

Hospital O.R. & Surgical

*Live!* **FALL CONFERENCE** **ONLINE**

additional & upgraded  
**marketing opportunities**

August 10–27



# The Numbers! Live!

**ONLINE HCP<sup>21</sup>**  
Hospital O.R. & Surgical  
SPRING CONFERENCE



represented  
facilities/GPOs



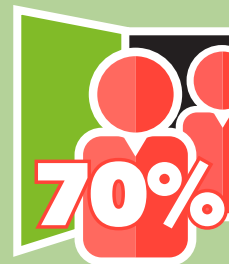
providers  
participated



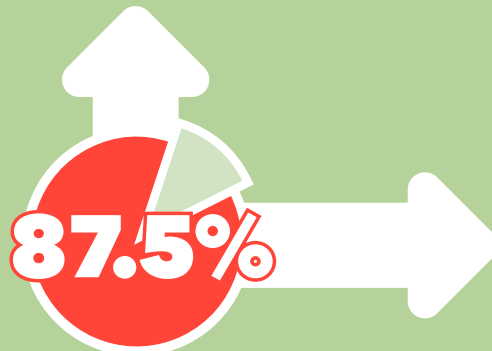
providers  
participated  
in Showcase



meetings scheduled



providers visited all  
showcase booths



meetings  
connected



average connections  
per supplier



what you can expect from the

# **Live! ONLINE conference**

- Four days of connecting with key hospital & healthcare decision makers in our custom-built **Live! ONLINE reverse**expo format
- Guaranteed one-on-one meetings
- HCP schedules & facilitates all of the **Live! ONLINE reverse**expo meetings
- Industry-leading Educational Sessions
- Contact information for the Providers that you meet with during the **Live! ONLINE reverse**expo
- Visibility, branding, and additional marketing opportunities
- In spring 2021, our Hospital O.R. & Surgical **Live! ONLINE reverse**expos scheduled over 3,000 meetings
- The closest thing to a 'live' connection



**August 24–27**  
8:00am–5:00pm CT

**\$1,695\***

**Registration, per person**

We are excited to find new ways to foster the connections between Providers and Suppliers and look forward to hosting you during this online event experience.

\*Registration price increases to \$1,895 after May 21 and \$2,095 after July 31.

**For more information: Jim Friedlander, Director of Sales 615.619.6025 [jim.friedlander@hlthcp.com](mailto:jim.friedlander@hlthcp.com)**





*Double the meetings!*

## Over three hours of connecting with Hospital Decision Makers

Over the last few seasons of connecting providers and suppliers in our **Live!ONLINE** platform, we have heard from many suppliers about the desire to have even more meetings with providers. ***You asked and we can deliver!***

**NEW** for the Fall **Live!ONLINE** Hospital O.R. & Surgical Conference, Health Connect Partners will be offering the opportunity to **doubleup** your meetings and make the most of your four days of the **Live!ONLINE reverseexpo**.

**doubleup** registrations simply mean your one registration can get you **double** the amount of five minute expo meetings.

### **For example**

One (1) Regular Registration = 20-25 (five minute) meetings per attendee.

One (1) **doubleup** Registration = 40-50 (five minute) meetings per **doubleup** attendee.

**doubleup** registrations for the Fall **Live!ONLINE** Hospital O.R. & Surgical Conference are only available for sale through June 11th, 2021.

**\$3,300\*** per **doubleup** registration

\*Price valid through June 11th, 2021. A minimum of 90 providers must be chosen during the provider selections process for HCP to be able to schedule a minimum of 40-50 meetings for your double up attendee. Limit one "Double Up" attendee per company.

After June 11th, please call Jim Friedlander for pricing and availability.

**Jim Friedlander, Director of Sales 615.619.6025 [jim.friedlander@hlthcp.com](mailto:jim.friedlander@hlthcp.com)**



# Want more time on the clock?

## selectconnect & primeconnect packages

We realize the importance of how valuable time can be in front of your current customers and prospects. Health Connect Partners has designed an enhanced meeting package that will allow you to engage with your selected Providers of choice with a little time added to the clock during the **Live! ONLINE reverseexpo**. In addition to this extra time, Suppliers will have the ability to screen share and have up to three team members take part. Suppliers will be able to assign each **selectconnect** or **primeconnect** meeting to a specific leader from their organization to conduct the meeting.



