

# Conference Exhibiting & Sponsorship Opportunities

2026



VIRGINIA HOSPITAL  
& HEALTHCARE  
ASSOCIATION

An alliance of hospitals and health delivery systems



VHHA  
FOUNDATION

For questions, contact Isaac Rife at  
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To secure your sponsorship, please visit  
<https://bit.ly/VHHASponsorship>

Thank you for your interest in the VHHA Foundation's slate of educational programming for healthcare professionals in 2026! We look forward to producing five powerful conferences to meet our goals of providing collaborative learning environments, engaging networking opportunities, and enhancing innovation and the quality of health care in the Commonwealth.

We will offer two virtual events (the Virginia Patient Safety Summit and the Virginia Healthcare Workforce Summit) and three in-person conferences (our flagship event-the Virginia Hospital & Healthcare Leaders Summit, the Virginia Healthcare Emergency Preparedness Summit, and the Virginia Behavioral Health Summit). All of these events offer opportunities for interaction and engagement with healthcare professionals from across the state.

You can learn more about the events on the following pages. We look forward to partnering with you for a successful 2026!

**Sean Connaughton**  
President & CEO, VHHA



**Kelly Cannon**  
CEO, VHHA Foundation



### **Virginia Patient Safety Summit**

February 26, 2026 | Virtual



### **Virginia Emergency Preparedness Summit**

April 22, 2026 | Richmond, VA



### **Virginia Healthcare Workforce Summit**

May 19, 2026 | Virtual



### **Virginia Behavioral Health Summit**

September 24, 2026 | Richmond, VA



### **Virginia Hospital and Healthcare Leaders Summit**

November 4-6, 2026 | Omni Homestead Resort

## Virginia Patient Safety Summit

**February 26, 2026 | Expected Registration: 1,500+**

This Summit is an opportunity to raise awareness of quality and safety improvement initiatives led by Virginia hospitals and to celebrate safety improvement work being done across the Commonwealth. A joint partnership between VHHA's Center for Healthcare Excellence, the Virginia Nurses Foundation, the Medical Society of Virginia, the Virginia Pharmacists Association, and the Virginia Society of Health-System Pharmacists, this event is a great opportunity to increase your company's visibility with Virginia's health care community.



## Virtual Events

## Virginia Healthcare Workforce Summit

**May 19, 2026 | Expected Registration: 500+**

Attracting clinical and non-clinical hospital leaders, this Summit provides an excellent opportunity to market your services and solutions to those directly involved in human resources management, executive leadership, clinical leadership including Chief Nursing Officers, and employee engagement and wellness in hospitals. Attendees will include representatives from Virginia hospitals, members of the Virginia Nurses Association to include practicing nurses and nursing students, and healthcare-focused higher education programs including leadership from Virginia's community colleges and four-year colleges and universities.

### Cvent Partnership

VHHA is dedicated to putting on world-class virtual events, so we've partnered with Cvent for our virtual events. This well-known platform will allow us to offer you personalized sponsor pages where you can post videos, web links, documents, and more; detailed reporting and analytics on visitors to your page; easy navigation and editing of information; and more!



### Title Sponsor - \$7,500

*(Limit 1 per event)*

- 90-second video in Summit opening
- Inclusion on event home page
- Access to attendee list (including name, title, and organization of attendees)
- Dedicated page in virtual platform for sharing marketing materials
- Identified as a sponsor in advanced marketing & VHHA social media for the event
- Recognition in a Summit press release
- Verbal recognition during the event
- Free conference registration for your employees
- Logo added to Summit materials and event registration platform

### Exhibiting Sponsor - \$2,500

- Dedicated page in virtual platform for sharing marketing materials
- Access to attendee list (including name, title, and organization of attendees)
- Identified as a sponsor in advanced marketing & VHHA social media for the event
- Recognition in a Summit press release
- Verbal recognition during the event
- Free conference registration for your employees
- Logo added to Summit materials and event registration platform

### Supporting Sponsor - \$500

- Identified as a sponsor in advanced marketing & VHHA social media for the event
- Recognition in a Summit press release
- Verbal recognition during the event
- Free conference registration for your employees
- Logo added to Summit materials and event registration platform





## Virginia Healthcare Emergency Preparedness Summit

**April 22, 2026 | Expected Registration: 200+**

The Virginia Healthcare Emergency Preparedness Summit is the premier industry conference in Virginia. It provides an excellent opportunity to network and market your services to those directly involved in emergency management, healthcare, and public health across the Commonwealth of Virginia. The attendees will consist of representatives from Virginia hospitals and health systems, healthcare coalitions, public health, and emergency management.

