



**vizient<sup>®</sup>**  
**CONNECTIONS SUMMIT**  
2021 SPONSORSHIP PROSPECTUS



A photograph of a man in a dark blue suit and white shirt, smiling broadly while shaking hands with a woman. The woman is wearing a red top and a dark jacket. They are in a crowded indoor setting, likely a conference or event, with other people blurred in the background. A large, semi-transparent geometric overlay in shades of blue and orange covers the top half of the image. In the bottom left corner, the text "REUNITED AND IT FEELS SO GOOD" is written in large, white, bold, sans-serif capital letters.

**“REUNITED  
AND IT  
FEELS SO  
GOOD”**



Dear Valued Partner,

If you are a returning Vizient Connections Summit event sponsor, thank you! We couldn't deliver an event of this scale without you.

**The 2021 Vizient Connections Summit** is our premier industry event, providing an unmatched opportunity to reconnect, meet, network and attract Vizient member health care organizations, academic medical centers and Vizient corporate teams to your brand.

Vizient is committed to delivering actionable insights, inspiration, networking opportunities, and access that our member teams rely on to help their organizations succeed.

Last year 6,000 healthcare professionals attended the fall virtual Vizient Connections Summit and in 2021, our new hybrid (live and virtual) event model and experience will be bigger and better than ever.

We invite you to reach out to your Vizient contact or the sponsorship sales team at [vizientsummit@vizientinc.com](mailto:vizientsummit@vizientinc.com) to explore the ways in which you can engage our audience to strengthen your client relationships and build your presence and visibility. We offer a wide range of sponsorship opportunities to suit your needs but if you don't see it, just ask.

Thank you for reviewing our sponsorship prospectus and we look forward to your partnership as a Vizient Connections Summit sponsor.



# ABOUT US AND THE AUDIENCE

Vizient, Inc. is the largest member-owned health care company in the United States providing solutions and services that improve the delivery of high-value care by aligning cost, quality and market performance for more than 50% of the nation's acute care providers, which includes 95% of the nation's academic medical centers, and more than 20% of ambulatory providers.

Vizient provides expertise, analytics and advisory services, as well as a contract portfolio that represents more than \$100 billion in annual purchasing volume, to improve patient outcomes and lower costs. Vizient has earned a World's Most Ethical Company designation from the Ethisphere Institute every year since its inception. Headquartered in Irving, Texas, Vizient has offices throughout the United States. Learn more at [www.vizientinc.com](http://www.vizientinc.com).



- ✓ Senior-level audience of decision makers that are involved in purchasing decisions
- ✓ Stakeholder participants are in a committed and collaborative buying process
- ✓ Our audience expects to invest in your resources to advance their priority
- ✓ Vizient's conference ecosystem enables you access to key stakeholders at various levels of an organization
- ✓ Vizient delivers the commitment, visibility and credibility suppliers need to enhance connection points and growth opportunities with members
- ✓ Partner with Vizient to reach critical buying teams – from C-suite to technical professionals



# SPONSOR BENEFITS

- Relationship building and enhancement
- Return on investment (ROI)
- Audience insights and metrics
- Curated content strategy  
(event, broadcast, web, social, virtual)
- Brand Exposure
- Competitive advantage
- Direct face time with Vizient and Members
- Engage with decision makers
- Increased visibility



**Connect** with Vizient Members and gain a deeper understanding of current needs and challenges



**Network** through opportunities incorporated into the new live and virtual event design



**Benefit** from an intentional integration of sponsors to help deliver a more meaningful experience



**Engage** our audience both live and virtually



**Access** to in-depth sessions and insights



**Promote** your company, services and people

# EXPERIENCES AND ACTIVATIONS

The Vizient Connections Summit is our pinnacle event, and we want to give our sponsor partners valuable opportunities to make real connections, have fun and maximize brand exposure.

Research proves that experiences connect brands to stakeholders and that savvy meeting and event goers want experiences over things, especially shared experiences. Brands have recognized that the pathway to engagement is through experiential programs and activations.

This year's newly designed Activations and Experiences for 2021 will deliver maximum impact as we present a broad range of sponsorship opportunities.

Whether you're focused on promoting your services, launching a new program or building brand loyalty - you'll find something that aligns with your goals.

Sponsor Partners will have the opportunity to work with our Design Team to customize and personalize the experience and strategy, while allowing your team to focus on making a stellar impression at the 2021 Vizient Connections Summit.



