

THE RESOURCE FOR



FLORIDA HEALTH LAW

The Florida Bar Health Law Section

# **THE FLORIDA BAR HEALTH LAW SECTION**

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**2011-2012**  
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**SPONSORSHIP**  
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**OPPORTUNITIES**  
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Meetings and Seminars, Retreat, Publications, Website



# YOUR OPPORTUNITY TO REACH OVER 1400 HEALTH LAW SECTION MEMBERS!

The Health Law Section of The Florida Bar is the principal state membership organization for attorneys engaging in all aspects of health law, including those attorneys Board Certified in the specialty of Health Law. The Section advocates and provides numerous educational and networking opportunities for Florida health lawyers in law firms, solo practice, government and in-house counsel, to enhance the quality and ethics of legal services offered to health care clients. Our over 1400 members represent hospitals, other health care facilities, health care payors and provider groups, health care professionals, patients and other health care consumers in business transactions, regulatory matters, litigation and administrative actions.

Our Section puts on an average of three (3) major in-person continuing legal education (CLE) programs each year (some of which are co-sponsored with other Florida Bar Sections), as well as webinars and telephone seminars. We also have an up-to-date Website, a quarterly Newsletter which is sent via e-mail to all Section members, and a Health Law Practitioner's Handbook providing guidance to attorneys practicing or interested in the specialty of health law. Each of these seminars and publications provides an excellent opportunity for Sponsors to promote their businesses and interact with our Section members. Whether you are a health care provider, facility, payor, or a consultant, publication, or other business or professional serving the health care and/or legal industries, becoming a Sponsor of our Health Law Section is a wise business investment as well as a way to support The Florida Bar Health Law Section, a non-profit organization. We invite you to become a Sponsor at one of the levels described below. Each category is limited, so please contact us as soon as possible to assure your Sponsorship position.

## SPONSORSHIP PACKAGES

### ★ ADVERTISING SPONSOR: \$500

- Quarter (1/4) page ad in each Newsletter (2 issues annually); OR
- Webpage ad and link on Section Website: [www.flabarhls.org](http://www.flabarhls.org).

### ★ WEBINAR SPONSOR: \$500

- Recognition by program chair at beginning of program;
- Recognition of company on program brochure and materials.

### ★ INDIVIDUAL EVENT SPONSORS: \$1,500

- Opportunity to sponsor a CLE breakfast or lunch; Past Chairs lunch or an Executive Council lunch, dinner or reception offered in conjunction with either an Executive Council meeting or a Section CLE program;
- Visibility includes table signage, recognition of company at meeting, program, or meal (at the discretion of the program chair) with opportunity to introduce company and network with attendees; and
- Attendance for one (1) at meal at sponsoring event.

### ★ BRONZE LEVEL: \$2,500

- Includes all benefits of an Individual Event Sponsor PLUS
- An additional Attendee at the Sponsored Event for a total of two (2) Attendees;
- Webpage ad and link on Section Website: [www.flabarhls.org](http://www.flabarhls.org);
- Quarter (1/4) page ad in each Newsletter (2 issues annually).

### ★ SILVER LEVEL: \$5,000

- Includes all benefits of an Individual Event Sponsor PLUS
- An additional Attendee at the Sponsored Event for a total of two (2) Attendees;
- Webpage ad and link on Section Website: [www.flabarhls.org](http://www.flabarhls.org);
- Half (1/2) page ad in each Newsletter (2 issues annually);
- Opportunity to introduce your company at each Health Law Section CLE seminar.

### ★ GOLD LEVEL: \$8,500

- Includes all benefits of an Individual Event Sponsor PLUS
- An additional Attendee at the Executive Council Meeting, Reception and Executive Council Dinner for a total of two (2) Attendees;
- Webpage ad and link on Section Website: [www.flabarhls.org](http://www.flabarhls.org);
- Full-page ad in each Newsletter (2 issues annually);
- Opportunity to provide a presentation to the Health Law Section Executive Council;
- Opportunity to introduce your company at each Health Law Section CLE seminar;
- Email Blast to entire Section Membership recognizing Sponsor and providing Sponsor contact information to Section Members.
- Mailing labels and email addresses of entire Health Law Section Membership;

**TO RESERVE YOUR SPONSORSHIP, PLEASE COMPLETE THE ATTACHED SPONSORSHIP FORM OR CONTACT ASHLEA WILEY AT (850) 561-5624 WITH ANY QUESTIONS YOU MAY HAVE. YOUR SPONSORSHIP WILL COMMENCE WHEN APPROVED BY OUR EXECUTIVE COUNCIL AND PAYMENT IN FULL IS RECEIVED. THANK YOU FOR YOUR SUPPORT. WE LOOK FORWARD TO OUR COLLABORATION.**

\*Gold Sponsor choices for receptions and dinners take priority over Silver and Bronze Sponsor choices; Silver Sponsor choices for receptions and dinners take priority over Bronze choices.

Sponsors - please note your first choice (by marking a 1 below), your second choice (by marking a 2 below) and your third choice (by marking a 3 below) of the Executive Council reception or dinner you would like to be the Sponsor of and attend.

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## **2011 – 2012 Fiscal Year Calendar of Health Law Section Events**

**September 15, 2011** – Health Law Executive Council Retreat, Shula’s Hotel & Golf Club, Miami Lakes  
\_\_ Dinner

**September 16, 2011** – CLE – 3rd Annual FUNDamentals of Florida Healthcare Law, Shula’s Hotel & Golf Club, Miami Lakes  
\_\_ Lunch

**January 26, 2012** – January Executive Council Meeting, Renaissance Tampa International Plaza Hotel  
\_\_ Reception  
\_\_ Dinner

**January 27, 2012** – CLE – Representing the Physician 2012, Renaissance Tampa International Plaza Hotel  
\_\_ Lunch

**March 9-10, 2012** – CLE – Advanced Health Law Topics and Certification Review 2012, Orlando  
\_\_ Lunch (day 1)  
\_\_ Lunch (day 2)

**June 21, 2012** – The Florida Bar Annual Meeting/Health Law Executive Council Meeting, Gaylord Palms Resort, Orlando  
 Reception (RESERVED)  
\_\_ Dinner

# Health Law Section Sponsorship

Company Name: \_\_\_\_\_ Contact: (    ) \_\_\_\_\_  
(Print name exactly as you want it to appear on sign)

Phone: (    ) \_\_\_\_\_ E-mail: \_\_\_\_\_

Address: \_\_\_\_\_  
(All event information will be sent to this address unless otherwise indicated)

City/State/Zip: \_\_\_\_\_

## Please enroll our company for sponsorship at the following level:

- GOLD LEVEL — \$8,500** [8130022]
- SILVER LEVEL — \$5,000** [8130023]
- BRONZE LEVEL — \$2,500** [8130024]
- INDIVIDUAL EVENT SPONSORSHIP — \$1,500** [8130025]
- WEBINAR SPONSOR — \$500** [8130026]
- ADVERTISING SPONSOR — \$500** [8130026]

## METHOD OF PAYMENT (CHECK ONE):

- Check enclosed made payable to The Florida Bar
- Credit Card
  - MASTERCARD     VISA     DISCOVER     AM. EXPR.    Exp. Date: \_\_\_\_/\_\_\_\_ (MO./YR.)

Signature: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Billing ZIP code: \_\_\_\_\_

Card No. \_\_\_\_\_

### **MAIL TO:**

Ms. Ashlea Wiley, Program Administrator  
The Florida Bar  
651 East Jefferson Street  
Tallahassee, FL 32399-2300

### **OR**

FAX: 850/561-9427