

# 2024 HBA WOMAN OF THE YEAR

**ACCELERATING TRANSFORMATIONAL LEADERSHIP**

10 May › New York City › #HBAWOTY24

## SPONSORSHIP OPPORTUNITIES

On 10 May, the global HBA community will gather — in person in NYC and remotely — for the 34th annual HBA Woman of the Year event. This is the perfect opportunity for you to demonstrate your commitment to furthering the advancement and impact of women in the business of healthcare!

Don't miss the chance to position yourself as an industry trailblazer and gender equity advocate — all while promoting your value to influential stakeholders and decision-makers.

- The HBA markets and promotes the Woman of the Year event to our community of 80,000+ healthcare influencers and several high-profile media outlets
- Expand your professional network and increase sales through brand presence and visibility
- Show your support of HBA's mission to achieve gender parity in the business of healthcare
- Highlight your company as an employer-of-choice for women in the healthcare industry

# 2024 HBA WOMAN OF THE YEAR

JOIN US IN ACCELERATING TRANSFORMATIONAL LEADERSHIP!

## 2023 HBA WOMAN OF THE YEAR BY THE NUMBERS



**1400** ATTENDEES ON-SITE IN NYC  
(THE EVENT SOLD OUT)



**3200** SENIOR LEADERS REPRESENTING  
**182** COMPANIES FROM **26** COUNTRIES



**1800** TICKETS  
SOLD TO THE  
REMOTE EVENT  
LIVESTREAM

Corporate Partner Rate Non-Corporate Partner Rate	Empire \$60,000/€58,278 \$72,000/€69,934 2 Available	Broadway \$50,000/€48,565 \$60,000/€58,278 4 Available	Rockefeller \$40,000/€38,852 \$48,000/€46,622 6 Available	Park Avenue \$25,000/€24,283 \$30,000/€29,139 10 Available	Manhattan \$10,000/€9,713 \$12,000/€11,656 10 Available	Grand Central \$7,500/€7,285 \$9,000/€8,742 12 Available	Supporter \$5,000/€4,857 \$6,000/€5,828 5 Available
PRESENCE							
One (1) Branded Column (77 square feet) in High Traffic Area Near Elevators, Escalators, Registration, and Reception	•						
Lanyards OR Badges OR Virtual Selfie Station Logo Placement OR Branded Mint Tin Giveaway (first-served system)		•					
Company Logo on Main Page of Virtual Platform	•	•	•	•			
Logo Visibility in Opening Slides	•	•	•	•	•	•	
ACCESS							
Allotted Tables at the HBA Woman of the Year Luncheon (10 seats/table)	3 Premium	2 Premium	1 Elite	1 Elite			
Remote Attendee Passes	200	150	100	50	30	20	10
Complimentary Watch Party Location	•	•	•				
CONTENT							
Display a 30-Second Video/ Commercial (Optional, and Must be Produced by Sponsor and Pre-Approved by the HBA)	•						
30-Second Red Carpet Inter- view (Produced by the HBA)	•	•					
DIGITAL							
Logo on Event Microsite	•	•	•	Name Only	Name Only	Name Only	Name Only
Logo in Marketing Emails	•	•	•	Name Only	Name Only	Name Only	Name Only
Customized Social Media Graphic	•	•					
Online Communication Kit to Share Your Support	•	•	•	•	•	•	•
Recognition on HBA's Social Media Channels	•	•	•	•	•	•	
COMMEMORATIVE PROGRAM							
Full-Page ad	•	•					
Half-Page ad			•				



# 2024 HBA WOMAN OF THE YEAR

## JOIN US IN ACCELERATING TRANSFORMATIONAL LEADERSHIP!

### ADDITIONAL OPPORTUNITIES TO ENHANCE YOUR EXPOSURE

#### **SIGNATURE DRINK** *(Three Opportunities)*

**Corporate Partners \$17,000/€16,512**

**Non-Corporate Partners \$20,400/€19,815**

**NEW for 2024!** Showcase your brand in a dynamic way and be prominently featured during the post-Woman of the Year “Sip, Savor, and Celebrate” cocktail reception with the sponsorship of a signature drink. The HBA will provide between three and five signature drink options curated by the chef and bar staff for the sponsor’s selection. Each attendee will receive one (1) drink ticket for redemption during the reception, with the option to purchase additional drinks as desired.

*Sponsorship Includes:*

- › Logo visibility on signage at all bars (co-branded with other Signature Drink sponsors).
- › Logo visibility on the 2024 HBA Woman of the Year website accompanying the reception description.
- › Logo visibility on cocktail napkins at bars (ordered by the HBA and co-branded with other Signature Drink sponsors).
- › **\*Optional:** Ability to provide additional materials or giveaways to be distributed at the event.  
*(Must be pre-approved by the HBA. Recommended quantity of 1,700.)*

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 8 March.*

#### **CELEBRATING THE STARS AND LUMINARIES RECEPTION** *(Exclusive)*

**Corporate Partners \$15,000/€14,570**

**Non-Corporate Partners \$18,000/€17,483**

Demonstrate your dedication to today’s and tomorrow’s leaders by sponsoring this invite-only reception for the 2024 HBA Rising Stars and Luminaries and HBA VIPs. (Reception will be held Thursday, 9 May.)

