

2022



STRONGER

vizient. **CONNECTIONS** SUMMIT

Sept. 19–21, 2022

#vizientsummit

SPONSORSHIP PROSPECTUS

WWW.VIZIENTSPONSORSHIPS.COM

vizientsummit@vizientinc.com



**Building
Stronger
Relationships**



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 Vizient® Connections Summit is our annual premier event that is dedicated to connecting thought leaders across the health care continuum – creating a destination event like no other. Where health care executives from a range of disciplines across member health care facilities and Vizient's supply chain partners network and share insights into the increasing confluence of our worlds. Where cutting-edge technology and powerful storytelling reveals new possibilities, efficiencies, and improved outcomes.

The Connections Summit is where education and conversations sharpen minds, challenge current constructs, and inspire attendees to think bolder, stronger. We hope you plan on attending the summit this September, where this year's theme is "Stronger". We will kick off the event with an incredible outdoor costume party under the stars in a stunning covered open-air pavilion, with live music and entertainment, drinks, food and plenty of time to celebrate and connect with all attendees.

We invite you to reach out to your Vizient contact or the sponsorship sales team at 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.

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., the nation's largest health care performance improvement company, serves more than 50% of the nation's acute care providers, which includes 97% of the nation's academic medical centers, and more than 20% of ambulatory care providers.

Vizient provides expertise, analytics and advisory services, as well as a contract portfolio that represents more than \$130 billion in annual purchasing volume. Vizient's solutions and services improve the delivery of high-value care by aligning cost, quality and market performance.



A WORLD-CLASS Health Care Audience At Scale

- ✓ 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 networking
- Return on investment (ROI)
- Audience insights and metrics
- Curated content strategy (event, broadcast, web, social)
- 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 event design



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



Engage our audience one on one



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.

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 2022 Vizient Connections Summit



2022 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			
HEADLINE TRAVEL	\$175,000	1	2		✓
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	4			✓
LANYARDS	\$38,000	1			✓
CUSTOM LAPEL 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	4			✓
TSHIRT ACTIVATION	\$45,000	2			✓
PROFESSIONAL HEADSHOTS	\$35,000	1			✓
REFUEL	\$20,000	UNLIMITED			✓
DIVERSITY CONNECTIONS	\$15,000	4			✓
GIVE BACK EVENT	\$20,000	2			✓
CUSTOM REVIVE EXPERIENCE	\$50,000	2	1	✓	✓
LUGGAGE TAGS	\$30,000	1			✓

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
- ✓ Digital and print signage to designate your sponsorship as applicable
- ✓ Each attendee from your organization receives a ribbon to display for recognition on your badge
- ✓ Logo recognition on keynote screens
- ✓ Highlight in conference wrap video
- ✓ Post show benefit metrics



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SPONSORSHIP PROSPECTUS

vizient.



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
- Introduce keynote during mainstage session
- On-site signage as applicable
- Sponsor ribbon designation on name badge
- Acknowledgment in the printed on-site guide
- Logo on all sponsor appreciation assets
- Access to keynote speaker meet & greet session
- 1 upgraded suite accommodation
- Podcast interview video
- Sponsor highlight package
- Dedicated space for company at all-attendee celebration event



\$130K
THREE AVAILABLE

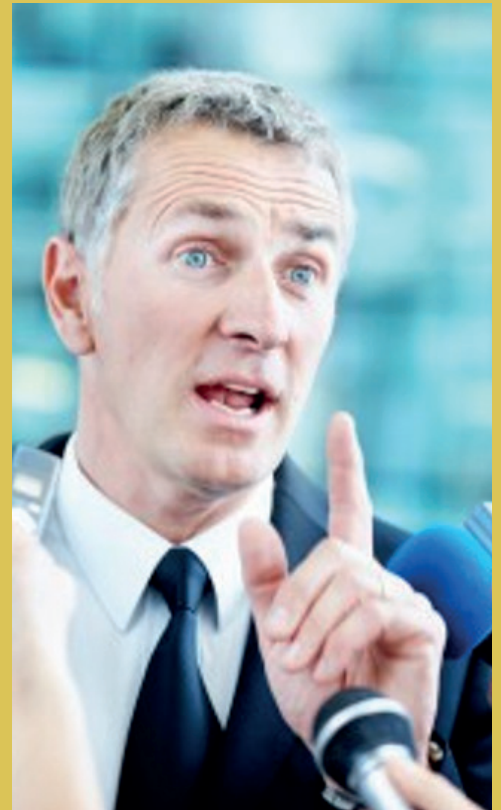
LIVE BROADCAST STUDIO SPONSOR

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

Attendees 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
- 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
- Logo on all sponsor appreciation assets





