

Affiliate Membership Program

Strengthening Health Care by Building Alliances

2026

ABOUT THE PROGRAM

The Nebraska Hospital Association (NHA) is proud of its distinguished Affiliate Members. Together, we are focused on helping hospitals and health systems provide high-quality, accessible, and affordable health care for the citizens of Nebraska.

The NHA Affiliate Membership Program is designed to build and strengthen alliances and partnerships with companies that serve our hospital members by providing a wide variety of products and services. Through this membership opportunity, companies not only support the NHA through this non-dues revenue source, but also support the hospitals in their missions with these valuable services. Several different types and levels of Affiliate Membership allow our partners to align their marketing strategies with an affordable financial commitment.

AFFILIATE LEVELS

The NHA offers six levels of Affiliate Membership:

- **DIAMOND**
- **PLATINUM**
- **GOLD**
- **SILVER**
- **BRONZE**
- **PARTNER**

**NHA AFFILIATE MEMBERSHIP IS
THE #1 SOURCE OF BUSINESS
DEVELOPMENT WITH HOSPITALS
ACROSS NEBRASKA**

LIVING THE MISSION

It is the mission of the Nebraska Hospital Association to serve Nebraska hospitals by being the most trusted voice and influential advocate in health care and a driver of hospital quality and safety improvement.

The NHA is governed by a 21-member board of directors from hospitals around Nebraska that work closely with its membership to provide state and federal legislative advocacy, health care trends and regulatory information, educational programming, communication, data reports, and special services. Members rely on the NHA for information, education, advice, and collaborative leadership to advance Nebraska hospitals' ability to provide exceptional health care.

Hospitals are a major employer in the state, providing income and security for thousands of families in urban and rural communities.

Hospitals are the stewards of good health. Through partnerships with representatives in the health care industry, legislators, government, and citizens, the NHA can assist in the development of strong, healthy communities.

BEYOND THE NUMBERS

The Nebraska Hospital Association represents **92** community hospitals and health systems in Nebraska.

- **15 LARGE URBAN HOSPITALS**
- **64 CRITICAL ACCESS HOSPITALS (CAHS)**
- **10 RURAL HOSPITALS**
- **1 LONG-TERM ACUTE CARE HOSPITALS**
- **2 REHABILITATION HOSPITALS**

The contribution of Nebraska hospitals to their communities extends far beyond their role as cornerstones of health care. They are economic engines, providing stability and growth in the state—even when their own financial stability is affected.

HOSPITALS SUPPORT MORE THAN **108,000**
JOBS IN THEIR COMMUNITIES

54,000+ HOSPITAL EMPLOYEES

OVER **\$10.2 BILLION**
IMPACT IN TOTAL OPERATING INVESTMENTS

NEARLY **\$1.7 BILLION**
IN COMMUNITY BENEFITS PROVIDED

Sources: Nebraska Hospital Association's 2024 Nebraska Hospitals Community Benefits Report, Cience Go Data 2/1/25, and 2023 Nebraska Hospital Audited Financial Reports, 2023 Estimated Hospital Economic Impact Findings

NHA ANNUAL EVENTS

ADVOCACY DAY

MARCH 4, 2026 | CORNHUSKER MARRIOTT, LINCOLN, NE

The NHA Advocacy Day is a half-day workshop designed to provide hospital CEOs, advocacy team members, trustees, key hospital staff, state senators and their staff, leaders of HHS, and other state health care advocates with important information about state and federal legislative issues. The event culminates at a luncheon with Nebraska's state senators, and is held annually in the spring during the Legislative session.

RURAL HEALTH CONFERENCE

JUNE 8-10, 2026 | YOUNES CONFERENCE CENTER NORTH, KEARNEY, NE

The Nebraska Rural Health Conference is a multi-day event in Kearney that brings together health care leaders and professionals to discuss and share best practices for improving rural health care. Co-hosted by the Nebraska Hospital Association (NHA) and the Nebraska Rural Health Association (NeRHA), the conference includes educational sessions, keynote speakers, and networking opportunities across different tracks such as EMS, hospital operations, and workforce development.

