



**UNIFIED VOICE
FOR HEALTHCARE**
HOSPITALS
NURSING HOMES
ASSISTED LIVING
HOME HEALTH
HOSPICE



South Dakota

Association of Healthcare Organizations

**Sponsorship & Exhibitor
Opportunities**

ABOUT SDAHO

Serving as the voice for South Dakota's hospitals and healthcare organizations encompassing the full continuum of care, the South Dakota Association of Healthcare Organizations (SDAHO) represents a diverse membership with the goal of ensuring the highest quality of health care for South Dakotans.

The association is a nonprofit, section 501(c)(6) organization with membership spanning various types of institutional ownership, geographic location, size, and complexities of service. Members include hospitals, health care systems, nursing facilities, home health agencies, assisted living centers, and hospice organizations. Originally formed in 1926 as the South Dakota Hospital Association, in 1995 SDAHO united both acute and post-acute care providers under one unified vision advocating for a flourishing health care industry.

Our VISION

Advancing healthy communities through a unified voice across the health care continuum.

Our MISSION

We envision communities throughout South Dakota where everyone reaches their highest potential for health.

Our FOCUS

- Advocacy & Member Relations
- Acute & Post-Acute Services
- Education
- Development
- Quality Integration

Why sponsor with SDAHO?

SDAHO has over 100 member organizations



55 Hospitals



49 Nursing Homes



31 Assisted Living



12 Home Health



11 Hospice

Economic Impact of South Dakota's Hospital Community

- More than 37,000 hospital jobs
- More than \$9.3 Billion impact on economy
- \$2.8 Billion paid in salaries and benefits

source: 2019 American Hospital Association Annual Survey

Who Does SDAHO Reach?

- Average 7,000 users/month website traffic
- Over 800 Unified Voice Newsletter Recipients
- Over 1,100 Facebook Followers
- Over 250 Twitter Followers

Contributions or gifts to the South Dakota Association of Healthcare Organizations are not tax deductible as charitable contributions.

ANNUAL SPONSORSHIPS

The annual sponsorship program runs for a full calendar year from January to December.

\$15,000 | Diamond Level Package includes:

Limited to 3 sponsors

- Access to SDAHO Membership Directory
- Four registrations to SDAHO's Annual Convention and golf event
- Two registrations to the Rural Health Leaders Conference **and** Post-Acute Care Conference
- Prominent exhibitor space at Annual Convention, Rural Health Leaders Conference and Post-Acute Care Conference
- Attendee list with emails and mailing addresses for all 3 in-person conferences
- Logo with link displayed on the SDAHO homepage and sponsorship webpage
- Member pricing for additional conference registrations
- Opportunity to provide an educational webinar or webinar introduction
- Logo displayed on SDAHO Board meeting materials

\$10,000 | Ruby Level Package includes:

Limited to 5 sponsors

- Access to SDAHO Membership Directory
- Two registrations to SDAHO's Annual Convention and golf event
- One registration to the Rural Health Leaders Conference **and** Post-Acute Care Conference
- Exhibitor space at Annual Convention, Rural Health Leaders Conference and Post-Acute Care Conference
- Logo with link displayed on the SDAHO homepage and sponsorship webpage
- Member pricing for additional conference registrations

\$2,500 | Sapphire Level Package includes:

- Access to SDAHO Membership Directory
- One registration to SDAHO's Annual Convention and golf event, Rural Health Leaders Conference **or** Post-Acute Care Conference
- Exhibitor space at Annual Convention, Rural Health Leaders Conference **or** Post-Acute Care Conference
- Logo with link displayed on the SDAHO sponsorship webpage
- Member pricing for additional conference registrations

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Annual Sponsorships At-A-Glance

Perks	Sapphire \$2,500	Ruby \$10,000	Diamond \$15,000
Attendee list for SDAHO's Annual Convention (email and addresses)			✓
Webinar hosting opportunities			✓
Logo displayed on SDAHO Board meeting materials			✓
Annual Convention and Golf Event registrations		2	4
Post-Acute Care Conference registrations		1	2
Rural Health Leaders Conference registrations		1	2
Choice of registration to Annual Convention and Golf Event, Post-Acute Care Conference or Rural Health Leaders Conference	1		
Prominent exhibitor space at Annual Convention, Rural Health Leaders Conference and Post-Acute Care Conference		✓	✓
Choice of one exhibit space at Annual Convention, Post-Acute Care Conference or Rural Health Leaders Conference	✓		
SDAHO membership directory access	✓	✓	✓
Logo displayed on the SDAHO homepage and the sponsorship webpage	✓	✓	✓
Membership pricing for registrations	✓	✓	✓

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ADDITIONAL EVENT SPONSORSHIPS

SDAHO has sponsorship opportunities exclusively for our Annual Convention. We also have exhibitor opportunities for all of our conferences. All conferences are attended by healthcare leaders and decision makers from across the state. Each event caters to target audience interests and priorities.

