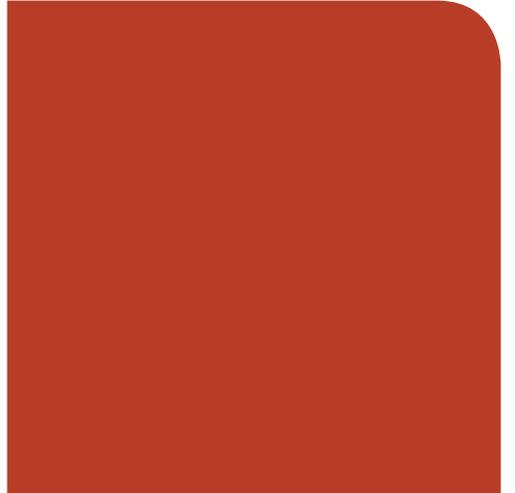
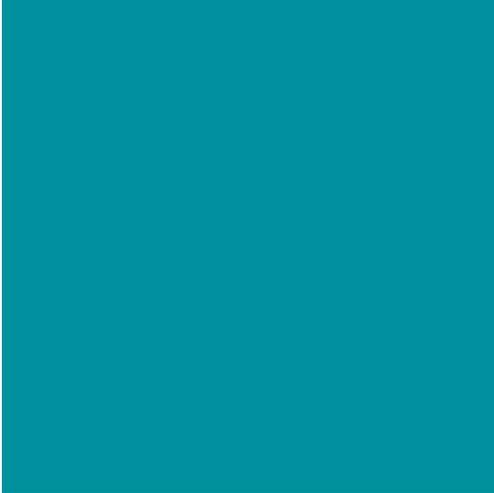




URGENT CARE  
ASSOCIATION

Your gateway to better<sup>SM</sup>



# 2018 Sponsorship and Advertising Opportunities





URGENT CARE ASSOCIATION

The Urgent Care Association (UCA) is the established voice of the urgent care industry, actively advocating for clinicians and centers, providing thought leadership to media, the public and other colleagues in healthcare, and creating exclusive resources and opportunities for members to meet the specific needs of the on-demand medical practice.

Amid all the industry changes and uncertainties, urgent care leaders are taking full advantage of any and all resources available to them to better navigate the complexities of the evolving healthcare landscape. Urgent care clinicians, centers and practice managers are seeking resources and opportunities to improve performance and differentiate their organizations from the competition.

As a partner of UCA, your company not only demonstrates a commitment to help advance the urgent care industry, but positions your brand front and center among key decision-makers who are looking for trusted solutions. The unique opportunities that UCA offers allows your organization to create strong relationships, build customer loyalty and grow your business.

This brochure showcases many ways we can help you gain industry recognition. Whether you're looking to launch a new product, extend your brand, partner in industry research, support educational efforts, help your customers grow their business, or advertise your own company, UCA has an avenue to do so.

We hope you'll join us to shape the future of urgent care.



Laurel Stoimenoff, PT, CHC  
CEO, Urgent Care Association



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Urgent care centers report an average of nearly

