

**BECKER'S
HEALTHCARE**

16th Annual Meeting

April 13 - 16, 2026 // Hyatt Regency Chicago

2026 PROSPECTUS

Updated 2.4.2026

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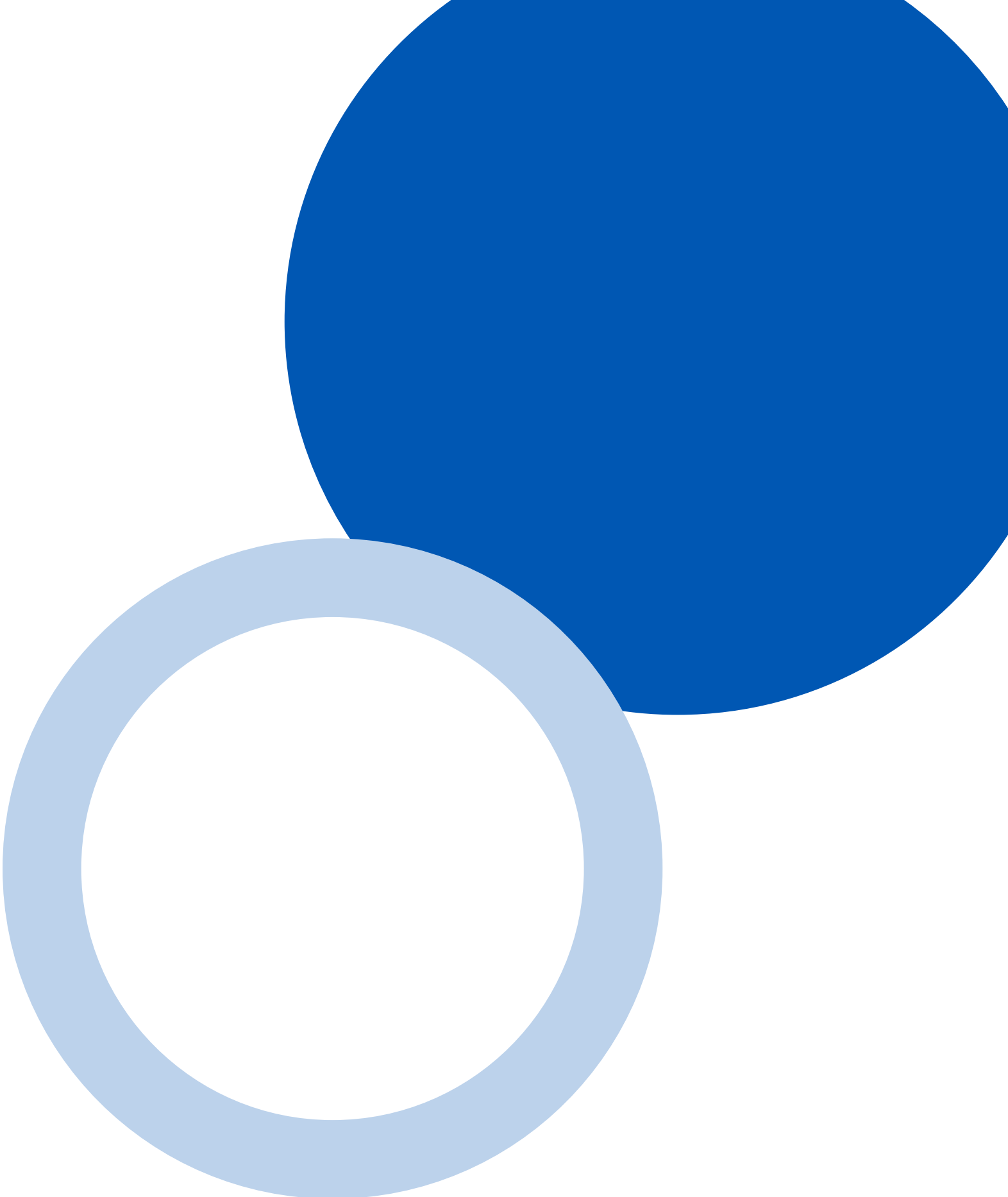
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Why Becker's Healthcare

Becker's Healthcare is the go-to source for healthcare decision makers and one of the fastest growing media platforms in the industry. Through print, digital, and live event platforms, Becker's Healthcare equips healthcare leaders with the information and forums they need to learn, exchange ideas and further conversations about the most critical issues in American healthcare.

#Beckers

14

Advisory Board

Active Health System CEOs



Barry Arbuckle
PhD, President and CEO, MemorialCare Health System



Wesley Burks
MD, Dean, UNC School of Medicine



Michael Dowling
President and CEO, Northwell



Steven Goldstein
President and CEO, Strong Memorial Hospital & Highland Hospital



Johnese Spisso
RN, MPA President, UCLA Health; CEO, UCLA Hospital System



Warner Thomas
President and CEO, Sutter Health



Michael Ugwueke
President and CEO, Methodist Le Bonheur Healthcare



Chris Van Gorder
President and CEO, Scripps Health



Eugene A. Woods
President and CEO, Advocate Health

Advisory Board

Active Health System CEOs



David Feinberg
MD, President and CEO, Cerner



JP Gallagher
President and CEO, Endeavor Health



Redonda Miller
MD, President, Johns Hopkins Hospital



Kevin B. Mahoney
CEO, Penn Medicine, University of Pennsylvania Health System



Julie Sprengel
President and CEO, CommonSpirit Health - California Region



Mike Slubowski
President and CEO, Trinity Health



Joe Impicchiche
CEO, Ascension



Carmela Coyle
President & CEO, California Hospital Association

Emeritus CEOs



Lloyd Dean
President and CEO Emeritus, CommonSpirit Health



Teri Fontenot
President and CEO Emeritus, Woman’s Hospital



Laura Forese
MD, Executive Vice President and COO Emeritus, New York-Presbyterian



Howard Kern
President and CEO Emeritus, Sentara Healthcare



Stephen K. Klasko
MD, President and CEO Emeritus, Thomas Jefferson University and Jefferson Health



Louis A. Shapiro
President and CEO Emeritus, Hospital for Special Surgery



Nancy Howell Agee
President and CEO, Carilion Clinic



Melinda Estes (Mindy)
MD, President and CEO, St. Luke’s Health System





2026 Live Events

APR
13

16th Annual Meeting
April 13-16, 2026
Hyatt Regency, Chicago

APR
13

4th Annual Spring Payer Issues Roundtable
April 13-14, 2026
Hyatt Regency, Chicago

APR
13

Oncology Executive Summit
April 13-14, 2026
Loews Hotel, Chicago

APR
15

Spring Chief Pharmacy Officer Summit
April 15-16, 2026
Hyatt Regency, Chicago

APR
13

Spring Behavioral Health Summit
April 15-16, 2026
Hyatt Regency, Chicago

JUN
11

**23rd Annual Spine, Orthopedic and Pain-
Management Driven ASC + The Future of
Spine Conference**
June 11-13, 2026
Swissotel, Chicago

SEP
14

**11th Annual Health IT + Digital Health + RCM
Annual Meeting: The Future of Business and
Clinical Technologies**
September 14-17, 2026
Hilton, Chicago

SEP
14

Perioperative Summit
September 14-15, 2026
Hilton, Chicago

SEP
14

Future of Dentistry Roundtable
September 14-15, 2026
Hilton, Chicago

OCT
29

**32nd Annual The Business and
Operations of ASCs**
October 29-31, 2026
Swissotel, Chicago

NOV
2

14th Annual CEO + CFO Roundtable
November 2-5, 2026
Hyatt Regency, Chicago

NOV
2

5th Annual Fall Payer Issues Roundtable
November 2-3, 2026
Hyatt Regency, Chicago

NOV
4

**3rd Annual Fall Chief Pharmacy Officer
Summit**
November 4-6, 2026
Hyatt Regency, Chicago

WHY GET INVOLVED WITH BHC EVENTS?

