



Leapfrog Annual Meeting and Awards Dinner

2024 Sponsorship Prospectus

PATIENTS COME FIRST

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THE LEAPFROG GROUP
Giant Leaps for Patient Safety

Leapfrog Annual Meeting and Awards Dinner

2024 Sponsorship Prospectus

The Leapfrog Group 2024 Annual Meeting gathers **senior hospital** and **health system leaders, employers** and **other purchasers, health plans, policymakers, consumer advocates, researchers** and **clinicians**.

The event is an exclusive discussion on patient safety with thought leaders and those on the ground driving change in health care. After the close of the Annual Meeting, **we honor** the achievements of the 2024 Leapfrog **Top Hospitals** and **Top Ambulatory Surgery Centers** during our Awards Dinner.

Industry partners are integral to the **success** of the Annual Meeting and Awards Dinner and we've developed sponsorship packages to deliver maximum exposure for your company, brand and personnel!

LEAPFROG DRIVES THE MARKET FOR PATIENT SAFETY!



Why Sponsor

The Leapfrog Group gathers its key stakeholders and constituents for a meeting each year to discuss urgent topics, key issues and the latest trends in health care safety, quality and value. This event provides an amazing opportunity for you to elevate your brand's exposure and make unparalleled connections with hospital and ASC leadership. Leapfrog supports your strategic growth acceleration goals.



Exposure to Hospital and ASC Leadership

Intimate networking and exhibit opportunities with hundreds of hospitals and ASCs from around the country.



Elevate Your Brand

Your logo will be displayed throughout the event in both digital and on-site materials such as the program book, signage, slide decks, giveaways, emails, social media and more.



Support Patient Safety

Promote your company's commitment to patient safety and healthcare quality along with your support of Leapfrog all while gaining exposure and awareness.

“The Leapfrog Group Annual Meeting brings together key healthcare leaders honoring their colleagues’ achievements. The Top Hospital and ASC Awards given at this event highlight commitment to innovation in patient safety. We see this as a great opportunity for scientific exchange and to discuss best practices with leaders in healthcare. Thank you Leapfrog for fostering this vibrant community of healthcare and industry professionals who are unified in the mission of continually improving patient safety.”

JOHN WILLIMANN, CEO, NOZIN / SECOND YEAR PLATINUM SPONSOR

Who Attends

65%

Hospital/ASC Senior Executives & Quality Leaders

23%

Other Healthcare Industry Stakeholders, Thought Leaders and Partners

7%

Employer, Purchaser & Payor Leaders

5%

Policymakers, Consumer Advocates and Media

2024 Sponsorship Opportunities

Make an impact at the 2024 Leapfrog Annual Meeting and Awards Dinner.

Maximize your visibility by becoming a sponsor.

Sponsor Level	PLATINUM EXCLUSIVE	GOLD	SILVER	BRONZE	CHAMPION
Pricing	\$44,750	\$29,750	\$21,750	\$15,750	\$8,750
Marketing Benefits					
Logo Size	Large	Large	Medium	Medium	Small
Program Book Ad	Full Page Ad	Full-Page Ad	Half-Page Ad	Half-Page Ad	Quarter-Page Ad
Logo Promotion on Event Signage	✓	✓	✓	✓	✓
Social Media Shoutouts	✓	✓	✓	✓	✓
Logo on Conference Website	✓	✓	✓	✓	✓
Gift Bag Item	✓	✓	✓	✓	
Pre and Post Event Attendee Contact Information	✓	✓	✓		
Event Benefits					
Complimentary Tickets to Events	10	5	4	3	1
Exhibit Space	✓	✓	✓	✓	
Exhibitor Hall Passport	✓	✓	✓	✓	
Sponsored Raffle Item	✓	✓			
Branded Material on Attendee Chairs	✓				

Contact Karen Jupiter, Vice President of Development, for more information at kjupiter@leapfrog-group.org

Partners Advisory Committee members receive a 20% discount on basic sponsorship levels.

Benefits Glossary

Program Book Ad Space

This essential printed piece is the go-to for a quick reference guide of the schedule of events and Top Hospital and ASC award winners.

Branded Material on Attendee Chairs

Your company will have the opportunity to provide a printed marketing piece that will be placed on every attendee's chair.