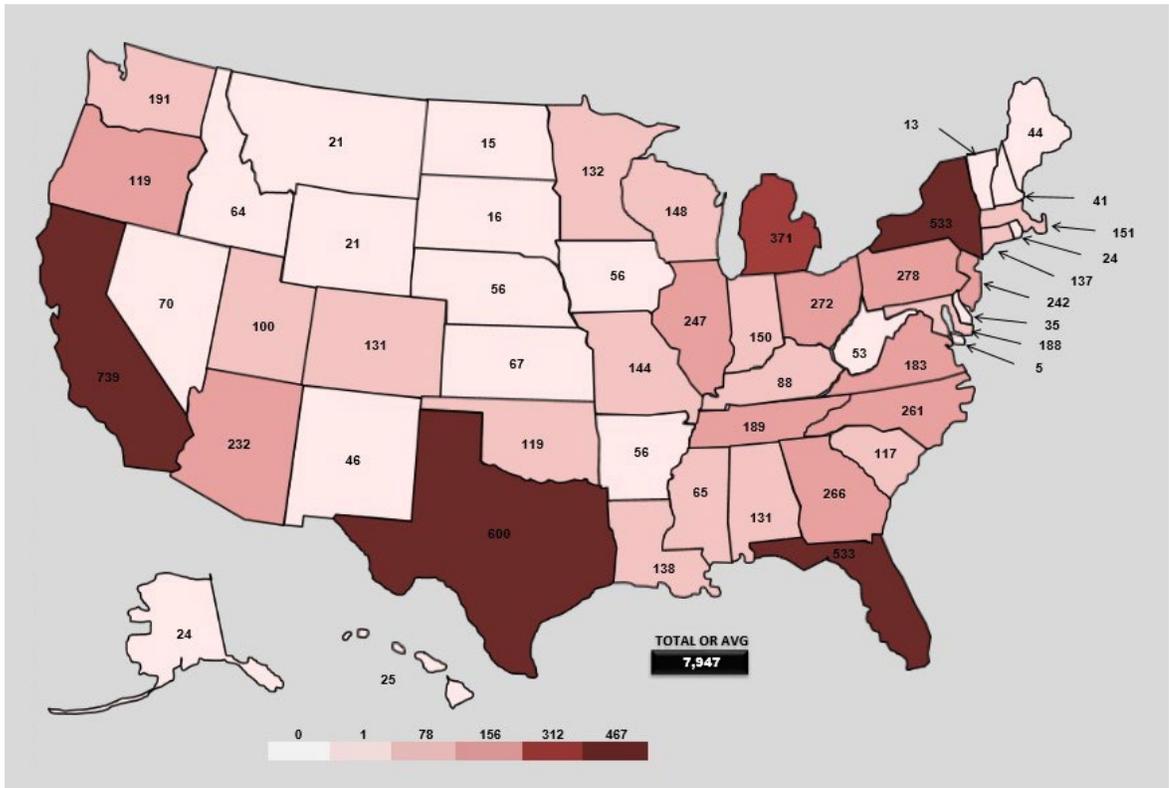
**12,000**

patient care visits for the 2015 fiscal year.

\*2016 Urgent Care Benchmarking Report Summary

# WHO ARE OUR MEMBERS

UCA is a professional membership and trade association that serves urgent care clinicians and practice management professionals working in urgent care and occupational health centers, retail health and more.



**Member Demographics**

- **58%** Business & Practice Management Professionals (Owners, VPs, C-Suite Executives, Directors, Managers, and Administrators)
- **25%** Physicians (Medical Doctors and Doctors of Osteopathic Medicine)
- **17%** Advanced Practice Clinicians (Nurse Practitioners, Physician Assistants and Registered Nurses)

**How we serve our members**  
 Education and networking are crucial for professional growth and success in urgent care. UCA is the industry's preeminent provider of live educational meetings, hands-on clinical and practice management training sessions, and online learning. Whether just starting out, mid-career or a seasoned veteran in urgent care, UCA offers the tools and resources for each career and stage of practice.

**Networking**  
 Share ideas with like-minded peers, solicit advice from experts, as well as grow personal connections through the UCA online networking special interest groups and sections. UCA members can join multiple groups in order to network with regional colleagues, get coding and billing tips, advice on starting a center, updates on regulatory or legislative issues, and others.

**Advocacy**  
 Educating lawmakers, regulators and payers on the value, role and business of urgent care medicine within the healthcare continuum, is a critical necessity. UCA's voice in Washington, D.C., and across the country has drawn significant attention and awareness of urgent care and gained important wins for the industry and access to quality patient care.

For additional information on membership opportunities contact Jackie Stasch at 331-215-6063 or [jstasch@ucaoa.org](mailto:jstasch@ucaoa.org).

# OVERVIEW OF OPPORTUNITIES

UCA is the nation's leading membership organization serving more than 2,700 centers representing more than 27,000 urgent care clinicians and business professionals worldwide. The organization maintains relationships with corporate sponsors and individual donors committed to our mission of advancing and distinguishing the role of urgent care medicine. The marketing and support opportunities presented in this brochure allow organizations and individuals to partner with UCA on key strategic initiatives.