Becker's Healthcare strives to improve healthcare by equipping decision-makers with the insights they need to make informed decisions.

We strategically align editorial content and live events to best meet the unique needs of our readers. Content is informed by leaders and decision-makers in the industry, including those who serve on the Becker's Healthcare advisory board. All news, analysis, events and other content is packaged in a way that acknowledges the value of our readers' time and recognizes the pace of change in healthcare. We find new ways for our advertising partners to connect with our influential audience, knowing that their support ensures Becker's content and live events are accessible to all healthcare leaders across the U.S.





Impact Reports

- Annual Meeting
- Spring Payer Issues Roundtable
- Spine, Orthopedic and Pain Management- Driven ASC + The Future of Spine Conference
- Future of Dentistry + DSO Roundtable
- Health IT + Digital Health + RCM Annual Meeting: The Future of Business and Clinical Technologies
- The Business and Operations of ASCs
- CEO + CFO Roundtable
- Fall Payer Issues Roundtable
- Chief Pharmacy Officer Summit

2026 Keynotes + Celebrity Speakers

KEYNOTES



Pete November

Chief Executive Officer
Ochsner Health



Nasim Eftekhari, MS

Executive Director, Applied AI and Data Science
City of Hope



Jeff Flaks

Chief Executive Officer
Hartford HealthCare



Prathibha Varkey, MBBS, MPH, MHPE, MBA

President
Mayo Clinic Health System



Rob Allen

Chief Executive Officer
Intermountain Health

CELEBRITIES



Troy Aikman

Pro Football Hall of Fame Quarterback, Emmy-nominated
Broadcaster, and Voice of ESPN's Monday Night Football



George W. Bush

43rd President of the United States

[FULL LIST OF EVENT SPEAKERS](#)

Speaking Opportunities

CXO FEATURED SESSION

\$82,500 ***SOLD OUT***

The CXO Featured Session Sponsor is ideal for companies that want to be seen as a thought leader to decision-making executives. Becker's will curate a panel of speakers for the session. As the sponsor, you'll provide guidance on the topic, questions, and target speaker personas, ensuring a highly relevant and impactful discussion. This will be included in the agenda and list of all attendees will be provided at the conclusion.

FEATURED SESSION SPONSOR

\$77,500 ***SOLD OUT***

The Featured Session Sponsor is ideal for companies that want to present before the decision-making executives. It allows sponsors to create a presentation or panel of speakers and lead a conversation of a relevant industry topic. This will be included in the agenda and list of all attendees will be provided at the conclusion. Full page ad in conference guide included with featured session sponsorship.



FEATURED SESSION SPONSORED BY:





EXECUTIVE ROUNDTABLE

\$62,500 **LIMITED**

This exclusive breakfast or lunch discussion, offers the sponsor a unique opportunity to gain feedback from busy hospital decision-makers. The Becker’s team will manage recruitment for this invite-only executive discussion.

PLATINUM PANEL SPONSORSHIP

\$55,000 **LIMITED**

The platinum panel sponsor will be able to add one speaker to an existing panel on the agenda. The sponsor will receive a list of attendees that attended the session. Branding will include the sponsor logo on a foam core sign alongside the other sponsor logos.





Corporate Partner

\$125,000 *LIMITED*

The Corporate Partner Sponsorship includes premier placement and exposure for all aspects of Becker's Hospital Review Annual Meeting, including large signage at the event, logo placement on the event brochure, event website, mobile application and all print and digital event marketing.



Branding

LANYARDS

\$42,000 (2 Available) **SOLD OUT**

The Badge Lanyard sponsor will receive logo placement on the lanyards that will be distributed to all attendees to wear during the conference.

ROOM KEY CARDS

\$36,000 (1 Available)

The Room Key Card sponsor will receive logo placement on the room keys for all room block attendees.

LASER ENGRAVER

\$18,500 (1 Available)

Within the exhibit hall, Becker's will have a laser engraver available for sponsorship. This sponsorship would include signage around the engraver as well as the ability to capture leads and staff the engraver. Attendees can personalize luggage tags and all materials are provided by Becker's.

SPONSORED PENS OR HIGHLIGHTERS

\$18,500 (2 Available)

The sponsoring company will have logo placement on pens ordered by Becker's Healthcare. The pens will be distributed to conference attendees at main registration.



Branding

PRE-CONFERENCE EXPOSURE

Conference Guide Ad

This guide includes the conference agenda and is given to every attendee at the conference, ensuring that attendees will reference it multiple times throughout the day.

1/4 Page Ad.....	\$1,800
1/2 Page Ad.....	\$3,100
Full Page Ad.....	\$4,400
Bellyband on the Guide.....	\$7,500



DIGITAL SCREEN SPONSORSHIP

\$30,000

Capture attendee attention with dynamic digital signage. Your logo will be prominently displayed on screens throughout the conference venue, alongside the other screen sponsor logos. Ensures high visibility and impactful brand reinforcement.

Signage

ESCALATOR STICKERS

\$42,000 (2 Available)

The sponsoring company will be able to put together a creative to feature on escalator stickers at the event. The stickers will be placed along one escalator at the location of sponsors choice (based on availability) at the hotel as well as signage.





Forums

FORUM SPONSORSHIP

\$15,000

Your company logo will be placed on signage around the Forum, in the conference guide, and on the Forum website, positioning you as a thought leader throughout the space.

FORUM SPEAKING (BRANDING + SPEAKING)

\$50,000

The sponsoring company will have the opportunity to add one speaker of their choosing to an existing panel created by Becker's on the Forum agenda. The sponsor will receive logo placement on signage around the Forum in the conference guide, and on the Forum website.

Thought Leadership + Content

ON-SITE PODCASTING

\$17,500

Elevate your thought leadership and engage with attendees through our on-site Podcast Studio. You'll have the opportunity to host interviews, share insights, and create valuable content that extends beyond the conference.



Add-Ons

BADGE ADDITION

Please speak to a Becker's rep about pricing and badge limits.

Purchase additional badges for your team to join us on-site at the event.

EXECUTIVE ROUNDTABLE CONTENT

Please speak to a Becker's rep about pricing and options.

BHC Custom Content covering thoughts and key takeaways from your Executive Roundtable, to be shared and promoted with the broader Becker's digital audience after the event concludes.

FEATURED SESSION CONTENT

Please speak to a Becker's rep about pricing and options.

BHC Custom Content covering messages and learnings from your Featured Session, to be shared and promoted with the broader Becker's digital audience after the event concludes.

FOOD + BEVERAGE

Please speak to a Becker's rep about pricing and menu options.

Draw extra attention to your booth or exhibit hall presence with food & beverage add-ons! We have a wide variety of options brought on by the hotel's on-site catering service.

VIDEO RECORDING

Please speak to a Becker's rep about pricing.

Purchase the rights to a video recording of your Panel Sponsorship or Featured Session to be used for later hosting, thought leadership, and promotion.

Keynote Celebrity Sponsorship + VIP Opportunity

\$100,000 (3 Available)

Available keynotes: Kevin O'Leary, Michael Phelps, Nick Saban

In addition to the keynote sponsorship, sponsor also receives a VIP photo taking experience, with the ability to have attendees pick up their printed photos at your booth. Sponsor will be able to invite prospects to also attend this intimate setting with the celebrity keynote.





Provider Lounge

\$100,000

SOLD OUT

A designated area at the show for attendees to sit, relax and network. Sponsorship includes coffee and cookies served during networking times in the lounge. Ideal for a casual setting to network with attendees.

- Coffee and cookies provided during networking breaks at the lounge space
- Any additional F&B outside of this, Becker's will loop you in with venue to purchase separately
- Includes foam core
- Promotion in the conference guide

Meeting Rooms

Please inquire and discuss with a Becker's Healthcare representative on opportunities.

