

SPONSORSHIP PROSPECTUS

INNOVATION INTENSIVE

Ideas move faster when the right people are in the room.

DECEMBER 3-4, 2026

Hartford HealthCare campus | Hartford, Connecticut

PARTNER WITH NEW ENGLAND'S HEALTHCARE COMMUNICATIONS COMMUNITY

A focused two-day experience bringing healthcare marketing, communications, and public relations leaders together to explore what is changing now—and what comes next.

Join the curriculum. Build relationships. Help move the profession forward.

NESHCo | New England Society for Healthcare Communications

admin@neshco.org | neshco.org



WHY PARTNER

More than visibility. A place in the conversation.

The Innovation Intensive is designed for active participation— not passive logo placement.

THE OPPORTUNITY

Connect with the people shaping healthcare marketing and communications across New England in an intentionally focused, high-energy setting.

What makes this different

- Sponsors are integrated into the experience as thought leaders, relationship builders, decision makers, and supporters of the NESHCo community.
- Short, energetic sessions create more openings for conversation, relationship-building, and follow-up.
- Premium partners can help shape relevant educational content, subject to NESHCo editorial review and audience-first standards.
- Specific dedicated time early in the event with influential attendees creates facilitated, focused conversation with healthcare-side attendees designed to initiate new relationships, called *Innovative Exchange*.
- The lunchtime welcome on December 3 gives partners an early opportunity to meet attendees before the afternoon program, the evening networking event allows sponsors to follow up on conversations and questions, leading into the December 4 programming.

A regional audience with influence

NESHCo brings together professionals from hospitals, health systems, agencies, and organizations serving healthcare. The community spans emerging practitioners through CMOs, vice presidents, presidents, and CEOs across all six New England states.

59%	20%+	6 states
Marketing + communications/PR roles*	Director/manager or president/CEO roles*	A truly New England community

PARTNERSHIP MODEL

Three ways to influence

Choose the level that best matches your goals. Every level supports the community; upper tiers add deeper participation and access.

INNOVATION LEADER \$10,000 2 available	Shape the conversation A co-created educational session, Innovation Exchange access, and the event’s highest level of visibility.
INNOVATION PARTNER \$6,500 4 available	Build meaningful relationships Facilitated Innovation Exchange conversations, an exhibit table, and trusted-channel promotion.
COMMUNITY PARTNER \$3,000 4 available	Be present and support the field A focused exhibit presence, attendee access, and recognition throughout the experience.
PROMOTION BEGINS IN SEPTEMBER TO BUILD YOUR BRANDS’ PRESENCE Newsletters Social Media Dedicated BOD and Membership Outreach	

AT A GLANCE

Compare partnership benefits

BENEFIT	INNOVATION LEADER	INNOVATION PARTNER	COMMUNITY PARTNER
Full event registrations	2	1	discounted
Relationship-building exhibit table	Included	Included	Included
Innovation Exchange passes	2	1	-
Co-created Innovation Session	Included	-	-
NESHCo-sent pre-event email	1	1	-
Pre/post attendee information*	Included	Included	Included
Social sponsor spotlight	2	1	1
Logo on event site + digital materials	Premier	Prominent	Standard
Welcome bag	Tote bag logo included	-	-
Promotional material, provided	Distributed	Distributed	Distributed
Supplied Opening video	60 sec.	-	-
Eligibility for premium add-ons	Yes	Yes	-

**Shared and used only in accordance with NESHCo's attendee communication and privacy guidelines.*

THE INNOVATION EXCHANGE

Five-to-ten-minute conversations focused on emerging needs, barriers, and new approaches.

Specific dedicated time early in the event with influential attendees creates facilitated, focused conversation with healthcare-side attendees designed to initiate new relationships.

PREMIER PARTNERSHIP

Innovation Leader

\$10,000 | 2 opportunities

BEST FOR

Organizations seeking thought leadership, high-trust engagement and a visible role in advancing healthcare communications.

Lead the learning

- One 45-minute Innovation Session, developed with NESHCo, and integrated into the main agenda.
- Topic and speakers are subject to NESHCo editorial approval; content must be educational, audience-relevant, and non-promotional. A healthcare-provider co-presenter or client-case study is strongly encouraged.
- One 60-second sponsor-produced video shown during an opening general session.

