



Georgia Association for Healthcare Facility Managers 2025 Sponsorship Brochure

About Georgia Association for Healthcare Facility Managers

The Georgia Association for Healthcare Facility Managers (GAHFM) is a Georgia Hospital Association (GHA) affiliated society for healthcare engineers and related disciplines. Each year, the society hosts a variety of premier educational and networking events for our members and sponsors including:

- **Annual Conference and Technical Exhibition** | June 4-6, 2025, Calloway Resort & Gardens
- **Spring Education** | March 2025, Location TBD
- **Fall Technical Education Conference** | November 2025, Location TBD
- **Regional Networking Events** | dates and locations vary

Sponsorship Information

As a GAHFM sponsor, you will be able to promote your presence *before, during, and after* the Annual Meeting and Technical Exhibition. GAHFM offers a variety of opportunities that fit different impact and budget goals to demonstrate your support.

Branding Benefits for All Sponsorship Levels

As a GAHFM sponsor, your company will enjoy the following branding and marketing benefits:

- Sponsor-level branding on conference programs, publications, and website for sponsorship year
- Electronic GAHFM Membership Directory
- Society marketing notifications for GAHFM news, upcoming events, etc.
- Ability to host co-branded, self-organized marketing event that highlights your company's capabilities, products, and/or services (must have nominal educational value)
- Opportunity to submit articles for review & publication (not guaranteed to be selected)
- Access and listing in the 2025 GAHFM Annual Conference and Technical Exhibition Meeting Guide in the GHA App.

Platinum Level Sponsor Benefits - \$9500 (1 Opportunity)

SOLD OUT

- Platinum Sponsor "right-of-first-refusal" for the following year.
- GAHFM Annual Conference and Technical Exhibition
 - 6 complimentary registrations *and* the option to purchase 3 additional registrations for \$500 each (*includes all Annual Conference events*).
 - 6 invitations to the GAHFM Leadership Dinner.
 - Sponsor display space for the duration of the Conference in the pre-function area.
 - Platinum Sponsor gift (bag) with your company's logo for GAHFM members.
 - 6 invitations to Mix and Mingle
 - Company name listed as Wi-Fi access passcode and/or meeting app if applicable.
- Spring Education and Fall Technical Education
 - 6 complimentary registrations *and* the option to purchase 3 additional registrations at \$250 each per event.
- Leadership Retreat
 - 4 invitations to attend.
- Color logo on all GAHFM publications and website for sponsorship year.

Diamond Level Sponsor Benefits - \$7500 (4 Opportunities) SOLD OUT

- Diamond Sponsor “*right-of-first-refusal*” for the following year.
- GAHFM Annual Conference and Technical Exhibition
 - 5 complimentary registrations *and* the option to purchase 2 additional registrations for \$500 each (*includes all Annual Conference events*).
 - 5 invitations to the GAHFM Leadership Dinner.
 - Sponsor display space for the duration of the Conference in the pre-function area.
 - 5 invitations to GAHFM Mix and Mingle.
- Spring Education and Fall Technical Education
 - 5 complimentary registrations *and* the option to purchase 2 additional registrations at \$250 each (per event).
- Leadership Retreat
 - 2 invitations to the GAHFM Leadership Retreat.
- Color logo on all GAHFM publications and website for sponsorship year.

Gold Level Sponsor Benefits - \$5000 (10 Opportunities) SOLD OUT

- Gold Sponsor “*right-of-first-refusal*” for the following year.
- GAHFM Annual Conference and Technical Exhibition
 - 4 complimentary registrations *and* the option to purchase 1 additional registration for \$500 each (*includes all Annual Conference events*).
 - 1 display table during the Technical Exhibition at the Annual Meeting.
 - 4 invitations to GAHFM Mix and Mingle.
- Spring Education and Fall Technical Education
 - 2 complimentary registrations to the GAHFM Spring Education and Fall Technical Education events *and* the option to purchase 1 additional registration at \$250 each (per event).
- Color logo on all GAHFM publications and website for sponsorship year.