*Sponsorship Includes:*

- › Logo visibility on signage at reception.
- › Logo visibility on the 2024 Rising Star and Luminary webpages and communications accompanying the reception description.
- › **\*Optional:** Ability to provide additional materials or giveaways to be distributed at the event.  
*(Must be pre-approved by the HBA. Recommended quantity of 300.)*

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 8 March.*

#### **TABLE CENTERPIECES** *(Exclusive)*

**Corporate Partners \$15,000/€14,570**

**Non-Corporate Partners \$18,000/€17,483**

Every table in the ballroom will have 10 senior leaders conversing and making connections that last, and your brand can be right in the middle of those conversations.

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 8 March.*



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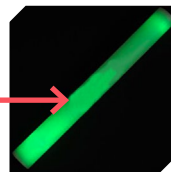
### ADDITIONAL OPPORTUNITIES TO ENHANCE YOUR EXPOSURE CONT.

#### LIGHT-UP GLOW STICKS *(Exclusive)*

**Corporate Partners \$15,000/€14,570**

**Non-Corporate Partners \$18,000/€17,483**

YOUR LOGO HERE



**NEW for 2024!** Let your celebrations for our 2024 honorees be seen with a powerful brand placement! Light-up foam glow sticks featuring your logo will be placed on each seat in the ballroom. During the luncheon, attendees can wave their glow sticks to showcase their excitement for all our honorees.

*Sponsorship Includes:*

- › Logo visibility on glow sticks (estimated 1,700). See a video example [here](#).

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in single and full color, by 8 March.*

#### COFFEE STATIONS *(Three Opportunities)*

**Corporate Partners \$10,000/€9,713**

**Non-Corporate Partners \$12,000/€11,656**

**NEW for 2024!** Provide attendees with the fuel they need to stay engaged throughout the morning “Coffee and Connections” reception to ensure they have the energy to make the most of each moment. Coffee stations will be placed throughout the networking reception space.

*Sponsorship Includes:*

- › Logo visibility on the coffee station signage (co-branded with other Coffee Station sponsors).
- › Logo visibility on the 2024 HBA Woman of the Year website accompanying the reception description.
- › Logo visibility on cocktail napkins at coffee stations (ordered by the HBA and co-branded with other Coffee Station sponsors).
- › **\*Optional:** Ability to provide additional materials or giveaways to be distributed at the coffee stations. *(Must be pre-approved by the HBA. Recommended quantity of 1,700.)*

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 8 March.*

#### BATHROOM REFRESH STATIONS *(Exclusive)*

**Corporate Partners \$7,500/€7,285**

**Non-Corporate Partners \$9,000/€8,742**

YOUR LOGO HERE



**NEW for 2024!** Elevate the attendee experience by providing self-care and hygiene products in the venue’s restrooms. Examples of items include mints, chewing gum, hair products, makeup, and feminine care products. (Products selected and ordered by the HBA.)

*Sponsorship Includes:*

- › Logo visibility on signage at each refreshment station.

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 8 March.*

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### ADDITIONAL OPPORTUNITIES TO ENHANCE YOUR EXPOSURE CONT.

#### CONSTELLATION LEAGUE BREAKFAST *(Exclusive)*

Corporate Partners \$6,500/€6,313

Non-Corporate Partners \$7,800/€7,576

Be in the spotlight in front of past HBA Global Board Chairs by sponsoring the Constellation League Breakfast (formerly the Chair Emerita breakfast) when they meet to discuss HBA's global strategy.

*Sponsorship Includes:*

- › Logo visibility on signage at breakfast.
- › **\*Optional:** Ability to provide additional materials or giveaways to be distributed at breakfast.  
(Must be pre-approved by the HBA. Recommended quantity of 30.)

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 8 March.*

#### GLOBAL AMBASSADOR PROGRAM BREAKFAST *(Exclusive)*

Corporate Partners \$6,500/€6,313

Non-Corporate Partners \$7,800/€7,576

Meet and greet leaders from HBA's Global Corporate Partner Ambassador Programs, all while your brand is front and center. (Breakfast is prior to the 2024 HBA Woman of the Year event.)

*Sponsorship Includes:*

- › Brief opening remarks at the breakfast.
- › Logo visibility on signage at breakfast.
- › **\*Optional:** Ability to provide additional materials or giveaways to be distributed at the breakfast.  
(Must be pre-approved by the HBA. Recommended quantity of 100.)

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 8 March.*

#### PROGRAM ADVERTISEMENTS

Stand out from the competition by featuring your company in the 2024 commemorative digital program.  
(Contact your HBA Account Manager if you'd like to request a specific advertisement location.)

