

# Fall Primary Care Conference

SPONSOR, EXHIBITOR AND ADVERTISER PROSPECTUS



OCTOBER 17-20, 2015  
SEATTLE, WASHINGTON



130+ FQHCs to  
gather in Seattle



Health center  
leaders from 14  
western states



Your chance to  
showcase your health  
center solutions

Online Application due September 10, 2015

*"Region 18" is an informal partnership between the regional PCAs of HRSA Regions VIII and X (CHAMPS and NWRPCA).*

Northwest Regional Primary Care Association (NWRPCA) and Community Health Association of Mountain/Plains States (CHAMPS) with Western Clinicians Network (WCN)



**HEALTHY**  
communities  
*ten states strong*

# 2015 Fall Primary Care Conference

14 WESTERN STATES COME TOGETHER

One of the  
nation's largest gatherings  
of **primary care providers**  
and **CHC administrators**

## A singular opportunity to come face to face with the FQHCs of the West

Since 1997 the nation's two big regional primary care associations have brought their health center members together each October for a **powerful four-day conference** offering education, networking and strategic planning opportunities. Each year top federal and national leaders cross the Rockies for the event, providing critical updates and redrawing "the big picture." **Decision makers and staff members at all levels** attend the event for training, sharing, inspiration and mutual support. For the past few years, the clinicians of the Western Clinicians Network have added their voices to the conference. This year is no exception.

In Seattle, innovative ideas will be tested, common problems explored, and the **search for effective solutions** renewed. That's where you come in. What can you offer federally qualified health centers to help them **achieve their mission** and fulfill their 19 federal program requirements?

You will have the time, the space and the opportunity to interact with CEOs, CFOs, CMOs, COOs, HR Directors, clinic administrators, Quality Improvement leaders, and other key decision makers. If community, migrant or homeless health centers are your target audience, consider how far your presence at this conference might take you toward your **marketing goals**. Exhibit space will be limited, the program professionally designed and printed, and sponsorship opportunities creatively developed to satisfy a wide variety of marketing needs and styles.

## Advertising

Your name, logo and product/service information will be carried back to health centers in 14 western states, to be seen by clinic administrators and decision makers who purchase healthcare services and supplies.

**Conference Program Advertisement** — Quarter page: \$250    Half page: \$500    Full page: \$1,000

Submit your ad copy by email to [lgerlach@nwrpca.org](mailto:lgerlach@nwrpca.org) in JPG, EPS or PDF format (CMYK color mode, 300 dpi) by Sept. 25.

**Conference Bag Insert (limited to four total) — \$200**

Have one collateral print piece inserted into each conference bag with the program. Ship 500 copies to arrive between Oct. 13 and 15.

**Pre-Conference Mailing List — \$300**

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

# Sponsorship Opportunities

All sponsors will be recognized from the podium at plenary sessions, featured in the printed program and on signage, and acknowledged in NWRPCA's *Annual Report to Stakeholders*. **Note: Sponsorships do NOT automatically include exhibit tables.**

	Supporter	Advocate	Champion	Presenting
Investment	\$1,000	\$2,500	\$5,000	\$10,000
Advertising Option	Quarter-page ad	Half-page ad	Full-page ad	2-page ad
Exhibitor Pkg. Discount Option		5% off any package until deadline	10% off any package until deadline	15% off any package until deadline
Complimentary Registration(s)			2 registrations to attend conference	3 registrations to attend conference
Added Hosting Options			Breaks with Exhibitors for one day as available	Welcome Reception or Keynote Plenary as available
Display & Print Collateral Options				Your banner displayed & a logo item in bag
Introduced at Plenary	Announced	Announced	Announced	Stand and take a bow!

## Additional Sponsorship Options

Sometimes a unique sponsorship with a specific focus can work better for you. Consider these options:

### Conference Bag Sponsor\* — \$2,500

We will print your logo and our conference brand on 500 bags for attendees.

### Custom Room Key Sponsor\* — \$2,500

Have your logo and message printed on key cards for our guests' sleeping rooms.

### Educational Session or Track Sponsor — Negotiable: \$500 to \$5,000

If approved for this opportunity by conference staff, you will negotiate the type of presence you will have in the session(s), including the possibility of welcoming attendees and introducing speakers, providing a piece of print collateral, and attending the session(s).

### Lanyard Sponsor\* — \$2,500

Your logo visible on the lanyards participants use to secure their name badges.

### Program Sponsor\* — \$2,000

Your company acknowledged in the footer of every page!

