

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	Exhibitor Move-In
9:00 AM – 11:15 AM	Pre-Conference Workshops <i>Track A: 9:00 – 10:00 AM;</i> <i>Track B: 10:15 AM – 11:15 AM</i>
9:30 AM – 11:30 AM	Executive Member Annual Meeting
11:30 AM – 12:30 PM	Executive Member Luncheon
11:15 AM – 1:00 PM	Exhibit Hall Open; Break for General participants

Main Plenary

1:00 PM – 3:15 PM	Opening Keynote and Panel Presentation
3:15 PM – 3:45 PM	Break in Exhibit Hall
3:45 PM – 5:00 PM	Center Breakouts
5:00 PM – 6:00 PM	Break
6:00 PM – 9:00 PM	PCPCC Annual Awards Dinner

DAY 2: THU, NOVEMBER 13TH

7:30 AM – 8:30 AM	Networking Breakfast (<i>open to all participants; held in Exhibit Hall</i>)
8:30 AM – 10:00 AM	Opening Panel Presentations
10:00 AM – 10:30 AM	Break held in Exhibit Hall
10:30 AM – 11:45 AM	Panel Presentation
11:45 AM – 1:00 PM	Networking Lunch
1:00 PM – 2:30 PM	Breakout Sessions Round I
2:30 PM – 3:15 PM	Break held in Exhibit Hall
3:15 PM – 4:45 PM	Breakout Sessions Round II
3:30 PM - 5:30 PM	Exhibitor Break Down
5:30 PM – 6:30 PM	Executive Membership Reception <i>(*PCPCC Executive Members only; held in Exhibit Hall)</i>
6:30 PM – 8:30 PM	Networking Reception (<i>open to all participants; held in Exhibit Hall</i>)

DAY 3: FRI, NOVEMBER 14TH

8:30 AM – 10:00 AM	Opening Panel Presentations
10:00 AM – 10:15 AM	Break
10:15 AM – 11:30 AM	Panel Presentation
11:30 AM – 12:15 PM	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 (\$1,600 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, November 12 | 9:00 AM - 11:15 AM
(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, November 12 | 11:30 AM - 12:30 PM
(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

ADDITIONAL OPPORTUNITIES (continued)

EXECUTIVE MEMBER RECEPTION

DAY 2, November 13 | 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

NETWORKING RECEPTION

DAY 2, November 13 | 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

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.



PCPCC'S INAUGURAL AWARDS DINNER

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

Join the PCPCC as we honor three leaders dedicated to promoting primary care and the medical home at our first annual awards dinner on **Wednesday, November 12th, from 6:00-9:00 PM**. This special event will include a cocktail reception and seated dinner.

** Individual tickets to the ceremony are required to attend. Each ticket is \$100 and can be purchased online at www.pcpcc.org.*

The Barbara Starfield Primary Care Leadership Award. The PCPCC established the Barbara Starfield Primary Care Leadership Award in 2012 to posthumously honor Dr. Starfield, recognizing her enduring commitment to the philosophy that all individuals should receive comprehensive, coordinated, and person-focused care. The award is presented annually to an individual or organization that demonstrates exceptional work toward advancing the goals of primary care and, in particular, a strong commitment to **person-focused care**.

This year, the PCPCC is delighted to present the Starfield Award to **Debra L. Ness, MA**, President of the National Partnership for Women & Families, who has long advocated for person-centered care at the individual-, practice-, community-, and policy-level, and played an instrumental role in including person-centered language in the Affordable Care Act.

The Primary Care Community Leadership Award. This new award recognizes individuals or organizations that have demonstrated leadership to ensure that primary care is foundational to community or state health care reform efforts. The PCPCC is pleased to present the first Community Leadership Award to **Ted Wymyslo, MD**, former Director of the Ohio Department of Health, who established the Ohio-PCPCC as part of his efforts to bridge public and private sector interests to effectively advance primary care and public health in Ohio.

The Patient-Centered Medical Home Practice Award. This new award recognizes a primary care practice that serves as a model for medical home transformation through innovation in practice design, partnership with patients in quality improvement, and exemplary leadership in promoting the practice of team-based primary care. The PCPCC is excited to present the first Practice Award to the **Southeast Texas Medical Associates (SETMA) and its CEO, James L Holly, MD**, in recognition of their long-standing commitment to primary care, their genuine concern and focus on the role that patients and families play in practice transformation, and their commitment to sharing lessons learned with their community.

