

About the Event

In the present environment, hospitals and healthcare organizations are confronted with myriad personnel challenges, including increased competition, regulations and budgetary constraints, employee shortages, burnout and shifting workforce attitudes. Navigating these challenges to become and remain a place where people want to work is an important goal in itself, as well as a crucial step in achieving larger organizational goals. At **Modern Healthcare's Workplace of the Future Virtual Briefing**, hosted **May 12**, industry leaders will convene to discuss strategies for transforming organizational culture to meet present and future demands.

Attendee Profile

Attendees will include hospital and healthcare executives, HR leaders and decision-makers who drive organizational culture and employee well-being. Attendees are looking for thought leadership and dynamic solutions to complex challenges including employee development, engagement, diversity, inclusion and belonging in an evolving work environment.

Sponsor Opportunities

Sponsors of the **Workplace of the Future Virtual Briefing** will have the opportunity to generate brand awareness and showcase their thought leadership to an audience of engaged attendees. Different levels of sponsorship are available to meet your organization's needs and goals.

Sponsor benefits include:

- **Logo and brand visibility in all promotional and event materials**
- **Opportunity to host a session or participate on a multi-sponsor panel**
- **Guaranteed tickets to attend for several members of your organization**
- **Access to a complete list of registrants (expected attendance of 350)**

All thought-leadership sessions and panels are pre-recorded, allowing for a stress-free experience for sponsors. Attendees will be able to access the event "live" and for up to 90 days afterward.

Session Sponsorship - \$12,500 (Five Available)

Includes brand exposure in all marketing and promotion for the event as well as a dedicated session where you can highlight best practices, thought leaders and/or client partners.

Promotion

- Logo inclusion in all event promotion
- Logo inclusion on event microsite

Thought Leadership

- Dedicated one-hour session on agenda with up to four speakers/panelists
- Content asset (Ungated PDF) on event microsite

Event Visibility

- 10 guaranteed tickets to attend event
- Full-page ad in event program
- Logo visibility and 100-word description in event program
- Logo visibility on event sponsor “thank-you” slide

Metrics

- List of event registrants (provided one week and 90 days following event date)

Speaker Sponsorship - \$7,000 (Four Available)

Includes brand exposure in all marketing and promotion for the event as well as a panelist seat in a multi-sponsored session for one of your thought leaders.

Promotion

- Logo inclusion in all event promotion
- Logo inclusion on event microsite

Thought Leadership

- Panelist in a one-hour session on agenda (with up to four speakers/panelists)
- Content asset (Ungated PDF) on event microsite

Event Visibility

- Five guaranteed tickets to attend event
- Half-page ad in event program
- Logo visibility and 100-word description in event program
- Logo visibility on event sponsor “thank-you” slide

Metrics

- List of event registrants (provided one week and 90 days following event date)

Deadline to commit is 4/12/22 – first come, first served

To reserve your spot on the agenda, please contact your account executive or sales@modernhealthcare.com