



## Conference Partnership and Sponsorship Opportunities

The Collaborative Family Healthcare Association (CFHA) is a non-profit 501(c)3 whose mission is to promote comprehensive and cost-effective models of healthcare delivery that integrate mind and body, individual and family, patients, providers and communities. CFHA is a non-guild, multidisciplinary collaborative organization with professionally diverse and nationally influential constituents, achieving its mission through education, training, research, and advocacy.

Since 1993, CFHA has sponsored the pre-eminent conference on integrating healthcare services in the United States. Attracting over 500 expected attendees, the goal of the 2018 Conference is to promote the continued development, implementation and evaluation of integrated health care while considering its evolution and future. With over 70 breakout sessions, three plenaries, and a variety of networking and mentoring opportunities, attendees will learn about the full continuum of integration.

CFHA is seeking innovative healthcare leaders to partner as we advance integration and collaborative healthcare by providing a grant of support for this endeavor. Financial partners will be strategically positioned to enhance their organizational presence while helping to facilitate the dissemination of a nationally derived body of academic and policy work. Please see attached partnership opportunities.

### For further information please contact:

Neftali Serrano, PsyD  
Executive Director  
P.O. Box 23980  
Rochester, NY 14692-3980  
[nserrano@cfha.net](mailto:nserrano@cfha.net)

Jackie Poor Hahn  
Membership and Conference Manager  
303-726-1220  
[jhahn@cfha.net](mailto:jhahn@cfha.net)

Or contact us on the CFHA  
website [here](#).

The collaborative family healthcare model envisions seamless collaboration between psychosocial, biomedical, nursing and other healthcare providers, and views patient, family, community, and provider systems as equal participants in the healthcare process.

This approach is a radical departure from conventional “diagnose and refer” models and is distinctly different from the usual managed care approaches. It recognizes that clinical events always occur at biological, psychological and social levels, and that patient, family, and community levels represent integrated elements of a single ecosystem.

By adding the essential ingredients of psychological and family care at the front end, and continuously throughout the healthcare process, and by coordinating and integrating the expertise of these and other healthcare professions, wasteful and repeated diagnostic procedures are minimized, as are costly sub-specialty referrals.

It is a profoundly ethical approach that conserves resources for all participants: patients and their families, clinical providers, administrative and financial entities.

## 2018 Sponsorship Opportunities

### STERLING SPONSOR

\$50,000 minimum

Please let us know if there is a sponsorship benefit you would like but don't see. Sponsorships can be customized to fit your needs.

Acknowledgement – Principal Sponsor benefits plus

- Premium media package including podcast sponsorship for 6 months
- Central slideshow on the main CFHA page
- Marquee placement on the conference webpage [www.integratedcareconference.com](http://www.integratedcareconference.com)
- Acknowledgment on the CFHA news site [www.integratedcarenews.com](http://www.integratedcarenews.com)
- Exhibit space in prominent location
- Seven (7) complimentary conference registrations

### PRINCIPAL SPONSOR

\$20,000 minimum

Acknowledgement – Premier Sponsor benefits plus

- Recognition as sponsor on mobile app [opening page](#) and CFHA website homepage
- Recognition as sponsor in one of three plenary sessions.
- Opportunity to address audience at one of three plenary sessions. Five minutes max.
- Exhibit space in prominent location
- Five (5) complimentary conference registrations

### PREMIER SPONSOR

\$10,000 minimum

Acknowledgement – Major Sponsor benefits plus

- Recognition as sponsor in one of three plenary sessions.
- Acknowledgement on all promotional marketing for the conference
- Exhibit space in prominent location
- Four (4) complimentary conference registration

### MAJOR SPONSOR

\$7,500 minimum

Acknowledgement – Supporting Sponsor benefits plus

- Recognition as sponsor for one networking session – opening reception, discussion groups, poster sessions, or speed mentoring
- Acknowledgement on conference website
- Exhibit space
- Three (3) complimentary conference registrations

### SUPPORTING SPONSOR

\$5,000 minimum

Acknowledgement – Advocate benefits plus

- Recognition as sponsor for pre-conference session, coffee break, or scholarships
- Acknowledgement on large signs posted at the conference
- Exhibit space
- Two (2) complimentary conference registrations

### ADVOCATE

\$1,500 minimum

Acknowledgement

- Organization logo and link on the CFHA website and in conference program
- Acknowledgement on large screen multi-media presentation at the general sessions
- One (1) complimentary conference registration

Sponsorship Benefits	Sterling \$50,000 Minimum	Principal \$20,000 Minimum	Premier \$10,000 Minimum	Major \$7,500 Minimum	Supporting \$5,000 Minimum	Advocate \$1,500 Minimum
<b>Online Exposure during Calendar Year</b>						
Premium media package including podcast sponsorship for 6 months; Central slideshow on the main CFHA page; Acknowledgment on the CFHA news site	✓					
Recognition as sponsor on CFHA website homepage	✓	✓				
Acknowledgement on all promotional marketing for the conference	✓	✓	✓			
Acknowledgement on conference website – linked logo showing sponsorship level	✓	✓	✓	✓	✓	✓
<b>Conference Exposure</b>						
Marquee placement on the conference webpage	✓					
Recognition as sponsor on mobile app <u>opening page</u>	✓	✓				
Recognition as sponsor on mobile app <u>on sponsor page</u>	✓	✓	✓	✓	✓	✓
Acknowledgement on large signs posted at the conference	✓	✓	✓	✓	✓	
Logo on large screen at general sessions	✓	✓	✓	✓	✓	✓
Podium address to audience	✓	✓				
Event Sponsorship	Plenary Session	Plenary Session	Plenary Session	Networking Session	Pre-Con Coffee Break or Scholarships	
Exhibit Space	✓	✓	✓	✓	✓	
<b>Conference Registrations Included</b>						
Conference registrations	7	5	4	3	2	1