

Sponsorship Opportunities

Premier Sponsorships

Your organization's best opportunity to boost comprehensive exposure and influence ABA Health Law Section members to gain the maximum benefit from your sponsorship.

5 Star Premier ★★★★★ Best Value	4 Star Premier ★★★★★	3 Star Premier ★★★
★ Participate in an exclusive level at all 3 Health Law Section (HLS) conferences	★ 4-Star experience at two (2) Health Law Section (HLS) conferences	★ 3-Star experience at two (2) Health Law Section (HLS) conferences
★ Choice of one (1) Point-in-Time sponsorship per event <i>or</i> non-exclusive sponsorship of one (1) breakfast, luncheon or reception per event.	★ 25% discount on one (1) Point-in-Time sponsorship per event (<i>first priority given to 5-Star sponsors</i>)	
★ Three (3) complimentary registrations and networking per conference	★ Three (3) complimentary registrations and networking per conference	★ One (1) complimentary registrations and networking per conference
★ Mentions in opening session and various session slides and signage as a 5-Star sponsor at EMI and WHS*	★ Mentions in general sessions and various session slides and signage as a 4-Star sponsor at selected HLS conferences*	★ Mentions in general sessions and various session slides and signage as a 3-Star sponsor at selected HLS conferences*
★ List of attendees provided pre-show (<i>not a mailing list</i>)	★ List of attendees provided pre-show (<i>not a mailing list</i>)	
★ Inclusion as a sponsor in all conference marketing pieces produced by the Section (<i>pending commitment date in relation to marketing production date</i>)	★ Inclusion as a sponsor in all conference marketing pieces produced by the Section (<i>pending commitment date in relation to marketing production date</i>)	★ Inclusion as a sponsor in all conference marketing pieces produced by the Section (<i>pending commitment date in relation to marketing production date</i>)
★ One-page insert of sponsor material to be included in registration packet distributed to all conference attendees	★ One-page insert of sponsor material to be included in registration packet distributed to all conference attendees	★ One-page insert of sponsor material to be included in registration packet distributed to all conference attendees
★ Logo placement with link to sponsor website included on online conference written materials page	★ Logo placement with link to sponsor website included on online conference written materials page	★ Logo placement with link to sponsor website included on online conference written materials page
★ Four (4) complimentary Health Law Section memberships	★ Two (2) complimentary Health Law Section memberships	
★ Opportunity to collaborate on production of one (1) non-CLE session (speaker, moderator, introduction, etc) <i>or</i> Logo-sponsor one (1) CLE session at event of sponsor's choice (<i>50% discount on additional events pending space availability [limit 2]</i>)	★ 25% discount to collaborate on production of one (1) non-CLE session (speaker, moderator, introduction, etc) <i>or</i> 25% discount to logo-sponsor one (1) CLE session at event of sponsor's choice (<i>30% discount on additional events pending space availability [limit 2]</i>)	★ 25% discount to collaborate on production of one (1) non-CLE session (speaker, moderator, introduction, etc) <i>or</i> 25% discount to logo-sponsor one (1) CLE session at event of sponsor's choice (<i>30% discount on additional events pending space availability [limit 2]</i>)
★ Opportunity to collaborate in the development of three (3) webinars over sponsorship term (<i>subject to availability</i>)	★ Opportunity to collaborate in the development of one (1) webinar over sponsorship term (<i>subject to availability</i>)	★ Opportunity to collaborate in the development of one (1) webinar over sponsorship term (<i>subject to availability</i>)
★ Ads Health Law Section periodicals: - <i>The Health Lawyer</i> (6 issues/ads) - Health eSource eNews (12 issues/ads)	★ Ads Health Law Section periodicals: - <i>The Health Lawyer</i> (6 issues/ads) - Health eSource eNews (3 issues/ads)	
★ Year-Round logo on Health Law Section website as a 5-Star sponsor	★ Year-Round logo on Health Law Section website as a 4-Star sponsor	★ Year-Round logo on Health Law Section website as a 3-Star sponsor
★ Sponsorship of one (1) Interest Group	★ Sponsorship of one (1) Interest Group	
★ Sponsor recognition in the Section's Regional Law Firm Recognition marketing materials	★ Sponsor recognition in the Section's Regional Law Firm Recognition marketing materials	
★ Presentation about your organization or opening remarks at the Section's Leadership Conference	★ Presentation about your organization or opening remarks at the Section's Leadership Conference	
★ Assigned a Sponsorship Committee personal contact	★ Support from Health Law Section staff and Sponsorship Committee	★ Support from Health Law Section staff and Sponsorship Committee
\$45,000 – One Year Sponsorship (Payable in three (3) installments) \$80,000 – Two Year Sponsorship (Payable in six (6) installments)	\$35,000 – One Year Sponsorship (Payable in three (3) installments) \$65,000 – Two Year Sponsorship (Payable in six (6) installments)	\$25,000 – One Year Sponsorship \$45,000 – Two Year Sponsorship

***Note:** For the Physicians Legal Issues Conference (PLI), co-sponsored with the Chicago Medical Society, sponsor logos are not permitted to appear on slides and reference to sponsors is prohibited during educational sessions. Logos and acknowledgements will be included in the final program distributed to all attendees and displayed in public areas.

