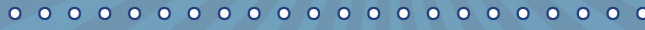


2021 NWRPCA/CHAMPS Virtual Fall Primary Care Conference



October 25–27, 2021

Join NWRPCA and CHAMPS to RE•CONNECT and showcase your products and services at the three-day 2021 Virtual Fall Primary Care Conference. While virtual, there will still be plenty of opportunities to engage with attendees. NWRPCA/CHAMPS will provide our exhibitors, sponsors, and partners with advertising, promotion, and networking opportunities to engage with our attendees to enable building long-term business relationships.

This conference will provide high quality outreach opportunities to community health center (CHC) leadership from across the Region 18 (federal Regions X and VIII). That means you will virtually connect with CHC administrators and leadership from across the Pacific Northwest, and Mountains and Plains states.

ADVERTISING & OUTREACH RESOURCES

Highlight your name, logo, and product/service information to CHC decision-makers who purchase health care services.

MOBILE APP CLICKABLE LOGO — \$1,000 | 10 Available

Include your logo in a rotating banner on the bottom of the Agenda and Attendee Profile pages. Clicking on the app takes the attendee to your non-staffed virtual Sponsor Space to view your video, pdfs, contact information, and send you a message. Send your high resolution logo to Janeane Harwell at jharwell@nwrpca.org in JPG, EPS, TIFF or PDF format (CMYK color) by **Monday, October 18, 2021**.

PRE-CONFERENCE ATTENDEE LIST — \$450

Purchase the attendee list with the names and postal addresses of pre-registered attendees — emailed to you two weeks prior to the conference. The list is in Excel format and contains the name, job title, organization, and physical address of pre-registered attendees. No email addresses or phone numbers are included.

SPONSOR, EXHIBITOR & ADVERTISER PROSPECTUS

Learn more at www.nwrpca.org/event/FPCC2021



SPONSORSHIPS

Sponsorships for the 2021 Virtual Fall Primary Care Conference create visibility for your organization as a critical player in primary care and community health throughout Region 18. Your products, services, and mission will be promoted to leaders, decision-makers, and board members of CHCs. Your branding will be featured on the conference website, clickable sponsor logo on the website homepage and mobile app, and featured on social media. All sponsors will be recognized during the plenary sessions and acknowledged in NWRPCA’s annual Report to Stakeholders.

SPONSORSHIP LEVELS

	Premier	Presenting	Leader	Supporter	Friend	Advocate
Cost	\$20,000	\$15,000	\$12,500	\$10,000	\$7,000	\$4,000
Virtual Exhibit Booth	X	X	X	X	X	X
Welcome Box	X					
Clickable Logo in Mobile App	Virtual Non-Staffed Sponsor Space Included					
Complimentary Registrations	5	5	4	3	2	1
Pre-Conference Attendee List	X	X	X	X	X	X
Acknowledgment at Plenary	X	X	X	X	X	X
NW Pulse Article	X	X	X	X		

CUSTOM SPONSORSHIP OPTIONS

At times an individual sponsorship with a specific focus will better highlight your brand, products, and services as a unique outreach to attendees. Custom sponsorships provide varied benefits to fit different outreach and engagement needs.

EDUCATIONAL TRACK — \$3,250

Sponsor an educational track to share learning experiences and problem solving. Educational Track sponsorships establish your organization as a thought leader with attendees who have self-selected into the topic area. Available Educational Tracks include Clinical & Care Innovations, Fiscal Optimization, Healthy Communities, Operational Excellence, Workforce & HR Optimization, Quality Transformations, and Hot Topics. Your logo will be featured on the Welcome Slide, your sponsorship acknowledged at the session opening and closing, and you are invited to stay for the session as a participant. Complimentary registration included.

WELCOME BOX — \$3,500 | Two available

Sponsor a Welcome Box that delivers your organization to the conference attendee’s front door. Your logo will be placed on the front face of up to 200 Welcome Boxes filled with non-allergenic treats for the attendee to enjoy throughout the conference.