- Seats 8 - 10 People
- 2 Full Conference Registrations
- Light snack available
- Ability to use throughout the entire event
- Pre and Post-conference Attendee Physical Mailing Lists (emails not included)

MEETING ROOM LOCATION	AVAILABILITY
Michigan Boardroom	Available
Roosevelt Boardroom	Available
Randolph Boardroom	Available
Monroe 1 Boardroom	Available
Monroe 2 Boardroom	Available
Monroe 3 Boardroom	Available
Monroe 4 Boardroom	Available
Monroe 5 Boardroom	Available
Gallery 1 Boardroom	Available
Monroe 3 Boardroom	Available
Monroe 4 Boardroom	Available
Monroe 5 Boardroom	Available

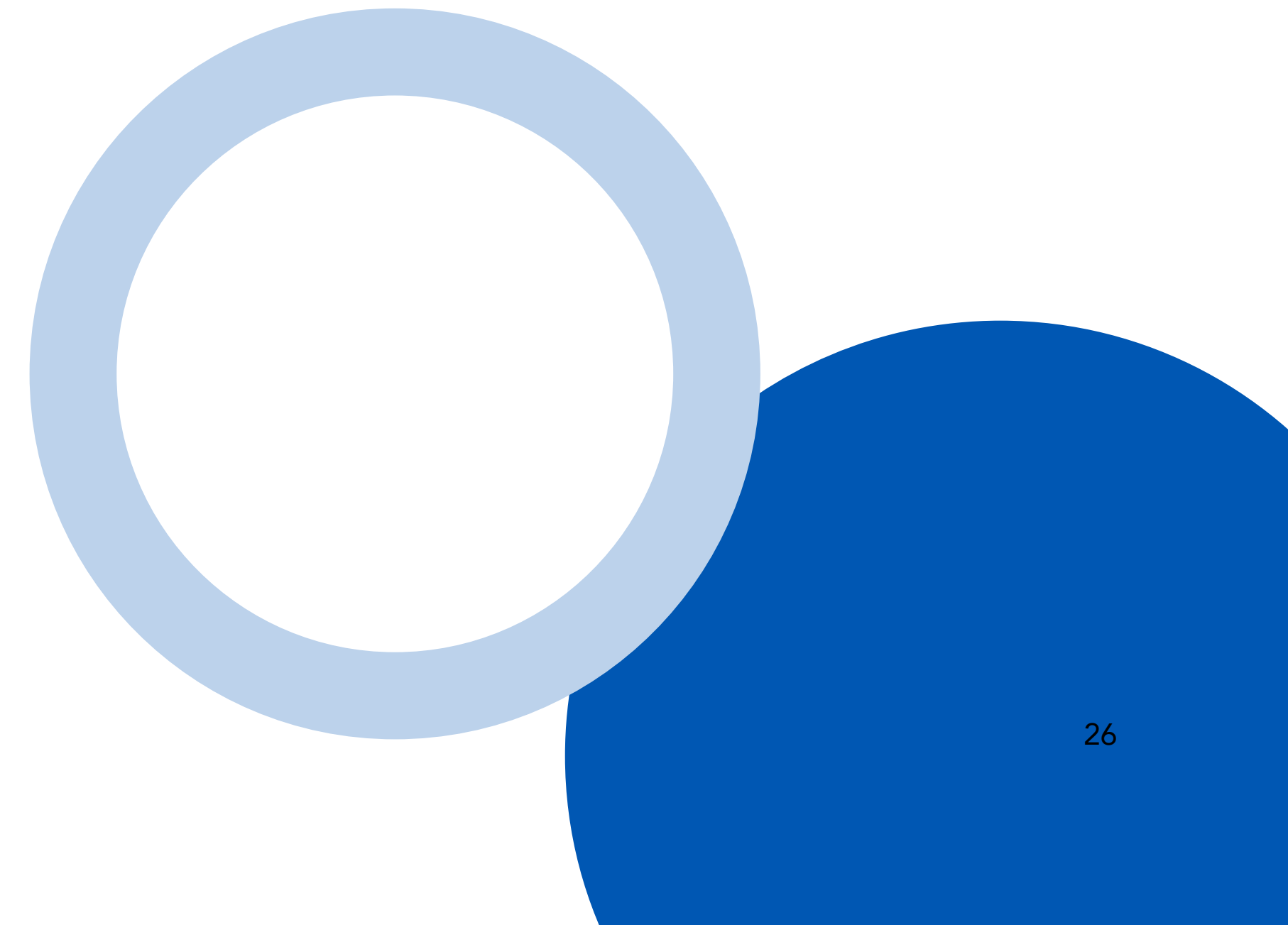


Podcast Studio

Please inquire and discuss with a Becker's representative.

SOLD OUT

Elevate your thought leadership and engage with attendees through our on-site Podcast Studio. As a sponsor, you'll have the opportunity to host interviews, share insights, and create valuable content that extends beyond the conference.





InsightGlobal

Staff care.

Charging Kiosks

\$50,000

Provide attendees with a dependable spot to recharge their devices while keeping your brand front and center. Branded charging kiosks naturally attract consistent foot traffic and feature full kiosk wraps along with custom-branded chargers that attendees carry throughout the venue, extending your reach well beyond the station itself.

Includes:

- (3) Charging Kiosks scattered across high-trafficked areas of the event
- Full wrap branding around the kiosk and each individual charger included
- Charging Kiosks will be available to attendees from Monday - Wednesday





*Mockup shown for illustrative purposes only. Final coat check setup may differ slightly.

Coat Check

\$80,000

Offer attendees convenient, secure storage while showcasing your brand at a prime onsite touchpoint. This sponsored coat check includes prominent signage and branded claim tags, ensuring repeated visibility and lasting brand impressions in one of the event's highest-traffic areas.

Includes:

- Coat Check built out with a drape in the event space and marketed with directionals (exact placement TBD)
- Coat Check will be staffed (Exact times TBD based on final agenda)
 - 7 AM – 6 PM Monday
 - 7 AM – 6 PM Tuesday
 - ½ Day Wednesday
- Branded welcome counter with sponsor logo
- Signage located near the coat check with hours of operation and the sponsor logo
- Branded 3-sheet tear-away ticket with numbers