### 15for10

**\$15,000** The **selectconnect** package (15 meetings for 10 minutes) allows Supplier organizations to target key accounts/contacts for a 10 minute meeting with the Hospital Provider. Suppliers will be given the list of Hospital Providers and will have the ability to select 30 of the most desirable Hospital Providers they would like to meet with. Of those 30 selections, Health Connect Partners will coordinate and **match the Suppliers with 15 Providers for enhanced 10 minute meetings**.



### 15for15

**\$20,000** The **primeconnect** package (15 meetings for 15 minutes) allows Supplier organizations to target key accounts/contacts for a 15 minute meeting with the Hospital Provider. Suppliers will be given the list of Hospital Providers and will have the ability to select 30 of the most desirable Hospital Providers they would like to meet with. Of those 30 selections, Health Connect Partners will coordinate and **match the Suppliers with 15 Providers for enhanced 15 minute meetings**.

The **selectconnect** and **primeconnect** packaged programs are NOT part of the **Live! ONLINE reverseexpo** draft process and will be prioritized as guaranteed meetings with the participating providers. Participation in these packages does not qualify as a **Live! ONLINE reverseexpo** Registration and does not allow access to the **Live! ONLINE reverseexpo** meetings sessions.





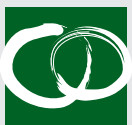
## *Hospital O.R. & Surgical* **virtual round table**

- Opportunity to host a private one-hour virtual roundtable with Hospital O.R. & Surgical Executives
- Opportunity to collaborate with Health Connect Partners to customize your audience
- Verbal recognition of your organization during the roundtable introduction
- Invitation emails, featuring your logo and link to your organization's website, sent to the Hospital O.R. & Surgical Executives
- Option for Health Connect Partners to digitally distribute your materials, either in advance of or after the roundtable, to the Hospital O.R. & Surgical Executive participants
- Contact list of the Hospital O.R. & Surgical Executive participants provided after the roundtable

### **Pricing**

**10** Hospital O.R. & Surgical  
Executive Participants  
**\$15,000**

(opportunity to customize number  
of participants upon request)



