



2024 Sponsorship Program

Join the effort to create healthy hospitals, communities, and individuals in Georgia!

Georgia Hospital Association
380 Interstate North Parkway SE
Suite 150
Atlanta, GA 30339

Shellie Whitaker
c: 229-322-1468
swhitaker@gha.org
www.gha.org/sponsors



“

GHA is able to offer high quality, affordable educational opportunities largely due to the support of our sponsors. The GHA sponsorship program helps hospital leaders meet the needs of Georgians.

”

Caylee Noggle
President & CEO

About the Georgia Hospital Association

Founded in 1929, GHA serves 145 hospitals in Georgia and promotes the health and welfare of the public through the development of better hospital care for all Georgia's citizens. GHA fulfills its mission to be the leading advocate for Georgia hospitals in a number of ways. GHA provides information and education on issues ranging from access to health care and clinical care updates to effective hospital management and compliance with high-level accreditation standards. GHA represents its members before the Georgia General Assembly and U.S. Congress, as well as state and federal regulatory agencies, and is an allied member of the American Hospital Association.

For more information, call 770-249-4500 or visit www.gha.org.



Our Mission

To advance the health of individuals and communities by serving as the leading advocate for Georgia hospitals and health care systems.



Our Vision

Georgia, where all achieve their highest potential for health through healthy hospitals, communities and individuals.



Our Values and Guiding Principles

GHA activities are guided by: respect, people, integrity, leadership, diversity, and collaboration.

Who Does GHA Reach?

GHA Today, including the Daily News Clips, goes out to more than 6,700 members each weekday. The publication had nearly 1 million total opens in 2023 with an average daily unique open rate of approximately 3,500.

GHA also has a YouTube Channel and a digital magazine, *twentyfourseven*.



3,800+ followers



3,600+ followers



7,200+ followers



1,000+ followers

Why You Should Sponsor GHA

GHA's Sponsorship Program offers valuable networking opportunities with hospital leaders while supporting hospitals as they look to deliver quality care, drive operational efficiencies, and ensure financial sustainability for Georgia's hospital community. Our in-person events give sponsors a chance to reestablish relationships and cultivate new connections within the health care community. Sponsorships are limited to maximize interactions with GHA member hospitals' decision makers and enhance the potential value of those interactions.

Economic Impact of Georgia's Hospital Community

More than **156,500** hospital jobs

More than **\$75 Billion** impact on economy

\$15.1 Billion paid in salaries and benefits

Be a part of creating a healthier Georgia!

2024 sponsorship slots will first be offered to 2023 sponsors. Any open sponsorship slots will then be available to new sponsors on a first come, first served basis. If you are interested in sponsoring, please contact Shellie Whitaker, swhitaker@gha.org.

2024 GHA Meetings



GHA Annual Trustee Conference

Jan. 5-7
Greensboro, GA



Patient Safety and Quality Summit

Jan. 8-9
Greensboro, GA



GHA Annual Summer Meeting

July 10-12
Amelia Island, FL



Center for Rural Health (CRH) Annual Meeting

Aug. 21-23
St. Simons Island, GA

GHA Affiliated Societies

Georgia Society for Healthcare Human Resources Administration (GSHHRA) Annual Conference

March 11-13, St. Simons Island, GA

Georgia Association for Healthcare Facility Managers (GAHFM) Annual Conference and Technical Exhibition

May 29-31, Savannah, GA

Georgia Association for Development Professionals (GADP) Annual Conference

July 16-18, Hilton Head Island, SC

Georgia Society of Compliance and Privacy Leaders (GSHCPL) Annual Conference

Sept. 4-6, Savannah, GA

Georgia Society for Managed Care (GSMC) Annual Conference

Oct. 9-11, Young Harris, GA

Georgia Society of Volunteer and Retail Professionals (GSRVP) Annual Conference

Oct. 13-16, Young Harris, GA

Georgia Academy of Healthcare Attorneys (GAHA) Annual Meeting and Health Law Update

TBD

Georgia Organization of Nurse Leaders (GONL) Annual Conference

TBD

Georgia Society for Healthcare Marketing and Public Relations (GSHMPR) Annual Conference

TBD

Check www.gha.org for more GHA meetings.

