



NATIONAL CENTER FOR HEALTHCARE LEADERSHIP

2020 HUMAN CAPITAL  
INVESTMENT CONFERENCE

NOVEMBER 16-20 • HOSTED VIRTUALLY

## 2020 EVENT SPONSORSHIP OPPORTUNITIES November 16-20, 2020 | Hosted Virtually

Each year, the National Center for Healthcare Leadership (NCHL) brings together leading US healthcare systems, health sector firms, health policy leaders, and researchers to share best practices and learn about the latest issues in healthcare. The **Human Capital Investment Conference** is a large gathering of 200-250 senior leaders and c-suite executives from healthcare organizations from across the United States. Other attendees include: CHRO's, VP's, Directors, Fellows & students.

**BOLD Ideas 2020**, will consist of keynote, panel discussions, and "Idea Labs" touching on important objectives around this year's theme, including: the future of healthcare leadership, racial justice and health equity, innovative workforces and leadership strategies, sustaining a workforce in the era of Covid-19, and more.

The **Gail L. Warden Leadership Excellence Award** event has been held annually since 2005 in the pursuit to recognize a leader whose commitment, values, and contributions have improved the health of the public through leadership and organizational excellence. We will be honoring this year's award recipient during the conference on Thursday, November 19.

Additionally, this year we will also recognize the **2020 Best Organizations of Leadership Development (BOLD)** awardees that use evidence-based leadership development practices in healthcare systems based on responses to the National Health Leadership Survey conducted biennially.

We are pleased to offer several levels of sponsorship listed below from which to choose, each affording various benefits and enhanced exposure. Customized sponsorship opportunities are available upon request. Please contact LeAnn Swanson at [lswanson@nchl.org](mailto:lswanson@nchl.org) for more details.

**NCHL HUMAN CAPITAL INVESTMENT CONFERENCE AND  
GAIL L. WARDEN LEADERSHIP AWARD CELEBRATION**

<b>SPONSOR BENEFITS</b>	<b>PREMIER \$10,000</b>	<b>PLATINUM \$7,000</b>	<b>GOLD \$5,000</b>	<b>SILVER \$2,500</b>	<b>BRONZE \$1,500</b>
Premier billing and recognition on virtual platform as the premier supporter of the virtual conference (limited slots available)					
Virtual sponsor lounge to showcase organizational materials & network with attendees					
E-tribute in program materials	 Half page	 Half page	 Quarter page		
Attendee list (name, job title, and organization) provided prior to the event					
Complimentary registrations to the conference and Gail L. Warden leadership celebration	 Five	 Four	 Three	 Two	 One
Visual and verbal recognition during the event					
Your organization's visibility on the NCHL.org events page, social media, and electronic marketing materials around the event	 Logo & brief description	 Logo & brief description	 Logo only	 Name only	 Name only

# 2020 EVENT SPONSORSHIP COMMITMENT FORM

By signing below, I am pledging my organization's commitment as a sponsor at one of the below levels:

**NCHL Human Capital Investment Conference and Gail L. Warden Leadership Award Celebration**

- Premier sponsor \$10,000
- Platinum sponsor \$7,000
- Gold sponsor \$5,000
- Silver sponsor \$2,500
- Bronze sponsor \$1,500
- I am interested in a customized sponsorship opportunity

Organization: \_\_\_\_\_

Primary contact name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization address: \_\_\_\_\_

\_\_\_\_\_

Email address: \_\_\_\_\_

Phone: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please email the completed form to [lswanson@nchl.org](mailto:lswanson@nchl.org). Payment can be made by check (*made out to NCHL or National Center for Healthcare Leadership*) to the address listed below:**

**National Center for Healthcare  
Leadership  
17 N. State Street, Suite 1530  
Chicago, IL 60602, USA**

**For additional information please contact [lswanson@nchl.org](mailto:lswanson@nchl.org)**

### Terms and Conditions:

These terms and conditions are an essential part of the sponsorship agreement. Please retain this information for your records and appropriate follow-up. The sponsor is responsible for adhering to the guidelines outlined in this document.

NCHL reserves the right to accept or reject potential sponsors based on their compatibility with our mission and purpose. We also reserve the right to determine appropriate items for distribution and use of corporate logos or name recognition on materials.

NCHL event sponsoring organizations may not participate in the internal governance of NCHL or NCHL and must comply with the NCHL Event Sponsoring Organization Code of Conduct (Exhibit A). NCHL event sponsorship does not provide any preferred vendor status, and NCHL reserves the right to grant sponsorship to multiple vendors that provide similar services or products. NCHL event sponsoring organizations are prohibited from using NCHL's or any NCHL member's name or logos in any printed material or individual or oral presentation to the press/media without prior written approval from the NCHL Advisory Council.

NCHL's event sponsoring organizations are held to the same ethical standards as our organizational members and may be required to provide evidence that they operate in fully compliance with all applicable US, local, and international laws; rules; and regulations at all times.