Silver Level Sponsor Benefits - \$3000 (30 Opportunities) SOLD OUT

- GAHFM Annual Conference and Technical Exhibition
 - 3 complimentary registrations (*No additional registrations*).
 - 1 display table during the Technical Exhibition at the Annual Meeting.
- Spring Education and Fall Technical Education
 - Option to purchase one registration at \$250 per event.
- Company listing on all GAHFM publications and website for sponsorship year.

Bronze Level Sponsor Benefits - \$2000 (35 Opportunities) SOLD OUT

- GAHFM Annual Conference and Technical Exhibition
 - 2 complimentary registrations (*No additional registrations*).
 - 1 display table during the Technical Exhibition at the Annual Meeting.
- Spring Education and Fall Technical Education
 - Option to purchase 1 registration at \$250 per event.
- Company listing on all GAHFM publications and website for sponsorship year.

Additional Sponsorship Opportunities

A company must be a **2025 Sponsor** to take advantage of these additional exclusive sponsorship offers.

Lanyards & Badge Holder **\$1250 (exclusive) SOLD OUT**

Have your logo displayed alongside GAHFM and allow the attendees to do the advertising for you! GHA will produce lanyards printed with the sponsor logo and distribute them to all registrants when they arrive on site.

Hotel Room Key **\$1500 (exclusive) SOLD OUT**

Have your logo and message displayed on one side of the hotel room key given to all attendees staying on property. Communicate your company message each time attendees enter their hotel room.

*Sponsor must design the key card art within hotel specifications.

Meeting Pens **\$550 (exclusive) SOLD OUT**

Have your company logo placed on pens given to all attendees. GHA will produce pens with your logo.

Sponsorship Terms

Right-of-First-Refusal

A sponsorship level is not secured until payment is received by the Georgia Hospital Association on behalf of the Georgia Association for Healthcare Facility Managers. Sponsors with a *right-of-first-refusal* ("ROFR") must indicate they will exercise that right by Dec. 31, 2024 and complete payment by Jan. 31, 2025. Any sponsor exercising a ROFR that hasn't completed payment by Jan. 31, 2025, will forfeit their right to retain their previous sponsorship designation. Any sponsor that forfeits their ROFR may still sponsor at any of the available sponsorship opportunities.

Shared Sponsorships

All sponsorship opportunities offered by the Georgia Association for Healthcare Facility Managers may be purchased by one company and all registered conference attendees must be an employee of the sponsoring company. Sponsorships may not be split between more than one sponsoring company. Any sponsor found to be in violation of this prohibition will forfeit their current sponsorship level without refund and will not be permitted to be a sponsor during the subsequent year.

Benefits Impairment

To receive all sponsorship level benefits, sponsorships must be purchased by Feb. 15, 2025. This timeline is to ensure ample production time for conference printed and/or other materials. Any sponsorship purchased after this deadline may result in your company not being included on certain conference collateral. The sponsor cancellation deadline is Feb. 28, 2025. After this time, we are not able to offer a refund due to budgeting for the conference.

Conference Hotel Block

Subject to availability, sponsors may purchase at their own expense hotel rooms within the conference block up to the number of allowable conference registrations – Platinum (6), Diamond (5), Gold (4), Silver (3), and Bronze (2). The Georgia Hospital Association and the Georgia Association for Healthcare Facility Managers reserve the right to remove a hotel registration from the conference room block. Subject to hotel availability, this may result in the cancellation of a reservation.

Badge Change Requests

Subject to event logistics adopted by the Georgia Association for Healthcare Facility Managers Leadership Team, sponsors may be permitted to swap out a registered conference sponsor attendee with another from the same company for a nominal fee. If your company is interested in swapping out conference attendees from your company during the conference, please reach out to GHA to inquire about the process terms and requirements.

Guest Registrations

Subject to event logistics adopted by the Georgia Association for Healthcare Facility Managers Leadership Team, sponsors may be permitted to register a guest attendee. A guest attendee must be a spouse or immediate family member of a registered conference attendee.

Matters Subject to Discretion or Interpretation

Questions or requests around any sponsorship right or benefit not defined in the sponsorship program is subject to the discretion of the Executive Committee of the Georgia Association for Healthcare Facility Managers in its sole discretion.