event dinner.

\$5,000

## Full Breakfast - Day 2

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

- Sign with company logo at each continental breakfast station.

\$6,000

## Closing Speaker

Includes sponsorship of the event closing speaker.

Note: Keynote speaker is chosen and contracted solely by WHA.

\$6,000

# WISCONSIN RURAL HEALTH CONFERENCE (continued)

Monday, June 8 - Wednesday, June 10, 2026

The Osthoff Resort, Elkhart Lake, WI

## 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.

\$5,000

## 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

### BBQ Cooking Class

- Cooking Apron with logo added - \$1,000

\* For optional activity benefits, please contact [education@wha.org](mailto:education@wha.org).

### 2025 Wisconsin Rural Health Conference



# WHA WORKFORCE AND WELLNESS FORUM

August 2026

## 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.**

### Keynote Speaker

Includes sponsorship of the event keynote speaker.

Note: Keynote speaker is chosen and contracted solely by WHA.

\$5,000

### Continental Breakfast Sponsor

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

- Sign with company logo at each continental breakfast station.

\$5,000

### Luncheon Sponsor

- 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.

\$6,000  
(exclusive)

or

\$3,000  
(split between  
two sponsors)

### Refreshment Station

- 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 luncheon.
- Networking opportunity at the luncheon.
- Table display at the luncheon.

\$1,500

### Closing Speaker

Includes sponsorship of the event closing speaker.

Note: Keynote speaker is chosen and contracted solely by WHA.

\$3,000

# HOSPITAL BOARD OF DIRECTORS EDUCATION DAY

November 2026 | Hybrid - Virtual and In-Person Event

## 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.**

## Continental Breakfast Sponsor

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

- Sign with company logo at each continental breakfast station.

**\$6,000**

## Luncheon Sponsor

- 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.

**\$6,000**  
(exclusive)

or

**\$3,000**  
(split between  
two sponsors)

## All-Day Refreshment Station

- 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.

**\$1,500**

*2024 Hospital Board of  
Directors Education Day*



*2025 Workforce Forum*

## FOR MORE INFORMATION



**VISIT**

[www.wha.org/Corporate-Membership](http://www.wha.org/Corporate-Membership)



**EMAIL**

[education@wha.org](mailto:education@wha.org)