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
- Signage in activation area
- Acknowledgement in the printed on-site guide
- Sponsor highlight package
- Logo on all sponsor appreciation assets
- 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
- Sponsor ribbon designation on name badge

CELEBRATIONS CONNECTIONS SPONSOR

Help us kick off the event with an incredible outdoor costume party under the stars in a stunning covered open-air pavillion, with live music, entertainment, drinks, food and plenty of time to celebrate and connect with all attendees.

- 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 mobile app, website
- Sponsor ribbon designation on name badge
- Logo on all sponsor appreciation assets



EXPERIENTIAL ENTERTAINMENT

Musical performances



\$40K

TWO AVAILABLE

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 STRONGER and more visible 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 mobile app, website
- Sponsor highlight package
- On-site signage as applicable
- Acknowledgement in the printed on-site guide
- Sponsor ribbon designation on name badge
- 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:

- Sponsor ribbon designation on name badge
- Logo on all sponsor appreciation assets
- Sponsor highlight package
- Digital visibility on mobile app, website
- Branded station activation
- 3 days premium locations

\$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 mobile app , website
- Access to keynote speaker meet & greet
- On-site signage as applicable
- Sponsor ribbon designation on name badge
- Logo on all sponsor appreciation assets

PHOTO OPS

Get your brand into attendee's hands on all images shared throughout the summit. Sponsor a display to be specially curated for social sharing and engagement.

The Photo Ops Sponsors are provided:

- Branded photo station build-out
- Branded photos delivered back to participants
- Digital visibility on mobile app and event website
- Sponsor highlight package
- Sponsor ribbon designation on name badge
- Logo on all sponsor appreciation assets



\$50K

TWO AVAILABLE

PODCAST STUDIO

The 2022 Vizient Connections Summit Podcast Studio sponsorship will be a live, branded recording studio highly visible to all 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 mobile app, website
- Sponsor ribbon designation on name badge
- Logo on all sponsor appreciation assets
- Dedicated table at the company all-attendee celebration event
- 1 complimentary registration
- Access to keynote speaker meet & greet
- Sponsor highlight package



A LA CARTE PODCAST

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 recording location onsite
- Logo placement on studio screen for branded recording
- Professionally packaged back to you for your marketing use
- Sponsor ribbon designation on name badge
- Logo on all sponsor appreciation assets



\$30K
FOUR AVAILABLE



\$30K
ONE AVAILABLE

BARISTA BAR

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

The Barista Bar Sponsors are provided:

- Branded barista bar
- Branded napkins and/or stirrers
- On-site signage as applicable
- Digital visibility on mobile app , website
- Providing attendees through the conference with coffee, lattes, tea and other specialty coffees
- Sponsor highlight package
- Sponsor ribbon designation on name badge
- Logo on all sponsor appreciation assets

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
- Sponsor highlight package
- On-site signage as applicable
- Digital visibility on mobile app, website
- Sponsor ribbon designation on name badge
- Logo on all sponsor appreciation assets



\$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 mobile app, website
- Sponsor ribbon designation on name badge
- Dedicated space for your company at the all-attendee celebration event
- Podcast interview package
- Access to keynote speaker meet & greet
- Sponsor highlight package
- Logo on all sponsor appreciation assets

T-SHIRT ACTIVATION

FREE T-SHIRTS! This sponsorship is an attendee favorite! Gain brand awareness both at the Summit and beyond as attendees select between 3 branded t-shirt designs with your logo strategically located on them. These complimentary t-shirts are screen 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 mobile app, website
- Access to keynote speaker meet & greet session
- Sponsor highlight package
- Sponsor ribbon designation on name badge
- Logo on all sponsor appreciation assets



A professional headshot studio setup. A female photographer is taking a headshot of a male subject who is sitting on a stool. The subject is wearing a black jacket and dark pants. The background is a red backdrop. There are studio lights and equipment visible.

