



American Hospital Association™

Advancing Health in America

## AHA Virtual Executive Dialogues

Executive Dialogues attract a C-Suite audience to discuss a topic of the sponsor's choosing.

These intimate gatherings give sponsors the opportunity to gain timely, relevant insights, as well as the chance to make new connections. We will work with you to select a topic based on your needs and our knowledge of the field. The AHA handles all event recruitment and management and will facilitate the discussion.



### Standard Deliverables

- Exclusive sponsorship of an invitation-only roundtable event, topic selected collaboratively, based on the American Hospital Association's audience insight and sponsor's desired messaging.
- Event to be held virtually via teleconference.
- Facilitation by an AHA moderator.
- Recruitment by AHA of 3-5 senior hospital executives (C-suite or other upper-level management, depending on sponsor target audience).
- AHA staffing for virtual event by a senior editor/project manager and sales account manager, in addition to moderator's participation.
- Digital coverage of the roundtable discussion in the form of sponsored content.



### E-Book Deliverables

- Event covered in a 5 page e-book/PDF, with opportunity for sponsor's participant to be featured and quoted. Company logo on front cover, and company name on back cover.
- Sponsor to provide headshot of participant; photo may only be used within digital coverage by AHA.
- E-book is published on the AHA.org website for 12 months. Performance metrics for first month (typically after first 30 days) provided upon request.
- E-book featured as sponsored content in the AHAToday newsletter (minimum of one run).
- Sponsor receives full reprint rights for e-book, a print ready PDF format of e-book will be provided.

*Note: All E-Books are subject to review, editing and approval by the AHA Communications team. We also reserve the right to reschedule publishing of E-Book (on website and in AHA Today).*

**For more information on sponsorships, please contact:**

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