



**2017 Health Care Education Conference  
September 6-8, 2017  
Salt Lake City Marriott Hotel, University Park  
Salt Lake City, Utah**

Dear Health Care Education Colleague:

Do you want to connect with healthcare educators who use your products and services and have budgetary responsibility for purchasing these products? Is it important for you to learn what nurses and other healthcare professionals need in order to provide excellent patient care? Could you benefit from some fresh ideas from some of the best educators in the country?

If you answered, “Yes!” to any of those questions, you need to connect with the **Health Care Education Association**.

We are a professional organization of health care educators, both staff and patient educators, whose mission is to provide a learning community for professionals committed to improving healthcare through education. We are the premier organization for health care educators, providing the best people, resources and value for today’s leaders in health care education. You have the opportunity to be part of this magnificent association!

We invite you to join us for our biennial conference, from September 6-8, 2017 at the Salt Lake City Marriott Hotel, University Park, in Salt Lake City Utah. Our location is well-suited to our conference theme, *Reaching New Heights in Patient-Powered Care*. **Now, more than ever, we need to make the effort to form partnerships and creative solutions that allow us to continue to provide the highest quality education while remaining fiscally responsible.** We encourage you to partner with us!

Exhibiting at the HCEA Conference allows you to:

- Network with experts in the health care education specialty
- Promote your products and services
- Discuss new business opportunities
- Advertise
- And much more!

We look forward to having you join us and support the most prestigious Health Care Education Association for today’s educator. A vendor prospectus is attached for your use. You may also access a copy on our website [www.hcea-info.org](http://www.hcea-info.org). If you have any questions, please feel free to contact Joan Morris at 513-313-9193 or [joan.morris@cchmc.org](mailto:joan.morris@cchmc.org).

Sincerely,

*Joan Morris, MSHA, MBA, RN*

HCEA Conference Planning Committee Member