

# SPONSOR, EXHIBITOR & ADVERTISER PROSPECTUS

## FALL PRIMARY CARE CONFERENCE

October 19 - 22, 2013

Exhibit Dates: October 21 - 22

Conference Location and Hotel Accommodations:  
Marriott Waterfront Seattle  
Seattle, Washington

*"It's great to see members so engaged in the exhibit area, open to learning about options they have."*

*John Lamb, McKesson  
Exhibitor*



PRODUCED BY NORTHWEST REGIONAL PRIMARY CARE ASSOCIATION  
AND COMMUNITY HEALTH ASSOCIATION OF MOUNTAIN/PLAINS STATES

IN PARTNERSHIP WITH WESTERN CLINICIANS NETWORK

**COMMITMENT DUE BY SEPTEMBER 13, 2013**

## About the Fall Primary Care Conference

This annual conference brings together over 400 community health center CEOs, CFOs, COOs, Clinical Directors and other CHC staff and leaders from Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, North Dakota, Oregon, South Dakota, Washington, Wyoming, Utah and the Pacific Islands. The conference highlights best practices in service delivery, cutting-edge research, and current issues affecting community health centers and their patients. It will focus on helping the Community Health Centers adapt to the changing and challenging healthcare terrain.

A partial listing of session topics includes:

- Changing Healthcare Policy
- Fiscal Leadership and Compliance
- Current Clinical Topics
- Human Resource Recruitment, Retention and Management
- Governance and Board Training
- Health IT Challenges and Opportunities

## Target Audience

- Top decision makers in CHC governance, finance, operations, management, and clinical services
- State and federal policy makers and government officials
- State, regional, and national non-profit organizations that support community health centers

## Why Sponsor/Exhibit/Advertise at the Fall Primary Care Conference?

- Expose your product or service to professionals able to make purchasing decisions for their organizations
- Identify new markets in the changing environment of health services delivery
- Expand your market share geographically and create regional awareness of your organization and product/service line
- Demonstrate your commitment to the health of the underserved in these regions

## Sample of Past Conference Sponsors

Amerigroup  
BKD  
CapLink  
CareOregon  
Coordinated Care/Centene  
CliftonLarsonAllen  
Colorado Community Health Network  
Council Connections  
Dentrix Enterprise  
Kaiser Permanente Colorado  
Kaiser Permanente Northwest  
Northwest Health Foundation  
PTSO of Washington  
SuccessEHS  
SUNRx  
The Colorado Health Foundation  
THQLink  
TROI IT Solutions  
UnitedHealthcare Community Plan  
Coverys

# Sponsorship Information

## Benefits of All Levels of Sponsorship

- Sponsor's name and logo will appear in the conference program
- Sponsor's name and hyperlink will appear on NWRPCA's website
- Sponsor's name will be listed in NWRPCA's electronic newsletter after the conference

## Sponsorship Categories

In addition to the above benefits available to all, sponsors will be recognized in one of the following categories:

### PRESENTING — \$10,000

- Recognition from stage at Plenaries
- Display banner (provided by sponsor) in main auditorium
- Logo and company name on all physical and digital materials
- Complimentary exhibitor package, including table (\$1,200 value)
- Roundtable sponsorship of your choice (\$500 value, see below)
- Two-page ad in conference program (approx. 16 in x 10 in, \$2,000 value)
- Thank you in NWRPCA Annual Report
- Two complimentary conference registrations (\$2,140 value)
- Prime table location
- Opportunity for company pens (supplied by sponsor) on all session tables

### CHAMPION — \$5,000 - \$9,999

- Recognition from stage
- Prime table location
- Full-page ad in conference program (approx. 8 in x 10 in, \$1,000 value)
- Roundtable sponsorship of your choice (\$500 value, see below)
- Complimentary exhibitor package, including table (\$1,200 value), and 1 conference registration (\$1,070 value)

### ADVOCATE — \$1,000 - \$4,999

- Recognition from stage at Plenary
- Half-page ad in conference program (approx. 8 in x 5 in, \$500 value)
- Membership rate for one conference registration (\$730, a \$340 saving)

### SUPPORTER — \$500 - \$1,000

- Recognition from stage
- Quarter-page ad in conference program (approx. 4 in x 5 in, \$250 value)