## VENDOR MEMBERSHIP AND SUPPORT OPPORTUNITIES

Vendor Membership	\$750
Corporate Support Partner Program	\$2,500-\$25,000
Resource Grants	\$2,450-\$15,250
UCAAdvantage (Member Benefit Program)	Varies



Contact Jackie Stasch at 331-215-6063 or [jstasch@ucaoa.org](mailto:jstasch@ucaoa.org)

## URGENT CARE FOUNDATION SPONSORSHIP OPPORTUNITIES

Antibiotic Stewardship and Resistance Research Initiative	\$5,000-\$100,000
2018 Foundation Celebration	\$5,000-\$25,000
Early Diabetes Detection Research Study	\$5,000-\$50,000
Emergency Preparedness/Disaster Relief	\$5,000-\$20,000
Scientific Research Symposium	\$5,000-\$100,000
Thought Leaders' Summit	\$5,000-\$50,000



Contact Kim Youngblood at 630-544-6534 or [kyoungblood@ucaoa.org](mailto:kyoungblood@ucaoa.org)

## UCA CONVENTION & EXPO AND URGENT CARE FALL CONFERENCE OPPORTUNITIES

Exhibit Booths	\$2,100-\$4,200
Educational Grants	\$5,000-\$20,000
Event Sponsorships	\$350-\$10,000
Focus Groups/UC Connect/Networking Events	\$2,500+
Industry Perspectives Webinars	\$3,000
Satellite Events - Pre or Post	\$5,000-\$10,000
Virtual Exhibit Hall	\$300-\$600

Contact Jackie Stasch at 331-215-6063 or [jstasch@ucaoa.org](mailto:jstasch@ucaoa.org)

## ADVERTISING OPPORTUNITIES

Urgent Care Access (UCAccess)	\$2,900+
Journal of Urgent Care Medicine (JUCM)	\$1,900+
UCA Member List Rental	\$800+
UCAOA.org Ads	\$3,000/3 months
Classified Ads	\$200-\$400
Career Center	\$250+

Contact Jackie Stasch at 331-215-6063 or [jstasch@ucaoa.org](mailto:jstasch@ucaoa.org)

# VENDOR MEMBERSHIP AND SUPPORT

**Vendor Membership** \$750

Become a vendor member today and enjoy discounted rates on many vendor opportunities in 2018. This opportunity is available to vendors, consultants, exhibitors, and businesses that do not operate urgent care centers. Vendor membership includes many additional benefits available only to UCA members.

**UCAAdvantage** cost varies

Membership does have its rewards for urgent care professionals and you. Beginning in 2018, UCA will launch UCAAdvantage, a member benefit program that provides exclusive deals on products and services. Gain visibility among new clients and benefit from enhanced sales.

**Corporate Support Partner Program**

Support the projects that directly benefit your customers and patients, and help our industry grow and advance. Each level of support provides recognition and a full range of benefits, including discounts, branding, thought leadership, and market insight.

	<b>Bronze – \$2,500</b>
	<b>Silver – \$5,000</b>
	<b>Gold – \$10,000</b>
	<b>Platinum – \$15,000</b>
	<b>Diamond – \$25,000</b>

**Resource Grants** \$2,450-\$15,250

Position your company as a thought leader and provide clients with valuable urgent care resources available for underwriting. Products include a Provider Credentialing and Privileging Manual, a HIPAA Manual, and an Essential Book of Logs. Each opportunity provides company name recognition and a one-page advertisement. This is an economical way to make a positive, helpful impact for centers that need it most, while opening the door for further client engagement.



Contact Jackie Stasch for information on vendor membership and support opportunities at 331-215-6063 or [jstasch@ucaoa.org](mailto:jstasch@ucaoa.org)

# URGENT CARE FOUNDATION SPONSORSHIP OPPORTUNITIES

UCA established the [Urgent Care Foundation](#) as the singular, nationally recognized entity devoted to enhancing the awareness of urgent care medicine. The Foundation's mission is to inspire and contribute to research, education, clinical and practice management leadership, and innovation in new and emerging healthcare delivery models.

With your help, the Urgent Care Foundation can continue to provide the most up-to-date clinical research, educational development and humanitarian efforts directly related to urgent care medicine.

*The Urgent Care Foundation is a not-for-profit, 501(c)(3) organization. All gifts, including Foundation Celebration sponsorship are tax deductible to the extent allowable.*



## **Antibiotic Stewardship and Resistance Research Initiative**      \$5,000-\$100,000

Antibiotic resistance is a serious public health threat, as bacteria continue to become resistant to our most powerful antibiotics. Reducing inappropriate antibiotic use in all settings is crucial to preserving the utility of these life-saving drugs. With more than 160 million patient visits per year, urgent care centers are estimated to be responsible for 10 percent of antibiotic prescriptions in outpatient settings. While a subset of these patients may need antibiotics, many illnesses are likely viral and do not.

