

HLA-WI 2026 SPONSOR PROSPECTUS

➤ **Who we are.....Healthcare leaders around the state of Wisconsin who represent:**

- Independent Practices
- Large Group Practices
- Healthcare Systems

➤ **HLA-WI Leadership**

- Sherrie Dorow – President
- Amy Lindloff – Past President
- Joel Gehling – Secretary/Treasurer
- Sandy Scola – President Elect
- Douglas Darnell – Director
- Renee Friesen – Director
- Nate Johnson – Ex-Officio Director
- Shane Melenbacker – Past President
- Kevin Murray – Past President
- 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, 2025 – 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

[CLICK HERE FOR ONLINE REGISTRATION](#)

SPONSORSHIP BENEFITS	PLATINUM \$4,500	GOLD \$3,500	SILVER \$2,500	Exhibit Only \$1750
2025 Conference Exhibit (\$1500 Value)	x	x	x	X
Pre & Post Event Attendee List	x	x	x	X
Sponsor attendees per conference	Unlimited	3	2	1
Prospective client registrations (per event)	4	3	2	N/A
1 st Choice of Exhibit Space	x	X	N/A	N/A
Preferred Exhibit Space		x	X	N/A
TED Talk opportunity at conferences	x	X	N/A	N/A
Preferred speaker opportunity at conferences (General Session)	x	x	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)	x	x	N/A	N/A
Preferred position of Logo on HLA-WI Home Page	x	x	N/A	N/A
Recognition on HLA-WI Website (Respective Sponsor Page)	x	x	X	N/A
Presentation of Webinar Opportunity (National State HLA & MGMA associations)	x	x	N/A	N/A
Recognition at Quarterly Payer Forums	x	x	N/A	N/A
Exclusive Sponsor at Networking Event (separate from conference)	x	N/A	N/A	N/A

[CLICK HERE FOR ONLINE REGISTRATION](#)