**HBA New Business Development Prospect Program**

To help our regional Business Development teams better demonstrate the value of HBA to potential prospects, HBA offers a program to encourage individuals from new prospect companies to attend one HBA event at no charge. Currently there is no option available to prospective companies to experience the value of HBA programming and learn all HBA has to offer before entering into a formal sponsorship or Corporate Partnership agreement. This will be reviewed regularly to measure success and adherence to the policy guidelines to avoid code abuse.

**Company Qualifications:**

* Company must have not been a Corporate Partner in the past three years.
* Companies should be in one of our Tier ½ focused targets:
	+ Medical Device
	+ Medical Technology (Healthcare Software Companies/Technological Advancements)
	+ Biotechnology Companies
	+ Start-ups Healthcare Companies
	+ Small Pharmaceuticals
	+ Universities
	+ Healthcare consulting companies

**Program guidelines**

* Each regional CR COE will be provided one prospect code annually to be used for business development purposes to demonstrate the value of HBA to specific companies and encourage their sponsorship or *new* Corporate Partnership
* The business development team can invite individuals from a prospect company to a local educational event, providing them the code so they can register at no charge for that particular event and get a taste for HBA
* When a code is given to a prospect company, CR COE must alert the Programming event leader of its usage for that event
* A CR COE representative must attend the event to serve as the prospect’s host, demonstrating radical hospitality and further expanding on the benefits of HBA

**Rules:**

Prospect codes can only be used:

* for business development purposes
* no more than 4 times for any particular educational event (i.e. no more than two individuals from two prospect companies at any particular event)
* only once per company in a given region and only by two individuals maximum
* for local educational events only
	+ *Code does not apply to flagship events, affinity group programs, networking or engagement events.*
	+ *Exceptions can be made to this rule for webinars if request is made in advance to HBA Central\**
* Failure to adhere to these rules may result in revocation of code.

**Tracking:**

* Code usage must be tracked by the region: which companies are being targeted for code usage, who from those companies was given the code, who attended from that company, which event and any other information necessary for follow up
* The CR COE must report to HBA Central\* no more than eight weeks post-event on the status of the sponsor/ partnership agreement and what follow up steps will be taken if needed
* HBA Central\* will monitor code usage on a monthly basis for misuse or abuse. Codes suspected of misuse will be turned off.
* If the region notices any code abuse, please alert HBA Central who will turn off the abused code and issue a new one to the regional leadership

*\*HBA Central contact for this program:* *Lauren Peck**, senior manager, corporate development, HBA*