# 2021 SPONSORSHIP OPPORTUNITIES

SPONSORSHIP NAME	Price	Quantity	Comp Registration	Podcast Included	Sponsor Highlight Package
HEADLINE	\$150,000	1	5	✓	✓
BROADCAST STUDIO	\$130,000	3	3	✓	✓
FIRST IMPRESSIONS	\$55,000	UNLIMITED	3	✓	✓
CELEBRATION CONNECTIONS	\$40,000	UNLIMITED	2		✓
CELEBRATION TABLE <i>A LA CARTE</i>	\$10,000	UNLIMITED			
LUGGAGE TAGS	\$30,000	1			✓
EXPERIENTIAL ENTERTAINMENT	\$40,000	2			✓
REHYDRATE SPONSOR	\$12,000	2			✓
MOBILE APP	\$50,000	1	2	✓	✓
WIFI CONNECTIONS	\$48,000	1	2		✓
DIGITAL CHARGING STATION	\$20,000	2			✓
LANYARDS	\$38,000	1			✓
CUSTOM BADGE PINS	\$25,000	1			✓
NOTEBOOKS	\$30,000	1			✓
PENS	\$20,000	1			✓
CHAPSTICKS	\$10,000	1			✓
SUPPORTERS	\$8,000	UNLIMITED			
VIP ROOM DROP	\$45,000	2			✓
PHOTO OP	\$20,000	2			✓
PODCAST STUDIO	\$50,000	2	1	✓	✓
PODCAST SEGMENT <i>A LA CARTE</i>	\$4,000	UNLIMITED		✓	
BARISTA BAR	\$30,000	2			✓
T-SHIRT ACTIVATION	\$45,000	2			✓
VIRTUAL PLATFORM	\$75,000	1	1	✓	✓
REFUEL	\$20,000	UNLIMITED			✓
DIVERSITY CONNECTIONS	\$15,000	2			✓
GIVE BACK EVENT	\$20,000	1			✓
CUSTOM REVIVE EXPERIENCE	\$50,000	2	1	✓	✓
ENERGY BREAK	\$15,000	UNLIMITED			✓



## Sponsor Highlight Package:

- ✓ Recognition as sponsor on summit event sites pre and post event
- ✓ Recognition in the printed on-site guide for sponsorship
- ✓ Digital visibility as sponsor in the summit mobile app and digital platform
- ✓ Digital and print signage to designate your sponsorship as applicable
- ✓ Each attendee from your organization receives a sponsor ribbon for identification and recognition from summit attendees
- ✓ Logo recognition on keynote screens
- ✓ Highlight in conference wrap video
- ✓ Post show benefit metrics



## HEADLINE SPONSOR

Our exclusive Headline Sponsor will be acknowledged as the premium supporter of the summit, enjoying maximum exposure before, during, and after the Vizient Connections Summit. The highest priority of branding in all documentation and on-site signage.

Headline Sponsor will be provided:

- 5 complimentary summit passes
- Recognition on registration website
- Digital visibility on the virtual platform
- On-site signage as applicable
- Sponsor ribbon designation on name badge
- Acknowledgment in the printed on-site guide
- Recognition on virtual platform
- Introduce keynote during mainstage session
- Access to keynote speaker meet & greet session
- 1 upgraded suite accommodation
- Daily podcast segments – professionally hosted
- Sponsor highlight package
- Dedicated space for company at all-attendee celebration event



**\$130K**

THREE AVAILABLE

## LIVE BROADCAST STUDIO SPONSOR

Vizient's live broadcast network and studio are a dual design approach to connect and unite ALL ATTENDEES across our live and virtual channels while giving our sponsors the opportunity to actively participate in programming while branding BIG.

Attendees and online viewers will be immersed in media, content sponsor branding, and marketing opportunities. Strategically placed around and within professionally produced show segments, highlights, live remote, interviews and broadcast news packages that are professionally hosted and capture the scale, scope and influence of the Vizient Connections Summit.

Broadcast Studio Sponsor will be provided:

- Sponsor branded news network developed for the summit to enhance the coverage reach for both live and virtual audiences
- 3 complimentary registrations
- On-site signage as applicable
- 1 upgraded suite accommodation
- Access to keynote speaker meet & greet
- Daily podcast segments and episodes will be planned and produced collaboratively
- Dedicated space for company at all-attendee celebration event
- Sponsor highlight package
- Sponsor ribbon designation on name badge





# LIVE BROADCAST STUDIO SPONSORSHIP







**\$55K**  
UNLIMITED

## FIRST IMPRESSIONS SPONSOR

Welcome back to Vizient Connections Summit! This sponsorship opportunity is a new twist on registration. A unique experience where guests are greeted with photo op, décor, music, snacks, swag, fun and your brand.

