2013 ANNUAL HEALTHCARE DIVERSITY AWARDS

THE AFFORDABLE CARE ACT AND THE ROLE OF HISPANIC LEADERS

Keynote Speaker and Honoree
Nirav R. Shah, M.D., M.P.H.
Commissioner
New York State Department of Health

Additional Honorees to be Announced

Master of Ceremonies
Ken Rosato, ANCHOR
Channel 7, WABC-TV, Eyewitness News

New York Academy of Medicine
5th Ave and 103rd Street, New York, NY 10029

Cocktails 6:00pm / Awards Dinner 7:30pm-10:30pm
Business Attire; Black-Tie Optional

For further information about sponsorship opportunities, please contact George A. Zeppenfeldt-Cestero, President, AHHE at Gzeppenfeldt@ahhe.org or call 212.877.1615

Co-hosted by National Hispanic Chamber of Commerce on Health
Luis A. Vazquez, NHCCCH Chair & 2013 Awards Chair
CHAIRMAN'S WELCOME
Luis A. Vasquez, 2013 Awards Chair
Chairman, National Hispanic Chamber of Commerce on Health

OPENING OF AWARDS PRESENTATION
George Zeppenfeldt-Cestero
President, Association of Hispanic Healthcare Executives
President, National Hispanic Chamber of Commerce on Health

MASTER OF CEREMONIES
Ken Rosato, Anchor, Channel 7, WABC-TV, Eyewitness News

WELCOME REMARKS
New York Academy of Medicine

KEYNOTE SPEAKER
Nirav R. Shah, MD, MPH
Commissioner, New York State Department of Health

REMARKS BY NATIONAL PARTNER
Raymond J. Arroyo
Head of Alternative Distribution, Urban Marketing, Aetna

HONOREES

National Hospital CEO of the Year
Bernie Fernandez, Jr., MD
President, Cleveland Clinic Florida

Community Health Executive of the Year
Elizabeth H. Swain, MA
President & CEO
Community Health Care Association of New York State

Media Executive of the Year
Rossana Rosado
Publisher & CEO, El Diario / La Prensa

Marketing Company of the Year
Roy Cosme
President & Founder, Arcos Communications

Founders Award
Belen Cestero

Hospital Manager of the Year Awards
(To be Announced)
THE AFFORDABLE CARE ACT AND THE ROLE OF HISPANIC LEADERS

Friday, June 21, 2013
SPONSORSHIP INFORMATION

$100,000 Lead National AHHE Scholarship Partner
Benefit package includes all benefits of National Corporate Partner Plus
- National Scholarships in the name of the Partner
- Board Member (Ex-Officio) of National AHHE Board
- Additional benefit in consultation with Partner

$50,000 Lead National AHHE Chapter Development Partner
Benefit package includes all benefits of National Corporate Partner Plus
- Regional Scholarships in the name of the Partner and the Jose E. Morales, Jr. Scholarship
- Board Member (Ex-Officio) of National AHHE Board
- Additional benefit in consultation with Partner

$25,000 National Corporate Partner
Benefit package includes
- Award Presenter and speaking opportunity at Awards and two other events; one-page e-journal ad; acknowledgement in Awards signage, press release, program, and all 2013 events
- Banner on AHHE and NHCCH homepage for one year with hyperlink to sponsor’s website
- Job posting opportunities on AHHE website and vendor opportunities on NHCCH website
- Logo in AHHE’s Social Media Campaign
- Digital ad distributed three times per year to AHHE/NHCCH listserv
- Ten tickets to 2013 Awards and admission to VIP Reception
- Ten individual memberships in AHHE and NHCCH
- One-year membership in National Corporate Advisory Council
- Co-sponsorship of three events in a 12-month period (Awards plus two events)

$15,000 Regional Partner
Benefit package includes
- Award Presenter at Awards; one-page e-journal ad; acknowledgement in Awards signage, press release, program, and all 2013 events
- Ten tickets to 2013 Awards and admission to VIP Reception
- Ten individual memberships in AHHE and NHCCH
- Job posting opportunities on AHHE website and vendor opportunities on NHCCH website; logo in AHHE’s Social Media Campaign; digital ad distributed three times per year to AHHE/NHCCH listserv for one year
- One-year membership in National Corporate Advisory Council
- Co-sponsorship of three events during a 12-month period (Awards plus two events)

$10,000 Community Health Partner
Benefit package includes
- Ten tickets to 2013 Awards and two admissions to VIP Reception; one-page e-journal ad
- Acknowledgement in Awards signage, press release, program, and all 2013 events
- Job posting opportunities on AHHE website and vendor opportunities on NHCCH website
- Five individual memberships in AHHE

$7,500 Diversity Partner
Benefit package includes
- Ten tickets to 2013 Awards and two admissions to VIP Reception; half-page e-journal ad
- Acknowledgement in Awards signage and program
- Five individual memberships in AHHE

$5,000 Non-Profit Partner
Benefit package includes
- Ten tickets to 2013 Awards; quarter-page e-journal ad
- Acknowledgement in Awards signage and program
- Five individual memberships in AHHE
- Special Recognition for Hospitals, Community Health Centers and Medical Group Practice Sponsors: Presentation at the 2013 awards of a “Manager of the Year Award” nominated by sponsor.

AWARDS AD JOURNAL

$2,500
- Full-page ad (8 1/2” x 11”) / Four tickets to Awards

$1,500
- Half-page ad (8 1/2” x 5 1/4”) / Two tickets to Awards

$1,000
- Quarter-page ad (4” x 5”) / One ticket to Awards

Notes: Please send a hi-res JPEG image, 300 DPI at final size. File name should include your company or organization name to Awards2013@ahhe.org.

INDIVIDUAL TICKETS

$500

NAME: ____________________________ TITLE: ____________________________
ORGANIZATION: ____________________________ EMAIL: ____________________________
ADDRESS: ____________________________ ZIPCODE: ____________________________

Print this form and mail check payable to Association of Hispanic Healthcare Executives. 153 West 78th Street Suite #1, New York, NY 10024 OR

Submit SPONSORSHIP form online at: http://www.ahhe.org/awards2013
Buy INDIVIDUAL TICKETS / ADS online at: http://www.ahhe.org/
Deadline for Sponsorships, Ads/Logos June 14, 2013.
Send logos & artwork with your name, email and telephone number to: Awards2013@ahhe.org