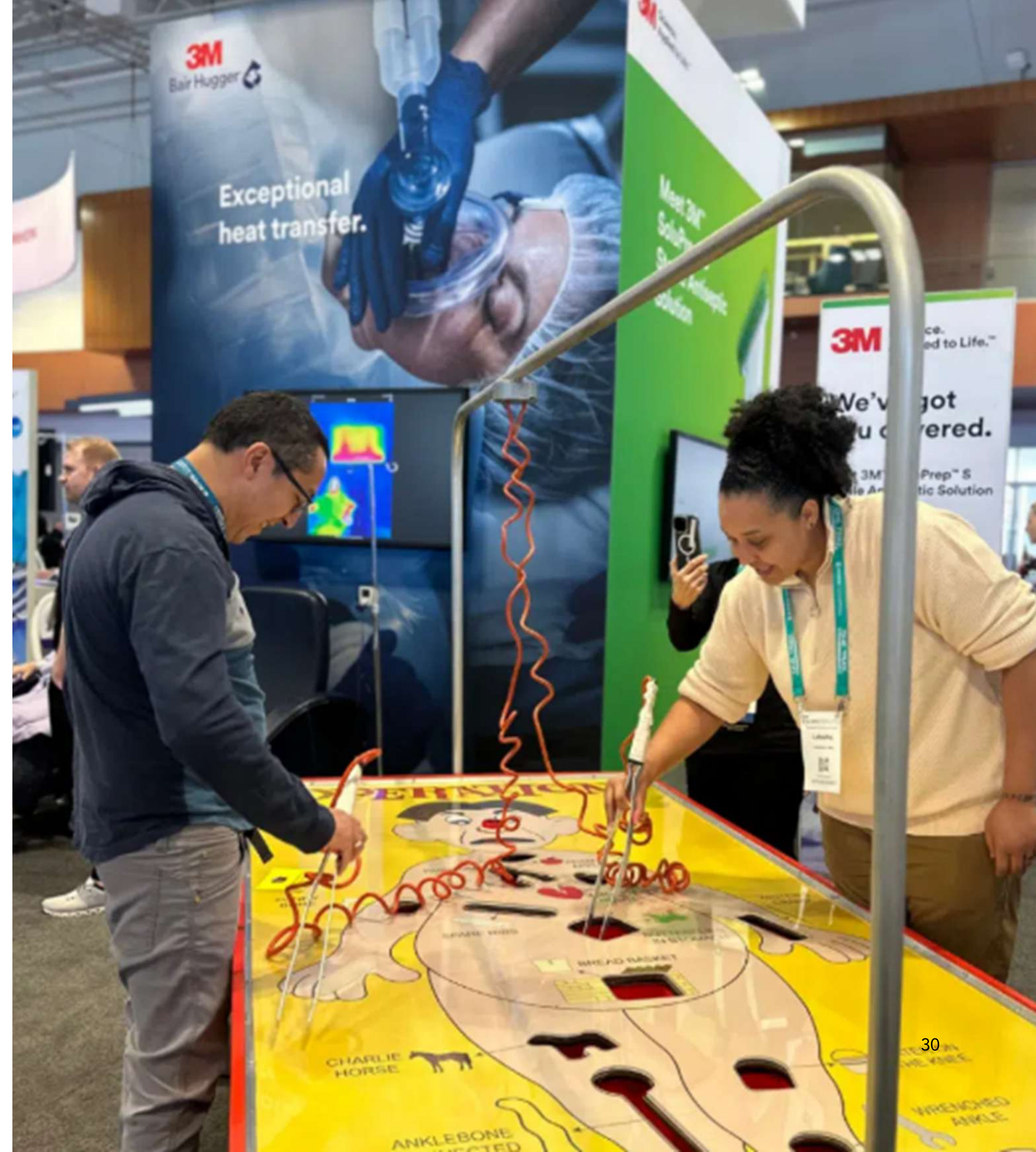
Giant Operations Game

\$60,000

Create an interactive, high-visibility experience in the exhibit hall with a giant Operation-style game. Attendees compete by using oversized tongs to remove game pieces for points, generating steady engagement and drawing crowds. Sponsorship includes branded signage and the opportunity to capture leads from participating players.

- Available all day Monday - Wednesday
- Load-in/out details handled by Becker's staff
- (1) Half meter-board with sponsoring company's logo
- 10 x 10 minimum booth space required (included in price)
 - Activation requires a 9 x 9 space. Activation will come with a highboy for sponsor literature.
 - Option to extend to a 10 x 20 booth space at an additional charge

Custom Branding Available Upon Request





CUSTOM EVENTS

SUMMITS

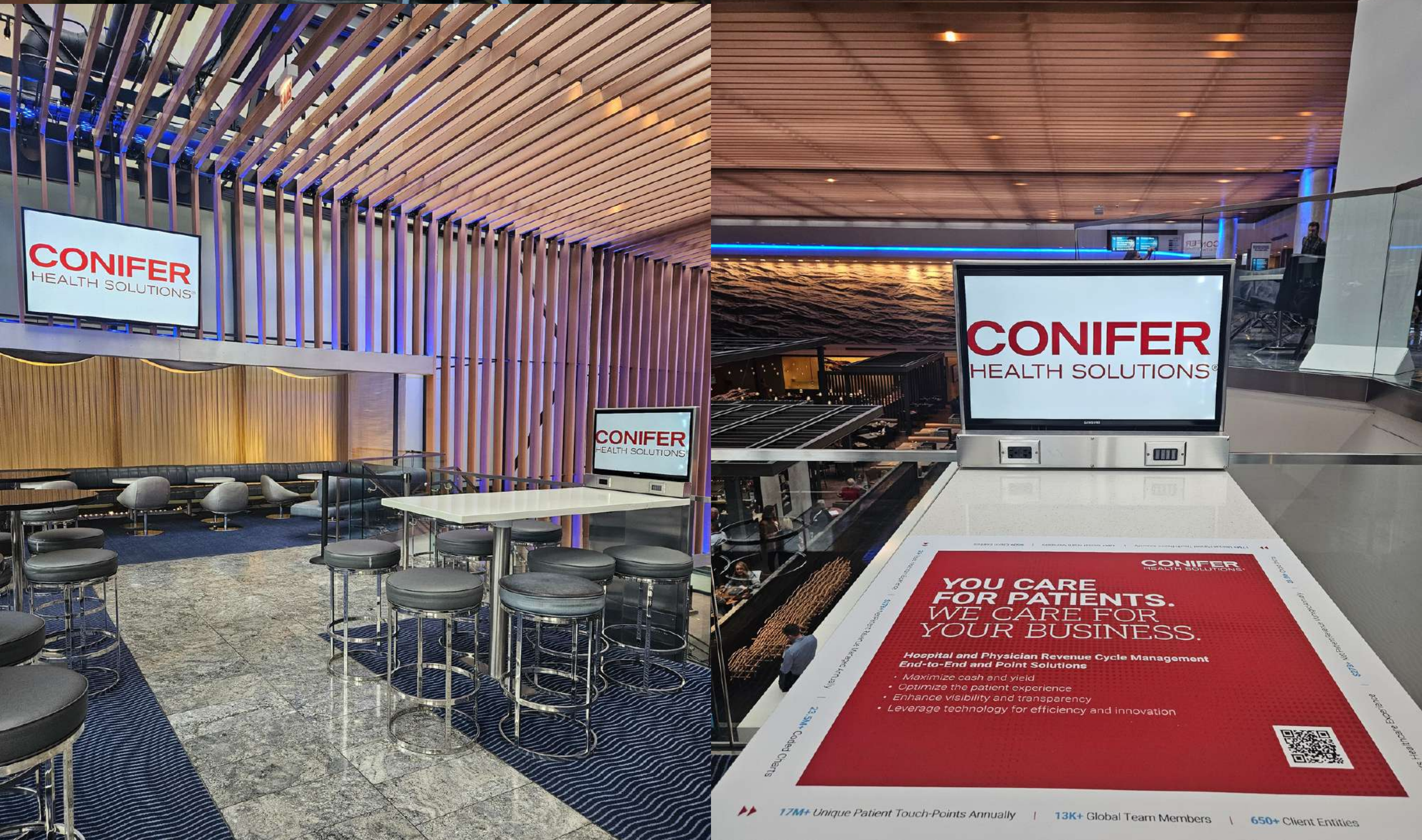
Please inquire and discuss with a Becker's Healthcare representative
SOLD OUT

2-3 hour topic-specific summit event with a built-out agenda and interactive sessions targeted to specific personas from hospitals and health systems. For more information, please ask your Becker's representative.

AFTER PARTIES

SOLD OUT

Starts at 100k, speak to your Becker's contact for details



CO-LOCATED EVENTS

Please inquire and discuss with a Becker's Healthcare representative.

Extend your reach and engage a wider audience by hosting a co-located event alongside our conference. This provides a unique platform to showcase your expertise and connect with key decision-makers in a focused setting.