## Additional Service or Event Sponsorships

### WELCOME RECEPTION — \$5,000 each

Sunday, Oct 20, 6:30 - 8:30 pm

- Recognition verbally and in conference program as a "Champion" level sponsor
- Signage with name and logo displayed during event
- Free exhibitor package
- Full page ad in conference program

### KEYNOTE PLENARY — \$3,500 **FILLED**

Monday, Oct 21, 8:30 - 10:30 am

- Recognition verbally and in program as an "Advocate" level sponsor
- Signage with name and logo displayed during event
- Free exhibitor package
- Half page ad in conference program

### BREAKS FOR ONE DAY — \$1,000

- Display signage with name and logo during breaks
- Recognition verbally and in conference program as an "Advocate" level sponsor
- Half page ad in conference program

### ROUNDTABLE LUNCH SESSIONS — \$1,000

Tuesday, Oct 22, 12:00 - 1:00 pm

- Recognition verbally and in conference program as a "Supporter" level sponsor
- Signage with name and logo displayed during event
- Introduce yourself and your organization to the roundtable participants at the beginning of the session. Each of the following roundtables will have approximately 30 participants:
  - Chief Executive Officers/Executive Directors
  - Medical/Dental/Pharmacy Directors
  - Human Resource Managers
  - Clinic Operations Managers
  - Chief Financial Officers
  - Board Members (Lunch on Sunday)

# Exhibitor Information

## Benefits of Exhibiting

- Access to community and migrant health centers from Regions 8, 9, and 10 that together serve more than two million patients each year
- Access to administrators and decision makers who purchase health care supplies and services
- Access to directors who manage government-funded programs
- Access to clinicians who practice in a primary care facility

## Exhibitor Package — \$1,200

- Six-foot skirted table with chairs
- Name tags
- Listing in conference program with your primary service description
- List of conference attendees upon arrival
- Exhibitor Reception for all participants with 30 second “elevator speech” by you on what you offer (5:00 - 6:00 pm, Monday, Oct 21)
- Exhibitor raffle with introduction and prize give-away by you

## Exhibitor Logistics

- Setup: Sunday, Oct 20, 5:00 - 7:00 pm
- Exhibit period: Monday, Oct 21, 7:30 am - Tuesday, Oct 22, 2:30 pm
- Breakdown: Tuesday, Oct 22, 2:30 pm
- Booth assignments will be made by NWRPCA in the order that applications are received
- **For Internet access and electricity, please contact the Marriott directly:**

**Betsy Tulloss**

**206-256-1169**

**betsy.tulloss@marriott.com**

## Cancellation Policy

Booth space cancelled prior to Sept 13 will be refunded, less a \$200 service charge. No refunds will be issued for cancellations made after Sept 13. All cancellation notifications must be made in writing to the Development Manager, at [development@nwrpca.org](mailto:development@nwrpca.org).

## Hotel Accommodations

Marriott Waterfront Seattle

2100 Alaskan Way

Seattle, WA 98121

(206) 443-5000

Conference Code: “NWRPCA Conference”

## Shipping

Ship exhibit materials to arrive between Oct 16 and 19. Items that arrive prior to Oct 16 may be charged a daily storage fee.

Ship exhibit materials to:

YOUR NAME AND COMPANY

c/o NWRPCA Conference Exhibitor Area

Marriott Waterfront Seattle

2100 Alaskan Way

Seattle, WA 98121

# Advertising Information

## Benefits of Advertising

- Message will be taken back to community and migrant health centers in Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, North Dakota, Oregon, South Dakota, Washington, Wyoming, Utah and the Pacific Islands.
- Access to leaders who purchase health care supplies and services
- Access to directors who manage government-funded programs
- Access to clinicians who practice in a primary care facility

## Pre-Conference Mailing List — \$250

Research has found that well planned pre-show promotion activities to pre-registered attendees can increase booth traffic by 50 percent. Purchase a mailing list that includes the name, company and mailing address of pre-registered attendees.

You will be emailed a list of pre-registered attendees in Excel format on Oct 4. This list is for one-time use only.

## Advertisement in Conference Program

Increase your exposure by advertising in the conference program, which includes a listing of events, program content, exhibitors, floor plans and other important conference information. Distributed to all attendees and utilized well beyond the conference, this is a high visibility sponsorship and advertising opportunity.