ANNUAL CONVENTION & TRADE SHOW

OCTOBER 21-23, 2026 | EMBASSY SUITES CONFERENCE CENTER, LA VISTA, NE

The NHA Annual Convention is the largest gathering of health care professionals in the state, bringing together hundreds of health care professionals to gain insight on new technology, industry trends, and quality excellence. Health care professionals network with business colleagues and make contacts at the trade show. As an exhibitor, this is your BEST opportunity to network and make contacts with health care decision makers from across Nebraska at one exciting event! The Convention features keynote sessions by nationally known speakers and individual breakout meetings conducted by a variety of professional membership groups. The NHA Annual Convention offers more than a dozen sponsorship opportunities other than the trade show to promote your company's expertise. The event is held annually in the fall and in conjunction with the Nebraska Chapter of the Healthcare Financial Management Association (HFMA), the Nebraska Healthcare Marketers (NHM), and the American College of Healthcare Executives (ACHE).

CAH/RHC QUALITY CONFERENCE

NOVEMBER 12-13, 2026 | YOUNES CONFERENCE CENTER NORTH, KEARNEY, NE

The NHA CAH Quality Conference is an annual event held in the fall that is designed to meet the education needs of health care professionals including hospital and clinic quality and nursing leaders, pharmacists, CEO's, governing board members, and providers. This program focuses on national and state best practices and creates intentional thoughts around the role of CAH Quality in the future of Nebraska health care.

QUESTIONS ABOUT THE PROGRAM?

Please Contact:

Jeremy Nordquist, President & CEO, jnordquist@nebraskahospitals.org

Tim Johnson, Chief Financial Officer, tjohnson@nebraskahospitals.org

Heather Bullock, Director of Executive Operations, hbullock@nebraskahospitals.org

For additional information, please call (402) 742-8140.

DIAMOND AFFILIATE MEMBERSHIP

2026 Annual Fee:
Call for Pricing

BENEFITS YOU RECEIVE:

- Annual logo display on NHA website home page
- 90-day new membership announcement on NHA website home page
- Sponsor spotlight on social media
- Display and ad placement in NHA's Newslink Newsletter (8 weeks total)
- Placement of company logo on NHA Affiliate Member webpage with website link and primary contact
- Member rate for NHA educational programs and events
- Diamond sponsor ribbon on name badge at each NHA meeting attended
- Subscription to NHA electronic newsletters
- Opportunity to submit educational presentations and be considered for NHA event RFPs
- Inclusion of company educational events in NHA e-newsletters
- Opportunity to introduce speakers at NHA events

NHA QUARTERLY BOARD MEETINGS

- Invitation to join the Board for dinner at NHA Annual Convention quarterly meeting (up to 2 company representatives)
- Up to 30 minute presentation to the full Board at a quarterly NHA Board meeting (up to 2 company representatives)
- Up to 10 minute update to the full Board at a quarterly NHA Board meeting (up to 2 company representatives)

ENHANCED PROMOTIONAL SERVICES

- Broad service line exclusivity for promotion and member engagement among all NHA partners & all levels of Affiliate members
- Dedicated NHA senior leadership representative(s) to support & champion focused promotion to NHA member hospitals
- Scheduled, monthly 60 minute promotion/services engagement calls with select NHA senior leadership
- Join us to co-present with NHA senior financial staff during two separate, quarterly calls to all member CFOs and/or other NHA Peer Practice Groups
- Personal introductions to & discussions with select Nebraska hospital leaders facilitated by NHA senior leadership representatives

NHA STAFF ENGAGEMENT & NETWORKING

- Opportunity to sponsor annual NHA Premium Affiliate dinner held with NHA Executive Leadership team in Lincoln, NE