The First Impressions Sponsors are provided:

- 3 complimentary registrations
- Digital visibility on the website and virtual platform
- Signage in activation area
- Acknowledgement in the printed on-site guide
- Sponsor highlight package
- Logo on welcome step & repeat backdrop/photo op
- Access to keynote speaker meet & greet
- Dedicated space for your company at the all-attendee celebration event
- Podcast interview video



# CELEBRATION CONNECTIONS SPONSOR

Create connections for attendees at the outdoor, all-attendee celebration event with prominent, dedicated space to meet and mingle.

- Celebration sponsor for the all-attendee event
- Dedicated prominent space for your company at the all-attendee celebration event
- Access to keynote speaker meet and greet session
- Complimentary registration for 2 attendees
- Sponsor highlight package
- Digital visibility on virtual platform, website
- Logo on all sponsor appreciation assets

**\$40K**  
UNLIMITED

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**VIZIENT CONNECTIONS SUMMIT**  
2021 SPONSORSHIP PROSPECTUS

**vizient.**



# EXPERIENTIAL ENTERTAINMENT

Musical performances



This sponsorship opportunity will UNITE the crowd with curated “pop-up entertainment acts” strategically placed in high traffic areas throughout the event. An unplugged and interactive experience with your brand center stage.

The Experiential Entertainment Sponsors are provided:

- "Shout Out" from the performers during each of the performances thanking the sponsors
- Daily brand visibility
- Digital visibility on the virtual platform, website
- Sponsor highlight package
- On-site signage as applicable
- Acknowledgement in the printed on-site guide
- Access to keynote speaker meet & greet

# DIGITAL CHARGING STATION

This sponsorship opportunity provides the charging stations located in high traffic areas throughout the event where attendees can relax and recharge their devices, thanks to you! Let them associate your brand with saving the last bit of juice on their device in the nick of time.

The Digital Charging Station Sponsors are provided:

- 3 days premium locations
- Branded station activation
- Digital visibility on virtual platform, website
- Sponsor highlight package

**\$20K**

TWO AVAILABLE





**\$45K**  
TWO AVAILABLE



**\$20K**  
TWO AVAILABLE

## VIP ROOM DROP

This sponsorship opportunity chooses from a list of desirable gifts that will be accompanied with your own branded message card and then delivered to VIP participants of member[supplier and Vizient staff[supplier connect sessions. Get your name and brand hand delivered VIP style to decision-makers for members and staff in a truly curated gift.

The VIP Room Drop Sponsors are provided:

- 1 room delivered gift to VIP attendees
- Branded message to accompany the gift
- Sponsor highlight package
- Digital visibility on virtual platform, website
- Access to keynote speaker meet & greet
- On-site signage as applicable

## PHOTO OPS

Get your brand into attendee's hands on all images shared on-site and through the virtual platform throughout the summit. Sponsor a display to be specially curated for social sharing and engagement. Branded photo kiosks for on-site attendees with digital platform visibility.

Photo Ops/Group selfie stations are provided:

- Branded photo station build-out
- Branded photos delivered back to participants
- Digital visibility on the website and platform
- Sponsor highlight package







## PODCAST STUDIO

The 2021 Vizient Connections Summit Podcast Studio sponsorship will be a live, branded recording studio highly visible to on-site attendees to watch and listen, but will also stream back to all virtual attendees. This studio comes complete with a professional host, tools and technology to create podcasts that promote your organizational goals, professionally packaged and delivered back to you for your use.

The Podcast Studio Sponsors are provided:

- 3 days of programming, recording, branding
- Branded mobile podcast studio buildout
- Logo placement inside studio
- Podcast production and team
- Podcast host team
- Digital visibility on virtual platform, website
- Dedicated table at the company all-attendee celebration event
- 1 complimentary registration
- Access to keynote speaker meet & greet
- Sponsor highlight package



## PODCAST STUDIO SEGMENTS

*A great entry level sponsorship or add-on value*

Create professional content on-site at our event, for use at your company that lives on beyond the Summit. Take advantage of a professional podcast studio segment to market your organization – professionally packaged back to your company for use to meet your marketing goals. This add-on sponsorship generates content for you, by you. Join the podcast studio team (on-site or virtually) for a professional “sit-in” style interview promoting topics you provide.

Podcast Studio Segment Sponsors are provided:

- Professional podcast complete with host, tools and technology
- High visibility to the virtual platform and live in-person
- Logo placement on studio screen for branded recording
- Professionally packaged back to you for your marketing use
- Available to the entire audience on-demand



## BARISTA BAR

The Barista Bar sponsors provide a unique opportunity for maximum visibility not to mention the gratitude that comes with a caffeine infusion.

