

PATIENT-CENTERED PRIMARY CARE: AT THE HEART OF VALUE AND QUALITY

CONFERENCE SPONSORSHIP OPPORTUNITIES

Engage in thought leadership, networking, and advertising opportunities to share your products and services with top decision-makers from leading health care organizations around the U.S.

The PCPCC Annual Fall Conference is the premier annual event for hundreds of executives to gather for educational panels, interactive workshops, dynamic speakers, knowledge sharing, networking, and of course, product shopping. This is your opportunity to make valuable contacts, and develop relationships with the top players in the primary care,

medical home, and accountable care market.

PCPCC Executive Members receive substantial discounts on conference sponsorships.

For more information about joining the PCPCC Executive Membership or to discuss sponsorship options (including multi-site discounts for our Western Regional Conference in Denver, CO), please contact Staci GoldbergBelle at staci@pcpcc.org.



2014 PCPCC
Annual Fall Conference

NOVEMBER 12-14

**GRAND HYATT
WASHINGTON, DC**

EVENT SCHEDULE AT-A-GLANCE

DAY 1: WED, NOVEMBER 12TH

Pre-Conference

7:30 AM - 11:00 AM
9:00 AM – 11:15 AM

Exhibitor Move-In

Pre-Conference Workshops
Track A: 9:00 – 10:00 AM;
Track B: 10:15 AM – 11:15 AM
Executive Member Annual Meeting
Executive Member Luncheon
Exhibit Hall Open;
Break for General participants

9:30 AM – 11:30 AM
11:30 AM – 12:30 PM
11:15 AM – 1:00 PM

Main Plenary

1:00 PM – 2:15 PM
2:15 PM – 2:45 PM
2:45 PM – 3:45 PM
3:45 PM – 5:00 PM
5:00 PM – 5:30 PM
5:30 PM – 6:30 PM

Opening Keynote
Break held in Exhibit Hall
Panel Presentation
Panel Presentation
Break
Executive Membership Reception
*(*PCPCC Executive Members only)*
Opening Night Celebration (open to all
participants; held in Exhibit Hall)

6:30 PM – 8:30 PM

DAY 2: THU, NOVEMBER 13TH

7:30 AM – 9:00 AM

Stakeholder Center Meetings
*(*Center Co-Chairs & Cabinets only)*
Networking Breakfast (open to all participants;
held in Exhibit Hall)

9:00 AM – 10:45 AM
10:45 AM – 11:15 AM
11:15 AM – 12:30 PM
12:30 PM – 1:30 PM
1:30 PM – 2:45 PM
2:45 PM – 3:15 PM
3:15 PM – 4:30 PM
6:00 PM – 8:00 PM

Opening Panel Presentations
Break held in Exhibit Hall
Breakout Sessions Round I
Networking Lunch
Breakout Sessions Round II
Break held in Exhibit Hall
Breakout Sessions Round III/Exhibitor Breakdown
PCPCC Annual Barbara Starfield
Award Ceremony

DAY 3: FRI, NOVEMBER 14TH

8:30 AM – 9:45 AM
9:45 AM – 10:00 AM
10:00 AM – 11:00 AM
11:00 AM – 12:00 PM

Opening Panel Presentations
Break
Panel Presentation
Closing Keynote and Farewell Remarks

View our 2013 conference program at

<http://www.scribd.com/doc/176970997/PCPCC-2013-Annual-Conference-Program>

Or scan this QR Code:



“A HEALTH CARE
SYSTEM THAT IS
PATIENT-CENTERED
PROVIDES THE
GREATEST
OPPORTUNITY TO
ACHIEVE THE
TRIPLE AIM”

- Marci Nielsen, MPH, PhD

SPONSORSHIP OPPORTUNITIES

Exhibit Hall: The Exhibit Hall provides a high-visibility opportunity to advertise products or services through which 500 attendees will pass through daily for sessions, workshops, meals and refreshment breaks. Booths will be assigned on a first-come, first-served basis. Requests for space must be accompanied by a full payment prior to space assignment.

