

- **Who we are.....Healthcare leaders around the state of Wisconsin who represent:**
 - Independent Practices
 - Large Group Practices
 - Healthcare Systems

- **HLA-WI Leadership**
 - Sandy Scola – President
 - Sherrie Dorow – Past President
 - Douglas Darnell – President Elect
 - Joel Gehling – Secretary/Treasurer
 - Renee Friesen – Director
 - Amy Lindloff – Past President / Ex-Officio Director
 - Nate Johnson – Director
 - Shane Melenbacker – Past President / Ex-Officio Director
 - Kevin Murray – Past President / Ex-Officio Director
 - Todd Noggle – Past President / Ex-Officio Director
 - Jillian Wilson - Director
 - Jean Thomas – Executive Director

- **HLA-WI History**
 - Incorporated in 1972
 - Renamed from Wisconsin Clinic Managers to Wisconsin Medical Group Management Association (WMGMA) in 1989
 - WMGMA Renamed to Healthcare Leaders Association of Wisconsin (HLA-WI) in 2023
 - 501C (6) Nonprofit

- **Sponsorship Benefits**
 - Exhibit at Annual Spring Conference – April 9th & 10th, 2026 – Park Hotel in Madison, WI
 - Affiliate Membership(s) Included
 - Networking Opportunities
 - Access to member database and complimentary monthly webinars
 - Recognition on Website
 - Opportunities to speak at Conference and Webinars



HLA-WI 2026 SPONSOR PROSPECTUS

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SPONSORSHIP BENEFITS	PLATINUM \$4,500	GOLD \$3,500	SILVER \$2,500	Exhibit Only \$1750
2026 Conference Exhibit (\$1750 Value)	Yes	Yes	Yes	Yes
Pre & Post Event Attendee List	Yes	Yes	Yes	Yes
Sponsor attendees per conference	Unlimited	3	2	1
Prospective client registrations (per event)	4	3	2	N/A
1 st Choice of Exhibit Space	Yes	Yes	N/A	N/A
Preferred Exhibit Space		Yes	Yes	N/A
TED Talk opportunity at conferences	Yes	Yes	N/A	N/A
Preferred speaker opportunity at conferences (General Session)	Yes	Yes	N/A	N/A
Affiliate Memberships (Includes access to Membership Directory) (\$375 Value)	Unlimited	3	2	N/A
Active Member List in Excel (Bi-Annual)	Yes	Yes	N/A	N/A
Preferred position of Logo on HLA-WI Home Page	Yes	Yes	N/A	N/A
Recognition on HLA-WI Website (Respective Sponsor Page)	Yes	Yes	Yes	N/A
Presentation of Webinar Opportunity (National State HLA & MGMA associations)	Yes	Yes	N/A	N/A
Exclusive Sponsor at Networking Event (separate from conference)	Yes	N/A	N/A	N/A

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Healthcare Leaders Association of Wisconsin

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