Co-Located Events Include:

- Custom Events in collaboration with Becker's Healthcare
- Clinical Leadership Summit
- Chief Pharmacy Officer Summit
- Payer Issues Summit



9TH ANNUAL
**Health IT +
Digital Health +
RCM Conference**

**AFTER PARTY
SPONSORED BY:**

CONIFER
HEALTH SOLUTIONS®



Platinum Sponsorship Opportunities

PLATINUM BENEFITS

- 5 Full Conference Registrations
- Special Recognition Announcements & Signage at Conference and Related Events
- Branding in Promotional Emails
- Premium Listing for Company Logo, Description, and URL listed on the Conference Website and in the Conference Guide
- Pre- and Post-conference Attendee Physical Mailing Lists (emails not included)

SUMMIT SPONSORSHIP

Please inquire and discuss with a Becker's Healthcare representative.
LIMITED

2-3 hour topic-specific summit event with a built-out agenda and interactive sessions targeted to specific personas from hospitals and health systems. For more information, please ask your Becker's representative.

CORPORATE PARTNER

\$125,000 LIMITED

The Corporate Partner Sponsorship includes premier placement and exposure for all aspects of Becker's Hospital Review Annual Meeting, including large signage at the event, logo placement on the event brochure, event website, mobile application and all print and digital event marketing.

KEYNOTE CELEBRITY SPONSORSHIP + VIP OPPORTUNITY

\$100,000 SOLD OUT

In addition to the keynote sponsorship, sponsor also receives a VIP photo taking experience, with the ability to have attendees pick up their printed photos at your booth. Sponsor will be able to invite prospects to also attend this intimate setting with the celebrity keynote.

AFTER PARTIES

\$100,000 LIMITED

Please inquire and discuss with a Becker's Healthcare representative.

WIRELESS SPONSORSHIP

\$100,000 **SOLD OUT**

Solo Sponsor

The Wireless Sponsorship is ideal for online branding. The sponsoring company will have their company name, tagline or other phrase within the character limit as the wireless password for the full 4-day event. The homepage can also be the sponsoring company's landing page.

PROVIDER LOUNGE

\$100,000 **SOLD OUT**

Create a dedicated networking space for healthcare providers by sponsoring the exclusive Provider Lounge. Your branding will be prominently featured in this dedicated space where attendees can relax, recharge, and network with peers.

GOLF SIMULATOR

\$100,000 **SOLD OUT**

Within the exhibit hall, Becker's will have a golf simulator available for sponsorship. This sponsorship would include signage around the highly trafficked simulator as well as the ability to capture leads and staff the simulator.

CXO FEATURED SESSION

\$82,500 **SOLD OUT**

The CXO Featured Session Sponsor is ideal for companies that want to be seen as a thought leader to decision-making executives. Becker's will curate a panel of speakers for the session. As the sponsor, you'll provide guidance on the topic, questions, and target audience, ensuring a highly relevant and impactful discussion. This will be included in the agenda and list of all attendees will be provided at the conclusion.

COAT CHECK

\$80,000 **LIMITED**

Offer attendees convenient, secure storage while showcasing your brand at a prime onsite touchpoint. This sponsored coat check includes prominent signage and branded claim tags, ensuring repeated visibility and lasting brand impressions in one of the event's highest-traffic areas.

FEATURED SESSION

\$77,500 **SOLD OUT**

The Featured Session Sponsor is ideal for companies that want to present before the decision-making executives. It allows sponsors to create a presentation or panel of speakers and lead a conversation of a relevant industry topic. This will be included in the agenda and list of all attendees will be provided at the conclusion. Full page ad in conference guide included with featured session sponsorship.

KEYNOTE PANEL / ADDRESS

\$65,000 **LIMITED**

The Keynote Speaker sponsor receives large signage at the keynote speaker's session, the opportunity to introduce the keynote speaker and to have the sponsor's logo up as the backdrop during the keynote presentation. Many times there will be semi-keynotes going on.

GIANT OPERATIONS GAME

\$60,000 **LIMITED**

Create an interactive, high-visibility experience in the exhibit hall with a giant Operation-style game. Attendees compete by using oversized tongs to remove game pieces for points, generating steady engagement and drawing crowds. Sponsorship includes branded signage and the opportunity to capture leads from participating players.

CHARGING KIOSKS

\$50,000 **LIMITED**

Provide attendees with a dependable spot to recharge their devices while keeping your brand front and center. Branded charging kiosks naturally attract consistent foot traffic and feature full kiosk wraps along with custom-branded chargers that attendees carry throughout the venue, extending your reach well beyond the station itself.



EXECUTIVE ROUNDTABLE

\$62,500 *LIMITED AVAILABILITY*

This exclusive breakfast or lunch discussion, offers the sponsor a unique opportunity to gain feedback from busy hospital decision-makers. The Becker's team will manage recruitment for this invite-only executive discussion.

SPEAKERS DINNER SPONSOR

\$85,000 (5 Available)

The Speaker Dinner sponsor receives large logo recognition at the exclusive invite-only dinner for speakers and the opportunity to welcome guests verbally and 4 seats at the speaker's dinner.

EXCLUSIVE MULTIMEDIA SPONSOR

\$50,000 (1 Available)

Including a large screen featuring all of the social media from the conference, this sponsor will have all of the branding on that as well as ten sponsored tweets, and lots of interactive multimedia co-branding leading up to the event, as well as post event.

PLATINUM PANEL SPONSORSHIP

\$55,000 *LIMITED*

The platinum panel sponsor will be able to add one speaker to an existing panel on the agenda or a forum. The sponsor will receive a list of attendees that attended the session. Branding will include the sponsor logo on a foam core sign alongside the other sponsor logos. There is a chance that speakers on the existing panel will change before the final event date.



Gold Sponsorship Opportunities

GOLD BENEFITS

- 4 Full Conference Registrations
- Announcements & Signage at Conference
- Branding in promotional emails
- Premium Listing for Company Logo, Description, and URL listed on the Conference Website and in the Conference Guide
- Pre- and Post-conference Attendee Physical Mailing Lists (emails not included)

BADGE LANYARDS

\$42,000 ***SOLD OUT***

The Badge Lanyard sponsor will receive logo placement on the lanyards that will be distributed to all attendees to wear during the conference.

MID-DAY ESPRESSO BAR

\$35,000 ***LIMITED***

The Mid-Day Espresso Bar sponsorship is a great way to have attendees flocking to you to get their afternoon “fix” of caffeine. Branded coffee cups, napkins and signage will be a way for all of the attendees to know who helped get them through their 3 pm slump!

HAPPY HOUR BAR SPONSOR

\$35,000 (3 Available)

The Networking Reception Sponsorship includes cocktail napkins with the sponsor’s logo, large signage at the event and an introductory announcement at the beginning of the reception.

ROOM KEY CARDS

\$36,000 (1 Available)

The Room Key Cards Sponsorship gives the sponsoring company the opportunity to have their company logo and tagline on the hotel room key cards for all attendees staying at the hotel.

LABELED BOTTLED WATER

\$35,000 (2 Available)

The sponsoring companies will have logo placement on bottled water ordered by Becker’s Healthcare. The bottled water will be on display by registration at the event and distributed to conference attendees over all four days.

Silver Sponsorship Opportunities

SILVER BENEFITS

- 3 Full Conference Registrations
- Signage at Conference
- Listing for Company Logo, Description, and URL listed on the Conference Website and in the Conference Guide
- Pre- and Post-conference Attendee Physical Mailing Lists (emails not included)

ESCALATOR STICKERS

\$42,000 (1 Available)

The sponsoring company will be able to put together a creative to feature on escalator stickers at the event. The stickers will be placed along one escalator at the location of sponsors choice (based on availability) at the hotel as well as signage.

CONFERENCE NOTEPADS

\$31,500 **SOLD OUT**

The sponsoring company will have logo placement on conference notepads ordered by Becker's Healthcare. The notepads will be distributed to conference attendees at main registration.

CONFERENCE GUIDE

\$31,500 (3 Available)

The Conference Guide features the full conference agenda and is distributed to all conference attendees at registration. The sponsor will have logo placement on all Conference Guide items.

