

# Sponsorship Prospectus

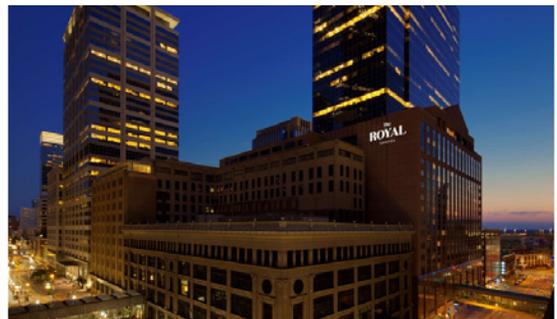


**VITAL2026**  
*Connect. Inspire. Lead.*



The Royal Sonesta  
Minneapolis Downtown

June 10–12, 2026





# Welcome to VITAL2026

VITAL2026 is the premier conference designed to empower mission-driven leaders of essential hospitals and health systems who are committed to advancing high-quality health care for all. By convening the health care industry's most influential minds, VITAL2026 aims to inspire solutions that will enhance care delivery, increase access, and improve outcomes for the communities that need it most.

## What is VITAL2026?

VITAL2026 is the epicenter of innovation, collaboration, and inspiration for health care

professionals who are committed to advancing high-quality health care for all. Over two and a half days, thought leaders, industry pioneers,

and health care executives gather to share insights, explore cutting-edge solutions, and set the agenda for the future of health care.



## Who attends VITAL?

Our attendees are the decision-makers and change agents within essential hospitals and health systems. They include hospital administrators and executives responsible for the leadership, operations, patient experience, quality care, finances, and continued success of essential hospitals.

Attendees include:

- C-suite leaders
- Vice presidents and senior vice presidents

Directors and senior directors  
Managers  
Clinicians

Frequent attendee titles you can expect to see at VITAL:

- President and CEO
- Chief Executive Officer
- Chief Financial Officer
- Primary Care Director
- Administrative Director of Clinical Operations
- Director, Clinical Research

- Director of Population Health
- Director of Nursing
- Nursing Manager
- Senior Program Manager
- Senior Manager of Federal Advocacy
- Vice President of Sales
- Vice President of Communication and External Affairs
- Senior Vice President, Chief Legal Officer
- Senior Vice President, External Affairs

## Why Sponsor VITAL2026?

As a sponsor, your brand will be front and center for the very leaders who influence health care policy, innovation, and patient outcomes. This is your opportunity to:



### Engage Directly with Health Care Leaders

Connect with the key decision-makers who are actively seeking solutions to their most pressing challenges.



### Showcase Your Innovations

Present your products, services, or technologies to a highly targeted audience that values cutting-edge solutions.



### Build Strategic Partnerships

Foster relationships with health care executives and thought leaders who are leading the charge in essential care.



### Amplify Your Brand

Gain unparalleled visibility through our extensive pre-event promotions, on-site branding, and post-event communications.

Join us at VITAL2026 and position your organization at the forefront of health care innovation. Together, we can shape the future of health care for the communities that need it most. We invite you to explore the exclusive sponsorship opportunities that await you and look forward to partnering with you at VITAL2026.



## What Our Attendees are Saying

The experiences and connections made at VITAL leave a lasting impact on health care leaders across the nation. Here's what some of our attendees had to say about their time at the conference:

*I loved networking with colleagues from across the country who face the same challenges and the opportunities to exchange ideas.*

*I loved meeting other health systems with similar missions and dedication to care for the health and well-being of EVERY individual in the communities served with the highest level of care.*



*“It was exciting, timely, informative, provocative. It made me energized to get more things done!”*



# 2026 Sponsorship Opportunities



## DIAMOND LEVEL

\$20,000

- Two (2) complimentary registrations and additional registrations at member rate
- Two (2) email introductions from vice president of membership and development to identified key contacts from attendee list
- Access to preliminary and final attendee lists
- Forty-five (45)-second looping video displayed in meeting space
- Branded signage throughout meeting space
- Pre-event branding and promotional options to include:
  - › Logo placement on association and conference websites and select social media promotions
  - › Acknowledgment at meeting functions by senior leadership



## GOLD LEVEL

\$15,000

- Two (2) complimentary registrations and additional registrations at member rate
- One (1) email introduction from vice president of membership and development to identified key contact from attendee list
- Access to preliminary and final attendee lists
- Thirty (30)-second looping video displayed in meeting space
- Branded signage throughout meeting space
- Pre-event branding and promotional options to include:
  - › Logo placement on association and conference websites and select social media promotions
  - › Acknowledgment at meeting functions by senior leadership



