



# 2024 European Leadership Summit

13-14 June 2024 – UNAHOTELS Expo Fiera Milano, Italy

## Sponsorship Opportunities Brochure

### About the Healthcare Businesswomen's Association (HBA)

The Healthcare Businesswomen's Association (HBA) is a global organization comprised of individuals and organizations in healthcare committed to:

- Achieving gender parity in leadership positions
- Providing equitable practices that enable organisations to realise the full potential of women
- Facilitating career and business connections to accelerate advancement.

The HBA accomplishes its mission through strong business networks, education and leadership development, and global recognition of outstanding individuals and companies. HBA's members and Corporate Partners represent a global workforce of more than six million professionals across the healthcare ecosystem. For more information please visit: [www.HBAnet.org/](http://www.HBAnet.org/).

### The 2024 HBA European Leadership Summit

The ELS forms a critical opportunity to unite members, foster strong business networks, and inspire thought leadership. The 2024 HBA European Leadership Summit (ELS) will be held in Milan.

Attendees will have the opportunity to participate in interactive workshops, listen to talks, and hear from expert speaker panels.

*Want to understand why this is such an empowering event to be a part of?*

- Watch our [2022](#) and [2023](#) highlight videos to hear testimonials from attendees.
- [Listen to extracts from our 2021 speakers](#)





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## Why sponsor?

Event sponsors can gain premium exposure with industry leaders and participants and facilitate long-term relationships with summit attendees at value rates. Sponsorship ensures your organization gets targeted exposure and helps to:

- Build business connections for a sustainable leadership advantage.
- Learn from thought leaders to broaden your perspective in the industry.
- Develop actionable insights for yourself, your team and your organization.
- Be part of a group of women and men leading the advancement and impact of women in the business of healthcare.
- Showcase your company's efforts for gender parity.

In an effort of to strengthen our relationships with our valued partners, we have developed an overview of possible engagement. Sponsorships are available at all price points starting at €2,500. The HBA relies on our sponsor's support to provide world class content and thought leadership to further the mission of gender parity in the business of healthcare.





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## 2024 HBA Europe Leadership Summit sponsorship packages:

Sponsor level:	Platinum	Gold	Silver	Bronze	Supporting
<b>Corporate Partner Rate</b>	30,000.00 €	25,000.00 €	15,000.00 €	5,000.00 €	2,500.00 €
<b>Non-Corporate Partner Rate</b>	36,000.00 €	30,000.00 €	18,000.00 €	6,000.00 €	3,000.00 €
<b>Complimentary Summit Registration Passes</b>	12	10	8	3	1
<b>Speaker Benefit</b> (including a free pass for the speaker)	Keynote	1 workshop speaker	1 panel speaker	-	-
<b>Company Market Place</b>	✓	✓	✓	✓	-
<b>Acknowledgement in opening</b> [Company mentioned in moderator opening & logo on opening slide]	✓	✓	✓	✓	✓
<b>Social Media Campaign</b> [Company sponsorship acknowledged as part of HBA ELS promotional campaign on social media]	✓	✓	✓	✓	✓
<b>Advertising in programme</b>	Full page	Full page	Full page	Half page	Half page
<b>Logo on Summit Microsite with link to company internet site</b>	✓	✓	✓	✓	✓
<b>Logo on Roll-up Banner</b> [Roll-up banner to thank our sponsors will be produced by HBA and placed in main entrance of Summit venue]	✓	✓	✓	✓	✓
<b>Leaflets/promotional gifts in conference bag</b> [Items to be produced by sponsors] Please note, HBA is concerned by the environmental impact of the event and advise sponsors to reach out to <a href="mailto:HBA@hbanet.org">HBA@hbanet.org</a> for advice and common practices	✓	✓	✓	✓	✓
<b>Mention in 'Know before you go' email</b> [Participants will be informed on the platinum sponsors by adding a link to your website]	✓				

Rates excl Italy VAT. And VAT treatment will follow the local regulation.

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Sponsor level:	Corporate Partner Event (formerly brunch)	Networking Cocktail	Bag or Lanyard	Wi-Fi
<b>Corporate Partner Rate</b>	<b>10,000.00 €</b>	<b>10,000.00 €</b>	<b>6,000.00 €</b>	<b>5,000.00 €</b>
<b>Non-Corporate Partner Rate</b>	<b>12,000.00 €</b>	<b>12,000.00 €</b>	<b>7,200.00 €</b>	<b>6,000.00 €</b>
<b>Complementary Summit Registration Passes</b>	3	2	1	1
<b>Speaker Benefit</b> (including a free pass for the speaker)	Keynote speaker at CP Brunch	-	-	-
<b>Company Market Place</b>		✓		
<b>Acknowledgement in opening</b> [Company mentioned in moderator opening & logo on opening slide]	✓	✓	✓	✓
<b>Social Media Campaign</b> [Company sponsorship acknowledged as part of HBA ELS promotional campaign on social media]	✓	-	-	-
<b>Special Signage</b> [Your company logo will be used to advertise the event]	CP event signage	Cocktail signage	-	-
<b>Advertising in programme</b>	Half page	Half page	-	-
<b>Logo on Summit Microsite with link to company internet site</b>	✓	✓	✓	✓
<b>Logo on Roll-up Banner</b> [Roll-up banner to thank our sponsors will be produced by HBA and placed in main entrance of Summit venue]	✓	✓	✓	✓
<b>Leaflets/promotional gifts in conference bag</b> [Items to be produced by sponsors] Please note, the HBA is concerned by the environmental impact of the event and advise sponsors to reach out to <a href="mailto:HBA@hbanet.org">HBA@hbanet.org</a> for advice	✓	✓	✓	✓
<b>Mention in 'Know before you go' email</b> [Participants will be informed on the platinum sponsors by adding a link to your website]	-	-	-	-

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