



# 2015 HASC Annual Meeting

April 22-24

Park Hyatt Aviara Resort • Carlsbad

**Gain uncommon exposure in a standout locale as a sponsor of the 2015 HASC Annual Meeting.**

With a comprehensive membership of more than 175 major metropolitan hospitals, community hospitals and health systems, HASC continues to be the voice of health care organizations and hospital leaders in Southern California.

Last year's event drew more than 200 hospital and health system executives, 125 sponsor attendees, and 150 family members and guests. Limited sponsorships make your time with our members even more worthwhile. Increase your visibility, build relationships and support HASC through these exciting opportunities at the 2015 Annual Meeting.

## BENEFITS OF SPONSORSHIP

**DIAMOND**  
(\$25,000)

**PLATINUM**  
(\$15,000)

**GOLD**  
(\$8,000)

**CONTRIBUTOR**  
(Various)

	<b>DIAMOND</b> (\$25,000)	<b>PLATINUM</b> (\$15,000)	<b>GOLD</b> (\$8,000)	<b>CONTRIBUTOR</b> (Various)
Complimentary full-conference registrations	<b>8</b>	<b>6</b>	<b>2</b>	
The option to purchase additional registrations at the sponsor rate of \$895	<b>4</b>	<b>2</b>	<b>2</b>	<b>2</b>
Recognition as sponsor of our Wednesday Evening Welcome Reception	<b>X</b>			
One complimentary, upgraded accommodation for Wednesday and Thursday nights	<b>X</b>			
Two promoted posts on HASC's Meeting App	<b>X</b>			
One premium booth space at Thursday's Strolling Dinner and Sponsor Reception, offering three hours of unopposed time with attendees	<b>X</b>			
8' x 10' booth space at Thursday's Strolling Dinner and Sponsor Reception, offering three hours of unopposed time with attendees		<b>X</b>	<b>X</b>	
Two complimentary exhibit booth-only attendees, plus the option to purchase two additional exhibit-only registrations for Thursday evening at \$195 per person	<b>X</b>	<b>X</b>	<b>X</b>	
List of attendees available two weeks prior to event	<b>X</b>			
Color slides of your logo displayed at general sessions	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Banner recognition	<b>X</b>	<b>X</b>	<b>X</b>	
List of attendees available on site	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Corporate signage at the event	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Business description in meeting handout	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Special recognition in HASC's newsletter and website	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>

## CONTRIBUTOR SPONSORSHIPS

- Bottled Water (\$5,000)
- Book (\$5,000)
- Wine Tasting (multiple available at \$3,500)
- Photo Shoot (\$3,500)
- Golf Event (multiple available at \$3,000)
- Breakfast (multiple available at \$3,000)
- Lunch (multiple available at \$3,000)

### HASC ASSOCIATE MEMBERS RECEIVE DISCOUNTS AS FOLLOWS:

Diamond Level: \$4,000 discount      Platinum Level: \$2,000 discount  
Gold Level: \$1,000 discount

## MEETING AGENDA

### WEDNESDAY, APRIL 22

8 a.m.      Golf Tournament  
              Shotgun Start - Mountain Course

6 - 9 p.m.    Welcome Reception  
              and Buffet Dinner

### THURSDAY, APRIL 23

7:30 - 8:45 a.m.    Breakfast

9 a.m. - 4 p.m.    General Sessions, Breakout  
                          and Luncheon Programs

6 - 9 p.m.          Strolling Dinner and  
                          Sponsor Exhibit

### FRIDAY, APRIL 24

7:30 - 8:45 a.m.    Breakfast

9 - 11 a.m.        General Sessions

### REGISTRATION INFORMATION

Please complete the Sponsor Registration Form and mail or fax to:

**Leticia Salcido**  
**HASC Annual Meeting**  
**515 South Figueroa Street, Suite 1300**  
**Los Angeles, CA 90071-3300**  
**Fax: (213) 538-0987**

Early registration is advised. To register for this event, you must participate as a sponsor.

### CONFERENCE REGISTRATION PACKAGE

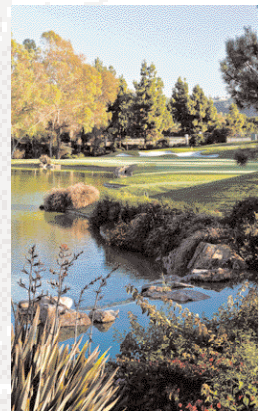
The registration fee for each attendee includes education sessions, listed meals, receptions and entertainment. We gratefully acknowledge our sponsors and their contributions, which subsidize the cost of the meeting.

