2019 Promotional Opportunities

Partners in transforming health care philanthropy
Through inspiring, educating and serving
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WHY AHP?
AHP is the health care philanthropy professional’s definitive source of thought leadership, connections to facilitate innovation and tools to advance knowledge and our profession.

GROW YOUR MARKET SHARE BY LEVERAGING AHP EVENTS AND EDUCATION
AHP’s educational offerings are the perfect opportunity to create and grow your relationships with health care philanthropy professionals. AHP’s conferences are differentiated by geography or role. AHP’s webinars are differentiated by attendee role and level of experience. Check out AHP’s new Partner Program to see if a Conference, Channel, or Content Partnership is right for your organization.

These opportunities will:

• Ensure your firm’s top-of-mind awareness with key development philanthropy decision-makers
• Position your organization as a leader within the health care philanthropy community
• Increase your knowledge and connection to health care philanthropy
• Feed your new business pipeline and grow your business
I am honored to lead the Association for Healthcare Philanthropy because, like you, I see philanthropy as the key to improving the financial health of our health care institutions. Doing so secures the health of our communities, our families and our friends. I am humbled to be part of this critical work.

At AHP, our mission is to inspire, educate and serve those who are transforming health care through philanthropy. We couldn’t do that without the partnership and support from many organizations in the industry—consultants, technologies, search executives and others who are experts in our field. Through your membership and with your partnership, your thought-leadership and your support, we are able to deliver educational content and career development opportunities for AHP members throughout all of the stages of their careers. Many thanks for your support of AHP and the generosity you show to our entire membership.

I am really excited about the work AHP is planning in the coming year, outlined in small part within this prospectus. We’ll be looking for new ways to engage and inspire through new research, changed event agendas and a focus on those cornerstone educational opportunities that AHP is known for. My goal is to find better ways to partner with organizations to more fully engage the AHP membership and to allow your thought leadership to come through. I look forward to developing the right partnership agreement to suit your needs.

Please reach out to me directly at alice@ahp.org or 703-538-3140 to talk about the possibilities.

Alice Ayres, MBA
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Association for Healthcare Philanthropy
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Arlington, VA 22202
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An Inside Look at an AHP Partnership

An AHP partnership is one that is strategic and mutually beneficial. We offer our partners exclusive benefits that deliver a strong return on your investment. AHP works closely with you to understand your greatest challenges and helps develop a plan that will help achieve your goals and deliver on your objectives.

You will receive exposure to nearly 5,000 members, key health care philanthropy decision makers and pivotal leaders in the community. Our Partners comprise some of the leading thought leaders in health care philanthropy.

- Discover the power of partnership by taking advantage of year-round opportunities to get your brand in front of over 5,000 health care funding professionals.
- Engage with philanthropy professionals through networking, working sessions and educational content.
- Succeed by increasing awareness of your brand, obtaining valuable leads and connecting with potential clients on a regular basis.

**Partnership Benefits**

AHP will spend time with you to understand your business and create a specific strategy and custom partnership to suit your needs. Potential benefits may include:

- Sponsorship of major events, including AHP’s International Conference, that are all tailored for you, with a collaborative approach to event organization.
- Networking with the decision makers, executives and senior leaders across the health care philanthropy sector.
- Adding value to the sector by supporting education, development and research for the health care philanthropy community.
- Increasing your exposure across North America through AHP’s digital marketing channels and in-person events.
- Enjoying a single point of contact throughout the engagement who is a part of your dedicated services team.

- You will be recognized as an Official Partner of AHP for the full year (or 2-3 years) in all marketing, website, and published material distributed across the sector.
- Exclusive branding opportunities at events.
- Inclusion on AHP website with links to your website.
- Use of AHP’s logo on your marketing material targeting the funding community.
- **Affiliate Membership.** Affiliate membership includes; first choice of sponsorships and exhibits, access to the AHP Huddle and member directory access, and a subscription to the Monthly Affiliate Newsletter.
- Access to all AHP events at member prices.

