



2026 Corporate Sponsorship & Conference Exhibit Prospectus



2026 Conferences

Winter Conference

March 4-6, 2026

Hyatt Regency Birmingham,
The Wynfrey Hotel | Birmingham, AL

Summer Conference

July 20-22, 2026

The Hilton Sandestin Beach
Golf Resort and Spa | Destin, FL

Don't miss these extraordinary opportunities to reach your target market. Take advantage of these convenient, cost-effective options to grow your presence in Alabama. Invest in your future today!

Are you looking to reach medical practice executives throughout Alabama? The Healthcare Leaders Association of Alabama is a one-of-its-kind state organization dedicated to serving the unique needs of medical practice executives throughout the state. We offer unique opportunities to connect with practices from all over the state with over 600 members exclusively focused in medical practice management.

HLA Alabama recognizes the value and importance of your marketing dollar. We have developed a variety of opportunities with you in mind - Our Corporate Sponsorship program as well as our A la Carte offerings.

Membership Opportunities

Booth prices are different for our Affiliate Members and non-Members. Annual dues for Affiliate Members is \$250. Please visit our website www.hlaalabama.com to join as an Affiliate Member if you aren't already involved

in this capacity. Make a statement by aligning your company with our organization. By becoming an Affiliate Member you also reap the unique benefits of networking access, a listing in our online Affiliate Directory on our website, access to industry news and information, and discounts on events. Being an Affiliate Member in our organization is not just a title; it's a pathway to success.

Sponsor and Exhibitor Opportunities

Through sponsorship and exhibit opportunities, HLA Alabama conferences represent your best opportunity to network with medical practice executives from throughout our state. Whether you choose to sponsor an event, highlight your products or services as an exhibitor or both, you will be taking advantage of a tailor-made opportunity to provide you with access to decision makers and quality leaders.



(205) 981-0011 • (205) 981-2901 - Fax

www.hlaalabama.com

Affiliate Membership & Gold Sponsorship

Make a statement by aligning your company with our organization. By becoming an Affiliate Member you also reap the unique benefits of networking access, industry news and information, and discounts on events. Being an Affiliate Member in our organization is not just a title; it's a pathway to success. Annual dues are \$250. You can join as an Affiliate Member via our website www.hlaalabama.com

Affiliate Member Benefits:

- Access to online membership database
 - Discounted exhibit space fee at annual conference (\$1,900 members, \$2,250 non-members)
 - Listing in affiliate directory, searchable by product/service to members
 - Free monthly webinars
 - Quarterly Newsletter
- (advertisement space available to affiliate members at an additional cost)

Gold Sponsorship
\$6,300

You must be an Affiliate Member to be eligible for Gold Sponsorship.

Gold Sponsorship includes:

- Exhibit Space at BOTH Winter and Summer Conferences - with Upgraded Placement
- Website Sponsorship – listing on our website sponsorship page and rotating logo on our home page with a link to your company website
- Special listing in both onsite conference programs, recognition on booth in exhibit hall.



Healthcare Leaders Association of Alabama 2026 WINTER CONFERENCE

March 4-6, 2026 • The Hyatt Regency Birmingham, The Wynfrey Hotel

The Event

The HLA Alabama Winter Conference offers both general sessions and breakout sessions for medical practice executives throughout Alabama. It features top-notch speakers and materials, along with valuable networking opportunities. Participants will be updated on future trends and projected changes in healthcare and their potential impact on physician practices.

The Attendees

Approximately 200 medical practice executives from around the state of Alabama convene annually for this event. Medical group administrators, executives, managers, health administration students and faculty make up the conference roster. The meeting is not too big to be impersonal, but plenty big to provide numerous quality leads.

Networking

While the meeting will be packed with educational and entertaining presentations, the onsite meal functions and networking breaks will provide an all- too-rare opportunity for attendees to catch-up with old acquaintances and make new ones. There is a lunch, reception, and four networking breaks that will be held in the exhibit area, while the breakfasts and Thursday luncheon will be enjoyed in the neighboring ballroom. Everyone appreciates the food and fellowship associated with these events. Exhibitors are encouraged to attend sessions and meals with our conference attendees for additional networking time and exposure.

Exhibit Hall

(55) 8' x 10' booths will be available. Booths include full pipe and drape, a 6' draped table, signage, two chairs, a wastebasket, wireless internet access and electricity. Booth fees include meals and meetings for two representatives. Additional representatives may participate for an additional charge. Your booth fee also includes a pre and post conference attendee list in Excel format. All exhibit spaces are assigned on a first- come, first-serve basis with priority given to Conference Sponsors. Cost per Exhibit Booth is \$1900 for HLA Alabama Affiliate Members and \$2250 for those that are not members. Our booth space sells out so confirm early to guarantee space.

