



CHAMPS/NWRPCA 2026 Fall Primary Care Conference

Sponsor Prospectus

October 24-27, 2026 | Salt Lake City, UT

Brought to you in partnership by:



www.champsonline.org



www.nwrpca.org





Overview of Sponsorship Opportunities

The CHAMPS/NWRPCA Fall Primary Care Conference draws hundreds of leaders and decision-makers from community health centers across 10 states (CO, MT, ND, SD, UT, WY, AK, ID, OR, WA), making it a powerful platform to elevate your brand. With attendance continuing to grow and roughly 75% of participants in executive roles, your message reaches those with the power to make purchasing decisions and shape organizational strategy. Sponsors and exhibitors consistently report strong engagement, with over 70% of attendees finding the offerings relevant to their work. Partnering with us positions your organization as a visible, trusted ally in advancing innovation and high-quality care.

General Sponsorships

General sponsorship offers high-impact visibility and engagement throughout the CHAMPS/NWRPCA 2026 Fall Primary Care Conference. From premier visibility at your table in the vendor ballroom to prominent branding across digital and onsite materials, the general sponsorship is designed to position your organization as a key supporter of community health.

Benefits to being at our conference include:

- Table presence in the vendor ballroom where catering takes place
- Digital ad and virtual exhibitor space on our conference app
- One insert in the conference bag (flyer or swag); additional inserts can be purchased separately
- One conference registration to attend all days and sessions/events (excludes CEO/board meetings); additional registrations can be purchased separately
- Pre-Conference Registration List approximately two weeks prior to the event (minus emails)

The general sponsorship includes a valuable combination of benefits, such as complimentary registrations, exhibit space, pre-conference attendee lists, and more, allowing your team to make lasting impressions and build strong connections with health center leaders and decision-makers across Region 18.



Sponsorship Opportunities

Sponsorship Level	Exhibit Table	Conference Bag Insert	Clickable Ad & Virtual Exhibit	Complimentary Registration	Pre-Conf Registration List	Logo Used in Marketing	Pricing
General	✓	✓	✓	✓	✓	✓	\$5,000

Tiers of Visibility: Additional to General Sponsorship

Tier One: Receptions, Plenary Lunch, OR CHC Tour				✓✓			Additional \$5,000
Tier Two: Food Stations, Roundtables, Morning or Noon Educational Session, Bag, Lanyard, Wi-Fi, OR Charging Station							Additional \$2,500

Add-ons:

Additional Registration							Additional \$350
Additional Item in Conference Bag							Additional \$350
Sponsor a Session							Additional \$1,000





Would Your Company Like Additional Visibility? (Exhibit Table in Main Foyer)

Additional sponsorships are available.

As the exclusive sponsor of a conference-wide reception, lunch, or tour, your organization will be recognized both visually and verbally during a highly attended event. You'll also have the opportunity to deliver a brief two-minute welcome speech, positioning your brand as a thought leader and supporter of community health. *This Tier comes with one additional registration.*

Tier One (additional \$5,000): Everything from the General Sponsorship is included.

Lunch Plenary Sponsor + 2 Minute Welcome Speech

Be the exclusive sponsor of the highly-attended lunch plenary, your organization will be recognized both visually and verbally during this midday session. You'll also have the opportunity to deliver a brief two-minute welcome speech, prior to our special guests taking the stage.

Welcome Reception

Kick off the conference in style by sponsoring the official Welcome Reception. This casual, interactive evening event offers unparalleled networking opportunities and brand visibility as attendees connect over food, drink, and shared mission. As part of this sponsorship, you're welcome to provide a branded napkin for added exposure.

Networking Reception

Position your brand at the center of one of the most dynamic and well-attended social events of the conference. As the exclusive sponsor of the Networking Reception, your organization will be prominently recognized during this high-energy evening of food, drink, and connection. This sponsorship also includes sponsorship of the Winning Tickets, a fun and interactive prize drawing that encourages attendees to visit exhibitor booths, thereby boosting overall exhibitor engagement while putting your brand at the heart of the action. You'll also have the option to provide branded napkins, offering another simple but effective way to elevate your visibility.

CHC Tour

Align your brand with community-based care by sponsoring a guided tour of a local Community Health Center. This exclusive opportunity highlights the real-world impact of health centers and gives your organization visibility among participants who care deeply about mission-driven service.

