



**2022**  
**BUSINESS ASSOCIATE MEMBERSHIP**  
**PROGRAM**



**IROQUOIS**  
*Healthcare Association*

# 2022 BUSINESS ASSOCIATE MEMBERSHIP

## ABOUT IHA

The Iroquois Healthcare Association (IHA) is the premier voice of Upstate New York's hospitals and health systems. We are a not-for-profit membership organization representing over 50 hospitals and health care systems in 32 counties of Upstate, spanning nearly 28,000 square miles. IHA and its affiliates provide members with advocacy, education, patient safety and quality initiatives, data & analytics, cost-saving initiatives and business solutions that improve the health of people throughout the communities they serve. For detailed information about our association, please visit us at [www.iroquois.org](http://www.iroquois.org).

## WHY SHOULD YOU BECOME A BUSINESS ASSOCIATE MEMBER?

IHA business associate membership gives your company access to healthcare leaders in Upstate New York and can help you foster positive relationships with new and current customers, anticipate trends and changes in the healthcare environment, and identify new opportunities for reaching Upstate New York's healthcare sector. By becoming a Business Associate Member, you will have the opportunity to connect with healthcare leaders and decision-makers to champion new ideas and gain visibility for your organization.



# 2022 BUSINESS ASSOCIATE MEMBER **BENEFITS**

## **BUSINESS MEMBERSHIP**

IHA's Business Associate Membership category is available to businesses that provide products and services to healthcare organizations including: consultants/consulting firms, law firms, financial institutions, health plans, architectural design, executive search, supply chain, and others. This membership category increases visibility within the Upstate NY hospital and healthcare industry, expands networking opportunities, and offers premier discounts and advanced sponsorship opportunities at IHA events.

### **BASIC BUSINESS MEMBERSHIP | \$1,000 INCLUDES:**

- Listing on IHA's website ([www.iroquois.org](http://www.iroquois.org))
- Listing in IHA's Membership Directory with a company description (published quarterly)
- Complimentary link/PDF of IHA's Membership Directory

### **ENHANCED BUSINESS MEMBERSHIP | \$5,000 INCLUDES Basic Business Membership plus:**

- One electronic mailing describing services offered
- One live, educational webinar presentation to a segment of the IHA membership, includes promotion of webinar through email and social media.
- Promotion of your company on IHA's social media (Facebook/Instagram/Twitter/LinkedIn)
- Sponsorship at the 2022 Iroquois Invitational valued at \$500 (pending Pandemic-related directives)

### **ELITE BUSINESS MEMBERSHIP | \$10,000 INCLUDES Basic & Enhanced Business Membership plus:**

- One survey opportunity on a relevant topic to the IHA membership (survey to be conducted by IHA staff)
- One on-demand, educational webinar, includes promotion through email and social media and placement on IHA website
- Sponsorship of our new IHA quarterly member newsletter
- Special sales pitch/promotion in newsletter
- Discussion of the business' services by IHA staff on field and member visits - to include executive level and department management

For more information regarding IHA's Business Associate Membership program, please contact us at (518) 348-7445 or [mboese@iroquois.org](mailto:mboese@iroquois.org).

# 2022 SPONSORSHIP OPPORTUNITIES

In addition to your Business Associate Membership, IHA offers an a la carte menu of sponsorship opportunities throughout the course of the year that allow your organization to support our member hospitals, gain access to hospital executives and enhance your organization's visibility.

## **IHA ANNUAL MEETING**

When: May 19 & 20, 2022

Where: Otesaga Resort & Hotel | Cooperstown, NY

Average Attendance: 75+

### **CEO ROUNDTABLE SPONSOR | \$2,000**

(1) Available—Includes (2) complimentary tickets to Cocktail Reception and Dinner with hospital executives and leadership *(\*Open to Enhanced/Elite members only)*

### **COCKTAIL SPONSOR | \$2,000**

Includes company name on collateral associated with the event and (1) complimentary ticket to the Cocktail Reception and Dinner

### **DINNER BEVERAGE SPONSOR | \$1,500**

Includes company name on collateral associated with the event, verbal recognition at Dinner and (1) complimentary ticket to the Cocktail reception and (2) complimentary tickets to Dinner

## **ADDITIONAL OPPORTUNITIES**

### **AFTER DINNER NETWORKING | \$1,000**

### **GIVEAWAY | \$500**

### **IHA BOARD BREAK | \$250**

## **EDUCATIONAL WEBINAR | \$ Varies**

## **EDUCATIONAL E-MAIL | \$500**

## **IHA QUARTERLY NEWSLETTER AD | Price Varies**

### **QUARTER PAGE | \$250**

### **HALF PAGE | \$500**

### **FULL PAGE | \$1,000**

## **IHA FALL FORUM & IROQUOIS INVITATIONAL**

When: September 20, 2022

Where: Turning Stone Resort & Casino | Verona, NY

Average Attendance: 100+

### **AWARDS COCKTAIL SPONSOR | \$2,000**

(4) Available—Includes company name on collateral associated with the event and (1) complimentary ticket to the Cocktail Reception

### **AWARDS DINNER SPONSOR | \$2,000**

(2) Available—Includes company name on collateral associated with the event, verbal recognition at Dinner and (1) complimentary ticket to the Dinner

### **BOXED LUNCH SPONSORSHIP | \$1500**

### **BEVERAGE CART SPONSORSHIP | \$1500**

### **HOLE-IN-ONE SPONSORSHIP | \$1,000**

### **CLOSEST TO THE PIN | \$1,000**

### **LONGEST DRIVE | \$1,000**

### **HOLE SPONSORSHIP | \$500**

(18) available

### **PRIZE SPONSORSHIP | \$500**

(10) available

\*Due to the ongoing COVID-19 pandemic, all in-person events are subject to change. Virtual sponsorship will become available in the event of any in-person meeting cancellations.