NHA ADVOCACY DAY

- Complimentary registration for 4 company representatives
- Company recognition in the event brochure and event signage
- Company recognition on the NHA Advocacy Day web page with link to your company's website

NHA RURAL HEALTH CONFERENCE

- Complimentary registrations for 4 company representatives to attend the conference
(value savings of \$449 per representative)
- Complimentary registrations for 4 company representatives to participate in Welcome Reception
- Complimentary PREMIERE exhibit booth and diamond priority choice of booth location (value savings of \$2,275)
- Company recognition in the event brochure and event signage
- Company recognition on event web page including your company logo and link to your website
- Placement of your company logo on ALL bingo cards for the affiliate vendor bingo game to ensure high traffic at booth

NHA ANNUAL CONVENTION & TRADE SHOW

- Complimentary registrations for 4 company representatives to attend the NHA Annual Convention
(value savings of \$699 per representative)
- Invitation to join the Board for dinner held at the NHA Board of Directors meeting (up to 2 company representatives)
- Complimentary PREMIERE exhibit booth and diamond priority choice of booth location at the largest health care trade show in Nebraska (value savings of \$2,475)
- Co-sponsor the Awards Banquet at the Annual Convention (includes registrations for 4 company representatives)
- Diamond sponsor listing with your company's logo on the NHA event brochure sponsor page
- Diamond sponsor listing on the NHA Annual Convention event web page with link to your company's website
- Diamond sponsor listing on event signage throughout Convention
- Full page ad in the Convention event brochure
- Placement of your company logo on ALL bingo cards for the affiliate vendor bingo game to ensure high traffic at booth

NHA CAH/RHC CONFERENCE ON QUALITY

- Complimentary registrations for 4 company representatives to attend the NHA Quality Conference
(value savings of \$79 per representative)
- Company recognition in the event brochure and event signage
- Company recognition on event web page including your company logo and link to your website

Questions? Contact:

Jeremy Nordquist, President & CEO, jnordquist@nebraskahospitals.org

Tim Johnson, Chief Financial Officer, tjohnson@nebraskahospitals.org

For additional information, please call (402) 742-8140.

LIMITED SPONSORSHIPS AVAILABLE.

PLATINUM AFFILIATE MEMBERSHIP

2026 Annual Fee:
\$25,000

BENEFITS YOU RECEIVE:

- Annual logo display on NHA website home page
- 60-day new membership announcement on NHA website home page
- Sponsor spotlight on social media
- Display and ad placement in NHA's Newslink Newsletter (6 weeks total)
- Placement of company logo on NHA Affiliate Member webpage with website link and primary contact
- Member rate for NHA educational programs and events
- Platinum sponsor ribbon on name badge at each NHA meeting attended
- Subscription to NHA electronic newsletters
- Opportunity to submit educational presentations and be considered for NHA event RFPs
- Inclusion of company educational events in NHA e-newsletters
- Opportunity to introduce speakers at NHA events

ENHANCED PROMOTIONAL SERVICES

- Select service line exclusivity for promotion and member engagement among NHA Platinum Affiliate NHA members
- Dedicated NHA representative(s) assigned to support your promotional activities to NHA member hospitals
- Scheduled, quarterly 60 minute promotion/services engagement calls with select NHA senior leadership

NHA STAFF ENGAGEMENT & NETWORKING

- Opportunity to sponsor annual NHA Premium Affiliate dinner held with NHA Executive Leadership team in Lincoln, NE

NHA ADVOCACY DAY

- Complimentary registration for 2 company representatives
- Company recognition in the event brochure and event signage
- Company recognition on the NHA Advocacy Day web page with link to your company's website