Point-in-Time Opportunities (Available Only to Premier Sponsors)

- ✓ Focus Group at EMI or WHS (in-person conferences)..... \$ 2,000
- ✓ Focus Group during Health Law Section Leadership Conference \$ 4,000
- ✓ Additional Interest Group (IG) Sponsorship (First IG sponsorship complimentary to 4-5 star sponsors)
 - 4-5 star sponsors: Two Interest Group Sponsorships (10% discount - \$15,000 value) \$ 7,425
 - 4-5 star sponsors: Three (3) Interest Group Sponsorships (25% discount - \$22,500 value) \$11,250
- ✓ Lanyards with sponsor logo for distribution at WHS, EMI, and PLI (900-1,000 count) \$ 5,000
- ✓ Registration bags with sponsor and Section logos distributed at WHS and EMI (900-1,000 count) \$ 5,000

WHS = Washington Health Law Summit – December 4-5, 2017 (Washington, DC)
 EMI = Emerging Issues Conference – February 21-24, 2018 (Scottsdale, AZ)
 PLI = Physicians Legal Issues Conference with the Chicago Medical Society – June 7-8, 2018 (Chicago, IL)

In-Person Conference and Event Sponsorship	Emerging Issues Conference (EMI)				Physicians Legal Issues (PLI)				Washington Health Law Summit (WHS)			
	Platinum	Gold	Silver	Bronze	Platinum	Gold	Silver	Bronze	Platinum	Gold	Silver	Bronze
Table Top Exhibit Space in Prime Traffic Area (2 days)	X				X				X			
Logo on Written Materials Webpage <i>(electronic written materials are distributed to all meeting attendees at no additional cost)</i>	X				X				X			
Complimentary Conference Registrations	3	1			3	1			3	1		
Acknowledgement Slide Shown on Screen Before all Plenary Sessions at EMI and WHS*		X			*	*			X	X		
Organization Name Mentioned in Social Media Promotions	X	X			X	X			X	X		
Link to Sponsor Website from Section Conference Webpage	X	X			X	X			X	X		
Verbal Sponsorship Acknowledgement During Conference Opening Remarks*		X	X		*	*	*		X	X	X	
One (1) Page Sponsor Promotion Flyer for Insertion in Conference Registration Packet <i>(sponsor is responsible for printing and shipping of flyer by deadline provided)</i>	X	X	X		X	X	X		X	X	X	
Logo included Online and in Printed Brochure Mailed to a Targeted Audience – 9,500+ Health Industry Professionals <i>(pending date of commitment before brochure production)</i>	X		X	X	X	X	X	X	X		X	X
Name or Logo Displayed on Sponsorship Signage at Conference	X	X	X	X	X	X	X	X	X	X	X	X
	\$10,000	\$5,000	\$3,000	\$1,500	\$10,000	\$5,000	\$3,000	\$1,500	\$10,000	\$5,000	\$3,000	\$1,500

***Note:** For the Physicians Legal Issues Conference (PLI), co-sponsored with the Chicago Medical Society, sponsor logos are not permitted to appear on slides and reference to sponsors is prohibited during educational sessions. Acknowledgements will be displayed in the final program distributed to all attendees and in public areas such as the registration area.