## SILVER LEVEL

\$10,000

- One (1) complimentary registration and additional registrations at member rate
- One (1) email introduction from vice president of membership and development to identified key contact from attendee list
- Access to preliminary and final attendee lists
- Fifteen (15)-second looping video displayed in meeting space
- Branded signage throughout meeting space
- Pre-event branding and promotional options to include:
  - › Logo placement on association and conference websites and select social media promotions
  - › Acknowledgment at meeting functions by senior leadership



## Make Connections at VITAL2026

*“It was uplifting to connect physically and ideologically with hospital leaders who are in the same boat—meaning that we are kindred spirits who share the realities of navigating turbulent health care waters, with limited resources, all while drawing upon innovative, inspired, and strategic actions to attain success. I left the conference feeling even more energized and optimistic about the potential for essential hospitals to thrive.”*

# Special Opportunity Sponsorships

## GAGE AWARDS

**SOLD OUT**

- Exclusive sponsor of the 2026 Gage Awards Luncheon—celebrating achievements in operational excellence, quality improvement, and population health at member hospitals
- Opportunity for representative to share three-minute introduction and remarks addressing Gage Awards ceremony attendees
- In-person introduction to the award winners
- Two (2) complimentary registrations and additional registrations at member rate
- Two (2) email introductions from vice president of membership and development to identified key contacts from attendee list
- Access to preliminary and final attendee lists
- Thirty (30)-second looping video displayed in meeting space
- Branded signage throughout meeting space
- Pre-event branding and promotional options to include:
  - › Logo placement on association and conference websites and select social media promotions
  - › Acknowledgment at meeting functions by senior leadership

## KEYNOTE SPONSORSHIP

**SOLD OUT**

- Exclusive opportunity for representative to provide three-minute introduction and remarks before keynote speaker presentation
- Two (2) complimentary registrations and additional registrations at member rate
- Two (2) email introductions from vice president of membership and development to identified key contacts from attendee list
- Access to preliminary and final attendee lists
- Thirty (30)-second looping video displayed in meeting space
- Branded signage throughout meeting space
- Pre-event branding and promotional options to include:
  - › Logo placement on association and conference websites and select social media promotions
  - › Acknowledgment at meeting functions by senior leadership

# Special Opportunity Sponsorships

## OPENING RECEPTION SPONSORSHIP

**SOLD OUT**

- Exclusive opportunity for representative to provide two-minute introduction and give remarks at VITAL2026 opening reception on **Wednesday, June 10**
- Two (2) complimentary registrations and additional registrations at member rate
- One (1) email introduction from vice president of membership and development to identified key contact from attendee list
- Access to preliminary and final attendee lists
- Thirty (30)-second looping video displayed in meeting space
- Branded signage throughout meeting spaces
- Pre-event branding and promotional options to include:
  - › Logo placement on association and conference websites and select social media promotions
  - › Acknowledgment at meeting functions by senior leadership

## TECHNOLOGY SPONSORSHIP

**\$20,000**

- Exclusive sponsor of VITAL2026 conference mobile app, featuring inclusion of one in-app banner on the app's "welcome" screen
- Exclusive conference Wi-Fi provider with the option to use the sponsor's name as the Wi-Fi password
- Two (2) complimentary registrations and additional registrations at member rate
- Access to preliminary and final attendee lists
- Branded signage throughout meeting spaces
- Pre-event branding and promotional options to include:
  - › Logo placement on association and conference websites and select social media promotions
  - › Acknowledgment at meeting functions by senior leadership



## Experiential Sponsorship Opportunities

### HYDRATION STATION

\$20,000

- Exclusive sponsorship of all attendee hydration refill stations, featuring manual refill dispensers provided by the hotel
- Opportunity to provide sponsor-branded water bottles to promote sustainability and organizational brand, furthering your mission and values of corporate responsibility (Sponsor responsible for securing and distributing bottles)
- Two (2) complimentary registrations and additional registrations at member rate
- One (1) email introduction from vice president of membership and development to identified key contact from attendee list
- Access to preliminary and final attendee lists
- Branded signage throughout meeting spaces
- Pre-event branding and promotional options to include:
  - › Logo placement on association and conference websites and select social media promotions
  - › Acknowledgment at meeting functions by senior leadership

