



HLTH
BOSTON 2021
OCTOBER 17 - 20



ATA @ HLTH 2021 Sponsorship Packages

Lead Telehealth into the Future

HLTH and ATA have partnered to deliver a multi-tiered program and engagement opportunities for market leaders centered around telehealth and virtual care delivery—arguably the leading issue in healthcare today. Sponsorship of this program will position your company among thought leaders in telehealth, with placement in front of senior and c-level executive leaders, including providers, payers, life sciences and digital health companies, investors, advocates and government officials attending HLTH. The HLTH 2021 event will deliver networking, curated opportunities for business development and top-notch content.

HLTH 2021 will be held at the Boston Convention & Exhibition Center (BCEC) October 17-19, 2021. Boston is one the nation's major hubs for healthcare, technology and the life sciences, and host to a thriving health innovation economy. Offering proximity to a large number of digital health, pharmaceutical, biotech and high-tech companies, preeminent health systems and universities, Boston is the ideal setting for HLTH -- the leading event for digital innovation in the health industry.

Sponsorship Packages Will Engage Your Company in These Key Activities:

Dedicated Half-Day of Content during HLTH 2021

Moving Forward Together: Beyond the Pandemic, brought to you by ATA at HLTH, will explore the expanded role of virtual care as a regular part of modern, hybrid care delivery and highlighting technologies and stakeholders pioneering integrated healthcare for patients and providers. The agenda will aim to define a unified approach to addressing health equity, patient inclusion and experience, harmonizing state and federal policy, standardizing practice and coordinating care across settings. This half-day program will take place on Sunday, October 17th.

Thought Leadership Content

HLTH will collaborate with ATA to frame a topical thought leadership content series to take place throughout the year, to include blogs and potentially video Interviews and podcasts. This program will evolve and expand, opening up key opportunities for partners, speakers, and sponsors of telehealth focused efforts -- editorial integrity is paramount and will focus on issues-based thought leadership. Sponsors will be included in the development of this series and invited to author a blog for both the HLTH and ATA audiences as part of their sponsorship package.

- HLTH will work with sponsor to create graphics to accompany blog
- HLTH will promote over its social media channels
- HLTH will deliver to sponsor links and graphics to assist in promoting through their channels
- Blogs will live on the HLTH website for up to a year

Sponsorship Levels and Benefits:

Bring focus to your participation in HLTH 2021 with a sponsorship that enables you to engage with a selective audience of key opinion and market leaders in the telehealth arena, while accessing HLTH's full audience with immediate recognition as a sponsor and market leader in the telehealth and virtual care space. Four levels of sponsorship provide ample opportunity to tailor your activation. As with all HLTH sponsorships, additional customized networking or branding elements can be added to meet your needs.

- **Lead Sponsor: ATA Symposium *and* Telehealth Pavilion (Limit 4, 2 remaining) \$35,000**
 - Designation as a Lead Sponsor of ATA Opening Day Symposium (signage/staging in room, website, emails, mobile app, onsite signage)
 - Opportunity to provide giveaways during ATA Symposium
 - One (1) 15-minute executive spotlight at ATA Symposium for an approved executive
 - Designation as a Lead Sponsor of Pavilion (pavilion signage, website, emails, mobile app, onsite signage)
 - Logo on all relevant marketing materials, HLTH website, mobile app and event communications
 - Inclusion in social media campaign, including Twitter, LinkedIn and ATA blog opportunities
 - ATA Twitter and LinkedIn posts (2 per channel)
 - Premium Kiosk within ATA Pavilion including:
 - Company logo and Graphic Panel
 - One (2) chair and one (1) 50" Computer Monitor
 - Standard electrical and Wi-Fi
 - Carpeting
 - Six (6) full access event tickets

- **ATA Symposium Sponsor *and* Telehealth Pavilion Regular Kiosk (Limit 4, 2 remaining) \$20,000**
 - Designation as a Co-Sponsor of ATA Opening Day Symposium (signage/staging in room, website, emails, mobile app, onsite signage)
 - One (1) panel speaking opportunity at ATA Symposium for an approved executive
 - Logo on all relevant marketing materials, HLTH website, mobile app and event communications
 - Inclusion in social media campaign, including Twitter, LinkedIn and ATA blog opportunities
 - ATA Twitter and LinkedIn posts (2 per channel)
 - Standard Kiosk within ATA Pavilion including:
 - Company logo and Graphic Panel
 - One (2) chair
 - Standard electrical and Wi-Fi
 - Carpeting
 - Four (4) full access event tickets

- **ATA Telehealth Pavilion Standard Kiosk (Limit 10)** **\$10,000**
 - Company logo and Graphic Panel
 - One (1) chair and One (1) 30" Computer Monitor
 - Standard electrical access to Wi-Fi in exhibit hall
 - Carpeting
 - Three (3) full access event tickets

All Above Sponsorship Packages Include:

- Listed as a sponsor of HLTH at corresponding star level
- Discount code to offer constituents/partners \$150 off event registration cost
- Ability to purchase HLTH Hosted Buyer Program meetings
- Access to all keynotes, general sessions and special sessions
- Access to Breakfast, Lunch and Coffee Breaks
- Access to HLTH Opening Reception, Innovators' Reception, and *She Powers Health™* Awards

Additional Opportunity

- **HLTH Foundation Gala Table for 10** **\$10,000 (\$5,000 with Lead Package)**

Enjoy an evening you can feel good about! HLTH Foundation will host a dinner gala to support equity, inclusion and opportunity in underserved patient populations, the healthcare workforce and innovation community. Taking place on Tuesday, October 19, the Gala will form a centerpiece of the HLTH 2021 experience, offering a charitable evening of fun, entertainment and relaxation with like-minded attendees. Sponsors will also be offered one (1) table to accommodate up to ten (10) guests (HLTH attendees) and this portion of your sponsorship, totaling \$10,000, is tax-deductible.

Join HLTH and ATA! Demonstrate leadership and affect change by embracing this important moment for telehealth.

For additional information on this strategic opportunity, please contact
ATA via Paul Samargedlis at psamargedlis@americantelemed.org