MOBILE APPLICATION

\$31,500 **SOLD OUT**

The Mobile Application Sponsor will have their company logo at the top of all pages on the mobile application. Cards with the sponsor's logo and instructions on accessing the mobile application will be distributed at registration.

ALUMINUM SPORTS BOTTLE

\$31,500 (1 Available)

The sponsoring company will have logo placement on all sports bottles ordered by Becker's Healthcare. The sports bottles will be distributed to conference attendees at main registration.

TRAVEL MUG

\$25,000 (1 Available)

The sponsoring company will have logo placement on all travel mugs. The travel mugs will be distributed to conference attendees at main registration.

HAND SANITIZER

\$25,000 (1 Available)

The sponsoring company will have logo placement on hand sanitizers ordered by Becker's Healthcare. The hand sanitizers will be distributed to conference attendees at main registration.

CYBER CAFE

\$25,000 (2 Available)

The Cyber Cafe includes a table with computers and a printer for attendees to use the internet and print out schedules, boarding passes, etc. The Cyber Café Sponsor will have logo placement on the background of all the computers and their company website as the homepage. The Sponsor can supply pamphlets or other company materials next to the computers. Signage is also included.

DIGITAL SCREEN SPONSORSHIP

\$30,000

Capture attendee attention with dynamic digital signage. Your logo will be prominently displayed on screens throughout the conference venue, alongside the other screen sponsor logos. Ensures high visibility and impactful brand reinforcement.



WINE TASTING STATION

\$25,000 (2 Available)

The sponsoring company will have an 8x8 booth in the exhibit hall, the sponsor would have the ability to bring 2 pull up banners. Using the table to serve attendees different wines, Becker's would provide the wine as well as logoed napkins.

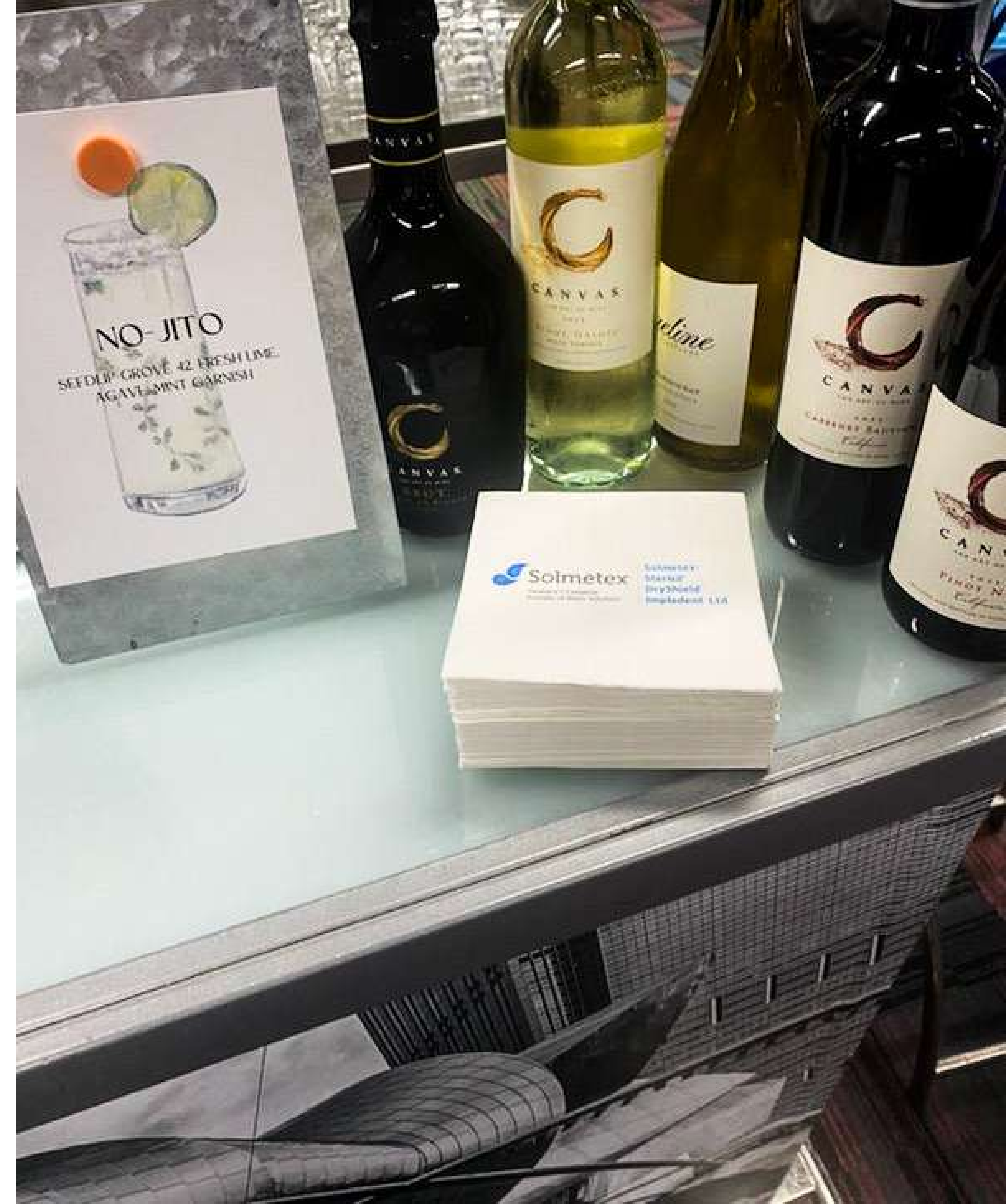
- Happens during full duration of 1 happy hour in the exhibit hall (up to 20 bottles)
- (2 red, 2 white) - up to 20 bottles chosen by Becker's (different than wines at happy hour) with a bartender
- Add-ons: \$200/wine bottle, \$500/case of beer
- Located in a predominant area in the hall
- Includes 1 meterboard sign
- Includes branded napkins
- Called out in the conference guide

SPIRITS TASTING STATION

\$30,000 (2 Available)

The sponsoring company will have an 8x8 booth in the exhibit hall, the sponsor will have the ability to bring 2 pull-up banners. Using the table to serve attendees different spirits, Becker's would provide the spirits as well as logoed napkins.

- Happens during full duration of 1 happy hour in the exhibit hall (up to 10 bottles total)
- (2 top shelf options) - up to 10 bottles with a bartender
- Add-ons: \$300/bottle
- Located in a predominant area in the hall
- Includes 1 meterboard sign
- Includes branded napkins
- Called out in the conference guide



Bronze Sponsorship Opportunities

BRONZE BENEFITS

- 2 Full Conference Registrations
- Signage at Conference
- Listing for Company Logo, Description, and URL listed on the Conference Website and in the Conference Guide
- Pre- and Post-conference Attendee Physical Mailing Lists (emails not included)

SPONSORED BREAKFAST FOOD STATION

\$18,500 (2 Available)

The Continental Breakfasts includes large signage at the event and the sponsoring company can lay out information pamphlets or brochures at the breakfast buffet and breakfast tables. Logos will also be placed on the napkins.

SPONSORED LUNCH FOOD STATION

\$18,500 (3 Available)

The Networking Luncheon includes large signage at the event, logoed napkins, and the sponsoring company can lay out information pamphlets or brochures at the lunch buffet and lunch tables.

NETWORKING BREAK

\$18,500 (4 Available)

The AM and PM Networking Breaks include large signage at the event and the sponsoring company can lay out information pamphlets or brochures on the break tables.

TRACK SPONSORSHIPS

\$25,000

The sponsoring company will receive logo placement on signage outside the designated track room for one day. The company’s logo will also appear in the Conference Guide alongside the specific track being sponsored. This track sponsorship does not include Keynotes or Keynote Panels.

