



HEALTHTRUST[®]
UNIVERSITY CONFERENCE

HTU25 EXHIBITOR PROSPECTUS



HENRY B. GONZÁLEZ CONVENTION CENTER
SAN ANTONIO, TX | AUGUST 18-20, 2025



HTU25 EXHIBITOR PROSPECTUS

**Don't Miss Out on the Year's
Most Exciting Conference!**

Why You Should Exhibit and Sponsor at HTU25

You will have direct access to our members, handpicked buyers and decision-makers who want to know more about you and your contracted solutions.

The HealthTrust University Conference is a premier event where members, contracted suppliers and HealthTrust staff come together to learn and network at HealthTrust's largest gathering of the year. Every year, HealthTrust members rate the HTU Conference as one of the most worthwhile events they attend.

In August, healthcare and supply chain professionals will gather in San Antonio to discover more about what suppliers like you have to offer. Help make this celebration of our unique partnership possible by registering as an exhibitor and sponsor for this three-day event.

Engage with the Experts Charged with Purchasing Power at **HealthTrust** **Member Facilities**

As an HTU Exhibitor, you will:

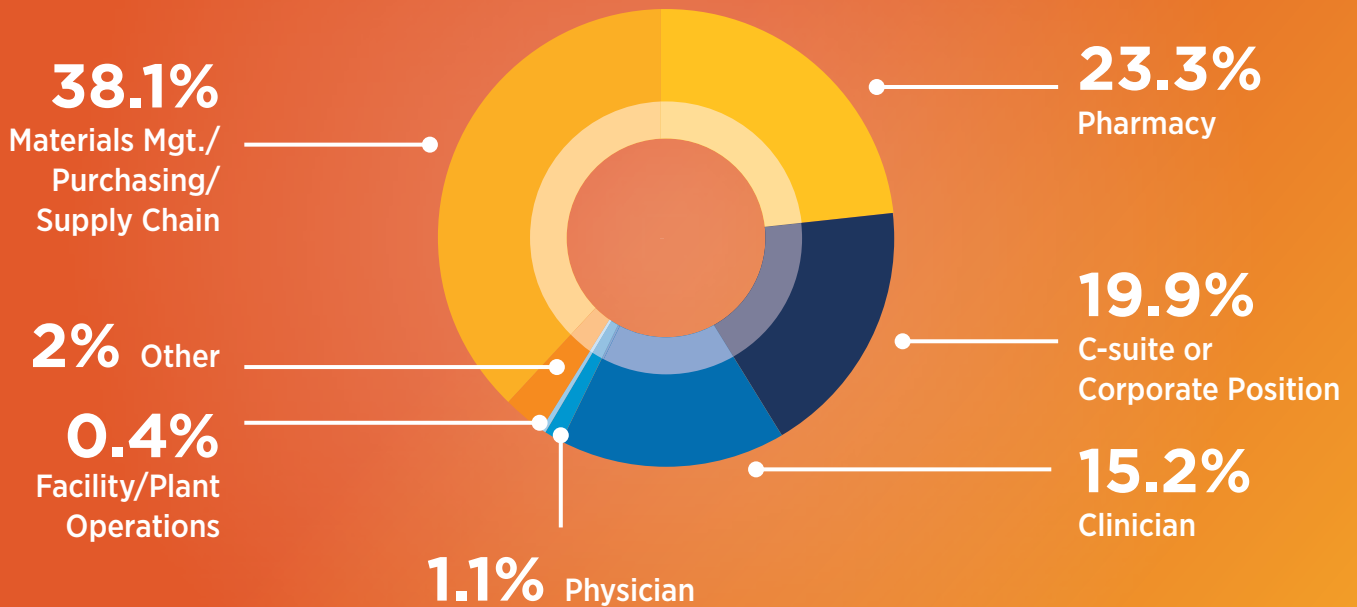
- Position your company as a leading supplier
- Take face-to-face meetings with new and current members
- Exhibit your products and services during Exhibit Hall hours over two days
- Gain access to HealthTrust leadership during the Supplier Information Session
- Expand your knowledge by attending Professional Development Sessions and select Member Education Sessions

**Get maximum
visual promotion
by also becoming a
sponsor. Sponsorship
opportunities can be
found on page 7.**



Engage with Members From Across Multiple Industries

2024 HTU MEMBER ATTENDEE DEMOGRAPHICS



Guarantee your spot at this industry-best educational and networking event. Exhibit space and sponsorship opportunities for the 2025 Conference will fill quickly.