In conjunction with partner agencies, the Foundation is conducting research to examine how urgent care clinicians can maintain patient satisfaction, and at the same time, decrease unnecessary antibiotic use. This initiative presents an enormous opportunity to promote antibiotic stewardship and reduce unnecessary prescriptions.

## **2018 Foundation Celebration**      \$5,000-\$25,000

The [Foundation Celebration](#) is an annual event recognizing industry leaders who have served as trailblazers, humanitarians and influencers in the urgent care industry. This special event will be held during the UCA Urgent Care Convention & Expo in Las Vegas, May 6-9, 2018. The Celebration serves as the principle fundraising event for the Foundation with the goal of raising funds for research, and strategic and community initiatives.

# URGENT CARE FOUNDATION SPONSORSHIP OPPORTUNITIES

## **Early Diabetes Detection Research Study** \$5,000-\$50,000

Undiagnosed diabetes affects more than 9 million Americans, a number that likely significantly underrepresents the true prevalence. With 32 million newly insured U.S. citizens projected to enter the healthcare system by 2019, research indicates that more than half of all uninsured citizens do not have a regular source of primary care. The significance in terms of health and fiscal impact, supports the critical need to develop early diabetes detection strategies to reduce the long-term burden of the disease.

In conjunction with partnership organizations, the Foundation is launching a new nationwide research study to examine the feasibility and usability of early detection protocol in urgent care practice settings. Results will be published with sponsor recognition.

## **Emergency Preparedness/ Disaster Relief** \$5,000-\$20,000

During recent disasters, urgent care centers worked with local communities to treat patients and provide support. However, there is a need for strategic planning, integration, and coordination of care with hospital-based emergency departments.

There are approximately 4,300 emergency departments in the United States and nearly 7,400 urgent care sites in the U.S. Yet despite their prevalence and community/geographic footprint little has been done to coordinate the care provided at these urgent care sites in times of major disasters. The Foundation will develop strategies to coordinate care and support emergency departments during a disaster.

## **Scientific Research Symposium: Treatment and Diagnosis of Head Injuries** \$5,000-\$100,000

There are 1.7 million recorded cases of concussion in the U.S. each year and the urgent care setting many times serves as a first point of entry for patient care. Successful diagnosis, treatment and management of patients with head injuries require efficient testing, standardized protocols and effective training.

During the 2017 UCA Urgent Care Fall Conference, the Foundation convened the first Scientific Symposium of industry leaders to address clinical, research and community health issues on head injuries in the urgent care setting. This Symposium was the first in a series on head injuries. Contact the Foundation if you'd like to bring a Scientific Symposium to one of our live events.

## **Thought Leaders' Summit** \$5,000-\$50,000

During the 2017 UCA Urgent Care Convention & Expo, industry leaders from the top 20 urgent care organizations met to discuss long-term strategies, industry sustainability, and future opportunities. Important goals discussed during the event included:

- 1** Identifying urgent care consumer needs throughout the next decade to ensure our value proposition as the market for on-demand services.
- 2** Providing guidance and thought leadership on how UCA can best support the industry to ensure ongoing success.
- 3** Identifying unmet needs or barriers to industry success.

UCA continually evaluates its opportunities to support the industry and ensure urgent care is an essential component of healthcare delivery and population health. Contact the Foundation to support a Thought Leaders' Summit at one of our events in the future.

Contact Kim Youngblood for information on Foundation sponsorship opportunities at 630-544-6534 or [kyoungblood@ucaoa.org](mailto:kyoungblood@ucaoa.org)

# UCA URGENT CARE CONVENTION & EXPO AND URGENT CARE FALL CONFERENCE

UCA holds two pivotal events per year offering timely and diverse practice management and advanced and essential clinical content.

An expansive exhibit hall is also featured at each meeting, showcasing the latest technology, services and products in urgent care in which you have the chance to connect face-to-face with your clients and prospects and see your competition in action.

## 2018 EXHIBIT DATES & RATES

UCA Urgent Care Convention & Expo May 5-9, 2018, Paris Las Vegas Hotel & Casino, Las Vegas		
	VENDOR MEMBER	NON-MEMBER
Inline Booth	\$2,900	\$3,400
Corner Booth	\$3,300	\$3,800
Prime Inline Booth	\$3,300	\$3,800
Prime Corner Booth	\$3,700	\$4,200

UCA Urgent Care Fall Conference October 12-14, 2018, Marriott Marquis, Houston		
	VENDOR MEMBER	NON-MEMBER
Inline Booth	\$2,100	\$2,600
Corner Booth	\$2,500	\$3,000
Prime Inline Booth	\$2,500	\$3,000
Prime Corner Booth	\$2,900	\$3,400

Prime booths are exclusive to UCA Corporate Support Partners or companies who make a sponsorship investment of \$2,500 or greater for the event.