Potential Corporate Partner platforms can include at-large support of one of the following pivotal association assets:

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This executive level, invitation-only summit is designed for the senior-most philanthropy executive within an organization, be it for a centralized operation or at the local level. Registration is monitored to ensure all attendees are responsible for setting strategy for their companies. Industry Partner attendance is limited to Sponsors only.

**Who Attends:**
Senior-most philanthropy professionals within a health care organization are invited to attend Leading Forward. Attendee titles will include:

- System-level Chief Development Officers
- US and Canada foundation Executive Directors
- SVPs of Philanthropy or Directors of Development

All attendees are vetted in advance to ensure a peer-to-peer experience and high-level discussions within this interactive program. Attendees should be the top-ranking philanthropy leader at the organizational, regional or local office.

![Circle chart showing 2018 Leading Forward Attendees](chart.png)

- 35% President/CEO/Executive Director
- 28% CDO
- 14% Other C-Level
- 20% SVP/VP
- 3% Senior Director/Director

**Why it Exists:**
Our senior-most members tell us they need a space to share best practices and discuss key issues. Leading Forward presents strategic, forward-thinking content that is focused on the most important issues facing senior leaders in health care philanthropy. Interactive discussions will be interspersed with keynotes, panel discussions and working sessions. Press may not attend.

**What You Gain:**
You and your organization will be deemed an industry thought leader with a vested interest in advancing health care philanthropy. Sponsors of this event will be expected to fully participate as attendees. Sponsors may have the opportunity to present original research as added context to key themes identified by the Leading Forward programming committee, moderate panels or facilitate working sessions.
Benefits of sponsorship include:

- **Exclusivity.** Due to the targeted audience of 120 senior-most executives, AHP is limiting the number of sponsoring organizations. Each sponsor has the same access to all attendees, so fees are flat.

- **Two complimentary registrations** for your representatives, to include all sessions and meal functions. To ensure best results for this audience, AHP recommends your representatives be the senior-most executives responsible for setting health care philanthropy sector strategy for your firm.

- **Opportunity to host two health care executives to attend the summit as your guests.** Guests must be approved in advance to ensure they meet the requirements for attendance. AHP members or non-members are eligible to attend as guests of Sponsors. Sponsors who do not bring guests will not be refunded any portion of their Sponsor Fee.

- **Logo recognition** on all pre-conference, on-site and post-event promotional messaging (both print and digital).

- **Acknowledgment at general sessions.**

- **Placement of (1) promotional item in conference bag.**

- **Access to Leading Forward Peer Group in AHP Huddle platform (a 12-month benefit).**

- **Pre-registered attendee mailing list approximately three weeks out.**

**Sponsorship Opportunities:**

Please contact Maddy Morris at maddy@ahp.org or call (703) 538-3159 to inquire about sponsorship opportunities and pricing.
Convene Canada gathers our Canadian membership together for two and a half days of specialty workshops, educational programming, keynote speakers and networking. If you conduct business in Canada, this event is a must-attend.

Who Attends:
Canadian health care philanthropy professionals at every level attend Convene Canada.

2018 Convene Canada Attendees

- President/CEO/Executive Director: 52%
- Other C-Level: 9%
- SVP/VP: 12%
- Senior Director/Director: 27%

Why it Exists:
At 10% of AHP’s membership base, Canadian health care philanthropy professionals represent an important segment of the market. Because health care philanthropy leaders in Canada face unique challenges, Convene Canada focuses on issues specific to Canada as well as universal best practices. Attendees learn via general session keynote presentations as well as concurrent sessions focused on strategic and tactical issues.

What You Gain:
Convene Canada has a loyal following; if you conduct business in Canada, your forum should be represented here. The event is large enough to be valuable as a prospecting opportunity yet small enough for meaningful relationship-building.
Diamond Sponsor (Exclusive)

Demonstrate your commitment to health care philanthropy and AHP’s Canadian membership by being the exclusive Diamond Sponsor. Benefits include:

- Four complimentary registrations for company representatives, including all educational sessions and meal functions
- Opportunity for 1–2 minute welcome remarks at opening OR closing general session
- Placement of promotional item in conference bag or placed on chairs at opening OR closing general session
- Company logo featured prominently in all conference promotional material and AHP website (for maximum exposure commit by November 15, 2019)
- Up to one complimentary tabletop exhibit
- Acknowledgment at general sessions by AHP leaders
- Company logo on all on-site conference signage, placed in prominent locations