PENS OR HIGHLIGHTERS

\$18,500 (2 Available)

The sponsoring company will have logo placement on pens ordered by Becker’s Healthcare. The pens will be distributed to conference attendees at registration.

SPECIALTY COCKTAIL SPONSORSHIP

\$7,500 **SOLD OUT**

Sponsor the celebrity keynote specialty cocktail during the evening cocktail reception on 1 night of the conference. The cocktail is preselected to align with that night’s celebrity keynote speaker. Located at bars in the exhibit hall and includes 100 branded napkins. Called out in the conference guide + on menus at bars.

LASER ENGRAVER

\$18,500 (1 Available)

Within the exhibit hall, Becker's will have a laser engraver available for sponsorship. This sponsorship would include signage around the engraver as well as the ability to capture leads and staff the engraver. Attendees can personalize luggage tags and all materials are provided by Becker's.

FORUM SPONSOR

\$15,000 **LIMITED**

The forum sponsor will have their branding associated with the forum positioning them as a thought leader in the space.

FLOOR STICKERS

\$16,000

The sponsoring company will be able to put together a creative to feature on 4 floor stickers at the event. The stickers will be placed in high traffic areas at the Hyatt for all four days of the conference.

ESCALATOR RUNNERS

\$16,000 (1 Available)

The sponsoring company will be able to put together a creative to feature on escalator runners at the event. The stickers will be placed along both runners of one escalator at the location of sponsors choice (based on availability) at the hotel as well as signage.





ONLINE CONFERENCE SYLLABUS

\$16,000 ***SOLD OUT***

The sponsoring company will have their logo, company description and a link to their company website featured on our conference website next to the conference syllabus, which is a file with all of the conference presentations.

THOUGHT LEADERSHIP DISPLAY

\$16,000

The Thought Leadership Display is located in a high traffic area and includes thought leadership literature (ie white papers and case studies) provided by the sponsor. The sponsoring company will have large signage next to the display.

DESSERT SPONSOR

\$18,500 (3 Available)

The Dessert Sponsorship includes large signage next to the lunch desserts placed inside the Exhibit Hall at the lunch.

DESSERT STATION

\$25,000 (3 Available)

Happens during either AM, PM or evening networking reception on 1 day of the conference (client choice, based on availability)

- 15 dozen cookies or bars (brownies, blondies) or cupcakes
- Ability to add a station in the exhibit hall (no booth necessary)
- Foam core
- Includes 200 branded napkins
- Promotion in the conference guide

SMOOTHIE STATION

Please inquire and discuss pricing with a Becker’s representative.

Attendant making specialty smoothies to order
Runs from start of breakfast - end of afternoon networking break on one selected day of the conference, client’s choice based on availability.

- Includes branded napkins and cups
- Includes foam core
- Promotion in the conference guide

POPCORN CART

\$10,000

Popcorn cart with attendant popping fresh popcorn and handing out to attendees.
Runs from start of AM networking break - end of afternoon networking break on one selected day of the conference, client’s choice based on availability
Located at their booth
Includes branded popcorn bags
Includes foamcore
Promotion in the conference guide

ICE CREAM CART

\$15,000

Ice cream cart located in the hall and handing out assorted ice cream bars/sandwiches and italian ice to attendees.
Runs from the beginning of lunch through the evening happy hour on one day of the event, client’s choice based on availability
Located at their booth or in another spot in the hall if they do not have a booth
Includes branded napkins
Includes foamcore
Promotion in the conference guide



Exhibiting Opportunities

ANCHOR

\$63,000 ***SOLD OUT***

- 20 x 20 Booth Space
- 8 Full Conference Registrations
- Company Logo, Description, and URL listed on the Conference Website and in the Conference Guide
- Logo listed within Numerous Pre-conference E-blasts
- Pre and Post-conference Attendee Physical Mailing Lists (emails not included)

PLATINUM

\$42,000 ***LIMITED***

- 20x10 Booth Space
- 8 Full Conference Registrations
- Company Logo, Description, and URL listed on the Conference Website and in the Conference Guide
- Pre and Post-conference Attendee Physical Mailing Lists (emails not included)



Exhibiting Opportunities

GOLD

\$20,000 **LIMITED**

- 10 x 10 Booth Space
- 4 Full Conference Registrations
- Company Logo, Description, and URL listed on the Conference Website and in the Conference Guide
- Pre and Post-conference Attendee Physical Mailing Lists (emails not included)

SILVER

\$16,000

- 8 x 8 Booth Space
- 2 Full Conference Registrations
- Company Logo, Description, and URL listed on the Conference Website and in the Conference Guide
- Pre and Post-conference Attendee Physical Mailing Lists (emails not included)

FOYER

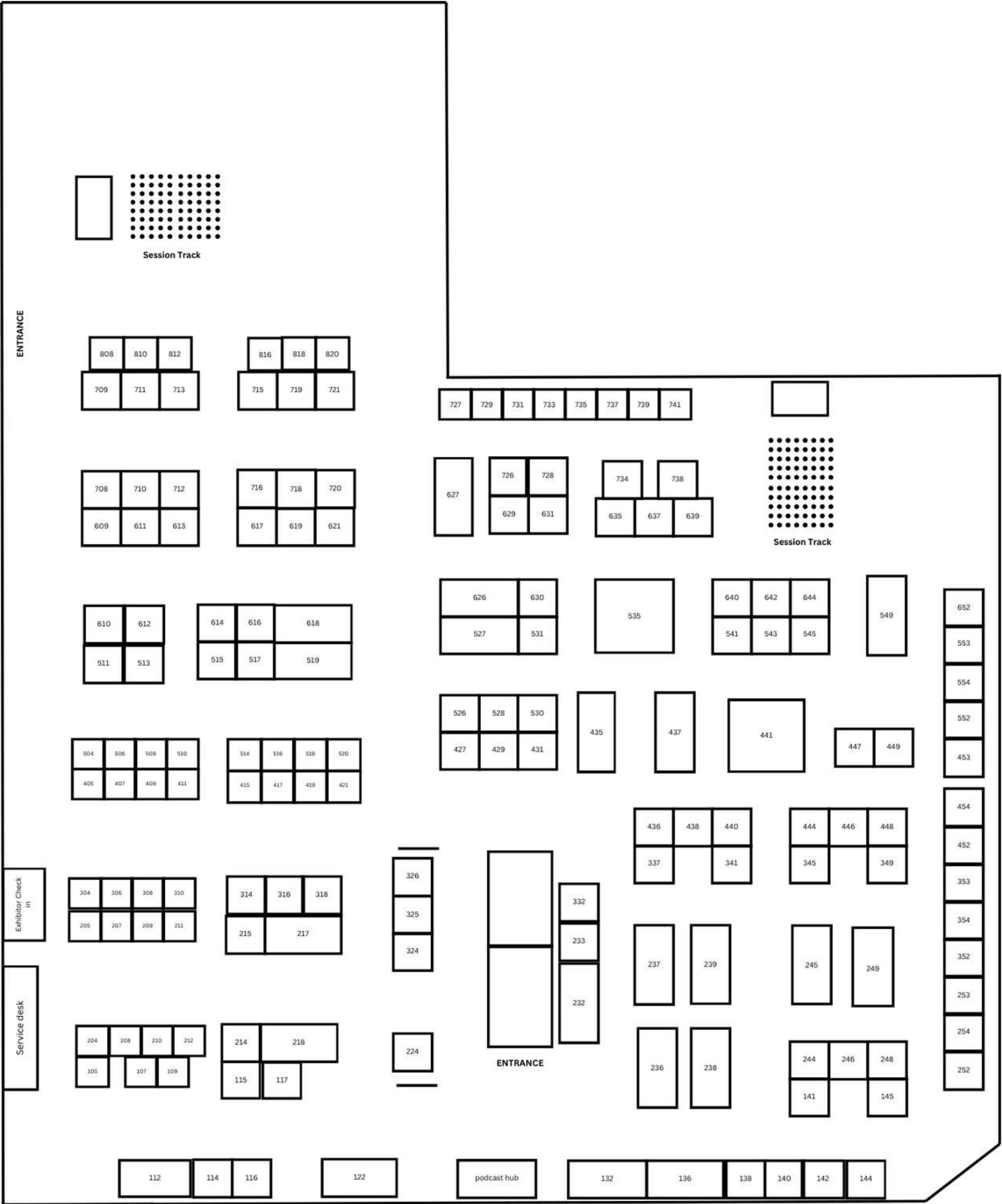
\$24,500 **SOLD OUT**

- One highboy circular bartop table
- Two padded stools
- One waste basket
- Backdrop cannot exceed 38" wide & 96" tall
- Three full conference registrations
- Company listing in the conference guide and on the conference website
- Pre and post attendee mailing lists