## Audience Averages:

52% clinicians

48% practice management professionals

75% of UCA attendees are

Final Decision Makers/ Product Influencers	Practice Managers
Medical Directors	Physicians
Owner/Providers	Nurse Practitioners
CEO/COO/VPs	Physician Assistants
	Medical Assistants

**Educational Grants** \$5,000-\$20,000

The UCA Urgent Care Convention & Expo and Urgent Care Fall Conferences feature CME programs. Each day, a variety of informative sessions are available for industry support. These sessions are designed to provide physicians and other clinicians with resources and innovative approaches on issues impacting the urgent care industry.

Examples of educational tracks include:

- Clinical Essentials
- Hands-on Skills Lab
- Advanced Clinical
- Practice Management

Your support will be recognized in an assortment of formats. Educational grants are also available for live educational webinars throughout the entire year.

**Event Sponsorships** \$350-\$10,000

Each face-to-face event has opportunities for your company to increase your exposure inside and outside the exhibit hall. Whether your goal is branding (tote bag, aisle markers, notebook), networking (coffee break, networking reception) or thought-leadership, we have something to meet your needs. We can even customize the perfect sponsorship opportunity.

**Focus Groups/UC Connect/Networking Events** \$2,500+

Hold a meeting that affords more in-depth conversations, host a breakfast or evening reception, or convene a group of urgent care professionals to better understand the industry. Allow us to help you take advantage of the audience we bring to our events so you can reach your goals.

**Satellite Events** \$5,000-\$10,000

Host a pre- or post-conference educational, promotional, user group, or staff training event during a UCA Expo or Conference.

**Industry Perspectives Webinars** \$3,000

Reach an audience of more than 10,000 urgent care practitioners and business professionals when you create, host and deliver an urgent care specific webinar promoted by UCA, and offered complimentary to our members. This is an optimal medium for getting the word out about a new product, service or technology, or to simply increase awareness of your company or brand.

**Virtual Exhibit Hall** \$300-\$600

An online directory of urgent care products and services is awaiting your company's information. One-year listing includes description, contact information, link to your website, and logo. [Sign up here](#). Please note exhibitors at our live events receive a free listing for one year as do all Corporate Support Partners and with an investment in vendor membership.



# Advertising Opportunities

**Urgent Care Access (UCAccess)** \$2,900+

**Media Kit**

With an average open rate of 32%, Urgent Care Access (UCAccess) is a trusted, must-read resource for nearly 10,000 urgent care providers and business professionals. Each issue is delivered weekly on Thursday, offering numerous and economical advertising opportunities.

**Journal of Urgent Care Medicine** \$1,900+

**Rate Card**

The *Journal of Urgent Care Medicine (JUCM)* supports the evolution of urgent care medicine by creating content that addresses both clinical and practice management challenges. As the official publication of UCA and the College of Urgent Care Medicine (CUCM), the *JUCM* circulation reaches 11,000 physicians, nurse practitioners, physician assistants, and practice managers serving the industry nationwide.

**UCA Member List Rental** \$800+

**Rate Card**

The UCA member list aligns you and your company with a highly targeted and qualified audience representing multidisciplinary urgent care influencers and decision makers who are interested in your product and services portfolio. Deliver a one-time, clear and unopposed message straight to your prospective customers via email or traditional mail.

**UCAOA.org Ads** \$3,000/3 months

UCAOA.org averages 14,000 unique visitors per month. Your online ad, linked to your URL, measuring 333 x 320 pixels will have your company getting noticed immediately.

**Classified Ads** \$200-\$400

Promote real estate for potential development or lease and non-medical equipment with a 30- or 60-day ad listed under UCA's latest news section and included one time in *UCAccess*, the weekly eNewsletter.

**Career Center** \$250+

An online employment solution for companies seeking qualified urgent care professionals and a career center for urgent care professionals desiring a new position. Targeting and recruiting top talent is made effective and efficient through the Career Center. UCA members receive a 25% discount on job postings.





URGENT CARE  
ASSOCIATION

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email: [info@ucaoa.org](mailto:info@ucaoa.org)

phone: 877-698-2262