BOOTH TYPE	PCPCC EXECUTIVE MEMBER	NONMEMBER*
Inline (Standard Placement)	\$3,250	\$3,750
Corner (Premium Placement)	\$3,750	\$4,250

Included with each booth:

- Listing in onsite program guide (print and online)
- 2 full conference registrations (\$1,400 value)
- Pre-show mailing list including attendee demographics
- Post-show mailing list including attendee demographics
- Listing in Show Map distributed onsite
- Company/organization logo included on event signage
- 7 x 44" identification sign
- 10x10 foot booth space, 8' high pipe and drape back wall with 4' high draped side rails

How to apply for exhibit space: Each interested organization must submit a contract for exhibit space. Contact staci@pcpcc.org for more information.

ADDITIONAL OPPORTUNITIES

THOUGHT LEADERSHIP WORKSHOPS

PRE-CONFERENCE, 11/12/14

(12 available; Member \$3,250; Nonmember \$3,750)

This year, the PCPCC is providing limited opportunities for organizations to host pre-conference workshops on Wednesday, November 12th. Sponsors will be provided with A/V equipment and meeting room space, as well as a pre-show registration list to market their workshops to attendees. Each workshop will last 60 minutes, and can attract between 50-100 attendees. Workshops are free to conference attendees.

EXECUTIVE MEMBERSHIP ANNUAL LUNCHEON (1 AVAILABLE)

PRE-CONFERENCE, 11/12/14

(Member \$5,000; Nonmember \$6,500)

The luncheon will be held in conjunction with the group's Annual Meeting, a strategic discussion among dozens of top decision-makers and influencers from the health care industry. Exclusive benefits include:

- Acknowledgement as exclusive luncheon sponsor on signage and conference materials
- Choice of 1 Sponsored Workshop or 1 Exhibit Booth
- Opportunity to include company collateral in meeting materials
- 1 full conference registration
- 1 additional "luncheon only" registrations

EXECUTIVE MEMBER RECEPTION

DAY 1, November 12 | 5:30 PM – 6:30 PM

(Member \$5,000; Nonmember \$7,500)

This reception is open to the PCPCC's Executive Members only, and provides an intimate private reception setting for 75-100 of the industry's top leaders and decision-makers. Exclusive benefits include:

- Acknowledgement as exclusive event sponsor on event signage and conference materials
- Choice of 1 Sponsored Workshop or 1 Exhibit Booth
- Opportunity to include company collateral in conference tote
- 2 full conference registrations and 2 additional "reception only" registrations

ADDITIONAL OPPORTUNITIES (continued)

OPENING NIGHT CELEBRATION RECEPTION

DAY 1, November 12 | 6:30 PM – 8:30 PM

(Member \$10,000; Nonmember \$12,000)

This reception is open to all conference attendees, and attracts hundreds of attendees representing a diverse audience of health care executives. Exclusive benefits include:

- Acknowledgement as exclusive event sponsor on event signage and conference materials
- Choice of 1 Sponsored Workshop or 1 Exhibit Booth
- Opportunity to include company collateral in conference tote
- 2 full conference registrations and 2 additional “reception only” registrations

NETWORKING LUNCHEON

DAY 2, November 13 | 11:45 AM – 1:00 PM

(Members \$4,000; Nonmember \$5,000)

All conference registrants are invited to participate in this plated networking luncheon. Exclusive benefits include:

- Acknowledgement as exclusive luncheon sponsor on signage and conference materials
- Choice of 1 Sponsored Workshop or 1 Exhibit Booth
- Opportunity to include company collateral in conference tote
- 1 complimentary full conference registration

ADVERTISING



NAME BADGE & LANYARD

(Member \$3,000; Nonmember \$3,500)

High-visibility opportunity with every participant prominently displaying your company logo. The logo will be printed on all lanyards and on the front of name badges.

ATTENDEE TOTE BAGS

(Member \$3,000; Nonmember \$3,500)

Display your company logo on an eco-friendly, reusable conference bag attendees will use to carry conference materials.

“THERE IS A
UNIVERSALLY HELD
BELIEF THAT THE
SUBSTANCE OF
PRIMARY CARE IS
ESSENTIALLY SIMPLE.
NOTHING COULD BE
FURTHER FROM
THE TRUTH.”