### HOTEL ACCOMMODATIONS

#### Park Hyatt Aviara Resort

A special rate of \$289 (plus applicable fees and taxes) per single or double occupancy per night has been arranged for this conference.

Reservations may be made by calling toll free (888) 421-1442 or online <https://resweb.passkey.com/go/hospitalAssn> and referring to the HASC room block. Your credit card will be charged for one night upon receipt of your reservation. HASC appreciates the overwhelming response to this event each year and we encourage you to reserve early. Our room block expires March 27, 2015 or sooner if sold out. Any cancellation received within seven days of the check-in date will not be refunded and you will be charged for the full stay. HASC staff will make every effort to identify a replacement guest to take your reservation if you need to cancel within seven days, but we cannot guarantee the replacement. In the event that you arrive late or depart early, the resort will charge your credit card for the total number of nights reserved.



## CHECK-IN AND CHECKOUT

Check-in time is 4 p.m., and checkout is at noon.

## CONFERENCE CANCELLATIONS



Conference cancellations received in writing prior to March 27, will be subject to a \$50 processing fee. Conference refunds cannot be issued after this date. All hotel cancellations must be made directly with the hotel and are subject to the hotel's cancellation policy as stated.

## PAYMENT

Payment for all sponsorship fees is due February 28, 2015, or your sponsorship and exhibit booth may be canceled and resold.

*Please send check payable to HASC with your completed registration form to:*

Leticia Salcido  
HASC Annual Meeting  
515 South Figueroa Street, Suite 1300  
Los Angeles, CA 90071-3300  
Fax: (213) 538-0987

*For more information, contact:*

Leticia Salcido  
(213) 538-0737

## DRESS

Dress comfortably in casual wear for all meetings and activities.

## AMERICANS WITH DISABILITIES ACT

Please call (213) 538-0737 for any special needs or assistance.

## EXHIBITOR INFORMATION

### Facility

Park Hyatt Aviara Resort  
7100 Aviara Resort Road  
Carlsbad, CA 92011-US

### Exhibit Area

Grand Ballroom

## Specifications

Booth space will be 8 feet deep and 10 feet wide, furnished with identification and one 6-foot draped table. Information will be mailed to you regarding additional furnishings, equipment and shipping information. We suggest that you exhibit in your company's table-top format and save on set-up time.

## Booth Assignment

The exhibit features a complete buffet-style dinner, hosted beverages and activities designed to create a highly interactive exhibit hall. Reservations and space location will be confirmed in writing no later than April 1. Payment must be received before booth is assigned.

## Exhibit Hours

Set-up: Thursday, April 23, 4:30 – 6 p.m.

Show hours: 6 – 9 p.m.

Breakdown: 9 p.m. until midnight

The show area must be cleared by midnight.

## Regulations

- HASC requires that all sponsors and members refrain from planning hospitality events or activities at any time during the Annual Meeting without the permission of HASC. Planning independent events at any time during the Annual Meeting without the permission of HASC will result in cancellation of that event and forfeiture of any deposits for food and beverage orders. Companies in violation of this rule will not be invited to future events.
- Exhibitors are invited to feature one grand prize.
- HASC reserves the right to deny space to any company whose exhibit is deemed inappropriate to the interests of HASC members or whose presentation is objectionable to the association.



## Many Thanks to Our 2014 Sponsors

### **STRATEGIC PARTNERS**

Anthem Blue Cross • HFS Consultants

### **DIAMOND**

Blue Shield of California

### **PLATINUM**

CIGNA • Molina Healthcare • One Legacy • UnitedHealthcare

### **GOLD**

Aetna • AlliedBarton Security Services • Aramark • Austin Healthcare  
Barney & Barney • c|a Architects • The Camden Group • Care Ambulance  
CompleteRx • Cymetrix • Davis Wright Tremaine LLP • HBE Corporation  
Healthcare Performance Partners • iVantage Health Analytics • Keenan HealthCare  
Kindred Healthcare • Marsh • McKesson Paragon • MedAssets  
MDS Consulting • Pacific Medical Buildings • Sheridan Healthcorp, Inc. • Siemens  
Sodexo Health Care • Sound Physicians • TriscendNP • Wells Fargo Insurance Services

### **CONTRIBUTOR**

Alliant Employee Benefits • BDC Advisors, LLC • Boulder Associates Architects  
California Healthcare Insurance • CBRE Healthcare Services • Commerce Bank • CTPartners  
Hooper, Lundy & Bookman, P.C. • HTS, Inc. • IPC The Hospitalist Company, Inc.  
LA Care • Moss Adams LLP • The Neenan Company • TeamHealth  
Time Warner Cable Business Class