Email ad artwork in JPEG, TIFF, GIF, EPS or PDF format to Development Manager, at [development@nwrpca.org](mailto:development@nwrpca.org), by Sept 13. Contact Name, phone #, with questions about ad size or file format.

Business card:	\$100
Quarter page:	\$250
Half page:	\$500
Full page:	\$1,000

## Program Insert — \$300 per insert

An excellent marketing opportunity – a limited number of organizations will be allowed to insert literature in the conference programs. This has been an extremely popular opportunity in the past, so commit to this promotional opportunity today by emailing Development Manager, at [development@nwrpca.org](mailto:development@nwrpca.org).

Insert materials (400 copies) must arrive at the conference hotel between Oct 11 and 15. Please ship to:

“Insert Materials”

NWRPCA Conference

Marriott Waterfront Seattle

2100 Alaskan Way

Seattle, WA 98121

# Fall 2013 Sponsor, Exhibitor & Advertiser Application

No reservations will be accepted via telephone. Applications will not be processed without payment.

**Due to print deadlines application deadline is Sep 13, 2013**

Contact Name \_\_\_\_\_  
Organization Name \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_

Contact Phone \_\_\_\_\_  
Contact Email \_\_\_\_\_  
Website Address \_\_\_\_\_

## SPONSORSHIP

### SPONSORSHIP CATEGORIES

- Presenting** (\$10,000)
- Champion** (\$5,000-\$9,999)
- Advocate** (\$1,000-\$4,999)
- Supporter** (\$500-\$999)

### ADDITIONAL SERVICE OR EVENT SPONSORSHIP (LIMITED AVAILABILITY)

- Welcome Reception** (\$5,000)
- Keynote Plenary** (\$3,500) **FILLED**
- Breaks for one day** (\$1,000)
- Roundtable Lunch Sessions** (\$1,000)  
*Please mark choice:*
  - Chief Executive Officers/Executive Directors**
  - Medical, Dental, Pharmacy Directors/Clinicians**
  - Operations Managers**
  - Board Members**
  - Chief Financial Officers**

## ADVERTISING

- Pre-Conference Mailing List** \$250
- Program Insert** \$300 per insert

### ADVERTISEMENT IN CONFERENCE PROGRAM

- Business Card** \$100
- Quarter Page** \$250
- Half Page** \$500
- Full Page** \$1,000

## EXHIBITING

- Exhibitor Package** (\$1,200) **OR**
- Member Exhibitor Package** (\$1,080)

Booth Reps: \_\_\_\_\_

For Internet or electrical access, please contact the hotel directly. The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Marriott Waterfront Seattle premises and will indemnify, defend and hold harmless the Marriott Waterfront Seattle, its agents, servants and employees from any and all such losses, damages and claims. NWRPCA and CHAMPS undertake no duty to exercise care, nor do they assume any responsibility for the safety and protection of the exhibitor property. The organizers reserve the right to prohibit, in whole or in part, any exhibit or sponsorship that they deem to be inappropriate. The exhibitor agrees not to display or disseminate any material that in the opinion of the organizers is unsuitable. The organizers reserve the right to refuse any person admission to the event without assigning any reason.

## PAYMENT

Full payment must accompany the application for sponsorship, advertising or exhibit space. Payment may be made by check, payable to NWRPCA, or credit card (American Express, MasterCard or Visa) and mailed with completed application to NWRPCA.

Total Payment Due: \$ \_\_\_\_\_ (total charges from above)

- Check mailed separately (payable to NWRPCA)      Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_
- Please charge my       Visa      Name as it appears on card: \_\_\_\_\_ Billing Zip: \_\_\_\_\_
  - Master Card
  - American Express
- Card Holder's Signature: \_\_\_\_\_

By signing below, we agree to abide by the terms & conditions set forth by the Marriott Waterfront Seattle, NWRPCA and CHAMPS.

Signature \_\_\_\_\_ Date \_\_\_\_\_

### OFFICE USE ONLY

Recv'd \_\_\_\_\_ Chk Recv'd \_\_\_\_\_ Chk # \_\_\_\_\_ Pymt Amt \_\_\_\_\_