

REGION 18:

ELEVATION
THROUGH
INNOVATION

in 2018

2018 CHAMPS/NWRPCA

FALL PRIMARY CARE CONFERENCE

OCTOBER 20-23 | DENVER, COLORADO

Bring your team to the Mile High City and showcase your products and services at the 2018 Fall Primary Care Conference, where community and migrant health center (C/MHC) leadership, staff from Region 18 (Regions X and VIII), and Region IX will convene for a four-day primary care conference.

CHAMPS and NWRPCA work to provide our exhibitors, sponsors, and partners with advertising, tradeshow, and networking opportunities to engage with our member attendees, and develop genuine long-term business partnerships at this regional primary care conference.

Together, we can grow, transform, and advance community health in 14 western states.

Brought to you by:



In partnership with:



LEARN MORE

www.NWRPCA.org/event/fpcc18

SPONSOR, EXHIBITOR, AND ADVERTISER PROSPECTUS

SPONSORSHIPS

Sponsor the 2018 Fall Primary Care Conference and create visibility for your organization as a critical player in primary care and community health in the Northwest and Mountain/Plains states. Your products, services, and mission will be promoted among approximately 500 leaders, decision-makers, and board members of C/MHCs.

Your branding will be featured in conference materials, including the program and signage, and social media. All sponsors will be recognized at the podium during the plenary sessions and acknowledged in NWRPCA's Annual Report to Stakeholders.

Please note: Sponsorships do NOT automatically include exhibit tables.

CONFERENCE SPONSORSHIP OPTIONS

	Champion	Presenting	Leader	Supporter	Friend	Exhibitor
Cost	\$20,000	\$17,000	\$13,000	\$10,000	\$5,000	\$2,000 (NP \$1,600)
Cash Value	\$25,000	\$21,000	\$15,500	\$12,000	\$6,350	\$4,000
Exhibitor Table	X	X	X	50% off	25% off	X
1 Registration						X
2 Registrations					X	
3 Registrations				X		
4 Registrations		X	X			
5 Registrations	X					
Conference Program Recognition	X	X	X	X	X	X
Conference Program Advertisement	Program cover ad and two full-page ads	Program footer and one full-page ad	One full-page ad	One full-page ad	One half-page ad	
Conference Attendee List	X	X	X	X	X	X
Northwest Pulse Article	X	X	X	X		
Conference Bag Logo	X					
Conference Bag Insert	Two	One	One	One		
Mention at Plenaries	X	X	X	X		
Powerpoint Display at Plenaries	X	X	X	X		
Roundtable Lunch or One-Day Educational Track Sponsor	X	X	X			
Annual Sponsorship	Copper	Copper				

CUSTOMIZED SPONSORSHIP OPTIONS

At times a unique sponsorship with a specific focus can work better for you. Align your brand, products, and services to any of the opportunities below.

EDUCATIONAL TRACK — 1 DAY: \$2,000 | 2 DAY: \$3,250 | 3 DAY: \$4,500

Consider sponsoring one of 10 conference educational tracks that align most with your mission including: Governance, Workforce/HR, Clinical, Community Health, Operations, Policy/Environment, Behavioral/Clinical, Fiscal, Integrated Services, and Quality Transformation. You will be invited to open your sponsored sessions, introduce the speakers, provide a piece of print collateral, and stay for the sessions.

INTERNET SERVICES — \$7,000

Set your company as a critical conference partner by providing connectivity to attendees during sessions in meeting rooms and accommodations. In addition to the usual sponsor visibility, your branding will be showcased in:

- Technology touch cards with Wi-Fi login information
- Tent cards in each guest room with Wi-Fi login information

WELCOME RECEPTION — GOLD: \$7,500 (one available) | SILVER: \$3,500 (two available)

As we gather for education and networking, we also celebrate C/MHCs' ability to adapt and thrive in this ever-changing health landscape. Sponsor the Welcome Reception and lead this celebration with recognition in conference materials as a critical partner of C/MHC advancement. Signage with your brand and logo is included.

Gold Welcome Reception sponsors receive the same benefits as the Friend Conference sponsor, recognition at the podium, and signage with your brand and logo at the reception. (See table on page 2.)

Silver Welcome Reception sponsors have podium recognition and signage at the reception.

NETWORKING SOCIAL SPONSOR — \$5,000 (one available)

Your branding will be visible during the Monday evening social, hosted in the exhibitor foyer. This fun networking opportunity is open to all participants at the conference.

ROUNDTABLE LUNCH — \$2,000

Sponsor one of the roundtable lunches taking place during the conference. Specific roundtable lunches to be announced. Introduce yourself and your organization in two minutes or less, introduce the moderator, provide a piece of print collateral, and stay for the lunch and network with participants.

PRE-CONFERENCE MAILING LIST — \$450

Purchase a mailing list with the names and postal addresses of pre-registered attendees — emailed to you two weeks prior to the conference.



Learn more at www.nwrpca.org/event/fpcc18

EXHIBITING PACKAGE

Share your mission, products, and services among C/MHC leadership with an exhibiting table in the foyer, where we will host a social event, serve dessert breaks, and provide continental breakfasts. Exhibit for two full days, the most attended days of the conference: Sunday, October 21 and Monday, October 22, 2018.

PRICING

Standard Rate: \$2,000

Not-for-profit Rate: \$1,600 (20% discount)

- **Setup:** Saturday, October 20, 2018 from 3 – 5 p.m.
- **Breakdown:** Monday, October 22, 2018 (after Exhibitor Social)
- **Social** in the exhibitor foyer on Monday, October 22 from 5 – 6 p.m.
- Free Wi-Fi access
- One free pass per organization to attend educational sessions (Additional passes \$200 each)
- “Exhibitor” name badges for all registered reps
- Brand product/service description and representative contact information listed in conference program

PAYMENT POLICY

Exhibit space is limited to 37 tables and is expected to fill well before the deadline. No table will be held without full payment — no exceptions.

ADVERTISING

Your name, logo, and product/service information will be carried back to health centers throughout the Northwest and Mountain/Plains states, and will be seen by clinic administrators and decision-makers who purchase health care services.

Submit your ad copy by email to Janeane Harwell, NWRPCA’s Development Specialist, at jharwell@nwrpca.org in JPG, EPS, TIFF, or PDF format (CMYK color mode, 300 dpi) by Friday, September 14, 2018.

CONFERENCE PROGRAM ADVERTISEMENT — 8 ½” x 11”: \$1,000 | 8” x 5”: \$500 | 4” x 5”: \$250

CONFERENCE BAG INSERT — \$250

Have one collateral print piece inserted into each conference bag with the program. Ship 550 copies to arrive at the Westin Denver Downtown hotel by October 12, 2018. Send to: Westin Denver Downtown, ATTN: Janeane Harwell, NWRPCA Development Specialist, 1672 Lawrence St., Denver, CO 80202

GENERAL INFORMATION

CANCELLATION POLICY

An exhibit table cancelled prior to the application deadline, September 7, 2018 will be refunded less a \$200 service charge. No refunds will be issued after the deadline.

SHIPPING DISPLAY MATERIALS TO THE CONFERENCE

Ship display materials to arrive no sooner than Thursday, October 18, 2018 to avoid storage fees. Exhibitors and advertisers will be sent shipping details in late September.

QUESTIONS?

Contact Janeane Harwell, NWRPCA Development Specialist, at jharwell@nwrpca.org or call 206-783-3004 ext 120. Conference sponsorships are not considered deductible donations. If you would like to make a tax-deductible donation, contact Janeane Harwell.