Exhibit Space

This is your chance to meet face-to-face with a qualified audience of senior hospital and ambulatory surgery center professionals. As an exhibitor, you'll be able to showcase your products and services to potential customers. All exhibitors are provided with a 6 ft table, a black tablecloth, two chairs, and access to electricity.

Exhibit Hall Passport

The Exhibit Hall Passport brings further traffic to your exhibit space and allows for greater networking opportunities with attendees. Once completed, attendees will be entered in a raffle announced at the end of the event.

Gift Bag Item

Opportunity to provide a branded item to be given away to each attendee at registration.

Logo Promotion on Event Signage

With your company's logo displayed prominently throughout the conference registration and meeting spaces, you'll be the first thing attendees see when they arrive at the conference and the last thing they see at the end of each day.

Pre/Post Attendee List

Includes all opted-in attendee's names, organizations, titles, and email address.

Social Media Shoutouts

Shout out of your Annual Meeting Sponsorship level and company logo on Leapfrog social media channels (LinkedIn, Twitter/X, Instagram, Facebook).

Sponsored Raffle Item

Your company can provide an exclusive item to be raffled off to all attendees.

NOTE: Guidelines and deadlines for artwork, product and copy submissions will be provided to all sponsors.



Add-On Sponsorship Opportunities

Any of the below can be added on to your basic sponsorship levels.

Breakfast or Lunch Sponsorship— One for \$8,750 or both for \$12,500

Increase your networking potential by sponsoring breakfast or lunch at the annual meeting. The breakfast sponsorship includes having your logo on coffee cups or napkins, plus recognition on signage. The lunch sponsorship includes having a branded sticker put on every boxed lunch, plus recognition on signage.

Exclusive Wi-Fi Sponsorship—\$10,000

Gain continuous visibility as the exclusive Wi-Fi sponsor at the Leapfrog Annual Meeting. Your company will be featured on signage and the Wi-Fi login web page, ensuring that every attendee interacts with your brand throughout the day as they access the network. This sponsorship guarantees widespread exposure and recognition, making it an effective branding opportunity.

Exclusive Attendee Meeting Bag Sponsorship—\$8,750

Your company's name and logo will be seen on the arm of every attendee as they collect their conference materials and keep them organized in these popular custom-branded bags. Your company provides the bags for distribution.

Exclusive Hotel Key Card Sponsorship—\$8,750

Reach attendees outside of the exhibit hall! You'll be able to fully customize the hotel key cards given to every attendee staying at the host hotel, guaranteeing that they'll see your branding regularly. You can even add graphics and a QR code.

Exclusive Hand Hygiene Sponsorship—\$8,750

Let every attendee experience your brand of hand sanitizer! Benefits include company branded hand sanitizer stand placement in all meeting venues, branded sanitizer on all meeting tables, social media promotion, additional logo placement and hand sanitizer in gift bag (not exclusive), and advertisement (with logo) in program book.

Lanyard Sponsorship—\$8,750

Put your company's name and logo into the hands of every attendee. These custom-printed badge lanyards are given to every attendee along with their required conference badge.

Poster Session Sponsorship—\$5,000

This year, Leapfrog's annual meeting will feature posters from hospitals and surgery centers who are making giant leaps in patient safety. Sponsor this poster session and your name and logo will be seen by every attendee as they share in research related to patient safety as well as health care quality and affordability.

Three available.

Meeting Space—\$1,000

Need a private place to meet with clients and prospects for an hour? Then this is the benefit for you.

All sponsors receive recognition in the on-site program book and on the event's website.



About the Leapfrog Group

Founded in 2000 by large employers and other purchasers, **The Leapfrog Group** is a national nonprofit organization driving a movement for giant leaps for patient safety. The flagship **Leapfrog Hospital Survey** and **Leapfrog Ambulatory Surgery Center (ASC) Survey** collect and **transparently report** hospital and ASC performance, empowering purchasers to find the highest-value care and giving consumers the lifesaving information they need to make informed decisions. The **Leapfrog Hospital Safety Grade**, Leapfrog's other main initiative, assigns letter grades to hospitals based on their record of patient safety, helping consumers protect themselves and their families from errors, injuries, accidents, and infections.