Platinum - \$25,000

Access to the Membership

- Annual Trustee Conference
 - 1 complimentary registration
 - 1 registration at cost (approximately \$700)
- Annual Summer Meeting
 - 4 complimentary registrations
 - 1 registration at cost (approximately \$800)
- Center for Rural Health Annual Meeting
 - 2 complimentary registrations
- Invitation to attend the GHA Board Retreat
- Ability to register for GHA affiliated society webinars at GHA member rates



Exhibit tables **NOT included for the meetings listed above. Tables are an additional sponsorship opportunity. See the additional sponsorship opportunities page for more details*

Access to Information

- *GHA Today* newsletter
- Advance copies of GHA meeting rosters via the meeting app
- Access to members-only areas on www.gha.org
- Receipt of GHA Membership Guide

Recognition & Advertisement

- Individual feature in *GHA Today* newsletter
- Group feature in *GHA Today* newsletter
- Daily News Clips header for a month includes logo, description and contact information (one per year)
- Premium signage at membership meetings
- Listing on GHA website (including logo, description, contact information and link to your website)
- Listing on the GHA App (including logo, description, contact information and website)
- Use of GHA-licensed sponsor logo
- Full-page ad in GHA magazine *twentyfourseven*
- Opportunity to submit articles for *twentyfourseven**
- Option to conduct a GHA webinar*
 - *Approval based on topic and space

Gold - \$12,000

Access to the Membership

- Annual Summer Meeting
 - 2 complimentary registrations
 - 1 registration at cost (approximately \$800)
- Center for Rural Health Annual Meeting
 - 1 complimentary registration
 - 1 registration at cost (approximately \$550)
- Ability to register for GHA affiliated society webinars at GHA member rates



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- Advance copies of GHA meeting rosters via meeting app
- Access to members-only areas on www.gha.org
- Receipt of GHA Membership Guide

Recognition & Advertisement

- Individual feature in *GHA Today* newsletter
- Group feature in *GHA Today* newsletter
- Recognition at membership meetings
- Listing on GHA website (including logo, description, contact information and link to your website)
- Listing on the GHA App (including logo, description, contact information and website)
- Use of GHA-licensed sponsor logo
- Half-page ad in GHA magazine *twentyfourseven*
- Opportunity to submit articles for *twentyfourseven**
- Option to conduct a GHA webinar*

**Approval based on topic and space*

Silver - \$10,000

Access to the Membership

- Annual Summer Meeting **OR** Center for Rural Health (CRH) Annual Meeting
 - Annual Summer Meeting includes 1 complimentary attendee registration and 1 attendee registration at cost (approximately \$800)
 - CRH Annual Meeting includes 1 complimentary attendee registration
- Ability to register for GHA affiliated society webinars at GHA member rates

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- Access to members-only areas on www.gha.org
- Receipt of GHA Membership Directory

Recognition & Advertisement

- Group feature in *GHA Today* newsletter
- Listing on GHA website (including logo, contact information and link to your website)
- Listing on the GHA App (including logo, contact information and link to your website)
- Use of GHA-licensed sponsor logo
- Opportunity to submit articles for *twentyfourseven**
- Opportunity to submit speakers for GHA webinars*

**Approval based on topic and space*

Bronze - \$5,000

Access to the Membership

- Annual Summer Meeting
 - 1 attendee registration at cost (approximately \$800)

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- Access to members-only areas on www.gha.org
- Receipt of GHA Membership Directory

Recognition & Advertisement

- Group feature in GHA Today newsletter
- Listing on GHA website (including contact information and link to your website)
- Listing on the GHA App (including contact information and website)
- Use of GHA-licensed sponsor logo
- Opportunity to submit articles for *twentyfourseven**

**Approval based on topic and space*

Additional Sponsorship Opportunities

All additional sponsorship opportunities are available to GHA Sponsors on a first come, first served basis.

Daily News Clips - \$2,000 a month

A month of News Clips header with logo, description and contact information in *GHA Today*.

Meeting Tables - \$4,000*

- **Patient Safety and Quality Summit Meeting Table - 5 available**

6-foot draped & skirted table in prominent location during the full conference

- **Summer Meeting Table - 8 available**

6-foot draped & skirted table at registration area during the full conference

- **Center for Rural Health Annual Meeting Table - 4 available**

6-foot draped & skirted table at registration area during full conference

**Meeting Table Sponsorships do not include attendee registrations. One attendee registration can be purchased at cost per meeting.*

Hospital Heroes Award Luncheon Sponsor - \$4,000 (5 available)

Sponsor one (1) Hospital Heroes winner table and able to send one (1) representative at the Hospital Heroes Award Luncheon which is usually held in November.

Exclusive Sponsor GHA Meeting App - \$2,000

- **Annual Summer Meeting - 1 available**

Includes a daily promoted post, one push notification to all attendees, and your logo on GHA app signage

- **Center for Rural Health Annual Meeting - 1 available**

Includes a daily promoted post, one push notification to all attendees, and your logo on GHA app signage



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