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## In-Person Event

# Education & Networking

Hospital, Outpatient Facilities  
& Medical Office Buildings Summit

A Day for Issues, Solutions, Action,  
and Making Connections



People



Process



Real Estate



Design



Construction



Technology



Compliance

## Sponsorship & Speaking Prospectus

Dallas/Fort Worth      Nov 16, 2021  
Houston                      Feb TBD, 2022

*"Your panels are more informative than other conferences."*

*"Intimate sized event that facilitates networking.  
Not too big. Not too small."*

Corporate Realty, Design & Management Institute  
In Partnership With  
Association of Medical Facility Professionals

Corporate Realty, Design & Management Institute @  
[squarefootage.net](http://squarefootage.net)



# Education + Networking = Marketing Success!

Addressing The Future of  
Acute | Outpatient | Virtual | Life Science  
Hospitals | Clinics | MOBs | Retail | Mobile | Non-Clinical | Research

Grab your opportunity to reshape the future of the healthcare built environment with these in-person one-day regional educational events. In 2021 - 2022, we will resume Summits in these major healthcare markets.

2021		2022			
<b>Dallas</b>	<b>Nov 16</b>	Tampa	Jan	Chicago	May
		<b>Houston</b>	<b>Feb</b>	Boston	Jun
		San Francisco	Feb	Seattle	Sep
		Columbus	Apr	Minneapolis	Oct
		New York	Apr	Atlanta	Nov

In our 25 years of providing live regional CEU level educational programs, both attendees and sponsors repeatedly cite two reasons our events shine:

**Education**     *"Your panels are more informative than other conferences."*

**Networking**   *"Intimate sized event that facilitates networking. Not too big. Not too small."*

## Reach Key Influencers and Decision Makers with Your Message

Summits address the vital issues facing those who control healthcare built environment:

**Healthcare:**       Senior health system executives, physician groups, facilities professionals, design & construction managers, strategic planners, in-house architects, real estate directors, compliance & regulatory officers, plant operations managers, security directors, IT, risk management, and supply chain managers.

**Design-Build:**     Architects, designers, engineers, contractors, and program managers

**Real Estate:**      Developers, owners, investors, REITs, real estate brokers, accountants, lawyers, consultants, and valuation specialists

## Deliver Your Message with These Sponsorship Opportunities

Connect with your targeted audience; share valuable educational content, build relationships, and earn their business. Years of experience has allowed us to refine formats and tailor specific packages that educate and engage an audience.

Select the opportunity that fits your objectives and message.

1. Subject Matter Expert
2. Thought Leader
3. Spotlight – Your Product, Technology, or Service
4. Summit Ambassador
5. Friends of Healthcare Built Environment
6. Custom Package — Let Us Tailor One for Your Specific Needs

## Dallas/Fort Worth and Houston Special Opportunity

Show your support for North Texas chapter and new Houston chapter of the Association of Medical Facility Professionals. Enjoy Texas sized savings with a two-city combo package and lock-in your speaking and sponsorship opportunities! Offer expires November 9, 2021.

## Multi-City Sponsorship Earns You Extra Benefits

For firms with multi-city or national objectives, we offer combinations to fulfill your needs.

Three to Five Cities:

- + 10% Discount on Summit Sponsorship Fee
- + Host one virtual webinar or CEU education program on VirtualCast.org
- + Send one email to our database of healthcare built environment professionals
- + Banner advertisement in three issues of Health Facilities Monitor Newsletter
- + Run one story in Health Facilities Monitor Newsletter (under sponsored content)

Six or More Cities:

- + 15% Discount on Summit Sponsorship Fee
- + Host two virtual webinars or CEU education programs on VirtualCast.org
- + Send two emails to our database of healthcare built environment professionals
- + Banner advertisement in six issues of Health Facilities Monitor Newsletter
- + Run two stories in Health Facilities Monitor Newsletter (under sponsored content)

- \* VirtualCast.org is a learning management platform created to offer high quality virtual learning during the pandemic. It drew over 1,000 viewers in its first six months!

## Subject Matter Expert

Highlight how your expertise can solve specific problems, meet current challenges, or avoid unseen problems. Take part in one of these time-tested summit formats:

- Moderate or speak on a panel
- Lead a project or case study session with your best clients and prospects
- Present a research report or trend analysis

### *Benefits for Subject Matter Expert*

Besides speaking, you get 12 more benefits - before, during, and after each summit.