\*All custom designs (bags, key cards, lanyards, program footer) must be complete and order placed by Sept. 18.

“You know I’ll do the best I can to help you realize a return on your investment.”

*Lynn Gerlach*

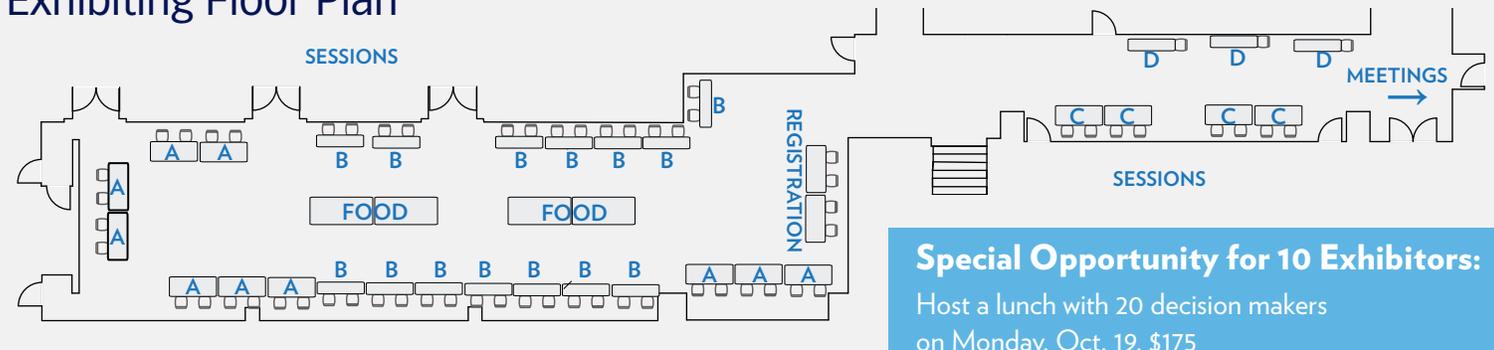
*On behalf of NWRPCA and CHAMPS*



# Exhibiting

Includes participation in our new “I Know my 19!” expo hall game, piloted at the NWRPCA spring conference; the Exhibitors’ Reception and Welcome Reception; and the “Favorite Exhibitor Award.”

## Exhibiting Floor Plan



## Tiered Pricing

Each for the duration of your choice: 2, 3 or 4 days

- A. \$1,600 – In the foyer, 6’x30” skirted table, two chairs behind (limit 10)
- B. \$1,350 – In the foyer, 6’x18” skirted table, two chairs behind (limit 14)
- C. \$1,250 – In the hall, 6’x30” skirted table, two chairs behind (limit 4)
- D. \$1,100 – In the hall, 6’x18” skirted table, one chair alongside (limit 3)

## Exhibitor Package

- Set up Times: 5–7 p.m. on the evening of your choice: Fri., Sat., Sun., Oct. 16, 17, 18
- Breakdown Oct. 20 following afternoon break with exhibitors
- Free Wi-Fi access and special charging station for exhibitors
- Two free passes per organization to attend educational sessions
- “Exhibitor” name badges for all registered reps (2 at a time, max); promo in program; attendee list

# General Information

## Hotel Accommodations

### Downtown Seattle

After you complete your online application, you will immediately receive contact information for the official conference hotel, and you may then reserve a room in our room block at the special conference price. In this way we can best accommodate our attendees, sponsors and exhibitors.

## Payment Policy

Exhibit space is limited and is expected to fill well before the deadline. No table will be held without full payment — absolutely no exceptions. Application deadline is Sept. 10, 2015. Apply online at [NWRPCA.org/fall2015](http://NWRPCA.org/fall2015) and pay by credit card on our secure site.

## Cancellation Policy

An exhibit table cancelled prior to the application deadline, Sept. 10, 2015, will be refunded, less a \$200 service charge. No refunds will be issued after the deadline.

## Apply Online

Sponsors, Exhibitors and Advertisers

[www.NWRPCA.org/fall2015](http://www.NWRPCA.org/fall2015)

## Shipping to the Conference

Ship exhibit materials to arrive no sooner than Oct. 15 to avoid storage fees. Exhibitors and advertisers will be sent details closer to the date of the event.

## QUESTIONS?

Contact Lynn Gerlach, Development and Communication Manager:  
[lgerlach@nwrpca.org](mailto:lgerlach@nwrpca.org) or 206-519-5049

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[www.NWRPCA.org](http://www.NWRPCA.org)  
[www.CHAMPSonline.org](http://www.CHAMPSonline.org)