The Barista Bar Sponsors are provided:

- Branded barista bar
- Branded napkins and/or stirrers
- On-site signage as applicable
- Digital visibility on virtual platform, website
- Providing attendees through the conference with coffee, lattes, tea and other specialty coffees
- Sponsor highlight package

## LUGGAGE TAG

This sponsorship partner will benefit from one of the first experiences the attendee has with the summit - A mailed luggage tag sent to each in-person attendee, branded with the Summit logo and paired with your branded packaging and welcome message.

The Luggage Tag Sponsor is provided:

- Opportunity to provide welcome message
- Branded packaging (*drawstring bag*)
- Sponsor highlight package
- On-site signage as applicable
- Digital visibility on virtual platform, website





**\$50K**

TWO AVAILABLE

## CUSTOM REVIVE EXPERIENCE

With health and wellness thoughtfully incorporated, this sponsored experience incorporates vignettes, energizing concoctions blended fresh, relaxation stations, mindfulness and powerful health-focused demonstrations.

The Revive Experience Sponsors are provided:

- 1 complimentary registration
- 2 days of brand exposure
- Branded wellness lounge buildout
- Logo placement inside lounge
- Digital visibility on virtual platform, website
- Dedicated space for your company at the all-attendee celebration event
- Podcast interview package
- Access to keynote speaker meet & greet
- Sponsor highlight package

# T-SHIRT ACTIVATION

**FREE T-SHIRTS!** This sponsorship partner will gain brand awareness both at the Summit and beyond as attendees select between 3 branded designs with your logo strategically located. Everyone loves free t-shirts. Up to 2,000 printed on-site over three days. All attendees will receive a ticket at check-in to redeem their custom t-shirt at your t-shirt activation.

The T-shirt sponsors are provided:

- 3 days of brand exposure
- Branded tees activation buildout
- Logo placement in activation
- Logo on apparel
- Digital visibility on virtual platform, website
- Access to keynote speaker meet & greet session
- Sponsor highlight package





# REFUEL

At meals throughout the summit, this sponsorship provides the fuel attendees need and an opportunity to create meaningful connections as you break bread together.

- Sponsor of breakfast and lunch throughout the summit
- Dedicated table during meals to invite select members to join your team and make meaningful connections
- Sponsor highlight package
- On-site signage
- Digital visibility on virtual platform, website

**\$20K**  
UNLIMITED



**\$15K**  
UNLIMITED

# ENERGY BREAK

As attendees take a break between sessions your sponsorship serves up what each attendee needs, a boost of energy through snacks and drinks as an Energy Break Sponsor.

- Sponsor of each energy break throughout the summit
- Sponsor highlight package
- On-site signage
- Digital visibility on virtual platform, website



# DIVERSITY CONNECTIONS SPONSOR

Create an opportunity for members to connect with Vizient's diverse suppliers during the Diversity Networking Reception at the Connections Business Summit.

- Sponsor of the Diversity Networking Reception at the Vizient Connections Summit
- Opportunity to greet and thank participants at networking reception
- Sponsor highlight package
- On-site signage
- Digital visibility on virtual platform, website



## GIVE BACK EVENT

Create the opportunity for attendees to give back during their time at Summit. Creating the time and space for others to open their hearts and give is something to put your name on.

- Sole sponsor of the give back event during summit
- Collaborate on event format connecting back to your organization and the bigger why behind investing
- Recognition throughout pre-summit communications and on-site tied to give back event
- Create meaningful connections post-summit with all member attendees who gave back with your customized wrap-up report of participating attendees
- Sponsor highlight package
- Digital visibility on virtual platform, website





# CELEBRATION TABLES

*A great entry level sponsorship or add-on value*

Join the all-attendee celebration event with a designated Celebration Table for your organization and connections. This is a great add-on sponsorship.

The Celebration Table Sponsors are provided:

- Reserved, VIP Table for 10 ppl
- Digital visibility on virtual platform, website
- On-site signage as applicable



# REHYDRATE SPONSOR

Sponsor of Rehydrate Stations in main thoroughfares with recognition at water stations big and small throughout the Summit.

The Rehydrate Sponsors are provided:

- Digital visibility at on virtual platform, website
- On-site signage as applicable
- Branded reusable water bottles for all in-person attendees
- Sponsor highlight package



# VIRTUAL PLATFORM

Get the largest reach with the sole virtual platform sponsorship. This sponsorship fuels the virtual platform that all virtual attendees access during the same time period as the in-person event. Also where all attendees will access on-demand content after the summit concludes.

