

Choose the path for growing and mature multinational healthcare and life-sciences companies with well-established internal development and training programs.

**THE PURPLE PACKAGE** is the ideal fit for organizations looking to leverage the global reach of the HBA to help extend their internal employee development programs across their global points of presence.

This package provides ample access to HBA's flagship events and virtual training programs to maximize participation across a large employee population. And, unique to PURPLE and GOLD corporate partners, the package provides start-up and ongoing support for an HBA Ambassador program, which leverages HBA knowledge and expertise to build and strengthen the internal HBA community.

#### THE PURPLE PACKAGE INCLUDES

**115 one-year HBA memberships** for company employees around the globe, with additional memberships available at a 50 percent discount.

**Complimentary access** to HBA's popular mentoring webinar recording for all prepaid members.

**Two individual award winners** designated as either a **Rising Star or Luminary**, including on-stage recognition at HBA's annual Woman of the Year event and other opportunities for honoree and company engagement and visibility.

Exclusive opportunity for advance purchase of up to **eight tables** at HBA's annual Woman of the Year award event.

**Seven registrations** to HBA's Annual Conference.

**Four invitations** to HBA's exclusive Building Better Business Connections (3BC) executive event.

HBA staff, support and guidance for an official **Ambassador program**. Ambassador programs leverage the experience, resources, and access that the HBA has within and across the industry and frequently complements (and/or collaborates with) internal women's networks and/or employee resource groups.

**Access for 50 employees** to participate in HBA's renowned Career Conversations live webinar series. Also included is unlimited access to the HBA's 2017 and 2018 Career Conversations series.

**A 50 percent discount** on the submission fee for HBA's ACE Awards—an annual awards program recognizing innovative internal women's initiatives.

A virtual, company-specific annual review of the HBA relationship, including a discussion regarding satisfaction levels and engagement data.

#### Industry-wide recognition as a corporate partner by way of, but not limited to:

- Exposure on HBA's website, using company-branded logo linked to the company website
- Welcome recognition in HBA's social media channels and opportunities for periodic social media callouts
- Articles or features in HBA's digital and print media
- Visibility in the HBAAddsValue—HBA's bimonthly newsletter for corporate partners