1. Advise on other participants in your session and the summit
2. Eight complimentary tickets for your guests and colleagues
3. Discounted tickets for additional guests and colleagues
4. Tabletop display space
5. Logo appears on-screen at opening, break, lunch, and wrap-up
6. Your headshot in email blasts and summit page on squarefootage.net
7. Logo displayed on email blasts
8. Logo appears on summit page on squarefootage.net
9. Promote your participation on your social media and PR outlets
10. Email and Linked In templates to promote your session
11. Attendee list with key contact info (name, title, address, phone, and email)
12. Coverage on post summit highlights page posted at squarefootage.net

### [Earn Hefty Discount with Dallas/Fort Worth & Houston Combo Package](#)

Deliver your message in Dallas/Fort Worth, Houston, or both. Enjoy Texas sized savings with a two-city combo package and lock-in your speaking and sponsorship opportunities in two of the nation's leading healthcare markets! Offer expires November 9, 2021.

	Dallas/Fort Worth	Houston	Two-City Combo
Per City Investment	\$3,150	\$3,150	\$6,300
Two-City Combo Discount *			- \$1,000
Net Two-City Investment			\$5,300

\* Offer Expires 11/09/2021

## Thought Leader

Give a short powerful TED style talk offering new ideas, advanced technologies, and fresh means and methods. Help those who design, build, operate, or own healthcare facilities make better decisions. You may present:

- Case Study
- Technology Breakthrough
- Innovations that Improve Patient Outcomes, Adds Value, or Reduces Costs

### *Benefits for Thought Leader*

Besides speaking, you get 12 more benefits - before, during, and after each summit.

1. Advise on other participants in your session and the summit
2. Eight complimentary tickets for your guests and colleagues
3. Discounted tickets for additional guests and colleagues
4. Tabletop display space
5. Logo appears on-screen at opening, break, lunch, and wrap-up
6. Your headshot in email blasts and summit page on squarefootage.net
7. Logo displayed on email blasts
8. Logo appears on summit page on squarefootage.net
9. Promote your participation on your social media and PR outlets
10. Email and Linked In templates to promote your session
11. Attendee list with key contact info (name, title, address, phone, and email)
12. Coverage in post summit highlights page posted at squarefootage.net

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	Dallas/Fort Worth	Houston	Two-City Combo
Per City Investment	\$3,150	\$3,150	\$6,300
Two-City Combo Discount *			- \$1,000
Net Two-City Investment			\$5,300

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## Spotlight – Your Product, Technology, or Service

Address attendee’s “What’s In It For Me” and their “So What” in one of these powerful formats.

**Innovative Solutions Spotlight** Introduce a new product, technology, or service in a high intensity session. The time-tested “Problem, Solution, & Benefits” format presents the benefits your solution offers attendees.

**Tips, Tricks of the Trade, and Traps to Avoid** Add pizzazz to an existing product or service with this ever-popular format. This rapid-fire round table is all bottom-line with no fluff. In three quick rounds, you reveal ways to save time, money, or produce better results with up to three noncompetitive manufacturers or suppliers.

### *Benefits for Innovative Solutions Spotlight or Tips, Tricks, and Traps to Avoid*

Besides speaking, you get nine more benefits - before, during, and after each summit.

1. Five complimentary tickets for your clients and prospects
2. Discounted tickets for more guests and colleagues
3. Tabletop display space
4. Logo appears on-screen at opening, break, lunch, and wrap-up
5. Logo displayed on email blasts
6. Logo appears on summit page on squarefootage.net
7. Promote your participation on your social media and PR outlets
8. Attendee list with key contact info (name, title, address, phone, and email)
9. Coverage in post summit highlights page posted at squarefootage.net

### **Earn Hefty Discount with Dallas/Fort Worth & Houston Combo Package**

Deliver your message in Dallas/Fort Worth, Houston, or both. Enjoy Texas sized savings with a two-city combo package and lock-in your speaking and sponsorship opportunities in two of the nation’s leading healthcare markets! Offer expires November 9, 2021.