2025 Exhibitor Registration

There's no better opportunity to network with current and potential customers than at the HTU Conference. Starting in November, you can register for an exhibit booth to secure the best opportunity to market your contracted products and services. Booth assignments are made on a first-come, first-serve basis.

Exhibitor Registration

Online registration opens exclusively for contracted suppliers in mid-November. You will receive an email invitation from HealthTrust with a link to the registration site with simple steps for registering your company. Booth locations will be assigned on a first-come, first-served basis, with priority given to 2024 sponsors.

After registering, you will receive a confirmation email stating that your registration was completed. You will receive another confirmation email once your registration has been approved, and an additional email with an invoice (see payment options below).

Exhibitors will be able to order booth services at an additional cost through the Freeman Exhibitor Kit. The primary contact listed during registration will receive an email in May when it opens. **Carpet or other floor covering material is mandatory and must be ordered through Freeman before you arrive on-site.** Exhibitors that do not have carpet 24 hours before the Exhibit Hall opens will have it dropped at their booth. Exhibiting companies are responsible for floor covering costs in addition to any other services ordered.

Conference Payment

HealthTrust will invoice you for your exhibit booth and any other purchases (ex. sponsorships, additional booth staff representatives, etc.). Payment can be made by credit card, check, wire transfer or ACH transfer. Please be advised that there is a nonrefundable convenience fee of 5% for payments made by credit card. **Full payment is due no later than 30 days after receipt of the invoice or before exhibitor move-in, whichever occurs first.**

Email HPG.HealthTrustAR@HealthTrustPG.com with any questions or for additional information.

2025 Exhibit Hall Agenda

Exhibit Hall Hours and Location

Henry B. González Convention Center,
San Antonio, TX

Monday, August 18: 4:15 PM - 6:30 PM

Exhibit Hall and Reception

Tuesday, August 19: 10:30 AM - 3:30 PM

Exhibit Hall and Lunch

***More Exhibit Hall hours
than ever before!***

** Exhibit Hall hours are subject to change.*

Back by Popular Demand

Tuesday evening will be an OPEN NIGHT in the agenda to provide more availability for member-supplier interaction. Interested in hosting an event? The booth registration website will have more information on available opportunities.

Contact Events@HealthTrustPG.com to learn about available opportunities.

“Attending HTU was an excellent experience for our entire team, we especially appreciate all the positive energy and in-person connections.”

WENDY TAYLOR

Director, Sales Administration
TRONEX International Inc.

2025 Exhibit Booth Rates

10'X10' In-Line Booth - \$12,600*

Includes: (4) representatives, pre- and post-event mailing list**, 8' high backwall, 3' high side drape, (1) 6'x30' skirted table, (2) side chairs, (1) wastebasket, 7"x44" one-line ID sign

10'X20' In-Line Booth - \$24,500*

Includes: (6) representatives, pre- and post-event mailing list**, 8' high backwall, 3' high side drape, (2) 6'x30' skirted tables, (4) side chairs, (2) wastebaskets, 7"x44" one-line ID sign

10'X30' In-Line Booth - \$26,600*

Includes: (7) representatives, pre- and post-event mailing list**, 8' high backwall, 3' high side drape, (3) 6'x30' skirted tables, (6) side chairs, (3) wastebaskets, 7"x44" one-line ID sign

20'X20' Island Booth - \$28,000*

Premium access and visibility. Includes: (8) representatives, pre- and post-event mailing list**, (2) wastebaskets

**Booth Prices Remain
Unchanged from
Last Year**

Custom Booth - Custom Cost

Contact us ASAP to reserve your custom-sized booth. The **deadline to register for a custom booth is Friday, January 10.** To reserve, please email Events@healthtrustpg.com.

