

# Better Together 2021

HASC Virtual Annual Meeting **2021**  
**April 29 – 30**



## Partner With HASC to Reach Key Decision Makers

Although we won't gather in person this year, HASC is working to provide a great virtual opportunity for businesses and organizations to connect with prospective clients and enhance relationships with existing customers. With 184 hospitals in membership, sponsorship offers the chance to get your products and services in front of Southern California hospitals and health systems. Please join us for **HASC's 2021 Virtual Annual Meeting**. We look forward to being with you again, in person and face-to-face, at the 2022 HASC Annual Meeting.

Historically, the Annual Meeting has drawn more than 200 hospital and system executives together. Our virtual format will allow even greater numbers to participate. This will increase your visibility, build relationships and support HASC through opportunities at this key regional health care event.

The meeting will be hosted on one of the leading virtual software platforms. Please be assured that we are offering you a robust, value-packed opportunity.

*Note that sponsorships are discounted by 20 percent when payment is received before Jan. 15, 2021.*

	<b>DIAMOND</b> <b>\$25,000</b> (early discount \$20,000)	<b>PLATINUM</b> <b>\$15,000</b> (early discount \$12,000)	<b>GOLD</b> <b>\$10,000</b> (early discount \$8,000)	<b>CONTRIBUTOR</b> <b>\$6,000</b> (early discount \$4,800)
One-minute video message prior to general session.	X	X		
Opportunity to conduct a discussion group at a breakfast session (topic requires advance approval).	X			
One-minute promotional video message during meeting breaks.			X	X
Opportunity to provide a 30-minute pre-recorded educational session for scheduled and on-demand viewing. Sponsor content will be promoted as part of the agenda.	X	X	X	
Your own design for a trade show booth in the virtual exhibit. Booths may include links to video and print information. The booth is open to in-person meetings and one-on-one conversation. Training on setting up the booth is available along with access to a help desk.	X	X	X	
Contributing sponsors recognized in conjunction with the sponsored event.				X
Complimentary full-conference registrations (must be employees of sponsoring organization).	8	4	2	2
List of attendees available one week prior to the meeting (name, title, organization).	X	X	X	X
On-screen on home page and during breaks.	X	X	X	X
Recognition on HASC website.	X	X	X	X
Recognition in pre-event promotional emails.	X	X	X	X
Post-event metrics.	X	X	X	X
Branded "Thank You" visuals.	X	X	X	X

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## CONTRIBUTOR SPONSORSHIPS, \$6,000

- Wine tasting (limited to first 150 guests)
- Pilates for golf
- Yoga for beginners
- Book sponsor, Sometimes Brilliant, by Larry Brilliant, MD
- Other opportunities under development. Contact event organizer Pat Wall at [pwall@hasc.org](mailto:pwall@hasc.org) to learn more.

### DAY ONE, APRIL 29

8:30 a.m.	9 a.m.	<b>Better Together</b> — Welcoming Remarks
9 a.m.	10 a.m.	General Session Larry Brilliant, MD, <b>Better Together: Let's Stop Pandemics</b>
10:15 a.m.	11:15 a.m.	Reactor Panel, <b>Better Together: Let's Stop Pandemics</b>
11:30 a.m.	12:30 p.m.	Exhibits Open
12:45 p.m.	3:30 p.m.	Library Open — sponsor pre-recorded sessions to be shown. A schedule of topics will be promoted in advance as part of the agenda. Content will be on-demand for 30 days after the meeting.
5 p.m.	5:45 p.m.	Virtual Wine Tasting

### DAY ONE, APRIL 29

7:30 a.m.	8:15 a.m.	Breakfast Discussion Groups — under development
8:30 a.m.	9:15 a.m.	General Session — to be announced
9:30 a.m.	11 a.m.	Three breakouts including one ACHE Face-to-Face credit session
11 a.m.	11:45 a.m.	Exhibits Open
Noon	1 p.m.	General Session Speaker, Leon Logothetis, <b>The Kindness Diaries</b>
1 p.m.		Backstage With Leon Logothetis Meet the Speaker