

**2025
WHA
CORPORATE
MEMBERSHIP
EDUCATIONAL
EVENT
SPONSORSHIP &
EXHIBITING
OPPORTUNITIES**



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 MEMBERSHIPS

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.

Corporate membership is required to attend, sponsor and exhibit at WHA events.

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



WHA HEALTH CARE LEADERSHIP ACADEMY 2025

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 12, 2025.

\$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.
- Three attendees at the Health Care Leadership Academy graduation ceremony on February 12, 2025, including dinner reception.

\$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 ceremony on February 12, 2025, including dinner reception.
- 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 ceremony on June 17, 2025, including dinner reception.

\$4,000

WHA PHYSICIAN LEADERSHIP DEVELOPMENT CONFERENCE

March 14-15, 2025 | 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 Design Center dinner on March 14, 2025 from 6-8 p.m.
- Networking opportunity at the Design Center dinner for 100+ Wisconsin Physician Leaders and CEOs.
- Table display at the Design Center dinner.

\$4,000
(exclusive)

or

\$2,000
(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.
- One attendee at the luncheon meal on March 14, 2025 from approximately 11:45 a.m.–1 p.m.
- One attendee at the Design Center dinner on March 14, 2025 from 6- 8 p.m.
- Networking opportunity at the Design Center dinner for 100+ Wisconsin Physician Leaders and CEOs.
- Table display at the Design Center dinner.

\$6,000
(exclusive)

or

\$3,000
(split between
two sponsors)

Design Center 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 Design Center dinner on March 14, 2025 from 6-8 p.m.
- Networking opportunity at the Design Center dinner for 100+ Wisconsin Physician Leaders and CEOs.
- Table display at the Design Center dinner.

\$10,000
(exclusive)

or

\$5,000
(split between
two sponsors)

Design Center 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.
- One attendee at the Design Center dinner on March 14, 2025 from 6-8 p.m.
- Networking opportunity at the Design Center dinner for 100+ Wisconsin Physician Leaders and CEOs.
- Table display at the Design Center dinner.

\$4,000

ADVOCACY DAY

April 9, 2025 | 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.

ADVOCACY DAY 2024



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).

\$15,000

(exclusive)

or

\$5,000

(split between
three sponsors)

Audio Visual

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

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

\$10,000

(exclusive)

or

\$5,000

(split between
two sponsors)

ADVOCACY DAY (continued)

April 9, 2025 | 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.

\$5,000
(exclusive)

or

\$2,500
(split between
two sponsors)

Luncheon Meal

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

- Sign with company logo on each table in luncheon room.

\$12,000
(exclusive)

or

\$3,000
(split between
four 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.

\$3,000
(exclusive)

or

\$1,500
(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

WHA WORKFORCE FORUM

May 14, 2025 | Holiday Inn Stevens Point Convention Center,
Stevens Point, WI

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 <ul style="list-style-type: none">• Opportunity to introduce the keynote speaker.	\$2,500
Breakfast Sponsor	\$5,000
Lunch Sponsor	\$5,000 (exclusive) or \$2,500 (split between two sponsors)
Refreshment Station	\$1,500
Closing Speaker <ul style="list-style-type: none">• Opportunity to introduce the closing speaker.	\$2,500

WISCONSIN RURAL HEALTH CONFERENCE

June 4-6, 2025 | Glacier Canyon Conference Center - Wilderness Resort,
Wisconsin Dells, WI

Sponsorship Benefits Included for All Opportunities (except Golf Sponsorship)

- 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 DATE.
- Recognition on conference registration site leading up to event.
- Recognition via WHA's social media channels throughout event.
- Two complimentary attendees for conference (additional fee to participate in golf outing).
- Prominent signage with your company name and logo.

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



Welcome Reception, with Heavy Appetizers

June 4, 2025 | 6-8 p.m. | Glacier Canyon Conference Center

\$6,000
(exclusive)

or

\$3,000
(split between
three sponsors)

Welcome Reception - Hosted Bar

June 4, 2025 | 6-8 p.m. | Glacier Canyon Conference Center

\$3,000

Breakfast - Day 1

June 5, 2025 | 7:30-8:30 a.m. | Glacier Canyon Conference Center

\$5,000

WISCONSIN RURAL HEALTH CONFERENCE (continued)

June 4-6, 2025 | Glacier Canyon Conference Center - Wilderness Resort,
Wisconsin Dells, WI

Keynote Speaker

Speaker details to be announced.

\$7,000

(exclusive)

or

\$3,500

(split between
four sponsors)

Breakout Sessions

June 5, 2025 | Afternoon | Glacier Canyon Conference Center

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

\$3,000

(for each session)

Exhibitor Showcase, with Buffet Dinner

June 5, 2025 | 6-8 p.m. | Glacier Canyon Conference Center

\$3,000

Exhibitor Showcase - Hosted Bar

June 5, 2025 | 6-8 p.m. | Glacier Canyon Conference Center

\$3,000

Breakfast - Day 2

June 6, 2025 | 7:30-8:30 a.m. | Glacier Canyon Conference Center

\$3,500

Closing Speaker

Speaker details to be announced.

\$5,000

All-Conference Refreshment Stations

\$3,000

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

HOSPITAL BOARD OF DIRECTORS EDUCATION DAY

November 6, 2025 | Hybrid - Virtual and In-Person Event
DoubleTree Madison East, Madison, WI

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.

HOSPITAL BOARD OF DIRECTORS EDUCATION DAY 2024



Breakfast Sponsor

\$5,000

Lunch Sponsor

\$5,000
(exclusive)

or

\$2,500
(split between
two sponsors)

All-Day Refreshment Station

\$1,500

ADDITIONAL EVENTS

2025

Post-acute Seminar
August 2025 | Hybrid - Virtual and In-Person Event, Madison, WI

\$500
(exclusive lunch sponsor)

WHAIC Wlpop Training
October 2025

\$1,000
(exclusive continental breakfast sponsor)

or

\$500
(exclusive refreshment sponsor)

WHAIC Survey Training
October 2025 | Madison, WI

\$1,000
(exclusive continental breakfast sponsor)

or

\$500
(exclusive refreshment sponsor)