### QUIET ROOM

\$20,000

- Exclusive sponsorship of quiet room and mindfulness hub for attendees to take a break and recharge
- Option to provide logo items specific to the event Two (2) complimentary registrations and additional registrations at member rate
- One (1) email introduction from vice president of membership and development to identified key contact from attendee list
- Access to preliminary and final attendee lists
- Fifteen (15)-second looping video displayed in meeting space
- Branded signage throughout meeting space
- Pre-event branding and promotional options to include:
  - › Logo placement on association and conference websites and select social media promotions
  - › Acknowledgment at meeting functions by senior leadership

## Experiential Sponsorship Opportunities

### FIRST-TIME ATTENDEE MIXER

**SOLD OUT**

- Exclusive sponsorship of the Wednesday, June 10, First-Time Attendee Mixer
- Opportunity to deliver a three (3)-minute welcome and introduction during the session
- Branded networking question cards used to spark conversation among first-time attendees
- One (1) complimentary registration and additional registrations at member rate
- Access to preliminary and final attendee lists
- Branded signage throughout meeting spaces
- Pre-event branding and promotional options to include:
  - › Logo placement on association and conference websites and select social media promotions
  - › Acknowledgment at meeting functions by senior leadership

### HEALTHTECH EXPERIENCE

**SOLD OUT**

Exclusive Sponsor may host one of the following during the conference:

- Interactive Demonstrations
  - › Set up a booth with live demos of your innovative health solutions/products
  - › Host virtual consultations/demos to highlight products, such as remote patient monitoring systems and artificial intelligence–driven diagnostic tools
- Workshops and Seminars
  - › Organize and lead one (1) discussion on health innovation topics of interest with association members and hospital leaders
- Live HealthTech Consultation Experience
  - › Set up a mock consultation room where attendees can experience/demonstrate your solutions
  - › Consultations may demonstrate patient-clinician interactions, use of HealthTech software, and ease and efficiency of technology
- Two (2) complimentary registrations and additional registrations at member rate
- One (1) email introduction from vice president of membership and development to identified key contact from attendee list
- Access to preliminary and final attendee lists
- Fifteen (15)-second looping video displayed in meeting space
- Branded signage throughout meeting space
- Pre-event branding and promotional options to include:
  - › Logo placement on association and conference websites and select social media promotions
  - › Acknowledgment at meeting functions by senior leadership

# Additional Sponsorship Opportunities

## Focus Kit Sponsorship

\$5,000

- Provide attendees with tools to boost attention, focus, and calmness during VITAL2026. These carefully curated kits are accessible to all attendees and have been highly popular at previous events. As the exclusive sponsor, your logo will be prominently displayed on all kits.

## Pocket Guide Sponsorship

\$10,000

- Secure one of the highest-visibility placements at VITAL2026. As the exclusive back-cover sponsor of the printed pocket guide, your ad will appear on the most frequently referenced piece of conference material. Attendees rely on the guide for session times and program details. Position your brand front and center throughout the event.

## First-Time Attendee Welcome Gift

\$10,000

- Exclusive sponsorship of a curated welcome gift for first-time VITAL2026 attendees
- Gift provided to the first 100 first-time attendees who check in on-site
  - › Final quantity may be adjusted based on actual first-time attendee registration and check-in numbers
- Gift selection and production timeline will be finalized once registration trends are clearer, allowing for thoughtful alignment with attendee volume and sponsor goals
- Sponsor branding featured on or within the welcome gift for lasting visibility
- Recognition as the First-Time Attendee Welcome Gift Sponsor in on-site signage and select conference materials

## Content Studio Sponsorship

\$20,000

- Sponsorship of a dedicated on-site Content Studio designed for short, high-impact interviews with hospital leaders and subject matter experts
- Recognition as the official “Content Studio Partner,” with brand presence integrated into the studio space and select promotional materials
- Opportunity to receive recorded interview assets for post-conference marketing use, extending visibility beyond VITAL2026
- Final studio format, staffing model, equipment needs, interview coordination, and operating schedule to be determined in collaboration with the association to ensure a high-quality experience for both sponsor and participants
- Availability and usage days subject to space confirmation and logistical planning



**VITAL2026**  
Connect. Inspire. Lead.



## Thank You for Considering VITAL2026

We sincerely appreciate your interest in partnering with us for VITAL2026. Your support and collaboration are crucial as we work together to advance health care access, innovation, and leadership across essential hospitals nationwide.

We invite you to take the next step in this journey. Our corporate development team is here to help you find the perfect sponsorship opportunity that aligns with your goals and maximizes your impact. Let's discuss how we can work together to make a lasting difference.

**Amit Kumar** Adam Winston, MS  
Director, Marketing and Corporate Development  
AKumar@essentialhospitals.org  
P: 202.585.0133