The Virtual Platform Sponsor is provided:

- Virtual platform main sponsor
- 1 complimentary registration
- Digital visibility on web, broadcast, social and virtual platforms
- Sponsor highlight package
- Logo on all sponsor appreciation assets
- Access to keynote speaker meet & greet session
- Dedicated space for your company at the all-attendee celebration event
- Podcast video package

# MOBILE APP

Sole sponsor of the official Summit Mobile App with splash page ad placement and on-site Mobile App Desk as a connection point with attendees.

The Mobile App sponsor is provided:

- Sole sponsor of mobile app
- Branded on-site mobile app desk
- Digital visibility on virtual platform, website
- Access to keynote speaker meet & greet session
- Dedicated space for your company at the all-attendee celebration event
- Logo on all sponsor appreciation assets
- 2 complimentary registrations
- Podcast video package
- Sponsor highlight package





## WIFI CONNECTIONS

The Wifi Connections Sponsor will keep everyone at the conference connected.

The Wifi Connections sponsor is provided:

- Sponsor highlight package
- Digital visibility on virtual platform, website
- 2 complimentary registrations
- Access to keynote speaker meet & greet session
- On-site signage as applicable



## LANYARDS

One of the most visible sponsorships which provides thousands of walking billboards is the badge holder/lanyard sponsorship.

The Lanyards Sponsor is provided:

- Sponsor highlight package
- Digital visibility on virtual platform, website, broadcast
- On-site signage as applicable
- Lanyard with sponsor logo given to all attendees



## CHAPSTICK

Traveling and the dry climate in Las Vegas can take a toll on your lips. Be the lip saving solution for the summit by sponsoring the chapstick that will give attendees just what they need.

The Chapstick Sponsor is provided:

- Logo on chapstick tube
- Digital visibility at on virtual platform, website
- On-site signage as applicable
- Sponsor highlight package



## SUPPORTERS

Organization logo, name, overview and key contact information such as your website included as a Supporter in the on-site guide, mobile app and digital platform.

The Supporting Sponsors are provided:

- Digital visibility on the virtual platform, website, mobile app
- On-site signage as applicable
- Organization logo, name, overview and key contact information include as a supporter in the on-site guide



## NOTEBOOKS

The need for attendees to capture key notes during the Summit makes the Notebook sponsorship a prime opportunity to get your brand into the hands that matter.

The Notebooks Sponsor is provided:

- Logo on notebook
- Sponsor highlight package
- Digital visibility on virtual platform, website
- On-site signage as applicable



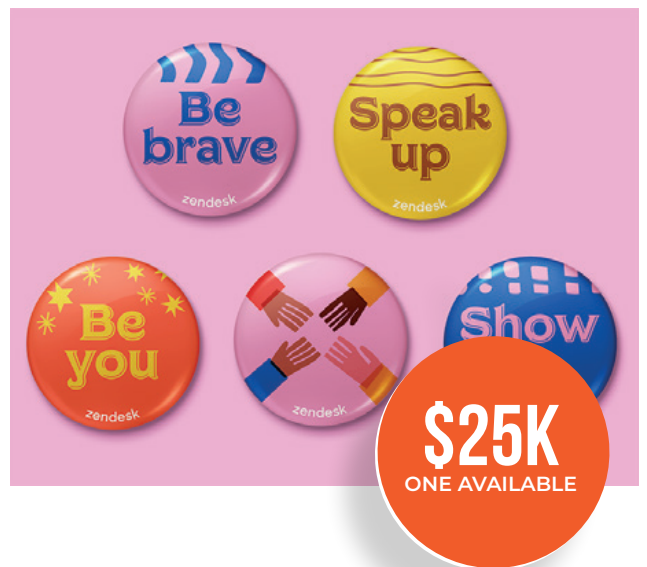
**\$30K**  
ONE AVAILABLE

## CUSTOM BADGE PINS

Treat attendees to a selection of pins that express and represent who they are, displayed front and center on their Summit badge. Each pin will be accompanied by a custom message from you, the sponsor. Sponsor will choose pin design.

The custom badge pins sponsor is provided:

- Sponsor highlight package
- Digital visibility on virtual platform, website
- Personalized message for each pin design, from you to the attendees
- On-site signage as applicable



**\$25K**  
ONE AVAILABLE

# PENS

There is power in the written word and with this sponsorship you'll give attendees a pen with which to capture inspiration throughout the summit. Branding incorporated into pen design. Sole pen sponsor provides pens to all members, suppliers, and staff.

The Pens Sponsor is provided:

- Logo on pens
- Digital visibility on virtual platform, website
- On-site signage as applicable
- Sponsor highlight package

**\$20K**

ONE AVAILABLE





**Questions?**

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