



# Leapfrog Annual Meeting and Awards Dinner

## 2025 Sponsorship Prospectus

DECEMBER 15, 2025  
GAYLORD NATIONAL RESORT & CONVENTION CENTER  
NATIONAL HARBOR, MD

[LEAPFROGGROUP.ORG/ANNUAL-MEETING](https://LEAPFROGGROUP.ORG/ANNUAL-MEETING)

  
**THE LEAPFROGGROUP**  
Giant Leaps for Patient Safety

# Leapfrog Annual Meeting and Awards Dinner

## 2025 Sponsorship Prospectus

The Leapfrog Group 2025 Annual Meeting gathers **senior hospital and health system leaders, employers and other purchasers, health plans, policymakers, consumer advocates, researchers and clinicians**. The event is an exclusive discussion on patient safety with thought leaders and those on the ground driving change in health care. After the close of the Annual Meeting, **we honor** the achievements of the 2025 Leapfrog **Top Hospitals** and **Top Ambulatory Surgery Centers** during our Awards Dinner.

**Industry partners are integral** to the **success** of the Annual Meeting and Awards Dinner and we've developed sponsorship and exhibitor packages to deliver maximum exposure for your company, brand and personnel!

Hospitals that voluntarily respond to the annual Leapfrog Survey represent 80% of all acute care beds in the U.S.

**LEAPFROG DRIVES THE MARKET FOR PATIENT SAFETY!**





# Why Sponsor

The Leapfrog Group gathers its key stakeholders and constituents for a meeting each year to discuss urgent topics, key issues and the latest trends in health care safety, quality and value. This event provides an amazing opportunity for you to elevate your brand's exposure and make unparalleled connections with hospital and ASC leadership. Leapfrog supports your strategic growth acceleration goals.



## Exposure to Hospital and ASC Leadership

Intimate networking and exhibit opportunities with hundreds of hospitals and ASCs from around the country.



## Elevate Your Brand

Your logo will be displayed throughout the event in both digital and on-site materials such as the program book, signage, slide decks, giveaways, emails, social media and more.



## Support Patient Safety

Promote your company's commitment to patient safety and health care quality along with your support of Leapfrog all while gaining exposure and awareness.

"The Leapfrog Group's Annual Meeting brings together key health care leaders honoring their colleagues' achievements. The Top Hospital and ASC Awards given at this event highlight commitment to innovation in patient safety. We see this as a great opportunity for scientific exchange and to discuss best practices with leaders in health care. Thank you Leapfrog for fostering this vibrant community of healthcare and industry professionals who are unified in the mission of continually improving patient safety."

JOHN WILLIMANN, CEO, NOZIN / PLATINUM SPONSOR

# Who Attends

**65%**  
Hospital/ASC Senior  
Executives & Quality Leaders



**23%**  
Other Health Care Industry  
Stakeholders, Thought Leaders  
& Partners

**7%**  
Employer, Purchaser  
& Payor Leaders

**5%**  
Policymakers, Consumer Advocates  
& Media

# 2025 Sponsorship Opportunities

Make an impact at the 2025 Leapfrog Annual Meeting and Awards Dinner.

Maximize your visibility by becoming a sponsor.

Sponsor Level	PLATINUM EXCLUSIVE	GOLD	SILVER	BRONZE	CHAMPION
Pricing	\$45,000	\$30,000	\$22,000	\$15,000	\$10,000
<b>Marketing Benefits</b>					
Logo Size	Large	Large	Medium	Medium	Small
Program Book Ad	Full Page Ad	Full-Page Ad	Half-Page Ad	Half-Page Ad	Quarter-Page Ad
Logo Promotion on Event Signage	✓	✓	✓	✓	✓
Social Media Shoutouts	✓	✓	✓	✓	✓
Logo on Conference Website	✓	✓	✓	✓	✓
Gift Bag Item	✓	✓	✓	✓	
Pre and Post Event Attendee Contact Information	✓	✓	✓		
Award Dinner Sponsorship <small>On-stage welcome to dinner</small>	✓				
Meal Sponsorship		✓			
<b>Event Benefits</b>					
Complimentary Tickets to Events	10	5	4	3	1
Exhibit Space	✓	✓	✓	✓	
Exhibitor Hall Passport	✓	✓	✓	✓	
Concierge Shipping Service	✓	✓	✓		
Sponsored Raffle Item	✓	✓			
Branded Material on Attendee Chairs	✓				

Partners Advisory Committee (PAC) members receive a 20% discount on these sponsorship levels.

# Benefits Glossary

## Program Book Ad Space

This essential printed piece is the go-to for a quick reference guide of the schedule of events and Top Hospital and ASC award winners.

## Branded Material on Attendee Chairs—Exclusive to Platinum sponsors

Your company will have the opportunity to provide a printed marketing piece that will be placed on every attendee's chair.