Additional Event Sponsorships	EMI - Additional Cost	PLI – Additional Cost	WHS – Additional Cost
One (1) Focus Group Opportunity <i>(available only to Platinum sponsors)</i>	\$2,500	\$2,500	\$2,500
Choice of Logo on Hotel Guest Room Key Cards for All Attendees staying at the Event's Host Hotel or Logo (aka Gobo) Projection Displayed in Registration Area <i>(Platinum sponsors only)</i>	\$1,000	\$1,000	\$1,000
Non-Exclusive Sponsorship of 1 of 2 Buffet Breakfasts <i>Includes signage recognizing sponsor at breakfast, listing in onsite agenda and in promotional materials</i>	\$3,000	n/a	\$3,000
Non-Exclusive Luncheon Sponsor <i>Includes recognition on signage, listing in onsite agenda, promotional materials, and acknowledgement at event.</i>	\$4,000	n/a	\$4,000
Non-Exclusive Diversity Reception Sponsor <i>Includes signage recognizing sponsor at reception, listing in onsite agenda and in promotional materials</i>	\$4,500	n/a	n/a
Non-Exclusive Reception Sponsor <i>Includes signage recognizing sponsor at reception, listing in onsite agenda and in promotional materials</i>	\$5,000	n/a	\$5,000
Exhibit Table (2 days)	\$3,000	\$3,000	\$3,000
Non-Exclusive Wi-Fi Sponsor <i>Includes customized log-in and password for Wi-Fi available to attendees through the conference</i>	\$4,000	\$4,000	\$4,000
Social Media Sponsor <i>Includes daily digest of top tweets emailed to over 10,000 health law professionals with acknowledgement of sponsorship, sponsor logo, and mention during welcome</i>	\$1,500	\$1,500	\$1,500
One (1) Page Company Promotional Flyer Inserted in Conference Registration Packet <i>(included in sponsor packages above) (Company responsible for printing / shipping of flyer by deadline given)</i>	\$1,000	\$750	\$1,000
Exclusive Margarita Cup Golf Tournament Sponsor <i>Includes giveaways for goody bags (optional-sponsor to provide), logo on brochure, promotional materials, sign, on-site agenda, and golf towel (participant gift), and acknowledgement during Opening Plenary Session</i>	\$4,000	n/a	n/a
Non-Exclusive Donation to the Breast Cancer Fun Run/Walk <i>Includes logo placement on sign, T-shirts, brochure, promotional materials, onsite agenda, and acknowledgement during Opening Plenary Session (Contribution to the Section Breast Cancer Walk/Run are managed by the ABA Fund for Justice and Education (FJE) an exempt fund under Section 501(c)(3) of the Internal Revenue Code. All contributions are tax deductible.)</i>	\$1,000	n/a	n/a

Interest Group Opportunities

Health Law Section Interest Group (IG) sponsorships offer the opportunity for sponsors to work with the Section's highly focused membership groups concentrating on the areas most important to you. Choose from one or more of the following health industry specific Interest Groups:

- ✓ ADR & Conflict Management in Healthcare
- ✓ Business & Transactions
- ✓ eHealth, Privacy & Security
- ✓ Employee Benefits & Executive Compensation
- ✓ Healthcare Faculty Operations
- ✓ Healthcare Fraud & Compliance
- ✓ Healthcare Litigation & Risk Management
- ✓ Life Sciences
- ✓ Managed Care & Insurance
- ✓ Nursing & Allied Healthcare Professionals
- ✓ Payment & Reimbursement
- ✓ Physicians Issues
- ✓ Post-Acute Care Continuum
- ✓ Public Health & Policy
- ✓ Tax & Accounting



IG Sponsorship Benefits

- ✓ Sponsor logo on IG webpage with link to sponsor website
- ✓ Sponsor acknowledgement on IG listserv (electronic discussion group) messages with link to sponsor website
- ✓ Assigned contact from IG leadership
- ✓ Opportunity for one small group session (similar to a focus group) with IG members
- ✓ Opportunity to submit speakers for consideration as faculty for IG programming, including CLE and non-CLE webinars and during live in-person conferences (EMI, PLI, WHS) (subject to Section approval)

\$7,500 Annual Sponsorship Per Interest Group

IG Sponsorship Bundles

- ✓ 10% Discount to bundle two IGs
- ✓ 25% Discount to bundle three IGs

Note: Among other valuable benefits, the Section's 4-5 star Premier sponsors receive one IG sponsorship as part of their sponsorship package.



We invite you to join us today!

Take advantage of the marketing and networking benefits available to you through a partnership with the ABA Health Law Section.

Contact Us

Carol Simmons
Associate Director
ABA Health Law Section

Phone: 312.988.5631
Carol.Simmons@americanbar.org



321 North Clark Street
Chicago, IL 60654
Email: healthlaw@americanbar.org
<https://ambar.org/health>



2017-2018 Sponsorship Commitment Form

Company Name: _____
As you wish it to appear in all written materials and on all conference signage

Contact: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Email Address: _____ Phone: _____

Premier Sponsorship

- 5 Star ★★★★★**
 4 Star ★★★★
 3 Star ★★★
- Contact the ABA Health Law Section for pricing**

Point in Time Opportunities (Available to Premier Sponsors Only)

		Total Due
<input type="checkbox"/> Focus Group at EMI <u>or</u> WHS (in-person conferences) <input type="checkbox"/> EMI <input type="checkbox"/> WHS	\$2,000	
<input type="checkbox"/> Focus Group during Health Law Section Leadership Conference	\$4,000	
<input type="checkbox"/> Lanyards with sponsor & Section logos distributed at WHS, EMI, & PLI (750-825 count)	\$5,000	
<input type="checkbox"/> Registration bags with sponsor & Section logos distributed at WHS & EMI (750-815 count)	\$5,000	
Total Commitment	\$	