EXHIBITOR EVENTS

Wednesday, March 4, 2026

8:00 - 11:00 am	Exhibit Set Up
11:30 - 1:00 pm	Lunch in Exhibit Hall
3:00 - 3:45 pm	Break in Exhibit Hall
5:30 - 8:00 pm	Top Golf Outing

Thursday, March 5, 2026

7:30 - 8:30 am	Networking Breakfast
10:00 - 10:45 am	Break in Exhibit Hall
12:00 - 1:00 pm	Networking Lunch
3:00 - 3:30 pm	Break in Exhibit Hall

Friday, March 6, 2026

7:30 - 8:30 am	Networking Breakfast
9:45 - 10:15 am	Break in Exhibit Hall
10:30 am	Exhibit Tear Down



Healthcare Leaders Association of Alabama
2026 WINTER CONFERENCE

March 4-6, 2026 • The Hyatt Regency Birmingham, The Wynfrey Hotel

SPONSORSHIP OPPORTUNITIES

- _____ Conference Brochure Mailout: Sponsorship is \$2000
- _____ Onsite Program Book: Sponsorship is \$1850
- _____ Conference Bag: Sponsorship is \$3200
- _____ Audio Visual Sponsorship: Sponsorship is \$1700
- _____ Website Presentation Page: Sponsorship is \$1700
- _____ Wifi Sponsorship: Sponsorship is \$2000
- _____ Wednesday Continental Breakfast: Sponsorship is \$1500
- _____ Wednesday Strolling Lunch in the Exhibit Hall: Sponsorship is \$1800
- _____ Wednesday Keynote General Session #1: Sponsorship is \$2000
- _____ Wednesday Afternoon Break: Sponsorship is \$1500
- _____ Wednesday Event at Top Golf: Four Sponsorships available at \$3200 each
- _____ Thursday Breakfast: Sponsorship is \$1750
- _____ Thursday Morning Break: Sponsorship is \$1500
- _____ Thursday Lunch: Sponsorship is \$2000
- _____ Thursday Student Luncheon: Sponsorship is \$1000
- _____ Thursday Afternoon Break: Sponsorship is \$1750
- _____ Friday Breakfast: Sponsorship is \$1750
- _____ Friday Morning Break: Sponsorship is \$1500
- _____ Friday Keynote General Session: Sponsorship is \$2000



Sponsorships are granted on a first come, first served basis.
Sponsors will receive priority placement of booth space at conference.

Healthcare Leaders Association of Alabama 2026 SUMMERCONFERENCE

July 20-22, 2026 • The Hilton Sandestin Beach Golf Resort and Spa, Destin, FL

The Event

The HLA Alabama Summer Conference offers both general sessions and breakout sessions for medical practice executives throughout Alabama. It features top-notch speakers and materials, along with valuable networking opportunities. Participants will be updated on future trends and projected changes in healthcare and their potential impact on physician practices.

The Attendees

Approximately 120 medical practice executives from around the state of Alabama convene annually for this event. Medical group administrators, executives, managers, health administration students and faculty make up the conference roster. This conference has an abundance of networking opportunities include a strolling lunch in the exhibit hall, and our Thursday night Beach Party.

Networking

While the meeting will be packed with educational and entertaining presentations, the onsite meal functions and networking breaks will provide an all-too-rare opportunity for attendees to catch-up with old acquaintances and make new ones. There is a lunch, reception, and three networking breaks that will be held in the exhibit area, while the breakfasts will be enjoyed in the neighboring ballroom. Everyone appreciates the food and fellowship associated with these events. Exhibitors are encouraged to attend sessions and meals with our conference attendees for additional networking time and exposure.

Exhibit Hall

(50) 8' x 10' booths will be available. Booths include full pipe and drape, a 6' draped table, signage, two chairs, a wastebasket, wireless internet access and electricity. Booth fees include meals and meetings for two representatives. Additional representatives may participate for an additional charge. Your booth fee also includes a pre and post conference attendee list in Excel format. All exhibit spaces are assigned on a first-come, first-serve basis with priority given to Conference Sponsors. Cost per Exhibit Booth is \$1950 for HLA Alabama Affiliate Members and \$2250 for those that are not members. Our booth space sells out so confirm early to guarantee space.