Make high-value connections

- Two passes to the Innovation Exchange — a facilitated series of brief conversations with healthcare-side attendees designed to surface needs, exchange ideas, and begin relationships.
- One relationship-building exhibit table positioned near attendee traffic, refreshments, and program entry.
- Two full-event registrations, usable for sponsor representatives or invited healthcare clients.

Extend your reach

- One NESHCo-distributed, sponsor-created email to registered attendees before the event, subject to approval.
- Pre- and post-event attendee information, two sponsor spotlight posts, and premier logo recognition across event communications, signage, and digital slides.
- Event tote, welcome-bag, and promotional materials distributed.
- First access to premium add-ons.

CORE PARTNERSHIP

Innovation Partner

\$6,500 | 4 opportunities

BEST FOR

Organizations that value face-to-face relationship building, an exhibit presence, and trusted-channel promotion.

Build relationships early

- One pass to the Innovation Exchange, scheduled early enough in the program to allow conversations to continue throughout the event.
- One relationship-building exhibit table positioned near attendee traffic, refreshments, and program entry.
- One full-event registration, usable for sponsor representatives or invited healthcare client.

Be visible before, during and after

- One NESHCo-distributed, sponsor-created email to registered attendees before the event, subject to approval.
- Pre- and post-event attendee information and one dedicated sponsor spotlight through NESHCo's social channels.
- Prominent logo recognition on the event website, digital materials and signage, and session entry/exit slides.
- Eligibility to reserve an available premium add-on after Innovation Leaders have first selection.

ACCESSIBLE PARTNERSHIP

Community Partner

\$3,000 | 4 opportunities

- One relationship-building exhibit table with two chairs.
- Event registrations offered BOGO.
- Pre- and post-event attendee information, subject to NESHCo guidelines.
- One sponsor recognition post through NESHCo's social channels.
- Logo recognition on the event website, digital materials and signage, and session entry/exit slides.

LET'S BUILD SOMETHING VALUABLE

Reserve your partnership

Tell us what success looks like for your organization. NESHCo will help you select and activate the partnership that best supports your goals.

NEXT STEP

Contact admin@neshco.org to confirm availability and begin planning your activation.

Premium add-ons

Available only to Innovation Leaders and Innovation Partners. Each opportunity is exclusive and subject to event logistics.

WELCOME EXPERIENCE

\$3,500

Recognition as host of the December 3 evening gathering, invitation branding, on-site signage and a brief welcome.

CONSTANT COFFEE	\$2,500	Branded all-day coffee station placed near partner tables - useful, visible and appreciated.
EVENT LANYARDS	\$2,000	Sponsor logo on attendee lanyards plus recognition as the official lanyard partner.
INNOVATION FUEL	\$1,500	A healthy snack or local treat selected by NESHCo and presented courtesy of the sponsor.

Looking to customize?

If your company is interested in offering experiences not outlined in the prospectus, NESHCo is eager to work with partners on bespoke sponsorship ideas. Reach out today admin@neshco.org.

Audience-first standards

- Educational participation is not pay-to-pitch. NESHCo retains editorial control over session topics, speakers, format and final content.
- Sponsor-created emails, videos, collateral, bag items and on-site activations require advance approval and must meet stated deadlines.
- Innovation Exchange participation is designed to create relevant conversations. NESHCo does not guarantee buyer intent, qualified leads, procurement opportunities or sales outcomes.

Attendee information and follow-up

- Attendee information may be used only for relevant event-related outreach within NESHCo’s stated pre- and post-event communication windows.
- Information may not be sold, shared, appended to unrelated databases or added to ongoing automated marketing without the individual’s permission.
- Sponsors are expected to respect attendee preferences and all applicable privacy and anti-spam requirements.

Commitment and availability

- Opportunities are limited and reserved when NESHCo receives a signed commitment and payment according to the sponsorship agreement.
- Benefits are subject to production schedules, venue rules, and timely delivery of sponsor assets.
- NESHCo may adjust placements or activation details when necessary while preserving comparable sponsor value.

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