In addition to having access to the Exhibit Hall, you will also be invited to join us for the following:

- General Sessions
- Conference Meals
- Monday Night Kickoff Party
- Select Member Education Sessions
- Professional Development Sessions
- Supplier-Specific Information Session(s)

Booth Staff Representatives

Booth staff and hotel registration will open in late April 2025 via the Exhibitor Management Portal. The primary contact provided in the exhibit booth registration will be notified by email when the Exhibitor Management Portal opens.

If you would like to register more representatives than are included with your booth (see the number of complimentary representatives under "Exhibit Booth Rates" to the left), additional representatives can be purchased for \$400 each, or \$500 after the registration deadline specified in the Exhibitor Management Portal.

"The energy was the best I have experienced in any GPO annual meeting in a very long time. The excitement created was a testament to the great planning of every aspect of this meeting."

SUSAN PERSECHINO
Healthcare Corporate Accounts, GPO Segment
Thermo Fisher Scientific, Inc

* Note: Carpet or other floor covering material is not included in the booth pricing and is MANDATORY to exhibit. See page 5 for details.

** A complimentary list of registered attendee names and mailing addresses will be sent one month before and immediately following the Conference. By becoming a sponsor, you can receive this list with email addresses as well. Learn more about our conference sponsorship and additional opportunities on pages 6 and 7.



HTU25 Conference Sponsorship Opportunities

Increase your exposure by promoting your brand and contracted solutions throughout this highly visible three-day event. Conference sponsorships sell out quickly, so contact us before they're gone. **Deadline to reserve is July 3, 2025.**

General Conference Sponsorships

\$10,000 (25 Opportunities)

Benefits Include:

- Early registration access for preferred booth space for the 2026 Conference
- First right of refusal for your 2025 sponsorship for next year's conference
- Reserved table during meals
- Four guaranteed guestrooms at one of the conference host hotels*
- Sponsor acknowledgment on exhibitor name badges
- Sponsor recognition in the Conference mobile app
- Prominent signage throughout the convention center
- Premium brand exposure on the large digital wall, located centrally in the event space
- Sponsor kickstand sign to display in your exhibit space
- Logo on the sponsor page of The Source's Conference edition (*if reserved by May 20, 2025*)
- Access to the exclusive Sponsor Lounge in the Exhibit Hall
- Sponsor recognition on the Member Conference registration website
- Exclusive pre-conference and post-conference listing of all Member attendees with names and email addresses (*one-time usage with each list*)

** Sponsor will be responsible for the hotel charges and the deadline to reserve is June 30.*



HTU25 Conference Sponsorship Opportunities (continued)

Increase your exposure by promoting your brand and contracted solutions throughout this highly visible three-day event. Conference sponsorships sell out quickly, so contact us before they're gone. **Deadline to reserve is July 3, 2025.**

Tote Bag Sponsorship \$10,000 (One Opportunity)

- Your company logo will be on every attendee and staff tote bag at the conference
- Tote bags are distributed at registration, so your company will be one of the first brands they'll see at the conference. Tote bags will be co-branded alongside HealthTrust

Sustainability Sponsorship \$5,000 (One Opportunity)

- Align your company with sustainability initiatives throughout the conference
- Sponsor hydration stations placed throughout the convention center by providing branded reusable water bottles or sustainable cups
- Share other ideas with Events@HealthTrustPG.com on how you want to showcase your efforts on going green

First-Time Attendee Luncheon Sponsorships \$5,000 (Six Opportunities)

- Your company logo will be on the presentation slide deck
- Get premium brand exposure in front of new HealthTrust members before the Exhibit Hall opens
- Luncheon will be held Monday, August 18, from 11:30 AM to 1 PM in the Henry B. González Convention Center (subject to change).
- First-time HTU attendees will attend to hear an overview on HealthTrust and receive updates from senior leadership
- Distribute your company-branded items for luncheon attendees (ex. journals, pens, water bottles, etc.)
- Exclusive chance to connect with new members and reserve time with them during Exhibit Hall hours or the open Tuesday night



HTU25 Conference Sponsorship Opportunities (continued)

Increase your exposure by promoting your brand and contracted solutions throughout this highly visible three-day event. Conference sponsorships sell out quickly, so contact us before they're gone. **Deadline to reserve is July 3, 2025.**

Wi-Fi Sponsorship (New This Year!)