	Dallas/Fort Worth	Houston	Two-City Combo
Per City Investment	\$2,650	\$2,650	\$5,300
Two-City Combo Discount *			- \$750
Net Two-City Investment			\$4,550

\* Offer Expires 11/09/2021

## Summit Ambassador

The perfect networking opportunity; engages attendees throughout the day. Ideal for a manufacturer with co-op dealers or national service firm. You and your team get to:

- Greet and assist summit attendees at the registration desk
- Promote introductions and networking of attendees during registration period
- Serve as host of Mid-Morning Break, and Lunch
- Usher attendees into meeting room after registration, morning break, and lunch
- Give opening welcome, review logistic issues, and introduce Summit Moderator
- Welcome attendees back after lunch break
- Emcee door prize raffle at end of summit

### *Benefits for Summit Ambassador*

Besides the intense personal engagement with attendees, you receive eight added benefits - before, during, and after each summit.

1. Four complimentary tickets to bring guests and colleagues
2. Discounted tickets for more guests and colleagues
3. Tabletop Display Space
4. Logo appears on-screen at opening, break, lunch, and wrap-up
5. Listing as Summit Ambassador in email and website including logo
6. Tabletop signage on food and drink station
7. Promote your participation on your social media and PR outlets
8. Attendee list with key contact info (name, title, address, phone, and email)

### Earn Hefty Discount with Dallas/Fort Worth & Houston Combo Package

Deliver your message in Dallas/Fort Worth, Houston, or both. Enjoy Texas sized savings with a two-city combo package and lock-in your speaking and sponsorship opportunities in two of the nation's leading healthcare markets! Offer expires November 9, 2021.

	Dallas/Fort Worth	Houston	Two-City Combo
Per City Investment	\$1,995	\$1,995	\$3,990
Two-City Combo Discount *			- \$500
Net Two-City Investment			\$3,490

\* Offer Expires 11/09/2021

## Friends of Healthcare Built Environment

Besides the opportunity to network with attendees, you receive seven added benefits - before, during, and after each summit.

1. Tabletop Display Space
2. Logo displayed on email blasts
3. Logo appears on summit page on squarefootage.net
4. Logo appears on-screen at opening, break, lunch, and wrap-up
5. Promote your participation on your social media and PR outlets
6. Attend all educational sessions
7. 2 complimentary tickets

### Earn Hefty Discount with Dallas/Fort Worth & Houston Combo Package

Deliver your message in Dallas/Fort Worth, Houston, or both. Enjoy Texas sized savings with a two-city combo package and lock-in your speaking and sponsorship opportunities in two of the nation's leading healthcare markets! Offer expires November 9, 2021.

	Dallas/Fort Worth	Houston	Two-City Combo
Per City Investment	\$995	\$995	\$1,990
Two-City Combo Discount *			- \$200
Net Two-City Investment			\$1,790

\* Offer Expires 11/09/2021

## Custom Packages

Got a thorny issue? Need to think nationally or globally? Do you have another combination of options in mind? Let us know and we will tailor a solution that works for you. A custom package can include a mix of the following:

- In-person regional summits
- Custom in-person educational programs & trainings
- Focus groups & workshops
- E-Books – Imprinted or Custom Editions
- Custom Editorial – White Papers & Research
- Consulting
- Health Facilities Monitor – Newsletter
- VirtualCast.org – A global virtual CEU learning management platform
  - Programs can be delivered live or on-demand 24/7 globally

## Educational Standards

Presentations shall adhere to CEU Educational Guidelines issued by AIA and AHA (American Hospital Assn) Certification Center. Corporate Realty, Design & Management Institute or an AMFP education committee member will review presentations in advance to insure they qualify.

## Health & Safety Protocols

Our top priority is the health and safety of attendees, speakers, sponsors, event partners, and staff. We are watching health authority, state, local, or venue regulations, policies, and guidelines for live meetings. We will follow the directives in force for each event. While the situation is changing continually, we will communicate them as timely as possible in preparing for each event.