In-Person Conference and Event Sponsorships

	Platinum (\$10,000)	Gold (\$5,000)	Silver (\$3,000)	Bronze (\$1,500)	Total Due
Emerging Issues Conference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Physicians Legal Issues Conference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Washington Health Law Summit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Total Commitment					\$

Additional Opportunities

		EMI	PLI	WHS	Total Due
One (1) Focus Group Opportunity <i>(available only to Platinum sponsors)</i>	\$2,500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/> Choice of Logo on Guest Room Key Cards or <input type="checkbox"/> Logo (aka Gobo) Projected in Registration Area <i>(Logo options available only to Platinum sponsors)</i>	\$1,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Non-Exclusive Sponsorship of 1 of 2 Breakfasts	\$3,000	<input type="checkbox"/>	n/a	<input type="checkbox"/>	
Non-Exclusive Luncheon Sponsor	\$4,000	<input type="checkbox"/>	n/a	<input type="checkbox"/>	
Non-Exclusive Diversity Reception Sponsor	\$4,500	<input type="checkbox"/>	n/a	<input type="checkbox"/>	
Non-Exclusive Opening Reception Sponsor	\$5,000	<input type="checkbox"/>	n/a	<input type="checkbox"/>	
Exhibit Table (2 days)	\$3,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Non-Exclusive Wi-Fi Sponsor	\$4,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Social Media Sponsor	\$1,500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<i>Non-Sponsor:</i> One (1) Page Company Promotional Flyer Inserted in Conference Registration Packet	\$750 - \$1,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Exclusive Margarita Cup Golf Tournament Sponsor	\$4,000	<input type="checkbox"/>	n/a	n/a	
Non-Exclusive Donation to the Breast Cancer Fun Run/Walk <i>(Tax-deductible charitable donation)</i>	\$1,000	<input type="checkbox"/>	n/a	n/a	
Total Commitment					\$

Practice Area Interest Group Sponsorship

		Total Due
<input type="checkbox"/> One (1) Interest Group (included in Premier 4-5 star sponsorship packages)	\$7,500	
<input type="checkbox"/> Two (2) Interest Groups (10% discount - \$15,000 value)	\$13,500	
<input type="checkbox"/> Three (3) Interest Groups (25% discount -- \$22,500 value)	\$16,875	
Select the Practice Area Interest Group(s) you wish to sponsor:		
<input type="checkbox"/> ADR & Conflict Management	<input type="checkbox"/> Life Sciences	
<input type="checkbox"/> Business & Transactions	<input type="checkbox"/> Managed Care & Insurance	
<input type="checkbox"/> eHealth, Privacy & Security	<input type="checkbox"/> Nursing & Allied Healthcare Professionals	
<input type="checkbox"/> Employee Benefits & Executive Compensation	<input type="checkbox"/> Payment & Reimbursement	
<input type="checkbox"/> Healthcare Facility Operations	<input type="checkbox"/> Physicians Issues	
<input type="checkbox"/> Healthcare Fraud & Compliance	<input type="checkbox"/> Post-Acute Care Continuum	
<input type="checkbox"/> Healthcare Litigation & Risk Management	<input type="checkbox"/> Public Health & Policy	
	<input type="checkbox"/> Tax & Accounting	
Total Commitment		\$

Return Your Commitment Form with Your Company Logo to:

Danielle.Daly@americanbar.org (Acceptable logo formats: JPG, PNG, GIF)

American Bar Association • Health Law Section • 321 North Clark Street • Chicago, IL 60654



2017-2018 Sponsorship Payment Form

Please type or print legibly

Sponsor Information.

Company Name: _____

Mailing Address: _____

City/State/Zip: _____

Contact Name: _____

Phone: _____

Email Address: _____

Company Website URL: _____

Total Sponsorship Commitment(s)

Total Commitment

★ Premier Sponsorships

Contact the ABA Health Law Section for details

Point in time Opportunities (Available to Premier Sponsors Only)

\$

In-Person Conference and Event Sponsorships

\$

Additional Opportunities

\$

Interest Group Sponsorship

\$

Total Sponsorship Commitment \$

Payment by Check

Check made payable to the *American Bar Association* is enclosed

Payment by Credit Card

Card Type: American Express Discover MasterCard Visa

Account Number: _____ - _____ - _____ - _____

Expiration Date: ____ / ____ / ____ Name on Card: _____

Signature: _____ Date: ____ / ____ / ____

Please return this form along with your payment information or check to:

American Bar Association
ATTN: Service Center – Meeting/Event Registrations Department
321 N. Clark Street, 16TH Floor
Chicago, IL 60654
ABA Secure Fax: 312.988. 5850
ABA Log # 16 17 0083

If you are paying by check, please make your check payable to:
American Bar Association