- Barbara Starfield, MD, MPH

PCPCC'S ANNUAL BARBARA STARFIELD AWARD

Recognizing excellence in advancing the medical home and person-focused care.

The PCPCC established the Barbara Starfield Award in 2012 to honor Dr. Starfield's decades of leadership and advocacy for primary care and its critical role in transforming the health care system. The first award was given to Dr. Starfield posthumously in April 2012, recognizing her enduring commitment to the philosophy that all individuals should receive comprehensive, coordinated, person-focused care. The award is presented annually to an individual or organization that demonstrates exceptional work toward advancing the goals of the **patient-centered medical home**, and a strong commitment to **person-focused care**.

In 2014, the Barbara Starfield Award will be presented during an evening reception on **Thursday, November 13th from 6:00 PM to 8:00 PM**. All attendees are required to purchase a ticket to the ceremony in addition to their conference registration fees (\$100 per person). The event will include a cocktail reception and seated dinner.

SPONSORSHIP OPPORTUNITIES

AWARD SPONSOR

(Member \$25,000; Nonmember \$28,000)

This annual award will be presented on Tuesday evening to an individual that has demonstrated exemplary commitment to the patient-centered medical home and person-focused care. Past recipients include **Richard Baron, MD, MPH**, President, American Board of Internal Medicine (ABIM), and **Barbara Starfield, MD, MPH**. Exclusive benefits include:

- Company logo engraved on award
- Acknowledgement as exclusive award sponsor in press release and conference materials
- Choice of 1 Sponsored Workshop or 1 Exhibit Booth
- 3 complimentary full conference registrations (\$2,100 value)
- 3 additional "reception only" registrations (\$300 value)

TABLE SPONSOR

(Member \$2,500; Nonmember \$3,000)

Receive **ten** tickets to the Award Ceremony, plus the following exclusive benefits:

- Premier table placement
- Logo recognition on event signage, program, and slideshow
- Logo recognition on conference materials, marketing e-mails, website, and award press release

GOLD SPONSOR

(Member \$1,500; Nonmember \$2,000)

Receive **five** tickets to the Award Ceremony, plus the following exclusive benefits:

- Premier table placement
- Logo recognition on event signage, program, and slideshow

SPONSORSHIP OPPORTUNITIES (continued)

SILVER SPONSOR

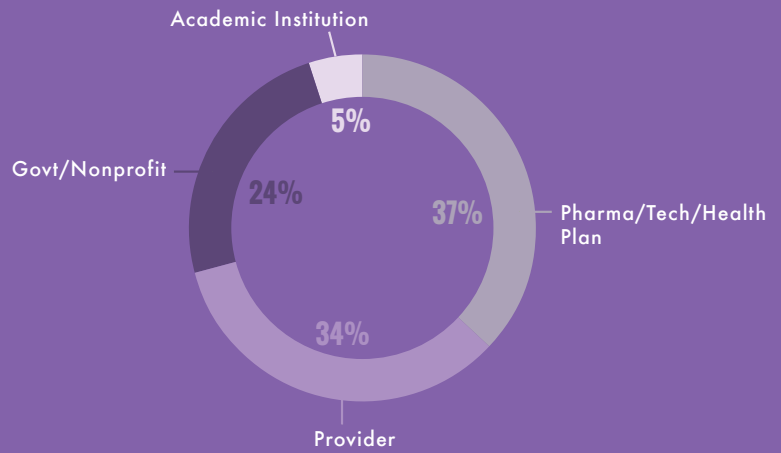
(Member \$500; Nonmember \$1,000)

Receive **two** tickets to the Award Ceremony, plus the following exclusive benefits:

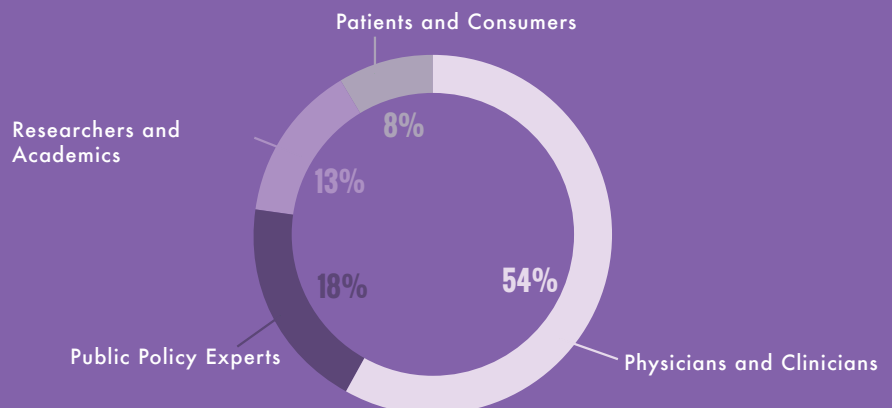
- Premier table placement
- Company name on event signage, program, and slideshow

BY-THE-NUMBERS

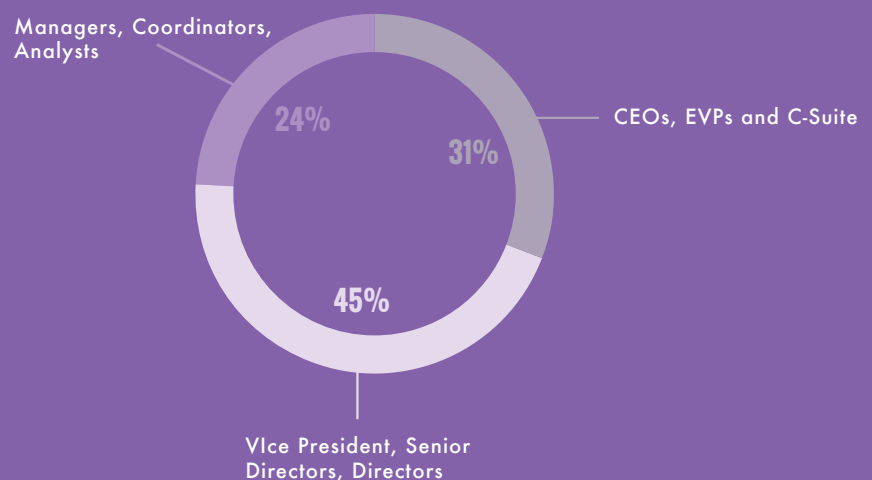
INDUSTRIES REPRESENTED



TARGET AUDIENCE AFFILIATION



ATTENDEES BY JOB TITLE



SPONSORSHIP APPLICATION

Contact Name: _____

Company Name: _____

(As you prefer it to be in conference materials)

Street Address: _____

City/State/Zip: _____

Telephone: () _____

Email: _____

Exhibit or Sponsor Level (please indicate your selection(s) below):

	EXECUTIVE MEMBERS	NON-MEMBERS
Exhibit Booths		
Inline (standard placement)	\$3,250	\$3,750
Corner (premier placement)	\$3,750	\$4,250
Pre-Conference Thought Leadership Workshops	\$3,250	\$3,750
Executive Membership Annual Luncheon	\$5,000	\$6,500
Opening Night Celebration Reception	\$10,000	\$12,000
Networking Luncheon	\$4,000	\$5,000
PCPCC Annual Barbara Starfield Award	\$25,000	\$28,000
Table Sponsor	\$2,500	\$3,000
Gold Sponsor	\$1,500	\$2,000
Silver Sponsor	\$500	\$1,000
Name Badge & Lanyard	\$3,000	\$3,500
Attendee Tote Bags	\$3,000	\$3,500
Conference Program		
Outside Back Cover	\$4,500	\$5,000
Inside Front Cover	\$4,500	\$5,000
Inside Back Cover	\$4,500	\$5,000

Payment Details

Amount: \$ _____

Payment Method: Check Credit Card: Visa AmEx MC

Card Number: _____

Expiration Date: _____

Name on card: _____

Cardholder Signature: _____

Date: _____

APPLICATION SUBMISSION INSTRUCTIONS: Please be sure to provide your company profile for the exhibit guide and include your logo / program artwork. Payment of 100% is due on booth reservations made within 90 days of the show date. Please submit your completed application to Staci GoldbergBelle at staci@pcpcc.org.

THANK YOU FOR SUPPORTING THE PCPCC!