### EXHIBIT A. NCHL EVENT SPONSORING ORGANIZATION CODE OF CONDUCT

#### *Definitions*

NCHL event sponsoring organization: Vendors or other organizations that sign the NCHL Event Sponsoring Organization Contract and Code of Conduct.

NCHL member: Introductory, Standard, and Premium members of NCHL. Organizations are eligible for membership if they: (1) are a hospital, health system, academic medical center, or entity owned by or authorized to represent a healthcare provider or providers; (2) are legally organized/chartered within the US; and (3) provide healthcare services to international (non-US) patients. The category of "NCHL member" also includes the category of Organizational Affiliate, which are US hospitals, health systems, or academic medical centers that offer international healthcare services – such as global collaborations/joint ventures, advisory and consulting services, or global education and training programs – but that do not have a centralized, formal international patient care program.

NCHL employee: Any staff member employed by NCHL.

Gift: The transfer, without equivalent consideration, of any item or benefit, tangible or intangible, having more than nominal value, including, but not limited to, loans, forbearance, services, travel, gratuities of any kind, favors, money, meals, refreshments, entertainment, hospitality, promises, tickets to entertainment or sporting events, weekend trips, golf outings, loans of equipment, or other thing or benefit. A gift need not be intended to influence or reward any individual or entity. For purposes hereof, "nominal" shall be defined as having a value of not more than \$50.

Participating employee: NCHL event sponsoring organization employees who engage in written or oral communication of a non-clerical/administrative nature with either NCHL members or NCHL employees.

#### *Introduction*

NCHL event sponsoring organizations shall engage in ethical conduct in every aspect of their businesses, including, but not limited to, relationships with NCHL members and others, practices, sourcing, and operations. NCHL sponsoring organizations shall not engage in corruption, extortion, embezzlement, or bribery to obtain an unfair or improper advantage. NCHL event sponsoring organizations shall abide by all applicable anti-corruption laws and regulations of the countries in which they operate, including the Foreign Corrupt Practices Act (FCPA) and applicable international anti-corruption conventions. Any violations of this Code may jeopardize the NCHL

event sponsoring organization's relationship with NCHL, up to and including termination of the NCHL event sponsorship. This Code applies to NCHL event sponsoring organizations and their subsidiaries, affiliates, and subcontractors.

#### *Zero Tolerance*

No NCHL event sponsoring organization may offer or give any gift, directly or indirectly, to a NCHL member or NCHL employee. Similarly, no NCHL event sponsoring organization may offer or give any gift, directly or indirectly, to any family member of a NCHL member or NCHL employee where such gift is made because of the sponsoring organization's relationship with NCHL or with a NCHL member. Notwithstanding the foregoing, if a NCHL event sponsoring organization has a family or personal relationship with any NCHL member or NCHL employee, such NCHL event sponsoring organization shall not be prohibited from offering or providing a gift that is unconnected with the NCHL member's or employee's relationship with NCHL. In determining whether the giving of a gift was motivated by personal rather than business concerns, the following factors shall be considered:

- (a) The history of the relationship between the donor and the recipient; and
- (b) Whether the item was purchased by the donor.

The giving of a gift shall not be deemed reflective of a family or personal relationship if the donor seeks to charge or deduct the value of the item as a business expense or seeks reimbursement from a client. However, regardless of the family or personal relationship between a NCHL event sponsoring organization and an NCHL member or NCHL employee, a gift is strictly forbidden where it is given under circumstances where it reasonably can be inferred that it was intended to influence the NCHL member or NCHL employee in the performance of his or her official duties.

#### *Contingent Fees*

Outside of regular sales personnel, no NCHL event sponsoring organization shall pay any individual or entity a "referral" or success fee solely for the purpose of soliciting or securing business from a NCHL member(s). Any commission, percentage, brokerage, or other fee that is contingent or dependent upon the outcome of the procurement must be paid in the ordinary course and result from actual services or other business performed or provided by the NCHL event sponsoring organization to the NCHL member.

#### *Distribution of NCHL Event Sponsoring Organization Code of Conduct*

As a condition for participation as a NCHL event sponsoring organization, each NCHL sponsoring organization shall distribute copies of this NCHL sponsoring organization Code of Conduct to all Participating employees. The Code of Conduct may be distributed either in hard copy or electronically as a separate PDF.

#### *Penalties*

Upon violation of any provision of the NCHL Event Sponsoring Organization Code of Conduct, NCHL reserves the right to review the details of the violation and take appropriate action, including, but not, limited to termination of the NCHL event sponsorship agreement.

#### *Reporting Material Changes*

As a condition for participation as a NCHL event sponsoring organization, each NCHL event sponsoring organization shall report to NCHL any change in circumstances that materially affects any prior representation made to NCHL, including, but not limited to, disclosure of conflicts of interest.