EXHIBITOR EVENTS

Monday, July 20, 2026

8:00 - 11:00 am	Exhibit Set Up
11:30 - 1:00 pm	Lunch in Exhibit Hall
3:00 - 3:45 pm	Break in Exhibit Hall
5:00 - 6:30 pm	Reception in Exhibit Hall

Tuesday, July 21, 2026

7:30 - 8:30 am	Networking Breakfast
10:00 - 10:30 am	Break in Exhibit Hall
7:30 - 9:30 pm	Lawn Party

Wednesday, July 22, 2026

7:30 - 8:30 am	Networking Breakfast
9:45 - 10:15 am	Break in Exhibit Hall
10:30 am	Exhibit Tear Down



Healthcare Leaders Association of Alabama
2026 SUMMER CONFERENCE

July 20-22, 2026 • The Hilton Sandestin Beach Golf Resort and Spa, Destin, FL

SPONSORSHIP OPPORTUNITIES

- _____ Conference Brochure Mailout: Sponsorship is \$2000
- _____ Onsite Program Book: Sponsorship is \$1850
- _____ Conference Bag: Sponsorship is \$3200
- _____ Audio Visual Sponsorship: Sponsorship is \$1700
- _____ Wifi Sponsorship: Sponsorship is \$2000
- _____ Website Presentation Page: Sponsorship is \$1700
- _____ Monday Continental Breakfast: Sponsorship is \$1500
- _____ Monday Strolling Lunch in the Exhibit Hall: Sponsorship is \$1800
- _____ Monday Keynote General Session: Sponsorship is \$2000
- _____ Monday Afternoon Break: Sponsorship is \$1500
- _____ Monday (Heavy Hors'dourves) Reception: Sponsorship is \$1750
- _____ Monday Reception Cocktails: Sponsorship is \$1500
- _____ Tuesday Breakfast: Sponsorship is \$1750
- _____ Tuesday Morning Break: Sponsorship is \$1500
- _____ Beach Party, Tuesday: Five sponsorships available at \$1750 each
- _____ Wednesday Breakfast: Sponsorship is \$1500
- _____ Wednesday Morning Break: Sponsorship is \$1500
- _____ Wednesday Keynote General Session: Sponsorship is \$1850



Sponsorships are granted on a first come, first served basis.
Sponsors will receive priority placement of booth space at conference.

Quarterly Newsletter Ad Space

The HLA Alabama News is a printed, four-color publication mailed to our entire membership roster, currently over 750 on or around the below dates of publication. The newsletter is also archived on our website for our membership or outside interested parties to access the information.

Ads will be four-color.

PRICE PER ISSUE:

Full Page Ad	\$900
Half Page Ad	\$550
Quarter Page Ad	\$350

DATES OF PUBLICATION:

Winter (January)
Spring (April)
Summer (June)
Fall (October)

DEADLINE FOR AD PLACEMENT:

10 days before scheduled date of publication

ACCEPTABLE AD FORMATS:

.pdf, .jpg, .tif

AD SIZES:

Full Page Ad	8"w x 10.5"h
Half Page Ad	8"w x 4.75"h
Quarter Page Ad	4"w x 4.75"h

If you pre-pay all four ads, there will be a 10 % discount off the total price of placement if pre-payment is in full.

Please email ad on or before the deadline date to

lisa@hlaalabama.com



CONNECTION

Fall 2023
Volume XXXII
No. 2

Summer Conference
August 24, 2023
Sandestin Beach Golf Resort and Spa





P.O. Box 380124
Birmingham, AL 35238

Advancing Leaders. Advancing Practices.™



Every stage of your practice growth is important.
We provide the business guidance and resources required for your long-term success.
Our business advisory professionals serve a wide spectrum of needs within the healthcare community. From practice startup and employee recruitment assistance to tax planning, HIPAA compliance, and mergers and acquisitions, our team offers a broad industry perspective. We represent healthcare professionals and organizations nationwide, providing expertise to improve profitability and employee engagement.

Tax | Healthcare Advisory | Financial Planning | MSO Services

Birmingham | Auburn | Orange Beach | Baton Rouge

kassouf.com

HLA Alabama Affiliate Sponsorship 2026

Sponsorship Commitment Sheet

Company Name: _____

Gold Sponsorship

_____ Gold Sponsorship \$6300

Exhibit Booth Space at BOTH Winter and Summer Conferences with upgraded exhibit booth placement, recognition of Gold Sponsor status at both conferences and website sponsorship.

Winter Conference - March 4-6, 2026 - Birmingham, AL

_____ Exhibit Booth - Affiliate Member \$1900

_____ Exhibit Booth - Non Member \$2250

_____ # Additional Company Reps @ \$275 each (2 included in price) \$_____

Sponsorship: _____ \$_____

(please list requested sponsorship, priority booth space applies)

Summer Conference - July 20-22, 2026 - Destin, FL

_____ Exhibit Booth - Affiliate Member \$1900

_____ Exhibit Booth - Non Member \$2250

_____ # Additional Company Reps @ \$250 each (2 included in price) \$_____

Sponsorship: _____ \$_____

(please list requested sponsorship, priority booth space applies)

Newsletter - (10% discount if placing in all four issues, must be paid in full)

