



## About the Event

At **Modern Healthcare's Hospital of the Future Virtual Briefing**, hosted **September 8**, healthcare providers and executives will convene to discuss the ongoing transformation of hospitals into technology-driven, comprehensive care hubs. Healthcare industry leaders will share insights and strategies to address the major challenges that hospitals will face in the coming years, including changing workforces and processes, advancing technologies, increasing complexity of patient conditions and growing demands for in-home and community care.

## Attendee Profile

Attendees will include hospital executives, care providers and other decision-makers from throughout the healthcare industry. Attendees are looking for forward-looking thought leadership and dynamic solutions from healthcare experts and innovators.



## Sponsor Opportunities

Sponsors of the **Hospital 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 500)**

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.



THE  
**HOSPITAL**  
OF THE  
**FUTURE**  
VIRTUAL BRIEFING

**Session Sponsorship - \$17,500 (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 - \$10,000 (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 8/8/22 – first come, first served**

To reserve your spot on the agenda, please contact your account executive or [sales@modernhealthcare.com](mailto:sales@modernhealthcare.com)

Logo inclusion in all promotions produced after sponsor participation contracted. All rates are net. Sponsorships are non-cancellable upon signing. Tracking data not available for PDF asset. Maximum of 1,000 tickets available for event. Attendee information includes name, title, organization and email.

**Modern  
Healthcare**  
Custom Media