NHA RURAL HEALTH CONFERENCE

- Complimentary registrations for 4 company representatives to attend the conference
(*value savings of \$449 per representative*)
- Complimentary registrations for 4 company representatives to participate in welcome reception
- Complimentary PREMIUM exhibit booth and Platinum priority choice of booth location (*value savings of \$2,275*)
- Company recognition in the event brochure and event signage
- Company recognition on event web page including your company logo and link to your website
- Placement of your company logo on ALL bingo cards for the affiliate vendor bingo game to ensure high traffic at booth

NHA ANNUAL CONVENTION & TRADE SHOW

- Complimentary registrations for 4 company representatives to attend the NHA Annual Convention
(*value savings of \$699 per representative*)
- Complimentary PREMIUM exhibit booth and Platinum priority choice of booth location at the largest health care trade show in Nebraska (*value savings of \$2,475*)
- Co-sponsorship for Awards Banquet at the Annual Convention (includes registrations for 4 company representatives)
- Platinum sponsor listing with your company's logo on the NHA event brochure sponsor page
- Platinum sponsor listing on the NHA Annual Convention event web page with link to your company's website
- Platinum sponsor listing on event signage throughout Convention
- Full page ad in the Convention event brochure
- Placement of your company logo on ALL bingo cards for the affiliate vendor bingo game to ensure high traffic at booth

NHA CAH/RHC CONFERENCE ON QUALITY

- Complimentary registrations for 2 company representatives to attend the NHA Quality Conference
(*value savings of \$79 per representative*)
- Company recognition in the event brochure and event signage
- Company recognition on event web page including your company logo and link to your website

Questions? Contact:

Jeremy Nordquist, President & CEO, jnordquist@nebraskahospitals.org

Tim Johnson, Chief Financial Officer, tjohnson@nebraskahospitals.org

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GOLD AFFILIATE MEMBERSHIP

2026 Annual Fee:
\$15,000

BENEFITS YOU RECEIVE:

- 30-day new membership announcement on NHA website home page
- Sponsor spotlight on social media
- Display and ad placement in NHA's Newslink Newsletter (4 weeks total)
- Placement of company logo on NHA Affiliate Member webpage with website link and primary contact
- Member rate for NHA educational programs and events
- Gold sponsor ribbon on name badge at each NHA meeting attended
- Subscription to NHA electronic newsletters
- Opportunity to submit educational presentations and be considered for NHA event RFPs
- Opportunity to introduce speakers at NHA events

ENHANCED PROMOTIONAL SERVICES

- Dedicated NHA senior leadership representative(s) assigned to support your promotional activities to NHA member hospitals
- Scheduled, 60 minute promotion/services engagement calls each quarter with select NHA senior leadership

NHA ADVOCACY DAY

- Complimentary registration for 1 company representative
- Company recognition in the event brochure and event signage
- Company recognition on the NHA Advocacy Day web page with link to your company's website

NHA RURAL HEALTH CONFERENCE

- Complimentary registration for 3 company representatives to attend the conference
(*value savings of \$449 per representative*)
- Complimentary registration for 3 company representatives to participate in Conference Welcome Reception
- Complimentary DELUXE Conference exhibit booth and Gold priority choice of booth location (*value savings of \$2,275*)
- Company recognition in the Conference event brochure and event signage
- Company recognition on Conference event web page including your company logo and link to your website
- Placement of your company logo on various bingo cards for the affiliate vendor bingo game

NHA ANNUAL CONVENTION & TRADE SHOW

- Complimentary registration for 3 company representatives to attend the NHA Annual Convention
(*value savings of \$699 per representative*)
- Complimentary DELUXE Conference exhibit booth and Gold priority choice of booth location at the largest health care trade show in Nebraska (*value savings of \$2,475*)
- Co-sponsorship of Awards Banquet at the Convention (includes registrations for 2 company representatives)
- Gold sponsor listing with your company's logo on Convention brochure sponsor page
- Gold sponsor listing on the NHA Annual Convention event web page with link to your company's website
- Gold sponsor listing on event signage throughout Convention
- Half page ad in the Convention event brochure
- Placement of your company logo on various bingo cards for the affiliate vendor bingo game