\$35K

ONE AVAILABLE

PROFESSIONAL HEADSHOTS

NEW for 2022! Sure to be an attendee favorite. This sponsorship includes everything from a world-class portrait team to a custom designed professional studio set. Up to 40 attendees per hour get their headshots updated while you get the brand exposure.

- Sole sponsor of professional headshots
- Sponsor highlight package
- On-site signage
- Branded digital image gallery
- Digital visibility on mobile app, website
- Sponsor ribbon designation on name badge
- Logo on all sponsor appreciation assets

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
- Sponsor ribbon designation on name badge
- Digital visibility on mobile app, website
- On-site signage
- Logo on all sponsor appreciation assets

A large outdoor dining area with many people seated at round tables. The tables are covered with white tablecloths and set with glassware and plates. The area is decorated with string lights and has a large, ornate gazebo-like structure in the background. The scene is set outdoors on a grassy area with trees and buildings in the distance.

\$20K

UNLIMITED

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 mobile app, website
- Sponsor ribbon designation on name badge
- Logo on all sponsor appreciation assets



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.

- 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 ribbon designation on name badge
- Logo on all sponsor appreciation assets

- Sponsor highlight package
- Digital visibility on mobile app, website



\$20K

TWO AVAILABLE



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.

The Celebration Table Sponsors are provided:

- Reserved, VIP Table for 10ppl
- Digital visibility on mobile app, website
- On-site signage as applicable
- Sponsor ribbon designation on name badge

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 mobile app, website
- On-site signage as applicable
- Branded reusable water bottles for all in-person attendees
- Sponsor highlight package
- Sponsor ribbon designation on name badge
- Logo on all sponsor appreciation assets



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
- Branded banner across mobile app header
- 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
- Sponsor ribbon designation on name badge
- Logo on all sponsor appreciation assets



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 mobile app, website
- 2 complimentary registrations
- Access to keynote speaker meet & greet session
- On-site signage as applicable
- Sponsor ribbon designation on name badge
- Logo on all sponsor appreciation assets



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 mobile app, website
- On-site signage as applicable
- Lanyard with sponsor logo given to all attendees
- Sponsor ribbon designation on name badge
- Logo on all sponsor appreciation assets



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 mobile app, website
- On-site signage as applicable
- Sponsor highlight package
- Sponsor ribbon designation on name badge
- Logo on all sponsor appreciation assets



HEADLINE TRAVEL

Be the first, middle and last sponsor to reach attendees as the headline travel sponsor. Let attendees get excited about the summit from their first step off the plane - viewing co-branded signage at the Las Vegas airport baggage claim.

The headline travel sponsor is provided:

- Co-branded signage at airport, onsite and in email communications
- Prominent branding and digital visibility on mobile app, website
- Sponsor highlight package
- Logo on all sponsor appreciation assets
- Sponsor ribbon designation on name badge



SUPPORTERS

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

The Supporting Sponsors are provided:

- Digital visibility on the event website, mobile app
- On-site signage as applicable
- Organization logo, name, overview and key contact information include as a supporter in the onsite guide
- Sponsor ribbon designation on name badge
- Logo on all sponsor appreciation assets

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 mobile app , website
- On-site signage as applicable
- Sponsor ribbon designation on name badge
- Logo on all sponsor appreciation assets

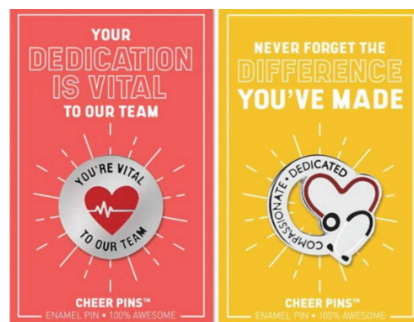


CUSTOM LAPEL PINS

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 designs.

The custom lapel pin sponsor is provided:

- Sponsor highlight package
- Digital visibility on mobile app, website
- Personalized message for each pin design, from you to the attendees
- On-site signage as applicable
- Sponsor ribbon designation on name badge
- Logo on all sponsor appreciation assets



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 mobile app, website
- On-site signage as applicable
- Sponsor highlight package
- Sponsor ribbon designation on name badge
- Logo on all sponsor appreciation assets

\$20K

ONE AVAILABLE

Questions?
vizientsummit@vizientinc.com
www.vizientsponsorships.com