Tier Two (additional \$2,500): Everything from the General Sponsorship is included.

Conference Lanyard

Make your brand part of every attendee's experience by sponsoring the official conference lanyards. Your logo will be printed on the lanyards worn by all participants, giving you unmatched visibility throughout the event.

Conference Bag Logo

Get daily brand exposure by sponsoring the official conference bag. Your logo will be featured prominently on the bags given to all attendees, ensuring continued visibility both during and after the conference.

Coffee Station

Fuel the conversations that happen before and between sessions by sponsoring the ever-popular coffee station. Your branding will be featured prominently near the station throughout the day, making this a perfect way to gain casual and repeated exposure.



Breakfast

Support a general breakfast hour for all attendees while gaining brand visibility through signage and agenda inclusion. This sponsorship is ideal for companies looking to boost awareness in a relaxed, high-traffic setting.

Dessert Station

Support the in-between session dessert bar—let the conference attendees know that you are there to support them with a sweet treat! This sponsorship opportunity is attended by all conference goers and will boost your brand visibility through signage and agenda inclusion.

Phone Charging Station

Keep attendees powered up and connected by sponsoring a centrally located phone charging station. Your logo will be prominently displayed at the station throughout the conference, offering high-visibility brand placement while providing a much-appreciated service.

Wi-Fi

Put your brand front and center by sponsoring conference Wi-Fi access. Attendees will see your organization's name each time they log in—an ideal opportunity for repeated, high-impact visibility.

Round Tables

Support peer-to-peer learning by sponsoring a topical round table discussion. These informal, small-group conversations draw a focused audience and position your organization as a champion of collaboration and professional development.

Morning or Noon Educational Session

Sponsor a morning or noon breakout session where attendees can engage with curated educational content while enjoying an CHAMPS/NWRPCA provided meal. This is a prime opportunity to connect your organization with learning, conversation, and community-building.

Additional Add-ons

Do you see a session that really speaks to your company or product? Sponsor that session!

(Not available for sessions that offer CME.)

Educational Session

Sponsor an educational session and have your organization acknowledged on the session signage and agenda. This opportunity positions your brand alongside high-quality learning content, elevating your visibility among a targeted audience of engaged professionals. This offer may include the opportunity to introduce the speakers.

General Information

[➤ Hotel Accommodations - Salt Lake City, UT](#)

After you complete your online conference registration, you will receive contact information with a link to the conference hotel portal to reserve a room in our discounted room block.

[➤ Shipping to the Hotel](#)

Ship exhibit display materials to arrive no sooner than **October 22, 2026** to avoid storage fees. Shipping instructions will be provided in the weeks preceding the conference.

[➤ Exhibit Display Policy](#)

Exhibit table displays must fit on or behind the 6' X 30" exhibit table. Banners cannot be placed at the side of the exhibit table. No food other than individually wrapped candies can be provided in the exhibit space.



➤ Payment Policy

Exhibit space will fill up quickly, well before the deadline. No table will be held without full payment. The application deadline is **September 25, 2026**.

➤ Cancellation Policy

Cancellations must be submitted in writing to rweiss@nwrpca.org. For cancellations made 46–60 days before the conference, a refund will be issued minus a 25% service charge. Cancellations made 31–45 days before the conference will be refunded minus a 50% service charge. No refunds will be issued for cancellations made 30 days or fewer before the conference.

➤ Conference Terms & Conditions

It is the policy of NWRPCA and CHAMPS that all participants, including attendees, exhibitors, vendors, NWRPCA and CHAMPS staff, volunteers, and all other stakeholders at NWRPCA/CHAMPS events will conduct themselves in a professional manner that is welcoming to all participants and free from any form of discrimination, harassment, or retaliation. Violations of this code of conduct policy should be reported to an NWRPCA staff member. Sanctions may range from a verbal warning and/or ejection from the event without a refund, to notification of appropriate authorities. Retaliation for complaints of inappropriate conduct will not be tolerated. If a participant observes inappropriate comments or actions and personal intervention seems appropriate and safe, they should be considerate of all parties before intervening.



Questions?

Contact rweiss@nwrpca.org

**Thank you for supporting the CHAMPS/NWRPCA
2026 Fall Primary Care Conference.**

**Your investment and participation support
access to quality primary care.**