2022 Events

April 13-14, 2022

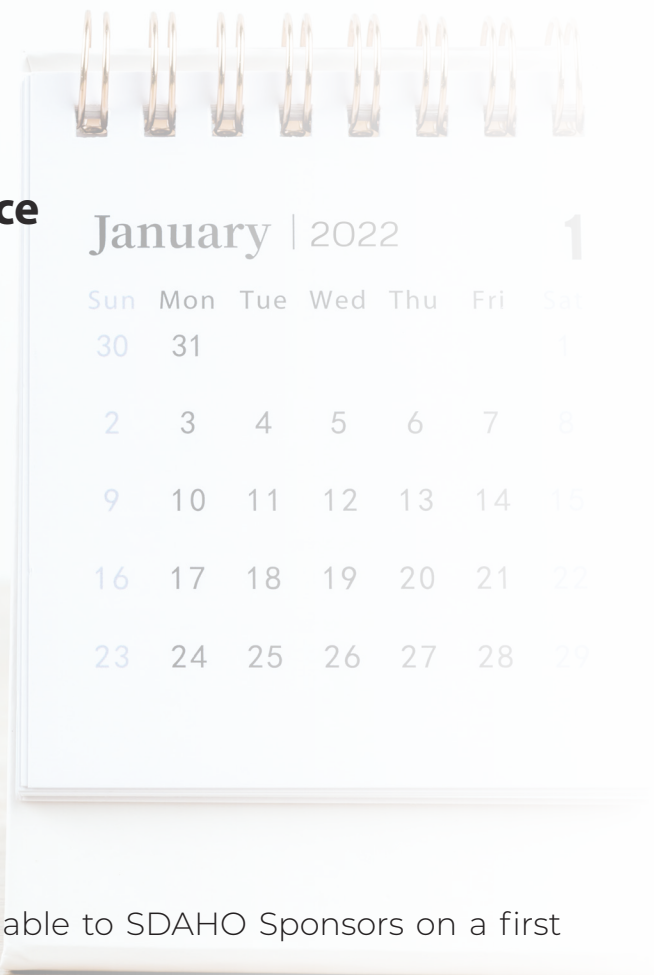
Post-Acute Partners in Care Conference
Sioux Falls, SD

July 12-13, 2022

Rural Health Leaders Conference
Pierre, SD


September 21-23, 2022

SDAHO's Annual Convention
Sioux Falls, SD



All additional sponsorship opportunities are available to SDAHO Sponsors on a first come, first served basis.

ANNUAL CONVENTION



Expected attendees include more than 500 hospital and long term care decision makers, including administrators, finance directors, directors of nursing, purchasing agents, public relations directors, personnel directors, engineers, health information managers, lab managers, social work directors/coordinators, dietitians, home health/hospice managers, quality assurance managers, assisted living directors, activity coordinators and many others. All SDAHO member organizations are expected to be represented at the convention.

Audience

**Over 500
healthcare
professionals**

Special Events

- Golf Event
- Welcome Social
- Exhibitor Show
- Awards Luncheon

Our golf event is a great start to our Annual Convention and provides lots of networking opportunities

The exhibitor show is held during exclusive hours during the first day of sessions.

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CONVENTION SPONSORSHIPS

Gold Level - \$7,500

Limited to 3 Sponsors

- Three registrations to SDAHO's Annual Convention and golf event
- Invitation to welcome social
- Prominent exhibit space
- Logo prominently displayed between keynote sessions
- Attendee list with emails and addresses
- Logo and website link included on convention webpage, app, and other promotional material

Silver Level - \$5,000

Limited to 5 Sponsors

- Two registrations to SDAHO's Annual Convention and golf event
- Prominent exhibit space
- Attendee list with emails and addresses
- Logo and website link included on Convention webpage, app, and other promotional material

Bronze Level - \$2,500

- One registration to SDAHO's Annual Convention and golf event
- Exhibit space
- Logo and website link included on convention webpage, app, and other promotional material



Conference Exhibitor Opportunities

Annual Convention

- Exhibit booth space: \$1,000
- Exhibitor show during exclusive hours, with no conflicting sessions.
- Booth space includes 8' table with two chairs and pipe and drape
- Access to network with South Dakota's healthcare professionals

Post-Acute Partners in Care Conference

- Exhibit booth space: \$500
- Space to display materials and opportunity to provide information on services
- Access to network with South Dakota's healthcare professionals

Rural Health Leaders Conference

- Exhibit booth space: \$500
- Limited to 8 exhibitors
- Space to display materials and opportunity to provide information on services
- Access to network with South Dakota's healthcare professionals

The Details

Interested in becoming a sponsor? Visit www.sdaho.org/sponsors to apply.

For any questions, contact Kelsey Grady, SDAHO Development Manager, at kelsey.grady@sdaho.org or call 605-789-7535.

SDAHO reserves the right to determine the eligibility of any sponsor or exhibitor for inclusion in the Sponsorship Program or events hosted by SDAHO. The acceptance of a sponsorship or exhibitor space does not carry the Association's endorsement of the products and/or services. Exhibits and the conduct of exhibitors are subject to the approval of the Association. The Association reserves the right to require modification of any exhibit which, in its opinion, is not in character with events hosted by SDAHO.



3708 W. Brooks Place, Sioux Falls, SD 57106 | 605-361-2281 | info@sdaho.org

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