CUSTOM SPONSORSHIP OPTIONS CONTINUED

LUNCH & LEARN — \$3,000 | Six available

Schedule your Lunch and Learn during the Monday or Tuesday lunch breaks. This is your moment to shine with a 30 to 45 minute informational or fun presentation. NWRPCA/CHAMPS will support your presentation with up to 30 email invitations to attendees that you choose from the Pre-Conference Registration List. Lunch and Learns run simultaneously on Monday, October 25 or Tuesday October 26 from 11:30am to 12:15pm PT (12:30 to 1:15pm MT).

NETWORKING HAPPY HOUR & TRIVIA — \$3,000 | One available

Be the fun sponsor of the conference! Your exclusive Networking Happy Hour and Trivia game will take place on Tuesday, October 26, from 4:00 to 5:00 pm PT (5:00 to 6:00pm MT). Your logo will be displayed on the Welcome Slide. You will introduce yourself and your organization in two minutes or less, introduce the moderator, and stay as a participant to share introductions and trivia.

ROUNDTABLE LUNCH — \$3,000 | Five available

Choose the leadership that you want to spend time with as their exclusive Roundtable Lunch Sponsor. Roundtable lunches will take place on Wednesday, October 27. The moderator will acknowledge your sponsorship at the opening and closing, and you will join the discussion as a participant.

MOBILE APP — \$3,000 | One available

Attendees open their phone app to see your logo on the conference homepage. Your organization will be recognized as the vital conference partner connecting attendees to the conference agenda, session evaluations, and event notifications and updates.



FRIENDS OF NWRPCA/CHAMPS

Share your commitment to the primary care community with a Friend of NWRPCA/CHAMPS sponsorship. CHC leadership and staff will associate your mission, products, and services with the host PCAs across the full three days of the conference.

PRICING

Standard Rate: \$2,000

Not-for-Profit Rate: \$1,332 (33.3% discount)

- Social media presence throughout the conference
- Pre-conference attendee list emailed to you two weeks before the conference
- Free registration for full access to conference social activities, plenaries, sessions, and searches:
 - » Upload an article to the Article Sharing Board
 - » Join the Break the Ice Social Game
 - » Post on the Community Message Board
 - » Included in searchable attendee list and profiles
 - » Participate in fun Speed Networking grouped by interest

FRIENDS OF NWRPCA/CHAMPS CONTINUED

Attendee Engagement Space:

- » Engage attendees with full live-chat functionality
- » Showcase your product with pre-recorded videos or livestream
- » Immediate notification of attendee interest, and lead retrieval
- » Brand product/service description, contact information, pdfs, video
- » Access to set up meetings through Whova Video Chat
- » Attendance analytic summary after the event
- » Open your drawing or a give away in your space
- » Collect attendee data via the Passport Contest, chat, and drawing



GENERAL INFORMATION

EXHIBITOR PACKAGE PAYMENT POLICY

Exhibit space will not be held without full payment — no exceptions.

DONATION TAX STATUS

Please note that sponsorships are not considered tax deductible donations. If you would like to make a tax deductible donation contact Janeane Harwell at jharwell@nwrpca.org.

CANCELLATION POLICY

NWRPCA/CHAMPS reserves the right to cancel, alter, or reschedule the 2021 Fall Primary Care Conference for any reason, including because NWRPCA/CHAMPS determines in its sole discretion that the conference cannot be held as planned. For these reasons, exhibitors and sponsors are advised against making non-refundable travel arrangements. Should you purchase non-refundable airline tickets or make non-refundable hotel reservations, you do so at your own risk. Should NWRPCA/CHAMPS cancel, alter, or reschedule some or all of the in-person portion of the conference for any reason, your conference exhibit package, advertising, and/or sponsorship fees will not be refunded. All paid sponsors and advertisers are automatically registered for and will be provided with access to the 2021 Fall Primary Care Conference digital environment, which includes access to keynote events, education sessions, and networking opportunities. Further, a portion of your Exhibit Package, sponsorship, and/or advertising fees will be converted to a credit. If applicable, this credit may be applied to any future NWRPCA conference or program, and must be used on or before December 31, 2022.

QUESTIONS

Contact Janeane Harwell, NWRPCA Development Specialist, at jharwell@nwrpca.org or by calling 505.604.0109.

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