Gold Education Sponsor (two available)

Invest in the future of health care philanthropy by sponsoring at the Gold Education level. Benefits include:

- Two complimentary registrations for company representatives, including all educational sessions and meal functions
- Opportunity to introduce one conference breakout session
- Placement of promotional item in conference bag
- Company logo included in sponsor listings in all conference promotions and website (for maximum exposure commit by November 15, 2019)
- One complimentary tabletop exhibit
- Acknowledgment at general sessions
- Recognition on prominently placed on-site signage

Sponsor these Customer Experience items to increase your brand presence.

**All sponsorships below include the following benefits:**

- Company logo included in sponsor listings in all conference promotional material and AHP website (for maximum exposure commit by November 15, 2019)
- Acknowledgment at general sessions
- Recognition on prominently placed on-site signage
- Placement of promotional item in conference bag

Conference WiFi (Exclusive)

You’ll be the hero of the conference by sponsoring the attendee WiFi service. Unique benefits:

- Acknowledgment during onscreen walk-in slides for all sessions
- Acknowledgment within AHP Mobile App

Meeting Mobile App (Exclusive)

You can’t beat the opportunity to have your company name and logo in the hands of every conference attendee! By supporting the Convene Canada mobile app, you’ll be helping attendees stay “in the know” about the conference schedule, educational opportunities, speakers and more! Unique benefits:

- Logo on app landing page and banner
- Opportunity to push one pre-approved “thought leadership” quick poll to attendees during event
Opening Reception (Exclusive)
Help welcome attendees at the opening reception! This fun networking opportunity sets the tone for the conference. Unique benefits:
- Signage at opening reception
- Opportunity to distribute materials on tables at opening reception
- Opportunity for 1–2 minute welcome remarks
- Opportunity to provide attendees with a promotional “parting gift” at evening’s end

Off-Site Social Event (Exclusive)
Foster your relationship with attendees by hosting the off-site social event. Unique benefits:
- Opportunity to greet attendees as they arrive
- Opportunity for 1–2 minute welcome remarks
- Opportunity to provide attendees with a promotional “parting gift” at evening’s end

Attendee Portfolio, Tote Bag, Lanyards (Exclusives)
Help attendees stay organized! Your company name and logo will be in attendees’ hands for years to come. Unique benefits:
- Company name on portfolio/tote bag/lanyard to be handed out to attendees at registration

Bag Insert (Unlimited)
A quick and easy way to make a good impression on conference attendees. If no tote bag is available, item will be placed on chairs during a general session as determined by AHP. Available to current exhibitors or sponsors only.

Pens (Exclusive)
Save attendees from cheap hotel pens by providing a branded, high quality writing instrument. Your logo pen will be placed in the conference tote, or if no bag is available, at registration.

Exhibit Booth Packages
Your Exhibit Package includes:
- 1 6’ draped exhibit table
- 2 chairs
- 1 wastebasket
- 2 complimentary conference registrations
- Access to all educational sessions and meal functions
- Complimentary pre-conference attendee list (3 weeks prior to meeting; mailing address only—no emails per AHP policy)
- Company listing on conference website

Reserve Your Booth Today!
1. Complete and return the application form with payment to AHP
2. AHP will contact you to review the floorplan and select your booth

Please reach out to Maddy Morris at maddy@ahp.org or call (703) 538-3159 to inquire about sponsorship opportunities including information about pricing.
The AHP Annual International Conference is North America’s largest gathering of fundraising professionals specializing in health care philanthropy.

Who Attends:
Health care philanthropy professionals from the US and other countries attend the Annual International Conference each year. The conference attracts development professionals at every career level.

2018 International Conference Attendees

- President/CEO/Executive Director: 15%
- CDO: 14%
- Other C-Level: 6%
- SVP/VP: 2%
- Gift Officer/Senior Director/Director: 15%
- Mgr/Specialist: 48%

Why it Exists:
The AHP Annual International Conference will be in its 52nd year in 2019. With more than 50 educational sessions and pre-conference workshops for every career stage, the AHP Annual International Conference is the one event most of our members attend each year. Press may attend.