SPONSORSHIP OPPORTUNITIES

BARBARA STARFIELD AWARD SPONSOR – SOLD

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

The Barbara Starfield Award sponsor will receive major recognition leading up to and during the awards presentation. Exclusive benefits include:

- Company logo engraved on award

- Acknowledgement as Barbara Starfield Award sponsor in press release and conference materials
- Company spokesperson delivers remarks during the awards ceremony
- Choice of 1 complimentary Sponsored Workshop or 1 complimentary Exhibit Booth (\$3,750 value)
- 3 complimentary full conference registrations (\$2,400 value)

“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

SPONSORSHIP OPPORTUNITIES (CONTINUED)

- Logo recognition on event signage, program, and slideshow
- 1 Full table at Awards Dinner - 10 seats (\$1,000 value)

COCKTAIL RECEPTION SPONSOR

(Member \$7,000; Nonmember \$8,500)

This pre-dinner reception will bring together medical home experts and thought leaders prior to the awards dinner. Exclusive benefits include:

- Acknowledgement as an event sponsor on event signage and conference materials
- Choice of 1 complimentary Sponsored Workshop or 1 complimentary Exhibit Booth (\$3,750 value)
- 2 complimentary full conference registrations (\$1,600 value)
- Receive 5 tickets to the Awards Dinner (\$500 value)

PLATINUM SPONSORS

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

Receive **ten** tickets to the Awards Dinner, plus the following exclusive benefits:

- Premier table placement
- Logo recognition on event signage, program, and slideshow
- Logo recognition on conference materials, marketing emails, and website

GOLD SPONSORS

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

Receive **five** tickets to the Awards Dinner, plus the following exclusive benefits:

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

SILVER SPONSORS

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

Receive **two** tickets to the Awards Dinner, plus the following exclusive benefits:

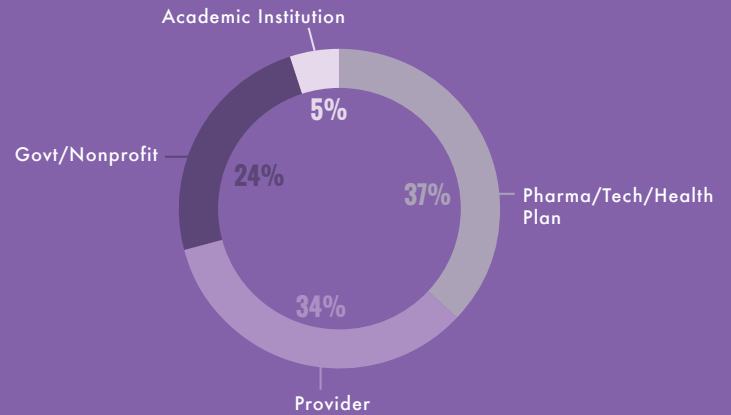
- Premier table placement
- Company name on event signage, program, and slideshow

DONATE-A-TABLE PROGRAM

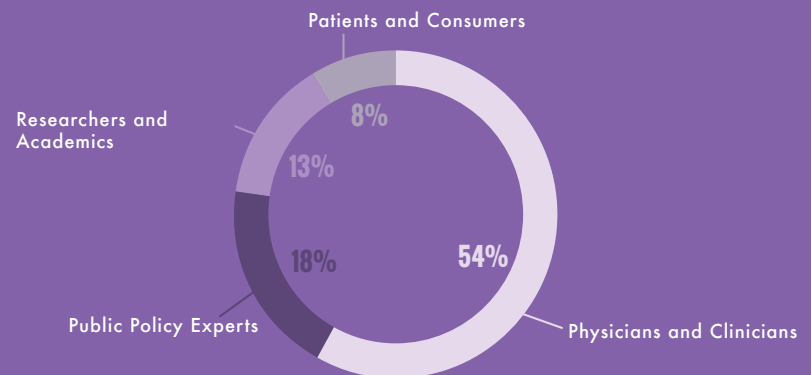
If you want to support PCPCC's recognition of leaders in the field of patient-centered primary care, but are unable to attend or worry about filling your table, let the PCPCC help. Choose any of the table sponsor opportunities above and ask the PCPCC to fill it entirely or partially on your behalf.

BY-THE-NUMBERS

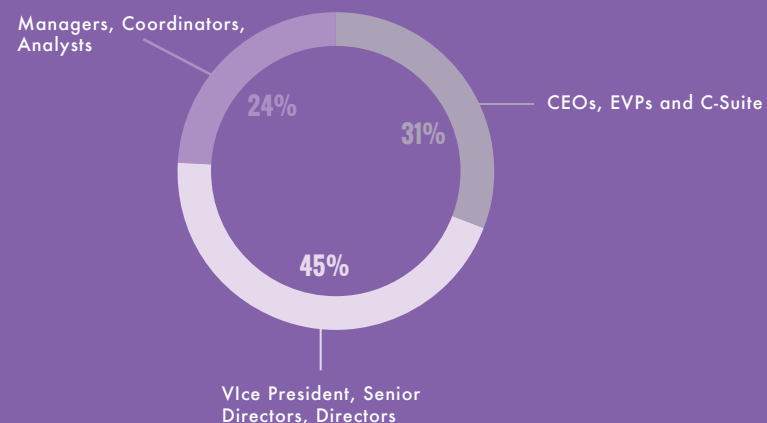
INDUSTRIES REPRESENTED



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	\$1,000	\$1,500
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: \$

Sponsorship Selection:

To pay by credit card, please visit our online payment form at <http://www.pcpcc.org/event/2014/01/2014-pcpcc-annual-fall-conference>.

To pay by check or direct deposit, please send this form to Staci GoldbergBelle at staci@pcpcc.org

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!

