

# 2022 WHA Corporate Membership

Increase your visibility with Wisconsin's top health care leaders, stay up-to-date on health care issues, and stay in tune with the needs of your health care clients and colleagues by becoming a WHA Corporate Member.



The WHA Corporate Membership program is designed to provide vendor organizations with year-long exposure and interaction with key decision-makers of member hospitals. Any for-profit business or other organization that conducts significant activity with the Wisconsin hospital community is eligible to apply for WHA corporate membership.

WHA Corporate Member Benefits	Gold \$10,000	Silver \$5,000	Bronze \$3,000	Friend \$1,500
Only approved Corporate Members are allowed to attend (virtual and in person) and network (in person) at a variety of WHA education events	✓	✓	✓	✓
One printed copy of WHA Membership Directory ( <i>printed annually in Quarter 1</i> )	✓	✓	✓	✓
Real time online membership directory ( <i>non-downloadable</i> )	✓	✓	✓	✓
Company listing in WHA Membership Directory ( <i>printed annually in Quarter 1</i> )	✓	✓	✓	✓
E-mail subscription to WHA weekly newsletter, <i>The Valued Voice</i>	✓	✓	✓	✓
Company listing in WHA Business Connection, an annual publication recognizing all products/services available through WHA corporate members ( <i>printed in Quarter 1</i> )	✓	✓	✓	✓
Reference your WHA corporate membership status in your promotional materials ( <i>use of WHA logo or the term 'endorsed by' prohibited</i> )	✓	✓	✓	✓
Opportunity to sponsor and/or exhibit at WHA events (virtual or in person) *See Sponsorship/Exhibiting Opportunities list	✓	✓	✓	✓
Recognition on WHA's website	Prominent listing & link	Listing & link	Listing & link	Listing & link
Access to the WHA Speakers Bureau	✓	✓	✓	
First opportunity to submit educational presentation proposals for consideration for various WHA events	✓	✓	✓	
Complimentary registration to the Wisconsin Rural Health Conference (virtual or in person), or other WHA event ( <i>to be approved by WHA</i> )	Four registrations	Two registrations	One registration	
Opportunity to post educational content on the WHA On-demand Learning Center ( <i>WHA VP of Education has final approval of content</i> )	✓	✓	✓	
Exclusive opportunity to offer educational webinar for hospital membership ( <i>WHA VP of Education has final approval of content</i> )	✓	✓	✓	
Recognition at WHA signature events	✓	✓		
Print advertisement in WHA Membership Directory and Business Connection	Full page (B/W)	Half page (B/W)		
Opportunity to post two-minute video highlighting organization on WHA Website ( <i>WHA to have final approval of content</i> )	✓			
One exclusive interview or article in WHA weekly newsletter highlighting a topic of interest to WHA membership ( <i>WHA editor reserves the right to final edit.</i> )	✓			

### To complete the application, you will need:

1. Business contact information including one primary business contact (will be listed in the directory) and contact for marketing purposes.
2. A brief statement (150 words max.) explaining principle function/purpose of your organization and its relationship to Wisconsin's health care industry. This information will be used as part of your company's listing in the WHA Membership Directory. Sample descriptions can be found at <https://www.wha.org/AboutWHA/CorporateMemberDirectory>.
3. Name and email address of individuals to receive WHA's weekly electronic newsletter.

### Important points to note about your WHA Corporate Membership:

- A corporate membership is valid from January 1 through December 31.
- Annual renewal is required.
- An organization must be a current WHA Corporate Member in order to attend WHA events and take advantage of exhibiting and sponsorship opportunities throughout the calendar year.
- WHA does not offer exhibiting or sponsorship opportunities outside of corporate membership.
- Exhibit space at WHA events is limited, and space is guaranteed only to Gold and Silver level members. All other exhibit space is assigned on a first received/first paid basis.

For *new* corporate membership, please complete the [online application](#)

**A corporate membership application or renewal must be submitted to WHA by December 31, 2021 in order to be included in the printed 2022 WHA Membership Directory and WHA Business Connection.**