A2IRNet Events
Sponsorship Policy

Background
The Allied Association of Information and Resource Network (A2IRNet) represents state and regional hospital & health association information technology and data analysis professionals to network, collaborate and share information. A2IRNet has an annual conference on related issues that are important to the attending organizations and their membership. Every year the conference and travel costs have become an increasing challenge for Association budgets.   The purpose of this sponsorship policy is to raise sponsorship revenue to help offset the cost of the A2IRNet Annual event, keeping attendance at affordable levels, while at the same time limiting the sale and marketing burden that typical sponsors from outside vendors might inject.

Eligibility
The A2IRNet Group will only accept sponsorship funds from state and regional hospital associations and their for-profit or non-profit entities, divisions or umbrella companies.   A company that is not owned completely, or in part, by a state or regional hospital & health association is not eligible.   Companies that have a strategic partnership or endorsement deal with a state or regional hospital association are not eligible to attend or sponsor A2IRNet events. State and regional hospital association strategic partners or endorsed organization are only permitted to attend A2IRNet events if they are an invited speaker.

Fees
The fee for sponsoring each event is **$1,000 per year paid in advance or at the start of the event**.   The hosting organization is eligible to sponsor the event and may receive a $500 credit towards their sponsorship fee in return for their hosting efforts. All attendees including those from the event hosting organization are required to pay the full fee like other event attendees.

Benefits
The sponsor will get there name and/or a specific (one) product they are offering listed in the sponsorship information slide at the beginning of each annual conference.   They will also get verbal recognition from the Board Chair during welcoming remarks.   The sponsor will be allowed to include brochures about their offerings at the sign up table and each attendee will be encouraged to take that information home.   This marketing information raises awareness on the products and services an association may be offering and that those representing the sponsoring organization at the conference could then answer any questions related to the marketing information.   During the "Association Round-Table" discussions meeting participants can also remind the other attendees that there is information available at the sign in desk. Sponsoring organizations are responsible for brochures and arrangement on the sign-up table.   No other banners or signage is permitted at the sign in table.

Limitations
There will be no conference attendee contact lists offered or provided to the sponsors. It will be completely up to interested parties to contact the sponsors if they are interested in learning more about a product or services they offer. We also discourage associations from sending their sales & marketing personnel to the annual event to specifically solicit leads. The A2IRNet conferences are design for collegiate networking – aside from sharing these marketing materials the A2IRNet is not an in-person sale and marketing forum.