

**Rural Health Association of Tennessee's
2nd Annual Virtual Vendor Fair**

Connecting Rural Healthcare Organizations with Vendors & Resources

April 12, 2027, 9am – 3pm Central

(Recordings and resources will be available to the public April 2027 through October 2027)

Purpose:

- Provide education to healthcare administrators on how to solicit for and select vendors.
- Create an online resource directory of healthcare services and solutions that can be accessed “on-demand” by interested healthcare organizations.
- Assist healthcare organizations who need multiple vendor quotes to satisfy procurement policies and procedures.

Audience:

- **Primary:** Tennessee Healthcare Organization Administrators *(Hospitals, clinics, etc.)*
- **Secondary:** Broader Healthcare Community *(All materials will be open to public, at no cost)*

Format:

- 9am – 9:45am Member and Vendor Spotlight
- 10am – 10:45am Member and Vendor Spotlight
- 12pm – 12:30 Education Partner Group A *(3 concurrent, 30-minute sessions)*
- 12:45pm – 1:15pm Education Partner Group B *(3 concurrent, 30-minute sessions)*
- 1:30pm – 2:00pm Education Partner Group C *(3 concurrent, 30-minute sessions)*
- 2:15pm – 2:45pm Education Partner Group D *(3 concurrent, 30-minute sessions)*

Sponsorships:

- **Marketing Partner Sponsorship - \$5,000 *(invitation only)***
 - For organizations who will help co-host the Virtual Vendor Fair, support the development of the agenda, and are interested in co-branding the event.
 - Includes a 1-hour “Live Session” that provides education and success story highlights.
 - Includes company logo on RHA’s homepage throughout 2027.
- **Education Partner Sponsorship - \$2,500**
 - **Limit 12**
 - For organizations who provide content and education as part of the Virtual Vendor Fair.
 - This includes a 30-minute “Live” session that will be recorded and available on-demand through October 31, 2027 (along with marketing materials).
- **Vendor Partner Sponsorship - \$1,000**
 - Unlimited
 - For organizations who are willing to pre-record a session available on-demand through October 31, 2027 (along with marketing materials).

This event is not part of an RHA grant or paid for by RHA membership. Sponsorships help cover the cost of staff time in planning, coordinating, and delivering this service.

Discounts: Sponsors of RHA's 2026 Annual Conference will receive the below discounts:

- **Platinum** – May participate as an Education Partner Sponsorship at no cost
- **Gold** – May receive 30% off Education or Vendor Partner Sponsorships
- **Silver** – May receive 15% off Education or Vendor Partner Sponsorships
- **Bronze** – May receive 10% off a Vendor Partner Sponsorships.
- **New Vendors** will have option for 10% discount on any **2027 Annual Conference Sponsorship**

How to Participate:

- **Register** at <https://www.tnruralhealth.org/2027VendorFair>
 - Marketing Partner Sponsorships are invitation only
- RHA will schedule a 30-minute planning session with each **Education Partner Sponsor** between January and March 2027.
 - During this call we will discuss the education format, time slot, recording, etc.
- RHA will schedule 2 group meetings for **Vendor Partner Sponsors** between January and March.
 - During this call we will cover the instructions on how to pre-record your session, how to share marketing materials, etc.
 - Vendor records and edits their own video to provide to RHA to upload as part of their vendor fair or RHA will provide a link for the vendor to record via their VideoRequest.
- **Vendors will send RHA:**
 - Company logo
 - Short company description
 - Contact information
 - Website link
 - Downloadable PDF (brochure, case study, or product sheet)
 - Recorded session
 - Call to action or meeting request link
 - Company approved social media graphic for RHA to use in digital communications

Timeline *(all dates are for 2027)*

- March 12th – Vendor Registration closes.
- March 26th – All materials must be submitted to RHA.
- March – April– RHA (and sponsors) will promote to the public via social, newsletters, etc.
- April 2nd – **Education Partner Sponsors** will receive a “Speakers” link for Live Webinars, moderated by an RHA representative. Recordings will be posted on Vimeo after the event.
- April 12th – Live Event for Education Partner Sponsors
- April 12th – **Vendor Partner Sponsor** Recordings will be posted and available on RHA's Vimeo Account through October 2027 and promoted throughout the year.

Promotion throughout the year

- Links promoting the Virtual Vendor Fair will be available in [RHA's Rural Health Digest](#) (4,000+ subscribers) and RHC Newsletter (400+ subscribers) April – October 2027
- RHA will link [2027 2nd Annual Virtual Vendor Fair](#) to the Events Menu and Resources Page on RHA's Website that receives approximately 500,000 visitors/year.
- Vendors are welcome to promote their support to RHA and encourage their audience to visit the publicly available resources
- RHA will provide a total engagement report November 2027