What You Gain:
This is the biggest event on the health care philanthropy calendar. A bustling Exhibit Hall featuring 70+ companies provides terrific opportunity to showcase your services and product offering to this sector. Additionally, sponsorship opportunities from thought leadership to attendee experience provide you with the chance to elevate your brand. If your firm serves health care philanthropy, you should be here.
Diamond Sponsor (Exclusive)
Demonstrate your commitment to health care philanthropy and AHP by being the exclusive Diamond Sponsor. Benefits include:

- Four complimentary registrations for company representatives, including all educational sessions and meal functions
- Opportunity for 1–2 minute welcome remarks at opening OR closing general session
- Placement of promotional item in conference bag or placed on chairs at opening OR closing general session
- Company logo featured prominently in all conference promotional material (for maximum exposure, commit by April 1, 2019)
- One (1) complimentary exhibit booth space (10’x10’)
- Acknowledgment at general sessions by AHP leaders
- Company logo on all on-site conference signage, placed in prominent locations

Gold Education Sponsor (two available)
Invest in the future of health care philanthropy by sponsoring at the Gold Education level. Benefits include:

- Two complimentary registrations for company representatives, including all educational sessions and meal functions
- Opportunity to introduce one conference breakout session
- Placement of promotional item in conference bag
- Company logo included in sponsor listings in all conference promotions and website (for maximum exposure, commit by April 1, 2019)
- Acknowledgment at general sessions
- Recognition on prominently placed on-site signage

Sponsor these Customer Experience items to increase your brand presence.

All sponsorships below include the following benefits:

- Company logo included in sponsor listings in all conference promotional material and website (for maximum exposure commit by April 1, 2019)
- Acknowledgment at general sessions by AHP leaders
- Recognition on prominently placed on-site signage
- Placement of promotional item in conference bag

Opening Reception (Exclusive)
You never get a second chance to make a first impression! Be the first to welcome attendees to the conference and help set the tone for the energy and excitement that is the International Conference! Unique benefits:

- Logo signage at event
- Opportunity to distribute materials on tables at event
- Opportunity for 1–2 minute welcome remarks
- Opportunity to provide attendees with a promotional “parting gift” at evening’s end

Opening Session (Exclusive)
The opening session is where the learning begins! Support this highly attended session—this is one of the best conference visibility opportunities! Unique benefits:

- Logo on all major conference materials and website (must receive commitment by July 20 to ensure logo on printed materials)
- Opportunity to provide 1–2 minute video to be played prior to the beginning of the session (subject to AHP approval, must be submitted at least 2 weeks prior to the conference) OR opportunity for 1–2 minute welcome remarks at opening general session
Conference WiFi (Exclusive)
You’ll be the hero of the conference by sponsoring the attendee WiFi service. Unique benefits:
- Acknowledgment during onscreen walk-in slides for all sessions
- Acknowledgment within AHP Mobile App

Tote Bag (Exclusive)
Tote bags are always appreciated by conference attendees—extend your brand marketing beyond the meeting with a quality tote. Company name on tote bags provided to attendees at registration

Lanyards (Exclusive)
Company name on lanyards provided to attendees at registration.

Meeting Mobile App (Exclusive)
Attendees will thank you for giving them all of the information they need for the meeting right at their fingertips! The mobile app is a must for every conference attendee and provides a great way for us to share, connect and learn! Unique benefits:
- Logo on app landing page and banner
- Opportunity to push one pre-approved “thought leadership” quick poll to attendees during event

Bag Insert (Unlimited)
If no conference tote is available, item will be placed on chairs during a conference general session as determined by AHP. Available to current exhibitors or sponsors only.

Pens (Exclusive)
Save attendees from cheap hotel pens by providing a high quality writing instrument with your logo. Your logo pen will be placed in the conference tote, or if no bag is available, at registration.