\*\*Sponsorship levels subject to change

\*Please note, sponsorship selections should be noted in the A la Carte section on the next page.  
For more information regarding IHA's Business Associate Membership program, please contact us at (518) 348-7445 or [mboese@iroquois.org](mailto:mboese@iroquois.org).

# 2022 BUSINESS ASSOCIATE MEMBER APPLICATION

**\*Please complete the following as you would like it to appear in our directory and on our website.**

Company Name \_\_\_\_\_

Address \_\_\_\_\_ City/State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Website \_\_\_\_\_

Contact person's name/title \_\_\_\_\_

Contact person's email \_\_\_\_\_

Please provide a brief description of your organization and its products/services to be used for internal and marketing purposes. Attach a separate sheet if needed. (If you'd like assistance, please contact IHA Director of Marketing & Communications Kathy Kirvin at [kkirvin@iroquois.org](mailto:kkirvin@iroquois.org)) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

| SELECTION(S) | MENU OF OPTIONS                                    | COST            |
|--------------|--|-----------------|
|              | <b>Basic Business Associate Membership</b>         | <b>\$1,000</b>  |
|              | <b>Enhanced Business Associate Membership</b>      | <b>\$5,000</b>  |
|              | <b>Elite Business Associate Membership</b>         | <b>\$10,000</b> |
|              | <b>A la Carte Option(s) (i.e. sponsorship(s)):</b> | <b>\$</b>       |
|              | <b>TOTAL:</b>                                      | <b>\$</b>       |

## PAYMENT INFORMATION

Check your desired method of payment:  Visa  MC  Discover  AMEX  Check

Credit Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV: \_\_\_\_\_

Cardholder's Name \_\_\_\_\_ Signature \_\_\_\_\_

**\*Please note, your Business Associate Membership/Sponsor application will not be processed until there has been approval by the IHA Board of Directors (for membership) and payment is received in full.**

**If paying by credit card, please email contract with payment information to:**  
Iroquois Healthcare Association  
[mboese@iroquois.org](mailto:mboese@iroquois.org)

**If paying by check, please mail in contract with payment to:**  
Iroquois Healthcare Association  
Attn: Associate Membership Program  
15 Executive Park Drive  
Clifton Park, NY 12065

# FREQUENTLY ASKED QUESTIONS

## HOW DO I JOIN IHA AS AN ASSOCIATE MEMBER?

To become an Associate Member of IHA, please complete the application on the previous page. You can either mail a hard copy of your application to:

Iroquois Healthcare Association  
Attn: Associate Membership  
15 Executive Park Drive  
Clifton Park, NY 12065

Or email your application to [mboese@iroquois.org](mailto:mboese@iroquois.org).

If you have any immediate questions regarding membership benefits, sponsorship opportunities or the application process, please email us at [mboese@iroquois.org](mailto:mboese@iroquois.org) or call (518) 348-7445.

## WHEN WILL MY MEMBERSHIP APPLICATION BE APPROVED?

Once your application is submitted, you will receive an acknowledgement email from IHA. IHA and the Executive Committee of its Board of Directors reserve the right to determine whether an organization qualifies for Associate Membership.

Associate Membership and Sponsor applications received by the close of business on the last day of the month are sent to the Executive Committee of the IHA Board of Directors for approval on or about the 7th day of the following month.

## WHAT HAPPENS ONCE MY APPLICATION HAS BEEN APPROVED?

Once your application has been approved, you will receive a confirmation and welcome letter from IHA. Based on your membership level, you may need to submit additional forms that we will provide.

## WHEN IS MY PAYMENT DUE?

Payment will be processed upon receipt; however, membership becomes active when payment has been received in full and there has been approval by the IHA Board of Directors. All Associate Members will be invoiced upon approval of the Executive Committee of the IHA Board of Directors.

Please note, our third party payment vendor is PCI Compliant. As soon as we process credit card payments, we destroy the application which contains the full credit card number. If you are more comfortable providing credit card information over the phone, please call (518) 348-7446.

## WHEN DO MY MEMBER BENEFITS TAKE EFFECT?

Member benefits, including sponsorship opportunities, will begin upon approval by the Executive Committee of the IHA Board of Directors once payment has been received in full.

IHA is sensitive to competition between companies when assigning sponsored events. We reserve the right to schedule benefits based on our marketing schedule. We will work with associates to accommodate their schedules when possible.

IHA maintains final approval of all content and content placement.

Please note, Associate membership does not indicate endorsement or support of a particular product or service by IHA or its Board of Directors.

## DOES MY MEMBERSHIP EXPIRE?

Associate membership will renew automatically on an annual basis and your organization will be invoiced 30 days prior to your scheduled end date. Membership benefits will become active upon payment in full.

Associate members operating unethically or in a way that reflects negatively upon IHA will result in membership revocation and will be disallowed from participating in association events.

## HOW DO I MAXIMIZE MY MEMBERSHIP?

IHA offers various sponsorship opportunities for association events. These events bring together CEOs, CFOs, and other healthcare executives from across Upstate New York. Engage your target market through direct access and networking with hospital and health system decision-makers. Please review the sponsorship opportunities available in this packet for more information.

For more information regarding IHA's Business Associate Membership program, please contact us at (518) 348-7445 or [mboese@iroquois.org](mailto:mboese@iroquois.org).