HEALTH  
CONNECT  
PARTNERS

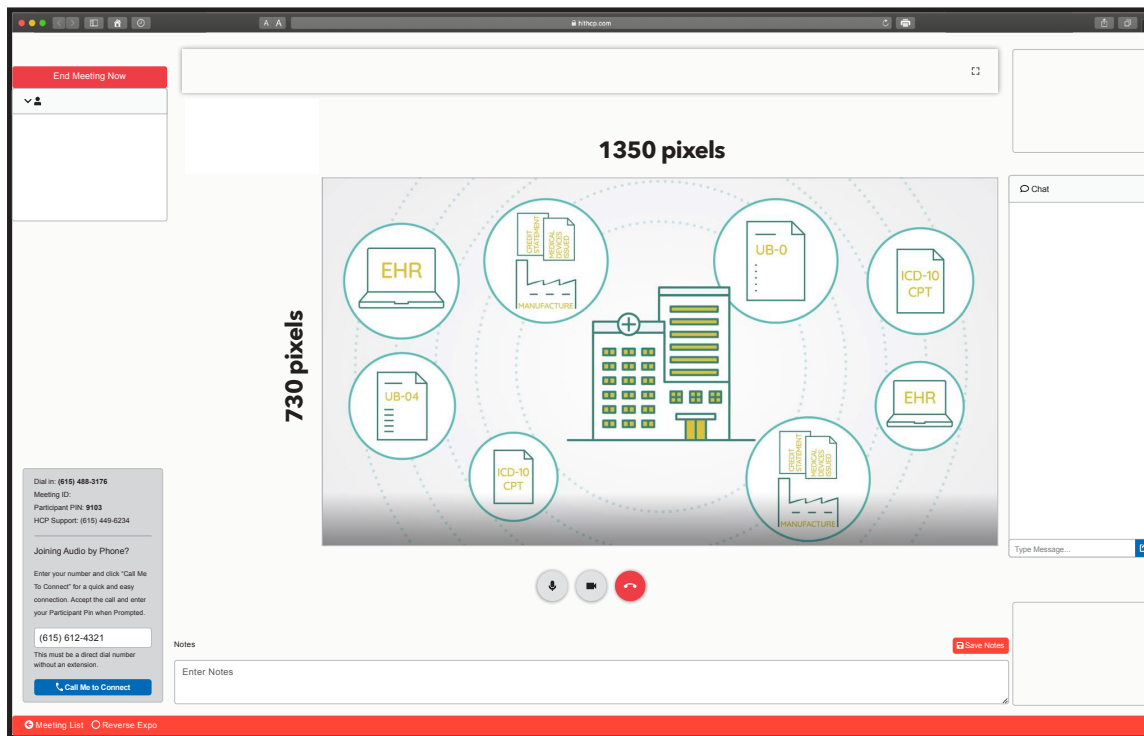


# Live! ONLINE Reverse Expo Spot Ads\*



Whether you are looking to share a strategic 30 second video message or showcase your logo or product using a static image, high visibility **Live! ONLINE reverse expo** advertising keeps your company brand in front of hundreds of hospital decision makers. Advertisements will be shown in rotation between each **Live! ONLINE reverse expo** meeting

for all provider participants, and with approximately 3,000 meetings scheduled during the 2021 Spring Hospital O.R. & Surgical Conference, this high frequency marketing exposure will give you the power to get your message out there. Each spot ad aired an average of 150 times as a part of the conference.



**\$3,000**  
30 second  
advertisement

*\*Limited to  
20 organization  
advertisements  
per market*

## Supported file types

### For video ads

- File Type: MP4 (required)
- Codec: h.264/AVC (required)
- Resolution: between 640px and 3840px wide
- Bitrate: 5,000–8,000 kbps (recommended)
- Framerate: constant, 15–60 frames per second
- Aspect Ratio: We accept videos of any aspect ratio, but wider = higher quality
- Codec: AAC (Advanced Audio Codec)
- Sample Rate: 44.1 kHz
- Channels: 2-channel Stereo (not surround)
- Length: 30 seconds

### For static ads

- JPG or PNG
- 1350 x 730 pixels

Email artwork to [diana.maxham@hlthcp.com](mailto:diana.maxham@hlthcp.com) or mail on a disc or flash drive (non-returnable) to:

**Health Connect Partners**  
**ATTN: Diana Maxham**  
**65 Business Park Drive, Lebanon, TN 37090**



# VIRTUAL suppliershowcase



Health Connect Partners' Virtual Supplier Showcase provides a format for hospital decision makers to research, learn about, and connect with suppliers in a unique virtual space. Each virtual booth features the supplier organization and highlights their solutions, products, and technologies. This new platform is designed to give hospital providers and supplier organizations the ability to directly interact in a customized environment.

In addition to providing the platform, Health Connect Partners is focused on driving high-quality traffic to each Virtual Supplier Showcase booth—just like we do during our in-person Supplier Showcase events. The Virtual Supplier Showcase is open for visits any time during the conference dates and is a required stop on the way to the educational sessions. Each provider executive will be encouraged to participate in a fun, interactive virtual experience allowing them to learn and request information along their journey through the Virtual Supplier Showcase.