## Contact

Glenn Fischer

Executive VP | Corporate Realty, Design & Management Institute

Chief Education Officer | Association of Medical Facility Professionals

971-219-0563

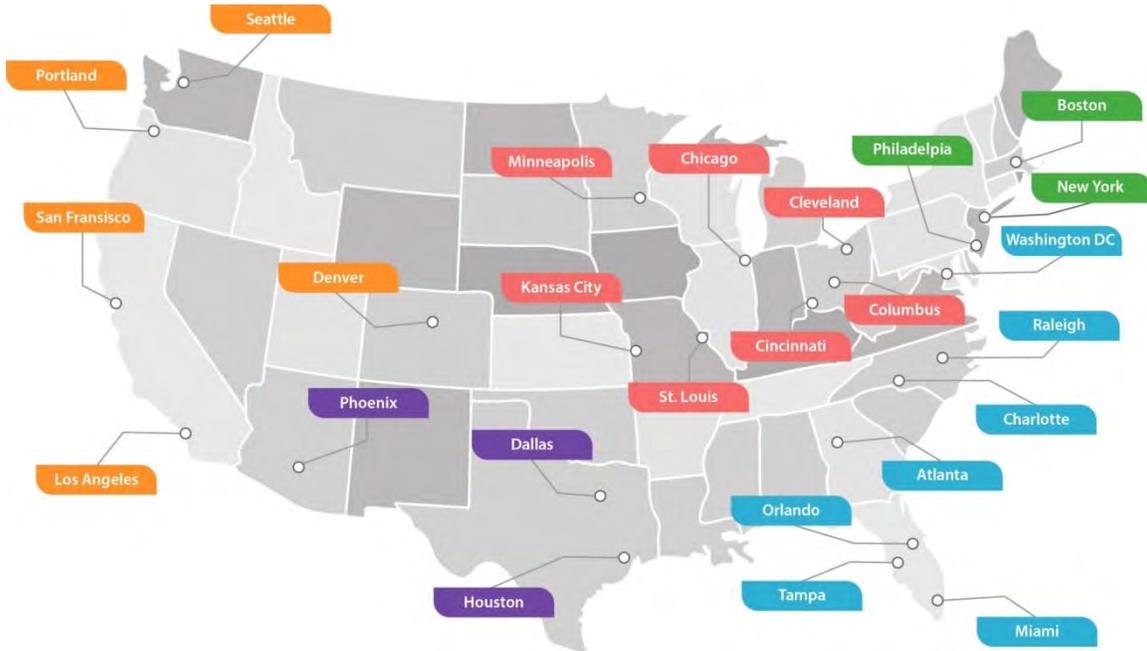
[gfischer@squarefootage.net](mailto:gfischer@squarefootage.net)

[www.virtualcast.org](http://www.virtualcast.org)

[www.squarefootage.net](http://www.squarefootage.net)

## Hospital, Outpatient Facilities & Medical Office Building Summits

Nation's Leading Series of Regional Educational Programs on Medical Facilities  
Reaching the Biggest Health Systems in United States  
Over 5,000 Attendees at Recent Summits Preceding the Pandemic



Acute | Outpatient | Virtual | Life Science  
Hospitals | Clinics | MOBs | Retail | Mobile | Non-Clinical | Research  
Read the Highlights from Previous Summits at [squarefootage.net](https://www.squarefootage.net)

## Summary of Sponsor Benefits

Before, During, and After Summit Benefits	Subject Matter Expert	Thought Leader	Spotlight: Product, Technology, or Service	Summit Ambassador	Friends of Healthcare Built Environment
Summit Landing Page	Logo	Logo	Logo	Logo	Logo
Summit Email Campaign	Logo	Logo	Logo	Logo	Logo
Link to sponsor's home page	X	X	X	X	X
Speaker's headshot in email campaign †	Photo	Photo			
Speaker's headshot on summit landing page †	Photo	Photo			
Promote role on your social media & PR outlets	X	X	X	X	X
Linked In – Event posting to promote summit & sessions	X	X	X	X	X
Attendee list key contact information	X	X	X	X	
Advise on other participants in your session & summit	X	X			
Tabletop display space	X	X	X	X	X
Complimentary tickets for guests & colleagues	8	8	5	4	2
50% Discounted tickets for extra guests and colleagues	X	X	X	X	
On-Screen acknowledgment	Logo	Logo	Logo	Logo	Logo
Resource Guide for attendees with speakers & sponsors contact info	X	X	X	X	X
Post summit highlights page at squarefootage.net	Logo	Logo	Logo	Logo	Logo
Post summit highlights page at squarefootage.net	Photo	Photo	Photo		

† Subject to Photo & Graphic Guidelines

### Contact

Glenn Fischer, Executive VP | Corporate Realty, Design & Management Institute  
971-219-0563 | [gfischer@squarefootage.net](mailto:gfischer@squarefootage.net)