## Concierge Shipping Service

Your boxes will be delivered to the exhibit hall so you don't have to pick them up when you arrive. After the meeting, just make sure your mailing label is attached and we'll take care of shipping them back.

## Exhibit Space

This is your chance to meet face-to-face with a qualified audience of senior hospital and ambulatory surgery center professionals. As an exhibitor, you'll be able to showcase your products and services to potential customers. All exhibitors are provided with a 6 ft. table, a black tablecloth, two chairs and access to electricity.

## Exhibit Hall Passport

The Exhibit Hall Passport brings more traffic to your exhibit space and allows for greater networking opportunities with attendees. Once completed, attendees will be entered in a raffle announced at the end of the event.

## Gift Bag Item

Provide a branded item to be given away to each attendee at registration.

## Logo Promotion on Event Signage

With your company's logo displayed prominently throughout the conference registration and meeting spaces, you'll be the first thing attendees see when they arrive and the last thing they see at the end of each day.

## Meal Sponsorship—Only available to Gold sponsors

Increase your networking potential by sponsoring breakfast or lunch at the annual meeting. The breakfast sponsorship includes having your logo on coffee cups or napkins, plus recognition on signage. The lunch sponsorship includes a branded sticker on every boxed lunch, plus recognition on signage.

## Pre/Post Attendee List

Includes all opted-in attendee's names, organizations, titles and email address.

## Social Media Shoutouts

Shoutout of your sponsorship level and company logo on Leapfrog's social media channels.

## Sponsored Raffle Item

Your company can provide an exclusive item to be raffled off to all attendees.



# Add-On Sponsorship Opportunities

Any of the below can be added on to your basic sponsorship levels.

## Exclusive Wi-Fi Sponsorship—\$10,000

Gain continuous visibility as the exclusive Wi-Fi sponsor at the Leapfrog Annual Meeting. Your company will be featured on signage and the Wi-Fi login web page, ensuring that every attendee interacts with your brand throughout the day as they access the network. This sponsorship guarantees widespread exposure and recognition, making it an effective branding opportunity.

## Exclusive Attendee Meeting Bag Sponsorship—\$10,000

Your company's name and logo will be seen on the arm of every attendee as they collect their conference materials and keep them organized in these popular custom-branded bags. Your company provides the bags for distribution.

## Exclusive Hotel Key Card Sponsorship—\$10,000

Reach attendees outside of the exhibit hall! You'll be able to fully customize the hotel key cards given to every attendee staying at the host hotel, guaranteeing that they'll see your branding regularly. You can even add graphics and a QR code.

## Lanyard Sponsorship—\$10,000

Put your company's name and logo on custom-printed badge lanyards given to every attendee along with their required conference badge.

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NOTE: Guidelines and deadlines for artwork, product and copy submissions will be provided to all sponsors.

## Exclusive Hand Hygiene Sponsorship—\$10,000

Let every attendee experience your brand of hand sanitizer! Benefits include company branded hand sanitizer stand placement in all meeting venues, branded sanitizer on all meeting tables, social media promotion, additional logo placement and hand sanitizer in gift bag (not exclusive), and advertisement (with logo) in program book. You can even place hand sanitizer at each place setting for the awards dinner.

## Reception Sponsorship—\$10,000

Gain extra visibility as the sponsor of the pre-awards dinner reception. This includes having branded napkins at the bar, signage, podium acknowledgment during dinner and even a craft cocktail!

## Dessert Sponsorship—\$10,000

Help us end the evening on a sweet note by sponsoring the dessert reception. Your name and logo will be on signage at the dessert display, branded napkins and acknowledgment from the podium when dessert is served. We might even be able to put your logo on a dessert!

## Poster Session Sponsorship—\$10,000

This year, Leapfrog's annual meeting will feature posters from hospitals and surgery centers who are making giant leaps in patient safety. Sponsor this poster session and your name and logo will be seen by every attendee as they share in research related to patient safety as well as health care quality and affordability.

All sponsors and exhibitors receive recognition in the on-site program book and on the event's website.

Contact Andrea Clay, Director of Corporate Giving, for more information at [aclay@leapfrog-group.org](mailto:aclay@leapfrog-group.org).



# About The Leapfrog Group



In 2025, **The Leapfrog Group** celebrates its 25th anniversary, marking a quarter-century of transformative impact on patient safety and the quality of health care in the United States. Founded with a mission to drive transparency, accountability, and improvement in health care, Leapfrog has pioneered innovations such as the **Hospital Safety Grade** and the **Leapfrog Hospital and ASC Surveys**, which have empowered patients and health care providers alike. Through our commitment to data-driven insights, rigorous standards, and bold advocacy, Leapfrog has played a critical role in reducing preventable harm, improving hospital safety, and fostering a culture of continuous improvement. As we commemorate 25 years of progress, The Leapfrog Group continues to lead the charge toward a safer, more effective health care system for all.

LEAPFROG  
HOSPITAL  
SAFETY GRADE