**Full-Page ad - \$5,500/€5,343; 5.5"wX8.5"h, .125" bleeds**

**Half-Page ad - \$3,000/€2,914; 5.5"wX4.25" h, .125" bleeds**

*Content Needed: High-resolution (300dpi) PDF by 28 March.*



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### ADDITIONAL OPPORTUNITIES TO ENHANCE YOUR EXPOSURE CONT.

#### COLUMN WRAP ADVERTISEMENT *(Four Available)*

Corporate Partners \$5,000/€4,857

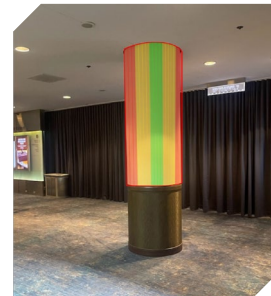
Non-Corporate Partners \$6,000/€5,828

**NEW for 2024!** Recognize your Rising Stars and Luminaries with 63 square feet of signage on a column wrap in the foyer space outside of the 2024 HBA Woman of the Year luncheon or reception ballroom. Column wraps will be placed near the escalators for maximum visibility. Each company will design their column wrap to feature their honorees and brand.

*Sponsorship Includes:*

- › Branded artwork featured on a column wrap within the event space. (Must be pre-approved by the HBA.)

*Content Needed: High-quality, flattened file without layers or crop marks (200dpi resolution), print-ready PDF by 8 March (artwork size to be provided upon purchase of column sponsorship). To ensure accurate color matching, please provide the proof in either Pantone or CMYK values.*



#### HOTEL KEY CARDS *(Exclusive)*

Corporate Partners \$4,000/€3,885

Non-Corporate Partners \$4,800/€4,662

**NEW for 2024!** Welcome all 2024 HBA Woman of the Year guests to the New York Marriott Marquis by showcasing your logo on attendee room key cards!

*Sponsorship Includes:*

- › Logo OR graphic visibility on key cards for attendees.

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo file, in white and full color OR Adobe InDesign, Illustrator, or Photoshop artwork sized to 3.375" x 2.125" with a bleed area of 3.625" x 2.375," by 8 March. Hotel policies limit artwork to one side of keycard and require hotel logo to be incorporated into the design.*

#### FACILITATED NETWORKING ACTIVATION *(Exclusive)*

Corporate Partners \$4,000/€3,885

Non-Corporate Partners \$4,800/€4,662

**NEW for 2024!** Showcase your commitment to fostering connections, building relationships, and driving professional growth by sponsoring a facilitated networking BINGO game during the Coffee and Connections reception preceding the 2024 HBA Woman of the Year luncheon. The game details and game card will be designed by the HBA in partnership with a professional networking facilitator.

*Sponsorship Includes:*

- › Logo visibility on BINGO game cards (co-branded with the HBA).
- › Logo exclusively featured on branded pens provided to all BINGO participants during game play.
- › Logo visibility on game signage.

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 8 March.*



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#### NURSING AND MENOPAUSE ROOM *(Exclusive)*

Corporate Partners \$4,000/€3,885

Non-Corporate Partners \$4,800/€4,662

**NEW for 2024!** Show your support for women in a unique and meaningful way that promotes inclusivity and wellbeing. The venue's nursing and menopause room will feature comfortable lounge furniture, grab-and-go refreshments, and a refrigerator while offering a quiet, private refuge for guests.

*Sponsorship Includes:*

- › Visibility on in-room signage.

*Content Needed: High-resolution (300dpi) PNG and EPS/AI logo files, in white and full color, by 8 March.*

#### VIDEO WALL MESSAGE TO RISING STARS AND LUMINARIES *(10 Opportunities)*

Corporate Partners \$3,000/€2,914

Non-Corporate Partners \$3,600/€3,497

**NEW for 2024!** We're introducing a unique way to spotlight your 2024 HBA Rising Stars and Luminaries! Create a static image or put your message in motion with a video wall placement. The video wall will run on a loop that features up to 10 celebratory placements. Showcase your company and your award winners with a substantial presence (107.4 square feet of screen surface area and active screen dimensions of 13.1 feet wide by 8.2 feet tall). The video wall will be located in a high traffic area near registration and the networking reception. Companies participating in this sponsorship opportunity will have an exclusive chance to have professional photos taken alongside the display.

*Sponsorship Includes:*

- › 30-second still image or video feature on video wall congratulating Rising Stars and Luminaries. *(Video to be produced by sponsor and must be approved by the HBA.)*

*Content Needed: Video or image file, of no more than 30 seconds in length, by 29 March. Video format must be 1,024 x 640 H.264, MP4. Image submissions must be 1920x1080 JPEGs.*

*\*Optional giveaways will need to be pre-approved by the HBA before 27 March with the shipment received by 19 April at:*

ATTN: 2024 HBA Woman of the Year; The Charles Group  
373E Route 46, Suite 215; Fairfield, NJ 07004-2494

*\* indicates an optional sponsorship opportunity.*

YOUR MESSAGE HERE