NHA CAH/RHC CONFERENCE ON QUALITY

- Complimentary registrations for 1 company representative to attend the NHA Quality Conference
(*value savings of \$79 per representative*)
- Company recognition in the event brochure and event signage
- Company recognition on event web page including your company logo and link to your website

Questions? Contact:

Heather Bullock, Director of Executive Operations, hbullock@nebraskahospitals.org

Tim Johnson, Chief Financial Officer, tjohnson@nebraskahospitals.org

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SILVER AFFILIATE MEMBERSHIP

2026 Annual Fee:
\$7,000

BENEFITS YOU RECEIVE:

- 30-day new membership announcement on NHA website home page
- Display and ad placement in NHA's Newslink Newsletter (2 weeks total)
- Placement of company logo on NHA Affiliate Member webpage with website link and primary contact
- Member rate for NHA educational programs and events
- Silver sponsor ribbon on name badge at each NHA meeting attended
- Subscription to NHA electronic newsletters
- Opportunity to introduce speakers at NHA events

NHA ADVOCACY DAY

- Company recognition in the event brochure and event signage
- Company recognition on the NHA Advocacy Day web page with link to your company's website

NHA RURAL HEALTH CONFERENCE

- Complimentary registration for 2 company representatives to attend the conference
(value savings of \$449 per representative)
- Complimentary registration for 2 company representatives to participate in Conference Welcome Reception
- Complimentary Conference exhibit booth and Silver priority choice of booth location (value savings of \$2,275)
- Company recognition in the Conference event brochure and event signage
- Company recognition on Conference event web page including your company logo and link to your website
- Placement of your company logo on various bingo cards for the affiliate vendor bingo game

NHA ANNUAL CONVENTION & TRADE SHOW

- Complimentary registration for 2 company representatives to attend the NHA Annual Convention
(value savings of \$699 per representative)
- Complimentary Convention exhibit booth and Silver priority choice of booth location at the largest health care trade show in Nebraska (value savings of \$2,475)
- Silver sponsor listing with your company's logo on Convention brochure sponsor page
- Silver sponsor listing on the event web page with link to your company's website
- Silver sponsor listing on event signage throughout Convention
- Quarter page ad in Convention event brochure
- Placement of your company logo on various bingo cards for the affiliate vendor bingo game

NHA CAH/RHC CONFERENCE ON QUALITY

- Company recognition in the event brochure and event signage
- Company recognition on event web page including your company logo and link to your website

Questions? Contact:

Heather Bullock, Director of Executive Operations, hbullock@nebraskahospitals.org

Tim Johnson, Chief Financial Officer, tjohnson@nebraskahospitals.org

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BRONZE AFFILIATE MEMBERSHIP

2026 Annual Fee:
\$5,250

BENEFITS YOU RECEIVE:

- 30-day new membership announcement on NHA website home page
- Placement of company logo on NHA Affiliate Member webpage with website link and primary contact
- Member rate for NHA educational programs and events
- Bronze sponsor ribbon on name badge at each NHA meeting attended
- Subscription to NHA electronic newsletters

NHA ADVOCACY DAY

- Company recognition in the event brochure and event signage
- Company recognition on the NHA Advocacy Day web page with link to your company's website

NHA RURAL HEALTH CONFERENCE

- Complimentary registration for 1 company representative to attend the Conference
(value savings of \$449 per representative)
- Complimentary registration for 1 company representative to participate in Conference Welcome Reception
- Complimentary Conference exhibit booth
(value savings of \$2,275)
- Company recognition in the Conference event brochure and event signage
- Company recognition on Conference event web page including your company logo and link to your website
- Placement of your company logo on various bingo cards for the affiliate vendor bingo game