Reserve Your Booth Today!
1. Complete and return the application form with payment to AHP
2. AHP will contact you to review the floorplan and select your booth

Exhibit Booth Packages
Your Exhibit Booth Package includes:
- 2 conference registrations
- Access to all educational sessions and meal functions
- Complimentary pre-conference attendee list (3 weeks prior to meeting; mailing address only—no emails per AHP policy)
- Company listing on conference website
Additional Offerings

Advertising

AHP print and digital publications are intended to meet the needs of a variety of audiences and target those involved in health care philanthropy.

All publications are available to members, attendees and subscribers. All philanthropy executives, leaders and advocates of health care philanthropy will all find timely and valuable resources and information within each of AHP’s offerings.

AHP’s Journal is a highly valued product among members and a key component of AHP’s thought leadership in health care philanthropy. Independent studies have shown the Journal is well regarded and frequently read by our entire membership.

AHP publishes the Healthcare Philanthropy journal twice a year for its members and others who share an interest in health care fundraising. This peer-reviewed publication mails in the spring and fall. The journal includes ideas and methods for creating successful development programs, analyses of the health care environment, projections of future trends and more.

A bi-weekly digital newsletter reaches nearly 6,000 philanthropy professionals.

The AHP Connect digital newsletter is published every other week and is distributed via email to nearly 6,000 AHP members and other professionals. AHP Connect is the health care philanthropy community’s number one source for news and information. It is the largest circulating publication in the health care philanthropy field, reaching a broad audience that goes beyond AHP members.

Your message will reach philanthropy professionals in all sectors of health care, including community and private hospitals, health care systems, medical centers, children’s hospitals, teaching hospitals and medical institutions, long-term care facilities, hospices, advocacy groups and specialty hospitals.
AHP Website

AHP’s members and visitors are thrilled with our redesigned website just launched spring of 2018. We’ve seen a significant rise of new visitors since the launch and advertising on our site is a sure way to achieve maximum impressions. The site includes educational content, thoughtful leadership, AHP publications, and information on AHP meetings, networking, awards and much, much more. Averaging hundreds of thousands of visitors per year, advertising on AHP’s website is a great opportunity to reach this important audience.

With grassroots appeal, AHP Huddle offers you an ideal opportunity to get in front of funding professionals. Through this social network exclusively for health care philanthropy professionals, industry suppliers can find and connect with colleagues through a robust member directory, participate in discussion boards, visit section communities, read member blogs and much more.
Sponsorships

AHP Salary and Compensation Survey

One on the top issues our members face is staff engagement and rapid turnover. While only one part of the puzzle, AHP decided to launch a salary and compensation survey which looks at both cash as well as non-cash benefits and their importance to philanthropy professionals. The study will offer greater insight into workforce trends and drivers within health care philanthropy. This is also a great way for our members to engage with their employees.

AHP is looking for a partner to help flesh out these findings, adding thought-leader experience and expertise.

Report on Giving and Benchmarking

Published by AHP since 1984, the Report on Giving and Benchmarking is the only healthcare specific benchmarking tool available to healthcare philanthropy professionals. Leaders in philanthropy use it to benchmark their own performance, share those results with their boards and C-Suite partners, and identify members to learn from. New this year is a goal to drive to an executive summary, key universal insights, and a toolkit to allow ease of use of the data.

Launched in 2018, The AHP Forty Under Forty Program is designed to recognize and honor the industry’s brightest young leaders who have demonstrated success in their careers in health care philanthropy. Sponsorship of this program provides you with yearlong exposure, including the nomination period, announcement of the year’s recipients and official recognition of the recipients during a VIP breakfast at the AHP International Conference. Social media channels are bursting with activity by our Forty winners, their CDO’s and CEO’s as they proudly share their well-deserved public recognition.

The AHP Bridge Series provides local education and networking opportunities to the AHP membership. New in 2018, the Bridge Series has been structured to include CDO Forums for interactive panel discussions, followed by general education sessions and lunch.
2019
Promotional Opportunities

EXHIBIT/SPONSOR/PARTNER

For pricing, more details and questions

Visit: www.ahp.org
Email: maddy@ahp.org
Call AHP at (703) 538-3159