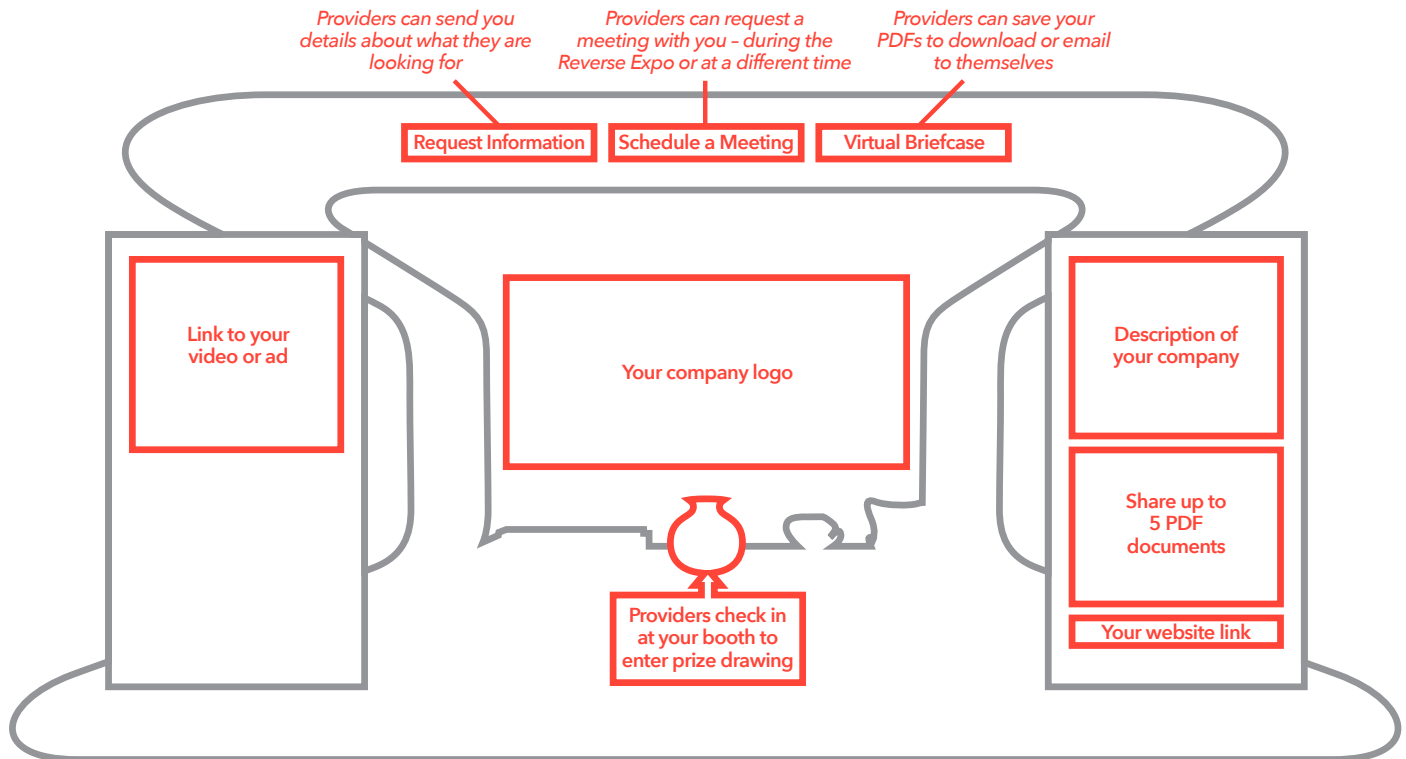
The more booths they check in at, the more entries they will have in the prize drawing.

Best of all: the Virtual Supplier Showcase platform allows provider executives to directly request information, and schedule meetings with suppliers through our virtual meeting platform. Providers have a choice of requesting a meeting during the **Live! ONLINE reverseexpo** or selecting a specific date and time for an on-demand meeting outside of the **Live! ONLINE reverseexpo** times.



# Don't miss this opportunity for maximum exposure and additional connections!

**A limited number of Virtual Supplier Showcase booths are available—reserve yours today!**



**\$3,000** per booth

## Each Virtual Supplier Showcase booth includes

- Prominently displayed logo
- Company description
- Space to upload
  - 5 PDFs
  - 1 video or static ad
  - 1 website URL
- Opportunities to
  - Receive leads through the Request Information feature
  - Make virtual face-to-face connections with the Schedule a Meeting feature
  - Send them home with information via the Virtual Briefcase feature
- Promotion of the Supplier Showcase to all hospital executive participants
- Tracking of visitors to your booth with click thru statistics & analytics provided

For more information: Jim Friedlander, Director of Sales 615.619.6025 [jim.friedlander@hlthcp.com](mailto:jim.friedlander@hlthcp.com)



# Conference Book Ads



Please submit ads as print-ready, 300dpi PDFs,  
with fonts and graphics embedded

Email artwork to  
[diana.maxham@hlthcp.com](mailto:diana.maxham@hlthcp.com)

Or mail on a disc or flash drive (non-returnable) to:

Health Connect Partners  
ATTN: Diana Maxham  
65 Business Park Drive  
Lebanon, TN 37090

## FULL PAGE AD

(PORTRAIT)

**7.5" x 10"**

No bleed

**\$1,500**

## HALF PAGE AD

(LANDSCAPE)

**7.5" x 4.95"**

No bleed

**\$850**

## HALF PAGE AD

(PORTRAIT)

**3.65" x 10"**

No bleed

**\$850**

## QUARTER PAGE AD

(PORTRAIT)