NHA ANNUAL CONVENTION & TRADE SHOW

- Complimentary registration for 1 company representative to attend the NHA Annual Convention
(value savings of \$699 per representative)
- Complimentary Convention exhibit booth at the largest health care trade show in Nebraska (value savings of \$2,475)
- Bronze sponsor listing with your company's logo on Convention sponsor page
- Bronze sponsor listing on the Convention event web page with link to your company's website
- Bronze sponsor listing on event signage throughout Convention
- Eighth page ad in Convention event brochure
- Placement of your company logo on various bingo cards for the affiliate vendor bingo game

NHA CAH/RHC CONFERENCE ON QUALITY

- Company recognition in the event brochure and event signage
- Company recognition on event web page including your company logo and link to your website

Questions? Contact:

Heather Bullock, Director of Executive Operations, hbullock@nebraskahospitals.org

Tim Johnson, Chief Financial Officer, tjohnson@nebraskahospitals.org

For additional information, please call (402) 742-8140.

PARTNER AFFILIATE MEMBERSHIP

2026 Annual Fee:
\$2,000

BENEFITS YOU RECEIVE:

- 30-day new membership announcement on NHA website home page
- Placement of company logo on NHA Affiliate Member webpage with website link and primary contact
- Member rate for NHA educational programs and events
- Partner sponsor ribbon on name badge at each NHA meeting attended
- Subscription to NHA electronic newsletters
- Opportunity to introduce speakers at NHA events

NHA RURAL HEALTH CONFERENCE

- Listing as Partner Affiliate Member in NHA event brochure
- Partner Affiliate Members may purchase an exhibitor booth for the Rural Health Conference for an additional fee of \$2,275 per event, pending space availability (first come, first served).
- Non-members who wish to participate in the Convention Trade Show may also purchase an exhibitor booth for \$3,975, provided space remains available.
 - *Please note that exhibit space is limited. Priority is given to Diamond, Platinum, Gold, Silver, and Bronze Affiliate Members, as exhibitor space is included in their respective benefits packages.*

NHA ANNUAL CONVENTION & TRADE SHOW

- Listing as Partner Affiliate Member in NHA Convention brochure
- Partner Affiliate Members may purchase an exhibitor booth at the Annual Convention Trade Show for an additional fee of \$2,475 per event, pending space availability (first come, first served).
- Non-members who wish to participate in the Convention Trade Show may also purchase an exhibitor booth for \$4,975, provided space remains available.
 - *Please note that exhibit space is limited. Priority is given to Diamond, Platinum, Gold, Silver, and Bronze Affiliate Members, as exhibitor space is included in their respective benefits packages.*

SOMETHING TO CONSIDER

If you choose to become a Partner Affiliate Member, note that the Advanced Affiliate Memberships include an exhibitor booth at both Rural Health Conference and the Annual Convention events, along with many more benefits.

DISCLAIMER

As a member of the NHA Affiliate Membership Program, you have the opportunity to submit a Request for Proposal (RFP) to present an educational session to the NHA membership during the calendar year. This is NOT a guarantee that the submitted proposal will be accepted and incorporated into the year's educational offerings. Topics must align with NHA's mission and member interests. No honorariums or travel expenses are provided. Proposals are reviewed by the NHA Research and Educational Foundation's Education Advisory Group, which selects presentations based on relevance, timeliness, and impact. NHA seeks innovative educational sessions for various formats, including full-day or half-day events, conference breakouts, and webinars.

The NHA recognizes the intrinsic importance and value of the advanced affiliate membership benefits. However, due to timing considerations and/or other unforeseen circumstances, select benefits may not be available.

Affiliate membership does not allow participation in NHA hospital member-only communications or discussions.

The NHA is the process of launching a new company website, which may temporarily impact website traffic, accessibility, and engagement. We are committed to minimizing disruptions and ensuring a smooth transition.

Questions? Contact:

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Tim Johnson, Chief Financial Officer, tjohnson@nebraskahospitals.org

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