## Virginia Behavioral Health Summit

**September 24, 2026 | Expected Registration: 200+**

The Virginia Behavioral Health Summit provides a daylong forum designed to expand knowledge about mental health and substance use treatment and access across a diverse group of behavioral health stakeholders. It features collaborative behavioral health models, innovative patient-centered strategies, trauma stewardship and caregiver wellbeing, and updates on system-wide changes that move care beyond the traditional silos embedded in our current care delivery system. Attendees will include patient advocates, providers, payors, and policymakers.

### Title Sponsor - \$10,000

*(Limit 1 per event)*

- 90-second video in Summit opening
- 3 minute speaking opportunity during the Summit
- 2 invitations to VIP pre-Summit dinner or reception with VHHA and health system leaders
- Exhibitor space (includes 1 table and 2 chairs) OR sponsorship of breakfast or lunch with additional signage and promotion
- Access to attendee list (including name, title, and organization of attendees)
- Full-page space in printed brochure given to all attendees
- 3 complimentary registrations
- Identified as a sponsor in advanced marketing & VHHA social media for the event
- Recognition in a Summit press release
- Verbal recognition during the event
- Logo added to Summit materials and event registration platform

### Exhibiting Sponsor - \$3,000

- Exhibitor space (includes 1 table and 2 chairs) OR sponsorship of breakfast or lunch with additional signage and promotion
- Access to attendee list (including name, title, and organization of attendees)
- Half-page space in printed brochure given to all attendees
- 2 complimentary registrations
- Identified as a sponsor in advanced marketing & VHHA social media for the event
- Recognition in a Summit press release
- Verbal recognition during the event
- Logo added to Summit materials and event registration platform

### Supporting Sponsor - \$500

- Logo included in printed brochure given to all attendees
- 1 complimentary registrations
- Identified as a sponsor in advanced marketing & VHHA social media for the event
- Recognition in a Summit press release
- Verbal recognition during the event
- Logo added to Summit materials and event registration platform



## Virginia Hospital and Healthcare Leaders Summit

**November 4-6, 2026 | Expected Registration: 200+**

Join VHHA, hospital and health system leaders, and other health care stakeholders for the Association's annual membership conference! Take advantage of the opportunity to meet with over 200 Virginia hospital and health system leaders as we enjoy an action-packed itinerary that includes a welcome reception for hospital team members to engage with colleagues from across the Commonwealth, informative breakout sessions, an awards luncheon honoring health care leaders, and more.

Attendees at this conference will include hospital executive leadership from all functional areas. Of our 2025 healthcare attendees who reported job titles, approximately:

- 47% were C-Suites
- 27% were VP/SVP
- 9% worked at the Director level of their hospitals or health systems.
- 17% were Board Members and other hospital leaders

This event offers a great opportunity to network with the VHHA Board of Directors, hospital CEOs, and other decision makers. The agenda is intentionally built to offer multiple opportunities for close engagement with attendees. Sponsors are also included in all the events that general attendees are, ensuring you're able to connect with your targets throughout the entire Summit.

This year marks the 100th anniversary of VHHA, making it a truly extraordinary occasion. We anticipate a turnout that exceeds our usual numbers, as we plan special events to commemorate the past century and to look ahead to the next hundred years. This is an occasion you definitely won't want to miss.

**100th  
year**

## Sponsorship Levels & Benefits

### Platinum Sponsor - \$10,000 (*only 9 available*)

- **Connection manager.** This is a senior VHHA staff member dedicated to facilitating engagement between you and your target hospitals. This includes a virtual pre-Summit meeting to discuss your goals
- **3** complimentary registrations
- Guaranteed exhibitor table in **Grand Ballroom Foyer** (*the area immediately outside the primary ballrooms*)\*
- **Full-page** space in printed brochure given to all attendees
- Access to attendee list (including name, title, and organization of attendees). *List will be sent 2 weeks prior to Summit, with an updated list available at Summit kick-off*
- Verbal recognition during the event
- Logo included on event registration platform
- Listing in all event marketing materials

### Exhibiting Sponsor - \$5,000 (*limited availability*)

- 2 complimentary registrations
- Exhibitor table in Exhibit Hall (hallway leading from registration to the Grand Ballroom Foyer)\* **OR** sponsorship of conference amenity (breakfast, beverage station, etc.)
- Half-page space in printed brochure given to all attendees
- Access to attendee list (including name, title, and organization of attendees). List will be sent 2 weeks prior to Summit, with an updated list available at Summit kick-off
- Verbal recognition during the event
- Logo included on event registration platform
- Listing in all event marketing materials

### Supporting Sponsor - \$2,500

- 1 complimentary registration
- Logo included in printed brochure given to all attendees
- Verbal recognition during the event
- Logo included on event registration platform
- Listing in all event marketing materials

\*Please refer to [this map](#) when selecting your sponsorship level

**If you're interested in sponsoring anniversary-related portions of the Summit or specialty items (to receive invitations to a private dinner with our Board of Directors), contact us and we'll be happy to work with you to create a custom sponsorship package!**