**3.65" x 5"**

No bleed

**\$375**



# Website Banner Ads



**\$1,500 each**

- One (1) static 940 x 90 pixel banner at the top of either the CONFERENCE AGENDA PAGE or the CONFIRMED PROVIDER PAGE until the conclusion of the conference
- Link to your company website

**Live! ONLINE HCP 21**  
HOSPITAL O.R. & SURGICAL  
August 10-27

HOME | CONFERENCES | OVERVIEW | AGENDA | CONFIRMED PROVIDERS | SPONSORSHIP

Home > Conferences > 2021 Live Online Spring Radiology & Imaging > Confirmed Providers

### CONFIRMED PROVIDER ATTENDEES

940 x 90 pixels

Log into your [My HCP Account](#) to see the full list of registered Provider executives.

The following list includes Provider executives who have registered:

- Adventist Health System (Rx Plus), Altamonte Springs, FL
- Advocate Christ Medical Center, Oak Lawn, IL
- Advocate Illinois Masonic Medical Center, Chicago, IL
- Advocate South Suburban Hospital, Hazel Crest, IL
- AllianceHealth Ponca City, Ponca City, OK
- Arkansas Methodist Medical Center, Paragould, AR
- Arrowhead Regional Medical Center, Colton, CA
- Auburn Community Hospital, Auburn, NY
- Augusta University Medical Center, Augusta, GA
- Aventura Hospital & Medical Center, Aventura, FL
- Avera Health, Sioux Falls, SD

*The Confirmed Provider listing averages more Supplier visits per month than any other conference webpage*

*This page is updated automatically, showing accurate Provider registration information in real-time. Each marketing email to Suppliers includes a link to this page; Provider executive emails also include links, enabling them to monitor which of their colleagues will be participating. This page is visible to all visitors with no login restriction.*

Please submit artwork as JPG or PNG, with a maximum file size of 30kb (static, no animation)

Email artwork and destination URL to [diana.maxham@hlthcp.com](mailto:diana.maxham@hlthcp.com)

**Live! ONLINE HCP 21**  
HOSPITAL O.R. & SURGICAL  
August 10-27

HOME | CONFERENCES | OVERVIEW | AGENDA | ADVISORY BOARD | FAQs | REGISTRATION

Home > Conferences > 2021 Live Online Spring Radiology & Imaging > Supplier > Agenda

### AGENDA OVERVIEW

940 x 90 pixels

This fall, our conference will be held online.

We realize that the need for connection in our healthcare communities has never been greater, even though being in the same place is not possible right now. We look forward to bringing Providers and Suppliers together in our new virtual conference format to learn, connect, and support each other.

PLEASE NOTE: All events reflected in Central time.

Tuesday, August 10

- 8:00am - 9:00am Educational Session One

Wednesday, August 11

- 8:00am - 9:00am Educational Session Two

**AGENDA HCP** Radiology & Imaging  
CLICK TO DOWNLOAD PDF

*The Agenda is one of the most-viewed pages of each conference*

*The Agenda page is visited by Provider and Supplier attendees as well as registered and unregistered individuals. All emails sent to registered attendees include a link to the Agenda page; all attendees check back regularly for updates on the schedule. This page is visible to all visitors with no login restriction.*



# Website Banner Ads contd.

Position your ad where they will see it the most!

## Provider Selection Banner Ad

**\$1,500 each**

The Provider Selections page is visible to only the participating Supplier attendees and is visited by all of them when making their Provider Selections for the **Live! ONLINE reverse expo** meetings.

- One (1) static 940 x 90 pixel banner
- Links to the URL of your choice

## Provider Booth Visit Request

This is the hottest page on our website for registered Providers before each conference. This page is updated automatically, showing accurate Supplier company registration information in real-time. Registered Providers log in to select the companies they would like to speak with during the Reverse EXPO sessions; most visit multiple times. Only registered Providers who are logged in will have access to this page.

- One (1) static 760 x 90 pixel banner at the top of the Request Booth Visit page until the feature is deactivated (approx. 24 hours prior to the start of the conference)
- Links to the URL of your choice

Please submit artwork as JPG or PNG, with a maximum file size of 30kb (static, no animation)

Please supply artwork and destination URL to: [diana.maxham@hlthcp.com](mailto:diana.maxham@hlthcp.com)