**No pop-up items on top of tables. Literature only may be placed on tables. No food and beverage will be on this floor.

Exhibit Hall Map

Map subject to change





Digital Opportunities

PACKAGE A

\$25,000 (Retail Value \$32,500)

- 1 Hospital Review Pre or Post-Event Podcast
 - Be featured prior to the event on Becker's fastest growing digital medium with 500,000+ subscribers in a 10-15 minute interview
 - Great way to promote your presence at the Becker's event and share any teaser content prior to your in-person meetings
- 5 Ads in Position 1 for Becker's E-Newsletters
 - Choose between any Becker's e-newsletters except for the main Hospital Review E-Newsletter
 - Can be scheduled before and after the Becker's event in order to drive brand awareness
- *Added Value: 1 Social Post on Becker's LinkedIn / Twitter and Facebook accounts before or after the Becker's event*

PACKAGE B

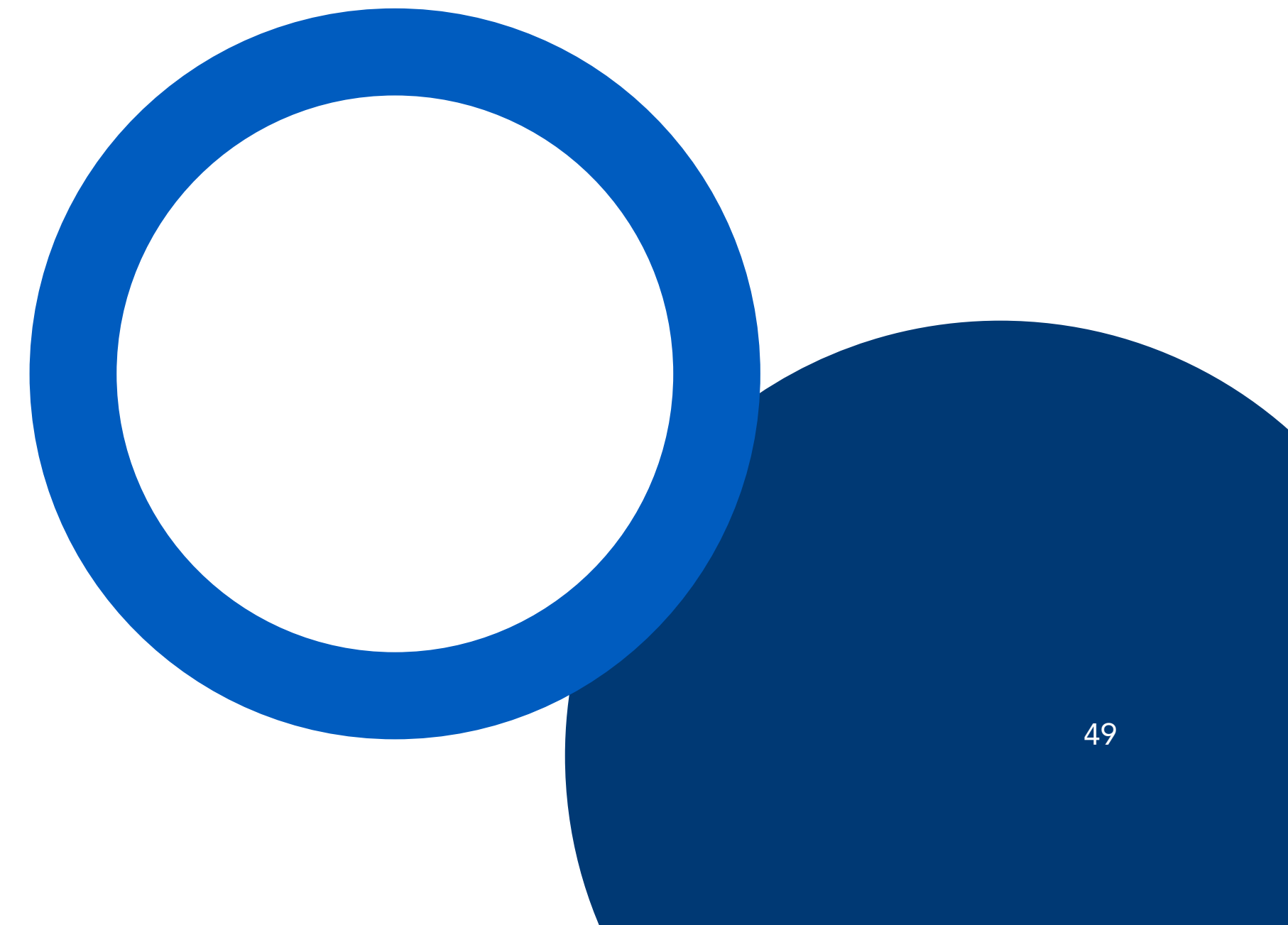
\$16,500 (Retail Value \$17,500)

- 1 Hospital Review Pre or Post-Event Podcast
 - Be featured prior to the event on Becker's fastest growing digital medium with 500,000+ subscribers in a 10-15 minute interview
 - Great way to promote your presence at the Becker's event and share any teaser content prior to your in-person meetings

PACKAGE C

\$9,000 (Retail Value \$10,000)

- 5 Ads in Position 1 for Becker's E-Newsletters
 - Choose between any Becker's e-newsletters except for the main Hospital Review E-Newsletter
 - Can be scheduled before and after the Becker's event in order to drive brand awareness



2026 Virtual Event Schedule

JAN 27	Dental + DSO Virtual Event January 27th, 2026	MAR 17	Oncology Virtual Event March 17th, 2026	JUL 14	Oncology Virtual Event July 14th, 2026
FEB 10	Transform Inpatient Flow Operations Virtual Summit February 10th, 2026	APR 28-30	16 th Annual Meeting Virtual Highlights April 28-30, 2026	AUG 11	Perioperative Virtual Event August 11th, 2026
FEB 17	Transform Perioperative Operations Virtual Summit February 17th, 2026	MAY 19	Perioperative Virtual Event May 19th, 2026	NOV 17-19	14 th Annual CEO + CFO Roundtable Virtual Highlights November 17-19, 2026
FEB 24	Transform Infusion Center Operations Virtual Summit February 24th, 2026	JUN 16	CNO + CMO Virtual Event June 16th, 2026		

Cancellations

Cancellations will be able to apply their full commitment to other Becker's Healthcare offerings or products within the calendar year of 2025. All cancellations must be received by January 13, 2026; otherwise, the sponsor/exhibitor is subject to a 50% cancellation fee. Cancellations requested after March 27, 2026 are non-refundable, non-transferable, and will be billed/collected at 100%.

Exhibits/sponsorships/badges purchased and not used by last date of contracted event are non-refundable, non-transferable. If Becker's has to cancel or postpone the event for any reason at all – the sponsor or exhibitor will be able to apply 100% of all funds paid to any other BHC marketing campaign or program.



CONTACT US

Have questions or need more information? Connect with our team using the options below — we're here to help!



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