Price Per Issue # issues _____ Full Page Ad \$900 \$_____

issues _____ Half Page Ad \$550 \$_____

issues _____ Quarter Page Ad \$350 \$_____

Website Sponsorship

_____ Web Site Sponsorship Listing/Logo Rotation (one year) \$1000

TOTAL 2026 Commitment \$_____

Please return pages 9 & 10 via email at lisa@hlaalabama.com or fax to (205) 981-2901 or you can mail to:

HLA Alabama
P.O. Box 380124
Birmingham, AL 35238

HLA Alabama Affiliate Sponsorship 2026

Payment Form

Company Name _____
Contact _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____

☐ I agree to the terms and conditions

Please mail payment by check to: HLA Alabama
P.O. Box 380124
Birmingham, AL 35238-0124

To pay by credit card, please visit our website to fill out the online form
and payment at: www.hlaalabama.com, under the Education tab,
Exhibitors/Sponsors page.

Credit Card Type VISA Mastercard American Express
(please circle one)

Credit Card Number _____

Expiration Date _____

V-Code (3 or 4 digit number security code) _____

Name on Card _____

Signature _____

Billing Address _____

Billing City, State and Zip Code _____

Cardholder's Email Address _____

Date _____

HLA Alabama Affiliate Sponsorship

Terms and Conditions

Defined Terms:

- a. The term “HLA Alabama” means the Healthcare Leaders Association of Alabama and each of its respective officers, directors, staff, agents and representatives.
- b. The HLA Alabama Conference and all portions thereof, is owned, sponsored, produced, and managed by the Healthcare Leaders Association of Alabama.
- c. The term “Exhibitor” means, collectively, the company or person that applied for exhibit space and agreed to enter into the contract upon acceptance by HLA Alabama.

Qualifications of an Exhibitor:

HLA Alabama’s Show management will, in its sole discretion, determine whether a prospective Exhibitor is eligible to participate in the HLA Alabama Conference. Exhibitors shall be limited to those whose products or services are related to medical, professional, or practice interests. HLA Alabama reserves the right to refuse or provide exhibit space to any exhibiting company not compatible with the general character and objectives of HLA Alabama upon receipt of their application.

Cancellation Policy:

Winter 2026 Conference: cancellation fee of \$500 per booth will be charged to exhibitors who cancel prior to January 30, 2026. Cancellation after January 30, 2026 or failure to occupy space obligates the exhibitor to full payment and HLA Alabama reserves the right to re-sell the booth space.

Summer 2026 Conference: A cancellation fee of \$500 per booth will be charged to exhibitors who cancel prior to June 1, 2026. Cancellation after June 1, 2026 or failure to occupy space obligates the exhibitors to full payment and HLA Alabama reserves the right to re-sell the booth space.

Written notice is required to cancel booth space.

No refunds will be given on conference sponsorships, newsletter ads or website sponsorships.

Compliance:

- a. HLA Alabama conference management reserves the right to reject, remove or prohibit any exhibit / display in whole or in part, or any Exhibitor or its representatives if, in the opinion of conference management, the exhibitor or activities of the Exhibitor or its representatives violates the contract, the Rules or Regulations, or are

detrimental to the goals and purposes of the HLA Alabama Conference.

- b. Prohibited or inappropriate conduct which results in the forfeiture of all exhibit fees; the Exhibitor will remain liable for any damages due to its actions.

- c. Use of a booth space by two or more companies is not permitted. Subletting of space is not permitted and will result in a ban from future conferences.

- d. Any Exhibitor who is a “no show”, meaning that the booth is not set up and staff by the show opening time without prior permission will forfeit their booth space for the duration of the HLA Alabama Conference. Non-attendance does not constitute cancellation on the Exhibitors’ part and no refunds or credits will be issued.

Promotional Errors:

HLA Alabama will not be liable for any errors or omissions in the HLA Alabama Conference’s attendee lists, websites, newsletter or any other promotional or on-site materials.

NO SUITCASING WILL BE ALLOWED AT EITHER HLA ALABAMA CONFERENCE

Suit-casing is the act of soliciting business in the aisles during the exhibition or in other public spaces, including another company’s booth or a hotel lobby. Please note that while all meeting attendees are invited to the Exhibit Hall, any person/s who have NOT PAID for an Exhibit Booth at the conference who is observed to be soliciting business in the aisles or other public spaces, in another company’s booth, who is in violation of any portion of the Exhibit Policy, will be asked to leave immediately. Additional penalties may be applied. Show Management recognizes that suit-casing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite; a restaurant, club, or any other public place of assembly. For the purposes of this policy, suitcasing violations may occur at venues other than the exhibition floor and at other events. Show Management must be informed of any hospitality suites, and expressed consent must be received prior to the event.



Healthcare Leaders
Association of Alabama
P.O. Box 380124
Birmingham, AL 35238-0124



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www.hlaalabama.com