\$5,000 (One Opportunity)

- Your company name can be the custom password for Wi-Fi access for all attendees at the conference
- Receive logo and company name recognition on all signage promoting the Wi-Fi
- Wi-Fi network name and password will be printed on all attendee name badges for high visibility throughout the conference (printing deadlines apply)

Digital Media Sponsorship

\$5,000 (One Opportunity)

- Be the face behind the conference mobile app that attendees download before they head to San Antonio
- Your company brand and logo will be visible to attendees when they log into the mobile app to see what's next during HTU
- Receive social media recognition with a designated post on HealthTrust's LinkedIn page during the conference, which will reach over 31k HealthTrust followers. A Facebook post is also an option if that is your company's preferred social media platform

Signature Cocktail Sponsorship

\$5,000 (One Opportunity)

- The Exhibit Hall will hold a reception for all HTU attendees on Monday, August 18
- Your company name and logo will be front and center at the reception, with a specialty cocktail named after your company accompanied by bar signage

Popcorn Sponsorship (New This Year!)

\$2,500 (One Opportunity)

- Help draw attendees to registration on Sunday with the enticing aroma of freshly popped popcorn!
- Your company logo will be printed on custom popcorn bags available to all attendees



HTU25 Conference Sponsorship Opportunities (continued)

Increase your exposure by promoting your brand and contracted solutions throughout this highly visible three-day event. Conference sponsorships sell out quickly, so contact us before they're gone. **Deadline to reserve is July 3, 2025.**

Headshot Sponsorship (New This Year!)

\$2,500 (One Opportunity)

- Be the name behind complimentary headshots available to all conference attendees
- Your company name and logo will be printed on signage related to the headshots; the printed cards attendees are given with instructions on obtaining their headshot and posted on the online gallery
- Our selected headshot photographer will have an exhibit booth and will be photographing during all times the exhibit hall is open

Umbrella Sponsorship (New This Year!)

\$2,500 (One Opportunity)

- Provide your company-branded umbrellas at the exits of the convention center so attendees can take one with them in case of rain
- Branded signage will accompany all umbrella holders

Mirror Cling Sponsorships (New This Year!)

\$2,000 (Two Opportunities)

- Your company name and logo can be printed on mirror clings in all restrooms in the conference space for high visibility



Additional HealthTrust Member Engagement Opportunities

Unable to sponsor but still want to maximize your time and exposure with HTU attendees? Check out the additional opportunities listed below!

Private Meeting Room

Reserve a private meeting room at the Henry B. González Convention Center.

- Ability to customize meeting room and order AV and Food & Beverage services is available through the Henry B. González Convention Center at your own expense.

\$2,500 (Limited Availability)

- Half day (8:00 AM - 12:00 PM or 1:00 PM - 5:00 PM)

\$5,000 (Limited Availability)

- Full day (8:00 AM - 5:00 PM)

Attendee Email List

Purchase the pre-event and/or post-event attendee list with email addresses.

\$5,000

- Pre-event attendee list will be sent approximately one month prior to conference
- Post-event attendee list will be sent the day after the conference concludes
- Allowed one-time usage for email communication per list purchased*

“We always love coming to the HTU conference each year! This year marks 20 years of being on contract with HealthTrust. Each time we discover new leads, hear great feedback from the members and visit with existing customers. It feels like coming home!”

DAWN WARREN
Durfold

**All emails MUST be reviewed and approved by your HealthTrust Portfolio Manager before sending out*



HEALTHTRUST[®]
UNIVERSITY CONFERENCE

**WE HOPE TO SEE
YOU AT HTU25!**

**HENRY B. GONZÁLEZ CONVENTION CENTER
SAN ANTONIO, TX | AUGUST 18-20, 2025**