

**2009 AHA/Health Forum
Rural Leadership
Conference:
January 18-21
Pointe Hilton Squaw Peak
Resort, Phoenix, AZ**



This conference is the premier event for rural health care leaders who want to stay informed of the critical issues facing small and rural hospitals and their communities. Topics include: strategies for accelerating performance excellence, health care reform and the changing market, the recruitment and retention of skilled personnel, issues in rural hospital governance, and how to grow as an exceptional leader.

Rural Leadership Conference attendees include 200-250 CEOs, administrators and system executives, hospital board members, nursing and physician executives, public health and community leaders and executives of rural health care associations and networks.

For underwriting and sponsorship opportunities contact Mark Colucci at (312) 893-6886 or mcolucci@healthforum.com.



**2009 AHA Annual
Membership Meeting:
April 26-29
Washington, DC**



The AHA represents more than 5,000 hospitals, health systems and other health care organizations, and has 38,000 individual members. Their annual membership meeting is the American Hospital Association's premier policy and advocacy event. The annual meeting is where hospital board members, CEOs and senior executives come to listen to AHA leadership and discuss national hospital and health care delivery issues. Health care companies can gain company visibility at this exclusive event.

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**2009 Leadership Summit:
July 23-25
San Francisco, CA**



The most important hospital management strategy conference of the year. Approximately 1,300 top executives will attend sessions presented by nationally recognized speakers and content experts. This 17th annual event is the premier networking and learning conference for those interested in hospital leadership, quality of care, patient outcomes, emerging technology, consumerism and strategy issues. Health care vendor executives are encouraged to join their provider-side clients at Summit education sessions and to share their ideas and opinions on health care delivery solutions.

Leadership Summit Exhibitor and Corporate Underwriter Options

Exhibitors and corporate underwriters can take advantage of many unique opportunities. The 2009 Leadership Summit exhibit hall is limited to approximately 85 booths, so make your reservation early.

Contact Aggie Abbinanti (312) 893-6844) for exhibit space details. For underwriting and sponsorship opportunities contact Mark Colucci at (312) 893-6886 or mcolucci@healthforum.com.

**2009 Leadership Summit
Conference Guide:
H&HN July Issue**



A special run-of-book conference section in the July issue of *H&HN* is also distributed to conference attendees. The *Conference Guide* contains information on keynote and education track sessions, activity times, conference maps, and sponsor and exhibitor information as well as articles on the ideas and management strategies presented at the Summit.

Premium Display Ad Positions

Special position premiums in the *Conference Guide* are waived for exhibitors and corporate underwriters. Positions are available on a first-come, first-served basis. Exhibitors and underwriters who desire display ad placement within the *Guide* must contact their Account Manager.

Display advertisers who are not Leadership Summit exhibitors or corporate underwriters must pay a **15% position premium** for inside front cover position or a **20% position premium** for the back cover position of the *Leadership Summit Conference Guide*.

Advertisers who desire display ad placement within the *Guide* must contact their Account Manager.

**2009 Leadership Summit
Conference Guide:
H&HN July Issue
(continued)**

Discounted 1/6th Page Ads

Leadership Summit exhibitors and corporate underwriters receive a free company listing. You can enhance your visibility significantly with the purchase of a 1/6th page display ad.

This fractional ad will be placed close to your company listing in the exhibitor or underwriter section of the *Conference Guide*. A 1/6th page ad is priced at **\$1,050 (net)**.

Contact Aggie Abbinanti (312) 893-6844) for ad space details.



**Ad Close and
Materials Due:
May 25, 2009**

**AHA Press
Book Underwriter Program**



Receive exposure and recognition when you work with AHA Press, the leading publisher of health care management books. As an underwriter you have the opportunity to have your company sponsor the distribution of a new book from AHA Press to a highly targeted audience. Quantities of books can also be purchased at a discount and used as premium items or client gifts.

Contact Pat Foy at (312) 893-6884 for details.

Forum Faculty



Health Forum is pleased to be able to bring some of the finest speakers from our Leadership Summit and other educational events to your organization through our Forum Faculty speaker service. Our speakers present special expertise and insight into the latest developments in the health care industry. We will work closely with you to create a customized educational program that advances your organizational knowledge in the health care field.

For additional information about the Forum Faculty, visit our Web site at www.healthforum.com.

American Hospital Association Data Products



AHA Guide® — This annual publication profiles hospitals, health care systems, networks, alliances, other health care organizations, agencies and providers. This information is compiled into one directory. The AHA Guide is available in print and on a CD-ROM.

AHA Healthcare QuickDisc® — designed to support analysis of and targeted marketing to hospitals. It's a comprehensive yet easy to use resource that combines standardized reports with data sorting from more than 200 fields per hospital. Three quarterly updates come with your annual subscription. The AHA Healthcare QuickDisc is available on a CD-ROM.

AHA Hospital Statistics™ — contains eight tables of aggregated facts and figures on hospital utilization, personnel and finances, as well as community health indicators: beds, admissions, in/out patient visits, and much more. AHA Hospital Statistics is available in print and on a CD-ROM.

AHA Annual Survey Database™ — the best source for data on U.S. hospitals. It is a comprehensive database for research and analysis with more than 800 data fields on 6,300+ hospitals. The survey has been conducted annually since 1946. The database is available on a CD-ROM.

For additional AHA Data product information go to www.ahadata.com.